

# 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*

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**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	<a href="#">International Trade</a>	5	Autumn	1
AB-2-024	<a href="#">Purchasing</a>	5	Autumn	1
AB-2-061	<a href="#">Freight Forwarding</a>	5	Autumn	2
AB-2-028	<a href="#">Business Systems in Logistics</a>	5	Autumn	2
AB-2-027	<a href="#">Warehousing and Optimisation</a>	5	Spring	3
AB-2-035	<a href="#">Supply Chain Management</a>	5	Spring	3

## Financial Management (autumn 20 ECTS, spring 10 ECTS)

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

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

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

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

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

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

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

## II. 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	<a href="#">Interaction Design and Development</a>	5	Spring	3
AB-3-023	<a href="#">Creative Media and Visual Marketing</a>	5	Spring	4
AB-3-024	<a href="#">User Experience Insights</a>	5	Spring	4

### Entrepreneurship (spring 15 ECTS)

Course Code	Course name	ECTS	Semester	Period
AS-3-006	<a href="#">Entrepreneurship</a>	15	Spring	3-4

### Sales and Customer Management (spring 5 ECTS)

Course Code	Course name	ECTS	Semester	Period
AB-3-016	<a href="#">Service Management and CRM</a>	5	Spring	3

### Sustainable Development in Logistics (autumn 15 ECTS)

Course Code	Course name	ECTS	Semester	Period
AB-3-019	<a href="#">Sustainable Logistics</a>	10	Autumn	1-2
AB-3-020	<a href="#">Sustainable Packaging</a>	5	Autumn	2

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**Step 3.** Add your chosen courses to your learning agreement