



INTERNATIONELLA
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UTBILDNINGSPLAN
International Management, kandidatprogrammet, 180
högskolepoäng

Programstart: Hösten 2015



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International Management, Bachelor programme, 180 credits

Programkod:	JGIMA	Programstart:	Hösten 2015
Fastställd av:	VD 2014-10-22	Utbildningsnivå:	Grundnivå
Version:	6		
Diarienummer:	IHH 2016/3487-312		

Examensbenämning

Ekonomie kandidatexamen med huvudområdet företagsekonomi

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

Programbeskrivning

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 of basic general orientation courses that focus on different aspects of business life in a local and global setting. The programme offers also a specialization within the subject Business Administration with 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.

Mål

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

- demonstrate knowledge and understanding in business administration and economics, including knowledge of the scientific basis of the field, knowledge of applicable methods in the field, and in-depth knowledge of some part of the field; and
- demonstrate a general sense of current research issues in 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

- 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;
- demonstrate the ability to identify, formulate and solve problems independently and to complete tasks within predetermined time frames;
- 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
- demonstrate the skills required to work independently in international management.

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

- demonstrate an ability to make assessments in business administration taking into account relevant scientific, social and ethical aspects;
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used; and
- demonstrate an ability to identify their need for further knowledge and ongoing learning

International perspective

Graduates of the programme will demonstrate an international perspective.

Corresponding Objectives:

Graduates of the programme will be able to

- define concepts and theoretical perspectives for management activities in an international context and
- solve problems and exercise analytical skills for management activities in an international

environment.

Entrepreneurial perspective

Graduates of the programme will demonstrate an understanding of entrepreneurship and business renewal.

Corresponding Objective:

Graduates of the programme will be able to

- demonstrate basic knowledge about entrepreneurship and business renewal and skills related to that area.

The above are in accord with the intended learning outcomes set by Swedish National Agency for Higher Education.

Innehåll

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 I* 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 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*.

In parallel, 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.

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 courses *Business Statistics I*, *Business Statistics 2*, and *Research methods, Design, Implementation and Analysis* are included to support each student's ability to perform empirical work. This is important for both courses in the second and the third year including the thesis course at the end of the third year. The students are trained to use a variety of statistical measures and models, scientific perspectives and methods for generating, analysing and interpreting material from studies of organizations that operate in national as well as international contexts.

In parallel to Business Statistics I, 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.

*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 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.

Fourth semester

The course *Corporate Finance I* teaches student to use the right methods for making optimal financing and investment decisions. The course introduce 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 exercise 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 *International Management* course, offered at the end of the second year, again 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 search for scholarly literature and to critically apply this literature in their project work. The students also define and develop their project topics and practice working in multinational teams.

In parallel, the 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.

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 the equivalent of 7.5 hp/ECTS Business Administration at G2F-level, though we recommend that you take only Business Administration/Economics at a G2F-level. 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, 7.5 credits required from an elective course and 7.5 credits in Business Ethics. The Business Ethics course provides a valuable contribution to the programme by highlighting the importance of applying ethical principles to key areas of business practice and providing a theoretical foundation for ethical decision-making.

Obligatoriska kurser

Kursbenämning	Hp	Huvudområde	Fördjupning	Kurskod
Bachelor Thesis in Business Administration	15	Företagsekonomi	G2E	EXBP13
Basic Financial Accounting	7,5	Företagsekonomi	G1N	ACBG13
Business and Academic Communication 1	7,5	Engelska	G1N	EGAG13
Business Ethics	7,5	Företagsekonomi	G1F	MGEK13
Business Statistics 1	7,5	Statistik	G1N	FSFG13
Business Statistics 2	7,5	Statistik	G1F	FSEK13
Corporate Finance 1	7,5	Företagsekonomi, Nationalekonomi	G1F	FSAK13
Entrepreneurship and Business Planning	7,5	Företagsekonomi	G1N	ENAG13
International Macroeconomics and Finance	7,5	Nationalekonomi	G1F	ECJK13
International Management	7,5	Företagsekonomi	G2F	MGFN13
International Trade Theory	7,5	Nationalekonomi	G1F	ECLK13
Macroeconomic Principles	7,5	Nationalekonomi	G1N	JMPG14
Management Accounting	7,5	Företagsekonomi	G1F	ACDK13
Marketing Management	7,5	Företagsekonomi	G1F	MLBK13
Microeconomic Principles and Mathematics for Economics	7,5	Nationalekonomi	G1N	JMEG14
Organization and Leadership	7,5	Företagsekonomi	G1N	MGAG13
Research Methods: Design, Implementation and Analysis	7,5	Företagsekonomi	G1F	JRMK14
Strategy and Technology	7,5	Företagsekonomi	G1F	JSTK14

Valbara kurser

Kursbenämning	Hp	Huvudområde	Fördjupning	Kurskod
East and Southeast Asia: Past and Future Development ¹	7,5	Företagsekonomi, Nationalekonomi	G1N	JOAG13
International Financial Management ¹	7,5	Företagsekonomi, Nationalekonomi	G2F	JIFN14
Leadership ¹	7,5	Företagsekonomi	G2F	MGHN13
Strategic Change ¹	7,5	Företagsekonomi	G2F	MGJN13

Valfria högskolepoäng

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. The default courses at the optional semester are subject to change.

Programöversikt

Årskurs 1

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

Årskurs 2

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

Årskurs 3

Termin 5		Termin 6	
Period 1	Period 2	Period 3	Period 4
Valfria poäng, 30,00 hp		Business Ethics, 7,5 hp	
<i>International Financial Management</i> ¹ , 7,5 hp	<i>East and Southeast Asia: Past and Future Development</i> ¹ , 7,5 hp	Bachelor Thesis in Business Administration, 15 hp	
<i>Leadership</i> ¹ , 7,5 hp	<i>Strategic Change</i> ¹ , 7,5 hp		

Undervisning och 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 at least three examination opportunities in each examined section. The university is not obligated to offer re-exams in courses a student has already passed. 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.

For most workshops and mandatory assignments, only Pass or Fail is given.

Förkunskapskrav

Grundläggande behörighet samt Engelska B, Matematik C, Samhällskunskap A. Eller: Matematik 3b/3c, Samhällskunskap 1b/1a1 + 1a2.

Villkor för fortsatta studier

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.

Examenskrav

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 program 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

Kvalitetsutveckling

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.