



Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

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

4FE416 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 2011-06-13

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

Prerequisites

General entry requirements for studies on second level, and specific entry requirements
Business Administration 1-90 credits, with at least 22,5 credits in Marketing or the equivalent including an independent degree thesis on level G2E. English B.

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 mixes lectures, 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.

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. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the institution. The results and possible measures taken are communicated by the course coordinator and presented to students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of insuring continued quality development.

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 p.

Sandberg, S. (2012) *Internationalization processes of small and medium-sized enterprises: Entering and taking off from emerging markets*. Doctoral Dissertation, School of Business and Economics, Linnaeus University Dissertations No 78. Linnaeus

University Press. 200 p.

Scientific articles 200 p.