



Course syllabus

School of Business and Economics

Department of Marketing

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 Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved 2017-10-18

Revised 2021-07-30 by School of Business and Economics. Literature revision.

The course syllabus is valid from autumn semester 2021

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 advanced theories and models in international business and marketing strategy
- 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
- 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. Mandatory parts are stated in the schedule.

Examination

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

Examination consists of group assignments and individual assignments as well as presentation and discussion of results.

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.

Credit Overlap

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

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.

Reference literature

Reference literature

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

Additional study material

Scientific articles. About 300 pages.