



## Programme syllabus

Faculty Board of Business, Economics and Design  
School of Business and Economics

International Sales and Marketing, 180 högskolepoäng

International Sales and Marketing Programme, 180 credits

### **Level**

First Level

### **Establishment of Programme**

Established by Organisational Committee 2009-03-26

### **Date of Ratification**

Approved by Organisational Committee 2009-09-15

The programme syllabus is valid from autumn semester 2010

### **Prerequisites**

Basic eligibility (with exemptions made from Swedish A and B) and special eligibility: English B, Mathematics B, and a knowledge of either French, German or Spanish to level 3 (eligibility in the subject area corresponding to level 4 with exemptions from Mathematics C and Civics A with French, Spanish or German level 3).

## Description of Programme

International Sales and Marketing (ISM) is a 3 year international degree programme with a focus on industrial sales and marketing. The programme provides a solid foundation for working with export sales and international business.

## Objectives

Knowledge and understanding

For a Degree of Bachelor students must

- demonstrate knowledge and understanding in their main field of study, including knowledge of the scientific basis of the field, knowledge of applicable methods in the field, in-depth knowledge of some part of the field and a general sense of current research issues.

Skills and abilities

For a Degree of Bachelor students must

- demonstrate an ability to seek, gather and critically interpret information that is relevant to a problem and to critically discuss phenomena, issues and situations; - demonstrate an ability to independently identify, formulate and solve problems and to perform tasks within specified time limits; - demonstrate an ability to present and discuss information, problems and solutions in dialogue with different groups, orally and in writing; and - demonstrate the skills required to work independently in the field that the education concerns.

## Judgement and approach

For a Degree of Bachelor students must

- demonstrate an ability to make assessments in their main field of study, taking into account relevant scientific, social and ethical aspects; - demonstrate insight into the role of knowledge in society and into people's responsibility for how knowledge is used; and - demonstrate an ability to identify their need of further knowledge and to upgrade their capabilities.

## Content

### *Organization*

The degree programme is administered by the Faculty for Economics and Design, School of Business and Economics . A programme director has overall responsibility for the degree programme. The ISM programme also has a programme council (consisting of the programme director plus a number of student representatives) and a programme group ( comprising lecturers and representatives from business sector).

### *Programme overview*

The International Sales and Marketing Programme (ISM) comprises 180 higher education credits and focuses on industrial sales. Year one of the programme includes studies with a focus on conceptual understanding of sales. Year two is administered by a partner university outside of Sweden to give the students international experience in addition to their ongoing studies. Year three centers on advanced technical sales and a degree dissertation project assignment. The programme is taught through the medium of English and a combination of English and either French, German or Spanish in year 2. The programme is based on a number of applied assignments and in-depth case studies. A number of the assignments are carried out in collaboration with partner companies.

### *Programme courses*

Year 1: Introduction to Sales and Marketing. 30 higher education credits, level G1N (compulsory) a). Professional Sales, 30 higher education credits, level G1N (compulsory) b).

Year 2: Studies at a partner university outside Sweden: Business administration 37.5 higher education credits, level G1F (compulsory). Law 7.5 higher education credits, level G1N (compulsory). Language (German, Spanish or French) 7.5 higher education credits, level G1N (compulsory). Selected courses 7.5 higher education credits (selected by the student).

Year 3: Advanced Technical Sales 30 higher education credits, level G2F (compulsory) c). Methodology 15 higher education credits, level G2F (compulsory) d). Degree project 15 higher education credits, level G2E (compulsory) e).

a)This course consists of 25 higher education credits in business administration

b)This course consists of 15 higher education credits in business administration

c)This course consists of 15 higher education credits in business administration

d)This course consists of 15 higher education credits in business administration

e)This course consists of 15 higher education credits in business administration

The degree programme includes:

Business administration 122.5 higher education credits

Psychology 18 higher education credits

Economics 2 higher education credits

Language 7.5 higher education credits

Law 7.5 higher education credits

Selected courses 7.5 higher education credits

Technical subjects 7.5 higher education credits

Informatics 7.5 higher education credits

### *Work experience / Community contacts*

Studies are based on a close collaboration between the University and partner companies. There are a number of continuously assessed applied assignments throughout the program.

### *Studies abroad*

All students spend their second year at a partner-university outside of Sweden. The selection of University/language region (French, German or Spanish) is based on each student's language knowledge and skills.

### *Scope of the programme*

In modern sales and marketing a sustainable approach to business and society at large is central to success. Furthermore social, ethnic and cultural diversity is part of everyday business life. Within the programme, the subject of identity is discussed from several perspectives e.g. gender, ethnicity, cultural origin etc. Reflections are made on how this influences business and working with sales.

### **Quality Development**

Coordination between the different parts of the program is administered by the Programme Director. The Programme Director is also responsible for quality assurance not only at student level but also at programme development level. Each course module has an assigned lecturer with overall responsibility. There is a programme council where student representatives from year 1 and year 3 meet the Programme Director to discuss quality assurance and development.

The relevance to working life and the surrounding community is ensured through an ongoing dialogue with business representatives. To ensure that scholarly and academic standards of the program are maintained, we collaborate continuously with colleagues in both national and international networks.

Students are represented on the programme council and are part of the ongoing quality assurance development of the degree programme.

Evaluations are carried out continuously by the Programme Director and the student representatives. Results from those evaluations are discussed each term within the programme council. A compilation of these evaluations is forwarded to the team of teachers. All evaluations are archived at the University.

The programme group actively contributes to programme development by identifying relevant projects and partner-company assignments. This group also discusses and evaluates working life relevance of the different course modules in the programme as well as future development issues. There is a special focus on the need for skills and expertise in industry. The programme group meets on an annual basis as organized by the programme director.

## Degree Certificate

After completing programme studies, corresponding to the requirements expressed in the Higher Education Ordinance degree order as well as Linnaeus University degree order, the student may apply for a degree. Those who have completed International Sales and Marketing, 180 higher education credits, may obtain the following degree:

Filosofie kandidatexamen med inriktning mot internationell försäljning och marknadsföring  
(Huvudområde: Företagsekonomi)

*Bachelor of Science with specialization in International Sales and Marketing  
(Main field of Study: Business Administration)*

The degree certificate is bilingual (Swedish/English). The degree certificate is accompanied by a Diploma Supplement (English)

## Other Information

To be able to enter/participate in year 2 studies the student needs a minimum of 45 higher education credits from year 1.

To be able to enter/participate in year 3 studies the student needs a minimum of 105 higher education credits completed from years 1 and 2.

Within the program, we organize excursions, study-visits in addition to the mandatory year (year 2) spent outside of Sweden. With respect to this arrangement, additional costs can arise over and above normal costs.