

# Strategy and International Management

Single subject and programme course

7.5 credits

Strategy and International Management

723G76

Valid from: 2016 Spring semester

**Determined by**

The Quality Board at the Faculty of Arts  
and Sciences

**Date determined**

2015-09-28

## Main field of study

Business Administration

## Course level

First cycle

## Advancement level

G1F

## Course offered for

- Business and Economics Programme - International - French
- Business and Economics Programme - International - Spanish
- Business and Economics Programme - International - German

## Entry requirements

The general admission requirements as for the programme.

## Intended learning outcomes

After completion of the course the students should be able to account for and develop key managerial issues of strategy and international management, from a theoretical as well as a practical perspective.

## Course content

The course is targeting students who are in the latter part of their studies in business course, and who have a strong interest in management processes and internationalization. The Strategy and International Management course begins with the core understanding of the process of globalization. From then on the course is structured in two parts: a theoretical part and an applied case studie. The theoretical part covers some key managerial issues: mergers and acquisitions, global operations, global innovation, cross-cultural management, emerging market. The practical part covers comprehensive case studies that cover the internationalization challenges of Swedish and foreign Multinationals.

## Teaching and working methods

Teaching will consist of lectures, seminars and group discussions. In addition to those, the students are expected to study on their own. Language of instructions: English.

## Examination

Examination of students will be carried out through a written examination and/or through written assignments. Detailed information about the examination can be found in the course's study guide.

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 instead 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.

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 carried out in such a way that both men's and women's experience and knowledge is made visible and developed.

## Department

Institutionen för ekonomisk och industriell utveckling