

Dear International Economics student,

I would like to take this opportunity to welcome you to the programme, provide you with some initial information regarding the programme and 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 programme and I can assure you that I, together with my colleagues, will do our best to give you a great education and experience here at JIBS.

The programme you are enrolled in aims to develop your ability to understand and analyse different types of socio-economic problems and the dynamics of an international and global economy. You will learn to use economic theory to analyse and evaluate economic problems and understand its underlying factors. The ability to analyse problems in a systematic manner is fundamental to modern economics and permeates the entire programme.

The main subject of the programme is economics and you will take 90 credits within this topic. The programme also gives you a good knowledge of statistics and econometrics, as you will read 30 credits in these subjects during your second and third year. These courses provide you the skills and tools needed to process and analyse data, e.g. for your bachelor thesis in your last semester. These skills are also increasingly in demand when you embark upon your career after the graduation. The programme also includes 30 credits in business administration addressing various aspects such as, leadership, entrepreneurship, accounting and finance to provide insight into the business side.

The programme starts on Monday the 20th of August with a formal roll call at JIBS. Then, these two courses are the first ones you will take.

Microeconomic Principles and Mathematics for Economics

This course introduces you to basic concepts in microeconomics that provide a foundation for many of the later courses, such as industrial organisation and intermediate microeconomics and mathematical economics. Microeconomic theory typically utilises graphical, algebraic, and calculus-based techniques and lectures about associated math are included in the course.

Important elements of the course are:

- Consumer behaviour in goods and factor markets,
- Producer behaviour in goods and factor markets,
- Different market forms such as perfect competition and monopoly,
- The foundation of welfare theory,
- The cause and effect of market failure,
- Allocation and distribution effects from taxation,
- Externalities and their effect

The literature used in the course consists of two books:

McDowell, M., Thom, R., Frank R., & Bernanke, B., *Principles of Economics*. (European edition) McGraw-Hill, latest edition

Miller, Roger LeRoy, Benjamin, Daniel K & North, Douglas. *The Economics of Public Issues*, latest edition.

The examiner of this course is Professor Charlotta Mellander (charlotta.mellander@ju.se), who will teach this course together with the Acting Assistant Professor Michael Olsson (Michael.olsson@ju.se).

The course syllabus for this course can be found [here](#) and the schedule for the course [here](#).

In parallel to this course you also take your first course in business administration.

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 centres 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.

The literature used in the course consists of one book as well as articles that will be listed and available online when the course starts:

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

The examiner of this course is Assistant Professor Magdalena Markowska (Magdalena.markowska@ju.se), who will be teaching this course together with Sumaya Hashim (sumaya.hashim@ju.se), Songming Feng (songming.feng@ju.se), and Nadia Arshad (nadia.arshad@ju.se).

The course syllabus can be found [here](#) and the schedule for the course [here](#).

I – Tina Wallin – as programme director is responsible for the overall coordination of all programme courses, ensuring high programme quality and also functions as a speaking partner for you as a student, and the faculty. You are more than welcome to get in touch with me with questions regarding the programme at any time. Questions regarding the courses are better sent directly to the course examiners.



Tina Wallin

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We look forward to seeing you in August!



Tina and the teaching team of International Economics