

Unlimited

The School of Business, Economics and Law

Gothenburg, Sweden





Mission

The mission of the School is to develop knowledge and educate creative individuals for the advancement of successful organisations and a sustainable world.

Vision

The School aims to be well known and respected as an excellent and progressive academic institution.





We believe in an unlimited approach to education and research



Highly specialised, one-dimensional education is a thing of the past. Broader understanding will be needed to provide the skills required in the future. Anyone who understands economics but lacks insight into social factors or economic history will find it more difficult to navigate in an increasingly complex, globalised world.

Research is also facing greater challenges. Sustainability is a major focal point – not just ecological sustainability but also economic and social sustainability. Sustainability issues are complex and to comprehend them we need to understand the interaction between financial incentives, social structures, such as laws and regulations, and natural limitations. The solution is to adopt a multidisciplinary approach and study the same subject but from different perspectives.

Moreover, it is today more important than ever to be open to the world around us and to cultivate co-operation with people from other cultures. We are constantly seeking to develop and strengthen partnerships with top universities around the world and international accreditation is a vital element in quality assurance. The School has been EQUIS-accredited since 2004, AMBA-accredited since 2013, and we are currently undergoing evaluation according to the AACSB accreditation standards.

We are open to the world. Are you open to us?

A stylized, handwritten signature in dark ink, likely belonging to Per Cramér.

Per Cramér, Dean
Holder of the Jean Monnet Chair
in European Integration Law



A global view since 1923





The School of Business, Economics and Law in Gothenburg was founded in 1923 on the initiative of local businessmen. They saw a need for academic training to help future entrepreneurs develop their expertise to meet the challenges they would face in the international world of industry and commerce. The fundamental qualities of the School are the same today as when it was first founded: an international focus, close collaboration with business and society and a broad, scientific base. This is no coincidence. Gothenburg was and still is a port and trading city, with the whole world as its market. Over the years, Gothenburg has developed into a city of knowledge, with innovation and creativity as its cornerstones. A city in which internationally successful companies such as Volvo, Astra Zeneca, Nobel Biocare and SKF originated and where they still retain a significant part of their global operations.



The real challenges call for **interdisciplinary research**

We aim to be consistently relevant to society and the challenges it presents. The School of Business, Economics and Law is home to internationally recognised research in management, innovation, environmental economics and other fields. Our tradition of interdisciplinary research is an advantage when it comes to the complex links between the environment, industry, politics and prosperity.

The School also benefits from its considerable breadth. With three main fields – business, economics and law – and a large range of subjects, we have a broad base with many potential interconnections. This increases the scope for the School’s researchers to address the major issues currently facing society.

Our aim to be interdisciplinary is realised through a number of research centres that involve the School of Business, Economics and Law as well as stakeholders from academia, industry and society in general.

“*I’m fortunate to work in an environment where it is normal to be deviant.*”

Throughout her career, Barbara Czarniawska has constantly tried new perspectives and in doing so she has become more closely acquainted with new subject areas. Examples include studying how news agencies organise their work, observing the global economy using science fiction as a starting point, and utilising narratology to understand corporate information better.

Barbara Czarniawska is now an internationally recognised researcher with an extensive list of publications. Even if she collaborates with a number of universities throughout the world, she has chosen to have her base in Gothenburg.

Surrounded by enquiring minds

At the Gothenburg Research Institute (GRI), an transdisciplinary centre at the School of Business, Economics and Law, she has found an environment that invites collaboration between disciplines.

“When we began to experiment with crossdisciplinary approaches back in the 1970s, the belief was that there was one truth and that a mixed working group would result in improving that truth,” explains Barbara Czarniawska. “The result was, as I used to joke, that everybody was cross with each other. We now know that the result we obtain differ depending on the perspective we choose and that there is quite simply more than one truth.”

“Even if a great deal has happened since then,” says Barbara Czarniawska, “working in this way is far from self-evident. That is why it is important to surround yourself with people with enquiring minds who share the same perspective.”

Working across the borders

For Barbara Czarniawska transdisciplinarity is a matter of encouraging researchers from different disciplines to meet and work together.

“Research doesn’t become transdisciplinary simply because researchers from marketing talk to colleagues from accounting. They are already very similar. What is of real interest takes place when you step outside traditional university subject areas.”

On several occasions she has examined the links between popular culture and management practices and she has published articles that discuss both fashion and television series.

Researchers need freedom

There is a great deal to be done and Barbara Czarniawska feels she has the right conditions at GRI.

“Not only am I permitted to do what I want, I also have the good fortune to be in an environment where everybody is encouraged to think and act freely. We’re also urged to incorporate our research results into our teaching. It’s really only some PhD students who at times say ‘you can’t do that’, thus revealing their slightly conservative side,” concludes Barbara Czarniawska with a smile.





Welcome to the **international** classroom



The School of Business, Economics and Law has set itself the goal of educating people to adopt a responsible approach to social development and to be well prepared for a global labour market. We have wide-reaching exchanges with partner universities abroad and we offer an international atmosphere, with several courses available in English and with teachers and students from all over the world. At heart, however, there is a Scandinavian perspective to the teaching that emphasises the importance of learning how to solve tasks together and encouraging an open dialogue between students and teachers.

The School attracts ambitious, committed students with enquiring minds. Our law, business and economics programmes are among the most sought-after in Sweden and the Master's Programmes attract students from all over the world. As our courses are linked to the School's research programmes, staff involved in research are able to bring immediacy, dynamism and depth to their teaching.

The School's Executive MBA Programme features teachers from other countries and we offer tailored continuing professional education for companies that work on a global scale and that require training in different parts of the world.

“*I grew my intercultural competence and found a future employer.*”



Kwaihung Shea, from Hong Kong, did his bachelor degree at the University of California. When it was time to look for a Master's Programme, he set his sights on Europe.

"A friend recommended Sweden. I looked around and found the right combination of a good education and student life in Gothenburg," says Kwaihung Shea.

Studies in an international environment

At the School of Business, Economics and Law he studied for a Master of Science in Finance in a truly international environment.

"There were 10 to 15 different nationalities represented in the programme. We both worked and socialised a great deal in the group, so I really learned how to handle cultural and ethnic peculiarities. If you are going to work for international companies, this experience is invaluable."

Trainee at AstraZeneca

Gothenburg also turned out to be a good move in terms of his career.

"The School has a good reputation and there are many large companies in the Gothenburg region," says Kwaihung Shea.

He applied to a Financial Management Trainee Programme at AstraZeneca and was accepted.

"I did my first year in Gothenburg. Then, I spent a year in the UK. Now, I have been in Shanghai for a few months. I work as a financial analyst here at AstraZeneca's Chinese subsidiary."

And Kwaihung Shea is set on experiencing more countries and cultures.

"I feel secure in constantly meeting new people in new surroundings," concludes Kwaihung Shea.

Sustainability for real – not just a brand statement

Economic, social and ecological sustainability are central to the School of Business, Economics and Law. We have been conducting widespread research into sustainability issues for decades – incorporating environmental law, corporate social responsibility, development economics and environmental economics.

Sustainability issues are equally important in our education programmes. The aim is for all our students to acquire a genuine understanding of the importance of sustainability by the time they graduate.

The School is ISO 14001 certified and registered in accordance with the EU Eco-Management and Audit Scheme, EMAS. We are also signatories of the Principles of Responsible Management Education (PRME) and the School is member of the United Nations Global Compact.

Environmental economics is an area in which the School of Business, Economics and Law is very much to the fore, both in research and education. A good example is the Environment for Development initiative, where Sida and the School have employed unique working methods. In doing so, they have succeeded in making a true difference in developing countries throughout the world.

Sida (Swedish International Development Cooperation Agency) saw the need to build up environmental economics in its recipient countries. At the School of Business, Economics and Law, they found a partner with expertise and motivation.

PhD students from developing countries bring a new future home with them

Gunnar Köhlin is an Associate Professor of economics, a driving force at the Environmental Economics Unit and the Director of the Environment for Development initiative (EfD).
“We admit PhD students from poor countries. During two years we provide them with a solid economics education with specialisation courses in environmental evaluation, natural resource economics, system ecology, climate modelling and environmental policy instruments,” explains Gunnar Köhlin. “Then they have a further two years to write their theses, dealing with key environmental and poverty issues in their home countries. The hope is that they will continue to work with these issues and help train the next generation of academics and public officials.”

Right knowledge and support at home

To provide the PhD students with a greater opportunity to exert an influence at home, the Environment for Development initiative was created with environmental economics centres in Costa Rica, Ethiopia, Kenya, Tanzania, South Africa and China. The centers are provided with the means to build up academic programmes, carry out applied research and interact with public agencies.
“The aim is to improve welfare in these countries and it is therefore important to utilise the resources as efficiently as possible to make real change. We therefore not only offer courses on economics and the environment, we also provide our PhD students with a specific course on policy processes and how they can be influenced.”

Environmental economists in exciting posts

Over 200 students have taken the PhD courses over the years. Those who have returned to their home countries have lived up to expectations.
“Several hold prominent positions at universities, authorities and international organisations throughout the world. They have become incredibly influential and they really can change the situation in their home countries,” states Gunnar Köhlin.

Considerable external interest

Environment for Development has also generated considerable interest from international actors. UN organisations such as UNEP and UN DESA are impressed by how simple EfD makes it to reach key researchers in these countries.
“We have seen the need for knowledge and we know now that research can transform the environment into a driving force for growth,” concludes Gunnar Köhlin.

“Research can transform the environment into a driving force for growth.”

Gunnar Köhlin



Open to the world of knowledge

The network of contacts at the School of Business, Economics and Law is global, which is a major advantage in both education and research.

As the world's economic centre of gravity has gradually shifted, an increasing number of our partners are highly ranked universities in India and China.

We have extensive student exchange programmes and we co-operate with around 160 partner universities abroad. This allows the School to follow and support partner companies in their international expansion.

There is rich global exchange in research. Our international Visiting Professor Programme is a prime example. The programme enables around twenty highly qualified professors from outside Sweden to teach and conduct research at the School for approximately one month each term over a three-year period.



“Artists and business people have a lot to learn from one another.”

Mary Jo Hatch

Mary Jo Hatch has an extensive academic background, including an MBA in Finance and a PhD in Organizational Behavior from Stanford. She is a Professor Emerita at the University of Virginia and a Guest Professor at the Copenhagen Business School.

But Mary Jo Hatch is also an **artist**. And as a Visiting Professor at the School of Business, Economics and Law, she has the chance of combining her great passions in life. “Business has always been interested in creativity, but perhaps above all in understanding and controlling it,” says Mary Jo Hatch. “My premise is that artists and business people face similar challenges and there are methods and techniques that can work in both worlds.”

One example is using jazz as a starting point to look at different organisational development issues. Mary Jo Hatch tells more: “It’s common to view the business manager as the conductor of an orchestra. But this metaphor is not relevant in modern society. If you’re interested in getting creative rather than repetitive responses, jazz is a more interesting starting point for comparisons and inspiration. There, it is more about passing the solo around in the group and sharing leadership.”

In a recent project, Mary Jo Hatch brought together artists and business representatives in a workshop. The artist was given the task of translating an organisational problem to his or her reality and approaching a solution with the help of artistic techniques and methods. “The School of Business, Economics and Law is unique in making such a thing possible. It requires considerable openness both from the School and the business people who participated. I could not have held this workshop anywhere else in the world other than here,” concludes Mary Jo Hatch.



Remaining relevant to business and society

Close collaboration with the business world and public bodies has been an integral part of activities at the School of Business, Economics and Law from the very outset. We are continuing in our endeavour to be an active part of society.

Managers in key positions at several of Sweden's largest companies, such as SKF, the Volvo Group and the Stena Group, are members of the School's Advisory Board and provide strategic support for the School management team. Around thirty companies are active partners and have special access to advanced training and contact with the School's researchers and students. Alumni from the professional world frequently act as guest speakers and are keen to become involved for the benefit of our students.

Collaboration with the business world allows students to meet potential employers while providing the School with greater knowledge of the skills and expertise that are in demand on the market. It also paves the way for fruitful contact between companies, public bodies and the research staff at the School.



Annika Falkengren, Chief Executive of SEB, and Olof Persson, Chief Executive of the Volvo Group, are two examples of inspiring guest speakers from industry.



ONE OF EIGHT GLOBAL PREFERRED TALENT PARTNERS FOR VOLVO GROUP

The Volvo Group is working in the long term with talent acquisition. A key element is establishing closer contact with a number of Preferred Talent Partners. The School of Business, Economics and Law at the University of Gothenburg is one of eight universities throughout the world to be selected as Volvo partners.

Executive Vice President of Human Resources Kerstin Renard is one of three members of the Group Executive Management who are involved in Volvo's strategy for selecting Talent Partners.

"Recruitment and talent acquisition are important issues. Everything is founded on competence. If we are unable to secure access to the right competence in the future, the survival of the company could be threatened," states Kerstin Renard.

Carefully selected partner

With 115,000 employees in 190 countries, the Volvo Group has numerous contacts with universities. The Preferred Talent Partners initiative is a means of raising quality and strategic focus.

"Based on specific criteria, we have chosen those universities around the world that we would like to collaborate with more closely over time. Key factors are quality of education and international relations with other universities and it is of course critical that the education content meets our long-term requirements."

Competence for the future

Long-range planning is very evident at Volvo Group in the form of a 10-year technology and product plan. This allows the HR department to work solidly in the long term. What are the competence requirements of the future?

"Apart from functional competences, social aspects and diversity have become increasingly important," says Kerstin Renard.

"Aspects such as humility and the capacity to communicate and co-operate with different cultures are critical."

“Key factors are quality of education and international relations with other universities.”

Kerstin Renard



KEY RATIOS 2013:

- 3,800 full-time students, 7,200 individuals
- 25,000 alumni
- 457 employees, of which 110 professors and associate professors
- 26 partner companies
- 162 partner universities
- SEK 297 million in grants
- SEK 156 million in external funding

DEPARTMENTS:

- Business Administration
- Economics
- Economy and Society
- Law

RESEARCH CENTRA:

- Centre for Business in Society
- Centre for Business Solutions
- Centre for Consumer Science
- Centre for Finance
- Centre for Global Human Resource Management
- Centre for Health Economics at the University of Gothenburg
- Centre for International Business Studies
- Centre for Regional Analysis
- Centre for Retailing
- Centre for Tourism
- Gothenburg Centre of Globalization and Development

SUBJECT AREAS:

- Business Administration
- Economic Geography
- Economic History
- Economics
- Finance
- Human Geography
- Law
- Statistics



EDUCATION PROGRAMMES:

- Programme in Business and Economics, 300 (180+120) ECTS credits
Analytic and linguistic (English, French, Spanish, German, Japanese and Chinese) orientation
- Master of Laws Programme, 270 ECTS credits
- Programme in Logistics Management, 300 (180+120) ECTS credits
- Programme in Environmental Social Science, 180 ECTS credits
- Master of Science Programmes, 120 ECTS credits
Accounting, Economics, Finance, Innovation and Industrial Management, International Business and Trade, Knowledge-based Entrepreneurship, Logistics and Transport Management, Management, Marketing and Consumption
- PhD education within all departments





UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

School of Business, Economics and Law, Vasagatan 1, P.O. Box 600, SE-405 30 Gothenburg, Sweden
info@handels.gu.se, www.handels.gu.se/english