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Faculty of Arts and Social Sciences

## Programme Syllabus

Reg. no. HS 2024/1316

Bachelor Programme in Business Administration: Global Sustainable Business

**Programme code:** SGFHA

**Programme title:** Bachelor Programme in Business Administration: Global Sustainable Business  
*Kandidatprogram i företagsekonomi: globala hållbara affärer*

**Credits:** 180

**Programme approval:** The programme syllabus was approved by the Faculty Board of Arts and Social Sciences on 6 February 2025, effective from the autumn semester of 2025.

**Language of instruction:** Swedish and English

**Education cycle:** First (Bachelor's level)

**Degree type:** General

**Entry requirements:** General entry requirements, plus English 6, Mathematics 3b or 3c, and Social Studies 1b or 1a1+1a2.

### General information

The Bachelor Programme in Business Administration: Global Sustainable Business is a three-year degree programme in business administration that concludes with a Degree of Bachelor of Science in Business and Economics. The programme is designed to equip students with the tools and knowledge necessary to understand and influence sustainable development issues from a systems perspective, enabling them to address complex global and sustainability-related challenges in both the private and public sectors. With a focus on economic, social and environmental dimensions of sustainable development, including gender equality and diversity as a central part of social sustainability, the programme prepares students for leading roles in creating long-term business solutions that contribute to a more sustainable and just world.

Studying global sustainable business at Karlstad Business School is an investment in the future. By offering an environment characterised by world-class research, international contacts and

collaboration with both the private and public sector, there are great opportunities for a successful and meaningful career. Through work with case studies and guest lectures by representatives from the business community and the public sector, students acquire practical professional skills that complement their academic knowledge. The programme includes mandatory studies or placement abroad, which is a particularly valuable experience for employment in an international context.

The programme prepares students for a range of different careers, both in terms sustainable development and business administration in general. In addition to roles such as sustainability manager, CSR officer (Corporate Social Responsibility) and business developer in sustainable business strategies, programme graduates will have a broad expertise, enabling them to work as marketers, project managers and business developers. This means that students are well-equipped to take on leadership positions in companies, the public sector or other organisations to work with sustainability issues or in other areas of business administration.

### **Programme outcomes**

For programme completion, students must meet the national outcomes for a degree as well as the specific local outcomes.

#### National outcomes

##### *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, specialised 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.

##### *Judgement and approach*

For a Degree of Bachelor the student shall

- demonstrate the ability to make assessments informed by relevant disciplinary, social and ethical aspects,
- 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 undertake ongoing development of his or her skills.

##### *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 the main field of study.

#### Local outcomes

For a Degree of Bachelor the student shall

- demonstrate familiarity with current research in the field of global sustainable business,
- demonstrate knowledge of different cultures and how they manifest in business contexts, as well as understanding how cultural differences affect global sustainable business strategies, and

- demonstrate insight into what it means to operate in an intercultural and global business environment.

### **Programme structure**

To ensure that all students in the programme have a broad and common foundation of knowledge in business administration, the first four semesters of the programme consist of courses that are mandatory for all students in the programme. In the fifth semester, students choose a specialisation in either *marketing* or *management* and write an independent project in English within their chosen specialisation. Students spend the sixth semester abroad, either studying or doing a placement, with the purpose of strengthen their global profile and developing their ability to understand and operate in different cultures. It is mandatory to either study or do a placement abroad.

Instruction is in the form of lectures and exercises, as well as case studies that are presented through oral and written presentations, in Swedish as well as English. Through these different forms of instruction, the students take an active role in the learning process. The ability to communicate professionally, simplify and present information, as well as collaborate with others, is a consistent theme throughout the entire programme.

Throughout the programme, students are also given the opportunity to reflect on and integrate perspectives such as sustainable development and gender equality into analysis, problem-solving and decision-making. This creates a foundation that enables students to take responsibility for inclusive and sustainable development within the business sector, public sector and society at large.

During the course of programme, students will have several opportunities to interact with potential future employers through guest lectures and other forms of participation from companies and public administration.

### **Programme curriculum**

Note that titles and order of programme courses may vary from the list below.

#### *Semester 1*

Business administration I (30 credits)

#### *Semester 2*

Marketing and business development (7.5 credits)

Applied business communication (7.5 credits) \*

International business environment (7.5 credits) \*

Communication and soft skills in preparation for professional work-life (7.5 credits) \*

#### *Semester 3*

Microeconomics and international trade (15 credits) \*\*

Economics including environmental economics (15 credits)

#### *Semester 4*

Business research methods (7.5 credits)

Business ethics and sustainable business (7.5 credits) \*

Intercultural Business Communication (15 credits) \*

#### *Semester 5*

Marketing strategies or Management (15 credits) \*

Business administration: Bachelor's thesis (15 credits) \*\*\*

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\* Course instructed in English.

\*\* Course instructed in Swedish, or English if there are international students.

\*\*\* The independent project must be written in English.

***Semester 6***

Optional course (30 credits) - During this semester, students can choose between studying or doing an internship abroad.

**Degree title**

Degree of Bachelor of Science in Business and Economics

Main field of study: Business Administration

**Credit transfer**

According to the Higher Education Ordinance, Chap. 6, Sect. 6–8, students have the right to transfer credits and have prior learning recognised upon approval.

**Additional information**

The local regulations for first and second cycle education at Karlstad University stipulate the obligations and rights of students and staff.