



JÖNKÖPING UNIVERSITY  
*International Business School*

PROGRAMME SYLLABUS  
**International Management, Bachelor programme, 180  
credits**

Programmestart: Autumn 2018



## PROGRAMME SYLLABUS

# International Management, Bachelor programme, 180 credits

*International Management, kandidatprogrammet, 180 högskolepoäng*

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### 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
- ability to independently perceive, formulate and solve task
- preparedness to 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 the 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

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#### 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 accord with the intended learning outcomes set in Swedish National Agency for Higher Education.

## Contents

### First semester

The course *Entrepreneurship and Business Planning* introduces the student to entrepreneurship and its role in society. The course is structured along the entrepreneurial process and provides an overview of the different aspects of a firm and its environment (from venture idea, business model, strategy, through market planning and marketing to finance and accounting). It also immediately involves students in one of the key areas of focus at JIBS, entrepreneurship. The students completing the course will have the ability to explain fundamental interrelationships between the key areas of business administration and entrepreneurship, and between a firm and its surrounding international environment.

The course *Business and Academic Communication 1* uses a genre-based approach to identify 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. It has a clear aim to meet the demand for excellent writing and oral communication skills at university level as well as professionally in a future of international (marketing) management.

*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 *Organization and Leadership* focuses on different theoretical frames in organization and leadership. Included in this focus is to appraise the importance and significance of gender, diversity and ethics. As part of the course, the students work with a project in which they identify and evaluate organizational and leadership problems. These projects exhibits a rich variety of international contexts in which theories and models are applied. The course *Marketing Management* introduces the student to marketing. This includes the marketing management process, marketing as a cross-functional process, the need for and use of information in marketing, marketing in theory and practice in the light of business ethics, growth and renewal. The host company project is part of this course, 1).

*Basic Financial Accounting, Management Accounting, Marketing Management and Organization and Leadership* 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 maths 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 emphasises 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 II, 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

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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 behaviour 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 practise calculation tasks at home.

In parallel, the course *International Trade Theory* provides the student with basic knowledge of and skills in international trade theory. The course helps the student understand the theoretical basis for the following issues: the gains from trade, how patterns of trade are determined, the effect of growth on trade, and the impact of various trade policies. The course also helps the student consider how trade 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**

The fifth semester consists of electives and gives the opportunity for students to build a custom-made profile with respect to choice of university and course package. Students who go abroad during this semester are required to take courses equivalent to 30 ECTS. JIBS recommend that the studies are performed at G2F. The recommendation is to select courses within the specialization but some complementary topics might be relevant, given students' personal preferences and career-plans. Students are limited to choose courses within the fields of business administration, economics, statistics, economic geography, commercial law and language. Students choose the courses at a partner university in coordination with JIBS faculty, and accreditation of the courses is also conducted by JIBS faculty. An option to international exchange is to stay at JIBS, with the same limitation on types of courses as there are for students studying abroad. The elective semester at JIBS can include an academic internship of 7.5 or 15 credits as part of the course package.

**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 decision-making. The *International Macroeconomics and Finance* course trains the student so

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.

## Courses

### Mandatory courses

Course Name	Credits	Main field of study	Specialised in	Course Code
Bachelor Thesis in Business Administration	15	Business Administration	G2E	JBTP17
Basic Financial Accounting	7.5	Business Administration	G1N	ACBG13
Business and Academic Communication 1	7.5	English	G1N	EGAG13
Business Statistics 1	7.5	Statistics	G1N	FSFG13
Business Statistics 2	7.5	Statistics	G1F	JB2K17
Corporate Finance 1	7.5	Business Administration, Economics	G1F	FSAK13
Entrepreneurship and Business Planning	7.5	Business Administration	G1N	ENAG13
International Macroeconomics and Finance	7.5	Economics	G1F	ECJK13
International Management	7.5	Business Administration	G2F	MGFN13
International Marketing	7.5	Business Administration	G2F	MLIN13
International Trade Theory	7.5	Economics	G1F	JTTK18
Macroeconomic Principles	7.5	Economics	G1N	JMPG14
Management Accounting	7.5	Business Administration	G1F	ACDK13
Marketing Management	7.5	Business Administration	G1F	MLBK13
Microeconomic Principles and Mathematics for Economics	7.5	Economics	G1N	JMEG14
Organization and Leadership	7.5	Business Administration	G1N	MGAG13
Research Methods: Design, Implementation and Analysis	7.5	Business Administration	G1F	JRMK14
Responsible Enterprise	7.5	Business Administration	G2F	JREN10
Strategy and Technology	7.5	Business Administration	G1F	JSTK14

### Elective courses

Course Name	Credits	Main field of study	Specialised in	Course Code
International Financial Management <sup>†</sup>	7.5	Business Administration, Economics	G2F	JIFN14

Leadership <sup>1</sup>	7.5	Business Administration	G2F	MGHN13
Service Management and Marketing <sup>1</sup>	7.5	Business Administration	G2F	MLFN13
Strategic Change <sup>1</sup>	7.5	Business Administration	G2F	MGJN13

### 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

Semester 1		Semester 2	
Period 1	Period 2	Period 3	Period 4
Business and Academic Communication 1, 7,5 credits	Basic Financial Accounting, 7,5 credits	Macroeconomic Principles, 7,5 credits	Marketing Management, 7,5 credits
Entrepreneurship and Business Planning, 7,5 credits	Microeconomic Principles and Mathematics for Economics, 7,5 credits	Management Accounting, 7,5 credits	Organization and Leadership, 7,5 credits

#### Year 2

Semester 3		Semester 4	
Period 1	Period 2	Period 3	Period 4
Business Statistics 1, 7,5 credits	Business Statistics 2, 7,5 credits	Corporate Finance 1, 7,5 credits	International Marketing, 7,5 credits
Strategy and Technology, 7,5 credits	International Management, 7,5 credits	International Trade Theory, 7,5 credits	Research Methods: Design, Implementation and Analysis, 7,5 credits

#### Year 3

Semester 5		Semester 6	
Period 1	Period 2	Period 3	Period 4
Optional credits, 30 credits		Responsible Enterprise, 7,5 credits	International Macroeconomics and Finance, 7,5 credits
<i>International Financial Management</i> <sup>1</sup> , 7,5 credits	<i>Service Management and Marketing</i> <sup>1</sup> , 7,5 credits	Bachelor Thesis in Business Administration, 15 credits	
<i>Leadership</i> <sup>1</sup> , 7,5 credits	<i>Strategic Change</i> <sup>1</sup> , 7,5 credits		

### 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 students elect student representatives for each track of the program and each study year of the programme. 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.