



Please note that this is not your admissions letter.

Welcome to University of Gävle and the Course International Business Strategy 7, 5 credits!

This course is full time between weeks 4-13, 2017. I, Ehsanul Huda Chowdhury, am your course coordinator. Contact me on e-mail first ehachy@hig.se or phone 026-64 8925 if you have any questions about this course.

Syllabus and Schedule

[Syllabus:](#)

[Course schedule:](#)

Get Started with Your Studies!

To get started with your studies please follow these three steps. More information at hig.se/newstudent

- 1 Collect Your Computer Account**
 You can collect your computer account at webkonto.student.hig.se two week before the semester starts. Your computer account consists of a username and a password and gives you access to the University web services.
- 2 Register in the Student Portal**
 You must be registered on the course to attend lectures and to sit exams. You will lose your place on the course if you do not register in time. Please register for your course in the Student Portal at studentportal.hig.se

 Period for self-registration in the Student Portal: 2017-01-16—2017-01-22
 Are you conditionally admitted? [This is what applies to you](#)
- 3 Log in to Blackboard**
 The Blackboard platform is a web-based learning management system where you find your course material. The day after you registered in the Student Portal you can access your course in Blackboard. Log in via the Student Portal.

Course	International Business Strategy 7,5 Cr VT 2017
Course code	FEA 250.21131.2017
Application Code	21131
Faculty	Faculty of Education and Business Studies
Faculty secretary	Eva Persson
Contact Information	kurs-aue@hig.se

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 Organisation

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.

Course literature:

John J. wild and Kenneth L. Wild; *International Business: The Challenges of Globalization*, Eighth Edition, Pearson, 2016, ISBN-13: 978-1-292-09504-2, ISBN-10: 1-292-09504-0.

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.

Registration for Written Exams

Registration for exams as well as retakes via KronoX is mandatory. You can register no earlier than five weeks before and no later than ten days before the exam. Please note that no post-registrations will be accepted. If you are a distant education student and are unable to sit the exam at campus you can apply to sit the exam at another location. Applications must be submitted no later than three weeks prior to the exam. Contact your faculty for more information.

Course Evaluation

After completion of your course a web-based course evaluation questionnaire will be sent to your HiG e-mail address. Your answers in the course evaluation are very valuable and your comments will help us to improve and to develop the course for the next implementation. All students registered on the course will receive a course evaluation report where all answers are compiled.

The University of Gävle is human-centred and develops the understanding of a sustainable living environment.