



Lujaa menee mutta menköön!

STUDY GUIDE 2007–2008

Lahti University of Applied Sciences
Faculty of Business Studies

**Degree Programme in
International Business**

DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

Lahti University of Applied Sciences
Faculty of Business Studies

Degree

Tradenomi, Bachelor of Business Administration (BBA)

Duration

210 ects, 3.5 years

Learning objectives

The studies are focusing to developing experts with generic working life competencies as well as programme based competences, that are needed to manage versatile demanding tasks in the future business life. Generic competences are communication and co-operation skills, abstract, analytical and critical thinking, research and development skills, entrepreneurial thinking, learning skills and self-efficacy as well as ethical responsibility. Degree Programme for International Business puts emphasis especially on international business environment awareness, intercultural adaptability and communication skills as well as international operations management.

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 ects 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
BASIC STUDIES	64 ECTS				64
Common Basic Studies					14
01PSUO Suomen kieli ja viestintä, Basics of Finnish ¹⁾	4				4
01PRUO Ruotsin kieli (Swedish) Basics of Finnish ¹⁾	3				3
01PENG English	3				3
01PENT Entrepreneurship		4			4
Programme Basic Studies					50
04BUS601 Learning Process	1				1
Business Process					26
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				
Operational Tools					10
04BUS603/1 Texts, spreadsheets and presentation graphics	6				
04BUS603/2 Business and Financial Mathematics	4				
Communication					13
04LII604/1 Yritysviestintä (Finnish), Finnish for Foreigners ²⁾		4			
04ENG503 Presentation Skills (English)	3				
04ENG02 Business Contacts (English)		3			
Elective Language		3			
PROFESSIONAL STUDIES	86 ECTS				86
Value Chain Management					20
04IBU601/1 Accounting		4			
04IBU601/2 Transport		4			
04IBU601/3 Production Operations		4			
04IBU601/4 Distribution		4			
04IBU601/5 Portfolio / Development Project			4		
International Business					26
04IBU602/1 Basics of Internationalisation		3			
04IBU602/2 International Economics		4			
04IBU602/3 International Finance		4			
04IBU602/4 International Marketing		5			
04IBU602/5 Import/Export Procedures		4			
04IBU504E Business in Europe ³⁾		3			
04IBU506E Business in Asia ³⁾		3			
04IBU505E Business in Russia ³⁾ , 6 ects to be chosen ³⁾		3			
Orientation to Research		5	5		10
04TUT601E Analyses Methods		5			
04TUT602E Quantitative Methods and Reporting ^{1)optional}			5		
04TUT603E Qualitative Methods and Reporting ^{1)optional}			5		
Elective Languages					15
Advanced Studies					15
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		
ELECTIVE STUDIES	15 ECTS				15
PRACTICAL TRAINING	30 ECTS				30
THESIS				15	15

TOTAL	210 ECTS
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- 1) Foreign students: Survival Finnish, Finnish Basic I and Finnish Basic II
 2) 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.

01PSUO SUOMEN KIELI JA VIESTINTÄ 3 OP 01PINFO INFORMAATIOLUKUTAITO 10P

Ajankohta

Suosittelaaan suoritettavaksi ensimmäisen tai toisen lukuvuoden aikana. Informaatiolukutaidon opintosuunnitelman II taso suositellaan suoritettavaksi oppinäytetyöprosessin alkaessa.

Tavoitteet ja sisältö

Opiskelija pystyy toimimaan tarkoituksenmukaisesti ja taitavasti työelämän viestintä- ja vuorovaikutustilanteissa. Hän osaa ottaa huomioon vastaanottajan, tilanteen ja alan vaatimukset sekä viestiä jäsentyneesti, ymmärrettävästi ja vakuuttavasti. Hän osaa ja haluaa kehittää suomen kielen ja viestinnän taitojaan osana omaa ammattitaitoaan. Opintojakson sisältöaineksen opiskelussa korostuvat oman viestintäkompetenssin kehittäminen ja viestintäkulttuurin merkitys.

Asiantuntijaviestintä

Työelämän tekstilajit: asiakirjan laatiminen, asiatyylinen raportointi

Opiskelutekstit: artikkeli tai essee

Tekstin prosessointi

Asiatyylit: tekstin- ja kielenhuolto

Informaatiolukutaidon taso I: tiedonhankinta, lähdekriittisyys, tietokeskuksen ja tietokeskusverkon käyttö, Masto-aineistoluettelo, koulutusalaakohtaiset elektroniset ja painetut tietoresurssit.

Työelämän ryhmäviestintä

Ryhmäviestinnän menettelytapojen tuntemus: normien hallinta ja joustaminen opiskelu- ja työyhteisön ryhmätilanteissa, dokumentointi, tiedottaminen

Dialogin rakentaminen: keskustelu-, argumentointi-, palaute- ja kuuntelutaidot

Suoritustapa ja arviointi

Opintojakso toteutetaan joko laitoskohtaisesti tai koulutusohjelmaraajat ylittävissä ryhmissä tai verkkokurssina.

Opintojakso suoritetaan osallistumalla aktiivisesti lähiopetukseen tai verkko-opiskeluun, tekemällä suulliset ryhmäviestintäharjoitukset ja kirjalliset tehtävät (raportti tai muu työelämän tekstilaji ja artikkeli tai essee) sekä tenttimällä kielenhuoltokoe ja suorittamalla tiedonhankinnan osaamiskoe.

Opiskelumateriaali

Luento- ja verkkomateriaali ja opintojakson alussa ilmoitettava kirjallisuus

VIERAS KIELI JA VIESTINTÄ 3 OP (01PENG)

Ajankohta

Opintojakso suoritetaan ensimmäisen tai toisen lukuvuoden aikana.

Aihealueet

Asiatyylinen viestintä (suullinen ja kirjallinen)

- keskustelutaidot (sosiaalinen kanssakäyminen, businessstapaamiset)
- puhelintilanteet
- hakemus + CV
- sähköposti

Tietolähteiden käyttö, lukutekniikka

- oman alan tekstit ja perussanasto

Omasta koulutuksesta kertominen

Rakenteita tarpeen mukaan

Kulttuurintuntemus, oppimaan oppiminen ja oppimisstrategiat kuuluvat läpäisyaiheina kaikkiin osa-alueisiin.

Osaamisen taso

Opintojakso on eurooppalaisen viitekehyksen tasolla B2:

”Ymmärtää pääajatuksat konkreetteja ja abstrakteja aiheita käsittelevistä monitahoisista teksteistä, myös oman erityisalansa käsittelystä. Viestiminen on niin sujuvaa ja spontaania, että hän pystyy säännölliseen vuorovaikutukseen syntyperäisen kanssa ilman, että se vaatii kummaltakaan osapuolelta ponnisteluja. Pystyy tuottamaan selkeää, yksityiskohtaista tekstiä hyvinkin erilaisista aiheista, esittämään mielipiteensä jostakin ajankohtaisesta ja selittämään eri vaihtoehtojen edut ja haitat.”

Yllä oleva kuvaus antaa taitotason, mutta se perustuu yleiskielen tavoitteisiin. Kuvausta sovelletaan ammattialakohtaisesti.

Edeltävät opinnot

Englannin kielessä vaaditaan lukion A/B-kieli tai vastaava taso. Lukion suorittaneille ei järjestetä lähtötasokoea. Muut opiskelijat osallistuvat ennen vieraan kielen opintojen alkua kirjalliseen lähtötasokokeeseen. Kokeessa hylätyt ohjataan täydentämään kielitaitoaan.

Suoritustapa ja arviointi

Osa opintojaksoista toteutetaan koulutusohjelmakohtaisesti, mutta koulutusohjelmarajat ylittävät ryhmät sallitaan.

Osa opintojaksoista järjestetään monialaisille ryhmille. Opintojakso suoritetaan osallistumalla aktiivisesti lähiopetukseen ja läpäisemällä hyväksytysti suullinen ja kirjallinen tentti. Lähiopetusta on 40 h.

Opiskelijalla on myös mahdollisuus suorittaa korvaava koe (näyttökoe), mikäli hän katsoo omaavansa siihen valmiudet. Näyttökoe käsittää suullisen ja kirjallisen osion ja edellyttää opiskelijan koulutusohjelman ammatillisen perussanaston hallintaa. Hyväksytty suoritus (vähintään 80 % oikein) vastaa vieraan kielen 3 opintopisteen suorittamista.

Opiskelumateriaali

Koulutusohjelmakohtainen materiaali.

01PRUO RUOTSIN KIELI 3 OP

Ajankohta

Opintojakso suoritetaan ensimmäisenä tai toisena lukuvuotena. Liiketalouden laitoksen opiskelijat suorittavat opintojakson ensimmäisen lukuvuoden aikana.

Aihealueet

Asiatyylinen viestintä (suullinen ja kirjallinen)

- keskustelutaidot (sosiaalinen kanssakäyminen, tapaamiset, vierailut)
- puhelintilanteet
- työpaikkahakemus + CV
- sähköposti

Tietolähteiden käyttö ja sanakirjojen käyttö, lukutekniikka

- oman alan tekstit ja perussanasto

Omasta koulutuksesta kertominen

Rakenteita tarpeen mukaan

Kulttuurintuntemus, oppimaan oppiminen ja oppimisstrategiat kuuluvat läpäisyaiheina kaikkiin osa-alueisiin.

Osaamisen taso

Opintojakso on eurooppalaisen viitekehyksen tasolla B1:

”Ymmärtää pääkohdat selkeistä yleiskielisistä viesteistä, joita esiintyy usein esimerkiksi työssä, koulussa ja vapaa-aikana. Selviytyy useimmissa tilanteissa matkustaessaan kohdekielillä alueilla. Pystyy tuottamaan yksinkertaista, johdonmukaista tekstiä tutuista itseään kiinnostavista aiheista. Pystyy kuvaamaan kokemuksia ja tapahtumia, unelmia, toiveita ja tavoitteita. Pystyy perustelevaan ja selittämään lyhyesti mielipiteitä ja suunnitelmia.”

Yllä oleva kuvaus antaa taitotason, mutta se perustuu yleiskielen tavoitteisiin. Kuvausta sovelletaan ammattialakohtaisesti.

Edeltävät opinnot

Opintojaksolle osallistuminen edellyttää lukion B-kielen tasoista kielen hallintaa. Lukion suorittaneille ei järjestetä lähtötasokoea. Muut opiskelijat osallistuvat ennen ruotsin kielen opintojen alkua kirjalliseen lähtötasokokeeseen.

Kokeessa hylätyt ohjataan täydentämään kielitaitoaan.

Suoritustapa ja arviointi

Osa opintojaksoista toteutetaan koulutusohjelmakohtaisesti, osa monialaisissa ryhmissä. Opintojakso suoritetaan osallistumalla aktiivisesti lähiopetukseen ja läpäisemällä hyväksytysti suullinen ja kirjallinen tentti.

Lähiopetusta on 40 h.

Opiskelijalla on myös mahdollisuus suorittaa korvaava koe (näyttökoe), mikäli hän katsoo omaavansa siihen valmiudet. Näyttökoe käsittää suullisen ja kirjallisen osion ja edellyttää opiskelijan koulutusohjelman ammatillisen perussanaston hallintaa. Hyväksytty suoritus (vähintään 80 % oikein) vastaa ruotsin kielen 3 opintopisteen laajuisten opintojen suorittamista.

Opiskelijalla on myös mahdollisuus suorittaa korvaava koe (näyttökoe), mikäli hän katsoo omaavansa siihen valmiudet. Näyttökoe käsittää suullisen ja kirjallisen osion ja edellyttää opiskelijan koulutusohjelman ammatillisen perussanaston hallintaa. Hyväksytty suoritus (vähintään 80 % oikein) vastaa ruotsin kielen 3 opintopisteen laajuisten opintojen suorittamista.

Opiskelumateriaali

Koulutusohjelmakohtainen materiaali.

01ENTR1 INTRODUCTION TO ENTREPRENEURSHIP 4 ECTS

Target group

The students of the Degree programme in International Business in their first year.

Objective and contents

The students get acquainted with entrepreneurship as an option to wage work and as a life strategy. The course gives facilities to plan and evaluate business ideas. The student gets to reflect on his/her personal capabilities for running a business, but also on general conditions and obstacles in business life. The course deals with basic concepts of entrepreneurship, business plan and business idea.

Assessment

Active participation in lectures. Individual and group exercises, business plan, written exam.

Materials

Will be handed during lectures.

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
- cost-volume-profit analysis
- financial ratios
- marginal costing
- pricing decisions
- budgeting

Assessment

Individual assignment, written exam

Materials

- Materials to be given and announced during the lessons

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 competition models

Circulation model

Unemployment and inflation

Economic fluctuations in Finland

Basic ideas of fiscal – monetary policy

Assessment

Lectures, learning diary, exam

Materials

Sloman, 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 2007-08

04ENG503 Presentation Skills 3 ects

04ENG02 Business Contacts 3 ects

PROFESSIONAL STUDIES 86 ECTS

To be completed from 2nd year on

Value Chain Management 20 ects

04IBU601/1 ACCOUNTING 4 ECTS

Learning objectives

The student

- learns basics of bookkeeping

- knows how to prepare financial statements in a small company

- understands payroll accounting

- knows the Finnish system of value-added taxation on consumption

Contents

Double-entry bookkeeping

Treatment of stocks and fixed assets

Financial statements

Annual report

Payroll accounting

Value-added taxation

Assessment

Individual assignment, written exam

Materials

Materials to be given and announced during the lessons

04IBU601/2 TRANSPORT 4 ECTS

Objectives

The student

- knows the different modes of transport

- understands the selection criteria

- knows the essential issues of transport laws
- understand the company's different role as a buyer or as a seller of transport services

Contents

The modes of transport, transport laws, the selection criteria, the concept of outsourcing.

Prerequisites

04BUS602/5, Logistics

Implementation and assessment

Lectures, learning assignments, case studies, applied exercises.

Exam 50 %, learning assignments 50 %; scale 1-5.

Learning material

Learning package

04IBU601/3 PRODUCTION OPERATIONS 4 ECTS

Objectives

The student

- knows the different modes of production
- is familiar with the phases of the process: planning the facilities, managing capacity, controlling quality, planning and scheduling resources (JIT)
- knows how to use the most common tools of production planning

Contents

The production modes, production process, JIT, tools for production planning, the interrelationships between different logistics operations.

Prerequisites

04BUS602/5, Logistics

Implementation and assessment

Lectures, learning assignments, case studies, applied exercises.

Exam 50 %, learning assignments 50 %; scale 1-5.

Learning material

Learning package.

04IBU601/4 DISTRIBUTION 4 ECTS

Objectives

The student

- knows the optional distribution channels
- understands the formation of the value chain and the possibility to build different combinations of value/supply chain partners
- knows the Finnish distribution system in some special fields of industry

Contents

The optional distribution channels both domestically and internationally

The Finnish distribution system and how to find relevant information of it

The formation of the value chain, different combinations of value chain partners

Prerequisites

04BUS602/5, Logistics

Implementation and assessment

Lectures, learning assignments, presentations, applied exercises.

Exam 50 %, learning assignments 50 %; scale 1-5.

Learning material

Learning package

International Business 26 ects

04IBU602/1 BASICS OF INTERNATIONALISATION 3 ECTS

Objectives

The student successfully completing the course will understand the internationalization process of a company and be able to obtain relevant information on potential market areas, to assess the impact of culture on business as well as to understand the ways of corporate internationalization.

Contents

- Elements of culture
- Cultural effects on business
- Area related information

- Modes of internationalization
- Internationalization process

Assessment

Paper 1: Write a paper about the cultural factors of developing a business in an emerging market. How is this market different and what does that mean for our business?

Paper 2: What are three alternatives to establishing operations in this market and which one would you recommend and why?

Paper 3: You are going write a recommendation for a firm about how to enter a foreign market and include what will they need to know to managing operations in the target market.

04IBU602/2 INTERNATIONAL ECONOMICS 4 ECTS

Learning objectives

Student

- understands the basic concepts of economic policy
- knows the different instruments of protection
- understands what are the different levels of economic integration
- knows the basic mechanism of foreign exchange market
- is familiar with certain international agreements / institutions
- understands what it means to be a member country of EMU

Contents

Economic policy

Trade theories

Free trade vs. protection; instruments of protection

Economic integration and free trade

ITO, GATT, WTO, IMF, world bank

Foreign exchange market and foreign exchange systems

Economic integration in Europe

Assessment

Lectures, group works / assignments, exam

Materials

Ingham, B.2004. International Economics – A European Focus. Pearson Education. Essex, England.

04IBU602/3 INTERNATIONAL FINANCE 4 ECTS

Learning objectives

The student knows

- the methods of international payments
- the various alternatives of corporate finance
- the grounds for crediting
- and is able to draw up finance plans

Contents

- international payments
- protection against currency risks
- finance sources
- grounds for crediting
- profitability
- finance planning

Assessment

Lectures, coursework and exam

04IBU602/4 INTERNATIONAL MARKETING 5 ECTS

Learning objectives

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.

Contents

- International Marketing Mix
- International Market Assessment
- Marketing Strategy
- Marketing Planning

- Project Team Management

Assessment

Market analyses

04IBU602/5 IMPORT/EXPORT PROCEDURES 4 ECTS

Learning objectives

The student

- knows the steps of import/export operations and the related documentation
- knows how to interpret and fill in the documents / EU-trade, non-EU-trade)
- knows the special issues concerning VAT in international business
- knows the regulations on international sales/contracting

Contents

The steps of import/export operations, documentation, VAT in international trade, the regulations of international sales/contracting.

Prerequisites

04BUS602/5, Logistics ; 04BUS602/7 Operational Business Environment/Legal environment; 04IBU601/1 Accounting

Implementation and assessment

Lectures, learning assignments, case studies, applied exercises.

Learning assignments 100 %; scale 1-5.

Learning material

Learning package, internet sources of Customs and Taxation Authorities

04IBU504E BUSINESS IN EUROPE 3 ECTS (E)

Learning objectives

The student

- orients in advance on the European Union and its various aspects
- learns differences of doing various business operations in different European countries
- concentrates via group assignment on a specific business operation in two European countries

Contents

- composition & operations of the European Union
- country specific differences of doing business

Assessment

Individual assignment; group assignment and presentation

Materials

Lecture materials

04IBU505E BUSINESS IN RUSSIA 3 ECTS

Learning objectives

The student

- knows the economic and political situation in Russia
- understands the effects of the changes on business
- is familiar with the Russian business culture
- is able to evaluate the possibilities to start a business in Russia

Contents

Background information on Russian trade, history, economy and politics, changes in Russian society and stability of the business environment, Russians as consumers, partners and decision makers.

Educational trip to St.Petersburg (one week, lectures at the Economic Faculty of St.Petersburg State University, company visits and cultural programme, travelling costs at student's own expence)

Assesment

Exam, learning diary

Materials

Learning package, lecture materials

04IBU506E BUSINESS IN ASIA 3 ECTS (E)

Learning Objectives

The students will learn

- to understand Asian issues such as economy, politics, culture, religion, and their effects in business life
- general and country specific business related information.

Contents

- strategic analysis of Asian economies
- business culture
- marketing
- economic trend
- trade & investment
- MNCs in Asia

Assessment

Active participation to the course, course paper and test

Materials

Sonia El Kahal (2001). Business in Asia–Pacific. 1st edition. Oxford University Press.
And materials given by the teacher during the course

04TUT600E Orientation to Research 10 ects**04TUT601E ANALYSIS METHODS 5 ECTS****Learning objectives**

The student

- knows the principles of the scientific research, approach and the most commonly used research methods in social science
- knows the operational plan of the research work
- learns to estimate the applicability of the research method
- learns to estimate the reliability of the information
- knows how to deal with the most commonly used statistical methods
- learns to understand the content of the research report

Contents

Main attention will be paid onto the following issues: Quantitative and qualitative methods in general, the research problem and the applicability of the research methods, overall reliability, statistical methods, data analysis, interpretation and generalisation. The student is able to conduct independent empirical research.

Prerequisites

Texts, spreadsheets and presentation graphics

Assesment

Participation in contact teaching, individual and group works, assignments and/or exam

Scale 1 - 5.

Materials

Lectures and literature indicated by the lecturer

Quantitative methods and reporting 04TUT602E and Qualitative methods and reporting 04TUT603E are optional modules and they take place during the third academic year. Student has to choose one of the following modules:

04TUT602E QUANTITATIVE METHODS AND REPORTING 5 ECTS**04TUT603E QUALITATIVE METHODS AND REPORTING 5 ECTS****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

CONTACT DETAILS

LAHTI UNIVERSITY OF APPLIED SCIENCES Faculty of Business Studies

Stahlberginkatu 4B
F-15110 Lahti
Phone (03) 828 19
Fax (03) 828 2635

Dean Ulla Weijo

Student office
Phone (03) 828 2604 ja 828 2605
Email: liiketalous.opintotoimisto@lamk.fi
Office hours:
Mon, Tue, Thu at 9.00 - 15.00
Wed at 9.00 - 18.00
Fri at 9.00 - 12.00

Study Affairs Secretary Irene Kallinen
Phone (03) 828 2606

Emails: first name.surname@lamk.fi

YHTEISKUNTATIETEIDEN, LIIKETALOUDEN JA HALLINNON ALA

LIIKETALOUDEN KOULUTUSOHJELMA.

Markkinointi
Yliopettaja Ritva Kinnunen
Puh. (03) 828 2603

Taloushallinto
Yliopettaja Marjatta Pasanen
Puh. (03) 828 2612

Johtaminen ja viestintä
Va yliopettaja Outi Ihanainen
Puh (03) 828 2638

Yrittäjyyspolku
vastuuopettaja Jukka Ilmonen
Puh 0400-707 478
Vastuuopettaja Tapio Kari
Puh 050-526 5868

KANSAINVÄLISEN KAUPAN
KOULUTUSOHJELMA
Yliopettaja Maija Romo
Puh. (03) 828 2613

LIIKETOIMINNAN LOGISTIIKAN
KOULUTUSOHJELMA
Yliopettaja Maija Romo
Puh. (03) 828 2613

DEGREE PROGRAMME IN INTERNATIONAL
BUSINESS
Principal Lecturer Maija Romo
Phone (03) 828 2613

LUONNONTIETEIDEN ALA

TIETOJENKÄSITTELYN KOULUTUSOHJELMA

Yliopettaja Harri Kokkonen
Puh (03) 828 2626

DEGREE PROGRAMME IN BUSINESS INFORMATION TECHNOLOGY

Principal Lecturer Torsti Rantapuska
Phone (03) 828 2614

Liiketalouden ylempi ammattikorkeakoulututkinto

YRITTÄJYYDEN JA LIIKETOIMINTAOSAAMISEN KOULUTUSOHJELMA

Yliopettaja Nina Hedberg
Puh (03) 2680

MASTER PROGRAMME IN INTERNATIONAL BUSINESS MANAGEMENT

Responsible Lecturer Brett Fifield
Phone (03) 828 265