



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4FE517 International Business Strategy in Emerging Country Markets, 15 högskolepoäng

International Business Strategy in Emerging Country Markets, 15 credits

Main field of study

Business Administration

Subject

Business Administration

Level

Second cycle

Progression

A1N

Date of Ratification

Approved 2017-10-18.

Revised 2024-02-05. Revision of scored examination component and updating standard texts.

The course syllabus is valid from autumn semester 2024.

Prerequisites

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

Objectives

After completing this course the student should be able to:

- describe, explain and reflect upon advanced theories and models in international

business and marketing strategy

- account for and analyze the impact of digitalization on business in emerging markets
- analyze empirical findings and solve strategic business problems by applying theories and models on actual business situations of companies operating in emerging country markets
- analyze internal and external strategic conditions and organization of an international enterprise in order to evaluate the current situation, as well as to propose a sustainable international business and marketing strategy in the emerging country market
- conduct an institutional analysis of an emerging country market for a multinational company and relate it to a matching strategy for the company
- presentation and discussion of report results

Content

The course contains:

- perspectives of international business strategy
- evolution of emerging markets over the past decades
- the nature and importance of business-to-business relationships and networks in emerging markets
- nature, role and evolution of institutions in emerging markets
- the institutional network approach
- development and role of digitalization in emerging markets
- corporate responsibility in emerging markets
- strategies for matching internal and external networks for achieving a sustainable international business strategy for a company in an emerging market
- business-to-business marketing strategies for competing and succeeding in emerging markets

Type of Instruction

The teaching consists of lectures, seminars, workshops and company study visits.

Examination

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

The course is examined through two individual written assignments 2 and 3 credits, an individual written and oral assignment 3 credits, a written group assignment 6 credits and a presentation and opposition of group assignment 1 credit.

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.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:
4FE516 with 15 credits.

Required Reading and Additional Study Material

Required reading

Cavusgil, T, Ghauri, P. N, Akcal, A. *Doing Business in Emerging Markets*, Sage. Latest edition. About 390 pages.

Jansson, H. *International Business Strategy in Complex Markets*. Edward Elgar. Latest edition. About 290 pages.

Additional study material

Scientific articles. About 300 pages.

Reference literature

Pehrsson A. (2020). *Competitive International Strategy*. Routledge. Boca Raton FL. U.S.A. 186 pages.