



## Programme syllabus

School of Business and Economics

Internationella affärer, 180 högskolepoäng

International Business Programme, 180 credits

### Level

First Level

### Date of Ratification

Approved 2018-12-12

Revised 2021-11-03 by the Faculty Board within the School of Business and Economics

The programme syllabus is valid from autumn semester 2022

### Prerequisites

General entry requirements + Civics 1b alt. Civics 1a1 +1a2, Mathematics 2a alt. Mathematics 2b alt. Mathematics 2c and English 6.

### Description of Programme

This is a dynamic programme in business administration with a specialization in international business.

Through integrating theoretical frameworks in international marketing and entrepreneurship with the tools for business interactions and practitioners insights regarding business sales, procurement, and business development, it focuses on how to create, nurture and develop business relations in an international context.

An international study environment facilitates experiential learning and participant preparation for careers in international business, such as marketing and/or sales managers, import/export managers, and project managers.

### Objectives

*Degree objectives in accordance with the Higher Education Ordinance:*

### Knowledge and Understanding

For a Degree of Bachelor, the student shall

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialized study in some aspect of the field as well as awareness of current research issues.

### Competence and Skills

For a Degree of Bachelor, the student shall

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames
- demonstrate the ability to present and discuss information, problems, and solutions in speech and writing and in dialogue with different audiences, and
- demonstrate the skills required to work autonomously in the main field of study.

### **Judgment and Approach**

For a Degree of Bachelor, the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the need for further knowledge and ongoing learning.

### *Programme-Specific Objectives:*

- analyze, select and evaluate the appropriate conceptual frameworks for management decisions in connection to international business activities.
- Formulate a plan for how to increase or develop the international operations of an organization.

The programme-specific objectives are in line with the intended learning outcomes in accordance with the *Swedish Higher Education Ordinance* and the mission of the School of Business and Economics.

## **Content**

### **Organization**

The Programme is offered by the School of Business and Economics.

*The Programme Coordinator* heads the degree program and carries out an overall responsibility for the programme related matters. She/he is responsible for organizing the programme, curriculum development and for building strong relations with faculty members within the degree programme, the students and *The Program Council*. Thus, through interaction with representatives of the business community and other stakeholders of interest, for the continuous dialog with the prospective job market.

### **Programme Overview**

The degree programme in International Business comprises 180 credits. All mandatory courses are taught in English. The core subject of the programme is business administration that specializes in international business studies and complemented by the courses in international business law, statistics, and economics.

The aim of the degree program is to prepare programme participants for future careers by providing them with the general competencies in business administration and with the focused knowledge in an international business area.



During the first year, the degree programme focuses on the business environment of an international firm as well as on the internal processes therein. It is here the business environment is addressed in a broader perspective including economics, political science, history, and law. Thereafter, it is narrowed down to cross-cultural communication for international business relations.

During the second semester, they learn to apply economic models for decision making within the areas of organization and leadership, marketing, management control/cost accounting, and finance, and that concerns both - external and internal stakeholders. The obtained competencies enable program participants to perform analyses independently and to propose solutions to management problems in different types of businesses, as well as, in various countries and industries.

During the second year, the program highlights the market and international business processes of the firm. How to create, nurture and develop business relations in an international context sets the ground for further learning of business sales, procurement and supply chain management with practical relevance. The program also provides insights into statistical international markets analysis.

During the spring semester, international economics provides a macro perspective. The later is complemented with the micro perspective by deepening the knowledge in international business marketing, international entrepreneurship, and business development.

During the second year, the participants are provided with deeper practical and theoretical knowledge on how to prepare and develop, as well as how to build and conduct business across country borders.

The third year offers multiple alternatives.

Semester five covers optional courses to be taken at the School of Business and Economics or elsewhere. The School of Business and Economics offers relevant courses, including an internship option. Exchange semester at one of our many partner universities around the world is also available. In addition, the full third year could be spent abroad in order to secure a double degree from a chosen foreign partner institution.

The final semester is dedicated to the specialization of the programme and provides the degree program participants with a capstone course in international business strategy. That sums up and bridges the studies so far into the final courses in a scientific method and the degree project, resulting in a bachelor thesis in international business. The teaching focuses on student-centered education and problem-based learning.

### **Programme courses:**

#### **YEAR I:**

#### **International Business Studies – Business Environment, 15 cr, G1N (mandatory)**

The course provides with a broader perspective on the business environment and aims to introduce different approaches to international business studies, such as economics, political science, and history.



**Introduction to International Law, 7.5 cr, G1N (mandatory)**

The course aims to provide an overview of international business law and contains competition law, regulations regarding exports and imports, and the meaning of freedom of movement within the EU. The focus of the course is the legal space for business and commercial contracts and dispute resolution.

**Cross-cultural Communication in Business, 7.5 cr, (mandatory)\***

The course aims to develop an understanding of how various cultural factors enable and constrain communication and interpersonal interaction, with a focus on cross-cultural business relationships.

**Business Administration I - Organisation & Leadership, 7.5 cr, G1N (mandatory)\***

The course gives a broader theoretical understanding of the classic and contemporary organization and leadership. It highlights gender issues and prepares course participants to identify and understand organizational problems in practice.

**Business Administration I - Marketing Foundations, 7.5 cr, G1N (mandatory)\***

The course aims to provide students with knowledge of basic marketing of goods and services and covers market law, sustainability, social responsibility and presentation of marketing activities.

**Business Administration I - Management Control and Cost Accounting, 7.5 cr, G1N (mandatory)\***

The course includes terminology and fundamental tools and models for management control and cost accounting. The course aims to introduce the student to the purpose of management control and to teach the student to apply cost accounting models and techniques in different situations.

**Business Administration I - Fundamentals of Finance, 7.5 cr, G1N (mandatory)\***

The course introduces models for investment appraisal and financial planning. The student will learn to analyze financial reports and the financial performance of firms, as well as to prepare simple financial plans for a firm.

YEAR II:

**Business Administration II - Business Relations, 7.5 cr, G1F (mandatory)\***

The course covers business-to-business marketing and purchasing with the aim to provide insights into network and relationship perspectives on marketing and how to build and manage business relationships.

**International Market Analysis and Statistics, 7.5 cr, G1N (mandatory)**

The course introduces to the fundamental principles in market analysis and a basic orientation in statistics. The objective is to provide students knowledge in the field of statistics, in order to apply it when conducting market analysis in an international business context.

**Business Administration II - International Sales, 7.5 cr, G1F (mandatory)\***

The course aims to develop knowledge about the sales function in an international business-to-business context, and the understanding of everyday sales work from the business professionals' perspective.



**Business Administration II - International Purchasing and Supply Chain Management, 7.5 cr, G1F (mandatory)\***

The course includes fundamental purchasing terminology and organizational models for the procurement function, thus it covers important aspects of supply chain management. Throughout the course, the participants learn methods for operational, tactical and strategic international purchasing including basic methods for supplier evaluations and negotiations in an international context.

**International Economics and Market Analysis, G1N (mandatory)**

The course delves into theories and models of international trade and uses these to analyze current issues related to international integration; such as what are the driving forces behind international trade and mobility, and trade barriers.

**Business Administration II - International Marketing, 7.5 cr, G1F (mandatory)\***

The course analyzes global markets and their impact on marketing strategy. It aims to provide the participants with basic principles for marketing-related activities for manufacturing and service firms.

**International Entrepreneurship and Business Development, 15 cr, G1F (mandatory)\***

The course covers key theoretical concepts and frameworks in international entrepreneurship and business development and aims to develop students abilities in applying these in practice.

YEAR III:

**Optional courses, including studies abroad, 30 credits**

This semester is dedicated to the optional studies. There are several alternatives available for degree program participants. The optional study workload can be gained by enrolling a Study Abroad program, by enrolling optional courses at the Linnaeus University and/or at any other Swedish national higher education institution. Furthermore, during this semester the degree program participants may choose to complete 30 cr. in courses, or by combining a course workload of 15 cr. with the 15 cr. internship.

*Alternatively:*

Enrollment in approved double degree programmes, 60 credits

*Along with:*

**Business Administration III - International Business Strategy, 7.5 cr, G2F (mandatory)\***

The course aims to develop and evaluate students' ability to review relevant literature and to apply managerial issues in international and multinational firms. Content focus is on three areas that affect how companies function in the international environment; strategy, organization, and environment.

**Business Administration III - Scientific Method, 7.5 cr, G2F (mandatory)\***

The course introduces to the basic epistemological issues in the theory of science, as applied to social science research generally and to international business specifically. The course participants will be trained to formulate and motivate a relevant problem for the field of study, to discuss critically, evaluate and apply common approaches and methods, both quantitative and qualitative, in international business research.

### **Business Administration III - International Business, Degree Project (Bachelor), 15 cr, G2E (mandatory)\***

The course aims to develop the abilities to independently formulate, motivate and research a relevant topic within the international business field through writing, defending and opposing the academic theses. Literature reviews will be conducted for both the topic and methodology of the thesis, empirical data will be gathered, an analysis conducted and conclusions drawn.

*Alternatively:*

Enrollment in approved double degree programmes, 60 credits, (continued)

The curriculum and the study management processes are arranged to offer to degree program participants the best possible educational experiences that can respond to the educational needs of society.

A part of the programme course offering is run together with the other educational programmes and/or single subject courses at the bachelor level. For this reason, the courses within the curriculum may be rearranged and taught in a different sequence. Furthermore, if approved by *the Programme Coordinator*, the pre-planned courses in the programme could be exchanged with any other course within the scope of the subject area, and in compliance with prerequisites of the course, educational goals of the programme and the degree requirements at the Linnaeus University.

\* course in the main field of study, Business Administration

In accordance with *the Higher Education Ordinance* a Bachelor's degree programme, of 180 credits in total, is obligated to include at least 90 credits of studies in the main field and in a progressive study manner, whereby a degree project of at least 15 credits. For additional information, please see the local System of qualification, *Linnaeus University degree order*. Furthermore, if the current curriculum does not include courses that are enumerated as EGIBP, these could be still eligible for a degree diploma. In such a case, if the content of the course is conforming to the current offering, a course replacement can be facilitated.

### **Societal Relevance**

The International Business Programme aims at well-developed relations with the business world and society in general. This is carried out through the use of real-life case studies, guest lecturers from the business world and other organizations, as well as study visits.

### **Internationalization**

The international student intake to the programme assures a multi-national learning environment. The international perspective is applied to the education throughout the whole degree programme.



Participants are encouraged to study abroad during the optional courses on semester five. Courses abroad are chosen in consultation with the programme coordinator in order to fit into the main field of study for the programme. Students are given access to the entire range of exchange agreements with the foreign higher education institutions that are available through the School of Business and Economics as well as the Linnaeus University.

Opportunities for Double Degrees at partner universities during year three are also a suggested option.

### **Scope of Programme**

The education provides tools to plan and develop sustainable international business. Participants train in analyzing long-term development in different markets by addressing a broad social-scientific perspective, and how this can influence business activity while striving for long-term economic sustainability. Social and ethical questions in business life, especially those that arise in international business, are also highlighted from a sustainability perspective.

A gender perspective is integrated into the programme, above all in the courses that deal with management, organization, and leadership. In these courses, the way in which gender is structured within the framework for organizations, and male and female perspectives on leadership, are discussed. The education, in general, is carried out in such a way that both woman and men's experiences are highlighted and can be developed further.

The interest in diversity questions is natural within a programme with international specialization. Knowledge of different cultures in general and how these manifest themselves in business, in particular, is something that is highlighted in several of the courses at the programme. Certain cultures and markets are studied here in particular detail. The programme usually appeals to students of a foreign origin, whereby various individual experiences can easily be utilized within the framework of the programme's courses.

The education has an international orientation with a focus on a global labor market and, consequently, internationalization is a natural part of the programme. Roughly half of the programme's courses are opened for the exchange students too. This contributes strongly to the internationalization of studies at home university. Many of the courses have an explicit international orientation whereby the discussed content and the provided examples also relevant to countries other than Sweden.

### **Quality Development**

Continuous evaluation and improvement of the Programme takes place, among other things, through the University's course evaluations, where the results are handled by the programme coordinator and programme council and feedback is then provided to students and archived. Programme students actively participate in the follow-up and development of the programme through the programme council and through student representatives in the facultywide Education Committee. All programmes of the School of Business and Economics also undergo a quality analysis based on the standards of the Association to Advance Collegiate Schools of Business (AACSB), and quality evaluations are conducted for all main subjects through the national quality assurance system with the help of UKÄ (Swedish Higher Education Authority). The School of Business and Economics' facultywide quality plan requires, among other things, that a recurrent programme analysis is conducted and that course evaluations are monitored. As part of the universitywide survey, the Linnaeus Barometer, all finalyear students are asked about their experiences of their education in terms of different quality aspects.

## Degree Certificate

When degree programme completed in accordance with the degree requirements provided by *The Higher Education Ordinance* and *Linnaeus University degree order* - the graduates are entitled to apply for *Degree Certificate*.

Upon successful completion of the International Business Programme the graduates may obtain the following degree:

*Filosofie kandidatexamen med inriktning mot internationella affärer*  
(Huvudområde: Företagsekonomi)

*Bachelor of Science with specialization in International Business*  
(Main Field of Study: Business Administration)

The Degree Certificate is bilingual (Swedish/English). The Degree Certificate is accompanied by a Diploma Supplement (English).

## Other Information

The eligibility requirements have to be met for the admission to courses within the degree programme. The course syllabus provides in detail the prerequisites for each course.

The study visits are a part of the degree program. Therefore the additional costs above the regular may occur.