

International Business

Programme course

6 credits

Internationellt företagande

TEIM09

Valid from: 2017 Spring semester

Determined by
Board of Studies for Industrial
Engineering and Logistics

Date determined
2017-01-25

Main field of study

Industrial Engineering and Management

Course level

Second cycle

Advancement level

A1X

Course offered for

- Design and Product Development
- Energy-Environment-Management
- Industrial Engineering and Management - International, M Sc in Engineering
- Industrial Engineering and Management, M Sc in Engineering

Entry requirements

Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

Prerequisites

Basic Marketing, Industrial Management, Corporate Strategies

Intended learning outcomes

To provide knowledge of and insight into strategies, organisation and planning problems for international companies. To provide understanding of the relationship between the internationalization process of the firm and the society's economical and social structure. To provide knowledge of the marketing problems that Swedish companies face on foreign markets.

Course content

The internationalization process of the firm, Export diagnosis, Market selection, Market entry strategies, International trade and foreign investments, Multinational enterprises, Political and commercial risks, Cross-border payments and transfer of capital, Intercultural communication.

Teaching and working methods

Lectures, seminars and cases.

Examination

UPG3	Case study	2 credits	U, G
PRA3	Project	2 credits	U, G
KTR1	Written examination	2 credits	U, G

The final mark is decided by the total points acquired from the assignments, the written test and the project work. (U,3,4,5)

Grades

Four-grade scale, LiU, U, 3, 4, 5

Department

Institutionen för ekonomisk och industriell utveckling

Director of Studies or equivalent

Johan Holtström

Examiner

Per Carlborg

Education components

Preliminary scheduled hours: 36 h

Recommended self-study hours: 124 h

Course literature

Kleen Peter, Moberg Claes & Palm Gunnar, *Världshandeln - utveckling, aktörer och spelregler* (SNS förlag 2006). Johanson Jan, Blomstermo Anders & Pahlberg Cecilia: *Företagets internationaliseringsprocess* (Studentlitteratur 2002). Kurskompendium.

Common rules

Regulations (apply to LiU in its entirety)

The university is a government agency whose operations are regulated by legislation and ordinances, which include the Higher Education Act and the Higher Education Ordinance. In addition to legislation and ordinances, operations are subject to several policy documents. The Linköping University rule book collects currently valid decisions of a regulatory nature taken by the university board, the vice-chancellor and faculty/department boards.

LiU's rule book for education at first-cycle and second-cycle levels is available at http://stydokument.liu.se/Regelsamling/Innehall/Utbildning_pa_grund-_och_avancerad_niva.