

International Business

Internationellt företagande

7.5 credits

Programme course

723G66

Valid from: 2025 Autumn semester

Determined by		Main field of study	
The Quality Board at the Faculty of Arts and Sciences		Business Administration	
Date determined		Course level	Progressive specialisation
2015-12-04		First cycle	G2F
Revised by		Disciplinary domain	
Chairman of the Course and Programme Syllabus Board at the Faculty of Arts and Sciences		Social sciences	
Revision date		Subject group	
2024-09-17		Other Subjects within Economy and Administration	
Offered first time		Offered for the last time	
Autumn semester 2015			
Department		Replaced by	
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

Social Studies and Mathematics corresponding to the level in Swedish upper
secondary education (Samhällskunskap 1b or 1a1 and 1a2 and Matematik
2a/2b/2c or Matematik B)

and

at least 95 ECTS credits from the programme, or equivalent

Intended learning outcomes

After completing the course, the student should be able to:

- Describe the global, national, and regional business environment
- Communicate past and current research to a broad audience
- Manage the dynamics involved in working in international project groups
- Critically reflect on existing opportunities and arguments, develop and communicate arguments and opinions on fundamental concepts
- Reflect on research contributions and, based on these, summarize and discuss the international business environment
- Analyze a company's entry into an international market, clarifying market conditions and influencing variables associated with cross-border trade
- Evaluate cultural aspects of decision-making and describe strengths and weaknesses related to culturally conditioned behavior and its consequences in an international business environment

Course content

The course consists of two parts.

The first part includes a presentation of frameworks for international business at the macro, meso, and micro levels, i.e., the institutional conditions and economic geography for international business. The focus is on theories regarding the nature of international business and why it exists, including aspects of internationalization and the international business environment. This part covers insights into traditional and dominant theoretical paradigms and how international business functions. The focus also includes internationalization processes, various market entry strategies, business strategies, and organizational aspects. Additionally, the first part addresses other analytical issues unique to international business.

The second part focuses on the application of theories and knowledge. Emphasis is placed on developing the ability to read, summarize, and reflect on existing research in international business and the ability to work in teams. Perspectives, theories, and models in international business are discussed and communicated. Furthermore, the focus is on applying theoretical concepts in an empirical context.

Teaching and working methods

The teaching consists of lectures, seminars, group work, project work, and case studies.

In addition to this, students are expected to engage in independent study.

Examination

The examination consists of:

- Individual written assignments, grading scale: UG
- Group-written project work, grading scale: UV
- Case studies, grading scale: UG
- Individual written examination, grading scale: UV

To achieve a Pass grade for the course, a Pass is required in all components. For a Pass with Distinction, a Pass with Distinction is also required on the individual written examination.

Detailed information can be found in the 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.

About teaching and examination language

The teaching language is presented in the Overview tab for each course. The examination language relates to the teaching language as follows:

- If teaching language is “Swedish”, the course as a whole could be given in Swedish, or partly, or as a whole, in English. Examination language is Swedish, but parts of the examination can be in English.
- If teaching language is “English”, the course as a whole is taught in English. Examination language is English.
- If teaching language is “Swedish/English”, the course as a whole will be taught in English if students without prior knowledge of the Swedish language participate. Examination language is Swedish or English depending on teaching language.