

PROGRAMME SYLLABUS

Preliminary, not confirmed

Bachelor in International Marketing, 180 credits

Bachelor in International Marketing, 180 högskolepoäng

Programme Code:	JGBIM	Programmestart:	Autumn 2026
Confirmed:		Education Cycle:	First-cycle level

Title of qualification

Degree of Bachelor of Science in Business and Economics with a major in Business Administration

Ekonomie kandidatexamen med huvudområdet företagsekonomi

Courses

Course changes can occur, as long as they do not substantially affect the programme's content and learning goals.

Entry requirements

General entry requirements and Mathematics 3b or 3c, Civics 1b or 1a1+1a2, English 6. Or: Mathematics Further level 1b or Further level 1c, Civics level 1b, or level 1a1+1a2, English level 2, required grade Passed or international equivalent.

Qualification Requirements

To obtain the Bachelor of Science in Business and Economics with a major in Business Administration, the student must complete the course requirements of at least 180 credits, where 90 credits constitute Business Administration, (with the inclusion of Bachelor thesis of 15 credits) and 30 credits in Economics.

To be eligible for a Bachelor degree in the field of Business Administration at Jönköping International Business School (JIBS) the student must successfully complete at least one course within each of the following areas:

Accounting

Finance

Marketing

Organization

To obtain the Bachelor of Science in Business and Economics with a major in Business Administration, with a focus on International Marketing, the student must complete: (1) the above listed requirements, (2) all mandatory programme courses as listed in the above Contents section, or their equivalent, and (3) a Bachelor thesis in Business Administration (15 credits).