



## **STUDY GUIDE 2010 – 2011**

**Lahti University of Applied Sciences  
Faculty of Business Studies**

**Degree Programme in  
International Business Management 90 ects**

# DEGREE PROGRAMME IN INTERNATIONAL BUSINESS MANAGEMENT

## Degree

Master of Business Administration

## Duration

90 ect, 1,5 years

## Objectives

The Master Degree in International Business Management 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 courses which sequentially build the required skills, by focusing on the segmentation of selected markets initially as a 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.

The degree programme must be completed according to the schedule. The Master's Degree in International Business Management is offered in conjunction with the other Post-Graduate Programmes of Lahti University of Applied Sciences.

<b>PROFESSIONAL STUDIES 90 ECTS</b>	<b>Suoritusvuosi</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Σ</b>
<b>Responsible Business and Sustainability 10 ect</b>	<b>10</b>				<b>10</b>
04MIB101E Sustainable development 5 ect	5				
04MIB102E Responsible business management 5 ect	5				
<b>International Business Management 30 ect</b>	<b>30</b>				<b>30</b>
04MIB104E Managing international operations 5 ect	5				
04MIB105E International project management 5 ect	5				
04MIB106E International marketing and sales management 5 ect	5				
04MIB107E Corporate strategy 5 ect	5				
04MIB108E International contracts and sales law 5 ect	5				
04MIB109E International accounting and finance 5 ect	5				
<b>International communication 10 ect</b>	<b>10</b>				<b>10</b>
04MIB111E Intercultural communication 1 5 ect	5				
04MIB112E Intercultural communication 2 5 ect	5				
<b>Research methods and writing 10 ect</b>	<b>10</b>				<b>10</b>
04MIB114E Research process and research methods 5 ect	5				
04MIB115E Academic writing 5 ect	5				

<b>MASTER'S THESIS AND RESEARCH PROCESS SEMINARS 30 ECTS</b>	<b>Suoritusvuosi</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Σ</b>
Master's thesis 30 ect		30			<b>30</b>

## **Responsible Business and Sustainability 10 ects**

### **Objectives**

The student

- understands the scientific background of sustainability
- is able to use different tools in developing environmentally-friendly solutions in business development
- understands the importance of ethics in business

## **04MIB101E SUSTAINABLE DEVELOPMENT 5 ECTS**

### **Objectives**

The student

- understands the scientific background of sustainable development
- is able to see the real effect of sustainable development in various business operations
- is able to evaluate future possibilities of the sustainable development as a key factor of competitive edge
- knows the environmental regulations in the EU and in Finland
- is able to analyze the situation of sustainable development in Finland

### **Contents**

Sustainable development in the philosophic context, sustainability and corporative strategy, performance measurement of sustainable development solutions, regulations and recommendations.

### **Assessment**

Lectures, learning assignments and test. Scale 1 – 5.

### **Materials**

Articles and other materials given by lecturers.

## **04MIB102E RESPONSIBLE BUSINESS MANAGEMENT 5 ECTS**

### **Objectives**

The student

- understands the characteristics of responsible business management
- is able to adapt the theories and practices of responsible business management

### **Contents**

The concept and utilization of responsible business management, ethics in business, social responsibility business models, corporate accountability, corporate governance, responsible stakeholder communication and reporting.

### **Assessment**

Lectures, learning assignments and test. Scale 1 – 5.

### **Materials**

Articles and other materials given by lecturers.

## **International Business Management 30 ects**

### **Objectives**

The student

- understands how the international business environment affects business management and operations
- is able to analyze the case situations and to point out potential business opportunities in different market areas

## **04MIB104E MANAGING INTERNATIONAL OPERATIONS 5 ECTS**

### **Objectives**

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

- understands the role of international logistics in supporting the strategic direction of the firm
- knows how the international business environment affects human resource management

### **Contents**

Optional modes of implementation of logistics operations, outsourcing, modes of internationalization, cultural aspects, human resource management in international context.

**Assessment**

Scale 1 – 5. Lectures, group work assignments, oral presentations, writing assignments.

**Materials**

Articles, texts, and the Internet

**04MIB105E INTERNATIONAL PROJECT MANAGEMENT 5 ECTS****Objectives**

The student

- understands main project management concepts
- is able to describe the project management process
- is able to set up and manage international teams
- is able identify and manage the project stakeholders
- knows how to manage projects in the international environment

**Contents**

The project management environment, the project management process group, the project management knowledge areas, the project management phases, managing the project organization

**Assessment**

Scale 1 – 5. Lectures, group works / assignments, project plan and final report

**Materials**

Young, Trevor L., 2006, Successful project management . London: Kogan Page.  
Articles and other materials given by lecturers.

**04MIB106E INTERNATIONAL MARKETING AND SALES MANAGEMENT 5 ECTS****Objectives**

The student

- knows how to implement a marketing research and campaign for the company
- understands the relationship between marketing and sales
- knows how to manage the company brand to achieve a competitive advantage
- understands how international marketing impacts the company's business
- knows the characteristics and the steps of marketing and sales processes

**Contents**

The marketing process, different marketing channels, the seven P's of marketing, branding and brand management, the sales and purchase processes, building a sales organization, negotiation management.

**Assessment**

Scale 1 – 5. Lectures, group works/assignments, proposal development

**Materials**

Donaldson B., 2008, Sales Management: Principles, Process and Practice. 3<sup>rd</sup> Edition  
Kotler P., 2008, Principles of Marketing: activebook version 2.0. 10<sup>th</sup> Edition  
Kotler P., Armstrong G. 2008, The principles of marketing management, 13<sup>th</sup> Edition  
Articles and other materials given by lecturers

**04MIB107E CORPORATE STRATEGY 5 ECTS****Objectives**

The student

- knows how to build a company strategy
- is able to perform a company's strategic analysis
- understands how operations impact the company's strategy implementation
- is able to analyze the leadership skills vs. reaching strategic targets

**Contents**

The company environment analysis, the strategy development process, development of a business model to fulfil the company strategy, the strategy implementation process, measuring the success of strategy implementation, alternative approaches to the traditional strategy process, strategy as simple rules, strategic human resources management (trend)

**Assessment**

Scale 1 – 5.

Lectures, group works / assignments, strategy implementation plan and business model presentation in the thesis

**Materials**

Kaplan S. R., Norton P. D. , 2008, The Execution Premium. Linking Strategy to operations for competitive advantage  
Articles and other materials given by lecturers

## **04MIB108E INTERNATIONAL CONTRACTS AND SALES LAW 5 ECTS**

### **Objectives**

Student

- understands the impact of legal issues on international business transactions
- is able to analyze case situations from the legal point of view

### **Contents**

The general international legal environment (including litigation and dispute settlement), the international sales transaction, trade law and regulations in the international market place, basic forms of doing international business.

### **Assessment**

Scale 1 – 5. Lectures, group works / assignments.

### **Materials**

Articles, texts, and the Internet

## **04MIB109E INTERNATIONAL ACCOUNTING AND FINANCE 5 ECTS**

### **Objectives**

Student

- understands the importance of accounting in management decision making
- is able to analyze and to use accounting information
- is able to use strategic profit model and other tools in finding the optimum solutions
- knows the potential financing systems and sources in international context

### **Contents**

Financial and management accounting information, analytical tools, financial instruments and sources.

### **Assessment**

Scale 1 – 5. Lectures, assignments.

### **Materials**

Articles, texts and the Internet

## **International Communication 10 ects**

### **Objectives**

The student

- understands the importance of communication skills in international business
- is able to adapt his/her personal communication style based on the awareness of different cultures

## **04MIB111E INTERCULTURAL COMMUNICATION 1 5 ECTS**

### **Objectives**

The student

- understands regional and national cultural differences and expectations
- understands histories behind these differences

### **Contents**

The course is comprised of the following topics:

- land, country and climate
- human development and the development of culture
- roots of Western Civilization
- modern cultures of the Middle East, Christian Orthodox world, Latin Europe, Northern Europe and Britain and Ireland, Sub-Saharan Africa, the Americas.
- roots of Indian and Eastern Civilization
- modern cultures of South Asia and East Asia.

### **Assessment**

Scale 1 – 5. Course work and exam, compulsory class attendance.

### **Materials**

Lecturer's material

## **04MIB112E INTERCULTURAL COMMUNICATION 2 5 ECTS**

### **Objectives**

The student

- will gain understanding in individual behaviour in cultural context including communication in different environments including business
- the *individual learner* will be the focus of this part of the course.

### **Contents**

- understanding culture
- reactions to other cultures
- culture gurus: Hall, Hofstede, Trompenaars & Hampden-Turner
- culture, communication and intercultural communication
- cultural do's and don'ts (supplied by the students)
- country presentations (supplied by the students)

### **Assessment**

Scale 1 – 5. Compulsory class attendance, course work including learning assignments, final presentations.

### **Materials**

Lecturer's material and material supplied by students.

## **Research Methods and Writing 10 ects**

### **Objectives**

The student

- knows how to manage research process
- understands scientific reasoning
- knows how to use research methods
- is able to produce scientific and professional reports

## **04MIB114E RESEARCH PROCESS AND RESEARCH METHODS 5 ECTS**

### **Objectives**

The student

- knows the characteristics of different research methods
- knows the steps of research process
- is able to plan, carry out and evaluate research processes and development projects

### **Contents**

Research methods, research process, research process management, research ethics, performance measurement tools.

### **Assessment**

Pass/fail. Lectures, learning assignments, research proposal.

### **Materials**

Maylor & Blackmon: Researching Business and Management.

Saunders, Lewis & Thornhill: Research Methods for Business Studies.

Eriksson & Kovalainen: Qualitative Methods in Business Research.

## **04MIB115E ACADEMIC WRITING 5 ECTS**

### **Objectives**

The student

- understands the importance of professional writing skills in reporting and communication
- is able to use proper vocabulary and style according to media

### **Contents**

Writing in the research process, different media options, writing as an analytical tool.

### **Assessment**

Scale 1 – 5. Lectures, learning assignments.

### **Materials**

Lecturer's material

## **MASTER'S THESIS 30 ECTS**

### **Objectives**

The student

- understands the importance of research information in decision making about target market and entry mode
- knows how to create a research design for a case study (desk and field research)
- is able to analyze pre-selected target markets for business opportunities
- is able to develop the recommendations and to refine a deliverable in cooperation with a Company
- is able to write an analytical report which supports the case company's decision making in its internationalization process

### **Contents**

Choosing the relevant research method for the case, research design for both desk and field research, using analytical tools, report writing and defense.

### **Assessment**

Scale 1 – 5.

Research seminars: topic analysis seminar (1st academic year, 8.12.2010), field research plan seminar (1st academic year, 6.4.2011), field research results seminar (2nd academic year), publication seminar (2nd academic year)

## **CONTACT INFORMATION**

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