



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

4FE416 Business Administration IV - International Marketing of Small and Medium Sized Companies, 7,5 högskolepoäng

Business Administration IV - International Marketing of Small and Medium Sized Companies, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved by the Board of the School of Business and Economics 2011-06-13

The course syllabus is valid from spring semester 2012

Prerequisites

Special eligibility: Bachelor in Business Administration, with at least 22,5 ECTS in Marketing and 15 ECTS worth independent thesis/research report.

Objectives

After completing this course the student should be able to:

- understand principle concepts, frameworks, and techniques related to the internationalization of small and medium-sized enterprises (SMEs)
- critically apply such management models on the international marketing, purchasing, production, and organization of SMEs in a 'real-life' context
- conceptualize, design and implement a strategic framework for the internationalizing SME
- analyze key strategic business situations of SMEs in international markets
- analyze typical small business systems found in Eastern Europe and East Asia

Content

Central topics that this course will cover:

- International business marketing strategy of SMEs
- The organization of the internationalization process
- The formation of networks for export cooperation in order to grow business and

- reach new markets
- Entry strategy of SMEs, particularly in and from emerging country markets
- The role of clusters in the process of attracting resources and developing a strong profile that can support companies positioning themselves in the international market

The course involves substantial training in:

- Applied analysis – The use of theory models in real business cases
- Presentations (in writing as well as orally)
- Teamwork

Type of Instruction

The course involves lectures to provide useful frameworks and tools for qualified problem solving in business related situations. Lectures are hosted by both academic researchers with a special interest in the focus of the course and experienced practitioners presenting their strategic problems. The students work in team as well as individually to solve ‘real-life’ strategic problems of SMEs. The individual and team results are presented and defended in seminars.

The course therefore mixes guest lectures, live cases, teamwork and student presentations that focus on a number of related topics. Group and individual reports are produced during the course, which are presented and discussed in seminars.

Examination

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

The grading is based on assessment of the written exams, reports and the student’s ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

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.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Obligatory literature

Hilmersson, M. (2011) Establishment of Insidership Positions in Institutionally Distant Business Networks. Doctoral Dissertation No 52, Linnaeus University Press, Växjö. (200 pages)

Scientific articles on SME internationalization (200 pages)