

## Course Equivalencies for Jönköping International Business School – Sweden

Courses that are designated "A" are introductory courses, "B" are intermediate courses, and "C", "D" and "C/D" level courses are advanced courses.

### I. ACCOUNTING

**FINANCIAL ACCOUNTING** Level A = **ACCT 299t (Credit hours only cannot be used toward degree)** Contents Financial Accounting is an introductory course designed to give students an overall picture of the accounting cycle. The course covers such topics as the accounting equation, the double entry system, debits and credits and the matching principle concept. Financial reporting issues such as inventory valuation, depreciation, depletion and amortization are dealt with. Furthermore, the contents of financial statements and analysis of financial reporting are discussed.

**MANAGEMENT ACCOUNTING** Level A = **ACCT 299t (Credit hours only cannot be used toward degree)** Objectives The overall objective of this course is to provide students with insights into the principles of management and cost accounting. Students will be acquainted with how management accounting systems are used in organizations to accumulate, classify, summarize and report information in order to assist employees in their decision-making, planning, control and performance evaluation activities. After the course, students should be able to discuss the design and evaluation of contemporary management control and cost accounting practices.

**ACCOUNTING INFORMATION SYSTEMS** Level C/D = **ACCT 499t (JR/SR Business Elective)** Contents: The theoretical framework is contingency-oriented, i.e. the control systems of companies are considered to be determined by factors such as technology, business strategy and environmental uncertainty. The accounting information system is a part of the control system, and the design of the information system must harmonize with other parts of the system like the organization structure, incentive systems and norms and values. The first part of the course focuses on interrelations between external/internal contingencies and the accounting information system. The parts that follow will deal with how to develop and implement information systems.

**BEHAVIORAL ASPECTS ON ACCOUNTING AND FINANCE** Level D = **ACCT 499t (JR/SR Business Elective)** Contents · The concept of behavioral accounting · The rational decision process and the demand on information for decisions · The double function of accounting information (Agency theory) · Budgeting behavior and accounting information · Accounting systems as a device for organizational learning · Accounting information as a source to power · Values and cultures and how it influences accounting · Auditing and ethics

### II. ECONOMICS

**MACROECONOMIC PRINCIPLES** Level A = **ECON 2013 Macroeconomics**

Objectives The objective of the course is to provide students with an introduction to macroeconomic theory. The course offers basic knowledge of the aggregate economy and provides students with basic

analytic tools to evaluate macroeconomic policy. The course lays the foundation for intermediate courses where knowledge of macroeconomics is a pre-requisite.

**MICROECONOMIC PRINCIPLES Level A = ECON 2023 Microeconomics**

**Objectives** The objective of the course is to provide students with elementary knowledge of microeconomics. Students are introduced to basic concepts of consumer choice, production theory, the functioning of different markets, and the importance of prices for efficient resource allocations. The course lays the foundation for intermediate courses where knowledge of microeconomics is a pre-requisite.

**ECONOMIC GEOGRAPHY II Level A = General Education Elective Only**

**Contents** Important parts are as follows: The changing picture of international trade and production · Development and spread of Transnational Corporations (TNC) · The political dimension: the nation-state · Globalization and regionalization · The breaking up of national system of production · Global changes within different manufacturing and service industries · Knowledge and labor: brain drain or brain gain? · The future of international economic activity.

**ECONOMIC GEOGRAPHY III Level A = General Education Elective Only**

**Contents** Important subjects are industry, services, transport/infrastructure, and regional issues. Other aspects are migration, social change, and urban development. The course covers the European Union as an entity, different regions but also individual countries. Changes within the Eastern European countries, the increasing expansion of the EU, and the Mediterranean dimension are other important parts of the course.

**INTERMEDIATE MACROECONOMIC THEORY B Level B = ECON 3133 Macroeconomic**

**Theory Objectives** The goal of this course is to familiarize the students with the economic analysis of aggregate phenomena such as growth and investment, employment, changes in the price level, and international linkages. Attention is paid both to the models providing formal descriptions of the phenomena and to the implications of such models from the point of view of policy and decision-making in general. The course will build on the basic concepts developed in the introductory courses in micro- and macro-economics.

**INTERMEDIATE MICROECONOMIC THEORY B Level B = ECON 3033 Microeconomics**

**Theory Objectives** The objective of the course is to develop an extensive understanding of the behavior of consumers, laborers, and firms, individually and collectively. The course considers such behavior when there is perfect information by all actors and when these actors face risk.

**INTERNATIONAL MACROECONOMICS AND FINANCE Level A = ECON 4643 International**

**Monetary Policy Objectives** The objective of the course is to develop a deeper understanding of how a macroeconomy behaves when it is open to trade and capital flows with other countries. The course is also concerned with exchange rate determination and monetary behavior under fixed exchange rates and policies involving exchange rates.

**INTERNATIONAL TRADE THEORY Level A = ECON 4633 International Trade Policy**

**Objectives** The objective of the course is to give the student a basic knowledge about international trade theory. The course considers the gains from trade, how patterns of trade are determined, and the impact of various trade policies.

**LOCATION AND TRADE Level B = ECON 399t (Jr/Sr Econ or Jr/Sr Business Elective)**

Objectives The objective of the course is to give students knowledge of regional and interregional economics and theories of location. The course will provide an ability to critically analyze economic problems relating to location, specialization and trade for regions of different types.

**SWEDEN IN THE GLOBAL ECONOMY Level B = ECON 399t (Jr/Sr Econ or Jr/Sr Business Elective)** Objectives The aim of this course is to provide a general understanding of the Swedish economy, focusing on various economic and political phenomena in an international context. The course covers the effects of high long-term growth and the last decades of difficulties, as well as discussions about the welfare state and its role in the Swedish economy.

**COMPARATIVE EUROPEAN PUBLIC ECONOMICS Level B= ECON 399t (Jr/Sr Econ or Business Elective)** Contents Important elements of the course are the following: Economics and government: The European Union, states, and municipalities. Aspects of legitimacy on markets and policies. Collective goods and choices, welfare economic analysis of activities and projects.

**ENTREPRENEURSHIP, INNOVATION AND SMALL BUSINESS ECONOMICS Level B = ECON 399t (Jr/Sr Econ or Business Elective)** Objectives The objective of the course is to increase the students' knowledge and understanding of the role of entrepreneurship, innovation, including a focus on small and medium-sized enterprises in modern, industrialized economies.

**INDUSTRIAL ORGANISATION Level B = ECON 499t (Jr/Sr Econ or Business Elective)**

Contents· Firms, organizations, and contracts· Theory of the firm and costs· Market structures · Business practices: strategies and conduct· Information and advertising· Dynamic models · Government policies and their effects

**EUROPEAN ECONOMIC INTERGRATION Level B = ECON 399t (Jr/Sr Econ or Business**

**Elective)** Contents An overview of the economic history of Europe during the last 1,000 years with special emphasis on economic integration. An overview of relevant economic theories. An overview of the empirical developments in the four "freedoms" areas.

### **III. FINANCE**

**FINANCIAL MANAGEMENT Level B = FINN 3043 Principles of Finance**

Contents The course starts with an analysis of the determinants of the cash-flows within the firm, the firm's financial statements and the ratios that are commonly used to summarize the financial situation of the firm.

**CORPORATE FINANCE FOR EXECUTIVES Level C/D = FINN 3603 Intermediate Financial**

**Management** Contents Important areas are as follows: foundational investment theory; behavior, function, efficiency, and pricing of capital in stock and credit markets; Capital Asset Pricing Model, and portfolio theory; capital structure, capital costs, and dividend policy; options, warrants, and convertibles; and hedging tools in the credit market.

**COST CONTROL SYSTEMS Level C/D =**

This course will not be offered during academic year 2004-2005. Contents The course will cover a review of current developments in management accounting in the academic literature in broad terms in order to assess the current state-of-the-art and advances in a number of areas which directly impinge on cost and management accounting practice. The readings are intended to update conventional textbooks

and to expand important areas which are not normally well covered. The course will, for example, cover Activity-Based Costing (ABC) and Management (ABM), Japanese Cost Management, The Balanced Scorecard, Strategic Cost Management, and Process Management.

**DERIVATIVE SECURITIES Level D =**

Contents The course will start with a broad review of the structure, the basic features and the uses of derivative securities. Subsequently, we will consider arbitrage pricing, with a special emphasis on its applications to the pricing of derivative securities. Some slightly more complex derivatives, such as warrants issued by companies and “exotic options” - will be considered in the next stage, together with additional examples of applications of the theory developed to deal with derivatives.

**ENTREPRENEURIAL FINANCE AND VENTURE CAPITAL Level C/D =**

Contents Attention will be paid to the acquisition of financing for new ventures, financial management of new and growing businesses, and the harvest of the entrepreneurial venture. Specifically, the course will cover entry strategies, legal forms of businesses, determining financial requirements for the start-up/and or growing business, meeting financial requirements, risk capital, and harvest strategies.

**INTERNATIONAL FINANCE FROM CFO PERSPECTIVE Level C/D =**

Objectives The objective of the course is to introduce the student to the opportunities created by the access to international financial markets, and to the problems faced by the companies operating in such markets. Contents The main topics covered are: The international financial environment and exchange markets, Institutional aspects of different financial markets, Dealing with foreign exchange risk, Foreign direct investments.

## **IV. INFORMATION SYSTEMS**

**DECISION SUPPORT SYSTEMS Level C/D = ISYS 399t (Jr/Sr Business Elective)**

Objectives This course focuses on the practical issues relating to the introduction and use of decision support systems in a wide range of business and engineering situations. Particular attention is given to understanding how to build models and systems to support decision making in various fictional areas of business, and how business can benefit from them.

**ERP AND STANDARD SOFTWARE Level D = WCOB 4213/5213 ERP Fundamentals**

Objectives After this module, the students should have acquired knowledge of the architecture and use of Standard Business Software and especially Enterprise Resource Planning Systems (ERP).

**INTERNET, WWW AND THE TECHNOLOGY BEHIND Level D = ISYS 4133 E Business**

**Development** Objectives Provide the student with knowledge and understanding of the technologies used in, and the principles of the Internet. Contents Protocols of the Internet: http· SMTP· POP3 Techniques for information presenting: CSS, dhtml, WWW Programming: Scripting languages (CGI, ASP+, PHP, Python e.g.) Components (in VB, C++) Database connectivity: Servers and their configuration and management, Security techniques on WWW (SSL, https e.g.)

**Introduction to Electronic Commerce Level C = ISYS 399t (Jr/Sr Business Elective)**

Objectives The aim of this course is to provide qualified analysis of matters related to electronic commerce. Since knowledge from different areas of research is required, the course includes informatics, marketing, and law. The impact of the global environment is penetrated.

### **KNOWLEDGE MANAGEMENT Level D = ISYS 4293 Business Decision Making**

Contents Topics and issues addressed: the knowledge concept – tacit vs. explicit knowledge, individual vs. organizational knowledge, etc.· knowledge management – definitions and theories· knowledge management strategies· enabling knowledge creation· activities in knowledge management processes· knowledge management and ICT – knowledge management systems· learning and knowledge diffusion· deployment of knowledge· intellectual capital.

**OBJECTS, COMPONENTS AND SOFTWARE DEVELOPMENT Level C/D = ISYS 4333 Object-Oriented Technologies Seminar**, Objectives The course will provide the student with the following: knowledge of system architecture and system interaction. Theories on advanced object-oriented concepts.

**STRATEGIC PLANNING OF IT SUPPORT FOR BUSINESS DEVELOPMENT Level D = ISYS 4263 Information Technology Strategy**, Objectives The objective of this course is to give the students knowledge in strategic planning of IT support and to provide them with skills in applying this knowledge in business development.

**SYSTEM DEVELOPMENT - TRENDS IN RESEARCH AND PRACTICE Level C/D = ISYS 499t (Jr/Sr Business Elective)** This course will not be offered during academic year 2004–2005. Objectives The course gives a historical perspective on system development and knowledge about current and international research about system development. In addition, practical method modeling and evaluations of a number of current systems development methods will be performed. The needs of the work and the claims from the customer on system development will be discussed, for example, component-based views and the standard system's impact.

## **V. LAW**

### **LAW AND ECONOMICS Level B = BLAW 399t (Jr/Sr Business Elective)**

Contents the course begins by examining the main features of the economic approach. It then turns to a variety of applications of the approach in contracts, torts, property and other fields.

**DEVELOPING ELECTRONIC COMMERCE CAPABILITIES Level C = BLAW 399t (Jr/Sr Business Elective)** Contents Law covers the legal infrastructure for electronic commerce including contracts, consumer protection, jurisdiction in connection with conflicts, intellectual property rights, and taxation related to electronic commerce. The focus of the informatics part of the course is the consequences of e-commerce on business processes, business communication, and integration within business systems. Marketing covers electronic commerce on business-to-business and business-to-consumer markets by discussing new aspects of marketing and Internet business models.

## **VI. MANAGEMENT**

### **LEADERSHIP Level C/D = MGMT 399t (Jr/Sr Business Elective)**

Objectives The purpose of the course is to provide students with a thorough theoretical understanding of leadership in different contexts. The course is designed to develop the students' own capability and resources for leadership primarily on a theoretical level. A mix of practical and theoretical features in the course will enhance the students' ability to reflect upon different situations leaders meet in their daily work.

**ENTREPRENEURIAL CREATIVITY Level C/D = MGMT 399t (Jr/Sr Business Elective)**

Contents Theoretical concepts, definitions, meanings, and implications of 'entrepreneurial ways of thinking'; creative problem-solving methods; individual and team creativity in general; concepts of 'creating' over and above 'creativity'; the creator/entrepreneur, both individual and team, as central player(s)/catalyst(s) in the entrepreneurial change process - identifying opportunities, networking/marshalling resources, and committing resources for gain; entrepreneurial behavior.

**ENTREPRENEURSHIP AND BUSINESS PLANNING Level A = MGMT 399t (Jr/Sr Business Elective)** Contents The course is an introductory course in business administration and consists of three parts: 1. A general introduction to business administration, the fundamental models, concepts and scientific theory. 2. Entrepreneurship, new venturing, enterprise as a life style, Conditions and actions for start up and growth. 3. Business planning, business idea and business development. The business plan with emphasis on the new and the small firms.

**ENVIRONMENTAL MANAGEMENT Level C/D = MGMT 399t (Jr/Sr Business Elective)**

Contents · Environmental problems facing the global environment. Ideologies for analysis of and solutions to global environmental problems. Business opportunities presented by environmental problems and the growing environmental public opinion. Product life-cycle assessment, Analysis of companies in Sweden and abroad that are developing an environmentally friendly profile, Models for the analysis of a company or an organization from the perspective of ecological environment, Using environmental management tools in practice.

**INNOVATIVE FORMS OF ORGANIZING Level C/D = MGMT 399t (Jr/Sr Business Elective)**

Objectives The aims of the course are as follows: to introduce the students to classics of organization theory · to enhance the students' understanding of recent organizational and managerial trends and corresponding problems, practice empirical and theoretical research skills (in view of master thesis and potential PhD interests) conduct a problem-orientated project in a field of relevance.

**INTERNATIONAL MANAGEMENT Level C/D = MGMT 4583 International Management**

Contents A course in International Management has a broad field of knowledge to cover. In order to get some depth we have decided to focus mainly on three areas; (1) International and Global Strategies - the world as global or regional markets, strategies for successful internationalization, and (2) Management of the International Firm - internationalization processes, organizational forms, control and co-ordination across borders, integration and responsiveness, new organizing principles in MNCs etc. (3) Cross Cultural Issues - managing across borders, intercultural communication, different leadership styles, intercultural teams etc.

**NEW VENTURE DEVELOPMENT Level C/D = MGMT 499t (Jr/Sr Business Elective)**

Contents Theoretical concepts, definitions, meanings, and implications of new business formation and early business development; particular emphasis is given to entrepreneurial action including opportunity development, strategic development, and resource development at different critical stages of pre-start-up, start-up, and early growth; related linkages to environmental, infrastructure, and network support factors; preparation of real business plans - this is a crucial learning vehicle in this course; case studies on new start-up firms, including the critical decisions and experiences from inception to present state that owner/managers face.

**ORGANIZATION AND LEADERSHIP Level A = MGMT 399t (Jr/Sr Business Elective)**

Objectives The course aims at introducing the student to the phenomenon of organizations in contemporary society. It also aims at an introduction to leadership. The student will be trained to

critically assess and use theories, models and concepts within the areas organization and leadership. The objective is to create an understanding of different practical situations related to the leading and managing of organizations, and how these can be analyzed/interpreted and dealt with, using theories, models and concepts from the literature.

**SMALL BUSINESS MANAGEMENT Level C/D = MGMT 399t (Jr/Sr Business Elective)**

Contents Participants are provided with a grounding in theories and concepts of the management of small business. The course will consist of different modules: key concepts (such as the small firm, the small business owner, the embeddedness of small firms), strategic development of small firms, challenges in small business management such as growth, ICT, internationalization and managing human resources. A particular emphasis is placed also on family firms.

**STRATEGIC CHANGE Level C/D = MGMT 499t (Jr/Sr Business Elective)**

Contents Several theoretical perspectives on strategic change will be introduced, from analytical and sequential planning to more creative and emergent processes. Different aspects of strategic change will be covered, such as competitive positions, innovative strategies and entrepreneurial strategy making, corporate entrepreneurship, the learning organization, strategic thinking and acting, corporate culture and change, and the politics of change. The course will emphasize managerial capabilities for leading strategic change and implementing new strategies.

**STRATEGY AND TECHNOLOGY Level B = MGMT 499t (Jr/Sr Business Elective)**

Objectives Strategic Management is by nature a holistic, integrative subject since the ability to take a holistic view is a pre-requisite for being a successful manager. Consequently, this course builds on the more functional courses in marketing, organization theory, finance, etc. to create insights in management areas such as strategic analysis and strategic choice. The course links strategic management and technology in a unique, entrepreneurial manner. As a consequence, the course stresses the link between strategic management as a general activity and the specifics of technology management (i.e. product development, production management, innovation management, quality management).

**SUPPLY CHAIN MANAGEMENT Level B = No Transfer NOTR** (students interested in Supply Chain Management should take the Advanced Supply Chain Management Course Level C/D)

**ADVANCED SUPPLY CHAIN MANAGEMENT Level C/D = MKTG 399t (Jr/Sr Business Elective)** Contents The course evolves round six basic logistics themes: integration of supply chains and inter-organizational collaboration, strategic alliances development, building logistical alliances, TPL firms - roles and development, performance in supply chains, strategic alliance development and its effects on supply chains.

## **VII. MARKETING**

**MARKETING MANAGEMENT Level B = No Transfer NOTR**

**EVENT MARKETING & BRANDING Level C/D = MKTG 399t (Jr/Sr Business Elective)**

Objectives This course aims at forming an understanding of the concepts Event Marketing and Branding. We concentrate on both concepts from a marketing perspective and consider them as part of an organization's marketing communications. Within this framework different objectives and methods are considered. It should be noted that the course does not primarily focus on HOW TO CREATE an event even though this is ONE relevant part of the course.

**BUSINESS TO BUSINESS MARKETING** Level C/D = **MKTG 399t (Jr/Sr Business or Marketing Elective)** Objectives To give knowledge and skills in and understanding of Business to Business Marketing and the integrated application of market knowledge to other functions of an organization. The practical application of market knowledge to the functions of the firms will be demonstrated.

**INTERNATIONAL MARKETING** Level C/D = **MKTG 4833 International Marketing** Objectives Primarily, the course aims to provide students with basic knowledge of the principles, strategies, and tools used in marketing products and services in an international environment. Secondly, students should also learn how to use this knowledge to solve problems related to international marketing.