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 subject of the program is 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. The program also gives you a good knowledge of economics, as you will study 30 credits in subjects within economics. 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 19th of August with a formal roll call.

The entire first week, 19-23 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 here.

I – Edward Gillmore – 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 course examiners.

Edward Gillmore

Assistant Professor in Business Administration
Program Director JIBS, edward.gillmore@ju.se

In the meantime, let's give you a short description of some of your first 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

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

This course will introduce you to key issues 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 basics 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. et al. (2018). Introducing Intercultural Communication. Global Cultures and Contexts. 3rd ed., London. Sage Pub.

The examiner is **Naveed Akhter**
The core teacher is **Tommy Josefsson**

More information about the course can be found at:

http://kursinfoweb.hj.se/en/course_syllabuses/JCCG19.html?revision=1,000&semester=20192

We look forward to seeing you in August!

Edward and the teaching team of the International Management Programme