



PROGRAMME IN BUSINESS AND ECONOMICS

EKF202 Strategy and Marketing in a Global Context, 15 credits

Strategi och marknadsföring i ett globalt perspektiv, 15 högskolepoäng

First Cycle

Confirmation

This course syllabus was confirmed by Programme in Business and Economics (ICU) on 2020-08-11 to be valid from 2021-01-17, spring semester of 2021.

Field of education: Social Sciences 100%

Department: Programme in Business and Economics

Other participating department

Department of Business Administration

Position in the educational system

The course included in the fourth semester of the Bachelor's Programme in Business and Economics for students majoring in business administration.

The course can be part of the following programme: 1) Bachelor's Programme in Business and Economics (SIEKA)

Main field of studies

Business Administration

Specialization

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Entry requirements

To be eligible for the course 60 passed credits from the first three semesters of the Bachelor's Programme in Business and Economics or equivalent are required.

Learning outcomes

On successful completion of the course the student will be able to:

Knowledge and understanding

1. describe and explain basic concepts and theories in the areas of international business, marketing strategy and corporate strategy,
2. describe and explain empirical applications in the areas of international business, marketing strategy and corporate strategy,

Competence and skills

3. analyse market strategies and strategy work in a global context,
4. apply basic qualitative and quantitative methods, discuss results and draw conclusions on how companies act in relation to international business, market strategy and corporate strategy,

Judgement and approach

5. reason critically and independently about ethical, economic, social and ecological sustainability challenges linked to globalization of business.

The course is sustainability-focused, which means that at least one of the learning outcomes clearly shows that the course content meets at least one of the University of Gothenburg's confirmed sustainability criteria. The content also constitutes the course's main focus.

Course content

All companies and organisations, regardless of size and industry, operate in a global context. Management and development of companies is therefore today about being able to analyse and understand how global change sets the framework for the company's development, and about being able to benefit from changes in the company's environment. This means that in addition to understanding the underlying economic structure of an industry, management must also understand how new and unused market areas can be created for growth.

The course is based on theories and models for corporate and market strategies and how these strategies and activities relate to the company's environment. Initially, the main theories and models of the course are introduced and illustrated and how they interact with each other. Subsequently, basic concepts and theories are introduced in the field of international business, and a framework for building the company's systematic knowledge about the global business environment is presented. The starting point is that

companies in today's economy must build a systematic understanding of the business environment in which they operate, and how they are affected by global economic changes.

In the next step, the focus shifts from the companies' global environment to innovative business and marketing strategies, i.e. how companies and organizations can create sustainable and ethical conditions to compete in the context of new market conditions in a global and digital world. Here, basic perspectives, theories, concepts, and models are provided and dealt with, which are required for business and market strategies to be shaped, valued and put into action.

Thereafter, the perspective shifts from marketing strategies to corporate strategies and in particular how corporate strategies are formed in practice. Here it is shown that corporate strategies are formed by both deliberate management-driven strategy activities and emerging activities that over time prove to have strategic significance and that successful companies manage these activities in parallel.

The course thus combines insights from literature in international business, marketing, and corporate strategy. Theories and concepts from these areas are discussed specifically in relation to how they are affected and shaped by global economic change and social, economic, and environmentally sustainable development. During the course, the students work with a case where they apply the various theories and concepts from the literature. The work on the case is discussed in seminars and the results are presented in a report.

All in all, the course provides a broad understanding and knowledge of the conditions of international enterprise, how business leaders face new ethical challenges through globalisation, and how companies and organisations can create innovative conditions for development.

Form of teaching

Lectures, seminars, attendance in excursion, and a theme day with focus on sustainable development. Attendance at the seminars, the excursion, and the sustainability day is compulsory. The sustainability day applies only to programme students at the School of Business, Economics and Law.

Language of instruction: English and Swedish

The theme day (*Sustainability Day – Responsibility*) is held in Swedish.

Assessment

Learning outcome 1 is examined through an individual written exam.

Learning outcome 2 is examined through written group assignment, individual written exam and excursion.

Learning outcome 3, 4 and 5 are examined through written group report and seminars.

Learning outcome 5 is examined through participation in *Sustainability Day – Responsibility*.

Absence from compulsory elements of the course can be replaced with alternative assignments.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Pass is required on all examination forms. A failed group report can be supplemented to a pass grade. The course grade is determined by a weighing of the results of the written exam and the group report.

Course evaluation

Upon completion, the course will be evaluated in accordance with the rules for course evaluations established by the Bachelor's Programme in Business and Economics at the

School of Business, Economics and Law. The results of the evaluation, as well as any changes in the course, shall be communicated to the students who completed the evaluation and the students who are enrolled in the subsequent round of the course.