



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

2FE951 International Business and Entrepreneurship – Perspectives from emerging markets, 15 högskolepoäng

2FE951 International Business and Entrepreneurship – Perspectives from emerging markets, 15 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2F

### **Date of Ratification**

Approved 2019-08-21

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

### **Prerequisites**

Business Administration 60 credits including fundamental marketing 7.5 credits, and English B/English 6 or equivalent.

## Objectives

After completing the course the student is expected to be able to:

- apply and analyze basic concepts of international business and entrepreneurship in emerging markets
- independently problematize and solve challenges related to international business and entrepreneurship through theoretical context related to emerging markets
- perform strategic analysis and decision making related to and within the macro and micro environments of the emerging markets
- independently identify, formulate and discuss various aspects of International business and entrepreneurship in emerging markets and relate their application to discussed cases
- analyze business situations through the course and report results and conclusions

in a professional manner

## Content

The course contains:

- international business in emerging markets – perspectives and paradigms
- entrepreneurship in emerging markets – perspectives of domestic and international entrepreneurship
- discussion of the challenges and the future of emerging markets in a global economy
- country case studies – The course focuses on case study discussions on selected emerging market regions of the world such as the BRICS and beyond. Discussions through the course will focus on the international business market and entrepreneurship paradigms for each country
- appropriate problematisation, analysis and strategic decision making

## Type of Instruction

Teaching is carried out as distance learning with help from a learning platform and consists of self-studies based on instructions from the course coordinator, participation in web-based group discussions and writing of individual written reports. The course requires access to a computer and the internet. No mandatory meetings on campus are included.

## Examination

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

The course is examined through written individual exam and individual assignments. The individual assignments are case-based reports and the final individual exam is a take home written exam where participants can use the books for responses.

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

## Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 2FE951 overlap 2FE251:3

## Required Reading and Additional Study Material

### Required reading

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

Jansson, H. *International Business Marketing in Emerging Country Economies: the third wave of internationalization of firms*. Edward Elgar Publishing. About 260 pages.

Scientific articles on International Business and Entrepreneurship in emerging markets. About 250 pages.

Case studies as chosen for country specific sections of the course in collaboration with country experts for the course. About 120 pages.

### Additional Reading

Dicken, P. (2011). *Global Shift*. 625 pages. Available at:  
[http://iss.ecnu.edu.cn/\\_upload/article/files/64/60/d73e7e414d44961b1d581595e55b/80312729-6ba5-44fa-abc4-f20984ae7a5d.pdf](http://iss.ecnu.edu.cn/_upload/article/files/64/60/d73e7e414d44961b1d581595e55b/80312729-6ba5-44fa-abc4-f20984ae7a5d.pdf)

Hisrich, R.D. *International Entrepreneurship - starting, developing and managing a global venture*. Sage publications. Latest edition. About 425 pages.