

Uusiin maailmoihin

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STUDY GUIDE 2008 - 2009

Lahti University of Applied Sciences
Faculty of Business Studies

Master Degree Programme in
International Business Management
90 ECTS



Sinun maailmasi?

Lahden ammattikorkeakoulu

MASTER DEGREE PROGRAMME IN INTERNATIONAL BUSINESS MANAGEMENT

Lahti University of Applied Sciences Faculty of Business Studies

Ståhlberginkatu 4B
15110 Lahti
Phone (03) 828 19
Fax (03) 828 2635

Dean Ulla Weijo

Student Office

Puh. (03) 828 2604 and 828 2605
email: liiketalous@lamk.fi
Office hours:
Mon, Tue, Thu 9.00 - 15.00
Wed 9.00 - 18.00
Fri 9.00 - 14.00

Education Planner Jenni Meriläinen
Phone (03) 828 2642

Principal Lecturer Dr. Brett Fifield
Phone (03) 828 2654

email: firstname.surname@lamk.fi

Degree

Master Degree in International Business Management

Duration

90 ECTS, 1.5 years

Objectives

The Master Degree in International Business Management at the Lahti University of Applied Sciences focuses on bridging the need for business development between markets in transition and Europe. The purpose of the degree programme is to develop business professionals' analytical skills, managerial skills, and multicultural team skills by focusing on developing real business opportunities. The full-time degree programme is a modular series of intensive seminars which sequentially build the required skills, by focusing on the segmentation of selected markets initially as team, and then as individuals resulting in coordinated deliverables. These deliverables ideally focus on creating real business opportunities with associated revenue models. The students work as a multicultural team to analyze the target market, create market segmentation and develop a focused approach to creating or developing an international business opportunity. The aim of this method is to bridge the gap between academic learning processes and business needs in emerging markets.

Degree programme graduates will be able to approach companies with identified business opportunities, industry and market expertise, as well as an articulated approach for developing emergent business. By making a proactive investment in their personal skill set, the student will create real industry knowledge about specific market opportunities. These abilities will resonate with businesses seeking local nationals who can implement European business practices

By focusing and specializing in targeted business opportunities the degree programme can approach firms from specific industries prior to student involvement. This advance degree programme development increases industry support for the students and aims to increase the potential, future jobs for the degree programme graduates. Concentrating on select markets strengthens the ability to recruit students with a strong interest in creating business in markets in transition. This will help bridge the business needs between European firms and local market expertise. This degree programme

leverages the need for professional skills in markets in transition to develop expertise in working between their home market and European firms, while simultaneously obtaining a European education. Additionally, the real-time business opportunities developed by degree programme participants adds value in these markets. While bridging this need for multidisciplinary professional skills, as a Masters degree programme, we are building substantial expertise in identifying, creating, and building business opportunities in markets in transition.

The advanced elective courses are provided at a partner school abroad during the fall term of the second year. There is a required international student exchange to support a project/placement for a company during the second year of the degree programme. The degree programme must be completed according to the schedule. The Master Degree in International Business Management is offered in conjunction with the other Post-Graduate Programmes of Lahti University of Applied Sciences. The Lahti University of Applied Sciences passed the Quality Assurance Audit of the Systems of Higher education Institutions in 2007.

DEGREE PROGRAMME IN INTERNATIONAL BUSINESS MANAGEMENT

Studies	Year		
	1	2	Σ
PROFESSIONAL STUDIES	60 ECTS		60
Module A	15		15
04MBA801E Communications and Reporting	3		
04MBA807E Managing International Teams	5		
04MBA808E International Project Management	7		
	19		34
Module B			
04MBA805E Quantitative Methods	3		
04MBA711E International Marketing	4		
04MBA710E Corporate Strategy	4		
04MBA806E Business and Society	2		
04MBA803E International Economics	2		
04MBA804E Accounting	2		
04MBA810E Corporate Finance	2		
	7		41
Module C			
04MBAR801E Research Process Seminar 08	5		
04MBAR802E Thesis Writing 08	2		
	19		60
Module D			
04MBA813E International Sales and Sales Management	3		
04MBA814E International Logistics, (distance course)	3		
04MBA712E International Business Development	4		
04MBA815E Out-sourcing International Operations	2		
04MBA809E Managing International Operations	2		
04MBA802E International Contracts	2		
Elective / Language Course	3		
THESIS and student exchange	30 ECTS		30
TOTAL	90 ECTS		

PROFESSIONAL STUDIES 60 ECTS

Module A 15 ECTS

The first module develops the basic tools for managing international projects and multicultural teams..

04MBA801E COMMUNICATIONS AND REPORTING 3 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

04MBA807E MANAGING INTERNATIONAL TEAMS 5 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

04MBA808E INTERNATIONAL PROJECT MANAGEMENT 7 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

Module B 19 ECTS

The second module develops the ability to analyze and develop a market segment.

04MBA805E QUANTITATIVE METHODS 3 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.

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 their 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

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 a 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

04MBA806E BUSINESS AND SOCIETY 2 ECTS

Learning objectives

The student will develop his/her ability to analyze a business opportunity in 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

04MBA803E INTERNATIONAL ECONOMICS 2 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

04MBA804E ACCOUNTING 2 ECTS

Learning objectives

The student will develop the ability to understand accounting.

Contents

Areas of focus include: Balance sheets, income statements, cash flow analysis and corporate reporting.

Assessment

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

Materials

Materials to be given and announced during the lessons

04MBA810E CORPORATE FINANCE 4 ECTS

Learning objectives

The student will develop the ability to understand corporate finance.

Contents

Areas of focus include: Capital budgeting, cost of capital, and 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

Module C 7 ECTS

The purpose of the third module (7 ECTS) is to support the thesis writing and research process.

04MBAR801E RESEARCH PROCESS SEMINAR 5 ECTS

Learning objectives

The student will develop the ability to manage their research process.

Contents

The course focuses on the collaborative research process and how to support external stakeholders.

Assessment

The thesis will be according to schedule and given academic and professional quality levels.

Materials

Materials to be given and announced during the lessons

04MBAR802E THESIS WRITING 2 ECTS**Learning objectives**

The student will develop the ability to organize and write their thesis.

Contents

Academic writing

Assessment

The thesis will be evaluated from a language and structure layout point of view.

Materials

Materials to be given and announced during the lessons

Module D 19 ECTS

The fourth module (19 ECTS) focuses on issues of implementation with respect to the international business opportunity.

04MBA813E INTERNATIONAL SALES AND SALES MANAGEMENT 3 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. The students will need to develop the sales package to gain support for their research project.

Materials

Articles, texts, and the Internet

04MBA814E INTERNATIONAL LOGISTICS 3 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

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

04MBA815E OUT-SOURCING INTERNATIONAL OPERATIONS 2 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

04MBA809E MANAGING INTERNATIONAL OPERATIONS 2 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

04MBA802E INTERNATIONAL CONTRACTS 2 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

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 can provide specific local support for the students.