PROGRAMME SYLLABUS
International Management, Bachelor programme, 180 credits
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International Management, kandidatprogrammet, 180 högskolepoäng

Title of qualification
Bachelor of Science in Business and Economics with a major in Business Administration

Programme overview
Today all business life actors have to be prepared for complex and fast changes. In a world with an increasingly international competition, there is a distinctive need for managers who both are able to develop existing businesses and can create/ recognize and realize business opportunities. International Management is the management of organisations that operate in more than one country, and consequently, face the various associated challenges of these business actions. This corresponds with the core of the International Management programme, which comprises basic general orientation courses that focus on different aspects of business life in a local and global setting. The programme has an emphasis on business renewal in an international context.

The International Management programme provides the students with the opportunity to spend one semester abroad and to choose courses that will help to individualize their degree.

Objectives
First level education shall essentially build on the knowledge students acquire in national or specially designed programmes at upper secondary school or corresponding knowledge.

First level education shall develop the students' ability to

- make independent and critical assessments
- independently perceive, formulate and solve task
- deal with change in working life.

In the educational field concerned, in addition to knowledge and skills, students shall develop ability to

- seek and evaluate knowledge at a scholarly level and ground
- follow development of knowledge, and exchange knowledge with other people, including people without specialist knowledge of the field.

Programme specific learning goals

Knowledge and Understanding
Graduates of the programme will have a general knowledge and understanding of business and economic principles and a specialised knowledge and understanding of international business management.

Corresponding Objectives:
Graduates of the programme will be able to
1. demonstrate knowledge and understanding in business administration and economics, including knowledge of the scientific basis of Business Administration and knowledge of applicable methods in Business Administration, and in-depth knowledge of the specialized study on International Management;
2. demonstrate awareness and understanding of current research issues within International Management.

Skills and Abilities
Graduates of the programme will have acquired problem solving and analytical skills needed for a career in international business management, and be effective communicators of activities associated with those skills.

Corresponding Objectives:
Graduates of the programme will be able to
3. demonstrate an ability to search for, gather, evaluate and critically interpret the relevant information for a formulated international management problem and also discuss phenomena, issues and situations critically;
4. demonstrate the ability to identify, formulate and solve problems independently and to complete tasks within predetermined time frames;
5. demonstrate the ability to present and discuss information, problems and solutions within business administration in speech and writing and in dialogue with different audiences and intercultural settings; and
6. demonstrate the skills required to work independently in business administration.

Judgement and Approach
Graduates of the programme understand the scientific, social, and ethical aspects of practical work and research in business administration, including the role, use, and development of knowledge.

Corresponding Objectives:
Graduates of the programme will be able to
7. demonstrate the ability to make assessments in business administration taking into account relevant scientific, economic, social, ethical and responsibility aspects of international environments; and
8. demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used; and
9. demonstrate the ability to identify their need for further knowledge and ongoing learning.

Mission Driven
Graduates of the programme will be equipped to contribute to the advancement of business practice in international environments with particular emphasis on aspects of Ownership, and/or Entrepreneurship and/or Renewal.
Corresponding Objectives:
Graduates of the programme will be able to
10. demonstrate knowledge of different internationalization processes; and
11. assess changes in international environments and how they affect business renewal.

The above is in accordance to the intended learning outcomes for a three-year Bachelor’s degree set by the Swedish Higher Education Ordinance and JIBS mission.

Contents
First semester
The course Entrepreneurship introduces the student to entrepreneurship and its role in society. The course focuses on entrepreneurship actor(s) and their endeavor in the process of starting and running a venture. More specifically, entrepreneurship centers around four different and equally important areas: (1) Entrepreneurial mindset, (2) Entrepreneurial opportunity, (3) Entrepreneurial action, and (4) Entrepreneurship in Context. The course immediately involves students in one of the key areas of focus at JIBS, entrepreneurship.

The course Communication in a Cross-Cultural Context introduces students to theories and concepts of intercultural communication. It identifies the features of spoken and written communication in business and academic contexts to enable students to apply these to practical situations in international entrepreneurial and business environments and cultural settings. Basic Financial Accounting aims to equip students with basic knowledge in accounting theory and practice to be applied in a business entity. As an introductory course it is designed to give an overall picture of the accounting cycle and to help students understand more advanced accounting. Important topics covered during the course include basic financial accounting concepts according to the International Accounting Standards Board (IASB), recording of selected business transactions, preparation of annual accounts and annual reports and an introduction to financial statements.

The course Microeconomic Principles and Mathematics for Economics focuses on core principles in microeconomics, which includes consumer behaviour in goods and factor markets, producer behaviour in goods and factor markets, different market forms such as perfect competition and monopoly, the foundation of welfare theory, the cause and effect of market failure, allocation and distribution effects from taxation and externalities and their effect.

Second semester
The overall objective of Management Accounting is to provide students with knowledge and understanding of basic concepts, models and practices in management and cost accounting. During the course students are being acquainted with models and practices to plan, control, evaluate and change organisational activities and units. The aim is to prepare students for these concepts, models and practices to make decisions and to evaluate the result of decisions in different organisational contexts. Important contents in the course include basic concepts, models and practices in management accounting, basic concepts, models and practices in cost accounting and a practical application of basic management and cost accounting concepts and models in different organizational contexts and analysis of the organisational consequences.

In parallel, the course Macroeconomic Principles offers a foundation for students to learn about economic theory, which is highly important for future business managers, financial bankers and other relevant occupations in order to carry out the day to day operations in the international business world. Integral parts of the course are the analysis of macroeconomic variables such as economic growth, inflation, and unemployment. Possibilities and difficulties to manage the economy with the aid of economic policy as well as how the open economy is affected by international developments are central to the course.
The overall objective of the course Organizing and Leading in a Sustainable World introduces students to theories and concepts. Included in this focus is to appraise the importance and significance of sustainability and ethical challenges, including gender, diversity and environmental responsibility. As part of the course, the students work with a project in which they identify and evaluate organizational and leadership opportunities. The project exhibits a rich variety of international contexts in which theories and models are applied.

Basic Financial Accounting, Management Accounting, Marketing Management and Organizing and Leading in a Sustainable World are all mandatory first-year courses which individually or all together often are prerequisites for higher level business administration courses. Microeconomic Principles and Mathematics for Economics, and Macroeconomic Principles are also courses mandatory for students to be involved in during the first year and are typically prerequisites for higher level economics courses. Closely coordinated with microeconomic principles is mathematics for economics, which develops the students' abilities in the math’s skills needed for undergraduate business administration, economics and statistics courses.

Third semester
The third semester includes two courses on statistics: Business Statistics 1, and Business Statistics 2. These provide students a basic understanding for the subject and abilities to perform and interpret basic quantitative research. The students are trained to use a variety of statistical measures and models for generating, analysing and interpreting material from studies of organizations that operate in national as well as international contexts.

In parallel to Business Statistics 1, the course Strategy and Technology builds on concepts from all the first year business administration courses. It addresses the basics in strategic management and the focus is on strategic analysis, strategic choice and implementation of strategy, and includes a host company project. In the strategic analysis part a specific emphasis is on the role of technology in development processes and in the strategic choice part, the internationalization aspects are emphasized.

In parallel to Business Statistics 2, the course International Management builds on concepts from all the first-year business administration courses. The course focuses on the empirical phenomenon of international management. The students are familiarized with theories on the topic and learn what doing business in an international context implies for managerial practice. Topics covered during the course include inter-cultural management, organization and strategy in multinational companies, international leadership and HRM, as well as CSR in a global context. The course also trains the students in some generic skills important for their development as academics. The students are required to independently

1) The JIBS Host Company portfolio comprises more than 300 companies, and is a platform for involving local, regional, and multinational companies of different sizes in teaching activities and for research. Students work with project-based assignments with a host company, addressing challenges and opportunities faced by the company. This enables students to apply theoretical knowledge to organisational issues, increasing their skills and abilities while also requiring them to determine the appropriate knowledge to be used.

1) Refers to the second semester.

Fourth semester
The course Corporate Finance 1 teaches student to use the right methods for making optimal financing and investment decisions. The course introduces students to the fundamental concept.
of the time value of money, relationship between risk and return, and short- and long-term financial planning. It builds on prior knowledge from financial accounting and statistics courses. It also stresses the importance of ethical behavior of managers and the European corporate governance principles. The Swedish guidelines for good Corporate Governance practices have also been included into the course material. Electronic learning materials have been integrated into the course, enabling the students to practice calculation tasks at home.

In parallel, in the course Human Resource Management in A Globalized World the student will focus on strengthening basic knowledge and skills in HRM. The course helps the student understand the theoretical basis for the following issues: the emergence of HRM and how it has become integrated in today’s organizations; examine the ethical and political context of HRM and critically evaluate positive alternatives to HRM. The course also helps the student consider how Human Resource Management theory may be applied to various real-world issues.

Then, the course International Marketing begins with an overview of the theoretical bases of international marketing. These include international trade theories, export behaviour theories and motives, network models and the international environmental factors that influence the firm such as cultural, political and legal. Following this, the main planning and strategic international marketing decisions are examined. This includes the selection of international markets and entry modes. Finally, the tactical international marketing decisions such as pricing, financing, supply chain and promotion activities are presented.

In parallel, the course Research Methods: Design, Implementation and Analysis provides the student with the necessary knowledge and skills needed to plan, develop and analyse research. Topics include epistemology, literature review, the research process (including the various research methodologies) and interpretation of the research findings.

Fifth semester
In parallel to this, two courses are required 7.5 credits in Responsibele Enterprise and 7.5 credits in International Macroeconomics and Finance. The Responsibele Enterprise course provides a valuable contribution to the programme by highlighting the importance of applying ethics and sustainability to key areas of business practice and providing a theoretical foundation for ethical and sustainable decision-making. The parallel course International Macroeconomics and Finance trains the student to report, explain, and discuss the core principles of economics within international macroeconomics and finance including issues of employment, national income, investment. The course provides the students with a deeper understanding of how a macro economy behaves when it is open to trade and capital flows with other countries. The course is also concerned with exchange rate determination and monetary behaviour under fixed exchange rates and policies involving exchange rates.

Sixth semester
During the last semester of the programme students are required to write a 15 credit thesis. The thesis in business administration should cover a topic of international management in more detail and we recommend that students investigate research issues related to the programme.

In parallel to this, two courses are required 7.5 credits in Responsible Enterprise and 7.5 credits in International Macroeconomics and Finance. The Responsible Enterprise course provides a valuable contribution to the programme by highlighting the importance of applying ethics and sustainability to key areas of business practice and providing a theoretical foundation for ethical and sustainable decision-making. The parallel course International Macroeconomics and Finance trains the student to report, explain, and discuss the core principles of economics within international macroeconomics and finance including issues of employment, national income, investment. The course provides the students with a deeper understanding of how a macro
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Courses

**Mandatory courses**

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Credits</th>
<th>Main field of study</th>
<th>Specialised in</th>
<th>Course Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor Thesis in Business Administration</td>
<td>15</td>
<td>Business Administration</td>
<td>G2E</td>
<td>JBTP17</td>
</tr>
<tr>
<td>Basic Financial Accounting</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G1N</td>
<td>ACBG13</td>
</tr>
<tr>
<td>Business Statistics 1</td>
<td>7.5</td>
<td>Statistics</td>
<td>G1N</td>
<td>FSFG13</td>
</tr>
<tr>
<td>Business Statistics 2</td>
<td>7.5</td>
<td>Statistics</td>
<td>G1F</td>
<td>JB2K17</td>
</tr>
<tr>
<td>Communication in a Cross-Cultural Context</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G1N</td>
<td>JCCG19</td>
</tr>
<tr>
<td>Corporate Finance 1</td>
<td>7.5</td>
<td>Business Administration, Economics</td>
<td>G1F</td>
<td>FSAK13</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G1N</td>
<td>JESG10</td>
</tr>
<tr>
<td>Human Resource Management in a Globalized World</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G1F</td>
<td>JHRK13</td>
</tr>
<tr>
<td>International Macroeconomics and Finance</td>
<td>7.5</td>
<td>Economics</td>
<td>G1F</td>
<td>ECJK13</td>
</tr>
<tr>
<td>International Management</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G2F</td>
<td>MGFN13</td>
</tr>
<tr>
<td>International Marketing</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G2F</td>
<td>MLIN13</td>
</tr>
<tr>
<td>Macroeconomic Principles</td>
<td>7.5</td>
<td>Economics</td>
<td>G1N</td>
<td>JMPG14</td>
</tr>
<tr>
<td>Management Accounting</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G1F</td>
<td>ACDK13</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G1F</td>
<td>MLBK13</td>
</tr>
<tr>
<td>Microeconomic Principles and Mathematics for Economics</td>
<td>7.5</td>
<td>Economics</td>
<td>G1N</td>
<td>JMEG14</td>
</tr>
<tr>
<td>Organizing and Leading in a Sustainable World</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G1N</td>
<td>JOSG10</td>
</tr>
<tr>
<td>Research Methods: Design, Implementation and Analysis</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G1F</td>
<td>JRMK14</td>
</tr>
<tr>
<td>Responsible Enterprise</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G2F</td>
<td>JREN10</td>
</tr>
<tr>
<td>Strategy and Technology</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G1F</td>
<td>JSTK14</td>
</tr>
</tbody>
</table>

**Elective courses**

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Credits</th>
<th>Main field of study</th>
<th>Specialised in</th>
<th>Course Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Financial Management(^{1})</td>
<td>7.5</td>
<td>Business Administration, Economics</td>
<td>G2F</td>
<td>JIFN14</td>
</tr>
<tr>
<td>Leadership(^{1})</td>
<td>7.5</td>
<td>Business Administration</td>
<td>G2F</td>
<td>MGHN13</td>
</tr>
</tbody>
</table>
Elective credits
1) In Semester 5, students have options for courses either at JIBS or through exchange. The courses noted during this period are default courses at JIBS if the students do not participate in exchange, academic internship or actively select other courses.

Programme overview

Year 1

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Period 1</strong></td>
<td><strong>Period 2</strong></td>
</tr>
<tr>
<td>Communication in a Cross-Cultural Context, 7.5 credits</td>
<td>Basic Financial Accounting, 7.5 credits</td>
</tr>
<tr>
<td>Entrepreneurship, 7.5 credits</td>
<td>Microeconomic Principles and Mathematics for Economics, 7.5 credits</td>
</tr>
</tbody>
</table>

Year 2

<table>
<thead>
<tr>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Period 1</strong></td>
<td><strong>Period 2</strong></td>
</tr>
<tr>
<td>Business Statistics 1, 7.5 credits</td>
<td>Business Statistics 2, 7.5 credits</td>
</tr>
<tr>
<td>Strategy and Technology, 7.5 credits</td>
<td>International Management, 7.5 credits</td>
</tr>
</tbody>
</table>

Year 3

<table>
<thead>
<tr>
<th>Semester 5</th>
<th>Semester 6</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Period 1</strong></td>
<td><strong>Period 2</strong></td>
</tr>
<tr>
<td>Optional credits, 30.00 credits</td>
<td>Responsible Enterprise, 7.5 credits</td>
</tr>
<tr>
<td>International Financial Management, 7.5 credits</td>
<td>Service Management and Marketing, 7.5 credits</td>
</tr>
<tr>
<td>Leadership, 7.5 credits</td>
<td>Strategic Change, 7.5 credits</td>
</tr>
</tbody>
</table>

Teaching and examination
To pass a course, the student needs to fulfill all the course requirements. Examination will be executed by written exam, oral exam or term papers. Different methods of examination can be used within a single course. The student will be offered examination opportunities in accordance with document: Regulations and Guidelines for first, second and third cycle education at Jönköping University. Mandatory workshops and assignments can figure within the frame of the course.

All courses offered by JIBS will be graded according to the following six levels: A-E constitutes a pass and FX or F is equal to a fail. The grades Pass or Fail can also be used for selected examinations.

Prerequisites
General entry requirements and English B, Mathematics C and Civics A and required grade Passed or international equivalent.

Continuation Requirements
To be eligible for study abroad, the student should, at the time of the study abroad application, have completed at least 75 percent of the programme course credits scheduled prior to the study abroad.
The following requirements need to be met for students to proceed to the next academic year within the program.

For academic years 2 and 3, within the program, the student may not fall behind more than 30 credits.

Qualification Requirements
To obtain the Bachelor of Science in Business and Economics with a major in Business Administration, the student shall complete the course requirements of at least 180 credits, where 90 credits constitute Business Administration, (with the inclusion of Bachelor thesis of 15 credits) and 30 credits in economics.
To fulfill the IM-programme the student must complete all the mandatory courses within the programme or the equivalent.
To be eligible for a Bachelor degree in the field of Business Administration at Jönköping International Business School (JIBS) the student must successfully complete at least 6,0 credits within each of the following areas:
Accounting
Finance
Marketing
Organization

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

Programme level
On the programme level student representatives for the programme are elected. 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 programme.

Course level
On the course level, programme developers and the 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 programme developers evaluate the course on the aggregate level and communicate with the programme manager and the course responsible.

Other Information
Preparatory/foundation courses cannot be included/counted for the JIBS degree.