



JÖNKÖPING UNIVERSITY

*Jönköping International
Business School*

Dear student,

Welcome to the programme “Sustainable Enterprise Development”; 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 about the programme and your first two courses and make sure that your time at JIBS is both enjoyable and productive. I am glad that you have chosen this programme 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 programme are business administration and economics with sustainability as a specialisation. The programme starts with courses in business administration (90 credits) that are central for your understanding of organizations and address various aspects including entrepreneurship, accounting, marketing, and finance. The programme also gives you a good knowledge of economics, as you will study 30 credits in subjects within economics. The business administration and economics courses help you develop the skills and tools needed to process, analyze, and understand diverse contexts. These skills are increasingly in demand when you start your work career. The sustainability courses are core to your formation process. These courses will give you skills and tools to work with sustainable transformations anchored in an understanding of the foundations of business and economics. With the combination of business administration, economics, and sustainability, you will obtain a good and broad foundation for future career development.

The program starts on Monday the 21st of August with a formal roll call.

The entire first week, **21st to 25th of August**, is devoted to information sessions, program meetings, and social events to introduce you to your programme 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.

In the meantime, let's briefly describe some of your first courses, the staff involved, and the required course literature.

Entrepreneurship:

Entrepreneurship is an introductory course in Business Administration. The course centres 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. (2018). *Entrepreneurship: Successfully Launching New Ventures, Global Edition*. Pearson Education. Chapter 1-12. ISBN13: 978-1292095370, ISBN10: 1292095377. (6th edition)

The course examiner is **Dinara Tokbaeva, PhD:**



Foundations of Marketing

The course explores the impact of marketing and communication in an organizational and societal context. It helps you develop abilities to actively anticipate and manage within international and diverse environments. The course places special emphasis on developing an understanding of the cross-cultural environment and its implications for marketing and communication.

Course books

Lamb, C.W., Hair, J.F and McDaniel, C. (2017). Principles of Marketing – (latest edition). Cengage Learning.

The examiner and core teacher is **Brian McCauley, PhD**:



I – Marcela Ramírez-Pasillas – as programme director am responsible for the overall quality and coordination of all programme courses and their development. You are more than welcome to get in touch with me with questions regarding the programme at any time. Questions regarding the courses should be sent directly to course examiners.

We look forward to seeing you in August!

Marcela and the teaching team of the Sustainable Enterprise Development Program



Marcela Ramírez-Pasillas

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