



**LUND**  
UNIVERSITY

School of Economics and Management

## **FEKH21, Business Administration: International Business and Multinational Enterprises, 7.5 credits**

*Business Administration: International Business and Multinational Enterprises, 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 2016-09-15 and was last revised on 2017-10-17. The revised syllabus applies from 2017-10-17, autumn semester 2017.

### **General Information**

This course is an elective course in Business Administration belonging to the Marketing specialization at the Undergraduate level. The course can be studied within the Bachelor Programme in Business Administration and Economics as well as an independent-subject course.

*Language of instruction:* English

The course is offered in English, students must therefore be able to communicate in English both orally and in writing.

*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 the different theories and concepts of the field of international business.

### **Competence and skills**

- Have demonstrated ability to use theories and concepts to analyze international business issues.
- Can interact and organize in international teams (with other students) to fulfill assignments.
- Can give recommendations on improvements of business marketing issues.
- Can present and discuss their analyses.

### **Judgement and approach**

- Have demonstrated an ability to judge when and how specific models and concepts in the field of international business and multinational enterprises are applicable.

### **Course content**

The main objective of the course is to provide the student with basic knowledge on the nature and scope of international business and multinational enterprises.

The approach to the course is to discuss the following issues and to relate them to theoretical and empirical findings.

- Causes of competitive advantages related to international business
- Co-ordination of international business activities
- Cross-cultural management
- Current global development in organisation and strategy
- Implications for management at top, middle and front-levels
- Implications for marketing, production, R&D and human resource management

### **Course design**

The teaching consists of lectures, guest lectures and seminars. Lectures present and discuss central issues. At guest lectures researchers and managers present specific cases. During seminars cases and student assignments are discussed.

### **Assessment**

Examination is based on assignments (papers written and presented) and a exam.

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 points. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

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

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

**E** (Sufficient) 50-54 points. 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 points. 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

The course FEKH21 International Business and Multinational Enterprises cannot be combined with FEKA57 or FEK364 in a degree.

## Subcourses in FEKH21, Business Administration: International Business and Multinational Enterprises

Applies from H16

- 1602 Written Quiz, 2,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1603 Written Group Project, 4,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1604 Individual Within Group Presentations, 0,5 hp  
Grading scale: Fail, E, D, C, B, A

Applies from H11

- 1101 International Business and Multinational Enterprises, 7,5 hp  
Grading scale: Fail, E, D, C, B, A