



**LUNDS**  
UNIVERSITET

Ekonomihögskolan

## **FEKH21, Business Administration: International Business and Multinational Enterprises, 7,5 högskolepoäng**

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

**Grundnivå / First Cycle**

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### **Fastställande**

Kursplanen är fastställd av Studierektor vid Företagsekonomiska institutionen 2016-09-15 och senast reviderad 2017-10-17. Den reviderade kursplanen gäller från och med 2017-10-17, höstterminen 2017.

### **Allmänna uppgifter**

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.

*Undervisningsspråk:* Engelska

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

*Huvudområde*

Företagsekonomi

*Fördjupning*

G2F, Grundnivå, har minst 60 hp kurs/er på grundnivå som förkunskapskrav

### **Kursens mål**

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

#### **Kunskap och förståelse**

- Have demonstrated thorough knowledge of the different theories and concepts of the field of international business.

### **Färdighet och förmåga**

- 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.

### **Värderingsförmåga och förhållningssätt**

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

### **Kursens innehåll**

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

### **Kursens genomförande**

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.

### **Kursens examination**

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

Om så krävs för att en student med varaktig funktionsnedsättning ska ges ett likvärdigt examinationsalternativ jämfört med en student utan funktionsnedsättning, så kan examinator efter samråd med universitetets avdelning för pedagogiskt stöd fatta beslut om alternativ examinationsform för berörd student.

*Prov/moment för denna kurs finns i en bilaga i slutet av dokumentet.*

### **Betyg**

Betygsskalan omfattar betygsgraderna Underkänt, 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.*

## **Förkunskapskrav**

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

## **Övrigt**

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

**Prov/moment för kursen FEKH21, Business Administration: International Business and Multinational Enterprises**

Gäller från H16

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

Gäller från H11

- 1101 International Business and Multinational Enterprises, 7,5 hp  
Betygsskala: Underkänt, E, D, C, B, A