



**LUND**  
UNIVERSITY

School of Economics and Management

## **FEKH24, Business Administration: International Business to Business Marketing, 7.5 credits**

*Företagsekonomi: Internationell industriell marknadsföring, 7,5  
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 2019-10-20 to be valid from 2019-10-20, autumn semester 2020.

### **General Information**

*Language of instruction:* English

*Main field of studies*

Business Administration

*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**

- Have demonstrated thorough knowledge of central concepts in the field of international business to business marketing.
- Understand the role of different contexts in business to business marketing.

#### **Competence and skills**

- Have demonstrated ability to meaningfully use theories and concepts to analyze different conditions and situations international business to business marketing.
- Can present collected data and analysis in a clear and concise way both orally and in a written form.

## **Judgement and approach**

- Have demonstrated an ability to judge when and how specific models and concepts in the field of international business to business marketing are applicable.
- Can give recommendations on issues related international business to business marketing.

## **Course content**

The objective of the course is to give students a deeper knowledge and skills in the area of international business to business marketing.

The course starts with a general description of the characteristics of business to business markets. The course focuses on different fields of international business to business marketing; Context, Strategy, Organization, Purchasing, and Distribution channels.

The course examines the student's ability to use various theoretical concepts to analyze international business to business marketing issues.

## **Course design**

The teaching consists of lectures, guest lectures and seminars. The lectures focus on concepts and central issues in international business to business marketing. Business practitioner present specific cases at guest lectures. Student assignments and cases are discussed during seminars. The final examination consists of a written assignment.

## **Assessment**

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

Examination and assignments will be given individually and in groups in both written and oral form.

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.

## **Grades**

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

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**

Studies in Business Administration, corresponding to at least 60 UCP or ECTS-cr from undergraduate level studies.

## **Further information**

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.