

International Business Strategy Master, 120 credits

In semester three, you have optional courses, 30 credits, see [programme syllabus](#) for further information.

The School of Business and Economics offers a guaranteed seat on the following optional courses, provided that you meet the prerequisites within the course syllabus, and that the application is received on time. Each [course syllabus](#) states the prerequisites that you need to fulfil by the time the course begins to partake in the course. Please read the course syllabus before you apply.

Optional course within Internship (based campus Kalmar)

4FE660 Internship – International Business Strategy, 15 credits

The course places theoretical knowledge in a practical setting within an organization related to international business. The internship is carried out in a company or organization doing international business, a public organization facilitating international business, or in a international-business research environment.

Optional courses within Business Administration – Leadership (based campus Kalmar)

4FE532 Leadership in International Contexts, 15 credits

This course deals with cultural and national differences and opportunities within leadership. Some of the phenomena discussed are: strategic leaders, leadership strategies, comparative advantages, strategic alliances, strategic growth and leading change.

4FE534 Contemporary issues in Management, 15 credits

The course investigates some of the contemporary issues in management that challenge the organizations of today. Based upon research and practical relevance, the students learn to describe, discuss and reflect upon the implications of these issues for organizations and society at large.

Optional courses within Marketing (based campus Växjö)

Please note that travels to the other campus are on each students own expense.

4FE124 Applied Marketing Analysis, 15 credits

A general introduction to the various schools of social science is provided, theoretically as well as practically. Additionally, the course contains a short introduction to project work and to methods of collecting data such as questionnaires, interviews, focus groups etc. This part of the course will be based on practical examples intended to provide the students with a tangible knowledge of the market research. Topics covered include:

- specification of the need for information in connection with marketing decisions
- identification of relevant information and sources of information to illuminate the marketing conditions relevant in relation to the problems
- to make use, to a certain degree, of qualitative and quantitative methods in correlation with an elucidation of the market conditions that are relevant in relation to the project

- assessment of the found market information in comparison with a general marketing strategy

4FE136 Digital Business Strategy, 15 credits

The purpose of the course is to introduce participants to advanced frameworks designed to understand international marketing strategy. The course is research oriented in the sense that the frameworks are rooted in contemporary research. Scientific writing has a high priority.

Optional courses within Entrepreneurship (based campus Växjö)

Please note that travels to the other campus are on each student's own expense.

4FE148 Entrepreneurship as process and practice, 7.5 credits

The course addresses different theoretical perspectives on entrepreneurship as a process, practice and method across all sectors of society.

4FE149 Entrepreneurship and context, 7.5 credits

The course addresses how the context creates opportunities and limitations for entrepreneurship. Different dimensions of context are addressed and special attention is given to the debate on the role of local and regional context.

4FE147 Sustainability, entrepreneurship and social change, 7.5 credits

The course offers advanced theoretical perspectives and application in sustainability, entrepreneurship and social change to dilemmas, challenges and opportunities in the contemporary society.

4FE150 Entrepreneurship and social change, 7.5 credits

The course provides in-depth knowledge of different perspectives on the role of entrepreneurship in society and its links to social change. Critical perspectives are introduced and discussed, as well as, opportunities and limitations of entrepreneurship as a tool for social change.