



JÖNKÖPING UNIVERSITY  
*International Business School*

**Dear International Economics student,**

I would like to take this opportunity to welcome you to the program, 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. 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 you are enrolled in aims to develop your ability to understand and analyze different types of socio-economic problems and the dynamics of an international and global economy. You will learn to use economic theory to analyze and evaluate economic problems and understand its underlying factors. Thus, this program teaches you how to use economic theory to understand and analyze a range of economic problems and processes. The ability to analyze problems in a systematic manner is fundamental to modern economics and permeates the entire program.

The main subject of the program is economics and you will take 90 credits within this topic. The program also gives you a good knowledge of statistics and econometrics, as you will read 30 credits in these subjects. These courses give you the skills and tools needed to process and analyze statistics. These skills are increasingly in demand when you start your work career. The program also includes four courses (30 credits) in business administration addressing various aspects such as, leadership and accounting. Together, the combination of economics, statistics and business forms a good and broad foundation for future career choices.

**The program starts up on Monday the 22<sup>th</sup> of August with a formal roll call.**

I – Mikaela Backman – as program director is responsible for the overall coordination of all program courses, ensuring high program quality and also speaking partners for you, the student, and of course the staff. 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.



**Mikaela Backman**

Assistant Professor in Economics  
Program Director JIBS  
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In the meantime let's give you a short description of the first two courses and the staff involved.

### **Macroeconomic principles**

The course aims at studying the workings of an aggregate economy including the behavior of the economy given both the long-run, and short-run fluctuations in economic conditions, and which counter measures that should be implemented in economic down- or upturns. Integral parts of the course are to retrieve knowledge and understanding of various economic measurements, components of aggregate spending and the two markets which the economy comprise of: the market for goods and services and the market for money.

Examples of important elements of the course are:

- Macroeconomic indicators.
- Determinants of economic growth in the long-run.
- The financial system and the allocation of saving.
- Components of aggregate spending.
- The effect of a change in aggregate spending on the equilibrium output.
- The role of the central bank and the effectiveness of monetary policy
- Effects of macroeconomic policies on price level.
- The role of the exchange rate on trade and its implication on macroeconomic policies.

#### **Course literature:**

McDowell, M., Thom, R., Pastine, I., Frank, R., & Bernanke, B., (2012), *Principles of Economics*, 3rd European Edition, McGrawHill, ISBN: 978-007713273-6. (The same book is used in the microeconomic course).

#### **Assignment material:**

Paul Krugman (2009) *The return of depression economics and the crisis of 2008*. ISBN13:9780393337808

The examiner and core teacher is Assistant Professor Johan P Larsson, the rest of the teaching team consist of Emma Lappi and Pingjing Bo:



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More information about the course can be found at:

<http://ju.se/en/study-at-ju/courses.html?courseCode=JMPG14&semester=20162&revision=2,000>

### **Entrepreneurship and Business Planning:**

Entrepreneurship and Business Planning (EBP) is an introductory course in Business Administration. Many subject matters are discussed in this course in order for students to gain a wider perspective of the field. For the most part, the focus is on entrepreneurship and business planning however. In order to facilitate the understanding of the course material, EBP centers around four different and equally important areas: (1) Basics of Business, (2) Entrepreneurship in Theory, (3) Entrepreneurship in Different Contexts, and (4) Business Planning.

The learning is primarily based on self-study of the literature and individual and team preparation of seminar and project work. The learning process is supported by lectures and seminars, where both theory and practice are connected. The team projects are particularly important for the application of theory and learning experience in the course.

#### **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 Karin Hellerstedt:

[karin.hellerstedt@ju.se](mailto:karin.hellerstedt@ju.se)

More information about the course can be found at:

<http://ju.se//studera/kurser.html?courseCode=ENAG13&semester=20162&revision=2,000&lang=sv>

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

**Mikaela and the teaching team of International Economics**