



2-year Master Programme

INTERNATIONAL BUSINESS STRATEGY

School of Business & Economics

Linnaeus University

Kalmar

Susanne Sandberg (PhD), alumni students Sarah Schuch and Katherine Monroy

Senior Lecturer / Head of programme

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School of Business and Economics

Linnaeus University

Global Mind knowledge platform

Linnaeus University



The IBS Programme Overview

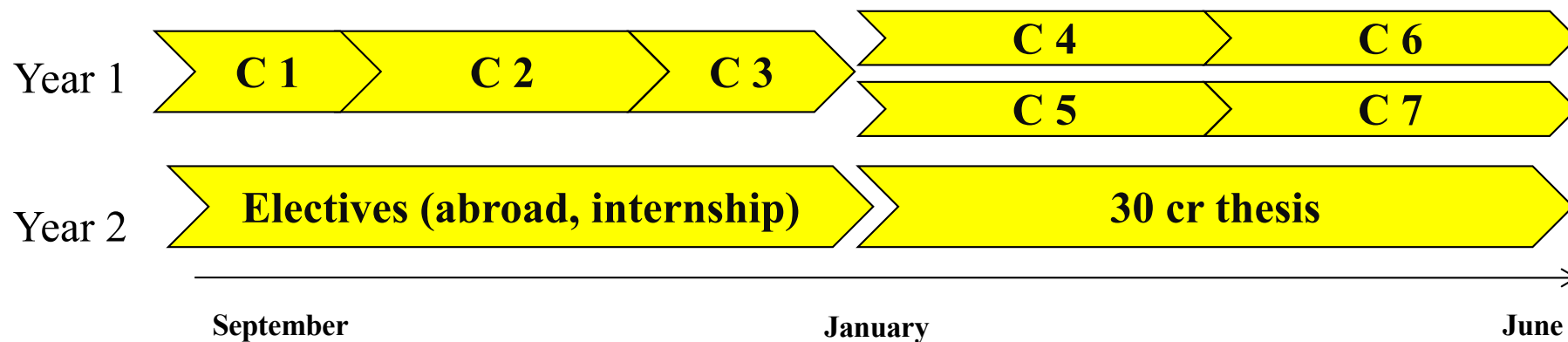
Year 1 – Fall semester

- C1 Global challenges and opportunities, 7,5 credits
- C2 International business strategy in emerging country markets, 15 credits
- C3 Internationalization of entrepreneurial firms, 7,5 credits

Year 1 – Spring semester

- C4 Knowledge and innovation-based strategy 7,5 credits, (50%)
- C5 Methodology 7,5 credits, (50%)
- C6 Contemporary International Business research, 7,5 credits, (50%)
- C7 Methodology in International Business Research, 7,5 credits, (50%)

* Live-case and research-based courses
* Unique focus on emerging markets
* Opportunity for exchange studies or internship



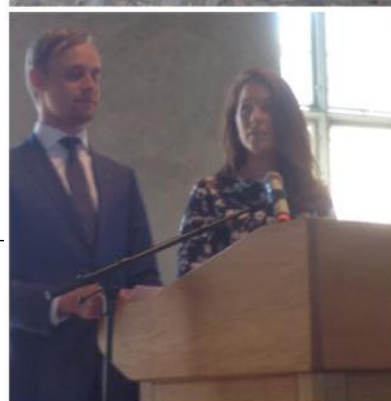
The IBS programme and learning environment

- Programme has been 2-year since 2018 with ca 25 students each year
- Prior to that the programme was a one-year programme since 2004 – so a long tradition
- In fall 2020 we had 48 students of 13 different nationalities at the programme (campus courses via digital tools – so online due to corona)
- Multi-cultural learning environment, students from e.g. US, UK, Germany, Pakistan, Bangladesh, Ghana, Nigeria, Zimbabwe, Sri Lanka, Spain, Ecuador, Colombia, Sweden, Finland, Russia



The IBS pre-requisites and degree

- Pre-requisites for the programme;
 - Degree of bachelor in Business Administration as main subject
 - English B/6 or the equivalent
 - At least 90 credits in Business Administration
- Diploma: Master in Business Administration with specialization International Business Strategy



The IBS future careers

- The programme prepare you for careers both within academia and business life
- Alumni (from LinkedIn)
 - Digital researcher
 - International sales manger/trainee
 - SME advisor
 - International marketing manager
 - Export sales manager at SME
 - Junior account manager
 - Manager start up
 - PR and marketing specialist
 - PhD student

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Florian Nanninga • 1st

Business Analyst & Treasury at Solidus Solutions | International Business (MSc.)
Groningen Area, Netherlands

Ava Campbell, Dr. Richard A Owusu, and 18 other shared connections



My Nyberg • 1st

Business Developer at Newsec | Strategy and Management (MSc) | People, Projects...
Stockholm, Sweden

Peder Søberg, MaxMikael Wilde Björling, and 56 other shared connections



Martina Barbaro • 1st

Sales and Marketing Coordinator at Brandon AB
Turin Area, Italy

Peder Søberg, Deepak Kumar, and 24 other shared connections



Hongyu Mao • 1st

Social Media Account Manager
Shanghai City, China

Deepak Kumar, Ava Campbell, and 21 other shared connections



Silvia Mayer • 1st

Marketing Communication Specialist bei Bosch Sensortec GmbH
Stuttgart Area, Germany

Peder Søberg, Deepak Kumar, and 18 other shared connections



Fábio Costa • 1st

Support Analyst na Rebtel
Stockholm County, Sweden

Three points of why taking the programme by alumni students Sarah Schuch and Katherine Monroy

1. Intercultural context

The program brings together international students where you will get to know people from different countries and backgrounds. This is a great opportunity to develop intercultural communication skills as it is an important skill for managers and entrepreneurs in today's business environment.

2. Study abroad and Internship opportunities

The program provides the possibility to study abroad or do an internship. These are priceless opportunities where you can get to know more people, make personal connections, get more experience in an international context. This experience is so rich that you will not only grow as a professional but also as a person.

3. Work with real business cases

Finally, the program provides theoretical insights on international business but later on you will be able to apply that theoretical knowledge with real business cases.



Most welcome with your application!

//the IBS programme team, Campus Kalmar



Susanne Sandberg
Head of the program
Assistant Professor



Terese Nilsson
Program coordinator



Per Servais, Denmark
Professors



Hubert Fromlet



Richard Owusu, Ghana
Associate Professors



Selcen Öztürcan, Turkey



Heidi C Thornton, UK
PhD student

