



**Lahden ammattikorkeakoulu | Lahti Polytechnic
Liiketalouden laitos, Lahti | Faculty of Business Studies**

Degree Programme in International Business

YHTEYSTIEDOT

Lahden ammattikorkeakoulu Liiketalouden laitos

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KANSAINVÄLISEN KAUPAN KOULUTUSOHJELMA

DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

Yliopettaja Maija Romo
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LUONNONTIETEIDEN ALA

TIETOJENKÄSITTELYN KOULUTUSOHJELMA Sovelluskehitys

DEGREE PROGRAMME IN BUSINESS INFORMATION TECHNOLOGY

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YHTEISKUNTATIETEIDEN, LIIKETALOUDEN JA HALLINNON ALA

LIIKETALOUDEN KOULUTUSOHJELMA

Markkinointiviestintä
Yliopettaja Riitta Hirvilahti
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Vastuuopettaja
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Puh. (03) 828 5004

Yrityshallinto
Yliopettaja Riitta Hirvilahti
Puh. (03) 828 5002

LUONNONTIETEIDEN ALA

TIETOJENKÄSITTELYN KOULUTUSOHJELMA

Yritysviestintäjärjestelmät
Yliopettaja Harri Kokkonen
Puh. (03) 828 5003

YHTEISKUNTATIETEIDEN, LIIKETALouden 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

210 opintopistettä, 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)
- Taloushallinto (Lahti)
- Markkinointiviestintä (Heinola)
- Yrityshallinto (Heinola)

Kansainvälisen kaupan koulutusohjelma

Degree Programme in International Business

LUONNONTIETEIDEN ALA

Tutkinto

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Tietojenkäsittelyn koulutusohjelma

Suuntautumisalat:

- Sovelluskehitys (Lahti)
- Yritysviestintäjärjestelmät (Heinola)

Degree Programme in Business Information Technology

TUTKINTOJEN RAKENNE

Opintojen laajuus on 210 opintopistettä (op) 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

210 ect, 3.5 years

Objectives

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

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

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

The Faculty of Business Studies of Lahti 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
COMMON BASIC STUDIES		14				14
01PSUO	Suomen kieli ja viestintä	4				4
01PRUO	Ruotsin kieli ja viestintä	3				3
01ENGR1	Foreign language	3				3
01PENT	Entrepreneurship	4				4
PROGRAMME BASIC STUDIES		70				70
Operational Business Environment						13
04ECO501E	Economics; Micro, Macro and International Perspective	8				8
04OIK503E	Introduction to Finnish Business Law	2				2
04OIK501E	Contract Law	3				3
Corporate Resources & Efficiency						19
04LAS502E	Accounting	8				8
04YRI505E	Organisation Behaviour and International Human Resource Management	5				5
04YRI503E	Corporate Financing		3			3
04LOG501E	Basics of Logistics	3				3
Information Technology Related Studies						12
04TIE501E	Information Technology	3				3
04TIE503E	Business Application Software	3				3
04TEKS501E	Word Processing & Information Production	3				3
04MAT501E	Business Mathematics	3				3
Customer Relations						6
04MAR501E	Customer Relations	3				3
04MAR502E	Personal Sales Skills		3			3
Setting up a Business						6
04OIK502E	Corporate Law		3			3
04YRI504E	Corporate Business Plan		3			3

Communication					14
04SUO502	Yritysviestintä	4			4
04RUO501	Affärssvenska		3		3
04ENG504	Presentation Skills	4			4
04ENG02	Business Contacts I		3		3
PROFESSIONAL STUDIES			66		66
International Business					21
04IBU501E	Internationalization process				
04IBU502E	Finance in International Business				
04IBM501E	International Marketing				
04IBU504E	Business in Europe (altern.) ¹⁾				
04IBU505E	Business in Russia (altern.) ¹⁾				
04IBU506E	Business in Asia (altern.) ¹⁾				
	¹⁾ 6 ects to be chosen				
Logistics					8
04IBL501E	Logistics operations				
Orientation to Research					7
04TUTK501E	Research Methods				
04TUTK504E	Statistical Analysis				
04TUTK505E	Research Process				
Elective Languages			15		15
Advanced Studies				15	15
ELECTIVE STUDIES			15		15
PRACTICAL TRAINING				30	30
THESIS				15	15
ECTS IN TOTAL				210	

Structural exceptions for foreign students in the degree:

1. Finnish language and communication 12 ects
2. English language and communication 18 ects
3. Any subject available 9 ects

COMMON BASIC STUDIES 14 ECTS

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, 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 polytechnic or in a university. Before compensation a proof for taking the course elsewhere must be submitted.

Common basic studies 14 ECTS in Degree Programme in International Business

Finnish language and communication 4 ects
 Swedish language 3 ects
 Foreign language and communication 3 ects
 Introduction to entrepreneurship 4 ects

01PSUO SUOMEN KIELI JA VIESTINTÄ 4 op

01PRUO RUOTSIN KIELI 3 OP

01ENGR1/ 01PENG BASICS 3 ECTS

01PENT INTRODUCTION TO ENTREPRENEURSHIP 4 ECTS

PROGRAMME BASIC STUDIES 70 ECTS

Operational Business Environment 13 ects

04ECO501E ECONOMICS: MICRO, MACRO, AND INTERNATIONAL PERSPECTIVE 8 ECTS

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
- unemployment, inflation
- monetary policy, fiscal policy
- theories of international trade, free trade vs. protectionism
- regional economic integration
- currency market and exchange rate policy

Assessment

Lectures, presentations, exercises, group works, exams

Materials

Sloman, J. 2004. Essentials of Economics. 3rd ed. Prentice Hall Limited.
Krugman & Obstfeld. International Economics Theory & Policy. Newest ed.

04OIK503E INTRODUCTION TO FINNISH BUSINESS LAW 2 ECTS

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.

04OIK501E CONTRACT LAW 3 ECTS

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 19 ects

04LAS502E ACCOUNTING 8ECTS

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.

04YRI505E ORGANIZATIONAL BEHAVIOR AND INTERNATIONAL HUMAN RESOURCE MANAGEMENT 5 ECTS

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. 8th edition or the newest ed.. Prentice-Hall International.

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

04YR503E CORPORATE FINANCING 3 ECTS

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

04LOG501E BASICS OF LOGISTICS 3 ECTS

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 12 ects

04TIE501E INFORMATION TECHNOLOGY 3 ECTS

Objectives and contents

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

Assessment

Exercises, exam

04TIE503E BUSINESS APPLICATION SOFTWARE 3 ECTS

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

04TEKS501E WORD PROCESSING 3 ECTS

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.

04MAT501E BUSINESS MATHEMATICS 3 ECTS

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
- simple annuities
- credits and loans

Assessment

Coursework and exam

Materials

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

Customer Relations 6 ects

04MAR501E CUSTOMER RELATIONS 3 ECTS

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

04MAR502E PERSONAL SALES SKILLS 3 ECTS**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 6 ects**04OIK502E CORPORATE LAW 3 ECTS****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

Introduction to Finnish Business Law

04YRI504E CORPORATE BUSINESS PLAN 3 ECTS**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

Introduction into entrepreneurship, Customer relations, Finance administration

Assessment

Evaluation of the standard of the business plan

Communication 14 ects

(will be conducted in each language)

04SUO502 YRITYSVIESTINTÄ 4 ECTS**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

Suomen kielen yhteiset perusopinnot, Tekstinkäsittely

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 66 ECTS**International Business 21 ects****04IBU501E INTERNATIONALIZATION PROCESS****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

04IBU502E FINANCE IN INTERNATIONAL BUSINESS**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

04IBM501E INTERNATIONAL MARKETING**Objectives and contents**

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 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

Customer Relations, Internationalization Process

Assessment

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

Materials

To be announced.

04IBU04E BUSINESS IN EUROPE 3 ECTS**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

Written exam.

Materials

Learning package.

04IBU05E BUSINESS IN RUSSIA 3 ECTS**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 3 ECTS (E)**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

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

Logistics 8 ects**04IBL501E LOGISTICS OPERATIONS****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

Basics of Logistics

Assessment

Group workshop, exercises, exam (open book)

Materials

Learning package, Finnterms 2001, Incoterms 2000.

Orientation to Research 7 ects**04TUTK501E RESEARCH METHODS****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.

04TUTK504E STATISTICAL ANALYSIS**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.

04TUTK505E RESEARCH PROCESS**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 15 ects

Advanced Level Studies 15 ects

15 ects to be chosen from the courses defined yearly.

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