



STUDY GUIDE 2011 – 2012

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

Degree Programme in International Business 210 ECTS

DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

Lahti University of Applied Sciences
Faculty of Business Studies

Degree

Bachelor of Business Administration (BBA), Tradenomi

Duration

210 ECTS, 3.5 years

Learning objectives

The studies focus on developing experts with generic working life competencies as well as programme based competences that are needed to manage versatile demanding tasks in future business environments. Generic competences include communication and co-operation skills, abstract, analytical and critical thinking, research and development skills, entrepreneurial thinking, learning skills as well as self-efficacy and ethical responsibility. The Degree Programme for International Business puts emphasis especially on international business environment awareness, intercultural adaptability, communication skills and 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 working with people from different countries, as they are trained to understand other cultures, especially business cultures. As most of the courses are given in English, students will have a unique opportunity to improve their language skills while studying in Finland. The exchange students will also be attending the courses given in English, thus giving their own input to the international atmosphere.

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

DEGREE PROGRAMME IN INTERNATIONAL BUSINESS 210 ECTS

BASIC STUDIES 51/53 ECTS (Finnish/Foreign)	1	2	3	4	Σ
Common Basic Studies 14/16 ECTS					
01SUOA, Asiantuntijaviestintä, Informaatiolukutaito 4 ECTS	4				4
01PINFO					
01RUO Swedish (Ruotsin kieli) 3 ECTS	3				3
04SUO801E, Basics of Finnish 1, 4 ECTS	4				9
04SUO802E Basics of Finnish 2, 5 ECTS ¹⁾	5				
01ENG English 3 ECTS	3				3
01PENT Introduction to Entrepreneurship 4 ECTS		4			4
Programme Basic Studies 37 ECTS					
Business Process 27 ECTS					
04BUS802/1 Efficient Working 5 ECTS	5				5
04BUS602/2 Human Resources 4 ECTS	4				4
04BUS602/3 Financial Management 4 ECTS	4				4
04BUS602/4 Customer Relations and Marketing 4 ECTS	4				4
04BUS602/5 Logistics 4 ECTS	4				4
04BUS602/6 Operational Business Environments/ Basics of Economics 3 ECTS	3				3
04BUS602/7 Operational Business Environments/ Legal Environment 3 ECTS	3				3
Operational Tools 10 ECTS					
04BUS603/1 Text, Spreadsheets and Presentation Graphics 6 ECTS	6				6
04BUS603/2 Business and Financial Mathematics 4 ECTS	4				4
COMMUNICATION AND LANGUAGES 28/26 ECTS (Finnish/Foreign)					
04LII604/1 Yritysviestintä (Finnish) 4 ECTS		4			
04SUO803E, Finnish for Foreigners 1, 4 ECTS		4			
04SUO804E Finnish for Foreigners 2, 3 ECTS ²⁾		3			
04ENG503 Presentation Skills (English) 3 ECTS	3				
04ENG02 Business Contacts (English) 3 ECTS		3			
Elective Languages					18/
(Finnish Students 18 ECTS, Foreign Students 13 ECTS)					13
PROFESSIONAL STUDIES 71 ECTS	1	2	3	4	Σ
Value Chain Management 20 ECTS					
04IBU601/1 Accounting 4 ECTS		4			4
04IBU601/2 Transport 4 ECTS		4			4
04IBU601/3 Production Operations 4 ECTS		4			4
04IBU601/4 Distribution 4 ECTS		4			4
04IBU601/5 Portfolio / Development Project 4 ECTS			4		4
International Business 26 ECTS					
04IBU602/1 Basics of Internationalisation 3 ECTS		3			3
04IBU602/2 International Economics 4 ECTS		4			4
04IBU602/3 International Finance 4 ECTS		4			4
04IBU602/4 International Marketing 5 ECTS		5			5
04IBU602/5 Import/Export Procedures 4 ECTS		4			4
04IBU504E Business in Europe 3 ECTS ³⁾		3			3
04IBU506E Business in Asia 3 ECTS ³⁾		3			3
04IBU505E Business in Russia 3 ECTS ³⁾		3			3
Orientation to Research 10 ECTS					
04TUT601E Analyses Methods 5 ECTS		5			5
04TUT602E Quantitative Methods and Reporting ⁴⁾ 5 ECTS			5		5
04TUT603E Qualitative Methods and Reporting ⁴⁾ 5 ECTS			5		5

Advanced Studies 15 ECTS					
04IBU604/1	Special Issues of International Marketing 5 ECTS			5	5
04IBU604/2	Special Issues of International Logistics 5 ECTS			5	5
04IBU604/3	Special Issues of International Supply Chain 5 ECTS			5	5
ELECTIVE STUDIES 15 ECTS		15			15
PRACTICAL TRAINING 30 ECTS		30			30
THESIS 15 ECTS				15	15

¹⁾ Foreign students: Basic Finnish 1 and Basic Finnish 2

²⁾ Foreign students: Finnish for Foreigners 1 and Finnish for Foreigners 2

³⁾ 6 ECTS to be chosen of these options

⁴⁾ One to be chosen. Options: Quantitative or Qualitative Methods incl. Academic Writing 2 ECTS.

BASIC STUDIES 51/53 ECTS (Finnish Students/Foreign Students)

Common Basic Studies 14/16 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 prepare them for the work world.

The common basic studies orientate the students towards other studies which concentrate on specialised professional skills. Common basic studies, 14/16 ECTS, consist of courses which are compulsory to all 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.

01SUOA ASIAANTUNTIJAVIESTINTÄ 3 ECTS

01PINFO INFORMAATIOLUKUTAITO 1 ECTS

NB! Only for Finnish students! Toteutetaan Lahden ammattikorkeakoulun yleisen suunnitelman mukaisesti. This course is carried out as part of LUAS common basic studies.

04SUO801E BASICS OF FINNISH 1 4 ECTS

NB! Only for foreign students!

Learning Objectives

The student

- knows the very basic vocabulary and phrases for common everyday situations
- can speak a little about him/herself and understands basic phrases
- is able to read and write short and simple sentences.

Contents

Personal data, family and living, languages, countries, nationalities, greetings, thanking, asking, basic situations in everyday life, cardinal numbers, money and units of measure, time and calendar, seasons and weather. Basic types of nouns, verb types, present tense of the verbs (positive, negative, question), basics of consonant gradation (strong-weak grade), vowel harmony, basic pronouns, cardinal numbers, imperative and conditional in basic phrases.

Assessment

Attendance and activity of the course, portfolio and the passing of the final exam.

Evaluation: 1-5.

Materials

White, L. 2007. From Start to Finnish: A Short Course in Finnish. Helsinki: Finn Lectura.

Materials provided by the lecturer

04SUO802E BASICS OF FINNISH 2 5 ECTS

NB! Only for foreign students!

Learning Objectives

The student

- can communicate in most common everyday situations
- is able to understand slowly and clearly spoken Finnish provided the topic and the vocabulary are connected with his/her own life and experience
- understands the key idea of a simple message or text and **is able** to write one **by** him/herself
- knows the most common vocabulary and some grammatical structures of Finnish

Contents

Spending free time, the most common occupations and workplaces, food and drinks, traffic and travelling, communication in everyday situations, health, sickness, dressing-up, basic adjectives and adverbs, 50 basic verbs, partitive, genitive, nominative plural and local cases in different word types, possessive sentences, essive in time expressions, present tense of passive and object in practice.

Assessment

Attendance and activity of the course, portfolio and the passing of the final exam.

Evaluation: 1-5.

Materials

White, L. 2007. From Start to Finnish: A Short Course in Finnish. Helsinki: Finn Lectura.

Materials provided by the lecturer

01ENG ENGLANNIN KIELI JA VIESTINTÄ (BUSINESS ENGLISH BASICS) 3 ECTS**Learning objectives**

The student

- understands the basics of business English including the terminology and concepts
- can manage in written and oral communication situations needed in professional studies and at work
- masters the main grammatical structures in the context of everyday business functions

Contents

Education and training for business, jobs and employment, changes in the work world, the job application process, the route from raw materials to commodities, entrepreneurship, various types of establishment, company profiles, wholesaling and retailing, international trade.

Prerequisites

Advanced level in English

Assessment

Compulsory class attendance, course work, course examination

Materials

Reppu, materials provided by the lecturer

01RUO RUOTSIN KIELI 3 OP (SWEDISH LANGUAGE)

NB! Only for Finnish students! Toteutetaan Lahden ammattikorkeakoulun yleisen suunnitelman mukaisesti. This course is carried out as part of LUAS common basic studies.

01PENT INTRODUCTION TO ENTREPRENEURSHIP 4 ECTS**Learning objective**

The students

- become acquainted with entrepreneurship as an option to wage work and as a life strategy.
- become aware of their personal capabilities for running a business, but also of general conditions and obstacles in business life

Contents

The course facilitates planning and evaluating business ideas and gives basic concepts of entrepreneurship, business plans and business ideas. Visiting lecturers from Incubation Center and example entrepreneurs will give their input to the course also.

Assessment

Active participation in lectures. individual and group exercises, business plan (50 %), written exam (50 %). Both assignment and exam must be passed.

Materials

Materials provided by the lecturer

Programme Basic Studies 37 ECTS**Learning objectives**

The student

- gets the basic knowledge of different business operations
- knows how to use most common ICT tools
- is able to complete basic business calculations.

Business Process 27 ECTS**Learning objectives**

The student

- learns to utilise different learning methods and how to work in teams
- understands the effect business environments have on business operations
- understands the relationships between different business operations of various organisations.

04BUS802/1 EFFICIENT WORKING, Part A and B, 5 ECTS**Learning objectives**

The student

- begins his/her studies and becomes familiar with different learning methods which are to be used in different implementations during their studies

- 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 cultures within organizations.

Contents

Theory and practice of learning methods, theory and practice of team work, participation in a project and project management, innovative thinking and acting, encouraging innovations.

Assessment

Participation in contact lessons, learning assignments, information skills test

Materials

Materials provided/announced by the lecturer(s).

04BUS602/2 HUMAN RESOURCES 4 ECTS

Learning objectives

The student

- is capable of managing and maintaining performance based human resources in contemporary multicultural and multinational organizations.

Contents

Main attention will be paid to 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 in the course, course paper and course exam

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
- knows the different areas of accounting
- is able to examine the profitability of companies using marginal costing technique
- learns how to set prices on products and to 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, marginal costing, financial ratios, pricing decisions, budgeting.

Assessment

Individual assignment, written exam.

Materials

Materials provided/announced by the lecturer.

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
- 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 operational and financial returns perspective of the company
- 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 the purchasing process
- understands the terms of delivery as an important part of the purchasing contract

Contents

Basic terms of logistics – integrated logistics, logistics costs and the meaning of logistics to the profitability of a company, demand forecasting, purchasing, warehousing.

Assessment

Virtual course, home tests, open book final exam.

Materials

Materials provided/announced by the lecturer

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

The 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

- understands how the national law of business operations works in regards to drafting, interpreting and supplementing contracts.
- knows the breaches of contract and available remedies
- knows what kind of rules cover marketing
- is capable of acting on contractual issues and how to solve interpretational and other cases
- knows how to be an active company representative who acts correctly in practical contract law situations.

Contents

The basics of the Finnish contract law, Finnish sales law, Finnish marketing law and EU competition law.

Assessment

Lectures, assignments, cases, exam

Course grading will be based on the exam and assignments 50% / 50%. While excellent case work may upgrade the overall course grade by one grade it will not upgrade a grade of zero to a grade of one. The minimum requirements for successfully passing the course will be 50% of the exam points and a grade one from the assignments.

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**Learning objectives**

The student

- knows how to use most common ICT tools

- is able to complete basic business calculations.

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

Basic techniques of word-processing programmes and document production, spreadsheet calculations, and how to use them in most common business situations. Basic database queries.

Assessment

Participation in contact lessons, 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

- understands the importance of financial mathematics.

Contents

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 lessons, exercises, and exam.

Materials

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

COMMUNICATION AND LANGUAGES 28/26 ECTS

Learning objectives

The student

- is able to communicate with the Finnish language in everyday situations (foreign students) and in professional connections (Finnish students)

- learns how to communicate in different languages, both orally and in writing

- learns English business terminology and is able to keep business presentations in English

- gains deeper knowledge of different languages.

04LII604/1 YRITYSVIESTINTÄ 4 OP (Finnish)

NB! Only for Finnish students!

Osaamistavoitteet

Opiskelija

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

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

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

- harjoittaa työelämän keskeisiä esiintymistaitoja

- mieltää kielen hallitsemisen työnteon välineenä ja onnistuneen viestinnän edellytyksenä.

Sisältö

Yritysviestinnän periaatteet ja tehtävät, yritysviestintä maineenhallinnan osana, viestinnän merkitys, keinot ja kanavat, kaupankäynnin tekstit ja tiedotteet.

Edeltävät opinnot

01SUO Asiantuntijaviestintä 4 op.

Suoritustapa ja arviointi

Luennot ja kurssitehtävät.

Opiskelumateriaali

Mattila, H., Ruusunen, T. ja Uola, K. 2006. Viestinnän työkaluja AMK-opiskelijalle. Helsinki: WSOY. Juholin, E.

2008. Viestinnän vallankumous. Löydä uusi työyhteisöviestintä. Helsinki: WSOYpro. Kurssilla ilmoitettava materiaali.

04SUO803E FINNISH FOR FOREIGNERS 1 4 ECTS

NB! Only for foreign students!

Learning Objectives

The student

- knows the most common vocabulary and phrases used in social intercourse (informal discussion, telephone conversation etc.)
- knows the basics of studying in Finland.

Contents

The Finnish understanding of time and vocabulary related to it, Finnish culture of studying and forms of studying, meaning of co-operation in studying, everyday situations and vocabulary related to that, basic phrases and vocabulary to social communication. Deepening the word types and verb types in different local cases (basic verbs). Asking, advising, describing, understanding the instructions (conditional and imperative). Past tense by few basic verbs.

Assessment

Attendance and active participation in the course, oral and written exercises and the passing of the final course exam.

Evaluation: 1-5.

Materials

Heikkilä, S. ja Majakangas, P. 2008. Hyvin menee! 1. Suomea aikuisille. Helsinki: Otava.

Materials provided by the lecturer.

04SUO804E FINNISH FOR FOREIGNERS 2 3 ECTS

NB! Only for foreign students!

Learning Objectives

The student

- copes in situations connected with his/her own field of profession
- knows the necessary basic business vocabulary
- knows the basics of working in Finland.

Contents

Finnish occupations and their requirements, work culture in Finland, writing the job application, describing one's own skills (basic skills), deepening the knowledge of phrases and vocabulary related to social communication.. Asking, advising and describing. Verb types in different local cases, conditional and imperative, past tense, word order.

Assessment

Attendance and active participation in the course, oral and written exercises and passing of the final course exam.

Evaluation: 1-5.

Materials

Heikkilä, S. ja Majakangas, P. 2008. Hyvin menee! 1. Suomea aikuisille. Helsinki: Otava.

Materials provided by the lecturer.

Other languages and courses are presented in the language guide.

See the file of Language Studies at the Faculty of Business Studies 2011-12.

PROFESSIONAL STUDIES 71 ECTS**Learning objectives**

The student

- gains deeper knowledge of various business operations
- understands the difference between domestic and international business
- knows how to guide a company through the internationalization process
- knows how to and is able to carry out applied research

Value Chain Management 20 ECTS**Learning objectives**

The student

- understands the broad meaning of supply chain management
- is able to use various tools in finding the right value chain solutions.

04IBU601/1 ACCOUNTING 4 ECTS**Learning objectives**

The student

- learns the 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 provided/announced by the lecturer.

04IBU601/2 TRANSPORT 4 ECTS

Learning objectives

The student

- knows the different modes of transport
- understands the selection criteria of different modes of transport and carriers
- knows the essential issues of transport laws
- understands the different roles of the company either 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, grading scale 1-5.

Learning material

Learning package.

04IBU601/3 PRODUCTION OPERATIONS 4 ECTS

Learning objectives

The student

- knows the different modes of production
- is familiar with the phases of production processes
- learns to model processes
- learns about JIT and other common quality issues in production operations
- is familiar with the phases of the production planning
- gets an overall picture of how production operations are connected and dependable on the company's other processes including logistics.

Contents

Production modes, production processes, process modelling, JIT and other quality issues, production planning, the interrelationships between different logistics operations.

Prerequisites

04BUS602/5 Logistics.

Implementation and assessment

Guided learning by doing:

Orientation lectures, individual, pair and group learning assignments, presentations, learning diary.

Active participation to classes, learning assignments and learning diary, grading scale 1-5.

Learning material

Learning materials in Reppu.

04IBU601/4 DISTRIBUTION 4 ECTS

Learning 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 about 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 %, Distribution Plan 50 %; grading scale 1-5.

Learning material

Material given during the course, articles related to distribution.

04IBU601/5 PORTFOLIO/DEVELOPMENT PROJECT 4 ECTS**Learning objectives**

The student

- is able to describe and analyze company activities (portfolio)
- is able to plan a development project in a company.

Contents

Different company activities (according to the value chain) and their relationships, organizational options,

operational options, analytical tools, project planning.

Prerequisites

Basic studies, preferably also studies about the value chain: Accounting, Transport, Production Operations,, Distribution.

Implementation and assessment

Resource lecture, independent group work, cooperation with companies.

Portfolio report/ development project plan in a written form and an oral presentation.

Grading scale 1-5.

Learning material

Case-related material.

International Business 26 ECTS**Learning objectives**

The student

- understands the internationalization process
- is able to evaluate different internationalization options
- is able to construct documentation needed in international trade
- knows the characteristics of different market areas

04IBU602/1 BASICS OF INTERNATIONALISATION 3 ECTS**Learning objectives**

The student

- understands the internationalisation process of a company
- is capable of obtaining relevant information on potential market areas
- is able to assess the impact of culture on business
- understands the ways of corporate internationalization.

Contents

Elements of culture, cultural effects on business, area related information, modes of internationalisation, internationalisation process, entry modes.

Assessment

Lectures, group work/learning assignments.

Learning material

Materials provided by the lecturer and Cavusgil, etc.,2008. International marketing and export management.

04IBU602/2 INTERNATIONAL ECONOMICS 4 ECTS**Learning objectives**

The 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 work / 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
- knows the various alternatives of corporate finance
- knows the grounds for crediting
- 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

- further develops the marketing mix approach
- understands that international marketing and planning in different environments require different solutions
- develops an understanding of a market situation
- is able to respond strategically to the needs of different segments
- is able to 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 related documentation
- is able to interpret and fill in documents / EU-trade, non-EU-trade
- knows the special issues concerning VAT in international business
- knows the regulations of 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 %; grading scale 1-5.

Learning material

Learning package, internet sources of Customs and Taxation Authorities.

04IBU504E BUSINESS IN EUROPE 3 ECTS**Learning objectives**

The student

- becomes familiar with the European Union as an economical and business area

- learns differences of doing various business operations in different European countries
- understands a specific business operation in two European countries by doing a group assignment.

Contents

Composition & operations of the European Union, Differences of doing business in different countries.

Assessment

Group assignment and presentation, participation in lectures.

Materials

Lecture materials, articles related to subject.

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
- becomes familiar with the Russian business culture
- is able to evaluate the possibilities of starting 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 expense).

Assessment

Exam, learning diary.

Materials

Learning package, lecture materials.

04IBU506E BUSINESS IN ASIA 3 ECTS

Learning Objectives

The student

- understands Asian issues such as economy, politics, culture, religion, and their effects in business life
- is able to find relevant data of different Asian economies
- gains general and country specific business related information.

Contents

Business culture, entry and marketing options, economic trends, country specific data sources, experiences of Finnish companies in Asia.

Assessment

Active participation to the course, course paper and exam.

Materials

Doing business in XXX (two countries according to the student's choice, or, if books are not available: potential market area facts (two countries): basic geographical facts, culture and socio-cultural environment, economic facts, political and legal environment.

Publications/articles: will be informed in Reppu.

Orientation to Research 10 ECTS

Learning objectives

The student

- knows the characteristics of different analysis methods
- is able to choose the right analysis method to each case under scrutiny
- is able to carry out applied research.

04TUT601E ANALYSIS METHODS 5 ECTS

Learning objectives

The student

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

- is capable of writing a research report.

Contents

Quantitative and qualitative methods in general, the research problem and the applicability of the research methods, overall reliability, data analysis, interpretation and generalisation.

Prerequisites

Texts, spreadsheets and presentation graphics.

Assessment

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

Grading scale 1 - 5.

Materials

Lectures and literature indicated by the lecturer.

Quantitative Methods and Reporting 04TUT602E and Qualitative Methods and Reporting 04TUT603E are elective modules and they take place during the third academic year. The student has to choose one of the following modules.

04TUT602E QUANTITATIVE METHODS AND REPORTING 5 ECTS

Learning objectives

The student

- knows how to process and report the quantitative data definitively
- knows how to use SPSS software as an analysis tool
- knows the descriptive statistics
- knows the inferential statistics
- knows the multivariate methods
- understands the research problem and is able to choose the right methods to analyse data
- is able to conduct a demanding quantitative research
- has basic skills in academic writing
- knows how to write an abstract for a study.

Contents

SPSS software as an analysis tool. Creating a database in SPSS. Frequency distributions, descriptive statistics and graphical presentations. Relationships between two variables. Hypothesis testing. Multivariate methods. Academic writing skills.

Prerequisites

04TUT601E Analysis Methods.

Assessment

Participation in contact teaching, individual and group work, projects and reporting.

Grading scale 1 - 5.

Materials

Lectures and literature indicated by the lecturer.

04TUT603E QUALITATIVE METHODS AND REPORTING 5 ECTS

Learning objectives

The student

- understands paradigm and the methodology behind qualitative research methods
- is able to produce a research plan for a qualitative study
- is able to evaluate reliability and validity of qualitative research
- has basic skills in academic writing
- knows how to use qualitative methods for data collection and analysis
- knows how to write an abstract for a study.

Contents

Qualitative research and the paradigm behind it. Different methods to conduct a qualitative research. Research plan for a qualitative study. Methods for data collection and analysis. Academic writing skills. Lectures and research project.

Prerequisites

04TUT601E Analysis Methods.

Assessment

Research project and exam.

Materials

Lectures

Gummeson Evert, Qualitative Methods in Management Research, 2000, Sage Publications, Inc.

Advanced Studies 15 ECTS

Learning objectives

The student

- is able to carry out independent research in the field of international marketing, logistics, and supply chain management
- is able to present and defend the research results in a large seminar
- gains in-depth knowledge of international marketing, logistics, and supply chain management.

04IBU604/1 SPECIAL ISSUES OF INTERNATIONAL MARKETING 5 ECTS

Learning Objectives

The student

- is able to problem solve, analyze and deliver a substantial current international marketing project/seminar.

Content

Use of academic articles and the Internet and practical application of problem solving skills of interrelated issues provide the elements of the problem space.

The specific aims of the problem space will be adjusted each year.

Assessment

The completion of the project / paper and a presentation of results.

Materials

Articles and the Internet.

04IBU604/2 SPECIAL ISSUES OF INTERNATIONAL LOGISTICS 5 ECTS

Objectives

The student

- understands the interrelationships between different logistics activities
- is able to analyze research and case information and apply it to the field of international business and logistics
- knows the latest development in the field.

Contents

Logistics activities, organisational options, performance measurement, integrated logistics, new technology and methods, services.

Prerequisites

Basic studies, International Business professional studies.

Implementation and assessment

Resource lectures, case studies, work shop, essays.

Grading scale 1-5.

Material

Stock & Lambert: Strategic Logistics Management; Bask & Juga & Laine: Evolution of Container Transport; Lakshamana & Subramanian & Anderson & Leautier: Integration of Transport and Trade Facilitation; articles will be informed in Reppu.

04IBU604/3 SPECIAL ISSUES OF INTERNATIONAL SUPPLY CHAIN 5 ECTS

Objectives

The student

- forms an overall picture of the internationalization process of a corporation
- learns the process of gathering useful information
- understands the prerequisites and reasons of internationalization
- forms abilities to apply theoretical information into practise by composing an export plan.

Contents

Basic marketing and logistics functions of corporations, export documentation.

Implementation and assessment

Briefing, intermediate & final seminar.

Assessment based on the export plan designed by the students.

Material

All marketing and logistics literature.

ELECTIVE STUDIES 15 ECTS

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

04TYÖ03E PRACTICAL TRAINING 30 ECTS

The chosen positions must be from the field of international business or logistics in Finland or abroad. It is possible to carry out the training 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 the minimum of 75 ECTS.

04THESIS 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 gained benefit to the case company as a result of the thesis, utilization of research methods, and the level of the English language.

Prerequisites

Orientation to research courses.

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