



JÖNKÖPING UNIVERSITY  
*International Business School*

**Dear student,**

Welcome you to the program “International Management” 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 21<sup>th</sup> of August with a formal roll call.**

The whole first week, 21-25<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 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 if applicable.

### **(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:**

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) Business and Academic Communication 1**

Business and Academic Communication 1 is an introductory course in Business Administration. The focus of this course is on helping you to understand business and academic communication. It will help you plan and structure business and academic texts in order to suit different audiences and purposes. The examiner and core teacher is **Lecturer Carol-Ann Soames**:  
carol-ann.soames@ju.se



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

**Marcela and the teaching team of the International Management Programme**