JÖNKÖPING UNIVERSITY
Jönköping International Business School

UTBILDNINGSPLAN

Sustainable Enterprise Development, kandidatprogrammet, 180 högskolepoäng

Programstart: Hösten 2020

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Sustainable Enterprise Development, Bachelor programme, 180 credits

Programkod:	JGSE6	**Programstart:**	Hösten 2020
Fastställd av:	VD 2019-05-16	**Utbildningsnivå:**	Grundnivå
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Examensbenämning
Ekonomie kandidatexamen med huvudområdet företagsekonomi.

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

Programbeskrivning
Programme aims
In today's world, the escalating focus of global institutions on sustainable development goals and grand challenges – including climate change, clean water and energy, equality, and reduction of poverty – puts pressure on all sorts of organizations. Enterprises must review and transform their operations in a way that allows them to operate in a socially and environmentally sustainable manner, while also maintaining their competitive strengths. Against this backdrop – and to accommodate both for-profit and not-for-profit organizations – the Sustainable Enterprise Development programme has been developed to educate students who are interested in leading change processes with a particular emphasis on sustainability. Programme content is designed to foster creativity and an entrepreneurial mind-set, so that graduates are able to launch and manage new initiatives – as well as renew existing practices.
The programme offers a degree in Business Administration, with a specific emphasis on renewal and an orientation towards sustainable management. The programme is taught completely in English and targets a highly international audience. Students are expected to spend one semester abroad and to develop a personal portfolio that documents and highlights their personal development during the programme.

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 student's:

- Ability to make independent and critical assessments.
- Ability to independently perceive, formulate and solve tasks.
- 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.
- 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 general knowledge and understanding of business and economic principles, and specialised knowledge and understanding of the management of change and innovation – with a particular emphasis on sustainability. More specifically, they will:

- Demonstrate general knowledge and understanding in business administration and economics, including an awareness of the scientific foundations of the field and familiarity with methodologies commonly used in the field.
- Exhibit a broad understanding of key issues and processes in social and environmental sustainability, with a particular emphasis on the ways in which business influences these areas and is affected by them.
- Demonstrate in-depth knowledge of some aspect of the fields of business administration and economics, including an awareness of issues that have particular relevance to research and practice in the area of change management and/or innovation, as these relate to sustainability.
- Exhibit an awareness of issues and theoretical concepts related to culture and globalization that influence the management of change, innovation and sustainability.

Skills and Abilities

Graduates of the programme will have acquired the skills and abilities required to engage in effective change initiation and/or management, with a particular emphasis on managing the change and innovation necessary for enterprises to engage in operations that are financially, socially and environmentally sustainable. More specifically, they will:

- Demonstrate the ability to identify, search for, collect, evaluate and critically interpret information that is necessary in order to discuss and propose effective solutions to formulated problems that relate to the development of sustainability in and through enterprise.
- Demonstrate the ability to identify, formulate and solve problems both autonomously and in cooperation with others, within predetermined time frames.
- Demonstrate the ability to present and discuss relevant enterprise- and sustainability-related information, issues, problems and solutions in both written and spoken form, in dialogue with different audiences and in a professional manner. demonstrate the skills required to work autonomously within Business Administration.

Judgement and Approach

Graduates of the programme will display the ability to make informed assessments of sustainability-related challenges, and also the attitudinal and behavioural emphases necessary to engage in effective change management and life-long learning. More specifically, they will:

- Demonstrate an ability to make assessments of issues which relate to the development of sustainability in and through enterprise, in a manner that is informed by relevant disciplinary, social and ethical insight.
- Demonstrate insight into the role of knowledge in society and their own responsibility for the way in which knowledge is managed and used.
- Demonstrate an ability to identity their need for further knowledge and ongoing learning

Mission driven goals
Graduates of the programme will be equipped to contribute to the advancement of business practice in a global environment, with particular emphasis on aspects of Ownership, and/or Entreprenurship and/or Renewal. Corresponding Objectives:
Graduates of the programme will be able to:

- Conduct sustainability analyses of selected business functions and present suggestions for change and/or innovation that can facilitate organizational renewal, for increased sustainability.
- Demonstrate an ability to work in international teams to solve a given assignment.

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.

Innehåll

First semester
The programme begins with the course *Entrepreneurship*, a course that 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 also immediately involves students in one of the key areas of focus at JIBS, entrepreneurship. In parallel, the course *Foundations of Marketing and Communications* introduces students to the theory and practice of internal as well as external marketing and communications. This course also trains students in written and oral communication, skills that are essential for managing change.
The course *Basic Financial Accounting* helps students attain a broad understanding of the accounting cycle and concepts that comply with the International Accounting Standard Board. Students also gain first-hand experience of basic bookkeeping and rudimentary financial analysis. In parallel, the course *Microeconomic Principles and Mathematics for Economics* focuses on core principles in microeconomics; including microeconomic issues of decision and choice, production and trade of goods and services, market equilibrium, economic welfare and efficiency. The course also develops students' abilities with regards to the math skills needed for many of the economics and statistics courses associated with an undergraduate degree in business administration.

Second semester
In the second semester, the course *The Sustainable Enterprise - Social and Ecological Perspectives* introduces students to the important concepts in the fields of social and ecological sustainability, and sustainable development. Particular attention is paid to the regulatory and voluntary frameworks that enterprises are expected to relate to, in connection with these themes – at both a local, regional and international level. The course runs throughout the semester and in parallel students take the courses *Macroeconomic Principles and Business Statistics 1*. The former course helps students understand economic theory at an aggregate level and discusses the interaction between macroeconomic variables such as growth, inflation and unemployment – as well as the instruments used by institutions to influence these.

Third semester
In their third semester, students take two courses that develop their knowledge of how enterprises engage strategically with issues related to innovation, design and change. The *Strategy and Technology* course introduces students to strategic management, with a particular focus on strategy development in SMEs, as well as the role of technology in development processes. Internationalization strategies are also discussed, as is the interplay between the internal capabilities of an enterprise and its international operations and ambitions. Building on

this knowledge, the Design and *Management of Change and Innovation* course equips students to integrate different perspectives of corporate strategy, with issues of sustainability. In particular, this course discusses how design principles and processes can be used to develop sustainable products and services. In parallel the courses *Organizing for Profit and Purpose and Finance* and *Accounting for Sustainability* are offered, which provides foundations in two important dimensions of Business Administration, namely organization and finance.

Fourth semester
The fourth semester consists of elective courses, giving students the opportunity to build a custom-made profile with respect to choice of university as well as course package. The Sustainable Enterprise Development (SED) programme encourages students to spend this semester abroad, and to choose courses that they are particularly interested in and that enhance their degree. During this semester, students are recommendedto studying courses within the fields of business administration, economics, topics clearly related to sustainability, statistics, economic geography, commercial law and language. Students who study abroad choose courses at partner universities in coordination with faculty at JIBS and the accreditation of these courses is performed by JIBS staff. During the elective semester students are required to take the equivalent of 7.5 hp/ECTS in Economics. Students who do not travel abroad have the opportunity to study elective courses at JIBS during this period and are subject to the same limitations, with regards to the types and level of courses they may study. A package of default courses is suggested.

Fifth semester
The course *Applied Management of Change and Innovation for Sustainability* builds on previous courses and offers students a chance to practically deal with identified challenges related to sustainable enterprise development. The course offers progression for students related to concepts and practical tools for developing solutions. The second half of the semester is spent on the courses *Research methods, Design, Implementation and Analysis* and *Economics for a Sustainable Society*. The former enhances the student's ability to perform empirical work and prepares them for their thesis work in the final semester. The parallel introduces an economics perspective on sustainable development, complementing the previous courses in the programme.
A particular characteristic of the SED programme is the *Professional Practice and Personal Development Portfolio* course, which runs during several semesters of the programme. It is designed to develop students' insights and abilities related to entrepreneurial activity and to encourage them to learn from their initiatives. This course is also finalized during the fifth semester.

Sixth semester
During the last semester of the programme students are required to write a 15 credit thesis in business administration, under the supervision of an academic who is knowledgeable in the area that their thesis focuses on. The thesis provides students with the opportunity to engage in more detailed study of a phenomenon related to change management, innovation and sustainability. Parallel to the thesis course, students first take the *Supply Chain Management*, a course that provides students with essential understanding in the area of supply chain management. It covers basic topics such as the production systems, aspects of tied-up capital, production philosophy, information flow, material flow, partnerships, networks, process-orientation and logistics. Finally, the course *Governance for Sustainability and Responsible Ownership* is offered; introducing students to the impact of different types of ownership and governance structures on organizational development, as well as the nature and role of management systems.

Kurser

Obligatoriska kurser

Kursbenämning	Hp	Huvudområde	Fördjupning	Kurskod
Applied Management of Change and Innovation for Sustainability	7,5	Företagsekonomi	G2F	JAMN28
Bachelor Thesis in Business Administration	15	Företagsekonomi	G2E	JBTP17
Basic Financial Accounting	7,5	Företagsekonomi	G1N	ACBG13
Business Statistics 1	7,5	Statistik	G1N	FSFG13
Design and Management of Change and Innovation	7,5	Företagsekonomi	G1F	JDCK17
Economics for a Sustainable Society	7,5	Nationalekonomi	G2F	JESN10
Entrepreneurship	7,5	Företagsekonomi	G1N	JESG10
Finance and Accounting for Sustainability	7,5	Företagsekonomi	G2F	JFAN17
Foundations of Marketing and Communication	7,5	Företagsekonomi	G1N	JFMG16
Governance for Sustainability and Responsible Ownership	7,5	Företagsekonomi	G2F	JGSN18
Macroeconomic Principles	7,5	Nationalekonomi	G1N	JMPG14
Microeconomic Principles and Mathematics for Economics	7,5	Nationalekonomi	G1N	JMEG14
Organizing for Profit and Purpose	7,5	Företagsekonomi	G1F	JOPK18
Professional Practice and Personal Development Portfolio	7,5	Företagsekonomi	G1N	JPPG17
Research Methods: Design, Implementation and Analysis	7,5	Företagsekonomi	G1F	JRMK14
Strategy and Technology	7,5	Företagsekonomi	G1F	JSTK14
Supply Chain Management	7,5	Företagsekonomi	G1F	MLCK13
The Sustainable Enterprise - Social and Ecological Perspectives	15	Företagsekonomi	G1F	JSEK17

Valbara kurser

Kursbenämning	Hp	Huvudområde	Fördjupning	Kurskod
Development Economics[I]	7,5	Nationalekonomi	G1F	JDEK17
International Marketing Law and Consumer Protection[I]	7,5	Handelsrätt	G1N	JIMG14
Project Management[I]	7,5	Företagsekonomi	G2F	MGIN13
Sustainable Venture Development Across Borders[I]	7,5	Företagsekonomi	G2F	JSVN17

Valfria högskolepoäng

Internships

Although student participation in internships is strongly encouraged, JIBS does not usually take responsibility for arranging internships and it is therefore up to the student to make any necessary arrangements.

Programöversikt

Årskurs 1

Termin 1		Termin 2	
Period 1	Period 2	Period 3	Period 4
Entrepreneurship, 7,5 hp	Basic Financial Accounting, 7,5 hp	Macroeconomic Principles, 7,5 hp	Business Statistics 1, 7,5 hp
Foundations of Marketing and Communication, 7,5 hp	Microeconomic Principles and Mathematics for Economics, 7,5 hp	The Sustainable Enterprise - Social and Ecological Perspectives, 15 hp	

Årskurs 2

Termin 3		Termin 4	
Period 1	Period 2	Period 3	Period 4
Organizing for Profit and Purpose, 7,5 hp	Design and Management of Change and Innovation, 7,5 hp	**Valfria poäng, 30,00 hp**	
Strategy and Technology, 7,5 hp	Finance and Accounting for Sustainability, 7,5 hp	*International Marketing Law and Consumer Protection [I], 7,5 hp*	*Development Economics [I], 7,5 hp*
		Project Management [I], 7,5 hp	*Sustainable Venture Development Across Borders [I], 7,5 hp*

Årskurs 3

Termin 5		Termin 6	
Period 1	Period 2	Period 3	Period 4
Applied Management of Change and Innovation for Sustainability, 7,5 hp	Economics for a Sustainable Society, 7,5 hp	Supply Chain Management, 7,5 hp	Governance for Sustainability and Responsible Ownership, 7,5 hp
Professional Practice and Personal Development Portfolio, 7,5 hp	Research Methods: Design, Implementation and Analysis, 7,5 hp	Bachelor Thesis in Business Administration, 15 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 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.

Förkunskapskrav

Grundläggande behörighet samt Matematik 3b eller 3c, Samhällskunskap 1b eller 1a1 och 1a2. Eller: Engelska 6/B, Matematik C, Samhällskunskap A.

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 50 percent of the programme course credits scheduled prior to the proposed period of 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 by 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, (of which 15 credits are constituted by the

Bachelor thesis) and 30 credits in economics.

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, and Organisation.

To obtain the Bachelor of Science in Business and Economics with a major in Business Administration, with a focus on Sustainable Enterprise Development, the student must complete: (1) the requirements for the Bachelor of Science with a major in Business and Economics (180 Credits), (2) all mandatory programme courses as listed in the above Contents section, or their equivalent, and (3) a Bachelor thesis in business administration (15 credits) that covers a topic with relevance for sustainable enterprise development.

Kvalitetsutveckling

Student involvement is seen as a priority for programme development at JIBS and there is a good cooperation between students, faculty, and Programme Directors. At the programme level students elect student representatives who have regular meetings with the program manager, to discuss courses and the progress of the programme. Student representatives are also elected as spokespersons in each course, and share their overall impressions of the course – and the experiences of other students – with the course examiner. In addition, the programme manager, student representatives, JSA and faculty meet annually to discuss the entire program. At the course level, program developers and the course examiner meet shortly after the course has started. The purpose of this meeting is to ensure that the course is working well and to make minor changes, if necessary. At the end of each course, students are asked to participate in a course evaluation, which is followed up by programme developers, the course examiner and the programme director.

Övrigt

Mandatory courses
Students are required to complete 90 credits in business administration and 30 credits in economics. Some of these credits may be taken on exchange, if courses are at the G1F/G2F level.

Elective courses
Semester 4 is elective, which implies that students have the option to take courses either at JIBS or through exchange studies. The courses presented here are the default courses students will take if not participating in exchange or actively selecting other courses. The default courses are subject to change.

Students who do not go on exchange can chose to do an internship as an elective course. JIBS does not take responsibility for arranging internships and it is up to the student to make necessary arrangements to meet the internship course syllabus.

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