



JÖNKÖPING UNIVERSITY
International Business School

Dear student,

Welcome you to the program “Sustainable Enterprise Development” at Jönköping International Business School (JIBS).

I want to provide you with some initial information regarding your first two courses and make sure that your time at JIBS is both enjoyable and productive. I am very happy that you choose this program and I can assure you that I, together with my colleagues, will make our most to give you a great program and experience here at JIBS.

The program starts on Monday the 21st of August with a formal roll call.

The whole first week, 21-25th of August, is devoted to information sessions, program unique lectures and social events to introduce you to your program and our school. It is vital 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 in Jönköping.

I – Marcela Ramirez-Pasillas – as program director is responsible for the overall coordination of all program courses and development of the program. You are more than welcome to get in touch with me with questions regarding the program at any time. Questions regarding the courses should be sent directly to course examiners.



Marcela Ramirez Pasillas

Assistant Professor in Business Administration
Program Director JIBS
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In the meantime let's give you a short description of the first two courses, the staff involved and *required course literature*.

(1) Entrepreneurship and Business Planning

Entrepreneurship and Business Planning (EBP) is an introductory course in Business Administration. EBP centers on four different and equally important areas: (1) Basics of Business, (2) Entrepreneurship in Theory, and (3) Entrepreneurship in Different Contexts.

Course book:

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Barringer, Bruce & Ireland, Duane (2012). Entrepreneurship: Successfully Launching New Ventures, Global Edition. Pearson Education. ISBN13:9780273761402, ISBN10:0273761404.

The examiner and core teacher is **Associate Professor Magdalena Markowska**:
magdalena.markowska@ju.se



(2) Foundations of Marketing and Communication

The course explores the impact of marketing and communication in an organizational and societal context. It helps you develop abilities to actively anticipate and manage within international and diverse environments. The course places special emphasis on developing an understanding of the cross cultural environment and its implications for marketing and communication.

Course books

P. Kotler, G. Armstrong, & A. Parment (2011) Principles of marketing (*Swedish edition*); Pearson Education, London (*selected chapters*).

The examiner and core teacher is **Assistant Professor Darko Pantelic**:
darko.pantelic@ju.se



We look forward to seeing you in August!

Marcela and the teaching team of the Sustainable Enterprise Development Programme.