



Course syllabus

School of Business and Economics
Department of Marketing

2FE516 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 by School of Business and Economics 2015-05-27
The course syllabus is valid from spring semester 2016

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
- account for 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

The teaching consists of lectures and seminars. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined by a written exam, written papers, oral presentations and activity in discussions.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

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 790 p.

Scientific articles, about 200 p.