



## Programme syllabus

School of Business and Economics

International Business Strategy, masterprogram, 120 högskolepoäng  
International Business Strategy, Master Programme, 120 credits

### **Level**

Second Level

### **Date of Ratification**

Approved by School of Business and Economics 2017-06-07

Revised 2022-05-25

The programme syllabus is valid from autumn semester 2023

### **Prerequisites**

General entry requirements for second cycle studies and specific entry requirements:

- Degree of bachelor in Business Administration as main subject
- English 6 or the equivalent
- At least 90 credits in Business Administration

### **Description of Programme**

The two-year master programme in Business Administration with specialization in International Business Strategy provides the students with comprehensive theoretical insights and advanced practical understanding and application of international business, marketing and entrepreneurship from a strategic point of view. A certain focus is on mega-trends in society such as globalization and the ongoing development of emerging markets. Another focus is given to internationalization of firms in a business-to-business context – both traditional industrial firms and more current, rapidly internationalizing, entrepreneurial firms of smaller size. The programme is interactive and research-based – integrating research from the programme team into the courses as literature and illustrative examples – and takes place in a multi-cultural learning environment. Working with live-case companies plays a central role throughout the program. Besides the compulsory programme courses, elective courses or studies abroad give possibilities for students' topical specialization. The purpose of the program is to foster independent and capable students with knowledge and ability to critically analyse problems and decisions in order to develop competitive, dynamic and socially responsible strategies for international companies. With a deep theoretical grounding and reflective stance, students will be well prepared for careers within business as well as academia.

### **Objectives**

*Central degree objectives in accordance with the Higher Education Ordinance*

**Knowledge and understanding**

For a Degree of Master (Two Years) students must

- demonstrate knowledge and understanding in their main field of study, including both broad knowledge in the field and substantially deeper knowledge of certain parts of the field, together with deeper insight into current research and development work, and
- demonstrate specialised methodological knowledge in the main field of study.

**Skills and abilities**

For a Degree of Master (Two Years) students must

- demonstrate an ability to critically and systematically integrate knowledge and to analyse, assess and deal with complex phenomena, issues and situations, even when limited information is available,
- demonstrate an ability to critically, independently and creatively identify and formulate issues and to plan and, using appropriate methods, carry out advanced tasks within specified time limits, so as to contribute to the development of knowledge and to evaluate this work,
- demonstrate an ability to clearly present and discuss their conclusions and the knowledge and argument behind them, in dialogue with different groups, orally and in writing, in national and international contexts, and
- demonstrate the skill required to participate in research and development work or to work independently in other advanced contexts.

**Judgement and approach**

For a Degree of Master (Two Years) students must

- demonstrate an ability to make assessments in their main field of study, taking into account relevant scientific, social and ethical aspects, and demonstrate an awareness of ethical aspects of research and development work,
- demonstrate insight into the potential and limitations of science, its role in society and people's responsibility for how it is used, and
- demonstrate an ability to identify their need of further knowledge and to take responsibility for developing their knowledge.

*Programme specific objectives*

- demonstrate reflective analysis and conclusions for both theoretical and empirical contributions within international business strategy.
- display skills in collection and condensation of information pertaining to international business strategy and in conveying gained insights in a pedagogical manner.

This is in accordance with the intended learning outcomes set for a masters' degree in the Swedish Higher Education Ordinance and School of Business and Economics' mission.

**Content**

*Organisation*

The Programme is placed and taught at the School of Business and Economics.

The Programme has a programme coordinator who has overall responsibility for the Programme, who serves as representative and coordinates programme-related issues. The coordinator is responsible for the Programme's content and development and works actively for good relationships and communication. This takes place with teachers teaching the Programme by means of continuous dialogue, with programme students through a programme council and with working life through collaboration with trade and industry and interaction with other relevant stakeholders.

### *Programme Overview*

The programme starts with a multidisciplinary course covering global challenges and opportunities to give a background to contemporary megatrends and developments with relevance for international business strategy. Thereafter the programme provides students with a course in international business strategy in emerging country markets and one course focusing on internationalization of primarily small and medium-sized entrepreneurial firms. For the spring semester, a course in knowledge and innovation based strategy is followed by a methodology course, later followed by two courses covering deepening skills in methodology as well as contemporary international business research. The second year offers opportunities for further specialization within international business strategy; one semester (30 credits) of elective courses, including possibilities of studies abroad or internship; and one semester (30 credits) focusing on the master degree project.

### *Programme courses*

#### **Year 1:**

- Global challenges and opportunities, 7.5 credits, A1N (Mandatory)\*

The course applies theoretical models to analyse prevalent challenges and opportunities in the global economy and their relevance for international business strategy, including contemporary megatrends, sustainability and the responsibilities of business.

- International business strategy in emerging country markets, 15 credits, A1N (Mandatory)\*

The course focuses on how foreign companies doing business in emerging markets succeed through sustainable strategies that enable them to compete and build relationships and networks with other market actors, as well as manage the different and dynamic institutional environments in these markets.

- Internationalization of entrepreneurial firms 7.5 credits, A1N (Mandatory)\*

The course deepens theoretical knowledge on internationalization process theories, with a particular focus on international entrepreneurship. Application and analysis is made of small and medium-sized entrepreneurial firms expanding abroad.

- Knowledge and innovation-based strategy 7.5 credits, A1N (Mandatory)\*

The course emphasizes the role of knowledge in international business, with particular attention put to the role of knowledge as the antecedent to dynamic organizations and to innovation. This also takes into account the influence of carrying out these activities in a multinational setting.

- Methodology 7.5 credits, A1N (Mandatory)\*

The aim of the course is to introduce scientific methodology within business administration. The students learn to reflect on scientific approaches, to account for how different scientific concepts, models and techniques can be used and applied within the area of business studies.

- Methodology in International Business Research 7.5 credits, A1F (elective)\*,

The aim of this course is to deepen the knowledge and understanding of scientific methodology. The knowledge of both qualitative and quantitative scientific methods is developed with an emphasis on analytical methods in business administration in general and international business in particular.

- Contemporary International Business research 7.5 credits, A1F (elective)\*,

This course provides students with a historical expose of the research field of international business. In light of its historical background, emphasis is put on the current issues, challenges and opportunities for knowledge development in international business. Students are trained in understanding, analysing and solving contemporary international business dilemmas.

Alternatively,

- Degree project in Business Administration (master), 15 credits, A1E, (elective)\*,

The degree project aims for the students to perform a master thesis within the main field of study Business Administration; independently selecting a relevant topic, conduct thesis work and opposition seminars. Overlaps, and not applicable, with the 30 credits degree project.

## **Year 2:**

- Electives, 30 credits, (Electives),

This semester can be studied at a designated partner institution abroad or at the School of Business and Economics. The semester allows for a full semester of coursework or a combination of, for example, 15 credits of course work and 15 credit of internship. The courses and the internship need to be of relevance to the programme and they have to be pre-approved by the programme coordinator.

- Degree project in International Business Strategy (30 credits) A2E (Mandatory)\*

The degree project aims for the students to perform a full-semester master thesis with specialization in international business strategy; independently selecting a relevant topic, conduct advanced thesis work and opposition seminars.

Some of the courses on the Programme are studied together with students from other programmes and single subject courses, and may be taught in another order.

\* course in the main field of study business administration

A Master's programme of 120 credits must, in accordance with the Higher Education Ordinance, contain at least 60 credits of specialised study in the main field, of which a degree project of at least 30 credits. At least 90 credits should comprise courses at

second cycle in accordance with the local rules (Ref. no. 2014/442–1.1). Courses previously given within the same programme code, EAIS2, can also be included in the programme degree and thus replace courses with equivalent content.

#### *Societal relevance*

To prepare the participants as well as increase their ability to work in an international labour market the programme takes place in close collaboration with local companies that have a leading position in their industries.

#### *Internationalization*

Studies abroad can be conducted in semester 3. The students are offered a number of designated exchange placements at international partner universities in emerging markets. Opportunities for a Double Degree at a partner university during year two may also be available. Studies are then conducted in accordance with the specific Double Degree agreement. Furthermore, internationalization is an integrated part of the programme curriculum as well as learning environment. Students come from many parts of the world which creates a truly international context.

#### *Sustainable social development*

The master programme takes a strategic perspective on sustainability in business with emphasis on emerging country markets; by creating economic value for customers as well as social and natural value for different stakeholders for establishing and developing sustainable business. The master programme has an integrated gender perspective. Emphasis is placed on the importance of diversity as well as equal opportunities and treatment among students. The programme starts with team building activities based on the principle that the more perspectives students meet, the better understanding for different cultures and complex problems they get, and the more sustainable solutions to the problems at hand will be formulated. An entrepreneurial perspective is taken throughout the programme; from the initial programme-specific workshops for team building, to explicit theoretical insights and practical hand-on solutions to real-live business problems.

### Quality Development

Continuous evaluation and improvement of the Programme takes place, among other things, through the University's course evaluations, where the results are handled by the programme coordinator and programme council and feedback is then provided to students and archived. Programme students actively participate in the follow-up and development of the programme through the programme council and through student representatives in the faculty-wide Education Council. All programmes of the School of Business and Economics also undergo quality analyses based on standards of the Association to Advance Collegiate Schools of Business (AACSB), and quality evaluations are conducted for all main subjects through the national quality assurance system, with the help of UKÄ (Swedish Higher Education Authority). The School of Business and Economics' faculty-wide quality plan governs, among other things that a recurrent programme analysis is conducted and that course evaluations are monitored. As a part of the annual university-wide survey, the Linnaeus barometer, all students are asked about their experience of their education related to different quality aspects.

### Degree Certificate

After completing their studies which correspond to the requirements stated in the Higher Education Ordinance and in Linnaeus University's local Degree Ordinance, students may apply for a degree. Students, who have completed the International Business Strategy Programme, can obtain the following degree:

Students from first cycle with a Bachelor of Science in Business and Economics, main field of study: Business Administration, may obtain the following degree:

*Master of Science (120 credits) in Business and Economics with specialisation in International Business Strategy*  
(Main field of study: Business Administration)

Students with another qualifying degree than the afore-mentioned may obtain the following degree:

*Master of Science (120 credits) with specialisation in International Business Strategy*  
(Main field of study: Business Administration)

The degree certificate is bilingual (Swedish/English). A Diploma Supplement (English) will be provided along with the degree certificate.

Students whom have completed one year of the programmes' two years and, meet the requirements of a master's degree (60 credits), may obtain the following degree:

*Master of Science (60 credits) with specialization in International Business Strategy*  
(Main field of study: Business Administration)

### **Other Information**

In order to be admitted to the courses on the programme, the specific entry requirements stated in each course syllabus must be fulfilled by the start of the course.

The program contains study visits as well as primary data gathering that may result in costs for the individual student.

Should deviations be found between the Swedish and English version of this programme syllabus, the Swedish one is superior.