

SYLLABUS

International Business Environment 7.5 credits M0022N

Internationell affärsmiljö

Course syllabus admitted: Autumn 2023 Sp 1 - Present

**DECISION DATE
2021-02-17**

International Business Environment 7.5 credits M0022N

Internationell affärsmiljö

First cycle, M0022N

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

Main field of study

Industrial and Management Engineering, 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 30 credits in the subject area Business Administration with at least the grade Pass. This must include the following course: Principles of Marketing (M0015N) 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:

Knowledge and understanding

1. Describe and explain key concepts, theories and models related to the international business environments and strategies used in international business.

Competence and skills

2. Apply tools and concepts related to international business in order to analyze what companies/organizations and their brands face in an international market.
3. Analyze internal as well as multiple external environmental forces that a company faces, including but not limited to the cultural/social, political/legal, and economic/financial environments.
4. Conduct and report an internal and external (SWOT) analysis of an actual company/brand going to an international market they have currently not entered.
5. Identify and analyze the implications for such companies strategically in this international market.

Judgement and approach

6. Analyze and evaluate international business with the help of theories and research connected to the area.
7. Apply an analytical approach to define problems faced by companies in international markets and critically reflect upon their potential strategic opportunities in that market.
8. Critically reflect on phenomena related to the international business environments and strategies used in international business.

Contents

In international business, an understanding of the internal strengths and weaknesses, as well as external opportunities, is vital for success in new, international markets for companies/organizations and their brands. The course aims to provide in-depth knowledge of what needs to be considered before entering an international market. Areas covered in the course include: The importance of international business and the increasing role of globalization on both SMEs and MNEs; the role of external business environments related to cultural/social issues, political/legal issues, and economic/financial issues that companies face when crossing a national border into a new market; a look at some of the early strategic decisions that companies must make before they enter an international market; and the different aspects of international business on both a strategic and 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.

This course includes lectures, seminars, individual assignments, and group assignments. The students will work on a comprehensive group project that prepares them for aiding the decision for recommending whether an actual company should enter an international market or not. The course is given in English; thus, students will practice their ability to communicate in spoken and written English.

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 is assessed through both individual and group assignments.

Course aims 1-7 are assessed through a group project.

Course aim 8 is assessed through individual assignments.

Active participation and attendance is required to pass the course.

Results from all parts of the examination are weighted together for the final course grade (U/G/VG).

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, not 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.

Due to similar content, the course can not be included in a degree together with the course M0007N or other courses with similar content.

Overlap

The course M0022N is equal to M0007N, IEM506

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0003	Group project	U G#	5.5	Mandatory	A21	
0004	Individual assignments	U G#	2	Mandatory	A21	

Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2021-02-17

Syllabus established

by Institutionen för Industriell ekonomi och samhällsvetenskap 2007-02-28