



*Please note that this is not the Notification of selection results.*

... and the Master Programme in Business Administration (MBA)  
Business Management, 60 credits, autumn-spring semester  
2016/2017

Introduction activities will start the 1 September 2016, 09.00

We are very happy to welcome you as one of our new students!

There are different activities to be aware of, depending on whether you are a Swedish or International student.

At the beginning of this semester the University of Gävle arranges two Introduction Days for international students. During these days the University will provide you with practical and academic information. We recommend all new international students to participate.

### Introduction Day for New International Students

arranged by the International Office

**Date:** 1-2 September, 2016  
**Time:** More information in August  
**More information:** [>>Introduction Day](#)

### Introduction to the Programme

with the Programme Coordinator and some of the professors

**Date:** September 1, 2015  
**Time:** 15.00-16.00  
**Place:** House #61, ground floor (Embla)

You will get an overview of the programme structure and the programme syllabus and meet the Programme Coordinator Tomas Källquist ([tomas.kallquist@hig.se](mailto:tomas.kallquist@hig.se)) together with the professors coordinating the introductory courses.

If you are unable to attend to this Introduction to the Programme, you must contact your faculty at [kurs-ae@hig.se](mailto:kurs-ae@hig.se). If you don't notify your faculty, you risk losing your place on the programme. It's important that you know that you **must be in place in Gävle and start the semester before the 12th of September**. If not the consequence is that you have to wait until next semester before you can start your studies.

[>> Campus map](#)

### About the programme

Your studies within the programme include four periods as shown in the table beneath – periods 1-4. Your academic year will start in 5<sup>th</sup> of September 2016 and end in 11<sup>th</sup> of June 2017, i.e. it lasts over two semesters. 30 credits per semester represent full time studies. The programme as a whole consequently comprises 60 credits.

The following courses will be available within your programme:

				Study period 1 Autumn w. 36-45	Study period 2 Autumn w. 46-03	Study period 3 Spring w. 04-13	Study period 4 Spring w. 14-23
<b>Autumn semester 2016:</b>							
Appl. code'	Course Code						
11149	FEA210	Customer Relationship Management	7.5 cr	X			
11159	FEA220	Marketing Theories	7.5 cr	X			
11148	FEA230	Comparative Management Culture	7.5 cr		X		
11141	FEA240	Advanced Management	7.5 cr		X		
<b>Spring semester 2017:</b>							
	FEA800	Master Thesis in Business Administration ( <i>mandatory</i> )	15 cr			X	X
<i>For full time studies during autumn semester, you will later on be given an opportunity to choose two out of the following three courses:</i>							
	FEA260	Leadership and Gender	7.5 cr			X	
	FEA250	International Business Strategy	7.5 cr			X	
	FEA270	Emerging Markets	7.5 cr			X	

#### Basic information about the two initial courses:

FEA210 Customer Relationship Management >> [syllabus](#)

Course Coordinator:

Prof. Aihie Osarenkhoe ([aihie.osarenkhoe@hig.se](mailto:aihie.osarenkhoe@hig.se))

Course Literature:

Donaldson, B. & O'Toole, T. (latest edition), *Strategic Market Relationship*, Chichester, UK: John Wiley & Sons, Approx. 300 pages.  
Scientific articles, Approx. 500 pages.

FEA220 Marketing Theories >> [syllabus](#)

Course Coordinators:

Ass. Prof. Sarah Philipson ([sarah.philipson@hig.se](mailto:sarah.philipson@hig.se))

Prof. Akmal Hyder ([akmal.hyder@hig.se](mailto:akmal.hyder@hig.se))

Course Literature:

A compendium of selected articles on marketing theories. Total number of articles will be around 40. Approx. 600 pages.

**Detailed information** about these two courses -including links to *course schedules*- will be distributed to you by mail through the course administrators in late August. The period for web-based selfregistration on these courses (through the Student Portal) will occur September 1-September 11, 2016.

#### The Student Centre

At the Student Centre you will meet knowledgeable staff who can assist you in just about anything regarding your studies at the University of Gävle. The Student Centre is located in building 22. You can also find a café in the area and a TV display showing the daily timetabling. You can contact the Student Centre by email [studentcentrum@hig.se](mailto:studentcentrum@hig.se)

#### Your Faculty

The Faculty Office Administration, Department of Business Administration and Economy, is located in Building #61 (Embla), floor 2. Opening hours for visitors Monday-Wednesday and Friday 09.00-12.00; Thursday 13.00-15.00. Email [kurs-aue@hig.se](mailto:kurs-aue@hig.se).

**All other information about how to get started with your studies you find at >> [New Student](#)**