



## Course syllabus

School of Business and Economics

Department of Marketing

4FE448 Global Challenges and Opportunities, 7,5 högskolepoäng

Global Challenges and Opportunities, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

Second Level

### **Progression**

A1N

### **Date of Ratification**

Approved 2017-10-18

Revised 2019-01-23 by School of Business and Economics. Literature revision.

The course syllabus is valid from autumn semester 2018

### **Prerequisites**

General entry requirements for studies at advanced level and Specific entry requirements: Business Administration 90 credits and English 6/B or the equivalent.

## Objectives

After completing the course the student should be able to:

- describe, explain and reflect upon globalization and its implications from a broader societal perspective
- describe current megatrends and to analyse their implications for business
- explain the concept of sustainability as well as critically analyse the implications on doing business in the Anthropocene
- explain the concept of corporate social responsibility and to critically analyse the role of business in the global society
- demonstrate the ability to write papers according to academic standards as well as giving oral presentations
- independently search for information in libraries and relevant databases

## Content

The course contains:

- globalization, its meaning and implications
- megatrends and their implications for business
- the development of markets and international economies
- sustainability and business in the Anthropocene
- corporate social responsibility and the role of business in the global society
- academic writing and presentation skills
- academic data gathering and search of information

## Type of Instruction

The teaching consists of lectures, seminars and workshops. Mandatory parts are stated in the schedule.

## Examination

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

Examination of the course consists of an individual take home exam as well as written group reports and presentations.

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.

## Required Reading and Additional Study Material

### **Required reading**

Guillén, M. F & Ontiveros, E. *Global turning points: The challenges for business and society in the 21st century*. Cambridge: Cambridge University Press. Latest edition. About 200 pages.

Steger, M. B. *Globalization: A very short introduction*. Oxford: Oxford University Press. Latest edition. About 140 pages.

Scientific articles. About 100 pages.

Reports and articles. About 100 pages