



## Programme syllabus

Faculty Board of Business, Economics and Design  
School of Business and Economics

International Business Strategy, magisterprogram, 60 högskolepoäng  
International Business Strategy, Master Programme, 60 credits

### Level

Second Level

### Establishment of Programme

Established by Organisational Committee 2009-03-26

### Date of Ratification

Approved by Committee for First and Second Cycle under the Faculty Board of Business, Economics and Design 2010-12-23

The programme syllabus is valid from autumn semester 2011

### Prerequisites

General entry requirements for second-cycle studies and specific entry requirements:

- Business Administration with at least 90 credits in Business Administration of which a minimum of 22.5 credits should be in Marketing or the equivalent
- English B/6 or the equivalent

### Description of Programme

The purpose is to develop the student's ability to analyse strategic challenges with focus on emerging country markets and inspire to competitive, dynamic and socially responsible solutions. The student will be prepared to work in a multicultural and knowledge intense market organization in global industrial companies.

### Objectives

Principal goals in accordance with the Higher Education Ordinance

#### Knowledge and understanding

For the Degree of Master (one year) the students are expected to have acquired

- knowledge and understanding within the programme's main field of studies, including a survey of the field as well as deepened knowledge in certain parts of it as well as an insight into current research and development work, and
- deepened method knowledge within the programme's main field of studies

#### Ability and skills

For the Degree of Master (one year) the students are expected to have acquired

- the ability of integrating knowledge as well as analyzing, assessing and handling complex phenomena, issues and situations even with limited information,

- the ability of independently identifying and formulating questions as well as planning and by using adequate methods carrying out qualified tasks within given time frames
- the ability in speech and in writing to account for and discuss their conclusions and the knowledge and the arguments that they are based on in dialogue with various groups, and
- the skills required to participate in research and development or to work in other qualified capacities

Assessment ability and attitude

For the Degree of Master (one year) the students are expected to have acquired

- the ability of making assessments within the programme's main field of studies considering relevant scientific, social and ethical aspects, as well as showing awareness of ethical aspects on research and development,
- an insight into the possibilities and limitations of science, into its role in society and into human responsibility for how science is used, as well as
- the ability of identifying their need for further knowledge and of taking responsibility for their knowledge development

## Content

The programme is administered by the Faculty Board of Business, Economics and Design and located at the Linnaeus School of Business and Economics. The continuous monitoring of quality assurance is the responsibility of the head of programme in collaboration with student representatives, colleagues and external partners in both companies as well as universities world wide.

### *Programme Overview*

The first semester includes two courses with focus on how multinational companies from mature markets solve different strategic business challenges encountered in emerging country markets. The core revolves around how to balance economic and social aspects of international business strategy by creating economic, social and natural values for different stakeholders in emerging country markets and how to develop a dynamic local market organization for sustainable competitive advantage.

The second semester includes another two courses pertaining to both small- and medium sized companies (SMEs) as well as multinational companies (MNCs). The first course deals with the internationalization process and different forms of entry strategies. The second course focuses on how multinational companies solve different strategic business challenges in mature markets. The semester is ended by a degree project.

### *Programme Courses*

International Business Strategy in Emerging Country Markets , 15 higher education credits, level A1N (mandatory)\*

Knowledge Based Strategies in a Distant Market Context, 15 higher education credits, level A1N (mandatory)\*

Strategy Analysis for Business Success in Mature Markets, 7.5 higher education credits, level A1N (mandatory)\*

Internationalization of Small- and Medium Sized Companies, 7.5 higher education credits, level A1N (mandatory)\*

Master Thesis 15 higher education credits, level A1E (mandatory)\*

or

Master Thesis 30 higher education credits, level A1E (mandatory)\*

\*Part of the main field of study Business Administration.

### *Studies Abroad*

Studies abroad can be conducted after discussions with the head of the programme. The students are offered a variety of international universities with which there is an agreement but can also make suggestions of their own.

### *Community Contacts*

To prepare the participants as well as increase their ability to work in an international labor market the programme takes place in close collaboration with local companies that have a leading position in their industries.

### *Scope of Programme*

The master programme takes a strategic perspective on sustainability with emphasis on emerging country markets; it is based on our research within the area. Emphasis is on how to balance economic and social aspects of international business strategy. In emerging country markets this is done by creating economic values for customers as well as social and natural values for different stakeholders for establishing and developing sustainable business.

The master programme has an integrated gender perspective. Emphasis is placed on the importance of diversity. For instance team building is based on the principal that the more perspectives the team can use the better understanding for complex problems and the more sustainable solutions to the problems.

## Quality Development

The continuous quality development of the programme is lead by the head of the programme in co-operation with teaching faculty and student representatives. Summaries of course- and programme evaluations are available at the university archive.

## Degree Certificate

After completing programme studies, corresponding to the requirements expressed in the Higher Education Ordinance degree order as well as Linnaeus University degree order, the student may apply for a degree. Those who have completed the programme may obtain the following degree:

*Master of Science (60 credits) with specialisation in International Business Strategy.*

*Main field of study: Business Administration*

*Master of Science in Business and Economics (60 credits) with specialisation in International Business Strategy.*

*Main field of study: Business Administration*

To be eligible for a Master of Science in Business and Economics, the student must fulfil the criteria for a Bachelor of Science in Business and Economics.

The degree certificate is bilingual (Swedish/English). The Degree Certificate is accompanied by a Diploma Supplement (English).