



GRADUATE SCHOOL

GM0121 International Business Environment Analysis and Strategic Management - Project, 7.5 credits

Internationell affärsmiljöanalys och företagsledning - Projekt, 7,5 högskolepoäng
Second Cycle

Confirmation

This course syllabus was confirmed by School of Business, Economics and Law on 2020-05-11 and was last revised on 2022-03-28 by Graduate School to be valid from 2022-08-29, autumn semester of 2022.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course International Business Environment Analysis and Strategic Management - Project, 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

A1F, Second cycle, has second-cycle course/s as entry requirements

Entry requirements

To be eligible for the course International Business Environment Analysis and Strategic Management - Project the participant must fulfil the entrance qualifications for the Master of Science programme in International Business and Trade at the Graduate School. In addition, the participant must have passed 60 credits in finished courses from the first three terms of the programme.

Learning outcomes

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

1. describe, explain and discuss how various political and economic factors affect the external business environment of an international company
2. describe, explain and evaluate how consideration of these factors can be incorporated in the strategic management of the firm
3. show practical ability to combine these factors into a systematic toolbox for using business environment analysis in the short- and long-term planning in the international company.

Course content

The course is built around a project that aims at synthesizing knowledge and understanding that have been acquired in previous courses within the programme.

The basic educational method used in the project work is problem-based learning. The participants are confronted with an extensive case-study, in order to train their capability to compile, to interpret and to evaluate international economic and political information sources, including macroeconomic data, political risks, demographic trends, infrastructure, as well as the cultural and social environments affecting business, and, thereafter, to use this information as a platform to formulate a management strategy for a global company.

The case-study is normally carried through in close relationship with an external partner in the business sector. The ability to compile and to structure complex external business information, to formulate logical and clear business and management strategies for a International company, and to communicate the results in written and oral presentation is particularly regarded.

Form of teaching

Teaching takes place in the form of group work, tutoring and mandatory seminars.

Language of instruction: English

Assessment

The learning outcomes are assessed through a written and oral presentation of the project. The learning outcomes are also assessed through a number of progress presentations during the course.

Participation in presentations are compulsory. If the course coordinator agrees that the reason for absence or non-submission of compulsory elements is valid, then the missing elements can be replaced with alternative assignments.

If a student who has twice received a failing grade for the same examination component wishes to change examiner ahead of the next examination session, such a request should be made to the department in writing and 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 study support for students with disabilities, the examiner may, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, 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.

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 on the course is based on the written and oral presentation of the project, where the written submission weighs most. The oral presentation at the progress seminars is assessed pass/fail.

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.