



## Welcome to the University of Gävle and the Master Programme in Business Administration (MBA), 60 credits, autumn-spring semester 2017/2018

### Programme Introduction and Registration

Registration and an introductory session to your programme is held on **28<sup>th</sup> of August** in room **61:218a**. Here you will receive a short introduction to your programme by me, **Tomas Källquist**, your programme director. For questions about the programme you can contact me via e-mail: [tkt@hig.se](mailto:tkt@hig.se) or telephone: **+46 (0)26 64 84 30**.

**If you cannot attend this session** you have to contact your Faculty in advance by e-mail: [kurs-ae@hig.se](mailto:kurs-ae@hig.se). If you are absent from the registration without informing us, you will lose your place on the programme. It is important that you know that you **must be in place in Gävle and start the semester before the 11th of September**. If you haven't done so you will have to wait until next semester before you can start your studies.

**If you have been admitted or placed on a waiting list** in the first admissions round you have to reply to the Notification of Selection Results you received via [universityadmissions.se](http://universityadmissions.se) to keep the place you have been offered. If you have been admitted in the second admissions round you do not have to reply to the Notification of Selection Results, however, if you are not intending to start the programme, it is important that you decline the offer. That way your place can be offered to someone else. You can decline your offer via "My pages" at [universityadmissions.se](http://universityadmissions.se).

### Introduction Day for International Students

The International Office at the University of Gävle welcomes you to the Introduction Day for International Students on **24-25th of August**. All international students are encouraged to participate. At the introduction day you will receive information regarding rules and procedures, as well as practical information about studying and living in Sweden. For further details, please visit [hig.se/newstudent](http://hig.se/newstudent).

Please send an e-mail to [studentcentrum@hig.se](mailto:studentcentrum@hig.se) to confirm your attendance at the introduction day.

### Get Started with Your Studies!

To get started with your studies please follow these three steps. More information at [hig.se/newstudent](http://hig.se/newstudent)

- 1 Activate Your Computer Account**  
You can activate your computer account via [hig.se/computeraccount](http://hig.se/computeraccount) two weeks before the semester starts. Your computer account consists of a username and a password and gives you access to the University web services.
- 2 Register for Your Courses**  
You must be registered on a course to attend lectures and sit exams. Course registration normally opens one week before the course start date. You will lose your place on the course if you do not register in time. Please register for your course via the Student Portal at [studentportal.hig.se](http://studentportal.hig.se)
- 3 Log in to Blackboard**  
The Blackboard platform is a web-based learning management system where you will find your course material. You can access Blackboard the day after you register for your course. [Log in to Blackboard](#).

## Programme information

Your studies within the programme include four periods as shown in the table beneath – periods 1-4. Your academic year will start in August 2017 and end in June 2018, 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. 35-44	Study period 2 Autumn w. 45-02	Study period 3 Spring w. 03-13	Study period 4 Spring w. 14-23
<b>Autumn semester 2017:</b>							
	'Kurskod'						
	FEA210	Customer Relationship Management	7.5 cr	X			
	FEA220	Marketing Theories	7.5 cr	X			
	FEA230	Comparative Management Culture	7.5 cr		X		
	FEA240	Advanced Management	7.5 cr		X		
<b>Spring semester 2018:</b>							
	FEA800	Master Thesis in Business Administration ( <i>mandatory</i> )	15 cr			X	X
For full time studies during autumn semester, you will later on be given an opportunity to choose two out of the following three courses:							
	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.

## Contact Information

If you, after having read the information provided in this letter, still have questions about the programme, you can contact me, Tomas Källquist, via e-mail [tk@hig.se](mailto:tk@hig.se).

For other, study-related questions, please contact the Student Centre at [studentcentrum@hig.se](mailto:studentcentrum@hig.se).

*The University of Gävle is human-centred and develops the understanding of a sustainable living environment.*

University of Gävle • 801 76 Gävle • 026-64 85 00 • [www.hig.se](http://www.hig.se)

## General Information

### Library

The library is located in the middle of campus and is open to everybody. You need to visit the library to activate your entrance card as a library card. You can reach all digital resources such as e-books and e-journals after logging in with your computer account. You can read more about the library services at [hig.se/biblioteket](http://hig.se/biblioteket)

### Campus

A map of the campus area is available at [hig.se/newstudent](http://hig.se/newstudent)

### HIG Card

This card works as an entrance card and gives you access to doors and computer rooms. The card also works as a library card as well as a copy card. You can get the card at the reception desk at the Student Centre.

### IT Support

This is where you turn to if you encounter any problems regarding your computer account or any other IT related problems. The IT support is open for visits 09.00-15.00 in building 22, Monday to Friday. You can also contact them by telephone +46 26 64 88 00 or email [itsupport@hig.se](mailto:itsupport@hig.se)

### Course syllabus and Reading List

Find your course syllabus at [hig.se/syllabuses](http://hig.se/syllabuses)

### Course Schedule

Registered students at the University of Gävle will find their personal course schedules in the Student Portal. If you are not registered, you may find course schedules through our online schedule search service at [schema.hig.se](http://schema.hig.se)

### Student Accommodation

You need to apply for accommodation yourself. Please remember to do it in good time before your arrival. You can find information about how to apply for student accommodation at [hig.se/newstudent](http://hig.se/newstudent)

### The Student Centre

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

### Student support

Sometimes you need help to manage your studies and student life. At the University of Gävle we have several support functions to help you deal with various study-related situations, such as, for example, study counselling, student health, and support for disabled students. For more information about student support at the University of Gävle, please visit [hig.se/studiestod](http://hig.se/studiestod)