



Faculty of Arts and Social Sciences

Programme Study Plan

International Business

Programme Code:	SGIEK
Programme Title:	International Business
Credits/ECTS:	180
Programme Approval:	The programme study plan was approved by the Board of the Faculty of Arts and Social Sciences on 12 June 2018 and is valid from the spring semester of 2019.
Language of Instruction:	Swedish and English
Degree Level:	Bachelor's
Degree Type	General
Prerequisites:	General admission requirements and either Mathematics 3b or 3c, Civics 1b eller 1a1 + 1a2 or English B, Mathematics C, Civics A.

Introduction

International Business is an undergraduate degree programme comprising three years of study and leading to a Bachelor's Degree in Social Science or Business and Economics depending on specialisation. The programme has an international profile and students develop skills in analysing and solving economic problems on the basis of theories. Since globalisation means that companies are active in domestic as well as foreign markets, economists with expertise in the sphere of international business are particularly valuable.

Studying international business at the Karlstad University Business School is an investment for the future. This environment, which is imbued with world-class

research, international contacts and cooperation with external partners, creates the opportunities required for a successful professional career. Students complement their academic knowledge with practical professional knowledge through work with practical cases and guest lectures by business representatives. The programme includes a period of study or practical placement abroad, which carries special weight for future employment in international organisations and for professional roles involving purchase, sales and international cooperation.

Objectives

Knowledge and understanding

For a Degree of Bachelor, students shall

- demonstrate knowledge and understanding of the main field of study, including knowledge of the scholarly basis of the field, knowledge of applicable methods in the field, in-depth knowledge of some part of the field and general knowledge of current research issues.

Competence and skills

For a Degree of Bachelor, students shall

- demonstrate the ability to seek, gather and critically interpret information that is relevant to a problem and to critically discuss phenomena, issues and situations,
- demonstrate the ability to independently identify, formulate and solve problems and to perform tasks within specified time limits,
- demonstrate the ability to present and discuss information, problems and solutions in dialogue with different groups, orally and in writing, and,
- demonstrate the skills required to work independently in the field that the education concerns.

Judgement and approach

For a Degree of Bachelor, students shall

- demonstrate the ability to make assessments in their main field of study, taking into account relevant scientific, social and ethical aspects,
- demonstrate insight into the role of knowledge in society and people's responsibility for how knowledge is used, and
- demonstrate ability to identify their need of further knowledge and to upgrade their competencies.

Local Aims

In addition to the national objectives, Business School students of International Business at Karlstad University shall meet the following requirements for a Degree of Bachelor:

- demonstrate knowledge of current research in the main field of study,
- demonstrate knowledge of different cultures in general and how they manifest themselves in business contexts,
- demonstrate ability to work in an intercultural business setting.

Independent project (degree thesis)

For a Degree of Bachelor students must have completed an independent project (degree project) worth at least 15 ECTS cr in their main field of study within the framework of the course requirements.

Programme Structure

To ensure that all students have a broad, common knowledge base in the business and economy area, the first four semesters comprise mandatory courses. In the fifth semester, students are, without exception, required to study at a university or gain practical internship experience at a company abroad as a way to strengthen their international profile and enhance their ability to understand and operate in different cultures. For the sixth semester students choose to specialise in marketing or service management. The education is concluded with a degree project in the field of the specialisation.

Instruction is in the form of lectures and exercises, on the one hand, and laboratory sessions and case studies, on the other. The latter are presented orally and in writing, in Swedish and English. The abilities to communicate professionally, to simplify and present material and to cooperate with other people are emphasised throughout the programme.

In the course of study, students come into contact with potential future employers on several occasions through guest lectures and other types of participation of business and the public sector.

Programme Curriculum

Note that programme courses may be titled differently and offered in a different order than listed below.

Semester 1

Students study basic courses in the fields of external accounting, marketing, organisation and financial control.

Business Administration I, 30 ECTS cr

Semester 2

Students study courses in economics and business English.

Microeconomics and international trade, 15 ECTS cr

Business English I, 15 ECTS cr

Semester 3

Students study continuation courses in business administration.

Business research methods, 7.5 ECTS cr

Marketing and Business Development, 7.5 ECTS cr

Business by Web and Web Analytics, 7.5 ECTS cr

International Business Environment, 7.5 ECTS cr

Semester 4

Students study courses in intercultural communication and business cultures, business English and ethics and sustainability.

Intercultural Business Communication, 15 ECTS cr
Business ethics and sustainable business, 7.5 ECTS cr
Applied Business Communication, 7.5 ECTS cr

Semester 5

Students either study or do an internship abroad.

Semester 6

Students specialise in their chosen field of marketing or service management, and complete a degree thesis.

Marketing Strategies, 15 ECTS cr, optional specialisation

Service Management, 15 ECTS cr, optional specialisation

Business Administration; Bachelor's Thesis, 15 ECTS cr

Degree Title

Degree of Bachelor of Science, or Bachelor of Science in Business and Economics (if the student has studied economics 15 ECTS cr as an optional course during the semester abroad).

Major: Business Administration

Credit Transfer

Subject to approval, students have the right to transfer credits from previously completed university courses, according to the *Higher Education Ordinance* (Ch 6, §§ 6.7.8).

Additional Information

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

Previous programme versions:

2015-09-10, Reg.no. HS 2015/370, effective from spring 2016