

# COLLABORATE WITH JÖNKÖPING INTERNATIONAL BUSINESS SCHOOL



JÖNKÖPING UNIVERSITY  
*Jönköping International Business School*

Course Title & Level	Focus Area	Collaboration method	Registration	Course Period
<b>Foundations of Marketing</b> <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
<b>Marketing Management</b> <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
<b>Organizing and Leading in a Sustainable World</b> <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
<b>Sustainable Enterprise – Social and Ecological Foundations</b> <i>Bachelor's (Y1)</i>	Advanced sustainability projects addressing systemic problems	Company visits and developing a case story	May-June	August-October
<b>Design and Management of Change and Innovation</b> <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
<b>Organizational Theory for Profit and Purpose</b> <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
<b>Professional Practice and Personal Development Portfolio</b> <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 2024-2025		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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			
	Sustainable Enterprise – Social and Ecological Foundations					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		