



GRADUATE SCHOOL

GM0116 International Business Environmental Analysis, 7.5 credits

Omvärldsanalys inom internationellt företagande, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2019-05-16 to be valid from 2019-09-02, autumn semester of 2019.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course International Business Environmental Analysis, is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

Main field of studies

International Business and Trade

Specialization

A1N, Second cycle, has only first-cycle course/s as entry requirements

Entry requirements

To be eligible for the course International Business Environmental Analysis, the participant must fulfill the entrance qualifications for the Master of Science programme in International Business and Trade. For programme specific entrance requirements, see programme syllabus.

Learning outcomes

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

Knowledge and understanding

1. show understanding of how various political and economic factors affect the external business environment of a transnational enterprise
2. consider how these factors can be incorporated in the strategic management of the firm
3. combine these factors into a systematic toolbox and apply them in business environment analysis and planning.

Course content

The course provides a broad overview of the international business environment, and aims to identify, investigate and discuss various factors affecting the growth and development of the transnational enterprise. The course especially addresses the economic, political, institutional and geographical preconditions that play a role in a firm's international strategy and organizational considerations in different parts of the world. Scenarios of globalisation and the emergence of a 'borderless world' are confronted to parallel trends towards regionalism and nationalism, and are assessed and evaluated from the viewpoint of the transnational corporation. The role of location-specific factors in a globalised economy, and how these factors affect location and growth decisions among transnational corporations, are also analysed.

The first part of the course introduces core terminology in international business environment analysis, and provides an overview of various economic, political, institutional and geographical aspects that form important parts of international business environment analysis. The second part of the course consists of student team work assignments, aiming at further identifying, investigating and discussing key components in business environment analysis, viewed from the corporate perspective.

Form of teaching

Lectures, seminars, group work and excursion.

The educational method used in the student team work assignments is problem-based learning. The participants are confronted with a concrete problem in order to train their capability to retrieve, to interpret and to evaluate international economic and political information sources, including macroeconomic data. Furthermore the team work assignments will contain tasks aiming at assessing economic, political, institutional and geographical factors affecting business in specific industries. The ability to compile and to structure complex external business information, and to communicate the results in written form and oral presentations is particularly emphasised.

Language of instruction: English

Assessment

Learning outcomes 1, 2 and 3 are assessed through a written exam. Learning outcomes 1 and 2 are also assessed through group work, seminars and excursion. Participation in seminars and excursion is mandatory.

A failed group work and/or seminar can be supplemented in order to pass. Absence from compulsory elements could be replaced by assignments given by the examiner.

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.

The number of examinations is limited to five.

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.

The grade (A-E) corresponds to the total score a student obtains on the written exam. For Pass (A-E) on the course, 50 % of total points on the written exam is required. The scale is tied to fixed score intervals:

A: 85-100%;

B: 75-84%;

C: 68-74%;

D: 60-67%;

E: 50-59%;

F: <50%

Course evaluation

The course will be evaluated upon completion. 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.

