

**Programme Syllabus  
with course syllabi**

**for**

**International Management, Bachelor programme**

**180 Credits**

**Undergraduate**

**Start fall 2009**



**JÖNKÖPING INTERNATIONAL  
BUSINESS SCHOOL**  
JÖNKÖPING UNIVERSITY

## **Background**

The programme is given by Jönköping International Business School and is titled International Management. The full-time three-year programme comprises 180 ECTS credits (European Credit Transfer System).

Having satisfied all requirements laid down by regulation for the degree concerned, the Degree of Bachelor of Science in Business and Economics with a major in Business administration is awarded

## **Programme specific aims**

In a world with an increasingly global competition and fast changes it is evident that to succeed in business life all actors have to constantly adapt to complex and fast changes. In this kind of world there are a distinctive need for business administrators that both are able to develop existing businesses and that can create/recognize and realize business opportunities.

This corresponds with the core of the International Management programme. The core of the programme comprises of both basic general orientation courses that focuses different aspects of business life. This is also further strengthened by a specialization within the subject Business Administration with a special focus on business renewal and entrepreneurship.

The business renewal and entrepreneurship focus falls back on both some subject specific courses and also on the focus of some lectures and cases within more general courses. Basic knowledge in Economics and Business statistics strengthens the understanding of business life and Business Administration.

One other very important aspects that prepares the student for the business life is internationalization. Internationalization falls back on both that all courses in the programme are done in English and that the students have the opportunity to study abroad for two semesters (semester 4 and 5). The internationalization are also supported by that there are exchange students in most courses. This mix aims at preparing the student for a career within existing and/or new organizations.

## **Programme overview**

The International Management programme comprises 180 credits. This is equivalent to three years of full time studies or the equivalent of 6 semesters, i.e. 30 credits per semester. Full-time study at JIBS means 2 parallel courses per quarter.

Instruction is largely based on process and problem based learning, i.e. instruction is conducted through applications and problem-solving in seminars, and various projects.

Already during the first semester, the students get the chance to establish contacts with an enterprise through the host company assignment. The host company assignment provides valuable insight into the reality of the business world as well as a unique opportunity to combine theory and practice.

During the third year, students can apply for taking the Project Based Module where each project is defined individually and is based on a real company situation. The objectives of the Problem Based Module are:

- to increase the students' capability to deal with real life problems
- to increase the link between real problems and theoretically based knowledge

- to increase students' possibility to be employed
- to increase the linkage between industry/business and academia, and/or to increase entrepreneurship by starting up and developing new businesses.

The International Management programme provides students with the opportunity to create their own individual profile of study through the many opportunities that are available at JIBS, or at any one of our 220 partner universities. During the last year and a half of studies, students can choose between a large number of business administration courses within subjects such as entrepreneurship, marketing, leadership, accounting, finance and statistics. In addition, there are courses available in commercial law, economic geography, informatics and language. Students are encouraged to spend at least one term abroad and choose courses that will help to individualize their degree. Towards the end of their studies, students write a mandatory thesis in Business Administration, which counts for 15 credits.

### **Language**

The education is given and examined in English

### **Prerequisites**

Ma  
Eng B  
Sh A

### **Degree requirements**

#### **Knowledge and understanding**

- to show the knowledge and understanding of the main fields of the subject, including its scientific grounding and applicable methods. The student should also have specialized in some area of the said field and show a general grasp of current research issues

#### **Skills and abilities**

- to show the ability to search for, collect, assess and critically interpret relevant information concerning a given problem as well as be able to critically discuss matters, questions and situations
- to show the ability to independently identify, formulate and solve problems, as well as perform tasks within given time frames
- to show the ability to detail and discuss information, problems and solutions, orally and in writing, in dialogue with different groups
- to show such ability to exhibit the skills needed to meet the needs of the intended profession

#### **Assessment and attitude skills**

- to show the ability to analyze the main field of the subject from relevant scientific, societal and ethical aspects

- to exhibit an understanding of the role of knowledge in society and the individual's responsibilities when it comes to the use of this knowledge
- to show the ability to identify further individual knowledge and competence needs

### **Learning outcome**

#### **Knowledge and understanding**

- demonstrate knowledge and understanding in their main field of study, including knowledge of the scientific basis of the field, knowledge of applicable methods in the field, in-depth knowledge of some part of the field and a general sense of current research issues
- demonstrate an ability to seek, gather and critically interpret information that is relevant to a problem and to critically discuss phenomena, issues and situations
- demonstrate an ability to independently identify, formulate and solve problems and to perform tasks within specified time limits
- demonstrate an ability to present and discuss information, problems and solutions in dialogue with different groups, orally and in writing
- demonstrate the skills required to work independently in the field that the education concerns

#### **Assessment and attitude skills**

- demonstrate an ability to identify their need of further knowledge and to upgrade their capabilities
- demonstrate an ability to make assessments in their main field of study, taking into account relevant scientific, social and ethical aspects
- demonstrate insight into the role of knowledge in society and into people's responsibility for how knowledge is used

### **Academic year 1**

Study period 1	Study period 2	Study period 3	Study period 4
Business and Academic Communication (JB1A18) 7.5 credits	BASIC FINANCIAL ACCOUNTING (JBFA17) 7.5 credits	FINANCIAL PLANNING (JFPB17) 7.5 credits	Marketing Management (JMMB17) 7,5 credits
Entrepreneurship and Business Planning (JBPA17) 7,5 credits	Microeconomic Principles (JMIA17) 7,5 credits	Macroeconomic Principles (JMPA17) 7,5 credits	Organization and Leadership (JORA17) 7,5 credits

## Academic year 2

Study period 1	Study period 2	Study period 3	Study period 4
Business Ethics (JBEB17) 7.5 credits	Management Accounting (JMAA17) 7.5 credits	Elective courses / Study abroad 15 credit in Economics at least G1N level 15 credits in Business administration G2F level	
Business Statistics 1 (JBSA17) 7.5 credits	Strategy and Technology (JSTB17) 7.5 credits		

## Academic year 3

Study period 1	Study period 2	Study period 3	Study period 4
Elective courses / Study abroad 15 credit in Economics at least G1N level 15 credits in Business administration G2F level		Bachelor Thesis in Business Administration (JBTC17) 15 credits	
		Research Methods: Design, implementation and analysis (JRDA10) 7,5 credits	Critical reading and writing (JCRB10) 7,5 credits

## Evaluation

Our cooperation with JSA, the student organization, is crucial. This work is conducted on two levels, programs and courses

### Programme level

On the program level students elect student representatives for each track of the program and each study year of the program. The student representatives and the program managers meet regularly to discuss courses and the progress of the programme. The representatives stay in contact with course coordinators to share the overall impression and student experiences from courses, in addition, the programme manager, student representatives, JSA and faculty meet annually to discuss the entire program

### Course level

On the course level, program developers and course responsible meet shortly after the course has started. The purpose is to ensure that the course is working well and if necessary make minor changes. After each course is finished all students perform course evaluations in PingPong, and program developers evaluate the course on the aggregate level and communicate with program manager and course responsible.

## **Examination grades**

Students must satisfy course requirements. Three methods of evaluation of student performance in courses are used: written examination, oral examination, and written assignment. In a single course, one of these methods may be used or a combination of them may be used. Oral examinations and written assignments may be carried out individually or in groups. In courses where there is a written examination, the student is offered at least two retakes per course. For written examinations taken in May/June only one retake opportunity is given, in August. Those who have passed an exam are not allowed to retake it. Mandatory workshops (attached to courses) may have student performance evaluated by multiple-choice testing coordinated through computer software.

All courses are graded. Usually students receive two grades: a Swedish grade, with Passed with distinction (VG), Passed (G) and Failed (U) as the possible grades, and an ECTS grade, with A-E being passed grades and F being failed. For most workshops and some courses, only Passed or Failed is given.

## **Degree certificate**

The degree, Bachelor of Science in Business and Economics with a major in Business administration (ekonomie kandidatexamen i företagsekonomi) the student shall complete the course requirement of at least 180 credits where 90 credits constitute Business administration (with the inclusion of Bachelor Thesis, 15 credits) and 30 credits in Economics.

To fulfill the IM-programme the student must have at least 6 credits in Research method and 15 credits in English. The course Business Statistics 2, or similar, are considered to be a method course. To be eligible for a Bachelor degree with a major in Business administration the student must obtain at least 7,5 credits within each of the following areas:

Accounting, Finance, Marketing and Organization

## **Further education**

Master programs

## **Career prospects**

After graduating from the International Management programme the student are well prepared for a career within a wide field of areas. A bachelor degree with a major in Business Administration prepares for working with either general or specific tasks within different kinds of organizations. Examples of areas to work with are marketing, organization, business renewal, business creation, accounting or finance, all depending on the chosen specialization. Relevant titles for student graduating from the international management programme are for example business developer, key account manager, sales manager, project coordinator or accountant.