



International Business Management Internationellt företagande

7.5 credits

7.5 högskolepoäng

Ladok Code: SIF01B

Version: 5.0

Established by: Research Board 2010-03-17

Valid from: Autumn 2010

Education Cycle: First cycle

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

Disciplinary Domain: Social sciences

Prerequisites: A pass in corporate economics worth at least 60 higher education credits. Of these, Marketing or equivalent must account for at least 7.5 higher education credits.

Subject Area: Business Administration

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

Content

- overview of the global development of textiles and clothing
- the global environment and textiles industry
- international trade theories
- globalisation and globalisation theories
- Swedish textiles and clothing on the international markets
- international production, logistics, marketing and purchasing of textiles and clothing
- to handle different types of document and different types of information source, with emphasis on subject databases and databases containing corporate information.
- collection, use and analysis of data, and mastery of the various elements of the information searching process: choice of source, search techniques and search strategies, analysis and source-critical evaluation
- presentation and defence of own independent work.
- assessment and review of other independent work.

Learning Outcomes

After having completed this course, students must:

- be able to describe and discuss the global development of the textiles and clothing industry, as well as its effects on enterprise and how it affects textile company operations in general and marketing in particular
- be able to apply different models and theories in order to evaluate establishment opportunities and to implement market choices for companies seeking new markets
- be able to immerse themselves in cultural differences and the importance of companies taking these into account
- to able to work on the basis of a critical attitude to discuss and evaluate the consequences of companies international and global actions, with emphasis on environmental and ethical aspects
- implement, analyse and document an information search process on the basis of their own information requirements. Critically review the results of their information search.
- make a structured presentation of results, both verbally and in writing, in a scientific and linguistically correct manner
- assess and critically review final reports by reading and analysing a report by another group. Plan and execute parts of their learning in groups.

Forms of Teaching

- Framework lectures
- Tutorial
- Seminars with presentation of and opposition to assignment.

The teaching language is Swedish. However, the teaching could be carried out in English should the person responsible for the course so decide.

Forms of Examination

- Exam 4.0 ECTS Grading System: U/VG
- Assignment 3.0 ECTS Grading System: U/VG
- The opposition, presentation and participation in seminars 0.5 credits Grading system: U/G

For the grade Pass accepted on all parts of the course. For the grade Pass with Distinction requires the assignment and exam.

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

- International Marketing Strategy. Analysis, development and implementation, 5ed. Doole, I. & Lowe, R. (2008). South-western Cengage Learning
- The Global Apparel Value Chain: What Prospects for Upgrading by Developing Countries. Can be downloaded free from UNIDO www.unido.org/doc/12770. Gereffi, G. & Memedovic, O. (2003). United Nations Industrial Development Organization.
- articles, lectures and compendia may apply.

References

- Reports and Essays, Backman, J., Studentliterature

Student Influence and Evaluation

The students' opinions are collected systematically and regularly through written course evaluations once the course is completed. One time per semester, student representatives, together with the Director of Studies and Programme Directors, evaluate completed courses.

For addition materials, please refer to the University's policy on course evaluation and documents established by the Department Board, the Director of Studies and the Course Director.

Miscellaneous

The course is primarily a program course for Textile and Economics.