



Course syllabus

School of Business and Economics

Department of Marketing

4FE546 Internationella affärsstrategier på tillväxtmarknader, 12 högskolepoäng

International Business Strategy in Emerging Country Markets, 12 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved by School of Business and Economics 2014-10-29

The course syllabus is valid from autumn semester 2015

Prerequisites

In order to be admitted to the course, the applicant will need to have successfully completed 165 of 180 credits from the first three years of the Business Administration and Economics Programme with specialization in Marketing.

Objectives

After completing the course the student is expected to be able to:

- apply advanced theories and models on international business, multinational corporations and international strategic 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 the strategic business context found in emerging country markets
- make an institutional analysis of emerging country markets for a Western Multinational Corporation (MNC) operating in such a market, that is using the institutional network theory for making environmental analysis
- analyze the resources and capabilities of Western MNCs in emerging country markets
- analyze and design matching strategies and international business marketing strategy

Content

The course contains:

- strategic Corporate Social Responsibility, CSR
- integrating sustainability and business strategy
- the local business environment as a foundation for international CSR strategy
- creating and transforming societal advantages to competitive advantages for sustainable business
- appropriate strategic decision making

Type of Instruction

The teaching consists of lectures, seminars and case studies. Exercises can be performed individually and in groups. Obligatory parts are stated in the schedule.

Examination

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

Assessment of the student's attainments is carried out through written individual exam and written reports. Active participation in mandatory course activities are required for a pass grade.

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

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Required reading

Jansson, H. (2007). *International Business Marketing in Emerging Country Markets, The Third Wave of Internationalization of Firms*. Cheltenham, UK: Edward Elgar Publishing. 238 pages.

Jansson, H. (2007). *International Business Strategy in Emerging Country Markets, The Institutional Network Approach*. Cheltenham, UK: Edward Elgar Publishing. 296 pages.

Scientific articles, approx. 300 pages.