



# HÖGSKOLAN I GÄVLE

## International Business Strategy 7.5 cr

*International Business Strategy 7,5 hp*

Set by Faculty of Education and Business Studies

### Version

**Set at**

**Valid from**

3/13/13

**HT2013**

<b>Level</b>	A1N
<b>Education level</b>	Second cycle
<b>Course identifier</b>	FEA250
<b>Credits</b>	7.5 cr
<b>Main field of study</b>	Business Administration
<b>Subject group</b>	Business Administration
<b>Disciplinary domain</b>	Social sciences 100.0 %

**Learning outcomes** Knowledge and understanding

- describe the basic theories regarding economics and trade between countries and explain their importance for international business and why trade between countries occurs;
- describe how the different layers of environmental factors within which companies operate affect their strategic choices;
- identify and describe the different national cultures and explain their impact on the companies' strategic choices

Skills and abilities

- use various theoretical perspectives to analyze various market segments and formulate international marketing programs
- participate in research and present the findings orally and in writing the practical and theoretical characteristics of different international business strategies and related marketing research questions;
- Demonstrate the ability to integrate knowledge and handle complex information when he/she evaluates different alternatives about market analysis and a company's strategies for entering and/or ongoing operations on international markets;
- Carry out a market plan based on appropriate international business theories and models

	from the course literature and other collected and reviewed information;
<b>Course content</b>	<ul style="list-style-type: none"> <li>• The course gives an international and a cultural perspective on management and marketing, discuss and analyze the political, economical, cultural and technological environment;</li> <li>• Issues such conceptualization of Multinational Corporation as an inter-organizational network and the management of international networks;</li> <li>• Critically applying collected information from different learning activities that relates to the practical skills you need as a marketer in different international contexts.</li> <li>• One important part is to provide skills in analyzing scientific articles and also to increase the ability to perform presentations orally and in writing.</li> <li>• Practice of communicative abilities and develop the ability to connect theories and models with practical tasks for his/her future working career.</li> </ul> <p>Judgment and approach</p> <ul style="list-style-type: none"> <li>• Apply ethical and societal perspectives to evaluate current research concerning emerging out</li> <li>• Evaluate from ethical and societal perspective current research related to new emerging markets;</li> <li>• Demonstrate your theoretical and methodological maturity through identification of needs for new knowledge and research gaps in the field of international business strategy</li> </ul>
<b>Teaching</b>	Lectures, seminars, analysis of authentic case studies on international business issues and tutorial sessions.
<b>Prerequisites</b>	Prerequisites are missing
<b>Examination</b>	Written examination, written assignments such as term paper and country notebook presented (orally and in writing) in seminars.
<b>Grade</b>	A, B, C, D, E, Fx, F
<b>Sustainable environment</b>	A minor part of the course content deals with sustainable development.
<b>Module</b>	0030 Sammanvägd examination <span style="float: right;">7.5 cr      Grade: AF</span>