



Programme Syllabus for BSc programme in International Business

1. Identification

Name of programme	Bachelor Programme in International Business
Scope of programme	180 ECTS credits
Level	Undergraduate
Programme code	EGIBU
Decision details	School of Economics and Management 2016-06-30
Amendment details	

2. Programme description

The overall purpose of the programme is to prepare the students for a career in international business. Following this overarching goal, theoretical concepts, models, and tools derived from relevant research will throughout the programme be related to real and complex business problems in order to train the students in advanced problem solving in an international context, thereby developing their knowledge, skills and judgment.

As the name implies the programme has an international focus. It uses international cases and the students can and are encouraged to study abroad for one semester. In addition, the entire programme is taught in English. It prepares the students for management positions in an international business environment by combining courses in Business Administration with courses in Economics, Economic History, Statistics, Informatics and Business Law.

The programme starts by introducing basic concepts and theories within central areas of the programme, including general skills such as for example working in teams, academic writing, and oral presentations. The courses that follow after the first semester add additional perspectives and models that provide further, in depth insights into the practical and theoretical areas that are related to the broad field of international business. As a final part of the programme, students will conduct their own research and demonstrate their ability to

independently apply the different ideas and theories introduced by the different courses. This will result in a degree project. During the final semester, the students will also perform a Learning Objective Assessment (LOA) in order to repeat vital parts of the programme and reflect upon their own learning and personal development.

Career opportunities

After graduation students are well equipped for junior management positions at large international companies, government institutions or other organizations. Functional areas can include export, import, finance, controlling, business development, sales, marketing and customer care for example.

Connection to further studies

Graduates from the programme are eligible for applying for postgraduate studies in business administration/international business internationally (limitations due to specific prerequisites may however apply).

3. Learning outcomes

Learning outcomes are mission driven according to the overall goal of the programme stated below.

Mission driven learning outcomes

Graduates of the programme will be trained as reflective practitioners in taking an active part in developing a sustainable society building on innovative thinking.

In addition to the mission driven goal above and in accordance with the Swedish Higher Education Ordinance, the Bachelor degree is awarded to students who at the completion of the programme accomplish the following:

Knowledge and understanding

For a Degree of Bachelor the student shall

- demonstrate knowledge and understanding in international business, including knowledge of the disciplinary foundation of international business, knowledge of applicable methodologies in international business, specialised study in some aspect of international business 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,
- demonstrate the ability to manage and work in multicultural teams, and
- demonstrate the skills required to work autonomously in the main field of study.

Judgement and approach

For a Degree of Bachelor the student shall

- demonstrate the ability to make assessments in international business 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 on-going learning.

Independent project (degree project)

A requirement for the award of a Degree of Bachelor is completion by the student of an independent project (degree project) for at least 15 credits in international business.

4. Course information

The programme has the following structure:

Semester 1 (Autumn)		Semester 2 (Spring)	
Part I Sept-Oct	Part II Nov-Dec	Part III Jan-March	Part IV April-June
The firm in a historical setting (5 cr)	Financial accounting (7,5 cr)	Microeconomics (10 cr)	Organisation and Leadership (5 cr)
Intro to international business (5 cr)	International marketing (7,5 cr)	Financial economics (5 cr)	Management control systems (5 cr)
Business statistics (5 cr)			Managing digitalization (5 cr)
Semester 3 (Autumn)		Semester 4 (Spring)	
Part V Sept-Oct	Part VI Nov-Dec	Part VII Jan-March	Part VIII April-June
International business law (7,5 cr)	Macroeconomics (10 cr)	Corporate finance (7,5 cr)	Business ethics, and sustainability (5 cr)
Fundamentals of business analytics (7,5 cr)	International economics (5 cr)	Innovation and entrepreneurship (7,5 cr)	Research methods for international business (5 cr)
			Cross-cultural teams and project management (5 cr)
Semester 5 (Autumn)		Semester 6 (Spring)	
Part IX Sept-Oct	Part X Nov-Dec	Part XI Jan-March	Part XII April-June
Electives (15 cr)	Electives (15 cr)	International business strategy (15 cr)	Degree project (15 cr)

Semester 1

The programme starts with three parallel courses: *The firm in an historical setting*, *Introduction to international business*, and *Business statistics*. The first course focuses on one of the hallmarks of modern economies: enterprises, their origin and their development over the centuries. The second course provides an introduction to one of the major subject within the programme. The third course provides an introduction to statistics/quantitative analysis with focus on descriptive analysis of data and basic probability theory. The semester ends with two parallel courses:

Financial accounting and *International marketing*. The first course provides an introduction to the principles of financial accounting, while the second course covers basic aspects of marketing management with a special focus on issues related to international marketing/business.

Semester 2

Semester 2 starts with two courses in economics: first a course in *microeconomics*, which is followed by a course in *financial economics*. The second half of the semester consists of three parallel courses: *Organisation & leadership*, *Management control systems*, and *Managing digitalisation*. The first course provides an introduction to organising and organisational behaviour, with a special focus on leadership/followership. The second course introduces key concepts/problems of management control. The third course helps students to understand and deal with business digitalization and how it can be leveraged from a management perspective.

Semester 3

The semester starts with two courses in parallel: *International business law* and *Fundamentals of business analytics*. The first course provides a framework for understanding the legal environment in which international firms operate. Fundamentals of business analytics continues where Business statistics ended by focusing on statistical methods that are essential for a business major and introduces business analytics. This is followed by a course in *macroeconomics* and the semester ends with a course in *international economics*.

Semester 4

Semester 4 starts with two courses in parallel: *Corporate finance* (focusing on value based management and sourcing of capital from a management perspective) and *Innovation & entrepreneurship* (targeting key concepts and theories on entrepreneurship and innovation management). The semester then ends with three parallel courses: *Research methods for international business* (enhancing the students' understanding of knowledge/knowledge generation as well as their capacity to do their own research), *Business ethics and sustainability* (includes a basic introduction to moral philosophy, CSR, and sustainability, with a special focus on ethical dilemmas associated with doing business internationally), and *Cross-cultural teams & project management* (focusing key aspects of projects/project management and how to make teams – especially cross-cultural teams - work well).

Semester 5

This semester consists of electives according to the student's choice. Students are strongly encouraged to spend this semester abroad – either at one of LUSEM's many partner universities or on an international internship. For those who wish to stay in Sweden during semester 5, national internships

or studies at LUSEM or some other faculty at Lund University provide interesting options.

Semester 6

The final semester starts with *International business strategy*. This course both broadens and deepens the students' knowledge, skills, and judgment in relation to international business. New concepts associated with (mainly international) strategic management are introduced, but at the same time the course provides an integration of previous courses from a strategic perspective. The second half of the semester consists of the *degree project*, targeting knowledge development on important issues related to international business. The students are – if applicable - encouraged to do parts of their project abroad. The last semester also entails a LOA (Learning Objective Assessment) where students repeat previous course content, reflect on their learning, and demonstrate fulfillment of the programme's intended learning objectives.

The quality of the courses (semester 1-6) will be continuously evaluated based upon discussions between the programme director and the professors responsible for the courses. The students will also fill in systematized and structured evaluations for all courses included in the programme and at the end of the programme a special programme evaluation will be carried out.

5. Degree

Upon completion of the programme a degree of Bachelor of Science (180 credits) will be awarded in compliance with the National Higher Education Ordinance (SFS 2006:1053). Major will be in International Business.

6. Admission requirements and selection criteria

To be eligible for the program the student must fulfill general entry requirements and courses corresponding to the following Swedish Upper Secondary School Programs: Civics 1b/1a1+1a2. Mathematics 3b/3c/Mathematics C and English B (advanced) proficiency.

Credentials - diploma and transcripts - should always be official and certified. If they are in a language other than the Nordic languages, English, French or German, authorized translations must be enclosed. Foreign students are exempted from the general university requirement of commanding the Swedish language.

Selection

The applicant's estimated capacity to complete the programme is the major overall criterion for selection. Students who fulfill the specific eligibility requirements are selected according to previous study results.

7. Other information

Courses at the School of Economics and Management are graded according to the criterion-referenced principal grades A-F:

GRADE	POINTS	CHARACTERISTIC
A Excellent	100-85	A distinguished result that is excellent with regard to the following aspects – theoretical depth, practical relevance, analytical ability and independent thought.
B Very good	84-75	A very good result with regard to the above mentioned aspects.
C Good	74-65	The result is of a good standard with regard to the above mentioned aspects and lives up to expectations.
D Satisfactory	64-55	The result is of a satisfactory standard with regard to the above mentioned aspects and lives up to expectations.
E Sufficient	54-50	The result satisfies the minimum requirements with regard to the above mentioned aspects, but no more.
F Fail	49-0	The result does not meet the minimum requirements with regard to the above mentioned aspects.

Disciplinary actions against plagiarism

The University views plagiarism very seriously, and will take disciplinary actions against students for any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other unfair practice in examinations or assessment.