



JÖNKÖPING UNIVERSITY  
International Business School

**Dear Engineering Management student,**

We would like to take this opportunity to welcome you to the Master of Science program in *Engineering Management*, provide you with some initial information regarding your first two courses and make sure that your time at Jönköping International Business School (JIBS) is both enjoyable and productive. We are very happy that you choose this program and can assure you that we, together with the faculty, will make our most to give you a great education and experience here at JIBS.

The program starts on Monday the 22<sup>th</sup> of August with a formal roll call and program information. The whole first week, 22-26<sup>th</sup> of August, is devoted to information sessions, program unique lectures and social events to introduce you to your program and our school. It is utterly important that you **attend all information sessions and lectures** and we also recommend you to take part in social events to speed up the process of feeling right at home here.

Included with this letter you will find a questionnaire that we would like you to fill in, send back as soon as you can (to [tanja.andersson@ju.se](mailto:tanja.andersson@ju.se)) and a short presentation of the staff responsible for your first two courses.

We – Kajsa Haag and Chris Mcilroy – as program directors are responsible for the overall quality and development of the program. You are more than welcome to get in touch with us with questions regarding the program at any time. Questions regarding particular courses must however be sent directly to course examiners.



**Kajsa Haag**  
Assistant Professor in BA  
Program Director JIBS  
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**Chris Mcilroy**  
Senior lecturer of Technology  
Program Director JTH  
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In the meantime let's give you a short description of the first two courses and the faculty involved:

**Course description Accounting and Finance for Managers**

The course aims to equip you with theoretical and practical knowledge in accounting and finance in an industrial and engineering business setting. Accounting deals with the reporting systems that are used both internally and externally to evaluate a company's financial and operational performance. Corporate Finance deals with the tools that managers should apply to make optimal (i.e. prudent) financial decisions. The course covers both investment and financing decisions, as well as financial planning. In the course, we will make much use of spreadsheet software for performing those calculation tasks.

**Course literature:**

**(Selected chapters) of**

**Atrill/ McLaney, Management Accounting for Decision Makers, latest edition, Pearson.**

**Berk/DeMarzo, Corporate Finance, latest edition, Pearson**

The examiner and core teacher is Professor Andreas Stephan:



**Andreas Stephan** studied industrial engineering and management at Technical University Berlin and received a PhD in Economics at Humboldt University in Berlin. His main research areas are innovation, productivity and corporate finance. One of his current research projects deals with the financing of innovations.

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### Course description Strategic Entrepreneurship and Innovation (SEI):

The course in Strategic Entrepreneurship and Innovation examines the theory and practice of promoting and managing entrepreneurship and innovation. In the course, we will explore successful frameworks, strategies, techniques, risks, and barriers for introducing incremental improvements as well as breakthrough products and services in organizations.

The course will be based on research articles and there is no specific text book. As a start we include five articles that you are most welcome to read as preparation for the initial entrepreneurship module (if you have problem to access them you will be able to retrieve them from our school's library data bases during the introduction week):

Ireland, R. D., Webb, J. W. (2007) Strategic Entrepreneurship: Creating Competitive Advantage through Streams of Innovation. *Business Horizons* 50, pp49-59

Hitt, M. A., Ireland, R. D., Camp, S. M., Sexton, D. L. (2001) Guest Editors' Introduction to Special Issue Strategic Entrepreneurship: Entrepreneurial Strategies for Wealth Creation. *Strategic Management Journal*, 22 pp 479-491

Davidsson, P. (2004): *Researching Entrepreneurship*, Chapter 1: What is entrepreneurship, Springer (will be uploaded on Pingpong intranet)

Baron, R.A. (2006): Opportunity recognition as pattern recognition: How entrepreneurs "connect the dots" to identify new business opportunities, *Academy of Management Perspectives*, February, 104-119.

Sarasvathy, S. (2001): Causation and Effectuation: Toward a Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency, *Academy of Management Review*, 26, 2, 243-263.

The examiner and core teacher is Associate Professor Anders Melander:



**Anders Melander** is associate professor in business administration. He defended his thesis at JIBS in 1997. His research focus on strategy, strategic work, strategic change and innovation. Presently he runs a research project in which Hoshin Kanri (a strategic management system) is introduced to small and medium sized companies. He is JIBS representative in Smart Housing Småland (see [www.smarthousing.nu](http://www.smarthousing.nu)) and in Innovation Runway (an innovative project aiming to establish a virtual corporate development function).

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## Questionnaire

Since we have the goal of providing a program with in depth and relevant skills and knowledge in engineering management we would like to know which background knowledge and experience you already have. Please answer the questionnaire questions and return it to [tanja.andersson@ju.se](mailto:tanja.andersson@ju.se)

**We look forward to see you in August!**

**/Kajsa, Chris and the teaching team of Engineering Management**

## QUESTIONNAIRE

Dear Engineering Management applicant, we are curious to know more about you!

Our ambition is to do all we can to offer you the best possible education and experience during your stay with us in Jönköping. The information will be included as a profile card in a program binder. We highly appreciate your co-operation!

**Name:**

**Age:**

**E-mail** (prior to receiving your JIBS e-mail):

**Photo** (will make it easier for both colleagues and faculty to put your name to a face):

- 1) What engineering discipline are you specialized in (construction, electronics, chemistry, industrial organization etc.)?
- 2) What business classes (accounting, project management, leadership, logistics etc.) have you studied, please specify:  
( ) I haven't taken any business classes
- 3) What work experience do you have, please specify years, industries, companies, positions:  
( ) I have no work experience
- 4) In what country did you grow up?
- 5) In what country did you study?
- 6) At which university?
- 7) How/where did you get to know about this program?
- 8) What are your expectations and goals with the program?
- 9) What are your future career aspirations?
- 10) Any particular interests/engagements/hobbies you would like to share?

Please send your questionnaire to [tanja.andersson@ju.se](mailto:tanja.andersson@ju.se)