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STUDY GUIDE 2007–2008

Lahti University of Applied Sciences
Faculty of Business Studies

**Master Programme in
International Business Management**

DEGREE PROGRAMME IN INTERNATIONAL BUSINESS MANAGEMENT

Lahti University of Applied Sciences Faculty of Business Studies

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Degree Programme in International Business Management

Degree

Tradenomi (ylempi AMK), Master of Business Administration

Duration

90 ects, 1.5 years

Objectives

International Business is facing two major challenges. The first is how to increase new markets and the second is how to reduce the costs. The training of middle management to deal with the specialized issue of these trends is that managers need to be able to work between several cultures and organizational structures. The graduates of this program will be able to successfully manage these challenges.

The Master of Business Administration in International Business Management is designed to help the business professional develop two areas of concern for an internationalizing business. The first area of focus is the ability to extend operations abroad by evaluating, creating and profitably managing an international opportunity. The second area of focus is the tools to successfully work in a multicultural business. By placing the students in diverse and challenging environment they will concretely develop both hard analytical skills and cultural sensitivity. The program is comprised of a series of modules that coherently build problem solving and negotiation skills. Concerns about the organizational dynamics between global and small and medium sized enterprises will be addressed.

DEGREE PROGRAMME IN INTERNATIONAL BUSINESS MANAGEMENT

Studies	Year		
	1	2	Σ
PROFESSIONAL STUDIES	60 ECTS		60
Module A	20		20
04MBA701E Communications and Reporting	4		
04MBA702E International Contracts	4		
04MBA703E International Managerial Economics	4		
04MBA704E Financial Accounting and Finance	4		
04MBA705E Quantitative Methods	4		
Module B	20		20
04MBA706E Business and Society	4		
04MBA707E Managing International Teams	4		
04MBA708E International Project Management	4		
04MBA709E Managing International Operations	4		
04MBA710E Corporate Strategy	4		
Module C	20		20
04MBA711E International Marketing	4		
04MBA712E International Business Development	4		
04MBA713E International Sales and Sales Management	4		
04MBA714E International Logistics	4		
04MBA715E Out-sourcing International Operations	4		
THESIS and student exchange	30 ECTS		30
TOTAL	90 ECTS		

PROFESSIONAL STUDIES 60 ECTS

Module A 20 ECTS

The first module introduces the special issues involved in the differences in legal systems with respect to liability and enforceability, and managing the financial concerns of the organization, such as transfer costs and tax positioning. This module emphasizes the quantitative analytical tools and reporting.

04MBA701E COMMUNICATIONS AND REPORTING 4 ECTS*

Learning objectives

The student

- will develop the ability to analyze text, events and situations to create a coherent analysis, summary, memo, email, and/or in-depth report.

Contents

The students must solve tasks that managers commonly face, such as explaining changes in policy, writing performance evaluations, analyzing survey results or numerical data, and communicating with bosses, employees, shareholders, the press as well as the public. Both written and verbal reporting will be emphasized throughout the course.

Assessment

Critical analysis, writing and presentation skills will be assessed with respect to the business context through group work, oral presentations, through several writing assignments.

Materials

Articles, texts, and the Internet

* Offered in conjunction with the Post Graduate Degree Program

04MBA702E INTERNATIONAL CONTRACTS 4 ECTS

Learning objectives

The student examines the impact of law on international business transactions.

Contents

Focus will be on four main areas: the general international legal environment (including litigation and dispute settlement), the international sales transaction, trade law and regulations in the international market place. Three basic forms of doing international business (trade, licensing and investment) are analyzed with respect to the international context.

Assessment

Critical comparative analysis will be assessed with respect to the international legal context.

Materials

Articles, texts, and the Internet

04MBA703E INTERNATIONAL MANAGERIAL ECONOMICS 4 ECTS

Learning objectives

The student learns to analyze trends in international economics and how those trends might affect results for the firm.

Contents

Topics include determination of national income, production, employment, investment, inflation and interest rates. Course examines a firm's choice between exporting and foreign production with an emphasis on the influence of taxes, tariffs and transfer prices with respect to the overall international strategy.

Assessment

Critical economic analysis will be assessed with respect to the international business context.

Materials

Materials to be given and announced during the lessons

04MBA704E FINANCIAL ACCOUNTING AND FINANCE 4 ECTS

Learning objectives

The student will develop the ability to understand the international aspects of corporate finance.

Contents

Areas of focus include: foreign exchange with an emphasis on exchange rate determination, exchange risk, hedging and interest arbitrage, international money and capital markets and international financing, multinational capital budgeting, cost of capital, and international portfolio management. The course focuses on a comparative approach to measuring risk and payback from an operational perspective.

Assessment

Critical financial analysis and reporting skills will be assessed with respect to an international business context.

Materials

Materials to be given and announced during the lessons

04MBA705E QUANTITATIVE METHODS 4 ECTS**Learning objectives and Contents**

The student

- understands the quantitative methods
- learns to perform their own statistical analyses
- is able to position themselves as strong quantitative persons in their work

Assessment

Critical analysis and reporting skills will be assessed with respect to an international business context.

Materials

Materials to be given and announced during the lessons.

Module B 20 ECTS

The second module combines the issues of international business, such as risk assessment of an international market, and the competing concerns for managing a project, and the management of multicultural teams with respect to cultural sensitivity and deliverables.

04MBA706E BUSINESS AND SOCIETY 4 ECTS**Learning objectives**

The student will develop his/her ability to analyze the global marketplace.

Contents

This interdisciplinary course focuses on four areas of concern when formulating strategy: socio-cultural issues of the target market, the economic context including the political issues, the technological infrastructure of the target country, and the potential modes of internationalizations. Both written and verbal reporting will be emphasized throughout the course.

Assessment

Critical written analysis and presentation skills will be assessed with respect to the international business context.

Materials

Articles, texts, and the Internet

04MBA707E MANAGING INTERNATIONAL TEAMS 4 ECTS**Learning objectives**

The student will develop his/her sensitivity to working with and managing international teams.

Contents

The culturally embedded issues of leadership, management, and team-dynamics will be developed. The impact of team effectiveness of individual styles, interpersonal dynamics, inter-group issues and the organizational context are examined. Students prepare to work effectively in virtual teams, cross-functional forces and teams with members from diverse backgrounds. Both written and verbal reporting will be emphasized throughout the course.

Assessment

Critical listening and problem solving skills will be assessed with respect to the team context through group work, oral presentations, through several types of projects.

Materials

Articles, texts, and the Internet

04MBA708E INTERNATIONAL PROJECT MANAGEMENT 4 ECTS

Learning objectives

The student will develop the ability to manage a project involving an international team.

Contents

Because an increasing number of organizations use teamwork to accomplish their objectives, the ability to effectively manage a project is critical. The focus of the course is on understanding the process of project definition to start-up, reviews and phase out. The role of the project manager as a team leader is examined together with important techniques for controlling project costs, schedules and performance. Both written and verbal problem solving and documentation skills will be emphasized throughout the course.

Assessment

Critical problem solving skills will be assessed with respect to the projects. Group work, oral presentations, and several types of projects will be developed.

Materials

Articles, texts, and the Internet

04MBA709E MANAGING INTERNATIONAL OPERATIONS 4 ECTS*

Learning objectives and contents

The student

- understands how different modes of internationalization are chosen and managed
- understands the effects of culture on the operations of the firm in an international environment
- learns to analyze the foreign operations of a firm with respect to marketing operations and make considered recommendations

Assessment

Critical analysis, writing and presentation skills will be assessed with respect to the business context through group work, oral presentations, through several writing assignments.

Materials

Articles, texts, and the Internet

* Offered in conjunction with the Post Graduate Degree Program

04MBA710E CORPORATE STRATEGY 4 ECTS

Learning objectives and contents

The student

- develops skill to understand corporate strategy
- will become familiar with approaches to strategy
- will focus on analysis, identification and development of coherent approaches to developing a business opportunity

Both written and verbal reporting will be emphasized throughout the course.

Assessment

Critical analysis, writing and presentation skills will be assessed with respect to the business context through group work, oral

Materials

Articles, texts, and the Internet

Module C 20 ECTS

The third module (20 ECTS) is comprised of the strategic management of an organization including market analysis, modes of entry, logistical support for international operations. The third module represents a culmination of theoretical development and reporting from secondary data and the management of multicultural teams with respect to deliverables.

04MBA711E INTERNATIONAL MARKETING 4 ECTS

Learning objectives

The student

- develops skill to research an international market opportunity
- learns to analyze environmental and market data
- learns to present coherent recommendations

Contents

The course is placing the student in the role of an assistant marketing manager and expecting them to work very independently, and as part of an international team, to develop recommendations based on a competitive analysis of a market opportunity. Special attention will be made on different marketing tools and models, and with respect to the coherence of the recommendations.

The student will further develop the marketing mix approach to create a fuller understanding of why international marketing and planning in different environments requires different organizational methods and solutions. The student will be expected to develop an understanding of a market situation and how to respond strategically to the needs of different segments. The student will research and present a marketing overview of a specific industry and make managerial recommendations about how to develop and retain business opportunities.

Both written and verbal reporting will be emphasized throughout the course.

Assessment

Critical analysis, writing and presentation skills will be assessed with respect to the business context through group work, oral presentations, through several writing assignments.

Materials

Articles, texts, and the Internet

04MBA712E INTERNATIONAL BUSINESS DEVELOPMENT 4 ECTS *

Learning objectives

The student understands the process of analyzing and managing opportunities for international business development

Contents

The issues of creating project opportunities, partnerships, alliances, and foreign direct investment will be considered. Special focus on emerging markets will be made with respect to the internationalization of the business development opportunities. Both written and verbal reporting will be emphasized throughout the course.

Assessment

Critical analysis, writing and presentation skills will be assessed with respect to the business context through group work, oral presentations, through several writing assignments.

Materials

Articles, texts, and the Internet

* Offered in conjunction with the Post Graduate Degree Program

04MBA713E INTERNATIONAL SALES AND SALES MANAGEMENT 4 ECTS

Learning objectives

The student understands sales and sales management of business development opportunities in the emerging markets.

Contents

Issues of risk and financial performance will be considered. Revenue targets, agent relationships, and performance requirements with respect to realistic levels of expectations and performance compensation will be covered.

Assessment

Critical analysis, writing and presentation skills will be assessed with respect to the business context through group work, oral presentations, through several writing assignments.

Materials

Articles, texts, and the Internet

* Offered in conjunction with the Post Graduate Degree Program

04MBA714E INTERNATIONAL LOGISTICS 4 ECTS

Learning objectives

The student

- understands the role of international logistics in supporting the strategic direction of the firm

Contents

The implementation of a firm's strategy requires the ability to implement, and coordinate not only internal resources, but the relationships with the external partners.

Assessment

Critical analysis, writing and presentation skills will be assessed with respect to the business context through group work, oral presentations, through several writing assignments.

Materials

Articles, texts, and the Internet

04MBA715E OUT-SOURCING INTERNATIONAL OPERATIONS 4 ECTS**Learning objectives**

The student

- develops the necessary analytical skills necessary to reduce domestic costs by evaluating, creating and managing an international outsourced cost center

Contents

The ability to assess when it is better to outsource activities for a firm is a very complex decision involving short-term and long-term concerns. Once the strategic decision to outsource has been made, then special consideration must be made to the successful management of these relationships.

Assessment

Critical analysis, writing and presentation skills will be assessed with respect to the business context through group work, oral presentations, through several writing assignments.

Materials

Articles, texts, and the Internet

Master Thesis and Student Exchange 30 ECTS**REQUIRED INTERNATIONAL EXCHANGE PERIOD AND MASTER THESIS**

The Master thesis is done as a part of a coordinated effort to analyze pre-selected target markets for business opportunities. The focus is on the checking the initial recommendations and developing a further refinement of the business recommendations and implementation concerns for the company. This will provide the student with the opportunity to develop their recommendations and to refine a deliverable in cooperation with a company. Prior to the student exchange, the student will provide an analysis of the business opportunity and develop a research design including scope and deliverables for continued research for the Master Thesis. Subsequently, the student is required to travel and live in the environment and continue to pursue their desk research on location. The partner programs will provide specific local support for the students.