



## DEPARTMENT OF BUSINESS ADMINISTRATION

### **FEK3E0 International Business 2, Bachelor Course, 15 credits**

Internationellt företagande 2, kandidatkurs, 15 högskolepoäng

*First Cycle*

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#### **Confirmation**

This course syllabus was confirmed by Department of Business Administration on 2019-09-11 and was last revised on 2020-02-25 to be valid from 2020-08-31, autumn semester of 2020.

*Field of education:* Social Sciences 100%

*Department:* Department of Business Administration

#### **Position in the educational system**

The course can be part of the following programmes: 1) Programme in Business and Economics (S1EPG) and 2) Bachelor's Programme in Business and Economics (S1EKA)

*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 the students in the Bachelor programme in Business and Economics, language track, must have passed term 4, including the course EPF200 International Business 1, 30 credits or equivalent. A minimum of 105 credits including a minimum of 45 credits in Business Administration (Introductory level + Intermediate level) must be passed.

#### **Learning outcomes**

After having successfully completed the course, the student shall be able to:

*Knowledge and understanding*

1. Define, explain, and compare theories and perspectives in international business

research.

### *Skills and abilities*

2. Critically analyze theories and perspectives in international business by having developed an in-depth understanding of international business research.
3. Prove the ability for systematically describing, defining, categorizing, and analyzing the broad range of contemporary issues and problems that face the multinational company.

### *Judgement and approach*

4. Use and have mastered methodological and analytical tools to select, reflect upon, and problematize theories and methods that can be applied in the daily operations within the multinational company.

## **Course content**

The aim of the course is to further deepen the understanding of current patterns and processes in international business, with special focus on the new conditions for corporate internationalization, foreign direct investment, and international entrepreneurship, through continuous reflection and comparison of theories and cases.

The course contains one single module at 15 credits, based on literature covering a number of central themes related to theory, methodology and practice in international business research. The different themes represent various crucial aspects of the international activities of the firm and the complexity of challenges that these companies are encountered with at the international market.

The different themes will be discussed in the major report, which will be authored by the students, in which application of relevant theoretical frameworks derived independently from the recommended literature is expected, through the practical training to collect, interpret and systematize empirical information.

The following themes are examples of areas in focus during the course:

- International strategy and organization, focusing on strategies which are used to organize and to carry out international business activities with regard to local adjustment as well as global scale economies, and traditional as well as new forms of relations between the parent company and host market subsidiaries.

- The internationalization process of the firm, where the general theories of trade, foreign direct investment, location and barriers to entry, etc, are confronted with the new realities met by firms in today's global market.
- Functional elements in the internationalization process, e.g., cultural factors, international marketing and distribution, supply chain management, global sourcing, adjustment to international accounting standards, financial management, and research & development.
- Aspects concerning entrepreneurship in an international context, including basic components, decision models, and patterns in relation to international operation and business.
- Ethical aspects of the internationalization of the firm, e.g., Corporate Social Responsibility, Codes of Conduct, Core Labour Standards, and the contribution to sustainable development.

Furthermore, national characteristics and structural similarities and dissimilarities of large and medium-sized firms will be discussed and assessed in a global context. The national characteristics are, in addition, put into a larger business environment context related to politics, legal framework, labour, macroeconomic conditions, trade policies and business cultures.

### **Form of teaching**

The course is based on a variety of teaching approaches in the form of lectures, discussion seminars and major report assignments.

Due to the high level of interactive activities, the course requires a high degree of engagement by the students, that is, active participation by the students during lectures and seminars is required. The students are also expected to read ahead and be prepared to discuss, as well as form and defend, own opinions.

*Language of instruction:* English

### **Assessment**

The assessment is focusing on the student's ability to define, explain, and compare theories and perspectives in international business research. The student is also obliged to be able to perform thorough analyses drawing on knowledge and skills acquired during the course, including literature, lectures, and report discussions. This implies that the learning outcomes are assessed through a major report authored in group, as well as through oral presentations and individual written exams under each theme, respectively. While the major component of skills and abilities are weighted to assessment of reports and oral presentations, the major component of knowledge and understanding

assessment is weighted to individual written exams. Judgement and approach are assessed via reports and oral presentations, but can also, depending on the area subject, be assessed in individual written exams.

Learning outcome 1 is assessed in the report, individual written exams under each theme, respectively, and active classroom participation.

Learning outcomes 2 and 3 are assessed in the report and active classroom participation.

Learning outcome 4 is assessed in the report, individual written exams under each theme, respectively, and active classroom participation.

If a student cannot attend any of the compulsory seminars, he or she can, within the prescribed time, submit a written assignment that is related to the course item in question and its designated reading. The student is obliged to contact the course coordinator before the absence to obtain the assignment.

Due to resource constraints, the analyses of the written examination can only be performed and assessed within the course dates.

If the student has been granted special educational support from the University of Gothenburg because of a disability, the examiner has the right to offer the student an adapted test.

If a student, who has failed the same examined element on two occasions, wishes to change examiner before the next examination session, such a request is to be submitted to the department in writing and granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

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, though at most 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).

To pass the course, a student must receive a passing grade on all intended learning outcomes. This means a passing grade (A-E) on the major report and Pass (G) on the individual written exams. The compulsory elements of the course must also be completed. Points on the examination elements are added together and translated to grade A-F for the course.

**Grade (Definition) Characteristic:**

A (Excellent) A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (Fail) The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale UG (Fail/Pass).

**Course evaluation**

A course evaluation is conducted anonymously either digitally via the course website or via a written questionnaire handed out at the last scheduled meeting of the course or in connection with the exam. The results of the evaluation are to be communicated to students via the course committee and course website.

The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.