



International Business Management Internationellt företagande

7.5 credits

7.5 högskolepoäng

Ladok Code: SIF01B

Version: 10.0

Established by: Utskottet för utbildningar inom ekonomi och arbetsliv 2019-08-29

Valid from: Autumn 2019

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): International Business Administration (G2F)

Disciplinary Domain: Social sciences

Prerequisites: Passed courses in Business Administration of at least 60 credits. Out of these, at least 7,5 credits should consist of Marketing or equivalent.

Subject Area: Business Administration

Grading Scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Content

In light of the theories of globalization and the development in the textile and clothing industry, international marketing and strategies in international business are focused. Issues about how companies adapt to the conditions in a global market and how they can develop from local actors to global operations are affected. Aspects of sustainability related to the global textile and clothing industry are addressed. The course also highlights the meanings of cultural factors and the development of international trade for companies' opportunities for international marketing and entry into geographically new markets. In connection with the in-depth study of the elective aspect of international business, the course also includes the development of academic skills such as information retrieval, written reporting, presentation, opposition and defense of group-wide independent work.

Learning Outcomes

Upon completing the course, students should be able to:

Knowledge and understanding

- 1.1 describe the global development of the textile and clothing industry and give examples of how this affects textile companies' activities in general and their marketing in particular,
- 1.2 account for models and theories to evaluate opportunities for establishing and implementing market choices for companies that are looking for new markets,
- 1.3 account for theories of cultural differences and cultural encounters' meanings for international business,

Skills and abilities

- 2.1 plan and carry out parts of their learning in groups,
- 2.2 formulate an investigative purpose within selectable problem area related to international business,
- 2.3 conduct and document an information search process based on its own information need and critically examine the results of the information search,
- 2.4 make a structured presentation of the results, both orally and in writing in a scientifically and linguistically correct manner,

Evaluation ability and approach

- 3.1 be able to discuss and evaluate the consequences of the international global actions of textile and clothing companies with a focus on sustainability and ethical aspects on the basis of a critical approach, as well as
- 3.2 assess and critically examine an academic work by reading and analysing another group's report.

Forms of Teaching

Tuition consists of:

- lectures
- seminars
- supervision

The language of instruction is English.

Forms of Examination

The course will be examined through the following examination elements:

Written exam:

Learning outcomes: 1.1, 1.2 och 1.3

Credits: 3,5

Grading scale: Fail, Pass or Pass with Distinction

Assignment: written group assignment:

Learning outcomes: 2.2, 2.3 och 3.1

Credits: 3,0

Grading scale: Fail, Pass or Pass with Distinction

Active participation in seminars, presentation and opposition:

Learning outcomes: 2.1, 2.4 och 3.2

Credits: 1,0 Grading scale: Fail or Pass

For the final grading scale to be Pass with Distinction, it is required to have Pass with Distinction on both the exam and the written assignment.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Methods

Annual Literature

Doole, I. Lowe, R & Kenyon, A J. (2016). *International marketing strategy : analysis, development, and implementation*. Seventh edition. London: Routledge

Goldsmith, D. (2014). *Local fashionalities: Växbo Lin and Womenweave* pages 3-20, 36-53 and 84-99
Open access in DiVA: <http://www.diva-portal.org/smash/get/diva2:877103/FULLTEXT01.pdf>

Reference literature

Backman, J (2016). *Rapporter och uppsatser*. 3., [rev.] uppl. Lund: Studentlitteratur

Svengren Holm, L. & Tijburg, K. (2013). *The International Growth of Swedish Fashion Companies*
Open access in DiVA: <http://hb.diva-portal.org/smash/get/diva2:883946/ATTACHMENT02.pdf>

Usunier, J-C. & Lee, J A. (2013). *Marketing across cultures*. 6th ed. Harlow, England: Pearson

Scientific articles are added according to instructions. Compendium in connection with lectures may be added.

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås which state that students' perspectives are to be collected. The course evaluation report is published and made available to participating and prospective students in accordance with the above guidelines and forms the basis for the future development of courses and educational programmes. Course coordinators are responsible for conducting the evaluations as described above.

Miscellaneous

The course is a primarily a program course within the Bachelor Programme in Textile Management and Business Administration, as well as a course for exchange students.

This syllabus is a translation from the Swedish original.