



School of Economics and Management

EGIBU, Bachelor Programme in International Business, 180 credits

Kandidatprogram i International Business, 180 högskolepoäng

First cycle degree programme not requiring previous university study /
Program utan akademiska förkunskapskrav och med slutlig examen på grundnivå

Decision

The programme syllabus is established by Deputy Dean of Education at the School of Economics and Management 02-07-2018 and most recently amended by Vice Dean of Education at the School of Economics and Management 12-05-2023 (U2023/342). The amended syllabus is valid from 21-08-2023, autumn semester 2023.

Programme description

The overall purpose of the programme is to prepare the students for a career in international business. Following this overarching goal, theoretical concepts, models, and tools derived from relevant research will throughout the programme be related to real and complex business problems in order to train the students in advanced problem solving in an international context, thereby developing their knowledge, skills and judgment.

As the name implies the programme has an international focus. It uses international cases and the students can and are encouraged to study abroad for one semester. In addition, the entire programme is taught in English. It prepares the students for management positions in an international business environment by combining courses in International Business with courses in Economics, Economic History, Business Statistics, Informatics and Business Law.

The programme starts by introducing basic concepts and theories within central areas of the programme, including general skills such as for example working in international teams, academic writing, and oral presentations. The courses that follow after the first semester add additional perspectives and models that provide further, in depth insights into the practical and theoretical areas that are related to the broad

field of international business. As a final part of the programme, students will conduct their own research and demonstrate their ability to independently apply the different ideas and theories introduced by the different courses. This will result in a degree project.

Career opportunities

After graduation students are well equipped for junior management positions at large international companies, government institutions or other organizations. Functional areas can include export, import, finance, controlling, business development, sales, marketing and customer care for example.

Connection to further studies

Graduates from the programme are eligible for applying for postgraduate studies in business administration/international business internationally (limitations due to specific prerequisites may however apply).

Goals

Mission driven learning outcomes

Graduates of the programme will be trained as reflective practitioners in taking an active part in developing a sustainable society building on innovative thinking.

In addition to the mission driven goal above and in accordance with the Swedish Higher Education Ordinance, the Bachelor degree is awarded to students who at the completion of the programme accomplish the following.

Knowledge and understanding

For a Degree of Bachelor the student must

- demonstrate knowledge and understanding in international business, including knowledge of the disciplinary foundation of international business, knowledge of applicable methodologies in international business, specialised study in some aspect of international business as well as awareness of current research issues

Competence and skills

For a Degree of Bachelor the student must

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames
- demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences
- demonstrate the ability to manage and work in multicultural teams
- demonstrate the skills required to work autonomously in the main field of study

Judgement and approach

For a Degree of Bachelor the student must

- demonstrate the ability to make assessments in international business informed by relevant disciplinary, social and ethical issues
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used
- demonstrate the ability to identify the need for further knowledge and on-going learning

Independent project (degree project)

A requirement for the award of a Degree of Bachelor is completion by the student of an independent project (degree project) for at least 15 credits in international business.

Course information

The programme has the following content and structure:

Semester 1

The programme starts with three parallel courses: *The firm in a historical setting*, *Introduction to international business*, and *Intercultural competence*. The first course focuses on one of the hallmarks of modern economies: enterprises, their origin and their development over the centuries. The second course provides an introduction to the major subject within the programme. The third course focuses on cultural awareness and enhances the students' capabilities in terms of international teamwork.

The semester ends with two parallel courses: *Financial accounting* and *International marketing*. The first course provides an introduction to the principles of financial accounting, while the second course covers basic aspects of marketing management with a special focus on issues related to international marketing/business.

Semester 2

Semester 2 starts with two courses in economics: microeconomics, and financial economics. The second half of the semester consists of three parallel courses: *Organization and leadership*, *Management control systems*, and *Managing digitalisation*. The first course provides an introduction to organising and organisational behaviour, with a special focus on leadership/followership. The second course introduces key concepts/problems of management control. The third course helps students to understand and deal with business digitalization and how it can be leveraged from a management perspective.

Semester 3

The semester starts with two courses in parallel: *International business law* and *Business statistics I*. The first course provides a framework for understanding the legal

environment in which international firms operate. The second course, *provides an introduction to statistics/quantitative analysis with focus on descriptive analysis of data and basic probability theory*. During the second part of the semester courses in *macroeconomics* and in *international economics* are given.

Semester 4

Semester 4 starts with two courses in parallel: *Corporate finance* (focusing on value based management and sourcing of capital from a management perspective) and *Innovation & entrepreneurship* (targeting key concepts and theories on entrepreneurship and innovation management). The semester then ends with three parallel courses: *International strategic management* (in this course new concepts associated with strategic management and transnational business policy are introduced), *Business ethics and sustainability* (includes a basic introduction to moral philosophy, CSR, and sustainability, with a special focus on ethical dilemmas associated with doing business internationally), and *Business statistics II* (continues where the course *Business statistics I* ended by focusing on statistical methods that are essential for a business major and introduces business analytics).

Semester 5

This semester consists of electives according the student's choice. Students are strongly encouraged to spend this semester abroad – either at one of LUSEM's many partner universities or on an international internship. For those who wish to stay in Sweden during semester 5, national internships or electives at LUSEM or some other faculty at Lund university provide interesting options.

Semester 6

The final semester starts with courses on International Business at the bachelor's level. *Knowledge frontiers in international business* both broadens and deepens the students' knowledge, skills, and judgment in relation to international business theory by focusing on both classics as well as the latest research within the field. *Research methodology* is enhancing the students' understanding of knowledge/knowledge generation as well as their capacity to do their own research). The second half of the semester consists of the degree project, targeting knowledge development on important issues related to international business. The students are – if applicable - encouraged to do parts of their project abroad.

The quality of the courses (semester 1-6) will be continuously evaluated based upon discussions between the programme director and the professors responsible for the courses. The students will also fill in systematized and structured evaluations for all courses included in the programme and at the end of the programme a special programme evaluation will be carried out.

In order to move effortlessly into each proceeding term, results from the previous term will be taken into consideration.

Additional information in appendix EGIBU Programme structure.

Degree

Degree titles

Degree of Bachelor of Science in Business and Economics

Major: International Business

Ekonomie kandidatexamen

Huvudområde: International business

Degree requirements

Degree requirements consist of the student being accepted and enrolled at the BSc programme in International Business, 180 credits, (programme code EGIBU) in order to fulfil the course requirements in accordance with the current programme structure.

In addition, the following requirements apply:

- 90 credits in international business, the credits in international business are to include bachelor level courses of 15 credits (progression level G2F) as well as an independent degree project corresponding to 15 credits
- 30 credits in economics
- 7.5 credits in international business law
- 12.5 credits in business statistics

This degree can only be obtained through the studies within the Bachelor's programme in International Business. English is the language of instruction, therefore, this programme also includes particular elements targeted at English for Academic Purposes. This is to prepare students for both future work in international environments, where English is the concern language, and any further studies at the master level at international universities, with English as the language of instruction.

Requirements and Selection method

Requirements

General and courses corresponding to the following Swedish Upper Secondary School Programs: English 6, Mathematics 3b/3c (which denotes knowledge of how to solve mathematical problems involving polynomial, rational, exponential and logarithmic functions, and knowledge of the derivative of those functions and the relation of the derivative to the slope of a curve) and Social Studies 1b/1a1 + 1a2.

Selection method

Seats are allocated according to: The general average (GPA) of your higher secondary school leaving certificate: 66 %, The Swedish national university aptitude test: 34 %. The University board has decided that applicants with equal merits (in the GPA group) should be separated by the use of a valid result from the Swedish national university aptitude test.

Other information

Programme management

The programme director, who is appointed by the Board of LUSEM, is responsible for the quality development and quality assurance of the programme. The Board of the School also assigns each programme to a host department at LUSEM. The host department is responsible for providing professional services to the students and faculty of the programme.

Each programme also organizes a programme council, in which student representatives and faculty representatives of the programme, together with the programme director, coordinator and other professional services meet regularly.

All programmes at LUSEM are evaluated yearly and the outcome of a programme scorecard is presented to the Board of the School as part of LUSEM's Quality Development and Assurance system.

Grading scale

At the School of Economics and Management grades are awarded in accordance with a criterion-based grading scale A-U(F):

A (Excellent) 85-100 points/percent. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84 points/percent. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74 points/percent. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) 55-64 points/percent. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54 points/percent. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

U/F (Fail) 0-49 points/percent. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

To pass the course, the students must have been awarded the grade of E or higher.

It is up to the teaching professor to decide whether the credits of a course should be converted into a total of 100 points for each course, or if the scale above should be used as percentage points of any chosen scale instead.

Academic integrity

The University views plagiarism very seriously, and will take disciplinary actions against students for any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other unfair practice in examinations or

assessments, includes suspension from the University.

Programme structure for Bachelor Programme in International Business

The programme of 180 credits has the following structure:

	Semester 1, autumn (30 credits)		Semester 2, spring (30 credits)	
	Period 1, Sept-Oct	Period 2, Nov-Dec	Period 3, Jan-March	Period 4, April-June
Year 1	The firm in a historical setting (5 cr)	Financial accounting (7.5 cr)	Microeconomic theory with applications (10 cr)	Organization and Leadership (5 cr)
	Intro to international business (5 cr)	International marketing (7.5 cr)	Financial economics (5 cr)	Management control systems (5 cr)
	Intercultural Competence (5 cr)			Managing digitalisation (5 cr)
	Semester 3, autumn (30 credits)		Semester 4, spring (30 credits)	
	Period 1, Sept-Oct	Period 2, Nov-Dec	Period 3, Jan-March	Period 4, April-June
Year 2	International business law (7.5 cr)	Macroeconomic theory and economic policy (10 cr)	Corporate finance (7.5 cr)	Business ethics, and sustainability (5 cr)
	Business Statistics I (7.5 cr)	International economics (5 cr)	Innovation and entrepreneurship (7.5 cr)	Business Statistics II (5 cr)
				International Strategic Management (5 cr)
	Semester 5, autumn (30 credits)		Semester 6, spring (30 credits)	
	Period 1, Sept-Oct	Period 2, Nov-Dec	Period 3, Jan-March	Period 4, April-June
Year 3	International exchange Internship Electives at LU/LUSEM		Research Methodology (7.5 cr)	Degree project (15 cr)
			Knowledge frontiers in international business (7.5 cr)	

The School's programme portfolio is continuously developed and sometimes changes to modules may occur after you have accepted your study seat. These changes are usually a result of student feedback, or research development. Changes can take the form of altered module content, teaching formats or assessment styles. Any such changes are intended to enhance the student learning experience.

1 credit (cr) = 1 ECTS