



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4FE403 Managing International Business Strategies, 7,5  
högskolepoäng

4FE403 Managing International Business Strategies, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

Second Level

### **Progression**

A1N

### **Date of Ratification**

Approved 2016-11-30

Revised 2022-12-05 by School of Business and Economics. Change of department  
The course syllabus is valid from spring semester 2023

### **Prerequisites**

Basic eligibility for second-level studies as well as general entry requirements; Business Administration with at least 90 credits in Business Administration. English B/English 6 or the equivalent.

## Objectives

After completed course the student should be able to:

- make a comprehensive and integrated view of managerial disciplines such as international marketing, strategy, management, finance, production etc. used in the management of an international company
- independently apply managerial disciplines in management tasks
- analyze and interpret the impacts of business operations on the financial statements

## Content

The course contains:

- simulation of running a Multinational Corporation for 2.5 years

- different managerial tasks
- dynamic industrial market selling, buying and licensing in Multinational Corporations
- industrial markets' relation to consumer markets

## Type of Instruction

Teaching takes place through a comprehensive international business simulation, including lectures, decision sessions and tutoring. Students also evaluate themselves and each other as part of the learning process. Obligatory parts are stated in the schedule.

## Examination

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

Examination is conducted through group assignments and individual quizzes.

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.

## 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: 4FE401, 4FE402

## Required Reading and Additional Study Material

### **Obligatory literature**

Uusitalo, O & Uusitalo, K. *Course Brief; Managing International Business Strategies* (FINTOPIA), Latest edition. About 20 pages.

Uusitalo, O & Uusitalo, K. *Executive Guide; Managing International Business Strategies* (FINTOPIA) Latest edition. About 100 pages.

Scientific articles, about 50 pages.

Additional literature is chosen in consultation with the tutor.