



JÖNKÖPING UNIVERSITY
International Business School

Dear student,

Welcome to the program “**International Management**”; we are very glad to have you as a student at **Jönköping International Business School (JIBS)**!

I would like to take this opportunity 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 have chosen this program, and I can assure you that I, together with my colleagues, will do our utmost to give you a great program and experience here at JIBS.

The main subjects of the program are business administration and economics. The program includes courses in business administration (90 credits) addressing various aspects, including international management, international marketing, finance and ethics. These courses give you the skills and tools to develop as a responsible leader. These courses help you develop the skills and tools needed to process, analyze, and understand international and diverse markets. These skills are increasingly in demand when you start your work career. With the combination of business administration and economics, you will obtain a good and broad foundation for future career development.

The program starts on Monday, the 25th of August, with a formal roll call.

The entire first week, **25th to 29th 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 take part in social events to speed up the process of feeling right at home here.

I – Lucia Pizzichini – as program director, am 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 the course examiners.



Lucia Pizzichini

Assistant Professor in Business Administration
Program Director, lucia.pizzichini@ju.se



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In the meantime, let's give you a short description of some of your first courses, the staff involved and the required course literature.

(1) Entrepreneurship, 7.5 credits

Entrepreneurship is an introductory course in Business Administration. The course centers around four different and equally important areas: (1) Entrepreneurial mindset, (2) Entrepreneurial opportunity, (3) Entrepreneurial action, and (4) Entrepreneurship in Context.

Course book:

Barringer, Bruce & Ireland, R. Duane (2025). Entrepreneurship: Successfully Launching New Ventures, Global Edition. Pearson Education. 7th edition. ISBN 1-292-46292-2 or ISBN 978-1-292-46292-9



The course examiner is **Dinara Tokbaeva, PhD**
(dinara.tokbaeva@ju.se)

(2) Communication in a Cross-Cultural Context, 7.5 credits

Drawing on perspectives and theories from business administration and communication, the course "Communication in a cross-cultural context" provides a broad understanding of communication in intercultural settings. The course provides students with basic concepts and theories and introduces them to the practice of oral, written and non-verbal communication in the context of international management studies.

Course book:

Liu, S., Volcic, Z., and Gallois, C. (2023). Introducing Intercultural Communication. Global Cultures and Contexts. 4th ed., London. Sage Pub.



The examiner is **Yuliya Khvatsik, PhD**
(yuliya.khvatsik@ju.se)

We look forward to seeing you in August!

Lucia and the teaching team of the International Management Programme