

# Syllabus

for course at first level

**Global Business Studies, Course Module**  
**Globala affärsstudier, kurspaket**

**30.0 Higher Education**  
**Credits**  
**30.0 ECTS credits**

<b>Course code:</b>	FE9050
<b>Valid from:</b>	Spring 2017
<b>Date of approval:</b>	2016-08-16
<b>Department</b>	Stockholm Business School
<b>Main field:</b>	Företagsekonomi
<b>Specialisation:</b>	G1F - First cycle, has less than 60 credits in first-cycle course/s as entry requirements

## Decision

This course module was approved by the Stockholm University Social Science Education Board on August 16, 2016.

## Prerequisites and special admittance requirements

At least 2 courses of the following: Principles of Finance, Principles of Management, Principles of Marketing and Principles of Accounting, or equivalent.

## Course structure

Examination code	Name	Higher Education Credits
2630	Global Consumer Society	7.5
2631	Global Markets	7.5
2632	Business, Politics and Culture	7.5
2633	Global Business Ethics	7.5

## Course content

This course module consists of the following courses:

2630 Global Consumer Society, 7,5 ECTS  
2631 Global Markets, 7,5 ECTS  
2632 Business, Politics and Culture, 7,5 ECTS  
2633 Global Business Ethics, 7,5 ECTS

## Learning outcomes

Intended Learning Outcomes

2630 Global Consumer Society, 7,5 ECTS

The overall aim of the course is to introduce students to a theoretical framework for analysing consumer cultures from a global perspective.

Upon completion of the course, students should be able to:

#### Knowledge and understanding

1. Account for basic theories about the consumer society.
2. Illustrate the global proliferation of the consumer society.

#### Skills and abilities

3. Investigate consumer culture's diffusion in specific empirical contexts.
4. Discuss the consequences of the global proliferation of the consumer society.

#### Judgement and approach

5. Critically evaluate marketing's role in the proliferation of a global consumer culture.

### 2631 Global Markets, 7,5 ECTS

The overall aim of the course is to provide an orientation of how trade interacts with factors such as geography, politics, resource endowment, and technological invention, and to provide the students with concepts and ideas to understand and to analyse such interactions.

Upon completion of the course, students should be able to:

#### Knowledge and understanding

1. Describe the main changes in the global trade systems during the period 1500-2015.
2. Understand the possibilities and challenges facing different market areas and regions in today's world.

#### Skills and abilities

3. Understand basic economic concepts related to trade.
4. Be able to relate cultural, political and other factors to the development of trade, and to the challenges facing different regions and markets today.

#### Judgement and approach

5. Be able to identify and discuss crucial events and factors of importance to the theme of the course.
6. Be able to apply central concepts and ideas related to the contents of the course.

### 2632 Business, Politics and Culture, 7,5 ECTS

The overall aim of the course is to summarize and critically discuss the complex relation between business, culture and politics in contemporary society.

Upon completion of the course, students should be able to:

#### Knowledge and understanding

1. Exemplify the complex relation between business, culture and politics.
2. Describe the interrelationship between globalization and business.

#### Skills and abilities

3. Examine the effects of globalization on places, space and everyday activities.

4. Present theoretical considerations and empirical analyses in a coherent and accessible manner.

Judgement and approach

5. Critically evaluate the relation between political economy and contemporary business.

6. Reflect upon global key events and how they have altered the conditions of politics and business.

2633 Global Business Ethics, 7,5 ECTS

The overall aim of the course is to outline and critically discuss the role of business ethics in today's society.

Upon completion of the course, students should be able to:

Knowledge and understanding

1. Identify the key philosophical foundations of business ethics.

2. Explore the emergence of the corporation and how this redefined the ethical priorities of business.

3. Outline the emergence of the corporate social responsibility movement.

4. Discuss the implications of ethics for contemporary business developments.

Judgement and approach

5. Critically evaluate the social, environmental and political impact of modern business.

6. Reflect on the possibilities of business ethics and explore alternative utopian possibilities in the future.

### **Education**

The course consists of a combination of lectures, seminars and group work. Structure of the education activities is included in the syllabus of each course and is also available on the course website.

### **Forms of examination**

Courses are assessed through various assessment forms such as individual written exam or take-home exam as well as through continuous assessment in accordance with each course syllabus.

Grading is conducted on the course level and is conducted according to a 7-grade scale where A, B, C, D and E are passing grades while FX and F are failing grades.

Grading criteria are set on the course level and are available in the course syllabus and the course website.

Once a student has obtained a passing grade, he/she may not re-take an assessment task or the entire course in order to obtain a higher grade.

### **Interim**

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

### **Limitations**

This course module and its courses may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

### **Required reading**

Course literature and other material is listed in each course syllabus and decided upon by the Board of Education at Stockholm Business School, Stockholm University.