

COURSE SYLLABUS

Introduction to Business, 3 credits

Introduction to Business, 3 högskolepoäng

Course Code:	JIDG14	Education Cycle:	First-cycle level
Confirmed:	May 21, 2025	Disciplinary domain:	Social sciences (75%) and Natural sciences (25%)
Valid From:	Aug 18, 2025	Subject group:	Business Administration
		Specialised in:	G1N First cycle, has only upper-secondary level entry requirements
		Main field of study:	General Management

Intended Learning Outcomes (ILO)

On completion of the course the student will be able to:

Knowledge and understanding

1. Recognize, account for, and interpret basic concepts in Economics.
2. Recognize, account for, and interpret basic concepts in Econometrics and Statistics.
3. Recognize, account for, and interpret concepts related to the interconnectedness between society and business.
4. Recognize, account for, and interpret, concepts related to business organization and ownership.
5. Recognize, account for, and interpret concepts related to business finance and business models
6. Recognize, account for, interpret, and apply concepts related to sustainability in business, including the Sustainable Development Goals.

Skills and abilities

7. Comprehend academic presentations and readings within the area of Economics and Business.

Judgement and approach

8. Reflect on the interconnectedness between business and society, including the role of business management for sustainable development.

Content

This course is designed to provide students with a foundation for business and management studies. It contextualizes business operations and management in the wider economic and societal context and facilitates understanding of some topical areas in business. For this purpose, the course comprises the following six parts:

Economics – introducing students to how markets function and influence business.

Econometrics and Statistics – introducing students to the econometrics theory and the application of statistics in the business setting.

Business and Society – introducing students to the interconnectedness between society and business.

Business organizations and ownership – introducing students to the different ways of setting up, owning, and operating businesses.

Finance and business models – introducing students to how businesses are financed. Overview of business models and how this relates to revenue flow and sustainable finances.

Sustainability & SDGs – introducing students to sustainability and SDGs, elaborating the role of business in sustainable development.

Connection to research and practice

The subject introductions are provided by research-active faculty, ensuring that the content mirrors concepts and assumptions in current research. Students are required to read and comprehend basic academic literature. Parts of the course specifically focus on connecting business operations with society. Examples from practice are utilized to facilitate students' understanding of the effects of managerial decisions.

Type of instruction

The teaching is mainly asynchronous and conducted online, consisting of pre-recorded lectures, readings, and diagnostic tests.

Language of instruction is in English.

Entry requirements

Bachelor's degree (i.e the equivalent of 180 credits at an accredited university). Proof of English proficiency is required.

Examination and grades

The course is graded Pass (G) or Fail (U).

The intended learning outcomes are mainly assessed as follows:

Economics – diagnostic test (ILOs 1 and 7) representing 0,5 credits

Econometrics and Statistics – diagnostic test (ILOs 2 and 7) representing 0,5 credits

Business and Society – diagnostic test (ILOs 3 and 7) representing 0,5 credits

Business organizations and ownership – diagnostic test (ILOs 4 and 7) representing 0,5 credits

Finance and business models – diagnostic test (ILOs 5 and 7) representing 0,5 credits

Sustainability & SDGs – individual reflection (ILOs 6, 7, and 8) representing 0,5 credits

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy

Registration of examination:

Name of the Test	Value	Grading
Economics – diagnostic test	0.5 credits	G/U
Econometrics and Statistics – diagnostic test	0.5 credits	G/U
Business and Society – diagnostic test	0.5 credits	G/U
Business organizations and ownership – diagnostic test	0.5 credits	G/U
Finance and business models – diagnostic test	0.5 credits	G/U
Sustainability & SDGs – individual reflection	0.5 credits	G/U

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, the programme evaluators in the course must be contacted. In the middle of the course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course. At the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course evaluation data and comments. The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluations. At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarising. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarising called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during

Course literature

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

A reading list associated with the specific issues will be available at the start of the course.