

8.3. DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

Code	Subjects Study units	Credits									
		Higher Sec. Educ.					Voc. Sec. Educ.				
		Study year				Total	Study year				Total
		1	2	3	4		1	2	3	4	
	TOTAL (Credit units)	40	40	40	20	140	40	40	40	20	140
TIB10000	COMMON CORE BASIC STUDIES (FT)	36	21	3	0	60	36	21	3	0	60
TIB10000	COMMON CORE BASIC STUDIES (GB)	37	20	3	0	60	37	20	3	0	60
TIB11000	General Basic Studies										
CCC11100	Introductory Studies	2	0	0	0	2	2	0	0	0	2
CCC11101	Studies and Information Acquisition B	1					1				
CCC11108	Ethics	1					1				
TIB11200	Entrepreneurship and Society	3	2	2	0	7	1	2	2	0	5
CCC11201	Public Economics 1 A	1					1				
CCC11202	Entrepreneurship A	2									
CCC11203	Basics of Quality Management A		2					2			
CCC11217	Human Resource Management			2					2		
TIB11300	Languages and Communication (FT)	4	5	0	0	9	12	5	0	0	17
TIB11301	Basics of Business Communication (F*)	1					1				
TIB11302	Basics of Business Communication (S*)	1					1				
TIB11320	Finnish for Foreigners (O*)	2	1				2	1			
CCC11311	Kommunikation inom arbetslivet (F*)						2				
CCC1131E	Työelämän kieli (S*)						2				
TIB11303	Språket inom företagslivet (F*)	1	1				1	1			
TIB11304	Liike-elämän suomi (S*)	1	1				1	1			
CCC11310	Working English						3				
TIB11307	Introduction to Business English	2	1				2	1			
CCC11330	Optional Foreign Language A		3				3	3			
TAM11311	Kommunikatives Deutsch**	3					3				
* Mother Tongue: Finnish (F), Swedish (S) or other (O)											
** Optional Course											
TIB11301	Languages and Communication (GB)	7	6	0	0	13	11	6	0	0	17
TAM11310	Grundstufe Deutsch						4				
TAM11319	Kommunikatives Deutsch	3					3				
TAM11318	Geschäftliche Kommunikation	2	1				2	1			
TAM11312	Wirtschaftsdeutsch		2					2			
TAM11313	Landeskunde: Finnland und Deutschland		2					2			
TIB11326	Introduction to Business English	2					2				
TIB20902	Business Life in Finland and the Nordic Countries		1					1			
CCC11400	Data Processing	5	0	0	0	5	3	0	0	0	3
CCC11401	Basics of Data Processing	1									
CCC11402	Basics of the Internet	2					2				
TIB11403	Basics of Word Processing	1									
TIB11404	Spreadsheet Applications	1					1				
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Subjects Code Study units		Credits									
		Higher Sec. Educ.					Voc. Sec. Educ.				
		Study year				Total	Study year				Total
		1	2	3	4		1	2	3	4	
TIB11500	Mathematics and Natural Sciences	3	4	0	0	7	5	4	0	0	9
TIB11520	Brush-up Course in Mathematics						2				
TIB11501	Mathematics and Business (FT)	2					2				
TIB11502	Financial Mathematics (FT)		2					2			
TIB11508	Business and Financial Mathematics (GB)	2					2				
TIB11503	Statistics		1					1			
TIB11504	Environmental and Resource Economics	1					1				
TIB11506	Methodology for Studies and Research		1					1			
TIB12000	Professional Basic Studies										
TIB12100	Business Economics and Legal Norms	6	2	1	0	9	6	2	1	0	9
TIB12101	Logistics	2					2				
TIB12102A	Financing and Risk Management		2					2			
TIB12106	Intr. to Contract Law and Obligations	2					2				
TIB12104	Company Establishment	2					2				
TIB12107	Basics of Labour Laws			1					1		
TIB12200	Marketing	6	2	0	0	8	2	4	0	0	6
TIB12201	Customer Relationship Marketing	2									
TIB12203	Basics of Marketing Laws		2					2			
TIB12204	Personal Selling	2						2			
TIB12205	Marketing-Mix Elements	2					2				
TIB12300	Company Economics	3	4	0	0	7	3	4	0	0	7
TIB12301	Introduction to Financial Accounting	3					3				
TIB12309	Introduction to Management Accounting		2					2			
TIB12303	Special Aspects of Fin. Accounting		2					2			
TIB12400	Public Administration and Economics	4	2	0	0	6	4	2	0	0	6
TIB12401	Finnish Society	2					2				
TIB12402A	Public Economics 2 (FT)	2					2				
TIB12403	International Economics		2					2			
TIB20000	SPEC. PROFESSIONAL STUDIES (FT)	0	16	24	0	40	0	16	24	0	40
TIB20000	SPEC. PROFESSIONAL STUDIES (GB)	2	17	21	0	40	2	17	21	0	40
TIB20100	International Marketing (FT)	0	10	0	0	10	0	10	0	0	10
TIB20105	Research Methodology in Int. Marketing		3					3			
TIB20106	Industrial Marketing and Purchasing		2					2			
TIB20107	International Marketing Management		5					5			

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Subjects Code Study units		Credits									
		Higher Sec. Educ.					Voc. Sec. Educ.				
		Study year				Total	Study year				Total
		1	2	3	4		1	2	3	4	
TIB20200	Foreign Trade (FT)	0	6	4	0	10	0	6	4	0	10
TIB20209	Foreign Trade in Practice		5					5			
TIB20207	Financing and International Settlements			2					2		
TIB20208	Guidance of Int. Personnel Resources			2					2		
TIB20205	International Contract Laws		1					1			
TIB20300	International Operational Environment (FT)	0	0	10	0	10	0	0	10	0	10
TIB20305	Int. Trade and Organiz. of Trade Policy			1					1		
TIB20306	Legal Norms of International Trade			2					2		
TIB20307	International Accounting			4					4		
TIB20308	Special Aspects of Trade and Finance			3					3		
TIB20700	Asian Business* (FT)	0	0	10	0	10	0	0	10	0	10
TIB20701	Asian Culture and Mentality			3					3		
TIB20702	Market Environment in Asia			5					5		
TIB20703	Structure of Economy in Asia			2					2		
TAM12201	Basic and Professional Basic Studies in Germany (GB)*	0	10	0	0	10	0	10	0	0	10
TAM12214	Betriebswirtschaftslehre		2					2			
TAM12216	Marktforschung		2					2			
TAM12217	Marketing in deutschsprachigen Ländern		2					2			
TAM12218	Deutsche Wirtschaftspolitik		2					2			
TAM20108	Handel mit Deutschland		2					2			
*Langugae of instruction is German											
TIB20101	International Marketing and Cross-Cultural Communication (GB)	2	0	8	0	10	2	0	8	0	10
TIB20108	Business-to-Business Marketing			2					2		
TIB20112	International Marketing Management			2					2		
TIB20109	Virtual Marketing	2					2				
TAM20902	Deutsche Geschichte, Geschellschaft und Wirtschaftleben			2					2		
TAM20903	Verhandlungskultur, Handeln und Verhandeln			2					2		
TIB20200	Foreign Trade (GB)	0	7	3	0	10	0	7	3	0	10
TIB20209	Foreign Trade in Practice		5					5			
TIB20207	Financing and International Settlements			2					2		
TIB20305	International Trade and Organiz. of Trade Policy			1					1		
TIB20306	Legal Norms of International Trade		2					2			
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Subjects Code Study units		Credits									
		Higher Sec. Educ.					Voc. Sec. Educ.				
		Study year				Total	Study year				Total
		1	2	3	4		1	2	3	4	
TIB20800	International Business Management (GB)	0	0	10	0	10	0	0	10	0	10
TIB20801	Int. Human Resource Management			4				4			
TIB20802	Operation Management and Leadership			2				2			
TIB20803	Project Management in Int. Business			2				2			
TIB20804	International Strategic Management			2				2			
TIB30000	OPTIONAL STUDIES	4	3	3	0	10	4	3	3	0	10
TIB40000	PRACTICAL TRAINING	0	0	10	10	20	0	0	10	10	20
TIB50000	THESIS	0	0	0	10	10	0	0	0	10	10

8.3.1 OBJECTIVES OF THE DEGREE PROGRAMME

The objectives of the programme of International Business are wide and versatile and focused on working life in practice. This degree programme gives the knowledge and skills required in expertise and management tasks. Entrepreneurship, power of initiative and internationalization are also among the main goals of this course.

8.3.2 COMMON CORE BASIC STUDIES

GENERAL BASIC STUDIES

Introductory Studies

The aim of the module is to make the student familiar with studies at the Polytechnic and ethical thinking.

CCC11101B Studies and Information Acquisition, 1 cu

Learning Objectives

The student will get familiar with the functions of Vaasa Polytechnic and the learning environment as well as the degree programme. The student will learn to draw up his/her own study plan and use various information services. The student will be informed about studies abroad.

Contents

The learning environment at the Polytechnic. Students' health care, financial aid and other measures of support. Business person's job description and typical tasks. The degree programme and the study plan. Library and information services. Information about the studies abroad at Fachhochschule Kiel or at Southeast Asian university.

Study Methods

Lectures of Programme Leader, Study Counsellor, Placement Coordinator and Nurse as well as the representatives of the Student's Union. Discussions. Report.

Learning Material

Study Guide. Material provided by the lecturer.

Assessment of Learning

Assignment. Assessment on the pass or fail principle.

CCC11108 Ethics, 1 cu

Learning Objectives

The student will get a good understanding of ethical issues with a view to business. In all his/her activities the student will be able to consider the demands made by the environment and society.

Contents

Different bases of values, individual responsibility, duties and morals.

Study Methods

Lectures, group work, project learning, videos.

Learning Material

Cowton, C. & Crisp, R. 2001. Business Ethics. Perspectives on the Practice of Theory. Oxford University Press . New York.

Assessment of Learning

Exercises and examination. Assessment on the pass or fail principle.

Entrepreneurship and Society

The goal of the module is to create a positive attitude concerning intrapreneurship and entrepreneurship. The student is familiar with the environment in entrepreneurship, quality and human resource management and is familiar with national and global economics and is able to function in these circumstances in a professional way.

CCC11201A
Public Economics 1, 1 cu

Learning Objectives

The student will know the concepts related to national economics and will acquire an integral view of the structure, nature and development of national economics.

Contents

Concepts related to national economics. National economics of Finland and the structure, functions and development of its various sectors.

Study Methods

Lectures and exercises.

Learning Material

Case, K. – Fair, R. 2002. Principles of Macroeconomics. USA. Prentice Hall.

Assessment of Learning

Active participation in discussions, examination.

CCC11202A
Entrepreneurship, 2 cu

Learning Objectives

The student will acquire a view of entrepreneurship in general and the skills required for self-employment. The student familiarizes him/herself with corporate planning and the criteria for choosing the form of enterprise.

Contents

Entrepreneur and enterprise environment, qualities of an entrepreneur, impediments and incentives of entrepreneurship, entrepreneurship as a career and occupation, 'inner' entrepreneurship, company networking and international comparison of entrepreneurship, establishing a business, corporate planning, aims of entrepreneurship, choosing the form of enterprise.

Study Methods

Lectures, group work, project learning.

Learning Material

McKinsey & Company. 2000. Starting up – Achieving Success with Professional Business Planning. Porvoo. Werner Söderström Oy.

Assessment of Learning
Exercise and examination.

CCC11203A
Basics of Quality Management, 2 cu

Learning Objectives

The student will have an integral understanding of quality control related to products and operations and the role played by quality in the profit-making and continuous operation of the company.

Contents

The concept and components of quality. The role played by quality on the profit of the company. History, different improvement principles. Quality control by means of quality systems and their use as a basis for continuous development. Integral quality during the product's life span.

Previous Knowledge

Marketing-Mix Elements. Entrepreneurship.

Study Methods

Lectures and project assignments.

Learning Material

Bergman, B. - Klefsjö, B. 1994. Quality. From Customer Needs to Customer Satisfaction. Lund. Studentlitteratur.
Griffith, G. 2000. The Quality Technician's Handbook. London. Prentice Hall.
Juran, J. - Blanton, G. Juran's Quality Handbook.

Assessment of Learning

Active participation in discussions, project assignments and examination.

CCC11217
Human Resource Management, 2 cu

Learning Objectives

The student will learn the principles of the modern, flexible working environment and will appreciate the way it functions. The student will be able to apply this knowledge to developing his/her own working environment.

Contents

Principles of work and organization behaviour, leadership and management, issues related to personnel policy, wages and occupational safety.

Previous Knowledge
Entrepreneurship.

Study Methods
Lectures, group work, project learning.

Learning Material
Robbins, S. P. & Coulter, M. 1998.
Management. 6th ed. London. Prentice Hall.

Assessment of Learning
Assignment and examinations.

Languages and Communication (FT)
The student is able to communicate effectively both orally and in writing in his/her own mother tongue and in foreign languages, in business and in public life. The student masters business terminology in the both domestic languages.

TIB11301/302
Basics of Business Communication, 1 cu
(Finnish-speaking and Swedish-speaking)

Learning Objectives
The student specializes in communication in his/her own language paying special attention to linguistic norms in comparison with other languages. The student will get familiar with the language of business correspondence.

Contents
Basics of business communication and correspondence. Producing documents using word processing.

Previous Knowledge
Basics of Word Processing.
Vocational School Finnish/Swedish

Study Methods
Lectures and exercises.

Learning Material
Provided by the lecturer at the beginning of the course.

Assessment of Learning
Completed tasks.

TIB11320
Finnish for Foreigners, 3 cu

Learning Objectives
The course will give the students elementary knowledge of the Finnish language. They will learn the pronunciation, structures and vocabulary of standard Finnish and adopt a positive attitude towards learning Finnish and will gain an insight into Finnish culture. The students will be able to communicate in Finnish in everyday situations and understand and produce speech at a normal speed and develop basic reading skills.

Contents
Finnish grammar and the basic vocabulary.

Study Methods
Oral and written exercises, pair work, assignments.

Learning Material
White, L. 1998. From Start to Finnish: A Short Course in Finnish. Helsinki. Finn Lectura.
Material provided by the lecturer.

Assessment of Learning
Class participation, completed tasks, oral and written tests.

CCC11311/11311E
Kommunikation inom arbetslivet (Finnish-speaking)/ Työelämän kieli (Swedish-speaking), 2 cu

Learning Objectives
The student will acquire the basic skills in Swedish/Finnish required in working life.

Contents
Basic grammar and vocabulary, basics of professional vocabulary, oral and written communication in Swedish/Finnish, use of reference books.

Study Methods
Communicative exercises, active participation, individual studies.

Learning Material
Material provided by the lecturer.

Assessment of Learning
Lectures, exercises and examination.

TIB11303/11304
Språket inom företagslivet (Finnish-speaking)/ Liike-elämän suomi (Swedish-speaking), 2 cu

Learning Objectives
The student will get familiar with business correspondence, meetings, negotiations and reports

Contents
Special features of professional Swedish/Finnish and common core vocabulary, oral and written communication, meetings, negotiations, business letters, job application and other documents.

Previous Knowledge
Courses at Senior Secondary School or equivalent. Kommunikation inom arbetslivet.

Study Methods
Communicative exercises, active participation, individual studies.

Learning Material
Material provided by the lecturer.

Assessment of Learning
Course participation, completed tasks, oral and written examination.

CCC11310
Working English, 3 cu

Learning Objectives
The students will become familiar with the basics of spoken and written English in theory as well as in practice. Their interest in improving their knowledge of English is encouraged.

Contents
English grammar and the basic vocabulary. Oral presentations.

Study Methods
Lectures, pair/team work, individual work.

Learning Material
Mattila, I. ja M. Lyhyt englannin kieli-oppi. Practise Your English. (Key).
Handout provided by the lecturer.

Assessment of Learning
Course participation, examination.

TIB11307
Introduction to Business English, 3 cu

Learning Objectives
The aim of this course is to deepen the student's knowledge of the structure of the language required in the international business environment and to enlarge his/her vocabulary. Special emphasis will be put on presentation skills and business communication.

Contents
Brushing up the language skills. Texts and articles on international business. Various forms of business communication.

Previous Knowledge
Courses at Senior Secondary School or equivalent.

Study Methods
Lectures, discussions, oral presentations, pair/team/case work, individual studies.

Learning Material
Handout provided by the lecturer.

Assessment of Learning
Lectures, examination.

CCC11330A
Optional Foreign Language, 3 cu or 6 cu

Learning Objectives
The student improves his/her professional language skills either in English or in Swedish or takes up a new foreign language.

Contents
The language can be chosen during the first study year according to the student's own choice, previous knowledge and the institute's possibilities to arrange courses.

The options are as follows:

- TIB11343, Business German, 3 cu
- TIB11342, Business French, 3 cu

TIB11343
Business German, 3 cu

Learning Objectives

The aim is that the student will master the basic structures and vocabulary of the German language. The student will acquire the basic oral and written skills and get familiar with the language used in business situations. He/she will be able to produce the basic structures and vocabulary in oral and written communication.

Contents

Basics of grammar and the vocabulary. Oral and written communication, use of reference books.

Previous Knowledge

Previous knowledge is not required.

Study Methods

Lectures, group work, individual studies.

Learning Material

Neuner, G. – Scherling, T. – Schmidt, R. – Wilms, H. 1990. Deutsch aktiv Neu. Berlin. Langenscheidt.

Assessment of Learning

Active course participation, completed oral and written tasks, examinations.

TIB11342
Business French, 3 cu

Learning Objectives

The course prepares students to communicate in French in working life and will give them an insight into business life in France. They will perfect their language skills and learn the special vocabulary of their professional field. The students will adopt a positive attitude towards learning the French language and French-speaking cultures. They will be able to carry out basic routine business tasks both orally and in writing.

Contents

Presenting a company and its products, telephone contacts, business trips, trade fairs, job application, interviews.

Previous Knowledge

Courses at Senior Secondary School or equivalent.

Study Methods

Oral and written exercises, pair work, assignments.

Learning Material

Mitchell, M. 2001. Pour parler affaires. Chancerel.

Handouts provided by the teacher.

Assessment of Learning

Active participation, completed assignments, oral and written examinations.

TAM11311
Kommunikatives Deutsch, 3 cu

Learning Objectives

The aim is to deepen the student's knowledge of German grammar and to improve his/her language skills in working life. The student will broaden the knowledge of grammar and the vocabulary. The student gets familiar with a more professional vocabulary required in oral and written communication in the German business environment and improves his/her basic skills of the language.

Contents

Revision of grammar. Texts on German business situations. Oral and written communication: interviews, appointments, telephone conversations, company presentation, presentations, written exercises, a report.

Previous Knowledge

Courses at Senior Secondary School or equivalent.

Study Methods

Lectures, group work, individual studies.

Learning material

Miebs, U. –Vehovirta, L. 1996. Kontakt Deutsch. Deutsch für berufliche Situationen. Stockholm. Sveriges Utbildningsradio Ab.

Other material provided during the lectures.

Assessment of Learning

Active participation, completed tasks, report, oral and written examination

Languages and Communication (GB)

The student is able to communicate effectively both orally and in writing in German and English, in business and in public life. The student masters business terminology.

TAM11310

Grundstufe Deutsch, 4 cu

(The course is aimed for students who have a diploma from vocational schools, see Optional Studies or **German Business, 3 cu IB/FT**.)

Learning Objectives

The aim is that the student will master the basic structures and vocabulary of the German language. The student will acquire the basic oral and written skills for everyday life and get familiar with the language used in business situations.

Contents

Basics of grammar and the vocabulary. Business German. Oral and written communication. Use of reference books.

Study Methods

Lectures, group work, individual studies.

Learning Material

Martikainen-Florath, U – Schatz, R – Ilmo, U – Panzar, T – Sarkola, I. 1990. Kein Problem. Borgå. Söderströms & C:o Förlags Ab.

Assessment of Learning

Active participation, completed oral and written tasks, examinations.

TAM11319

Kommunikatives Deutsch, 3 cu

(also for IB (FT) for students with a knowledge of German)

Learning Objectives

The student will broaden the knowledge of grammar and the vocabulary and get familiar with the professional vocabulary required for oral and written communication in the German business environment.

Contents

Revision of grammar. Texts on German business situations. Oral and written communication: interviews, appointments, telephone conversations, company presentation, presentations, written exercises and a report.

Previous Knowledge

Courses at Senior Secondary School or equivalent.

Study Methods

Lectures, group work, individual studies.

Learning Material

Miebs, U. – Vehovirta, L. 1996. Kontakt Deutsch. Deutsch für berufliche Situationen. Stockholm. Sveriges Utbildningsradio Ab. Other material provided during the lectures.

Assessment of Learning

Active course participation, completed tasks, project report, oral and written examination.

TAM11318

Geschäftliche Kommunikation, 3 cu

Learning Objectives

The student will become familiar with German business culture and acquire the professional vocabulary. The student will be prepared for his/her studies and practical training in Germany and the German cultural and business environment.

Contents

Professional vocabulary in business communication. Texts and articles on German business. Business letters. Job application and interviews. Curriculum vitae. A report. Cultural differences.

Previous Knowledge

Kommunikatives Deutsch.

Study Methods

Lectures, group work, project report, individual studies.

Learning Material

Hering, A. – Matussek, M. 1996. Geschäftskommunikation. Schreiben und Telefonieren. Ismaning. Max Hueber Verlag. Abegg, B. 2001. 100 Briefe Deutsch für Export und Import. Berlin. Langenscheidt.

Assessment of Learning

Active participation, evaluated tasks, written assignment, oral and written examination.

TAM11312
Wirtschaftsdeutsch, 2 cu

Learning Objectives

The aim is to deepen and enlarge the student's knowledge of the professional vocabulary and terminology and the structures of the German business language. The student will broaden his/her language skills.

Content

Texts and articles on business economics, management and marketing.

Previous Knowledge

Kommunikatives Deutsch. Geschäftliche Kommunikation.

Study Methods

Lectures, group work, individual studies.

Learning material

Buhlmann, R. – Fearn, A. – Leimbacher, E. 1999. Wirtschaftsdeutsch von A-Z. Berlin. Langenscheidt.

Assessment of Learning

Active course participation, evaluated tasks, examination.

TAM11313
Landeskunde: Finnland und Deutschland, 2 cu

Learning Objectives

The students will be able to give information about the history, society and economy of their own country in German. They will get to know Germany from the geographical, historical, social, economic and cultural point of view. Similarities and differences between Finland and Germany.

Contents

Information about Finland and its history, society and economy. Cultural features. Tourism in Finland. Information about Germany: geographical, historical, social, economic and cultural aspects. A special emphasis will be put on differences between Finland and Germany.

Previous Knowledge

Kommunikatives Deutsch or equivalent.

Study Methods

Lectures, group work, project learning, individual studies.

Learning Material

Elovaino, P. et al. 1999. Hier ist Finnland. Helsinki. Otava.
Tatsachen über Deutschland. 2001. Frankfurt/Main. Societäts-Verlag.

Assessment of Learning

Active participation, completed tasks, presentations, project report and examination.

TIB11326
Introduction to Business English, 2 cu

Learning Objectives

The aim of this course is to deepen the student's knowledge of the structure of the language required in the international business environment and to enlarge his/her vocabulary. Special emphasis will be given to presentation skills and business communication.

Contents

Brushing up the language skills. Texts and articles on international business. Various forms of business communication.

Previous Knowledge

Courses at the Senior Secondary School or equivalent.

Study Methods

Lectures, discussions, oral presentations, pair/team/case work, individual studies.

Learning Material

Handout provided by the lecturer.

Assessment of Learning

Lectures, examination.

TIB20902
Business Life in Finland and the Nordic Countries, 1 cu

Learning Objectives

The student will get familiar with business correspondence and understand the differences between the Nordic countries in business life. The student will improve his/her cultural skills. Cultural differences and similarities between the Nordic countries.

Contents

Basic knowledge of the Nordic culture and history. Differences between the Nordic countries. Intercultural communication, oral and written communication.

Previous Knowledge

Basics of Business Communication.

Study Methods

Lectures, group work, project learning.

Learning Material

Provided by the lecturer.

Assessment of Learning

Active participation, oral and written exercises, assignment, project report.

Data Processing

The learning objectives of this module focus on practical skills in applying computers to assist daily routines in business life. The student will advance from local office applications to current facilities available on the Internet. Practical training in word processing and spreadsheet applications will be included.

CCC11401

Basics of Data Processing, 1 cu

Learning Objectives

The student is able to use the personal computer.

Contents

The use, structure and operation of computer hardware. Operating systems and user interfaces of the Polytechnic. Basics of MS Word, MS Excel and E-mail.

Study Methods

Applying the concepts and examples given by the lecturer, the student achieves each learning objective by accomplishing progressive exercises.

Learning Material

WWW pages of the Study Unit.

Assessment of Learning

Each exercise accumulates total points that correspond to 40% of the final grade. There is

an examination corresponding to 60% of the final grade.

CCC11402

Basics of the Internet, 2 cu

Learning Objectives

The student is able to perceive the formation of computer networks, is able to use the Internet and learns how to produce documents.

Contents

Computer network and its structure, basic use of the Internet, electrical communication, digitalisation of picture, use of www tools. Making the student's own home page and principles of maintaining websites.

Previous Knowledge

Basics of Data Processing.

Study Methods

Applying the concepts and examples given by the lecturer, the student achieves each learning objective by accomplishing progressive exercises.

Learning Material

WWW pages of the Study Unit.

Assessment of Learning

Each exercise accumulates total points that correspond to 40% of the final grade. There is an examination corresponding to 60% of the final grade.

TIB11403

Basics of Word Processing, 1 cu

Learning Objectives

The student will be able to use and handle word processing applications in various tasks.

Contents

Keyboard and its functions, standard documents, adjustments, text processing, editing, storage and print-out, special functions.

Study Methods

Applying the concepts and examples given by the lecturer, the student achieves each learning objective by accomplishing progressive exercises.

Learning Material

WWW pages of the Study Unit.

Assessment of Learning

Each exercise accumulates total points that correspond to 40% of the final grade. There is an examination corresponding to 60% of the final grade.

TIB11404 Spreadsheet Applications, 1 cu

Learning Objectives

The student will know and understand how to use spreadsheet programming tools in various business applications. Microsoft Excel will serve as the medium of instruction.

Contents

Editing spreadsheets, formatting and printing, using formulas and functions, charts, analysis tools, integrating with other applications, recording and editing macros.

Previous Knowledge

Basics of Data Processing.

Study Methods

Applying the concepts and examples given by the lecturer, the student achieves each learning objective by accomplishing progressive exercises that simulate real business tasks.

Learning Material

Current information available on the Internet.

Assessment of Learning

Each exercise accumulates total points that correspond to 60% of the final grade. At the end there is an examination corresponding to 40% of the final grade.

Mathematics and Natural Sciences

The student will be familiar with the most important methods of calculation in business and financial mathematics and to apply these methods. The student obtains the basic knowledge of statistics and will be aware of global environmental problems and act accordingly.

TIB11520 Brush-up Course in Mathematics, 2 cu

Learning Objectives

The student acquires the level of knowledge that is required in the mathematics courses in the International Business Programme.

Contents

Corresponds to the level of the short course at Senior Secondary School.

Study Methods

Lectures, exercises.

Learning Material

Handouts provided by the lecturer.

Assessment of Learning

Course participation and written examination.

TIB11501 Mathematics and Business, 2 cu (FT)

Learning Objectives

The student obtains the required mathematical skills when dealing with various commercial and administrative tasks.

Contents

Calculation in percents, VAT, indexes, interest and discount rates, currency calculations.

Study Methods

Lectures, exercises.

Learning Material

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

Assessment of Learning

Course participation and written examination.

TIB11502 Financial Mathematics, 2 cu (FT)

Learning Objectives

The student is able to calculate compound interest, annuity loans and investment.

Contents

Compound interest, periodical payment, annuity loans, investment calculation and loans.

Previous Knowledge
Mathematics and Business.

Study Methods
Lectures, exercises.

Learning Material
Pulkkinen, P. – Holopainen, M. – Keinänen, K. 2001. Business Mathematics. 2nd ed. CS Care & Share.

Assessment of Learning
Course participation and written examination.

TIB11508
Business and Financial Mathematics,
2 cu (GB)

Learning Objectives
The student obtains the required mathematical skills when dealing with commercial calculations in percentage and interest. The student understands compound interest and will be able to do credit calculations.

Contents
Percentage calculations, foreign currencies, index numbers, interest, compound interest, loans.

Study Methods
Lectures and exercises.

Learning Material
Pulkkinen, P. – Holopainen, M. – Keinänen, K. 2001. Business Mathematics. 2nd ed. CS Care & Share.

Assessment of Learning
Course participation, completed tasks and examination.

TIB11503
Statistics, 1 cu

Learning Objectives
The student is able to obtain statistical information from various sources as well as to illustrate and analyze it.

Contents
Basic terms, frequency distributions, graphs, measures of tendency, correlation, linear regression.

Study Methods
Using Excel in the computer class.

Learning Material
Handouts provided by the teacher.

Assessment of Learning
Examination using the computer.

TIB11504
Environmental and Resource Economics,
1 cu

Learning Objectives
The student gets an insight into environment conditions and global and regional environmental problems in both industrial and developing countries and becomes aware of the company's, the society's and the individual's ability to influence environmental issues.

Contents
Population explosion global and regional environmental problems, changes in the environment, sustainable development.

Study Methods
Lectures, projects.

Learning Material
Material provided by the lecturer.

Assessment of Learning
Course participation, completed tasks and examination.

TIB11506
Methodology for Studies and Research, 1 cu

Learning Objectives
The student will acquire the basic methodology for seeking and analyzing specialized information for writing essays and reports and conducting surveys and small-scale research projects. The skills acquired during this course will be used all along the studies and should help students to complete high quality assignments and acquire specialized knowledge in their respective fields.

Contents
Information seeking through library and electronic networks. Reading and exploiting resources offered by specialized press. Writing essays and reports. Methodology for research projects and surveys.

Previous Knowledge
Data Processing.

Study Methods
Lectures and report writings.

Learning Material
Zikmund, W. 2000. Business Research Methods. USA. The Dryden Press.
Hakala, J. 2000. Creative Thesis Writing. A Guide to Development and Research Work. Helsinki. Gaudeamus.

Assessment of Learning
Lectures, exercises and specialized assignments (survey, research and report to be conducted individually or/and in groups).

PROFESSIONAL BASIC STUDIES

Business Economics and Legal Norms

The aim of the module is to provide the student with the basic knowledge of logistics and financing management. The student has an understanding of legislation regulation in different company forms and of how to establish a company. The student knows in depth how to draw up and conclude a contract, an employment contract and the legislation of debts and security.

TIB12101 Logistics, 2 cu

Learning Objectives
This course is designed to help students understand planning, organizing, and controlling of such activities as transportation, inventory maintenance, order processing, purchasing, warehousing, material handling, customer service and product standard.

Contents
Overview of logistics. Elements of logistics systems. Analyzing, designing and implementing a logistics system.

Previous Knowledge
Entrepreneurship.

Study Methods
Lectures, case studies, discussions.

Learning Material
Ballou, R.H. 1999. Business Logistics Management. 4th ed. New York. Prentice Hall.

Assessment of Learning
Examination and project work.

TIB12102A Financing and Risk Management, 2 cu

Learning Objectives
The student is familiar with financial markets and institutions as well as financial projections and forecasting. He is able to evaluate financial performance and risk. He has the basic knowledge of working capital management and can calculate working capital. He understands the concepts useful in the analysis of financial problems.

Contents
Introduction to corporate financial management and financial markets. The financial environment: concepts and principles, cash flows. Basic valuation. Time value of money. Risk and returns. Working capital policy and marketable securities.

Previous Knowledge
Entrepreneurship. Logistics. Company Establishment.

Study Methods
Lectures, exercises, individual studies.

Learning Material
Gallagher, T. J. – Andrew, J.D. Financial Management. Principles and Practices. Prentice Hall.

Assessment of Learning
Examination, written assignment.

TIB12106 Introduction to Contract Law and Obligations, 2 cu

Learning Objectives
An introduction to Finnish legislation will give the student the basic knowledge of the Contract Act. The student gets acquainted with the partners in connection with contracts and understands the obligations in relation to a

contract. The course will also familiarize the student with promissory notes and personal and real security.

Contents

Parties of a contract, procedures involved when drawing up and determining a contract, conditions, invalidity of a contract, obligations, promissory notes and security.

Study Methods

Lectures, project learning, group work, individual studies and presentations.

Learning Material

Legislation in force.

Pöyhönen, J. 2002. An Introduction to Finnish Law. Helsinki. Kauppakaari.

Assessment of Learning

Project report, written assignment, written examination.

TIB12104

Company Establishment, 2 cu

Learning Objectives

The course will give the student the basic knowledge of establishing a company. The student gets acquainted with the procedures and required documents in connection with establishing a company. The course will also familiarize the student with registration in the Trade Register, student should understand the meaning of registration.

Contents

Company forms, establishment procedures and documents. Trade Register and trade name.

Previous Knowledge

Entrepreneurship.

Study Methods

Lectures, project learning, group work, individual studies and presentations.

Learning Material

Pöyhönen, J. 2002. An Introduction to Finnish Law. Helsinki. Kauppakaari.

Other material provided by the lecturer at the beginning of the course.

Assessment of Learning

Project report, written assignment and written examination.

TIB12107

Basics of Labour Laws, 1 cu

Learning Objectives

An introduction to Finnish legislation will give the student the basic knowledge of the labour laws. The student gets acquainted with the partners in connection with the employment contract and understands the obligations in relation to it. The course will also familiarize the student with collective agreements.

Contents

Laws of employment contract, working hours, annual leave, collective agreements, labour protection and social security.

Previous Knowledge

Introduction to Contract Law and Obligations.

Study Methods

Lectures, project learning, group work, individual studies and presentations.

Learning Material

Legislation in force.

Suviranta, A. 2000. Labour Law in Finland Helsinki. Kauppakaari.

Other material provided by the lecturer at the beginning of the course.

Assessment of Learning

Project report, written assignment, written examination.

Marketing

The aim of this module is to give the students a picture of the different areas of marketing. The students will be able to manage relationships within and outside the company with proper tools. The students are aware of legal aspects concerning marketing of products and services.

TIB12201

Customer Relationship Marketing, 2 cu

Learning Objectives

In addition to the traditional means of competition in marketing, the student will get the basic knowledge of relationship and network marketing. The student will get acquainted with the concept of marketing interaction.

Contents

Concept of relationship marketing, different types of relationships between companies, relationships between the company and the customer and the impact of relationships on marketing.

Previous Knowledge

Marketing-Mix Elements.

Study Methods

Lectures, individual and group assignments.

Learning Material

Gummesson, E. 1999. Total Relationship Marketing, Rethinking Marketing Management: From 4Ps to 30 Rs. Bath. Bath Press.
Grönroos, C. 2000. Service Management and Marketing. A CRM Approach. Wiley and Sons. New York. USA (Selected chapters: 4, 6, 12, 13-15)

Assessment of Learning

Active participation in discussions, completed assignments and examination.

TIB12203

Basics of Marketing Laws, 1 cu

Learning Objectives

The student will understand the rules of consumer protection, unfair competition and restrictions of competition. The student will have the basic knowledge of intellectual property rights and understand the meaning of exclusive rights.

Contents

Consumer protection, unfair business practice, restriction of competition, intellectual property rights, sale of goods, product liability and product safety.

Previous Knowledge

Introduction to Contract Law and Obligations.

Study Methods

Lectures, project learning, group work, individual studies and presentations.

Learning Material

Legislation in force.
Pöyhönen, J. 2002. An Introduction to Finnish Law. Helsinki. Kauppakaari.

Other material provided by the lecturer at the beginning of the course.

Assessment of Learning

Project report, written assignment, written examination.

TIB12204

Personal Selling, 2 cu

Learning Objectives

The student will be in command of the process involved in personal selling. The student knows the principles of quality advertising and the process involved in advertising.

Contents

The importance and purpose of dealing with personal selling and customer service, sales process, relationships and advertising.

Study Methods

Lectures, assignments.

Learning Material

Futrell, C. 1998. Fundamentals of Selling. London. McGraw-Hill.

Assessment of Learning

Course participation, completed tasks and examination.

TIB12205

Marketing-Mix Elements, 2 cu

Learning Objectives

The student can develop a functioning business idea and realize it by utilizing marketing-mix elements.

Contents

Product, price, place and promotion as well as interaction between people and service.

Study Methods

Lectures and group work.

Learning Material

Dibb, S. – Simkin, L. – Pride, W. – Ferrel, O. 2001 or the latest edition. Marketing. Concepts and Strategies. USA. Houghton Mifflin Company.

Assessment of Learning

Active participation in discussions, completed tasks and examination.

Company Economics

The objective is that the student understands and is familiar with the underlying theoretical concepts, reporting requirements and implications of modern financial and managerial accounting. He adopts the basic knowledge and skills required in managing the fundamental accounting tasks of a company and realizes the importance of accounting measures and procedures in business operations.

TIB12301 Introduction to Financial Accounting, 3 cu

Learning Objectives

The student understands the basic principles and procedures related to fundamental financial accounting as well as indirect taxation. He is able to record, measure and report the financial performance and status of the firm.

Contents

Basics of accounting: entities and balance sheets. Income measurement: the accrual basis. The recording process: journals and ledgers. Accounting adjustments and financial statement preparation. Accounting cycle: recording, formal presentation and major elements of basic financial statements.

Study Methods

Lectures, exercises, individual studies.

Learning Material

Horngren, C.T. - Sundem, G.L. - Elliot, J.A. Introduction to Financial Accounting. 6th ed. New York. Prentice Hall.
Warren, C.S. - Reeve, J.M. - Fess, P.E. Corporate Financial Accounting. 5th ed. International Thomson Publishing.

Assessment of Learning

Examination, assignment

TIB12309 Introduction to Management Accounting, 2 cu

Learning Objectives

The student understands the fundamentals of costs and cost behaviour. He is able to generate financial information for planning, budgeting and decision-making.

Contents

Costs, cost behaviour and estimation. Cost-volume-profit relationship. Contribution margin calculations. Pricing. Budgeting.

Study Methods

Lectures, exercises, individual studies.

Learning Material

Horngren, C.T. – Foster, G. – Datar, S.M. 1997. Cost Accounting. A Managerial Emphasis. 9th ed. New Jersey. Prentice Hall or Warren, C.S. – Reeve, J.M. - Fess, P.E. 1997. Managerial Accounting. 5th ed. Cincinnati. International Thomson Publishing.

Assessment of Learning

Examination, written assignment.

TIB12203 Special Aspects of Financial Accounting, 2 cu

Learning Objectives

The student applies the basic concepts of accounting to more specialized issues. He understands and is able to analyze some of the issues involving the measurement of assets, liabilities, revenues and expenses as well as utilize the accounting reports to communicate the financial performance of a business.

Contents

Sales revenue, account receivables, exchange rates. Cost of goods sold. Wages and salaries. Valuation of non-current and current assets: inventories, tangible and intangible assets and depreciation. Long-term and short-term liabilities. Ratio analysis.

Previous Knowledge

Introduction to Financial Accounting.

Study Methods

Lectures, exercises, individual studies.

Learning Material

Horngren, C.T. – Sundem, G.L. Elliot, J.A. Introduction to Financial Accounting. 6th ed. New York. Prentice Hall or Warren, C.S. – Reeve, J.M. - Fess, P.E. Corporate Financial Accounting. 5th ed. International Thomson Publishing.

Assessment of Learning
Examination, written assignment.

Public Administration and Economics

The aim of the module is to make the student familiar with Finnish public administration and Finnish economics.

TIB12401 Finnish Society, 2 cu

Learning Objectives
The aim of this course is to understand the structure on Finnish society and its basic elements.

Contents
The development of Finnish society, its structure, functions and its basic rules.

Study Methods
Lectures and cases.

Learning Material
The Finnish Constitution.

Assessment of Learning
Examination.

TIB12402A Public Economics 2, 2 cu (FT)

Learning Objectives
The goal of this course is to give the student a view of the structure, characteristics and development of national economics.

Contents
National economics and its different sectors in Finland.

Previous Knowledge
Public Economics 1.

Study Methods
Lectures, discussions, team work and oral presentations.

Learning Material
Handout provided by the lecturer.

Assessment of Learning
Course participation, completed tasks and examination.

TIB12403 International Economics, 2 cu

Learning Objectives
The goal is to give the student a picture of the structure, development and problems of international trade.

Contents
Theoretical framework of international trade, free-trade regions, important growth promoting areas, obstacles of free trade.

Previous Knowledge
Public Economics 1.

Study Methods
Lectures, discussions, team work and oral presentations.

Learning Material
Handout provided by the lecturer.

Assessment of Learning
Course participation, completed tasks and examination.

8.3.3 SPECIALISED PROFESSIONAL STUDIES

The specialization alternative International Marketing and Foreign Trade will provide the students with the knowledge of marketing and foreign trade all over the world and especially in Asia. The cultural differences will be studied. The students will study at a Southeast Asian university for three months and have a possibility to do their work placement in Asia as well.

The specialization alternative International Marketing and German Business gives the students professional competence, but also the valuable language skills of both English and German, an advantage for many international business careers. An important part of the programme is the focus on the German business and the cultural environment. The students complete 20 cu in Germany, (10 cu in

the form of studies at Fachhochschule Kiel and 10 cu as practical training). The practical training can be done in Germany or in another German-speaking country. The other three months (10 cu) can be completed in Finland or abroad.

International Marketing (FT)

The objective of the module is to give the student the knowledge of collecting, analyzing and interpreting relevant information from the market and use the information for marketing decisions especially in international settings. Moreover, the objective is to give the students a deeper knowledge of how to act in the business-to-business environment with a special emphasis on industrial networks.

TIB20105 Research Methodology in International Marketing, 3 cu

Learning Objectives

The objective of this course is to introduce students to the basic concepts and methods of market research and analysis.

Contents

Identification of information sources and research methods to be used and recognition of the importance of marketing information systems in marketing management. Definition of the marketing problems, researching the markets, key market research methods, planning the research project and the design and process of market research.

Previous Knowledge

Data Processing. Statistics. Methodology for Studies and Research.

Study Methods

Lectures, individual and group assignments.

Learning Material

Kumar, V. 2000. International Marketing Research. USA. Prentice Hall.

Saunders, M. – Lewis, P. – Thorhill, A. (latest edition). Research Methods for Business Students.

Additional material provided by the lecturer.

Assessment of Learning

Course participation, completed tasks and examination.

TIB20106 Industrial Marketing and Purchasing, 2 cu

Learning Objectives

To introduce the student to international marketing and purchasing with a special emphasis on industrial networks.

Contents

Special features of the industrial market, professional purchasing, industrial segmentation, market information, market planning, industrial market communication, negotiations and networks.

Previous Knowledge

Customer Relationship Marketing. Personal Selling. Marketing-Mix Elements.

Study Methods

Lectures, reading assignments and written assignments.

Learning Material

Usunier, J-C. 1993. International Marketing – a Cultural Approach.

Youngs et al. 1989. International Market Entry and Development. Prentice Hall.

Articles and other material provided by the lecturer.

Assessment of Learning

Active participation, project assignments and examination.

TIB20107 International Marketing Management, 5 cu

Learning Objectives

The student is able to analyze and make decisions from an international point of view. A special emphasis on cultural differences and international marketing strategies.

Contents

Market analysis, cultural effect on strategies and international marketing strategies.

Previous Knowledge

Customer Relationship Marketing. Marketing-Mix Elements. Industrial Marketing and Purchasing.

Study Methods

Lectures, group work, individual studies.

Learning Material

Usunier, J-C. 1993. International Marketing - a Cultural Approach.

Youngs et al. 1989. International Market Entry and Development. Prentice Hall .

Articles and other material provided by the lecturer.

Assessment of Learning

Active participation, project assignments and examination.

Foreign Trade (FT)

The objective is to give the student the knowledge and ability of handling international trade issues such as export and import management, national and international financing and international contract.

TIB20209

Foreign Trade in Practice, 5 cu

Learning Objectives

The student is able to handle export and import management. He gets familiar with drawing up the contract, terms of delivery, documents, transportation, insurance and forwarding in international trade.

Contents

Export and import plans, contents of a foreign contract. Incoterms. Combiterms. Documents needed in foreign trade. Transportation. Insurance, forwarding and dispatch of goods and customs clearance in international trade.

Previous Knowledge

International Marketing Management.

Study Methods

Cooperative learning and personal learning plan.

Learning Material

The British Chambers of Commerce. 2001. International Trade Manual. Export Import Forwarding. Great Britain. British Chambers of Commerce.

Zuckerman, A. – Biederman, D. 1998 or the latest edition. Exporting and Importing.

Negotiating Global Markets. USA. Amacom.

Hinkelman, E. 2002. International Trade Documentation. The Documents of Exporting, Importing, Shipping and Banking. World Trade Press.

Assessment of Learning

Active participation in discussions, individual and group assignments, examination.

TIB20207

Financing and International Settlements, 2 cu

Learning Objectives

The student will get familiar with all aspects of national and international financing and is able to choose the best possible way of financing and applying for special sources of funding. The student knows the financing guarantees and the service of guarantee offices and is aware of financing possibilities offered by the national institutions and the EU.

Contents

National and international financing, guarantees.

Previous Knowledge

International Marketing Management. Foreign Trade in Practice.

Study Methods

Cooperative learning through problem-based studies.

Learning Material

International Financing in International Financing Review (the latest publication on online information/web pages). Thomson IFR.

Assessment of Learning

Course participation, tasks and examination.

TIB20208

Guidance of International Personnel Resources, 2 cu

Learning Objectives

The course covers the most relevant topics and issues from a theoretical perspective and a real world application perspective. Each functional area will be viewed from both the organisation's perspective and the individual's point of view. A special focus will be placed on professional personnel management functions in modern organizations as well as the political, economic,

social and legal impact on managers in organizations that cut across national borders.

Contents

The topics include: personnel management, planning, job specifications, employee recruitment, selection, testing, interviewing, job evaluation, performance appraisal, compensation structures, benefit programmes, career management and international cultural challenges.

Previous Knowledge

International Marketing Management.

Study Methods

Lectures, project learning, group work, individual studies and presentations.

Learning Material

Dowlins, P. J. – Welch, D. E. – Schuler, R. S. 1999. International Human Resource Management. South-Western College Publishing..

Assessment of Learning

Class performance, attendance, case assessment projects and examination.

TIB20205

International Contract Laws, 1 cu

Learning objectives

Students will get acquainted with the legal norms in international contract legislation and understand the meaning of binding contracts and the obligations and rights of the parties. The student is able to analyze different contracts and to take advantage of different standard contracts.

Contents

Basics of international contracts: sales contracts, agency contract, distributorship contract, franchising contract, licence contracts, solving international disputes.

Previous Knowledge

Introduction to Contract Law and Obligations.

Study Methods

Lectures, project learning, group work, individual studies and presentations.

Learning Material

Legislation in force.

Fox, W. F. 1998. International Commercial Agreements. London. Kluwer Law.
Other material informed by the lecturer.

Assessment of Learning

Project report, a written assignment and examination.

International Operational Environment (FT)

The module enables the student to realize the challenges, evaluate the opportunities and risks as well as master the operations of international trade and business from the organizational, legal and financial point of view.

TIB20305

International Trade and Organizations of Trade Policy, 1 cu

Learning Objectives

The student is able to evaluate the importance of international trade in Finland's economy. The student is aware of Finland's status in international trade.

Contents

Finland and international trade, Finland's business partners and turnover, organizations of trade policy.

Previous Knowledge

Entrepreneurship. Company Establishment.

Study Methods

Lectures and written assignments.

Learning Material

Griffin, R. – Pustay, M. 1999. International Business. A Managerial Perspective. USA. Addison-Wesley. (Selected chapters).
The Finnish Economy and Society (latest publication). ETLA. Finland.

Assessment of Learning

Course participation, completed tasks and examination.

TIB20306
Legal Norms of International Trade, 2 cu

Learning Objectives

The student is well acquainted with the legal norms involved in international trade and understands the main rules in the convention regulating international trade. The student will know the restriction of competition and the intellectual property rights.

Contents

Laws of international trade, competition, intellectual property rights, consumer protection, product liability and product safety.

Previous Knowledge

Introduction to Contract Law and Obligations.
Basics of Marketing Laws.

Study Methods

Lectures, project learning, group work, presentations, individual studies.

Learning Material

Legislation in force.
Bernstein, H. - Lookofsky, J. 1997. Understanding the CISG in Europe. London. Kluwer Law International.
Cornish, W.E. 1999. Intellectual Property: patents, copyright, trade marks and allied rights. London. Sweet & Maxwell.
Other material provided by the lecturer at the beginning of the course.

Assessment of Learning

Project report, written assignment, written examination.

TIB20307
International Accounting, 4 cu

Learning Objectives

The student realizes the complexity and variety of considerations added to business problems when set in the context of an international environment. The student gets familiar with differences in financial reporting systems and is able to evaluate how the nature of decision-making is affected by international considerations.

Contents

International financial accounting: causes of differences, major international differences in financial reporting, international classification

and harmonization of financial reporting. Country studies: financial reporting in France, Germany, the UK, the US and in the Asian and Scandinavian countries. Issues in financial reporting: consolidation, currency, translation, segmental reporting. International managerial accounting: international auditing, internal control issues, classification and harmonization of income taxes.

Previous Knowledge

Introduction to Financial Accounting, Introduction to Management Accounting. Special Aspects of Financial Accounting,

Study Methods

Lectures, exercises, project work, individual studies.

Learning Material

Nobes, C. – Parker, R. Comparative International Accounting. 5th ed. Prentice Hall.

Assessment of Learning

Examination, written assignment.

TIB20308
Special Aspects of Trade and Finance, 3 cu

Learning Objectives

The student realizes the different possibilities of international trade and finance and is able to adopt the correct financial forms and services.

Contents

The international financial environment, foreign exchange and euro currency markets, debt and equity markets, derivatives securities, hedging, portfolio investment, asset pricing.

Study Methods

Lectures, group work, individual studies.

Previous Knowledge

Financing and Risk Management.

Learning Material

Brealey, R. A. – Myers, S.C. 2000. Principles of Corporate Finance. 6 ed. New York. McGraw-Hill.

Assessment of Learning

Examination, written assignment.

Asian Business (FT)

The aim is to augment the student's understanding and knowledge of Asian business. This can be achieved by analyzing the Asian market environments, such as the cultural, economic, political and legal environment.

TIB20701

Asian Culture and Mentality, 3 cu

Learning Objectives

The aim of the course is to provide students with an overview of Asian culture and ideology and how Asian values affect business practices.

Contents

Asian values; the value systems of Buddhism, Confucianism, Hinduism, Islam and various forms of Shamanism. Differences between and similarities inherent in Asian and Western values.

Previous Knowledge

International Marketing Management.

Study Methods

Lectures and written assignments.

Learning Material

Lim, C. J. and P. – Mayer-Kunig, B. 2000. Asian Values: Encounter with Diversity. Articles on Asian values.

Assessment of Learning

Course participation and project assignments.

TIB20702

Market Environment in Asia, 5 cu

Learning Objectives

The aim of the course is to provide students with an overview of the Asian markets and factors influencing operations of Western companies in Asia.

Contents

Market characteristics in Asia, strategies used by multinational corporations in Asia, Asian management systems.

Previous Knowledge

International Marketing Management. International Operational Environment -module.

Study Methods

Cooperative learning through problem-based studies and personal learning plan.

Learning Material

Lassere, P. & Schutte, H. 1999. Strategies for Asia Pacific: Beyond the Crisis. New York University Press.

Chen, M. 1995. Asian Management Systems. Chinese, Japanese and Korean Styles of Business. London. Routledge.

Assessment of Learning

Course participation, examination and project assignments.

TIB20703

Structure of Economy in Asia, 2 cu

Learning Objectives

The aim of the course is to provide students with up-to-date information regarding critical issues and recent events and trends in Asia.

Contents

Macro-economic environment in Asia, business opportunities and business ethics in Asia.

Previous Knowledge

International Economics.

Study Methods

Lectures and cooperative learning through problem-based studies.

Learning Material

Thompson, G. 1998. Economic Dynamism in the Asia Pacific. London. Routledge.

Assessment of Learning

Course participation and project assignments.

Basic and Professional Basic Studies in Germany (GB)

The aim of the module is that the student will get familiar with the German market and trade as well as the German economic policy and business organisations in Germany. The module will take place in Germany and the language of instruction is German. Students interested in obtaining both the Finnish and the German degree of Bachelor of Business Administration, a double-degree, are offered to study a further two semesters at Fachhochschule Kiel during

their third year of studies. They can replace their specialized professional studies by studying corresponding courses (40 cu) at Fachhochschule Kiel. This specialization alternative also gives the students the possibility to study for 3 months as an exchange student at a polytechnic or university in Germany, Switzerland or Austria.

TAM12214
Betriebswirtschaftslehre, 2 Stw

Learning Objectives

The objective is to give the student an overview of the elements of a business decision situation and to learn selected models of rational decision-making behaviour.

Contents

Elements of a typical decision situation (environment, alternatives, objectives, result matrix). Types of decision models and their solving approaches.

Previous Knowledge

Public Economics 1.

Study Methods

Lectures, group work, individual studies.

Learning material

Material provided by the lecturer.

Assessment of Learning

Active course participation, completed tasks and written examination .

TAM12216
Marktforschung, 2 Stw

Learning Objectives

The student will be able to realize market research studies from the problem definition up to the presentation of the results and to solve problems like the choice of methods, sample size, next study step in the process.

Contents

Sources and methods in data collection and data-analysis. Research-Design and use of the methods using SPSS software.

Previous Knowledge

Customer Relationship Marketing.

Study Methods

Lectures, group work, project learning, individual studies.

Learning Material

Material provided by the lecturer.

Assessment of Learning

Cases, group work, individual written examination using SPSS software.

TAM12217
Marketing in deutschsprachigen Ländern, 2 Stw

Learning Objectives

The aim of the course is to provide the students with an overview of the marketing environment and factors influencing operations in German-speaking countries.

Contents

Market characteristics strategies used by multinational corporations, management systems in German-speaking countries.

Previous Knowledge

International Marketing Management.

Study Methods

Lectures, individual and group assignments.

Learning Material

Material provided by the lecturer.

Assessment of Learning

Active participation in discussions, completed assignments and examination.

TAM12218
Deutsche Wirtschaftspolitik, 2 Stw

Learning Objectives

The students will be able to realize actual problems of economic policy as well as the possibilities to solve them.

Contents

Objectives of macro economic policy. Problems of stabilization policy (fiscal policy). Problems of financial policy (budget policy). Problems of social policy, especially of the public social insurances (old-age pension insurance, health insurance and unemployment insurance).

Previous Knowledge
Betriebswirtschaftslehre.

Study Methods
Lectures, group work, individual studies.

Learning Material
Hennies, M.O.E. 2000. Allgemeine Volkswirtschaftslehre für Betriebswirte, Band 3.
Geld, Konjunktur, Außenwirtschaft, Wirtschaftswachstum. Berlin. Berlin-Verlag.

Assessment of Learning
Active participation in discussions, completed assignments and written examination.

TAM20108
Handel mit Deutschland, 2 Stw

Learning Objectives
The course will portray Germany as a strong partner deeply involved in the European and global business network. The main topics in foreign trade will be presented in an application perspective.

Contents
German foreign trade in figures, types and forms and legal aspects. Transportation and securities and documents. Covering risks. Finance and calculation. Marketing.

Previous Knowledge
Marketing in deutschsprachigen Ländern.

Study Methods
Lectures, group work, project learning, individual studies.

Learning Material
Material provided by the lecturer.

Assessment of Learning
Cases, group work, individual written examination.

International Marketing and Cross-Cultural Communication (GB)

The objective of the module is to give the student the knowledge of how to collect, analyze and interpret relevant information from the market and use the information for marketing decisions, especially in international settings. Moreover, the objective is to give the students a deeper knowledge of how to act in the business-to-business environment with a special emphasis on industrial networks. The aim of the module is also to focus on the cultural environment and how cultural patterns and social values affect and determine every-day life and especially business practices in the German-speaking countries and in the Nordic countries.

TIB20108
Business-to-Business Marketing, 2 cu

Learning Objectives
The goal of this course is to introduce the student to business-to-business marketing with a special emphasis on industrial networks.

Contents
Special features of the industrial market, professional purchasing, industrial segmentation, market information, market planning, industrial marketing communication, negotiations and networks.

Previous Knowledge
Customer Relationship Management.

Study Methods
Lectures, group work, project learning.

Learning Material
Provided by the lecturer at the beginning of the course.

Assessment of Learning
Active participation in discussions, completed assignments and examination.

TIB20112
International Marketing Management, 2 cu

Learning Objectives

The student is able to analyze and make decisions from an international point of view. A special emphasis will be put on cultural differences and international marketing strategies.

Contents

Market analysis, cultural effect on strategies and international marketing strategies.

Previous Knowledge

Customer Relationship Marketing. Marketing-Mix Elements. Industrial Marketing and Purchasing.

Study Methods

Lectures, group work, individual studies.

Learning Material

Usunier, J-C. 1993. International Marketing - a Cultural Approach.
Youngs et al. 1989. International Market Entry and Development. Prentice Hall.
Articles and other material provided by the lecturer.

Assessment of Learning

Active participation, project assignments and examination.

TIB20109
Virtual Marketing, 2 cu

Learning Objectives

The objective of the course is to introduce students to virtual marketing and the tools to meet the demand of this market area.

Contents

Special features of virtual marketing, marketing and information technology.

Previous Knowledge

Customer Relationship Marketing. Personal Selling. Marketing-Mix Elements.

Study Methods

Lectures, tasks, individual studies.

Learning material

Chaston, I. 2000. E-marketing Strategy. McGraw-Hill Company.

Hagel, J. – Armstrong, A.G. Net Gain. Harvard Business School Press.

Assessment of Learning

Course participation, assignment.

TAM20902
Deutsche Geschichte, Gesellschaft und Wirtschaftsleben, 2 cu

Learning Objectives

The aim is to deepen and enlarge the student's knowledge of German history, its social and economic system and culture in order to get to know how these affect the German way of life and business practices in Germany.

Contents

German history, German society, economy and culture. German values. German media.

Previous Knowledge

Landeskunde: Finnland und Deutschland.

Study Methods

Lectures, group work, project learning, individual studies.

Learning Material

Tatsachen über Deutschland 2001.
Frankfurt/Main. Societäts-Verlag.
Other material provided during the lectures.

Assessment of Learning

Active course participation, evaluated tasks, project report and examination.

TAM20903
Verhandlungskultur, Handeln und Verhandeln, 2 cu

Learning Objectives

The student will know the business culture required to be able to arrange and take part in negotiations with German-speaking business partners. He/she will master German business correspondence. The student will have the knowledge of cultural differences.

Contents

Meetings and negotiations. Discussions. Business letters. Various forms of business communication. Cultural differences.

Previous Knowledge
Geschäftliche Kommunikation.

Study Methods
Lectures, group work, project learning,
individual studies.

Learning Material
Krause, W. - Schneider, J. 1995.
Geschäftsverhandlungen. München.
Langenscheidt.
Hallamaa, O. - Kangasniemi, M. - Mallinen,
M. - Vainio, K. 1993. Hallo Europa! Keuruu.
Otava.

Assessment of Learning
Active course participation, video exercises,
completed tasks and examination.

Foreign Trade (GB)

The objective is to give the student the knowledge and ability of handling international trade issues, such as export and import management, national and international financing and international contracts.

TIB20209 Foreign Trade in Practice, 5 cu

Learning Objectives
The student is able to handle export and import management. He gets familiar with drawing up the contract, terms of delivery, documents, transportation, insurance and forwarding in international trade.

Contents
Export and import plans, contents of a foreign contract. Incoterms. Combiterms. Documents needed in foreign trade. Transportation. Insurance, forwarding and dispatch of goods and customs clearance.

Previous Knowledge
International Marketing Management.

Study Methods
Lectures, group work, project learning,
individual studies.

Learning Material
The British Chambers of Commerce. 2001.
International Trade Manual. Export Import

Forwarding. Great Britain. British Chambers of
Commerce.

Zuckerman, A. - Biederman, D. 1998 or the
latest edition. Exporting and Importing.
Negotiating Global Markets. USA. Amacom.
Hinkelman, E. 2002. International Trade
Documentation. The Documents of Exporting,
Importing, Shipping and Banking. World Trade
Press.

Assessment of Learning
Course participation, project assignments and
examination.

TIB20207 Financing and International Settlements, 2 cu

Learning Objectives
The student is familiar with all aspects of
national and international financing and is able
to choose the best possible way of financing
and apply for special sources of funding. The
student knows the financing guarantees and the
service of guarantee offices and is aware of
financing possibilities offered by the national
institutions and the EU.

Contents
National and international financing, guarantees.

Previous Knowledge
International Marketing Management. Foreign
Trade in Practice.

Study Methods
Cooperative learning through problem-based
studies.

Learning Material
International Financing in International
Financing Review (the latest publication on
online information/web pages). Thomson IFR.

Assessment of Learning
Course participation, tasks and examination.

TIB20305 International Trade and Organizations of Trade Policy, 1 cu

Learning Objectives
The student is able to evaluate the importance
of international trade in Finland's economy. The
student is aware of Finland's status in inter-
national trade.

Contents

Finland in international trade, Finland's business partners and turnover, organizations of trade policy.

Previous Knowledge

Entrepreneurship. Company Establishment.

Study Methods

Lectures and written assignments.

Learning Material

Griffin, R. – Pustay, M. 1999. International Business. A Managerial Perspective. USA. Addison-Wesley. (Selected chapters).

The Finnish Economy and Society (the latest publication). ETLA. Finland.

Assessment of Learning

Course participation, completed tasks and examination.

TIB20306

Legal Norms of International Trade, 2 cu

Learning Objectives

The student is well acquainted with the legal norms involved in international trade and understands the main rules in the convention regulating international trade. The student will know the restriction of competition and the intellectual property rights.

Contents

The laws of international trade, competition, intellectual property rights, consumer protection, product liability and product safety.

Previous Knowledge

Introduction to Contract Law and Obligations. Basics of Marketing Laws.

Study Methods

Lectures, project learning, group works, presentations, individual studies.

Learning Material

Legislation in force.

Bernstein, H. – Lookofsky, J. 1997. Understanding the CISG in Europe. London. Kluwer Law International.

Cornish, W.E. 1999. Intellectual Property: patents, copyright, trade marks and allied rights. London. Sweet & Maxwell.

Other material provided by the lecturer at the beginning of the course.

Assessment of Learning

Project report, written assignment, written examination.

International Business Management (GB)

The objective is to deepen the student's knowledge and understanding of management in the international perspective. An emphasis will be put on problems of operational management, leadership and project handling.

TIB20801

International Human Resource Management, 4 cu

Learning Objectives

The objective of the course is to give the students an understanding of strategic human resource management in the international environment. The students will learn about individual's and the organization's behavior in the international environment.

Contents

Individual and organizational behavior, issues related to occupational safety, wages, compensations and personnel policy in different countries.

Previous Knowledge

Human Resource Management.

Study Methods

Lectures and written assignments.

Learning Material

Dowling, P. – Welch, D. – Randall, S. 1998. (or the latest edition). International Human Resource Management. Managing People in a Multinational Context. Australia. South – Western College/West.

Lomax, S. 2001. Best Practices for Managers and Expatriates: A Guide on Selection, Hiring and Compensation. USA. John Wiley and Sons.

Assessment of Learning

Active participation in discussions, written assignments and examination.

TIB20804
Operation Management and Leadership,
2 cu

Learning Objectives

The objective of the course is to give the students an overview of key issues in operation management in practice and coordination of human work both inside and outside the organization.

Contents

Enterprise resource planning, supply chain management, leadership, competence management, human interactions and coordinations in organizations.

Previous Knowledge

Entrepreneurship. Basics of Quality Management.

Study Methods

Lectures and discussions.

Learning Material

Krajewsk, L. 2002. Operation Management: Strategy and Analysis. Addison-Wesley Publishing.
Kouzes, J - Posner, B. 2002. 3rd ed. The Leadership Challenge. Jossey-Bass.

Assessment of Learning

Active participation in discussions, written assignments and examination.

TIB20803
Project Management in International
Business, 2 cu

Learning Objectives

The objective of the course is to give an understanding of project management in international business. The special nature and characteristics of project management are highlighted along with specific problem areas. The main focus is on international project business.

Contents

Nature and characteristics of project management, techniques of projects, project marketing and purchasing in industrial markets.

Previous Knowledge

Entrepreneurship. Marketing-Mix Elements. Business-to-Business Marketing.

Study Methods

Lectures, team work and discussions.

Learning Material

Cleland, D – Gareis, R. (latest edition). Global Project Management Handbook. McGraw-Hill Professional.
Avery, C. – Walker, M. O’Toole Erin 2001. Teamwork Is an Individual Skill: Getting Your Work Done When Sharing Responsibility. Berrett-Koehler

Assessment of Learning

Active participation in discussions, written assignments and examination.

TIB20804
International Strategic Management, 2 cu

Learning Objectives

The course elaborates on a number of key managerial issues in the international management and provides the students with the knowledge of how to conduct research in the area of international management.

Contents

Management across borders, international strategy management, international market entry and development, international business research.

Previous Knowledge

Marktforschung

Study Methods

Lectures and written assignments.

Learning Material

Björkman, I. – Forsgren, M. (eds.), The Nature of the International Firm: Nordic Contributions to International Business Research. Copenhagen Business School Press.
Deresky, H. 1999 (or the latest edition). International Management. Managing Across Borders and Cultures. Prentice Hall.

Assessment of Learning

Active participation in discussions, written assignments and examination.