

International Business

Step 1. Choose a course package from the list below

Course packages 2024-2025:

Full Academic Year 60 cr (not Double Degree)

Main subject	30 cr	P 1-3
Sustainable Development in Logistics	15 cr	P 1-2
Swedish for beginners I	5 cr	P 1
Swedish for beginner II	5 cr	P 2
Entrepreneurship	15 cr	P 3-4
Service Management and CRM	5 cr	P 3
Creative Content and Experience Insights	15 cr	P 3-4

Main subjects for non-Double Degree

Logistics

Financial Management

Tourism and Experience Management

*Instruction: Choose one main subject of 30 cr and development studies 30 cr.
(30 cr/semester)*

Double Degree 60 cr

Main subject	30 cr	P 1-3	
Swedish for Beginners 1 + 2	10 cr	P 1-2	mandatory
Service Management and CRM	5 cr	P 3	mandatory
Entrepreneurship	15 cr	P 3-4	
Creative Content and Experience Insights	15 cr	P 3-4	

Main subjects for Double Degree Students 30 cr

Marketing

Logistics

Financial Management

Tourism and Experience Management

Service Development

*Instruction: Choose one main subject of 30 cr and one of the modules Entrepreneurship
OR Creative Content and Experience Insights + add mandatory courses*

Autumn term 2024 30 cr (Main subject 20 cr + Development studies 10 cr)

Main subject	20 cr	P 1-2
Sustainable Logistics	10 cr	P 1-2
Sustainable Packaging	5 cr	P 2
Swedish for Beginners I	5 cr	P 1
Swedish for Beginners II	5 cr	P 2

Main subjects:

Logistics

Financial Management

Tourism and Experience Management

*Instructions: Choose one main subject of 20 cr and development studies 10 cr.***Spring term 30 cr (Main subject 10 cr + Development studies 20 cr)**

Main subject	10 cr	P 3
Entrepreneurship	15 cr	P3-4
Service Management and CRM	5 cr	P 3
Creative Content and Experience Insights	15 cr	P 3-4

Main subjects:

Logistics

Financial Management

Tourism and Experience Management

Instructions: Choose one main subject of 10 cr and development studies 20 cr

Step 2. Choose courses that corresponds with your chosen course package. Please make sure when choosing subjects, that the subject is mentioned in your course package.

List of all courses offered to International Business students 2024-25**I. Main subjects (Choose one main subject within your course package)**

Logistics (autumn 20 ECTS; spring 10 ECTS)

Course Code	Course name	ECTS	Semester	Period
AB-2-026	International Trade	5	Autumn	1
AB-2-024	Purchasing	5	Autumn	1
AB-2-061	Freight Forwarding	5	Autumn	2
AB-2-028	Business Systems in Logistics	5	Autumn	2
AB-2-027	Warehousing and Optimisation	5	Spring	3
AB-2-035	Supply Chain Management	5	Spring	3

Financial Management (autumn 20 ECTS, spring 10 ECTS)

Course Code	Course name	ECTS	Semester	Period
AB-2-036	Financial Accounting	5	Autumn	1
AB-2-062	Management Accounting	5	Autumn	1
AB-2-039	Business Systems in Finance Management	5	Autumn	2
AB-2-060	Corporate Finance	5	Autumn	2
AB-2-063	Financial Analysis	5	Spring	3
AB-2-040	Budgeting and Management Reporting	5	Spring	3

Tourism and Experience Management (autumn 20 ECTS, spring 10 ECTS)

Course Code	Course name	ECTS	Semester	Period
AB-2-094	Innovative Experiences	5	Autumn	1
AB-2-096	Sustainable Experiences	5	Autumn	1
AB-2-097	Hospitality Management	5	Autumn	2
AB-2-098	Digital Service Development	5	Autumn	2
AB-2-099	Selling Experiences	5	Spring	3
AB-2-100	Destination Management and Visitor Experience Design	5	Spring	3

Marketing (Double Degree only, autumn 20 ECTS, spring 10 ECTS)

Course Code	Course name	ECTS	Semester	Period
AB-2-015	Strategic Marketing and Research	5	Autumn	1
AB-2-065	Digital Commerce	5	Autumn	1
AB-2-012	Consumer Behaviour	5	Autumn	2
AB-2-064	Digital Marketing Landscape	5	Autumn	2
AB-2-066	Growth Marketing	5	Spring	3
AB-2-014	Market Communication and Branding	5	Spring	3

Service Development (Double Degree only, autumn 20 ECTS, spring 10 ECTS)

Course Code	Course name	ECTS	Semester	Period
AB-3-005	Strategies in a Digital Economy	5	Autumn	1
AB-3-007	Service Design	5	Autumn	1
AB-2-083	Visual Communication Design	5	Autumn	2
AB-2-081	Inbound Marketing	5	Autumn	2
AB-3-006	Customer Experience Management	5	Spring	3
AB-2-082	Business Competence	5	Spring	3

III. Development studies

Swedish for Beginners (10 ECTS per term)

Course descriptions available [here](#).

Please note that each level is a prerequisite to the next level e.g. you can only take Swedish II after you have completed Swedish I or equivalent levels if you have studied Swedish previously.

Creative Content and Experience Insights (spring 15 ECTS, the whole module should be completed)

Course Code	Course name	ECTS	Semester	Period
AB-3-021	Interaction Design and Development	5	Spring	3
AB-3-023	Creative Media and Visual Marketing	5	Spring	4
AB-3-024	User Experience Insights	5	Spring	4

Entrepreneurship (spring 15 ECTS)

Course Code	Course name	ECTS	Semester	Period
AS-3-006	Entrepreneurship	15	Spring	3-4

Sales and Customer Management (spring 5 ECTS)

Course Code	Course name	ECTS	Semester	Period
AB-3-016	Sales and Customer Management	5	Spring	3

Sustainable Development in Logistics (autumn 15 ECTS)

Course Code	Course name	ECTS	Semester	Period
AB-3-019	Sustainable Logistics	10	Autumn	1-2
AB-3-020	Sustainable Packaging	5	Autumn	2

Step 3. Add your chosen courses to your learning agreement