



School of Economics and Management

## **IBUH12, International Business: International Business Strategy, 7.5 credits**

*International Business: International Business Strategy, 7,5  
högskolepoäng*  
First Cycle / Grundnivå

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### **Details of approval**

The syllabus was approved by The Board of the Department of Business Administration on 2019-06-17 to be valid from 2019-06-17, spring semester 2020.

### **General Information**

IBUH12 is a course in International Business offered at the last (6th) semester of the EGIBU.

With this course, the student shall obtain a deeper understanding of the core issues within strategy and connected theories, historically as well as contemporary, with a particular focus on an strategy in an international business setting.

*Language of instruction:* English

*Main field of studies*

International Business

*Depth of study relative to the degree requirements*

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

### **Learning outcomes**

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

#### **Knowledge and understanding**

- demonstrate knowledge of the main theoretical perspectives of strategy and strategy analysis
- demonstrate understanding of different theories' historical background and the most important concepts, models, and tools and techniques for strategic analysis.

### **Competence and skills**

- demonstrate an ability to apply industrial organization theories and the resource based view theories to analyse and find solutions to problems in relation to strategy issues in both single and multi-business firms in their contexts as well as international firms in an international setting
- demonstrate an ability to present their analysis and conclusions, and the theoretical foundation for their argument clearly and unambiguously to management teams at different levels.

### **Judgement and approach**

- demonstrate an ability to integrate theories learned within the course in coherent problem solving or analysis and from that draw adequate conclusions.
- demonstrate an ability to competently and convincingly develop recommendations to strategic action in both domestic and international situations.

### **Course content**

The aim is to promote theoretical knowledge as well as applied knowledge adapted to different contexts regarding strategic management from a general manager's perspective. The aim is further to develop the students' ability to analyse strategies of an organisation and the strategy formulation and implementation processes. Training of the participants' abilities in applying that type of knowledge in practical decision making is also an important objective of the course.

The course is introduced with an overview of the different schools of strategy. Starting with the classical business policy theory, followed by the "industrial organization economics" and ending with the so called "resourced based view" on resources and competences as the key basis for competitiveness. From that the course discusses different situations and aspects with greater importance for strategic management, especially in an international business context. To highlight the differences in demands on the leadership in different kinds of organisations strategic leadership in big corporations as well as in small new ventures and in public organisation with different types of objectives are discussed.

### **Course design**

The course consists of lectures, workshops and student presentations. A flipped classroom approach will be used where students work off school to prepare classroom exercises and activities lead by the teacher. The structure of the course is further communicated in Course Instructions (distributed separately)

### **Assessment**

Assessment and grading are based on two parts:

- One or more group assignment presented and discussed in class. The focus is on the ability to apply and discuss the content of the course.
- One or more individual written paper that focuses on the student's understanding of

and ability to reflect on core concepts and models of the course.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

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

**A** (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74. 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) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F** (U) (Fail) 0-49. 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 (D) / 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

The students must be enrolled in the BSc in International Business programme (EGIBU) and have completed at least 90 credits (of which at least 30 credits should be within the subject International Business) in that programme.

## Further information

Discontinuation of the course: If the course is discontinued, students who have not yet passed the course will be offered three further examination opportunities on each of the assessed components within three semesters of the last semester the course was offered. Subsequently, it is only possible to receive certificates for passed components.

## Subcourses in IBUH12, International Business: International Business Strategy

Applies from V20

- 2001 Individual written exam, 3,5 hp  
Grading scale: Fail, E, D, C, B, A
- 2002 Case assignment, 3,0 hp  
Grading scale: Fail, E, D, C, B, A
- 2003 Group assignment, 1,0 hp  
Grading scale: Fail, Pass