



Course Syllabus:

Business Administration Ba (C), International Marketing, 7,5 Credits

General data

Code	FÖ075G
Subject/Main field	Business Administration
Cycle	First cycle
Progression	C
Credits	7.50
Progressive specialisation	First cycle, has less than 60 credits in first-cycle course/s as entry requirements
Answerable department	Economics, Geography, Law and Tourism
Established	2006-09-30
Date of change	2019-03-14
Version valid from	2019-08-15

Aim

The purpose of the course is to give students knowledge about international marketing, cross-cultural competence and the importance of personal relations to foreign business partners.

Course objectives

Students will during the course get deeper understanding about cross-cultural relations and marketing on foreign markets. They will get understanding of international business negotiations and of marketing adaptations that are necessary in order to sell abroad. Students will also learn the importance of keeping good relations with foreign customers and business partners. A good analytical ability and theoretical insight about the topic should have been achieved during the course, as well as the ability to adopt this theoretical knowledge on practical situations. Students will also get some knowledge about academical research in this field by writing a course paper and participating in seminars. This is done as a preparation for the bachelor thesis that will be written after this course.

Content

The course describes:

- The internationalization process of companies, and their establishment in foreign markets.
- Cultural differences and problems in international marketing.
- The importance of personal relationships in international business.
- International business negotiations.
- Doing business in the global market.

Entry requirements

Business Administration Ba (A/B) 52,5 Credits, with at least 22,5 Credits at Ba (B) level.

Selection rules and procedures

The selection process is in accordance with the Higher Education Ordinance and the local order of admission.

Teaching form

Campus course:

Teaching consists of lectures, seminars and various types of exercises. Seminars and guest lectures are mandatory. Some teaching subjects are mandatory.

Distance course:

The distance course's education consists of published material and communication in an online education program, as well as compulsory assignments.

Language of instruction may be English.

Student responsibility: Students are responsible for their own learning and are expected to independently seek information and take their own responsibility in both individual and joint work.

Restrictions on teaching: teaching and support from course teacher are offered only in connection with the course when the student is admitted to the course.

Examination form

Campus course:

Examination takes place through written individual final exam. Compulsory teaching subjects must also be completed before the course grade is determined.

If the student has a decision from the coordinator at the Mid Sweden University on pedagogical support in case of disability, the examiner has the right to provide a suitable examination for the student.

Criteria for assessment: see discipline specific criteria:
www.miun.se/betygskriterier.

Distance course:

Examination takes place through written individual final exam. Compulsory teaching subjects must also be completed before the course grade is determined.

If the student has a decision from the coordinator at the Mid Sweden University on pedagogical support in case of disability, the examiner has the right to provide a suitable examination for the student.

Grading system

The grades A, B, C, D, E, Fx and F are given on the course. On this scale the grades A through E represent pass levels, whereas Fx and F represent fail levels.

Course reading

Required literature

Author: Hofstede, Geert
Title: Cultures and Organizations. Software of the mind. Intercultural cooperation and its importance for survival .
Edition: senaste upplagan
Publisher: Harper Collins Publishers

Author: Hollensen, Svend
Title: Global Marketing.
Edition: senaste upplagan
Publisher: Pearson Edu. Lim.

Vetenskapliga artiklar samt annat utdelat material tillkommer.

Scientific articles and other written texts will be added.