

Programme Syllabus

Master Program in Business Studies with an International Focus 60 Credits*

Magisterprogram i företagsekonomi med ett internationellt fokus 60 högskolepoäng

1. Objectives of the Educational Programme

1.1 Objectives, as Specified in the Higher Education Act (1992:1434), Chapter 1, section 9:

Second-cycle courses and study programmes shall be based fundamentally on the knowledge acquired by students during first-cycle courses and study programmes, or its equivalent.

Second-cycle courses and study programmes shall involve the acquisition of specialist knowledge, competence and skills in relation to first-cycle courses and study programmes, and in addition to the requirements for first-cycle courses and study programmes shall:

- further develop the ability of students to integrate and make autonomous use of their knowledge,
- develop the students' ability to deal with complex phenomena, issues and situations, and
- develop the students' potential for professional activities that demand considerable autonomy, or for research and development work.

1.2 Degree Objectives, as Specified in the Higher Education Ordinance (1993:100), appendix 2:

Knowledge and understanding

For a Degree of Master (60 credits) the student shall

- demonstrate knowledge and understanding in the main field of study, including both an overview of the field and specialised knowledge in certain areas of the field as well as insight into current research and development work, and
- demonstrate specialised methodological knowledge in the main field of study.

Competence and skills

For a Degree of Master (60 credits) the student shall

- demonstrate the ability to integrate knowledge and analyse, assess and deal with complex

phenomena, issues and situations even with limited information,

- demonstrate the ability to identify and formulate issues autonomously as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames,
- demonstrate the ability in speech and writing to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, and
- demonstrate the skills required for participation in research and development work or employment in some other qualified capacity.

Judgement and approach

For a Degree of Master (60 credits) the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues and also demonstrate awareness of ethical aspects of research and development work,
- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

1.3 Objectives of the Programme

In this programme, students can choose a specialisation course in either Human Resource Management or Marketing or Accounting, hereafter called the chosen specialisation. The goals have two categories: general goals that apply to all students in the programme and specific goals that apply to the three different specialisations.

1.3.1 General goals that apply to all students within the programme

The programme will enhance students' understanding of both management and the chosen specialisation. It will also allow students to develop their skills and ability in terms of following research as a means to integrate these two fields of knowledge.

Knowledge and understanding

After completing the programme, the student shall be able to:

- discuss ideas, concepts and practices within the field of CSR (Corporate Social Responsibility) and identify CSR-related issues in an international perspective, and
- demonstrate insight regarding how formal and informal knowledge is generated and diffused within and between organisations and how such streams of information can be managed.

Competence and skills

After completing the programme, the student shall be able to:

- make a critical analysis of an organisation's corporate social responsibility, and
- analyse the need for Knowledge Management in a given organisation.

Judgement and approach

After completing the programme, the student shall be able to:

- evaluate generated plans for improvements from the viewpoint of different stakeholders.

1.3.2 Objectives of the programme's specialisations

Human Resource Management

Knowledge and understanding

After completing the specialisation, the student shall be able to:

- understand and explain the analytical contribution of different theoretical perspectives applied in studies of International HRM.

Competence and skills

After completing the specialisation, the student shall be able to:

- identify and evaluate strategic and operational challenges faced by HR professionals in transnational organisations, and
- critically review and evaluate the practice of International HRM, including identification of contextual factors that international HR professionals need to consider when making decisions.

Judgement and approach

After completing the specialisation, the student shall be able to:

- show critical awareness of the consequences that globalisation has on the design of HRM policies and practices in international organisations, and
- demonstrate critical awareness in terms of how decisions made by international HR professionals impact various stakeholders, while also considering ethical aspects.

Marketing

Knowledge and understanding

After completing the specialisation, the student shall be able to:

- demonstrate deeper knowledge regarding theories and methods of marketing, particularly with respect to international trade.

Competence and skills

After completing the specialisation, the student shall be able to:

- critically analyse theories on the marketing of goods and services for international

markets, and

- conduct business landscape analyses for the development of marketing strategies.

Judgement and approach

After completing the specialisation, the student shall be able to:

- demonstrate insight into how globalisation affects businesses and marketing from an ethical perspective.

Accounting

Knowledge and understanding

After completing the specialisation, the student shall be able to:

- demonstrate how globalisation affects the development of accounting and management accounting.

Competence and skills

After completing the specialisation, the student shall be able to:

- critically analyse theories regarding accounting and management of international enterprises, and
- analyse the development of applied praxis in accounting, particularly with regards to international businesses.

Judgement and approach

After completing the specialisation, the student shall be able to:

- evaluate how different accounting principles and praxis reflect international businesses from an ethical perspective.

2. Main Structure of the Programme

This is a one-year programme from which students graduate with a Degree of Master of Science (60 credits) in Business and Economics, Main Field of Study: Business Administration and Management. Within the subject Business Administration and Management, students can choose between the three above-mentioned specialisations.

In the first semester of the programme, students take three research-related courses. The first two courses (Corporate Social Responsibility in an International Perspective and Knowledge Management) are obligatory for all students. After these two courses, students choose an elective specialisation course: International Business and Marketing or Accounting and Control in Global Enterprises or Studies of International Human Resource Management.

In preparation for the upcoming thesis project, students will take a course in research design and methodology during the spring semester, where the focus will be on how to

conduct a literature review; on understanding the underlying scientific theories of Business Administration; and on immersion in the various research methods and strategies relevant for a thesis. The programme ends with a master thesis in which students independently work with frames of reference, data collection, processing and presentation of data.

3. Courses of the Programme

All courses in the programme are within the main subject Business Administration and Management.

Compulsory courses (30 credits):

Corporate Social Responsibility in an International Perspective 7.5 credits - Advanced Level

Knowledge Management 7.5 credits - Advanced Level

Research Design, Science Theory and Methods 15 credits - Advanced Level

Elective specialisation course (15 credits):

International Business and Marketing 15 credits - Advanced Level

Accounting and Control in Global Enterprises 15 credits - Advanced Level

Studies of International Human Resource Management 15 credits - Advanced Level

Thesis (15 credits)

Master's Thesis in Business Administration 15 credits - Advanced Level

4. Degree Awarded

Degree of Master of Science (60 credits) in Business and Economics, Main Field of Study:

Business Administration and Management [Ekonomie magisterexamen, huvudområde: Företagsekonomi].

5. Required Entry Qualifications

A Bachelor's degree in social sciences or a Bachelor's degree in technology with social science focuses comprising at least 180 credits. The applicant's education must also include at least 30 credits in business administration (for instance, accounting, marketing, organisation theory) including a minimum of 7, 5 credits in research methods applicable to social science or business and English 6

6. Other Information

Upon request, the name of this programme can be presented in the diploma so long as the student has successfully completed all the courses in accordance with the syllabus.

Which elective courses are offered may vary



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