

COLLABORATE WITH JÖNKÖPING INTERNATIONAL BUSINESS SCHOOL



JÖNKÖPING UNIVERSITY
Jönköping International Business School

Course Title & Level	Focus Area	Collaboration method	Registration	Course Period
Foundations of Marketing <i>Bachelor's (Y1)</i>	Marketing (Social Media, Customer, competition and market analyses, pricing strategy, brand awareness, etc)	Challenge work - 1 company working with several groups on different challenges	May-June	August-October
Marketing Management <i>Bachelor's (Y1)</i>	Marketing (Social Media, Customer, competition and market analyses, pricing strategy, brand awareness, etc)	Challenge work - 1 group per challenge per company. Can have more than one challenge	October-December February-March	April-May
Organizing and Leading in a Sustainable World <i>Bachelor's (Y1)</i>	Human Resources Management, Leadership, Creativity, Innovation, Strategic Decision-Making, Organization culture, Employee Motivation	Challenge work - 1 group per challenge per company. A company can have more than one challenge	October-December	January-March
Design and Management of Change and Innovation <i>Bachelor's (Y2)</i>	Change through sustainable projects or leading sustainable change	Challenge work - 1 company working with one or more groups in one challenge	May-June	August-October
Organizational Theory for Profit and Purpose <i>Bachelor's (Y2)</i>	Introducing sustainability in the enterprise or challenges	Challenge work - 1 company working with one or more groups in one challenge	May-June	August-October
Professional Practice and Personal Development Portfolio <i>Bachelor's (Y3)</i>	Advanced sustainability projects addressing systemic problems	Challenge work - 1 company working with one or more groups in one challenge	May-June	August-October

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Course Title & Level	Focus Area	Collaboration method	Registration	Course Period
Applied International Marketing <i>Master's (Y1)</i>	Internationalization	Challenge work - 1 group per challenge per company. A company can have more than one challenge	October-December	January-March
Global Marketing Management <i>Master's (Y1)</i>	Internationalization	Challenge work - 1 group per challenge per company. A company can have more than one challenge	October-December February-March	April-May
Supply Chain Sustainability <i>Master's (Y1)</i>	Sustainable Logistics and Supply Chain Management; Codes of Conduct, Sustainability Reports, Standards & Certifications.	Challenge work - 2 groups per challenge per company.	October-December	April-May
Logistics Firms and Services <i>Master's (Y1)</i>	Logistics firms, Sustainability and innovation	Challenge work - 8 groups per challenge per company. A company can have more than one challenge	October-December	January-March
IT Enable Supplier Chain <i>Master's (Y1)</i>	Supply chain management, Digitalization, Resilience and agility	Challenge work - 1 group per challenge per company. A company can have more than one challenge	October-December	January-March

JIBS ANNUAL PROJECTS, ACTIVITIES 2023-2024		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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COURSE PROJECTS	Foundations of Marketing	Registration					Collaboration with students								
	Marketing Management	Registration		Collaboration with students								Registration			
	Organizing and Leading in a Sustainable World	Collaboration with students											Registration		
	Design and Management of Change and Innovation						Registration							Collaboration with students	
	Organizational Theory for Profit and Purpose						Registration							Collaboration with students	
	Professional Practice and Personal Development Portfolio						Registration							Collaboration with students	
	Applied International Marketing	Collaboration with students											Registration		
	Global Marketing Management	Registration		Collaboration with students								Registration			
	Supply Chain Sustainability					Collaboration with students								Registration	
	Logistics Firms and Services	Collaboration with students											Registration		
	IT Enable Supplier Chain	Collaboration with students											Registration		

ACTIVITIES	Internship - Spring	Internship period (10 weeks)						Registration							
	Internship - Autumn	Registration										Internship period (10 weeks)			
	EFMD Global Career Fair	Spring event		Registration Autumn				Autumn event		Registration Spring					
	Thesis Workshop	Thesis workshop recruitment												Thesis workshop event	
	Study Visit/Guest Lecture	Study Visit & Guest Lecture opportunities at JIBS						Study Visit & Guest Lecture opportunities at JIBS							