

A good springboard into the business world. This is one way of describing Business Economist, an Advanced Vocational Education that provides practical expertise in marketing and economics.

EDUCATIONAL GOALS

Business Economist develops business acumen in the individual with the emphasis on economics and marketing. On completion of the programme, you will be able to:

- analyse a given market situation and use the analysis to describe the paths open to the company from a commercial, legal and financial perspective.
- create a tactical marketing plan defining which marketing activities should be carried out over a one-year period to attain specific short and long-term goals.
- handle business planning, calculations and budgeting, and create a simple control model for a given business and organisation.

The programme gives you the expertise to take on a marketing or finance role such as marketing assistant, advertising manager, sales executive, sales manager, customer account manager, marketing manager, or accounts assistant, controller or financial manager.

PROGRAMME CONTENT

The programme intertwines theory, practical application and training which develops your personal skills.

Macro Economics

This module enables non-economists to become familiar with important economic concepts and theories within a relatively short space of time, while developing their knowledge of actual economic developments and politico-economic debate. The module touches upon fundamental ideas about how a market economy functions, as well as competition, pricing, growth, inflation, unemployment and foreign trade.

Areas covered include foreign trade, balance of current payments, trends in global trade, the credit market, monetary policy and inflation, the present labour market, unemployment, jobs of the future and the EU.

Strategic Marketing

This module provides an insight into a company's overall business planning. The course discusses various ways of creating growth in a

business operation, as well as the process of developing a competitive advantage for long-term market survival. Moreover, it covers management and how management can facilitate and handle change processes in an organisation.

Areas covered include product and pricing strategies, competition strategies, marketing plan and status analysis, segmenting and purchasing patterns, as well as communication and distribution strategies.

Business Economics

This module aims to provide knowledge and skills in applying fundamental economic principles and calculations for planning and guiding a company towards profitable business. Know-how and competence in book-keeping and basic accounting are also provided. Areas covered include fundamental economic concepts, basic book-keeping, ongoing accounting and annual accounts, as well as calculations involving profit planning, variable costing and cost price calculation.

Financial Control

This module provides the basics of financial control and an overall business perspective. Areas covered relate to establishing financial goals based on the demands of the market and the owners, and covers the basics and tools of traditional financial control. Other important areas include the fundamental elements of financial planning, financing and learning to make the right investment decisions.

The module also covers areas such as control based on financial targets and parameters, the role of the economist, budgeting, business planning and follow-up, and financing of a company's operations.

Tactical marketing

Tactical marketing assumes from the short term growth possibilities of the company, when capacity factors such as resources and staffing are given. The course is designed according to the same manner that, starting with a given strategy, a market plan is prepared. Elements such as activity- and campaign planning, choice of media

Business Economist

Admission requirements

Successful completion of upper secondary school/high school education or equivalent is required. IHM Business School also requires at least two years' practical working life experience. All applicants are interviewed prior to admission and take a diagnostic test in Mathematics and English.

Scope

This is a full-time, two-year Diploma programme (80 weeks). The programme comprises 13 modules, three projects, three work experience periods and a graduation project. Each module finishes off with an individual examination, and the content taught in each term is applied practically in a project.

Level

Advanced Vocational Education. After successfully achieving a pass, an IHM Diploma and programme certificate are awarded.

International degree level

In 2000, IHM Business School was accredited by the American organisation NEASC (New England Association of Schools and Colleges). This accreditation is comparable to ISO certification and is a hallmark of quality for IHM Business School as an education provider. Thanks to the accreditation, our programmes have been assigned American credits which enable overseas education providers and employers to accurately assess our education programmes. Business Economist results in 80 KY/AVE points and 76 US Credits, i.e. an international Diploma.

and main media, relation marketing and excellent versus poor advertisement are included.

Market Analysis

This module covers how to produce foundation material for various types of marketing decision, and why. Moreover, it provides knowledge and skills in using various research methods and statistical techniques for analysing and interpreting the information gathered. The module also deals with procuring research services.

Business development

A well defined innovation process can be used to launch and market needs-oriented products and services. This is done by designing a market plan around a business idea.

The course module addresses all parts – from a business idea to strategies and targets. Analysis focusing on customer benefits of the idea, market potential, economic conditions, implementations etc are also addressed.

External Accounting

This module gives students an in-depth insight into a company's annual reporting through knowledge of legal regulations and standards that govern external auditing. Students also learn practical skills for resolving various audit problems which may arise during the preparation of year-end accounts and the annual report. Areas covered include assessment of liabilities, current and fixed assets, shareholders' equity in limited companies, annual reports and corporate taxation.

Company Law

This module provides an understanding of the role of company law and its importance in the various decisions taken by a company, while also providing an insight into the opportunities and limitations it entails for the business. Areas covered include contract law, general real estate law, consumer and market law, and law of property.

Management and Control of Business Operations

This module covers new and traditional methods of calculation, and gives examples of which organisational, leadership and control models companies use. It also provides an insight into what process and flow orientation is, and how it can be applied in business control. Areas covered include ABC and Target Costing, control of service/knowledge-based companies, Balanced Scorecard, BPR and benchmarking – all based on an overall business perspective.

Business Management

This module teaches students about theories and models for international marketing, and provides an orientation in the conditions on a number of topical markets. The module covers analysis of export-focused companies regarding organisation, financial resources, product mix and production opportunities, choice of markets and distribution channels, and how to look for, select and activate an agent/representative.

IT

This module provides a basic knowledge of Microsoft Office, and enables you to use computers to structure, analyse and present your course assignments.

Personal Development

This module provides an insight into the factors that affect personal performance. You get to know yourself better, and develop your ability to handle strengths and weaknesses in order to improve your performance. Areas covered include team building, presentation techniques.

Business English

This module is integrated into the overall programme and provides students with spoken and written communication skills in English – today's leading business language. Areas covered include intercultural communication, presenting products and concepts, interview techniques, meetings and negotiations, and correspondence.

Work experience

During three periods of work experience you actively take part in the day-to-day workings of a company and apply your new-found knowledge. In connection with these periods, you will also be assigned tasks to complete by the school.

Project work

During the first three terms of the programme you will carry out three projects with other students. The projects develop your practical skills and tie up with the programme's theoretical studies. The project work is reported in written reports which are then presented and discussed in class.

Graduation project

The final task in the programme is a graduation project in which acquired knowledge is applied practically and professionally in a given decision-making situation. The work is carried out in groups of three or four for an external client from the business community.

The programme content may be subject to change without prior notice.

Advanced Vocational Education

Business Economist (80 KY/AVE points) is an advanced vocational education carried out on behalf of the Swedish Agency for Advanced Vocational Education. The programme is free of charge and is eligible for study allowance.

Interested in finding out more?

Come and see us to get a feel for the atmosphere at one of our seminars or information meetings. Register at www.ihm.se

Business in progress

Stockholm • Göteborg • Malmö
www.ihm.se • 0200-24 00 24

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