



UNIVERSITY  
OF GÄVLE

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is not the Notification  
of selection results.

## Welcome to the University of Gävle and the Faculty of Education & Business Studies

COURSE International Business Strategy 7, 5 credits Campus

IDENTIFYER FEA250

APPLICATION CODE 21142

COURSE PERIOD Weeks 04-13, 2016.

[SYLLABUS](#)  
[SCHEDULE](#)

PERIOD FOR SELF REGISTRATION THROUGH THE STUDENT PORTAL 2016-01-18—2016-01-24

TEACHER **Ehsanul Huda Chowdhury PhD**

CONTACT INFORMATION [ehachy@hig.se](mailto:ehachy@hig.se)

FACULTY SECRETARY **Eva Persson**

CONTACT INFORMATION [kurs-aue@hig.se](mailto:kurs-aue@hig.se)

If you are registered and choose to discontinue your studies you have to report it in the Student Portal within three weeks from the course start. If you choose to discontinue your studies later than three weeks into the course you need to contact your faculty secretary.

### GET STARTED WITH YOUR STUDIES!

More information at [www.hig.se/newstudent](http://www.hig.se/newstudent)

#### 1 COMPUTER ACCOUNT

You can collect your computer account at [webkonto.student.hig.se](http://webkonto.student.hig.se) two weeks before the semester starts. Your computer account gives you access to the University web services.

#### 2 THE STUDENT PORTAL

Please register for your course through the Student Portal at [studentportal.hig.se](http://studentportal.hig.se)

#### 3 BLACKBOARD

The Blackboard platform is a web-based learning management system where you can find course material. Log in via the Student Portal, find your course and enroll.

Course ID in Bb **FEA250.21142.2016**

Access code If needed an access code will be sent to you in a separate email.

Period for enrolling xxxxxx

### Registration for exam

Registration for ordinary exams as well as re-examinations via Kronox is mandatory. You can register for exams five weeks before the exam date at the earliest and no later than ten days before the exam date. Please note that no post-registrations will be accepted. If you for some reason are unable to write the exam at campus, you can apply to write the exam at another location. The application must be submitted no later than three weeks prior to the exam date. Contact your faculty for more information.



### **Course Description:**

The course focuses on the development of skills to understand the issues that managers face in operating in international markets and supply chains. Students will develop an understanding of the conceptual frameworks that clarify the relationships between policies and domestic and global strategies. They will develop an understanding of the constraints and advantages in developing a new overseas market and managing existing offshore operations with new challenges. This course analyses how multinational firms leverage their capabilities and competencies to create competitive advantages in international and global markets.

On successful completion of this course, students will be able to ...

- (1) Apply their understanding of what determines the success of firms with regard to competitive, corporate and organizational strategies in the global business environment.
- (2) Use their understanding of theories and conceptual frameworks that explain why and how firms internationalize.
- (3) Critically evaluate and discuss academic research in international business.
- (4) Develop problem-solving skills by addressing relevant managerial problems in international business strategy.
- (5) Collaborate in and lead international management teams and solve team-level dispute.

### **Course Organization**

The course will be conducted through holding six lectures and discussions on the topics of international business strategy. Students are requested to attend the six lectures. Moreover, students need to submit the individual home exams as well as individual assignments on article analysis and group assignments on important issues of international business strategies as part of the evaluation of the students for this course. It is compulsory for the students to attend the lectures, participate in the individual article analysis seminar and group literature review seminar. The students also need to submit their home exams and assignments on safe assign of Blackboard on time as per course schedule to receive grades.

### **Communication**

The communication between students and teacher will be face to face during lectures, seminars and pre-scheduled meetings as well as through e-mails and discussions on Blackboard. The course contents, schedules, and information will be uploaded in the Blackboard and all important announcements related to the course will be also on the Blackboard. Moreover, individual or group emails will be sent to the students' email accounts regarding important matters related to course.

### **Course Evaluation**

There will be an online course evaluation form uploaded on black board on week 13 and students need to do the online evolution to receive their final grade.