


**Ota suunta Lahden ammattikorkeakouluun!**



**Lahden ammattikorkeakoulu, Liiketalouden laitos**  
**Lahti University of Applied Sciences, Faculty of Business Studies**

**Degree Programme in  
International Business**

**Opinto-opas 2006 - 2007**  
**Study Guide 2006 - 2007**

# DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

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

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## Degree Programme in International Business

### Degree

Tradenomi, Bachelor of Business Administration (BBA)

### Duration

210 ect, 3.5 years

### Objectives

The programme aims at providing the students with the qualifications and skills needed to work independently, creatively and effectively in positions requiring expertise in international business management and logistics.

This work requires solid knowledge of the international theories of economy. At the same time the programme has a practical orientation: students will have 30 ect of practical training during their time of studies. One objective of the programme is to give the students an education well balanced between theory and practise.

The programme emphasises the international aspect and the importance of language skills. Graduates will easily adapt to work with people from different countries, as they are trained to understand other business cultures. As most of the courses are given in English, students have a unique opportunity to improve their language skills while studying in Finland. The exchange students will be attending the courses given in English, giving their own input to the international atmosphere.

The Faculty of Business Studies of Lahti University of Applied Sciences has exchange with over 30 universities around the world and all students have either to work or study abroad.

## DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

Studies	Year				
	1	2	3	4	Σ
<b>BASIC STUDIES</b>	<b>64 ECTS</b>				<b>64</b>
<b>Common Basic Studies</b>					<b>14</b>
01PSUO Suomen kieli ja viestintä, Basics of Finnish <sup>1)</sup>	4				4
01PRUO Ruotsin kieli (Swedish) Basics of Finnish <sup>1)</sup>	3				3
01PENG English	3				3
01PENT Entrepreneurship		4			4
<b>Programme Basic Studies</b>					<b>50</b>
04BUS601 Learning Process	1				<b>1</b>
<b>Business Process</b>					<b>26</b>
04BUS602/1 Innovations, Teamwork and Projects	4				
04BUS602/2 Human Resources	4				
04BUS602/3 Financial Management	4				
04BUS602/4 Customer Relations and Marketing	4				
04BUS602/5 Logistics	4				
04BUS602/6 Operational Business Environments/ Basics of Economics	3				
04BUS602/7 Operational Business Environments/ Legal Environment	3				
<b>Operational Tools</b>					<b>10</b>
04BUS603/1 Texts, spreadsheets and presentation graphics	6				
04BUS603/2 Business and Financial Mathematics	4				
<b>Communication</b>					<b>13</b>
04LII604/1 Yritysviestintä (Finnish), Finnish for Foreigners <sup>2)</sup>		4			
04ENG503 Presentation Skills (English)	3				
04ENG02 Business Contacts (English)		3			
Elective Language		3			
<b>PROFESSIONAL STUDIES</b>	<b>86 ECTS</b>				<b>86</b>
<b>Value Chain Management</b>					<b>20</b>
04IBU601/1 Accounting		4			
04IBU601/2 Transport		4			
04IBU601/3 Production Operations		4			
04IBU601/4 Distribution		4			
04IBU601/5 Portfolio / Development Project			4		
<b>International Business</b>					<b>26</b>
04IBU602/1 Basics of Internationalisation		3			
04IBU602/2 International Economics		4			
04IBU602/3 International Finance		4			
04IBU504E Business in Europe <sup>3)</sup>		3			
04IBU506E Business in Asia <sup>3)</sup>		3			
04IBU505E Business in Russia <sup>3)</sup> , 6 ects to be chosen <sup>3)</sup>		3			
04IBU602/4 International Marketing		5			
04IBU602/5 Import/Export Procedures		4			
<b>Orientation to Research</b>					<b>10</b>
<b>Elective Languages</b>					<b>15</b>
<b>Advanced Studies</b>					<b>15</b>
04IBU604/1 Special Issues of International Marketing			5		
04IBU604/2 Special Issues of International Logistics			5		
04IBU604/3 Special Issues of International Supply Chain			5		
<b>ELECTIVE STUDIES</b>	<b>15 ECTS</b>				<b>15</b>
<b>PRACTICAL TRAINING</b>	<b>30 ECTS</b>				<b>30</b>
<b>THESIS</b>				<b>15</b>	<b>15</b>
<b>TOTAL</b>	<b>210 ECTS</b>				

<sup>1)</sup> Foreign students: Survival Finnish, Finnish Basic I and Finnish Basic II

<sup>2)</sup> Foreign students: Finnish for Foreigners

## COMMON BASIC STUDIES 14 ECTS

The common basic studies form a basis on which all professional and optional studies are constructed. They aim at offering the students a common ground in their studies and at preparing them for working life and self-development.

The common basic studies orientate the students towards other studies which concentrate on specialised professional skills. Common basic studies, 14 ects, consist of courses which are compulsory to all native Finnish students. Any course within the common basic studies can be compensated by an equivalent course with entirely or partially same content taken in another university . Before compensation a proof for taking the course elsewhere must be submitted.

### Common basic studies 14 ECTS in Degree Programme in International Business

**01PSUO SUOMEN KIELI JA VIESTINTÄ 4 OP**

**01PRUO RUOTSIN KIELI 3 OP**

**01ENGR1/ 01PENG BASICS 3 ECTS**

**01PENT INTRODUCTION TO ENTREPRENEURSHIP 4 ECTS**

## PROGRAMME BASIC STUDIES 50 ECTS

### 04BUS601 LEARNING PROCESS 1 ECTS

#### Learning objectives

The student gets acquainted with different learning methods, which are to be used in different implementations during the studies.

#### Contents

Learning styles, assessment of own learning, getting acquainted with different problem centered learning methods, project learning, case method, Problem Based Learning

#### Assessment

Contact lessons, learning assignments

#### Materials

Materials to be given and announced during the lessons

### Business Process 26 ects

#### 04BUS602/1 INNOVATIONS, TEAMWORK AND PROJECTS 4 ECTS

#### Learning objectives

The student

- learns to work in teams. The student knows how to operate as a team member or as a team leader
- obtains the basic skills to work within a project team and also to manage a project.
- knows the basic methods of innovative thinking and knows how to apply them
- understands how to create innovative working culture within organizations

#### Contents

- Theory and practice of team work
- Participation into a project and project management
- Innovative thinking and acting
- Encouraging innovations

#### Assessment

-Participation to contact lessons and learning assignments

#### Materials

- Materials to be given and announced during the lessons

#### 04BUS602/2 HUMAN RESOURCES 4 ECTS

#### Learning objectives

The aim of the course is to provide the participants with necessary skills for managing and maintaining a performance based human resources in contemporary multicultural and multinational organizations.

#### Contents

Main attention will be paid onto the following issues: Strategic HR planning, recruitment, selection, orientation, training & development, career planning, job design, motivation, wage administration, rewards & benefits, employee relationship, collective bargaining, dispute resolution, disciplinary measures, building performance based HR, international issues in HRM

**Assessment**

Active participation to the course, course paper and test

**Materials**

De Cenzo & Robbins 2002. Human Resource Management. John Wiley & Sons, Inc, New York.

**04BUS602/3 FINANCIAL MANAGEMENT 4 ECTS****Learning objectives**

The student

- understands financial information and financial management as part of corporate operations
- gets to know the different areas of accounting
- is able to examine the profitability of companies using marginal costing-technique
- learns how to set prices to products and produce budgets
- acquires the skills to use calculations in decision making

**Contents**

- financial management as part of corporate operations
- cost concepts
- break-even analysis
- financial ratios
- marginal costing
- pricing decisions
- budgeting

**Assessment**

Individual assignment, written exam

**Materials**

Learning package

**04BUS602/4 CUSTOMER RELATIONS AND MARKETING 4 ECTS****Learning objectives**

The student understands the value of customer oriented thinking in corporations, knows the basic concepts and tools of marketing and is able to pursue them in a business context.

**Contents**

Customer oriented approach in business  
 Marketing environments  
 Customer relationship marketing  
 Consumer behaviour and purchasing process  
 Marketing mix: product, price, place, promotion.

**Assessment**

Contact lectures, exam, course work

**Materials**

Kotler, P, Armstrong, G. 2004. Principles of Marketing.

**04BUS602/5 LOGISTICS 4 ECTS****Learning objectives**

The student

- knows the role of the logistics operations in a company
- understands the importance and opportunities of logistics from the point of view of a company's operational and financial returns
- knows how to use the most common tools of logistics planning and management: forecasting, inventory turn-over, ABC-analysis, optimising the size of delivery
- knows the stages of a purchasing process
- understands the terms of delivery as an important part of the purchasing contract

**Contents**

- logistics activities
- methods of planning and controlling
- purchasing process
- terms of delivery

**Assessment**

- lessons, course work, open book test

**Materials**

- learning package

**04BUS602/6 OPERATIONAL BUSINESS ENVIRONMENTS/ BASICS OF ECONOMICS 3 ECTS****Learning objectives**

Student

- understands that “everything depends on everything “ in the economy
- is familiar with the basic concepts of consumer and producer theory
- understands how the market mechanism functions
- understands the basic nature of economic fluctuations
- knows the basic reasons and consequences of unemployment and inflation
- understands the basic idea of economic policy

**Contents**

Basic concepts ( of micro and macro economics )

Different competitionmodels

Circulationmodel

Unemployment and inflation

Economic fluctuations in Finland

Basic ideas of fiscal – monetary policy

**Assessment**

Lectures, learning diary, exam

**Materials**

Slooman, J. 2004, Essentials of Economics.Pearson Education.England

**04BUS602/7 OPERATIONAL BUSINESS ENVIRONMENTS/ LEGAL ENVIRONMENT 3 ECTS****Learning objectives**

The student learns

- how the Finnish legal order operates and what does it consist
- to see, how the law of business operations works with regard drafting, interpreting and supplementing contracts.
- the breaches of contract and available remedies
- how to act on contractual issues and how to solve interpretational and other cases
- the way to be an active company representative who acts correctly in practical contract law situations.

**Contents**

The contents of the course are the basics of the Finnish legal order, basics of legal proceedings and the Finnish contract law.

**Assessment**

Lectures, group tasks, cases, exam

Course grading will be based on the exam. Receiving 50% of the exam points will be the minimum for passing the course. Excellent questions/case session activity will affect exam grading positively. Excellent activity means doing all the questions/cases in advance and being active when the questions/cases are being processed together with the entire class.

**Materials**

Lectures and assignments form the main study Materials. As supporting Materials: Surakka, Aapo: Access to Finnish Law, latest edition, pages 1-72.

**Operational Tools 10 ects****04BUS603/1 TEXTS, SPREADSHEETS AND PRESENTATION GRAPHICS 6 ECTS****Learning objectives**

The student

- knows how to use business applications software in common business situations.

**Contents**

The course deals with the basic techniques of word-processing programmes and document production, pc's databases and spreadsheet calculation and how to use them in most common business situations.

**Assessment**

Participation in contact teaching, exercises and exam

**04BUS603/2 BUSINESS AND FINANCIAL MATHEMATICS 4 ECTS****Learning objectives**

The student

- knows how to use the most common tools of business mathematics in business life
- understand the importance of the financial mathematics

**Contents**

The course deals with percentage and interest calculations with their applications, index numbers, foreign currencies, compound interest, periodic payments, credits and loans, pricing and securities. The examples and exercises are linked to business life.

**Assessment**

Participation in contact teaching, exercises and exam.

**Materials**

Pulkkinen, P., Holopainen M. & Keinänen K. 2001. Business Mathematics. 2.edition. CS Care & Share

**Communication 13 ects****04LII604/1 YRITYSVIESTINTÄ 4 OP****Osaamistavoitteet**

Opiskelija

- ymmärtää viestinnän merkityksen liiketoiminnassa tuloksenteon välineenä sekä viestinnän ja organisaatorakenteen yhteyden

- osaa toteuttaa yrityksen sisäistä viestintää ja valita viestintään tarkoituksenmukaiset keinot ja kanavat

- pystyy kirjoittamaan yrityksen kaupalliset viestit ja tiedotteet ja rakentamaan teksteillään myönteistä yrityskuvaa

- hahmottaa rekrytointiprosessin työnantajan näkökulmasta ja osaa markkinoida itseään rekrytointitilanteessa

- harjoittaa työelämän keskeisiä esiintymistaitoja

- mieltää kielen hallitsemisen työnteon välineenä ja onnistuneen viestinnän edellytyksenä

**Sisältö**

Yritysviestinnän periaatteet ja tehtävät, yritysviestintä maineenhallinnan osana, sisäisen viestinnän merkitys, keinot ja kanavat, kaupankäynnin tekstit ja tiedotteet sekä yrityksen rekrytointiin liittyvä viestintä.

**Edeltävät opinnot**

01PSUO Suomen kieli ja viestintä 4 op

**Suoritustapa ja arviointi**

Henkilökohtainen portfolio ja ryhmätehtävät, tentti

**Opiskelumateriaali**

Kortetjärvi-Nurmi, S., Kuronen, M.-L. & Ollikainen, M. 2002. Yrityksen viestintä. 3., uud.p. Edita, Helsinki.

Kurssilla annettava materiaali.

**Foreign languages;** see the file Language Studies at Faculty of Business Studies 2006-07

**PROFESSIONAL STUDIES 86 ECTS**

To be completed from 2<sup>nd</sup> year on

**ELECTIVE STUDIES 15 ECTS**

The student can select his/her elective studies from his/her own degree programme or from the other degree programmes within Lahti Polytechnic. Studies from other polytechnics and universities can also be chosen. In that case he/she must have the selected courses approved to the personal study plan in advance.

**PRACTICAL TRAINING 30 ECTS**

The jobs must be from the field of international business or logistics in Finland or abroad. The training is possible to carry out in two periods (15 ects each), if it takes place in two different countries. The student can start his/her practical training after having completed min. 75 ects.

**THESIS 15 ECTS**

The Bachelor's thesis is normally written during the last year and the practical approach is demanded. The grading is based on criteria such as the benefit gained to the case firm as the result of the thesis, utilization of research methods, and the level of the English language use.

**Prerequisites**

Research methods, Statistical Analysis, Research Process