



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

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

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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 2023-10-09 by School of Business and Economics. Set of examination, reformulation of objectives, type of instruction, examination and standard texts. The course syllabus is valid from autumn semester 2024

Prerequisites

Business Administration 60 credits including fundamental marketing 7.5 credits. English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- apply and analyze basic concepts of international business and entrepreneurship in emerging markets
- use theories of emerging markets to independently problematise and create suggestion of solutions in international business and entrepreneurship
- 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

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
- 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. The teaching consists of participation in web-based lectures and seminars and writing of individual written reports. The course requires access to a computer with internet connection and a webcam.

Examination

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

The course is examined through a written individual exam 3 credits and a serie of written individual assignments totaling 12 credits.

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.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

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: 2FE251:3 with 15 credits

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. Latest edition. 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

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