



## Course syllabus

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

2FE515 Business Administration III - International Business and Global Marketing, 15 högskolepoäng

Business Administration III - International Business and Global Marketing, 15 credits

**Main field of study**

Business Administration

**Subject Group**

Business Administration

**Level of classification**

First Level

**Progression**

G2F

**Date of Ratification**

Approved by the Board of the 2009-05-05

The course syllabus is valid from spring semester 2010

**Prerequisites**

Business Administration 1-60 ECTS, with at least 22,5 ECTS in Organization, Marketing or the equivalent

### Expected learning outcomes

The course aims to give the student a deeper understanding of international business and global marketing regarding both large multinational corporations (MNCs) and small and medium-sized enterprises (SMEs). Even if the course mainly handles general international business and marketing in global markets, a special focus is the emerging markets of the world, especially in Asia Pacific region and Eastern Europe. The reason is their rapidly increasing importance as markets for Western firms as well as the new international competitors coming out of these countries.

After completing this course the student should be able to:

- Analyze, select and evaluate the appropriate conceptual frameworks for management decisions connected with the global marketing process
- Understand and apply strategic analysis related to firms, markets and business cultures in emerging markets, especially for the Asia Pacific region
- Acquire familiarity with and understand principle concepts, frameworks, and techniques related to the internationalization processes of both MNCs and SMEs
- Critically apply such management models on the international marketing and organization of SMEs in a 'real-life' context

- Communicate gathered information, identified problems and solutions of these through written assignments and oral presentations

## Content

Central topics that this course will cover:

- A decision-oriented view on the internationalization processes of firms, from decision whether to internationalize to implementation and coordination of a global marketing programme
- Strategies on international business applied to emerging markets, especially the Asia Pacific region
- The organization of the internationalization process of SMEs including entry strategies particularly in and from emerging country markets
- International business marketing strategy of SMEs

The course involves substantial training in:

- Applied analysis – The use of theory models in real business cases
- Presentations (in writing as well as orally)
- Efficient teamwork

## Type of Instruction

The main purpose with the lectures is to provide useful frameworks and tools concerning international business strategies, global marketing and internationalization of firms, and to discuss how they can be applied for decision-making and qualified problem solving in business related situations.

During the course, students will be provided with assignments that are going to be solved by groups of students or individually. These assignments are closely related to the focus topics of SMEs and emerging markets. For the group work, selected articles and case descriptions will be provided. The assignments will be handed in, in writing, as well as presented orally and discussed during seminars.

## Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Examination on the obligatory literature will be undertaken by a written exam.

The grades are based on all activities related to the course, i.e.: the written exam, written group and individual 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. Pass with distinction requires deeper, more elaborated and complex writings and discussions around the same learning outcomes.

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

### **Obligatory literature**

Hollensen, Svend, (2007). Global Marketing, A decision-oriented approach, 4th (fourth) edition.

FT Prentice Hall. ISBN: 978-0-273-70678-6

Lasserre, Philippe & Schütte, Hellmut, (2006). Strategies for Asia Pacific. Meeting new challenges.

Revised and updated 3rd edition. Palgrave, Macmillan. ISBN: 1-4039-1695-0

### Other teaching materials

Selection of articles on international business, internationalization of SMEs and emerging markets.

Case descriptions.