



HÖGSKOLAN I GÄVLE

International Business Strategy 7.5 cr

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Set by Faculty of Education and Business Studies

Version

Set at

Valid from

3/13/13

HT2013

Level	A1N
Education level	Second cycle
Course identifier	FEA250
Credits	7.5 cr
Main field of study	Business Administration
Subject group	Business Administration
Disciplinary domain	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;
Course content	<ul style="list-style-type: none"> • The course gives an international and a cultural perspective on management and marketing, discuss and analyze the political, economical, cultural and technological environment; • Issues such conceptualization of Multinational Corporation as an inter-organizational network and the management of international networks; • Critically applying collected information from different learning activities that relates to the practical skills you need as a marketer in different international contexts. • One important part is to provide skills in analyzing scientific articles and also to increase the ability to perform presentations orally and in writing. • Practice of communicative abilities and develop the ability to connect theories and models with practical tasks for his/her future working career. <p>Judgment and approach</p> <ul style="list-style-type: none"> • Apply ethical and societal perspectives to evaluate current research concerning emerging out • Evaluate from ethical and societal perspective current research related to new emerging markets; • Demonstrate your theoretical and methodological maturity through identification of needs for new knowledge and research gaps in the field of international business strategy
Teaching	Lectures, seminars, analysis of authentic case studies on international business issues and tutorial sessions.
Prerequisites	Prerequisites are missing
Examination	Written examination, written assignments such as term paper and country notebook presented (orally and in writing) in seminars.
Grade	A, B, C, D, E, Fx, F
Sustainable environment	A minor part of the course content deals with sustainable development.
Module	0030 Sammanvägd examination 7.5 cr Grade: AF