



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4FE448 Global Challenges and Opportunities, 7,5 högskolepoäng

4FE448 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 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 at advanced level and specific entry

requirements: Business Administration 90 credits and English 6/B, or the equivalent.

## Objectives

After completing this course the student should be able to:

- describe, explain and reflect upon global challenges and opportunities
- describe current megatrends and to analyse their implications for business
- explain the concepts of sustainability and digitalization as well as critically analyse their implications on businesses
- explain the concept of Corporate Social Responsibility and to critically analyse the role of business in the global society

## Content

Course contains:

- globalization, its meaning and implications
- megatrends and their implications for business
- the development of markets and international economies

- sustainability and digitalization
- corporate social responsibility and the role of business in the global society

## Type of Instruction

The teaching consists of lectures, seminars and workshops. Dates for compulsory elements are stated in the schedule.

## Examination

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

The course is examined through an individual take home exam, individual and group assignments 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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. 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