

SYLLABUS

International business 7.5 credits G0020N

Internationell affärsverksamhet

Course syllabus admitted: Spring 2024 Sp 3 - Present

**DECISION DATE
2023-02-15**

International business 7.5 credits G0020N

Internationell affärsverksamhet

First cycle, G0020N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G VG	Företagsekonomi	Business Administration

Main field of study

Business Administration

Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language and completed courses of at least 60 credits in the subject area Business Administration with at least the grade Pass. This must include the following courses: Principles of Marketing (M0015N) 7,5 credits, Management of business (O0017N) 7,5 credits, Introductory Course Accounting and Control (R0008N) 7,5 credits and Models for Management Control (R0009N) 7,5 credits, or equivalent knowledge. Good knowledge in English, equivalent to English 6.

Selection

The selection is based on 1-165 credits.

Course Aim

After passing the course the student should be able to:

- Apply tools and concepts related to international business in order to develop a company's business model, international marketing strategy and/or its brand to create new ideas internationally.
- Analyze internal and external factors influencing a company's international marketing strategy.
- Apply a strategic approach to define problems in international marketing campaigns and critically reflect upon and develop a company's marketing practices.
- Critically reflect on one's own learning within the subject area.

Contents

Globalization in the 21st century affects all aspects of business strategy for SMEs as well as for multinational and transnational corporations. In the first part of the course, the student independently develops a business idea and business model for an international company. The second part of the course is project-based, with students working primarily in teams to develop a comprehensive, international marketing campaign and marketing plan. Areas covered in the course include developing a comprehensive, international marketing campaign (and marketing plan). To do this, students learn about writing a marketing plan, including but not limited to an introduction focused on globalization and the increased importance of international marketing; a situation analysis that leads to an overall SWOT for the project they are working on; developing specific, measurable marketing objectives; developing a strategy through the 4 Ps to reach those objectives; and develop suggestions to marketing activities. The course highlights the importance of different aspects of international marketing, both at a strategic but also tactical level.

Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

Carrying out the course, the following activities are included:

- individual studies
- lectures
- workshops
- written assignments
- project report
- seminars

Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided.

The course objectives and expected learning outcomes are examined through completion of individually written assignments, a project report carried out in groups, as well as oral presentations and discussions in seminars which requires attendance at all seminars. In order to receive the grade Pass (G) for the course, all tests must receive at least the grade Pass. In order to receive the grade Pass with Distinction (VG), at least 4 out of 7,5 credits must receive the grade VG and the remaining tests at least G.

Ethical principles

- A central principle is that everyone in the group is responsible for the group's work
- At the time of the examination, each student must honestly report the help received and the sources used
- At the oral examination, each student should be able to account for the entire project report
- Plagiarism detection is performed

Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

Remarks

Students must register for the courses themselves or contact ETKS educational administration eduetks@ltu.se, no later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

Luleå University of Technology does not accept cheating and plagiarism. Students suspected of being involved in any form of cheating and/or plagiarism are reported to the disciplinary board. The disciplinary measures are warning or suspension from studies for a limited time.

Due to overlap, the course cannot be included in the degree together with M0028N or other course with similar content.

Overlap

The course G0020N is equal to M0028N

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Written assignments and seminar	U G VG	3	Mandatory	S24	
0003	Written project report and seminar	U G VG	4.5	Mandatory	S24	

Syllabus established

by Director of Undergraduate Studies Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2023-02-15