



JÖNKÖPING UNIVERSITY  
*International Business School*

Dear student,

**Welcome you to the program “Marketing Management”  
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 program starts on Monday the 20<sup>th</sup> of August with a formal roll call.**

The entire first week, 20-24<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  
Marcela.Ramirez-Pasillas@ju.se

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:

Barringer, Bruce & Ireland, Duane. *Entrepreneurship: Successfully Launching New Ventures, Global Edition*. Pearson Education.  
ISBN13: 978-1292095370, ISBN10: 1292095377.

The examiner and core teacher is:

**Assistant Professor Magdalena Markowska:**

magdalena.markowska@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>

## (2) Principles of Project Management

This course will introduce you to key issues in the management of projects. It will provide an understanding of the complexities of project management within the constraints of time, cost and performance. The course is intended to help you develop the skills required for effective planning and delivery of projects, products, processes and services on time and within budget.

Course book:

Tonnquist, B. *Project Management: A Guide to the Theory and Practice of Project, Programme and Portfolio management, and Organizational Change*. Sanoma Utbildning (latest edition)

The examiner and core teacher is **Assistant Professor Imoh Antai:**

Imoh.antai@ju.se



More information about the course can be found at:

<http://ju.se//studera/kurser.html?courseCode=EGAG13&semester=20161&revision=4.000&lang=sv>

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

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