



School of Economics and Management

## **IBUG14, International Strategic Management, 5 credits**

*Internationell strategisk management, 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 2024-10-31. The syllabus comes into effect 2024-10-31 and is valid from the spring semester 2025.

### **General information**

IBUG14 is a course in International Business offered on the fourth (4th) semester of the International Business programme, EGIBU.

*Language of instruction:* English

*Main field of study Specialisation*

International Business	G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements
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### **Learning outcomes**

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

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

#### **Knowledge and understanding**

- demonstrate knowledge of the main theoretical perspectives of strategic management
- 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
- are able 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

- are able to integrate theories learned within the course in coherent problem solving or analysis and from that draw adequate conclusions
- are able 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.
- An individual written exam that focuses on the student's knowledge and understanding of 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.

## Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

## **Entry requirements**

Students are required to have at least 60 credits first-cycle course/s before entry, of which 30 credits should be in International Business.

## **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.