

International possibilities at School of Business and Economics



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You find this presentation on our MyMoodle-page "Study Abroad"

Exchange studies:

- **Within your program**
 - Specific semester
 - Program syllabus (Utbildningsplan)
- **After your degree**

Double Degree

Marketing Programme and
International Business Programme
Year 3 at Berner Fachhochschule,
Switzerland

Internship abroad

Summer Courses



Exchange studies - Process

Individual requirements

- Program syllabus
- Course requirements
- Course offer at partner University

Application

- Application rounds
- workshops for support
- deadlines!

Learning Agreement

- Mobility Online
- Approval of programme director
- Credit transfer

Practical preparations

- Language test (if requested)
- accomodation
- visa
- enrollment to partner university
- PATIENCE!

When do I apply for Exchange studies?

Program	Semester to apply	Exchange semester
Civilekonomprogrammet	Semester 3/Semester 5	Semester 5/Semester 7
Retail, CEM, IBP, EBD, Nationalekonomi	Semester 3	Semester 5
International Tourism Programme	Semester 3	Semester 6
Master (Not Marketing master programme)	Semester 1	Semester 3
Marketing Programme/Human Resource Management	Semester 1	Semester 4
Exchange after graduation (Every program)	The semester before the last semester in your program.	Bachelor: Semester 7 Civilekonom: Semester 9 Master: Semester 5



Programme syllabus

School of Business and Economics

The Marketing Programme, 180 högskolepoäng
The Marketing Programme, 180 credits

Level

First Level

Date of Ratification

Approved by School of Business and Economics 2020-06-10

Revised 2022-05-25

The programme syllabus is valid from autumn semester 2023

Prerequisites

General entry requirements + Mathematics 3b alt. Mathematics 3c, Civics 1b alt. Civics 1a1 + 1a2 and English 6.

Description of Programme

Semester 4:

- Studies abroad

Students are encouraged to spend this semester abroad. During such studies abroad, students need to read at least one course in Economics and /or Legal Science. In addition, courses in Business Administration can account for maximum 50% of full-time studies. Other subjects may be included, but all courses must be relevant for the program and be pre-approved by the Program Coordinator.



Utbildningsplan

Ekonomihögskolan

Customer Experience Management, 180 högskolepoäng
Customer Experience Management Programme, 180 credits

Nivå

Grundnivå

Fastställande av utbildningsplan

Fastställd av Ekonomihögskolan 2019-12-11

Senast reviderad 2021-12-15

Utbildningsplanen gäller från och med höstterminen 2022

Förkunskaper

Grundläggande behörighet + Engelska 6, Matematik 2a alt. Matematik 2b alt. Matematik 2c och Samhällskunskap 1b alt. Samhällskunskap 1a1 + 1a2.

Programbeskrivning

Programmet *Customer Experience Management* syftar till att de studerande ska skaffa sig kompetens inom hur kundupplevelser skapas, upplevs, designas och leds på ett professionellt sätt. Utifrån ett helhetsperspektiv där en kunds alla interaktioner med ett företag/organisation ligger i fokus. För studenter väljer i fokus för att samordna dessa på

År 3

- Valfria kurser inkl. utlandsstudier, 30 hp

Denna termin kan studeras utomlands, vid Linnéuniversitetet eller annan svensk högskola/universitet. Terminen möjliggör en hel termin kurser eller en kombination av kurser och praktik, t.ex. 15 hp vardera. Förkunskapskraven för kurser samt de lokala reglerna för examen vid Linnéuniversitetet måste alltid uppfyllas.

Finding the right courses

English terms of subject areas:

Economics: Nationalekonomi

Business Administration: Företagsekonomi

But Business Administration also includes:

- Marketing
- Controlling
- Accounting
- Finance
- Management
- Logistics
- Entrepreneurship

Course levels in other countries:

Semester 4

- North America + Asia = course code 200/2000 – 300/3000 (400/4000)
- Europe and the rest = year 2 or 3

Semester 5 and 6

- North America + Asia = course code 300/3000 – 400/4000
- Europe and the rest = year 3 or 4

Master level

- North America + Asia = course code 500/5000 – 699/6999 (no higher than 800/8000)
- Europe and the rest = master, graduate, second cycle
- Please note that there can be undergraduate courses included in master programmes and these ARE NOT possible to transfer back as graduate level (language, culture, basic courses)
- It is not enough that a course is included in a master program

What am I not allowed to study?

- Courses on level 100/1000 in the US/Canada/Asia = High School courses
- Courses that overlap what you have already studied/will study in your programme/degree
- Practical courses, e.g. tennis, pottery, choir singing, sightseeing, wine tasting, camping, these are not ok!
- Language courses that are not the language of the country, i.e Spanish in France

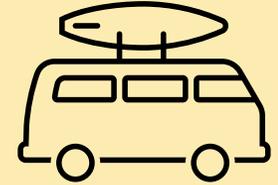


Exchange studies – organized by LNU/SBE

- Is formal legally binding agreement between two parties - LNU/SBE + X = Exchange
 - You **don't** pay tuition fees to the host university.
 - Sometimes language tests such as TOEFL/IELTS is required.
 - Language support within ERASMUS+
 - If you hold a scholarship, you must check with your scholarship agency
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- **Alternative** – Study abroad on your own – FREEMOVER
 - But then you can't get all the support from LNU.



Where can I go?



Placements outside of Europe

- Mainly general, university-wide agreements with courses in all subjects
- USAC and ISEP

Placements in Europe

- Agreements within Europe that are faculty-specific
- You can only apply for placements that have agreements from your own faculty
- Erasmus+ Grant (400-510 Euros/month)

Where have previous students been?

- We have a lists on our [MyMoodle](#) of where previous students have been on exchange.
 - We can provide you with previously read courses if you tell us which university you are interested in.
 - **But.** We don't want to limit your choices. Look carefully for courses at different partner universities that suit your program.
 - Just because we have a list of where students within your program have traveled does not mean that it has been a good exchange in a broader perspective.
- Course offerings change from year to year.

Exchange after graduation

- Cannot overlap with previous studied courses.
- Do you miss any course/courses to be able to graduate?
- Study on master level after bachelor-graduation?
- Still needs to be academic courses.
- Apply for credit transfer at LNU. (Get your courses into Ladok).



Application rounds 2024/25

1. **October-November:** All placements for the upcoming academic year
2. **February-March:** Remaining placements from application round 1 for the upcoming academic year.
3. **June – August:** Remaining placements from application round 2 for the upcoming Spring Semester

All information: <https://lnu.se/en/student/international-possibilities/study-abroad/>



Application

- List of available placements on [Lnu.se](https://lnu.se)
- Online application
 - Questions about the system, the application, the Academic Purpose Statement, ranking and selection, please see <https://lnu.se/en/student/international-possibilities/study-abroad/> and if you have questions, contact outexchange@lnu.se
 - Remember to select academic year!
 - Country and university
 - Number of placements
 - Level/levels
 - Particular criteria/demands
 - Is it for students from the School of Business and Economics, or not?
 - Particular subject areas or limitations
 - English test or not
 - Looking for universities at this stage, not applying for courses – but will need to know that course offering is suitable.

@Inuabroad – follow our Instagram where current and previous students present their experiences



Linnæus University

