



Course syllabus

Organisational Committee

Department of Marketing and Tourism Studies

4FE515 Business Administration IV - International Business Strategy in Emerging Country Markets, 15 högskolepoäng

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Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved 2009-12-10

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 special eligibility:

Business Administration with at least 90 higher education credits in Business

Administration of which a minimum of 22.5 higher education credits should be in Marketing or the equivalent

- English B or the equivalent.

Objectives

The main purpose is to train international business problem solving by applying models on actual business situations in emerging country markets.

After completing the course the student should be able to:

- understand and apply advanced theories and models on international business, multinational corporations and international marketing in emerging country markets
- independently problematize and solve international business problems by applying models on actual business situations in emerging country markets

- critically and independently analyze strategic business systems found in emerging country markets
- make an institutional analysis of emerging country markets for a Western multinational corporation operating in such a market, that is using the institutional network theory for making environmental analysis
- analyze and form matching strategy and international business marketing strategy
- analyse the resources and capabilities of Western MNCs in emerging country markets
- analyze the organization of Western enterprises operating in transition countries
- practice group work and team building in connection with solving company problems
- write reports individually and in groups
- make presentations of and argue for solutions
- independently participate in discussions in class

Content

The course is based on research findings within the subject area in relation to the context of social sciences.

The content is concentrated to four major business issues:

1. Current business opportunities and problems in emerging country markets.
2. International strategic business and marketing management of Western MNCs in these markets.
3. The organization of MNCs in such markets and how this organization relates to the global organization of the MNCs.
4. The third wave of internationalization of firms or emerging global companies. This issue is studied as business and management systems in East Europe and Asia (except West Asia): their present status, historical background and future development.

The first part of the course focuses on environmental analysis of emerging country markets by making institutional analysis of the MNCs' business environment, mainly of typical company systems and wider societal systems, e.g. legal and political systems. Based on this analysis, the second part takes up two major types of international business strategies: matching strategy and business marketing strategy, being performed when MNCs do business in the emerging country market. These strategies are often developed for the new market situation emerging from a change in economic system from centrally planned to a market economy, involving new market opportunities, increased competition, and changing government rules. The third part is about the resources and capabilities behind the international business strategies and how MNCs organize themselves in these countries, mainly the local and regional organization of MNCs in emerging country markets. A fourth part takes up major business and managements systems in these markets, mainly in Russia, China, Southeast Asia, and Korea.

Type of Instruction

The tuition consists of lectures, classroom teaching, seminar exercises, case studies, individual and group exercises. Participation in case study exercises, seminar exercises etc, is obligatory.

The tasks are to be solved by groups of different sizes, varying between 2 to 5 students, depending on type of task. A pre-condition for successful problem-solving is the collection of information from a large number of sources, mainly found on the internet.

The main purpose with lectures and seminars is to support this group work and to be a forum for reporting on and discussing the results of various group activities.

Three group reports are produced during the course, which are presented and discussed in seminars. The examination is based on all activities related to the course, and these will form the basis of the grade in the following way:

The Emerging Markets Business Systems Report: 20 %
The International Business Strategy Report: 35 %
The International Business Marketing Strategy Report: 30 %
Presentation of reports: 10 %
Other activities: 5 %

Grades are based on written group papers, presentation of papers, and class participation.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. The grade is set depending on how well the student has fulfilled the learning outcomes.

Pass with distinction requires deeper, more elaborated and complex discussions around the same learning outcomes.

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

SUBCOURSE 1 Marketing Strategies for International Growth, 7,5 credits

Obligatory literature

Grant, Robert M. (2002). *Contemporary Strategy Analysis: Concepts, Techniques, Applications* (4th edition). Blackwell Business.

SUBCOURSE 2 International Marketing of Small and Medium Sized Firms, 7,5 credits

Obligatory literature

Jansson, Hans, (2007). *International Business Marketing in Emerging Country Markets*.

The Third Wave of Internationalization of Firms. Cheltenham, UK: Edward Elgar Publishing.

Other teaching materials

A compendium of articles on the internationalization of SMEs.

SUBCOURSE 3 Master Thesis and Research Methodology, 15 credits

Obligatory literature

Dubois, Anna. and Gadde, Lars-Erik. (2002) "Systematic Combining: An Abductive Approach to Case Research". Journal of Business Research no. 55, pp. 553-560.

Fisher, Colin. (2004) Researching and Writing a Dissertation for Business Students, Prentice Hall.

Jansson, Hans. (1994) "Methodology", Chapter 2, Industrial Products. A Guide to the International Marketing Economics Model, International Business Press/The Haworth Press.

Merriam, Sharon B. (1998) Qualitative Research and Case Study Applications in Education, Jossey-Bass.

Yin, Robert K. (1994) Case Study Research. Design and Methods, Second Edition, Sage.

Reference literature

A reference list will be provided with additional methodology literature of relevance for the master thesis.