



Course syllabus

School of Business and Economics
Department of Marketing

2FE515 Business Administration III - International Business and Global Marketing, 15 högskolepoäng

Business Administration III - International Business and Global Marketing, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved 2009-05-05

Revised 2014-10-29 by School of Business and Economics. Literature list updated.

The course syllabus is valid from spring semester 2015

Prerequisites

Business Administration I-II, 60 credits and English B/English 6

Objectives

After completing this course the student should be able to:

- analyze, select and evaluate the appropriate conceptual frameworks for management decisions connected with the global marketing process
- apply strategic analysis related to firms, markets and business cultures in emerging markets
- acquire familiarity with and understand principle concepts, frameworks, and techniques related to the internationalization processes of both multinational corporations (MNCs) and small and medium-sized enterprises (SMEs)
- critically apply such management models on the international marketing and organization of SMEs in a 'real-life' context
- communicate gathered information, identified problems and solutions of these through written assignments and oral presentations

Content

The course contains:

- a decision-oriented view on the internationalization processes of firms, from decision whether to internationalize to implementation and coordination of a global

- marketing programme
- international business marketing strategy of multinational corporations
- strategies on international business applied to emerging markets
- the organization of the internationalization process of SMEs including entry strategies particularly in and from emerging markets

Type of Instruction

Lectures, seminars and practice in:

- applied analysis – the use of theory models in real business cases
- presentations (in writing as well as orally)
- efficient teamwork

Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The course is examined by a written exam, written papers and presentation of papers. Active participation in seminars are required for a pass grade.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year. Students that do not pass reports can complement according to instructions from the examiner.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Obligatory literature

Cavusgil, S.T, Ghauri, P.N, Akcal, A.A. *Doing Business in Emerging Markets*. SAGE Publications Ltd. Latest edition. About 420 pages.

Hollensen, S., *Global Marketing, A decision-oriented Approach*. FT Prentice Hall. Latest edition. About 300 p.

Scientific articles, about 200 p.