



COURSE SYLLABUS

Globalisering, digitalisering och internationaliseringsstrategier

Globalization, Digitalization and Internationalization Strategies

7.5 credits (7,5 högskolepoäng)

Course code: IY2613

Main field of study: Industrial Economics and Management

Disciplinary domain: Technology

Education level: Second cycle

Specialization: AIF - Second cycle, has second cycle course/s as entry requirements

Subject area: Industrial Engineering and Management

Language of instruction: English

Applies from: 2019-11-01

Approved: 2019-10-25

1. Decision

This course is established by Dean 2019-10-17. The course syllabus is approved by Head of Department of Industrial Economics 2019-10-25 and applies from 2019-11-01.

2. Entry requirements

Admission to the course requires taken course Economic Analysis of Markets, Firms and Industries, 7.5 credits.

3. Objective and content

3.1 Objective

The purpose of the course is to provide students with a working knowledge of international economics from the perspective of firms and their dependence on the global business environment and macroeconomic conditions. The course also covers the growth of global value chains and other types of internationalization strategies.

3.2 Content

The course deals with the theory and models and methods of international trade, including comparative advantage, globalisation, exchange rates, trade barriers, as well as the growth of global value chains. The course also includes the study of internationalization strategies.

4. Learning outcomes

The following learning outcomes are examined in the course:

4.1 Knowledge and understanding

On completion of the course, the student will be able to:

- understand the causes and consequences of international trade, economic integration and international capital flows
- understand the causes of barriers to trade and their effects on consumers and firms
- understand how the development of transport technology and digitalisation have paved the way for the growth of global value chains and what this implies for modern trade flows
- understand the functioning of currency markets, the relationship between interest rates and exchange rates, the relationship between prices and exchange rates from the perspective of multinational firms and international sales
- understand the determinants of comparative advantage along the stages of production in global value chains
- understand the various ways in which companies internationalize their operations and the factors governing internationalization strategies
- understand the typologies of global value chains and how they are governed and organized
- understand the classical models of internationalization processes and how they are being challenged by new forms of internationalization such as 'born globals' that replace new technology with digital platforms
- understand the 'global-local paradox' that deals with the trade-off between global standardization and local adaptation
- demonstrate an appreciation for differences in business traditions across cultures
- explain the features of the global economy, the qualities of multinational firms as well as their emergence

4.2 Competence and skills

On completion of the course, the student will be able to:

- apply mathematical methods and models to analyse and interpret international trade models
- derive the principles of comparative advantage and absolute advantage and their implications
- apply transactions cost theory and the theory of vertical and horizontal integration to analyse various ways in which companies internationalize their operations
- write academic reports based on the course's contents

4.3 Judgement and approach

On completion of the course, the student will be able to:

- analyse and discuss how a company may influence economic integration between countries

5. Learning activities

Teaching consists of lectures and exercise sessions. The course will be assessed on a continuous basis.

6. Assessment and grading

Modes of examinations of the course

Code	Module	Credits	Grade
1910	Written assignment 1	1.5 credits	GU
1920	Written assignment 2	1.5 credits	GU
1930	Written examination	4.5 credits	AF

The course will be graded A Excellent, B Very good, C Good, D Satisfactory, E Sufficient, FX Fail, supplementation required, F Fail.

The course-PM for each course revision should include the assessment criteria and make explicit in which modes of examination that the learning outcomes are assessed.

An examiner can, after consulting the Disability Advisor at BTH, decide on a customized examination form for a student with a long-term disability to be provided with an examination equivalent to one given to a student who is not disabled.

7. Course evaluation

The course evaluation should be carried out in line with BTH:s course evaluation template and process.

8. Restrictions regarding degree

The course can form part of a degree but not together with another course the content of which completely or partly corresponds with the contents of this course.

9. Course literature and other materials of instruction

Beugelsdijk et al. International Economics and Business - Nations and Firms in the Global Economy, Cambridge University Press. Latest edition

Scientific articles and lecture materials consisting of up to 500 pages