



Programme syllabus

School of Business and Economics

International Sales and Marketing, 180 högskolepoäng

International Sales and Marketing Programme, 180 credits

Level

First Level

Date of Ratification

Approved 2009-09-15

Revised 2013-10-21 by the Faculty Board within the School of Business and Economics

The programme syllabus is valid from autumn semester 2014

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c or Civics A, English B, Mathematics B (Field-specific entry requirements 4/A4). English B, Mathematics B

Description of Programme

The International sales and marketing program (ISM) is a 3 year international education focused on industrial sales and marketing. The programme provides a solid foundation for working with export sales and international business. The program contains studies in fundamental international sales and marketing, professional sales, advanced technical sales, international business law, finance, company-based project-work, methodology and a degree dissertation project. The company based project-work during semester 5 aims at developing the students ability to utilize theories and models to solve problems and reach goals within a business organization - and to train critical reflection on the utilization of those theories and models.

Objectives

Central degree objectives in accordance with the Higher Education Ordinance

Knowledge and understanding

For a University Diploma students must

– demonstrate knowledge and understanding of their main field of study, including an awareness of the scientific basis of the field and knowledge of some applicable methods in the field, specialization in some part of the field and orientation about 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
- 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
- demonstrate an ability to identify their need of further knowledge and to upgrade their capabilities

Content

The programme is organized and offered by the Faculty 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 the 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 includes studies in advanced technical sales and a (compulsory) foreign study-semester (outside Sweden) with emphasis on studies in business law, finance and language/business culture. Year three starts with a full semester company based individual business project/internship (with the aim of training the ability of applying theories and models in a real working-place environment) in parallel with studies in international business law and finance. The final semester includes methodological studies and a degree project. The programme is conducted in English.

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 credits, level G1N (compulsory) a).

Professional Sales, 30 credits, level G1N (compulsory) a).

Year 2

Advanced Technical Sales, 30 credits, level G1F (compulsory) b)

Foreign exchange studies, 30 credit (elective)

- Language / business culture and optional courses (within business administration) total 30 credits, level G1N

Year 3

Company-based Project in International Sales and Marketing, 15 credits, level G2F. (compulsory) d).

International business law 7,5 credits, level G1N (compulsory) e)

Finance, 7,5 credits, level G1F (compulsory) f)

Business administration - methodology, 15 credits, level G2F (compulsory) d).

Degree project, 15 credits, level G2E (compulsory) b).

a) This course consists of 30 credits in business administration

b) This course consists of 15 credits business administration, 7,5 credits technical subjects and 7,5 credits informatics

c) This course consists of 30 credits in business administration combined with language

d) This course consists of 15 credits in business administration

e) This course consists of 7,5 credits in law

f) d) This course consists of 7,5 credits in business administration

The degree programme includes:

Business administration 150 higher education credits

Language 7.5 higher education credits

Law 7.5 higher education credits

Technical subjects 7.5 higher education credits

Informatics 7.5 higher education credits

Community contacts

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

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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 1,2 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 specialisation 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 courses in the programme the student must fulfill the prerequisites, when the course starts. Prerequisites are stated for each course in the course syllabus.

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