



**LUND**  
UNIVERSITY

School of Economics and Management

## **IBUA10, Introduction to International Business, 5 credits**

*Introduktion till International Business, 5 högskolepoäng*

First Cycle / Grundnivå

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### **Details of approval**

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-12-14 to be valid from 2016-12-14, autumn semester 2017.

### **General Information**

The IBUA10 is a course on International Business at the undergraduate level.

*Language of instruction:* English

*Main field of studies*

International business

*Depth of study relative to the degree requirements*

G1N, First cycle, has only upper-secondary level entry requirements

### **Learning outcomes**

A passing grade on the course will be awarded to students who:

#### **Knowledge and understanding**

- Demonstrate knowledge and understanding regarding the history and global context of international business as well as its strategic and organizational conditions for international businesses.

#### **Competence and skills**

- Demonstrate competence and skills in analyzing the significance of relevant global conditions for international business  
- Demonstrate competence and skills in analyzing the economic, strategic and organizational conditions for international businesses.

## Judgement and approach

- Are able to value the significance of history and global context of international business
- Are able to value the significance of the economic, strategic and organizational conditions for international businesses.

## Course content

Globalization, historical development  
 Globalization and Nations, Cultures and Ethics  
 Global Trade  
 Global Finance  
 Firm strategy  
 Firm structure  
 Firm functions: value-chains, production, outsourcing  
 Firm functions: marketing, R&D, HRM

## Course design

The course is conducted as lectures and seminars.

## Assessment

See appendix including examination sessions. (Will be attached to the curriculum automatically in the system).

## Grades

Marking scale: Fail, Pass.

**Grade** (Definition) Points or % out of maximum points. Characteristic.

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

**F (U)** (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 pass (G) / fail U(F).

*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## Entry requirements

General and courses corresponding to the following Swedish Upper Secondary School Programs: Mathematics 3b/3c and Social Studies 1b/1a1+1a2

### **Further information**

Students who are admitted to the Bachelor of International Business programme are eligible for the course. To be admitted to the course as a freestanding course, students must at least satisfy the general entry requirements and have Mathematics C and Social studies A from Swedish upper secondary school or the equivalent.

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.