

## International Business

International Business  
7.5 credits

Single subject and programme course

723G66

Valid from: 2015 Autumn semester

<b>Determined by</b>	<b>Main field of study</b>	
The Quality Board at the Faculty of Arts and Sciences	Business Administration	
<b>Date determined</b>	<b>Course level</b>	<b>Progressive specialisation</b>
2015-12-04	First cycle	G1N
<b>Revised by</b>	<b>Disciplinary domain</b>	
	Social sciences	
<b>Revision date</b>	<b>Subject group</b>	
	Other Subjects within Economy and Administration	
<b>Offered first time</b>	<b>Offered for the last time</b>	
Autumn semester 2015		
<b>Department</b>	<b>Replaced by</b>	
Institutionen för ekonomisk och industriell utveckling		

## Course offered for

- Bachelor´s programme in Information Systems Analysis
- Master Programme in IT and Management

## Entry requirements

General entry requirements for undergraduate studies  
and

Mathematics and Social Studies corresponding to the level in Swedish upper  
secondary education (Matematik 3b/3c and Samhällskunskap 1b/(1a1 and 1a2)  
and

English corresponding to the level of English in Swedish upper secondary  
education (Engelska 6)

## Intended learning outcomes

After completion of the course, the students should be able to:

- describe the characteristics of the global business environment in general and national and regional business environments more specifically
- search for, obtain, and apply knowledge and understanding of specialized topics
- communicate existing research results to a broad audience
- handle dynamics that arise as a result of working in international project groups
- engage in critical reflection of existing opinions and arguments, develop and communicate their own arguments and opinions
- summarize existing knowledge, critically reflect upon research contributions, to develop synthesis skills and use newly gained knowledge to create new interesting insights
- undertake an industry or market entry analysis by investigating a company's entrance into an international market context, in the process establishing the governing market conditions and influences which specifically relate to cross-border exchange
- assess the cultural aspects of decision making and to understand the meaning of cultural dimension in terms of strengths and weaknesses of culturally related behaviour and its consequences when applied into a business context

## Course content

This course intends to provide the students with skills that they can apply within the international business context.

The course consists of two parts: 1) teacher led education in the form of lectures and seminars, and 2) students own work; individually and in group.

1) The first part includes a presentation of a framework on a macro, meso, and micro level for doing business internationally, i.e. the institutional context and economic geography of international business. Focus will be on theories about the nature of international business and why it exists, including aspects of internationalization and the international business environment. The aim is to provide an insight into the traditional and dominating theoretical paradigms, as well as the environment of international business operations. The focus is extended to the process of internationalization, market entry modes, business strategies and organizational aspects. This first part also looks into other analytical issues unique to international business.

2) The second part is aimed at the application of theories and knowledge. Focus is on developing skills to read, summarize and reflect upon existing research within the international business field and develop team-working skills. The aim is to deepen the discussion on the course literature perspectives, theories and models by obtaining specialized knowledge and understanding of a topic and communicating this. Further, focus is on application and use of theoretical concepts in an empirical context.

## Teaching and working methods

The aim of the course is fulfilled through the use of different pedagogical forms:

- Lectures
- Seminars
- Individual assignments
- Group Assignment
- Group Project Work
- Presentation, discussion and assessment of assignment results
- Case work (tentative)

Homework and independent study are a necessary complement to the course.  
Language of instruction: English

## Examination

Examination through various assignments and an individual written exam. Detailed information about the examination can be found in the course's study guide.

If special circumstances prevail, and if it is possible with consideration of the nature of the compulsory component, the examiner may decide to replace the compulsory component with another equivalent component.

If the LiU coordinator for students with disabilities has granted a student the right to an adapted examination for a written examination in an examination hall, the student has the right to it.

If the coordinator has recommended for the student an adapted examination or alternative form of examination, the examiner may grant this if the examiner assesses that it is possible, based on consideration of the course objectives.

An examiner may also decide that an adapted examination or alternative form of examination if the examiner assessed that special circumstances prevail, and the examiner assesses that it is possible while maintaining the objectives of the course.

Students failing an exam covering either the entire course or part of the course twice are entitled to have a new examiner appointed for the reexamination.

Students who have passed an examination may not retake it in order to improve their grades.

## Grades

Three-grade scale, U, G, VG

## Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus.

The course is conducted in such a way that there are equal opportunities with regard to sex, transgender identity or expression, ethnicity, religion or other belief, disability, sexual orientation and age.

If special circumstances prevail, the vice-chancellor may in a special decision specify the preconditions for temporary deviations from this course syllabus, and delegate the right to take such decisions.