

SYLLABUS

STUDY YEAR 2024/2025

Master Programme in International Business

Enrollment semester Autumn 2024

DATE

2023-10-12

REFERENCE NO.

LTU-4299-2023

DECISION MAKER

**Chairperson of the Board of the Faculty of Humanities and Social
Sciences -**

Programme content and structure

The master's program in international business is given entirely in English, comprises two years of full-time studies (120 ECTS credits) and leads to a master's degree. It is open for international admission. During the first semester you will study courses specializing in international business and marketing. The whole second semester is reserved for optional courses. For example, you can choose to study abroad at one of our partner universities, or get practical experience by enrolling in a project course at a workplace of your choice. In year two you will study three additional courses in international business and marketing, as well as a course in e-business. The last semester involves writing your master's thesis.

The program comprises in total 120 credits, of which 90 credits are compulsory courses at an advanced level (including thesis), and 30 credits are optional courses. The program is provided at the campus in Luleå.

For admission to the thesis/degree project course, the entry requirements specified in the course syllabus should be met. Information about application and admission processes for the degree project is provided by the department responsible for the course.

Swedish for beginners is offered to overseas students. The course is not included in the degree, and is read in addition to the compulsory courses.

Credits

120 credits

Degree

- Degree of Master of Science (120 credits) - Major; Business Administration with specialisation International Business

Entry requirements

Bachelors degree with a minimum of 180 ECTS, of which at least 60 ECTS in the area of business administration or a closely related area. Qualified professional experience of at least four (4) years at a managerial level including financial responsibility could be regarded as corresponding to business administration.

Good knowledge in English, equivalent to English 6

Selection

The selection procedure is based on academic qualifications, quality and quantity aspects

Selection group

Academic: 100%

Compulsory courses

Compulsory courses 90 credits

| Course code | Course | Cr | Level | Comment |
|-------------|--|-----|----------------|---------|
| M7004N | Marketing Management | 7.5 | Master's level | |
| M7009N | Service Marketing | 7.5 | Master's level | |
| M7030N | Strategic Brand Management: Global Perspective | 7.5 | Master's level | |
| M7032N | Master Thesis, Business administration, international business | 30 | Master's level | |
| M7034N | Global Marketing Strategy | 7.5 | Master's level | |
| M7035N | Market Research for Business Decisions | 7.5 | Master's level | |
| M7038N | Cross-cultural management | 7.5 | Master's level | |
| R7011N | Global Financial Management | 7.5 | Master's level | |
| W7004N | Strategies for e-Business | 7.5 | Master's level | |

Course offered outside the obligatory courses - not compulsory - For non Scandinavian students

| Course code | Course | Cr | Level | Comment |
|-------------|--------------------------------------|----|------------------|------------|
| S0046P | Swedish for International Students 1 | 3 | Bachelor's level | Selectable |

Optional space 30 credits

Credits for optional courses is 30 credits. Within the optional space of the programme it is possible to chose optional courses. The given number of credits must be met for degree.

| Course code | Course | Cr | Level | Comment |
|-------------|--|-----|------------------|------------|
| D0002N | Knowledge Management | 7.5 | Bachelor's level | Selectable |
| E0009S | English for Professional Purposes | 7.5 | Bachelor's level | Selectable |
| E0019S | Spoken and Written English for Exchange Students 1 | 7.5 | Bachelor's level | Selectable |
| M0029N | Branding You | 7.5 | Bachelor's level | Selectable |
| M7040N | Organisation based project in international business | 15 | Master's level | Selectable |
| O7014N | Advanced project management | 7.5 | Master's level | Selectable |

| Course code | Course | Cr | Level | Comment |
|----------------|-------------------|-----|------------------|------------|
| S0008A | Team and Teamwork | 7.5 | Bachelor's level | Selectable |

Study schedule

Year of study 1 Enrollment semester Autumn 2024, Is offered in 2024/2025

| Study-period | Course code | Course | Cr | Comment |
|--------------|-------------|--|-----|--------------------------------|
| 1 | M7034N | Global Marketing Strategy | 7.5 | |
| 1 | M7038N | Cross-cultural management | 7.5 | |
| 1 | S0046P | Swedish for International Students 1 | 3 | Selectable |
| 2 | M7035N | Market Research for Business Decisions | 7.5 | |
| 2 | R7011N | Global Financial Management | 7.5 | |
| 3 | E0019S | Spoken and Written English for Exchange Students 1 | 7.5 | Selectable |
| 3 | M0029N | Branding You | 7.5 | Selectable |
| 3 | M7040N | Organisation based project in international business | 15 | Selectable, Entry requirements |
| 3 | S0046P | Swedish for International Students 1 | 3 | Selectable |
| 3-4 | D0002N | Knowledge Management | 7.5 | Selectable |
| 3-4 | | Credits for optional courses | 30 | |
| 4 | E0009S | English for Professional Purposes | 7.5 | Selectable |
| 4 | M7040N | Organisation based project in international business | 15 | Selectable, Entry requirements |
| 4 | O7014N | Advanced project management | 7.5 | Selectable |
| 4 | S0008A | Team and Teamwork | 7.5 | Selectable |

Year of study 2 Enrollment semester Autumn 2024, Is offered in 2025/2026, planned study schedule

| Study-period | Course code | Course | Cr | Comment |
|--------------|-------------|--|-----|--------------------|
| 1 | M7004N | Marketing Management | 7.5 | |
| 1 | M7030N | Strategic Brand Management: Global Perspective | 7.5 | |
| 2 | M7009N | Service Marketing | 7.5 | |
| 2 | W7004N | Strategies for e-Business | 7.5 | |
| 3-4 | M7032N | Master Thesis, Business administration, international business | 30 | Entry requirements |