



**Lahden ammattikorkeakoulu  
Liiketalouden laitos, Lahti**

**Degree Programme in International Business**

**Lahden ammattikorkeakoulu  
Liiketalouden laitos**

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**YHTEISKUNTATIETEIDEN, LIIKETALOUDEN JA HALLINON ALA  
LIIKETALOUDEN KOULUTUSOHJELMA.**

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**DEGREE PROGRAMME IN INTERNATIONAL BUSINESS**

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**LUONNONTIETEIDEN ALA  
TIETOJENKÄSITTELYN KOULUTUSOHJELMA  
Sovelluskehitys**

**DEGREE PROGRAMME IN BUSINESS INFORMATION TECHNOLOGY**

Yliopettaja Torsti Rantapuska  
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Liiketalouden laitos**

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**LUONNONTIETEIDEN ALA  
TIETOJENKÄSITTELYN KOULUTUSOHJELMA**

Yritysviestintäjärjestelmät  
Yliopettaja Harri Kokkonen  
Puh. (03) 828 5003

## **YHTEISKUNTATIETEIDEN, LIKOTALOUDEN JA HALLINNON ALA**

### **Tutkinto**

Koulutusohjelmien tutkinnot johtavat liiketalouden ammattikorkeakoulututkintoon. Tutkintonimike on tradenomi (ruotsin kielellä tradenom, englannin kielellä Bachelor of Business Administration, BBA).

### **Tutkintonimike**

Tradenomi

### **Laajuus**

140 ov, 3,5 vuotta

Koulutusohjelmien opinnoista ja tutkinnoista vastaavat Liiketalouden laitos, Lahti ja Liiketalouden laitos, Heinola. Perusopinnojen jälkeen opiskelija valitsee yhden koulutusohjelmansa suuntautumisalan.

### **Liiketalouden koulutusohjelma**

Suuntautumisalat

Markkinointi (Lahti)

Talouhallinto (Lahti)

Markkinointiviestintä (Heinola)

Yrityshallinto (Heinola)

## **LUONNONTIETEIDEN ALA**

### **Tutkinto**

Koulutusohjelmien tutkinnot johtavat liiketalouden ammattikorkeakoulututkintoon. Tutkintonimike on tradenomi (ruotsin kielellä tradenom, englannin kielellä Bachelor of Business Administration, BBA).

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### **Tietojenkäsittelyn koulutusohjelma**

Suuntautumisalat

Sovelluskehitys (Lahti)

Yritysviestintäjärjestelmät (Heinola)

### **Kansainvälisen kaupan koulutusohjelma**

#### **Degree Programme in International Business**

#### **Degree Programme in Business Information Technology**

## **TUTKINTOJEN RAKENNE**

Opintojen laajuus on 140 opintoviikkoa (ov) ja ne muodostuvat seuraavasti:

### **Perusopinnot**

Perusopinnot koostuvat ammattikorkeakoulun kaikille yhteisistä perusopinnoista ja koulutusohjelman perusopinnoista. Perusopinnot suoritettuaan opiskelijalla on perustaidot ja -valmiudet, jotka kannustavat ulkoiseen ja sisäiseen yrittäjyyteen sekä innovatiivisuuteen ja vuorovaikutukseen yritystoiminnassa.

### **Ammattiopinnot**

Ammattiopinnot koostuvat suuntautumisalan pakollisista opinnoista, vapaasti valittavista opinnoista, harjoittelusta ja opinnäytetyöstä.

## DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

### Degree

Tradenomi, Bachelor of Business Administration (BBA)

### Duration

140 credits (210 ects), 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 20 credits 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 Polytechnic has exchange with over 30 polytechnics and universities around the world and all students have either to work or study abroad.

Studies	Year				
	1	2	3	4	Σ
<b>COMMON BASIC STUDIES</b>	<b>10</b>				<b>10</b>
<b>PROGRAMME BASIC STUDIES</b>	<b>46</b>				<b>46</b>
<b>Operational Business Environment</b>					<b>8</b>
04ECO01E Economics; Micro, Macro and International Perspective	5				
04OIK03E Introduction to Finnish Business Law	1				
04OIK01E Contract Law	2				
<b>Corporate Resources &amp; Efficiency</b>					<b>12</b>
04LAS02E Accounting	5				
04YRI05E Organisation Behaviour and International Human Resource Management	3				
04YRI03E Corporate Financing		2			
04LOG01E Basics of Logistics	2				
<b>Information Technology Related Studies</b>					<b>8</b>
04TIE01E Information Technology	2				
04TIE03E Business Application Software	2				
04TEKS01E Word Processing & Information Production	2				
04MAT01E Business Mathematics	2				
<b>Customer Relations</b>					<b>4</b>
04MAR01E Customer Relations	2				
04MAR02E Personal Sales Skills		2			
<b>Setting up a Business</b>					<b>4</b>
04OIK02E Corporate Law		2			
04YRI04E Corporate Business Plan		2			
<b>Communication</b>					<b>10</b>
04SUO02 Yritysviestintä	3				
04RUO01 Swedish for Entrepreneurs (in Swedish)	2				
04RUO02 Business Communication I (in Swedish)		1			

04ENG01	Focus on Finland	1				
04ENG02	Business Contacts I		2			
04ENG03	Business Presentations	1				
<b>PROFESSIONAL STUDIES</b>		<b>44</b>				<b>44</b>
<b>International Business</b>						<b>14</b>
04IBU101E	Internationalization process	3				
04IBU02E	Finance in International Business		2			
04IBM101E	International Marketing		5			
04IBU04E	Business in Europe (altern.) <sup>1)</sup>		2			
04IBU05E	Business in Russia (altern.) <sup>1)</sup>		2			
04IBU06E	Business in Asia (altern.) <sup>1)</sup> <sup>1) 4 cr to be chosen</sup>		2			
<b>Logistics</b>						<b>5</b>
04IBL101E	Logistics operations		5			
<b>Orientation to Research</b>						<b>5</b>
04TUTK01E	Research Methods		2			
04TUTK04E	Statistical Analysis		2			
04TUTK05E	Research Process		1			
<b>Elective Languages</b>				<b>10</b>		<b>10</b>
<b>Advanced Studies</b>					<b>10</b>	<b>10</b>
04VVLOG09E	Logistics, a key to success (altern.) <sup>1)</sup>				<b>5</b>	
04VVLOG04E	Logistics, advanced level (altern.) <sup>1)</sup>				<b>3</b>	
04VVMAR03E	International Marketing, advanced level (altern.) <sup>1)</sup>				<b>3</b>	
	Other advanced level courses, defined yearly (altern.) <sup>1)</sup>					
	<sup>1)</sup> total min 10 cr to be chosen					
<b>ELECTIVE STUDIES</b>				<b>10</b>		<b>10</b>
<b>PRACTICAL TRAINING</b>				<b>20</b>		<b>20</b>
<b>THESIS</b>				<b>10</b>		<b>10</b>
<b>CREDITS IN TOTAL</b>		<b>140</b>				

**Structural exceptions for foreign students in the degree (compensating for the 25 cr of languages for Finnish students):**

1. Finnish language and communication 8 cr
2. English language and communication 12cr
3. Any subject available 5 cr

## COMMON BASIC STUDIES 10 CR

The polytechnic 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 polytechnic common basic studies orientate the students towards other studies which concentrate on specialised professional skills. Common basic studies, 10 cr/15 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 polytechnic or in a university . Before compensation a proof for taking the course elsewhere must be submitted.

### Common basic studies 10 cr in Degree Programme in International Business

- Orientation to polytechnic studies 1 cr
- Finnish language and communication 2 cr
- Swedish language 1 cr
- Foreign language and communication 2 cr

Philosophy 2 cr  
Introduction to entrepreneurship 2 cr

## 01JOHR1 ORIENTATION TO POLYTECHNIC STUDIES 1 CR/1.5 ECTS

### Objectives and contents

The student is acquainted with Lahti Polytechnic, its operating principles, and his/her own faculty. The student learns what support and guidance is available for him/her during the studies.

Themes:

1. Lahti Polytechnic as a learning environment and support forms and methods at Lahti Polytechnic
2. Study benefits and aid and the Student Affairs Office
3. Library and Information Services
4. Student Union

The above items will be handled in one session during the first week of studying.

5. Studies and practical training abroad
6. Information acquisition task
7. Careers and Recruitment Services
8. "My studies at Lahti Polytechnic" - a personal recollection told by an alumnus/alumna

### Assessment

Participation in lectures. A completed Information Pass on library and information services. Assessed pass/fail.

## 01SUOR1 SUOMEN KIELI JA VIESTINTÄ 2 OV

### Ajankohta

Suositellaan suoritettavaksi ensimmäisen tai toisen lukuvuoden aikana.

### Tavoitteet

Kirjoitusviestintä: Opiskelija hallitsee asiatyylisen kirjallisen viestinnän, osaa laatia erilaisia asiatekstejä ja hallitsee asiakirjastandardin. Opintojakso on johdatus oppinäytetyöhön ja kypsyyskokeeseen, joissa on osattava laatia artikkeli ja tutkimusraportti. Puheviestintä: Opiskelija hallitsee keskustelutilanteet sekä osaa raportoida suullisesti.

### Edeltävät opinnot

Opintojaksolle osallistuminen edellyttää tekstinkäsittelytaitoa.

### Suoritustapa ja arviointi

Opintojakso toteutetaan joko laitoskohtaisesti tai koulutusohjelmarajat ylittävissä ryhmissä. Lähiopetusta on 40 t. Opintojakso suoritetaan osallistumalla aktiivisesti lähiopetukseen, tekemällä suulliset ja kirjalliset harjoitukset sekä kielenhuoltokoe. Opintojakso voidaan toteuttaa myös monimuoto-opetuksena.

### Näyttökoe

Hyväksytty suoritus (vähintään H3) korvaa yhteisten opintojen suomen kielen ja viestinnän 2 ov:n opintojakson.

Näyttökokeessa tentitään joko

Repo, I. & Nuutinen, T. 2003. Viestintätaito. Opas aikuisopiskelun ja työelämän vuorovaikutustilanteisiin. Otava, Helsinki (tai vanhempi painos Aikuisten viestintätaito) tai

Nummi, J., Savola, T. & Hänninen, M. 2000. Tekniikan viestintä. Edita, Helsinki sekä

Itkonen, T. 2000. Uusi kieliopas. Tammi, Helsinki tai vastaava kielenhuollon opas.

### Opiskelumateriaali

Luentomateriaali ja opintojakson alussa ilmoitettava kirjallisuus

## 01RUOR1 RUOTSIN KIELI 1 OV

### Ajankohta

Opintojakso suoritetaan ensimmäisenä tai toisena lukuvuotena ennen ko. aineen jatko-opintoja. Liiketalouden laitoksen opiskelijat suorittavat opintojakson ensimmäisen lukuvuoden ensimmäisen lukukauden aikana.

### Tavoitteet ja sisältö

Opiskelija suoriutuu arkielämän perustilanteista ja hallitsee kielen keskeiset rakenteet ja sanaston.

- kielen rakenteet
- sosiaalinen kanssakäyminen
- koulutus ja ammatit
- ammattikielen koulutusohjelmakohtaisesti eriytyvä käsittely, mikäli ei ole kyseessä koulutusohjelmarajat ylittävä ryhmä, jolloin käsitellään ajankohtaisia aiheita eri elämänoilta.

**Edeltävät opinnot**

Opintojaksolle osallistuminen edellyttää lukion B-kielen tasoista kielen hallintaa. Ylioppilaille ei järjestetä lähtötasokoea. Muut opiskelijat osallistuvat ennen ruotsin kielen opintoja kirjalliseen lähtötasokokeeseen. Kokeen läpäissyt (50 % oikein) on oikeutettu osallistumaan yhteisten opintojen ruotsin kielen opintojaksolle. Kokeessa hylätyt ohjataan täydentämään kielitaitoaan.

**Näyttökoe**

Ruotsin kielen korvaavana kokeena toimii pieni kielikoe. Opiskelija voi ilmoittautua suoraan kielikokeeseen, mikäli hän katsoo omaavansa valmiudet siitä suoriutumiseen. Pieni kielikoe on ruotsin kielen yhteiset opinnot (1 ov) korvaava asetuksen mukainen ja kielitaitolain, 149/22 edellyttämä koe.

**Suoritustapa ja arviointi**

Opintojakso voidaan toteuttaa sekä koulutusohjelmakohtaisissa että koulutusohjelmarajat ylittävissä ryhmissä. Se suoritetaan osallistumalla aktiivisesti lähiopetukseen sekä läpäisemällä suullinen ja/tai kirjallinen tentti.

**01ENGR1 BASICS 2 CR/3 ECTS (Polytechnic common basic studies)****Objectives and contents**

The student has the necessary basic vocabulary, and written and oral communication skills needed in professional studies and at work. Main grammatical structures in the context of everyday business functions, practice in business and social situations, basics of business English including the terminology and concepts of the following fields:

- education and training for business
- jobs and employment, changes in working life, 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**

Course work and exam, portfolio, compulsory class attendance.

**Materials**

Airas, P. & Junkkari, T. 1998. New Business Friend 1. WSOY, Porvoo.

**01PHILR1 PHILOSOPHY 2 CR/3 ECTS**

(taught in English)

**Objectives and contents**

The aim is to give philosophical view to professional skills and knowledge and to give conceptual tools to grasp the new and the different by control. Meaning, status, and control of prejudgement, of knowledge and of conceptual. The nature of one's speciality and problem of human being.

**Assessment**

Problem-solving exercises based on lectures and written exam based on philosophical text.

**Materials**

Indicated by lecturer

**01JYTR1/01ENTR1 INTRODUCTION TO ENTREPRENEURSHIP 2 CR/3 ECTS****Objectives and contents**

The student gets 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, business idea.

**Assessment**

Active participation in lectures, individual and group exercises, course work, written exam. Contact teaching 28 h.

**Materials**

Will be handed during the lectures.

## **PROGRAMME BASIC STUDIES 46 CR**

### **Operational Business Environment 8 cr**

#### **04ECO01E ECONOMICS: MICRO, MACRO, AND INTERNATIONAL PERSPECTIVE 5 CR**

##### **Objectives and contents**

The aim of this course is to familiarize the students with micro, macro, and international economic models, theories, and policies as well as their use and applicability to the real situation.

- demand, supply and market mechanism
- consumer theory, company theory
- cyclic fluctuations, distribution of income
- unemployment, inflation
- monetary policy, fiscal policy
- theories of international trade, free trade vs. protectionism
- regional economic integration
- exchange rate mechanism

##### **Assessment**

Lectures, exercises, group works, exams

##### **Materials**

Sloman, J. 2004. Essentials of Economics. 3rd ed. Prentice Hall Limited.

Krugman & Obstfeld. International Economics Theory & Policy. Newest ed.

#### **04OIK03E INTRODUCTION TO FINNISH BUSINESS LAW 1 CR**

##### **Objectives and contents**

The student acquires basic knowledge of legal thinking, legal terminology, the use of legal information and its sources and the Finnish business law:

- the place of Finnish legal order in relation to major legal systems
- legal terminology
- basics of legal thinking
- legal information and its sources
- basics of Finnish business law

##### **Assessment**

Lectures, assignments and exam

##### **Materials**

Lectures and selected material on the Internet.

#### **04OIK01E CONTRACT LAW 2 CR**

##### **Objectives and contents**

The student successfully completing the course understands the essential contents of contract law and knows how to act as contracting partner.

- the conflicts of laws
- purchase of goods
- agent agreement
- exclusive distribution agreement
- arbitration

##### **Assessment**

Lectures, assignments and exam

##### **Materials**

Lectures and selected material on the Internet

##### **Prerequisites**

Introduction to Finnish Business Law

## Corporate Resources & Efficiency 12 cr

### 04LAS02E ACCOUNTING 5 CR

#### Objectives and contents

The student understands financial information and the significance of accounting as part of corporate operations and knows how to apply it to practice. The student understands the principles of the Finnish system of value-added taxation on consumption and corporate taxation on income. The student knows the basic concepts of management accounting and acquires the skills to use them in decision making.

- basics of financial accounting
- the system of value-added taxation
- principles of corporate taxation
- basics of management accounting

#### Assessment

Coursework, exercises, individual assignments, exam

#### Materials

Course package including Accounting Act and Ordinance.

Taxation in Finland, Ministry of Finance 1999(or latest edition). Oy Edita Ab, Helsinki.

### 04YRI05E ORGANIZATIONAL BEHAVIOR AND INTERNATIONAL HUMAN RESOURCE MANAGEMENT 3 CR

#### Objectives and contents

The course is aimed at introducing the students with the basic concepts and issues of organizational behaviour as well as different steps, policies and strategies of international human resource management. The students will acquire skills to form an organization and administer its workforces.

- the evolution of social organizations and basic components of an organization
- strategies in order to meet environmental uncertainties and organizational design
- groups in social organizations, planning, decision-making & organizational culture
- controlling, power, politics, conflict and negotiation
- human resource policies and practices, i.e. staffing, training & development, motivation & maintenance.
- leadership, customer oriented HRM & HRM for creativity.

#### Assessment

Active participation to the course, course paper and test

#### Materials

Stephen P Robbins 1998. Organizational Behavior concepts, controversies, applications. 8<sup>th</sup> edition or the newest ed.. Prentice-Hall International.

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

### 04YRI03E CORPORATE FINANCING 2 CR

#### Objectives and contents

The student knows the domestic finance market as well as the financing methods and finance planning applied.

- structure of the finance market
- finance planning
- financing methods

#### Prerequisites

Introduction to entrepreneurship

#### Assessment

Coursework, distance learning assignments, exam

### 04LOG01E BASICS OF LOGISTICS 2 CR

#### Objectives and contents

The student successfully completing the course knows the terminology of logistics, understands the formation of the value chain and the opportunities logistics offers, masters the purchasing process and the principles of warehousing as well as learns how to utilise development and control methods.

- logistics concept
- purchasing operations
- warehousing

- methods: inventory turnover, optimising size of deliveries
- forecasting models, ABC analysis, supplier analysis, cost analysis

**Assessment**

Learning assignments, exam

**Materials**

Course package, lecture material

## **Information Technology Related Studies 8 cr**

### **04TIE01E INFORMATION TECHNOLOGY 2 CR**

**Objectives and contents**

The student knows the basic concepts of information systems, electronic commerce and the e-environment.

**Assessment**

Exercises, exam

### **04TIE03E BUSINESS APPLICATION SOFTWARE 2 CR**

**Objectives and contents**

The student knows the basic concepts concerned and acquires the skills necessary to use spreadsheet and database applications in most common business situations.

**Assessment**

Exercises, practical test

### **04TEKS01E WORD PROCESSING 2 CR**

**Objectives and contents**

The student knows the basic techniques of word-processing programmes and knows how to apply them to document production. The student knows the appropriate methods of storing and transferring data and takes safety aspects into account in his/her work.

- basics of word-processing programmes
- document management; tools, planning forms, storing data

**Assessment**

Coursework, exercises and distance learning assignments, practical test.

### **04MAT01E BUSINESS MATHEMATICS 2 CR**

**Objectives and contents**

The student knows how to apply the basic mathematical calculations in business life.

- percentage calculations and applications
- product pricing, effects of VAT
- foreign currencies
- simple and compound interest
- credits and loans

**Assessment**

Coursework and exam

Materials

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

## **Customer Relations 4 cr**

### **04MAR01E CUSTOMER RELATIONS 2 CR**

**Objectives and contents**

The student understands the basic concepts of marketing and is able to pursue customer relations marketing creatively and effectively in corporations and other organisations.

- customer oriented approach to marketing
- marketing environments
- customer relationship marketing
- case study

**Assessment**

Lectures, seminar, exam

**04MAR02E PERSONAL SALES SKILLS 2 CR****Objectives and contents**

Successful completion gives skills to plan and engage in interactive customer service and sales efforts.

- interactive sales process
- sales management and planning
- sales negotiations

**Prerequisites**

Customer relations

**Assessment**

Participation in contact teaching, videotaped sales negotiations, exam

**Setting up a Business 4 cr****04OIK02E CORPORATE LAW 2 CR****Objectives and contents**

The student acquires a thorough knowledge of the various corporate forms as well as of the regulations related to the operations of foundations and associations.

- partnerships
- limited liability company
- co-operative society
- housing company

**Assessment**

Lectures, assignments, seminar and exam

**Materials**

Lectures and selected material on the Internet

**Prerequisites**

04OIK03E Introduction to Finnish Business Law 1 cr

**04YRI04E CORPORATE BUSINESS PLAN 2 CR****Objectives and contents**

To provide the student with the skills required when setting up a business and preparing a business plan.

- setting up a business
- business idea
- analysing the operational environment
- preparing a business plan
- presenting a business plan

**Prerequisites**

01ENTR1 Introduction into entrepreneurship 2 cr, 04MAR01E Customer relations 2 cr, 04LAS02E Finance administration 2 cr

**Assessment**

Evaluation of the standard of the business plan

**Communication 10 cr**

(will be conducted in each language)

**04SUO02 YRITYSVIESTINTÄ 3 OV****Tavoitteet ja sisältö**

Opiskelija osaa laatia liikeviestinnän rutiinikirjeet. Lisäksi hän oppii sisäisen ja ulkoisen tiedottamisen perusteet ja hallitsee suullisen ja kirjallisen suhdetoiminnan sekä työnhakuun liittyvän suullisen ja kirjallisen viestinnän.

- kaupan rutiinikirjeet
- yrityksen sisäinen ja ulkoinen viestintä
- suullinen ja kirjallinen suhdetoiminta
- työhönottohaastattelut

Edeltävät opinnot

04SUOR1 Suomen kielen yhteiset perusopinnot 2 ov, 04TEKS01E Tekstinkäsittely 2 cr

**Suoritustapa ja arviointi**

Aktiivisuus lähiopetuksessa, kirjalliset ja suulliset harjoitukset, tentti

**Opiskelumateriaali**

Kortetjärvi-Nurmi, S., Kuronen M-L. & Ollikainen, M. 1997. Yrityksen viestintä. 2. Painos. Edita, Helsinki.

Opettajan erikseen määrittelemä materiaali

## LANGUAGES

See Languages and communication

## PROFESSIONAL STUDIES 44 CR

### 04IBU101E INTERNATIONALIZATION PROCESS 3 CR

**Objectives and contents**

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 different ways of corporate internationalization.

- elements of culture
- cultural effect on business
- area-related information
- modes of internationalization
- internationalization process

**Assessment**

Coursework, group workshop, case

**Materials**

Learning package, lectures

### 04IBU02E FINANCE IN INTERNATIONAL BUSINESS 2 CR

**Objectives and contents**

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.

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

**Assessment**

Lectures, coursework and exam

### 04IBM101E INTERNATIONAL MARKETING 5 CE

**Objectives and contents**

The student will develop 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 the different segments. The students will research and present a market overview of a specific industry and make managerial recommendations about how to develop and retain business opportunities.

- International Marketing Mix
- International Market Assessment
- Marketing Strategy
- Marketing Planning
- Project Team Management

**Prerequisites**

04MAR01E Customer Relations 2 cr, 04IBU101 Internationalization Process 3 cr

**Assessment**

A substantial market overview and marketing plan is required from small teams.

**Materials**

To be announced.

**04IBU04E BUSINESS IN EUROPE 2 CR****Objectives and contents**

Successful completion enhances the understanding of the effects of culture has on business in Europe as a whole and especially in one country that the student focuses on. The student is provided an overview on structural changes in all economic activities demonstrating the trend toward higher quality, service and knowledge requirements. The development of the European Union, and the recent enlargement and its effect on Business is discussed. Basics on information sources and market research.

**Assessment**

Lectures covering the above subjects. Each participant writes an essay (1.000) words on a related subject of her/his choice out of list of suggested subjects. The essays are presented and discussed with the instructor in groups of 5-7. Written exam. Essay 50 %; written exam 50 %

**Materials**

Learning package.

**04IBU05E BUSINESS IN RUSSIA 2 CR****Objectives and contents**

The student knows the economic and political situation in Russia and is able to assess the effects of the changes on business.

- background information on Russian trade, history, economy and politics
- Russian foreign trade legislation affecting foreign enterprises; taxes, import and export documentation
- Russians as consumers, partners and decision makers
- changes in Russian society and stability of the business environment
- the course includes an educational trip to St. Petersburg with lectures at the Economic Faculty of St. Petersburg State University and company visits.

**Assessment**

Exam, learning diary

**04IBU06E BUSINESS IN ASIA 2 CR****Objectives and contents**

Students successfully completing the course will learn to understand Asian issues such as economy, politics, culture, religion, and their effects in business life. The students will learn general and country specific business related information.

- 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**

El Kahal, S. 2001. Business in Asia–Pacific. 1<sup>st</sup> edition. Oxford University Press.  
And materials given by the teacher during the course

**Logistics 5 cr****04IBL101E LOGISTICS OPERATIONS 5 CR****Objectives and contents**

The student understands the concept of material logistics and just-in-time logistics, is able to use the tools for materials and manufacturing logistics. The student also knows the transport modes and equipment used by both domestic and

international transport and is able to take care of the documentation required, and is well familiar with customs procedures and able to fill in the documents needed (EU trade, trade with third countries).

- materials and manufacturing logistics management
- JIT
- domestic and international transport
- terms of delivery : Finnterms and Incoterms
- customs and forwarding

**Prerequisites**

04LOG01E Basics of Logistics 2 cr

**Assessment**

Group workshop, exercises, exam (open book)

**Materials**

Learning package, Finnterms 2001, Incoterms 2000.

## Orientation to Research 5 cr

### 04TUTK01E RESEARCH METHODS 2 CR

**Objectives and contents**

The student is able to conduct quantitative marketing research using questionnaires. The research process including problem formulation, design of questionnaires, data collection, analysis of data and writing a research report is learned by conducting a research project in groups. The student learns to assess the reliability and validity of research and understands the basic differences between quantitative and qualitative research.

- research process in quantitative studies
- basics of qualitative research methods
- research project

**Assessment**

Lectures, group work, exam

**Materials**

Articles

Aaker, D., Kumar V. & Day, G. 2001. Marketing Research. New York.

### 04TUTK04E STATISTICAL ANALYSIS 2 CR

**Objectives and contents**

The student knows how to deal with frequency distribution and bivariate distribution and knows how to apply statistical tests.

- frequency distribution, graphics and statistics
- bivariate distribution, correlation contingency coefficient
- probability distributions
- statistical tests

**Assessment**

Coursework with Excel, exam

**Materials**

Wagner, S. Introduction of Statistics.

### 04TUTK05E RESEARCH PROCESS 1 CR

**Objectives and contents**

The student knows the basic approaches for applied research and is able to conduct his/her thesis as a process.

- basic concepts
- research approaches
- research process
- data collection and utilization
- reports, thesis

**Assessment**

Lectures, research plan and implementation

**Materials**

Hakala, J.T. Creative Thesis Writing. Gaudeamus. ISBN 951-662-786-2.

## Elective Language Studies 10 cr

### Advanced Level Studies 10 cr

10 credits to be chosen from the courses below, or other advanced level courses defined yearly.

#### **04VVLOG09E LOGISTICS; A KEY TO SUCCESS IN INTERNATIONAL BUSINESS 5 CR**

##### **Objectives and contents**

The student will understand the interrelationships between different logistics activities. S/he is able to analyze research and case information and apply it on the field of international business.

- strategic management of logistics services
- organizing for effective logistics
- special issues of logistics in international business

##### **Assessment**

Workshop, essays, case analyses

##### **Materials**

Learning package

Stock, J. & Lambert, D. 2001. Strategic Logistics Management, 4th edition. ISBN 0-256-13687-4.

Bask, A., Juga, J. & Laine, J. 2001. Evolution of Container Transport: Services, Management and Technologies. ISBN 951-791-631-0.

Lakshamanan, T.R., Subramanian, U., Anderson, W. & Leautier, F. 2001. Integration of Transport and Trade Facilitation, Selected Regional Case Studies. ISBN 0-8213-4884-1.

A collection of articles on the topic.

#### **04VVLOG04E LOGISTICS, ADVANCED LEVEL, SPECIAL ISSUES ON TRANSPORT 3 CR**

(Book exam)

##### **Objectives and contents**

The student understands the role of the transport sector as provider of logistics services.

##### **Assessment**

Book exam

##### **Materials**

Leenders, M. & Fearon, H. 1997. Purchasing and Supply Management, 12<sup>th</sup> edition. ISBN 0-256-141444-4; chapters 3,10,13 and 14. ( 11<sup>th</sup> edition; chapters 3,9,12 and 13).

Gourdin, K. 2001. Global Logistics Management, A Competitive Advantage for the New Millennium. ISBN 1-55768-882-4; chapters 5,6,7,8,11 and 13.

Sussman, J. 2000. Introduction to Transportation Systems. ISBN 1-58053-141-5; chapters 2-9,12,13,19 and 20.

##### **Registration**

Registrations via wille student interface; the exam dates will be given later; retakes on corresponding retake dates.

#### **04VVMAR03E INTERNATIONAL MARKETING, ADV. LEVEL 3 CR (S)**

(book exam)

##### **Objectives and contents**

The student pursues in-depth studies in the different areas of international marketing through literature.

##### **Assessment**

Book exam

##### **Materials**

De Burca, Fletcher and Brown. 2004. International Marketing, An SME Perspective.

Albaum, Strandskov and Duerr. 2002. International Marketing and Export Management.

##### **Registration**

Registrations via wille-student interface

## ELECTIVE STUDIES 10 CR

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 20 CR**

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 (10 cr each), if it takes place in two different countries. The student can start his/her practical training after having completed min. 50 credits.

## **THESIS 10 CR**

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