

## **Bachelor of Business Administration**

- Degree Programme in International Business

# SCHOOL OF BUSINESS

## DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

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### Objective of the Degree Programme

The objective of the Degree Programme in International Business is to provide both Finnish and international students with a high quality, practically orientated, academic education. The content of the programme has been designed to encourage the development of entrepreneurial skills within the fields of International Business. Upon completion of the required 210 credits within three and a half years, graduates are awarded a **Bachelor of Business Administration (BBA)**.

### Learning Environment

The learning environment at Kajaani University of Applied Sciences actively encourages the achievement of the stated objective by providing a:

- programme that is both responsive and flexible to the needs of students
- programme that is both challenging and supportive to students
- truly international atmosphere, achieved through the UAS's extensive links with partner colleges abroad
- co-operation with a network of local businesses
- professional, highly educated staff

### Learning Strategies

Because of the nature of the programme, the learning strategies employed to achieve its objectives are varied, depending on the subject they may include: lectures, seminars, individual tutorials, workshops, case study, group work, business projects, study trips, research, video conferencing and lectures given by international lecturers.

### Competences

The Degree Programme in International Business covers the following six main competences:

Subject specific competences Degree programme in International Business	Description of the competence
<b>International Business Awareness</b>	<ul style="list-style-type: none"> <li>▪ Ability to outline and evaluate the key patterns and trends in international business activity, the different approaches to internationalisation, the influence of increasing globalisation, international trade systems and financial relations and the role of several principal institutions (e.g. WTO, EU, IMF, World Bank) in international business.</li> <li>▪ Ability to assess the impact of these trends of the international business environment on one's own activities as well on business policy.</li> </ul>
<b>Intercultural Adaptability</b>	<ul style="list-style-type: none"> <li>▪ Ability to assess the differences between national, organisational and occupational cultures and to outline strategies for adapting to these differences in e.g. human resources management, marketing and intercultural communication.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Identification of the relevant dimensions of cultures and development of self-awareness of one's own cultural background.</li> <li>▪ Ability to adapt one's behaviour to the standards in other cultures and can maintain an international network essential to one's tasks.</li> </ul>
<b>International Operations Management</b>	<ul style="list-style-type: none"> <li>▪ Ability to assess processes and make decisions involved in developing international, i.e. export/import operations, focussing on supply chain management and to explain the meaning and application of key logistical concepts.</li> </ul>
<b>International Marketing Management</b>	<ul style="list-style-type: none"> <li>▪ Ability to perform a country-analysis on a macro, industrial and micro level, to conduct an international market survey in order to assess foreign market opportunities and competition.</li> <li>▪ Ability to formulate market-entry strategies, to draft an international marketing plan and to implement, co-ordinate and control the international marketing (and sales) programme and projects.</li> <li>▪ Ability to create, develop and maintain profitable customer relationships.</li> </ul>
<b>International Strategic Management</b>	<ul style="list-style-type: none"> <li>▪ Ability to use conceptual and visionary skills to contribute to the development, evaluation and implementation of the internationalisation strategy of a company.</li> <li>▪ Ability to pro-actively seek and commercially evaluate business opportunities for both new and existing products.</li> <li>▪ Risk-taking ability in order to optimise business profit.</li> <li>▪ Ability to write and defend a business plan for a (start-up) company.</li> <li>▪ Ability to perform a variety of cost and revenue calculations and to transform these data into information needed for decision making and budgeting process.</li> <li>▪ Ability to contribute to and evaluate key accounting summaries and investment opportunities.</li> </ul>
<b>Organisational Development</b>	<ul style="list-style-type: none"> <li>▪ Ability to research and analyse relevant international business problems, to propose policy goals and objectives and to prepare alternative solutions in order to optimise business and human resources processes in order to strengthen the synergy between strategic, structural and cultural aspects of the organisation.</li> </ul>

### Annual Themes – Study Progress Description

Each study year has its own theme which describes the main focus of the courses.

<b>1<sup>st</sup> year – Observer of Business Operations</b>	<p>The student</p> <ul style="list-style-type: none"> <li>▪ has the basic information needed to understand the fundamental processes of business operations, their impact on society, working life and the internationalisation process.</li> <li>▪ understands the basis of entrepreneurship and the principles of profit making.</li> <li>▪ gains knowledge of the theoretical models applied in business operations.</li> <li>▪ has the necessary computer skills and methodological tools needed for data collection, analysis and reporting.</li> </ul>
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<b>2<sup>nd</sup> year – Learner of International Business Operations</b>	The student <ul style="list-style-type: none"> <li>▪ is able to outline and evaluate the key patterns and trends in international business activities</li> <li>▪ is able to assess differences between cultures</li> <li>▪ knows the strategies of international marketing</li> </ul>
<b>3<sup>rd</sup> year – Applicator of Knowledge</b>	The student <ul style="list-style-type: none"> <li>▪ is able to apply knowledge in practice</li> <li>▪ learns to plan research and business activities</li> <li>▪ deepens his/her knowledge of international business</li> </ul>
<b>4th year - Developer of Business Operations</b>	The student <ul style="list-style-type: none"> <li>▪ is able to develop business activities by implementing the latest findings in the field</li> </ul>

## Structure of Studies

### Basic Studies (61 cr)

Basic studies are compulsory studies that must be completed during the first year of study. These courses include basic courses in business activities, operational environments, methodological studies, and communication studies.

### Professional Studies (89 cr)

These courses are carried out from the second year onwards and they include special study modules covering different areas of international business activities. The aim of professional studies is to equip students with both the theoretical and practical knowledge needed to function in international business and marketing arenas. The studies emphasise the framework and strategies of international business, international marketing, economics, finance, international management and communication skills.

The professional studies also include 27 credits of Further Specialisation Studies. The aim of the module is to deepen and widen the knowledge related to the professional studies. Studies completed during the student exchange should ideally fit into this module.

### Free-choice Studies (15 cr)

The studies include a minimum of 15 credits of free-choice studies. The aim of the free-choice studies is to provide the student with the opportunity to deepen and widen knowledge related to one's own professional field. These can be chosen from the degree programme or from another degree programme in the same UAS or from another UAS, university or elsewhere by prior agreement. The head of degree programme approves optional studies chosen by students.

### Practical Training (30 cr)

An essential part of the studies is a five-month-long practical training period, which takes place during the **spring semester of the 3rd study year**. It is recommended that practical training is accomplished in a foreign country, but it can also be done locally. Before starting practical training the student must have a minimum of 115 credits. The purpose of practical training is to offer students the opportunity to put into practice the knowledge acquired from their professional studies by carrying out practical expert tasks in companies.

### Thesis (15 cr)

The purpose of the thesis is to demonstrate the student's ability to adapt knowledge and skills acquired during professional studies. This can be accomplished in the form of project work, research work or applied research. Preparation of the thesis is accomplished towards the end of the student's studies; a minimum of 150 credits must be accomplished before starting work on the thesis. It can also be multi-disciplinary. The

thesis also includes a maturity test which demonstrates the student's language skills and how familiar he or she is with the chosen subject of the thesis. Finnish students write the test in Finnish and foreign students in English. The test is taken under supervision with titles provided by the thesis supervisor.

### Foreign Studies

For Finnish students it is recommended that the 2nd year autumn semester is spent in a foreign university or university of applied sciences. Foreign students may choose not to go abroad. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. In addition it is required that the students have good language skills (good skills in English and at least basics in the target country's language if possible) and good grades. Students who do not have any international experience will be given first priority when decisions concerning exchange places are made.

Exchange opportunities will be presented in information meetings. More information can also be found from Kajaani UAS's internet pages. Kajaani UAS's partner institutions in different countries offer studies in English or in other languages. Each student makes a personal study plan with the school's international co-ordinator for the period of foreign studies. Studies completed abroad are approved as part of the degree programme within either further specialisation studies or free-choice studies.

### Language Studies

The Degree Programme in International Business includes 32 credits of compulsory language study. Language studies should comprise three different languages (Finnish students: English, Swedish and a new language, foreign students: English, Finnish and a new language). English is the language of teaching in the degree programme. However, all students must also acquire a minimum of 12 credits in English language studies. Foreign students must also accomplish 12 credits of Finnish language within their compulsory language studies. All students should have a minimum of 8 credits (5 cr beginners course + 3 cr intermediate/advanced studies) in a third foreign language. Language studies are therefore structured as follows in the Degree Programme in International Business (in English):

#### Finnish Students

English	12 cr
Finnish	6 cr
Swedish	6 cr
Foreign Language	8 cr (5 + 3)

#### Foreign Students

English	12 cr
Finnish	12 cr
Foreign Language	8 cr (5 + 3)

Foreign language courses which can be offered at this level are French, Spanish, Italian, Russian, Chinese and German. **It is recommended that foreign students concentrate on studying the Finnish language during the first study year and start another new language during the second year.**

**Progress Chart**

<b>1<sup>st</sup> year</b>	<b>2<sup>nd</sup> year</b>	<b>3<sup>rd</sup> year</b>	<b>4<sup>th</sup> year</b>
<ul style="list-style-type: none"> <li>• Business Activities</li> <li>• Operational Environment</li> <li>• Methodological Studies</li> <li>• Communication Studies I</li> <li>• Personal Development Programme</li> </ul>	<ul style="list-style-type: none"> <li>• International Business Activities</li> <li>• Communication Studies II</li> <li>• Further Specialisation Studies</li> <li>• Foreign Studies</li> </ul>	<ul style="list-style-type: none"> <li>• Further Specialisation Studies</li> <li>• Free-choice Studies</li> <li>• Practical Training</li> <li>• Thesis</li> </ul>	<ul style="list-style-type: none"> <li>• Thesis and Maturity Test</li> <li>• Further Specialisation Studies</li> <li>• Free-choice Studies</li> </ul>

## THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN INTERNATIONAL BUSINESS (2012)

### BASIC STUDIES 61 CR

<b>KBBA3Z</b>	<b>Business Activities</b>	<b>27 CR</b>
KBBA001	Introduction to Business Operations	3 cr
KBBA002	Introduction to Management Accounting	5 cr
KBBA003	Introduction to Business Law	3 cr
KBBA012	Introduction to Marketing	4 cr
KBBA009	Introduction to Management	5 cr
KBBA006	Project Management	3 cr
KBBA010	Supply Chain Management	4 cr
<b>KBBO3Z</b>	<b>Operational Environment</b>	<b>7 CR</b>
KBBO005	Economics	4 cr
KBBO003	International Economics	3 cr
<b>KBBM4Z</b>	<b>Methodological Studies</b>	<b>10 CR</b>
KBBM005	Basics of Hardware and Software	4 cr
KBBM002	Office applications	3 cr
KBBM004	Business Mathematics	3 cr
<b>KBBC4Z</b>	<b>Communication Studies</b>	<b>14 CR</b>
KBBC003	English: Basics of Business English Foreign Language *	3 cr 5 cr
	<i><b>Finnish Students</b></i>	
KBBC001	Business Finnish	3 cr
KBBC005	Swedish: Svenska i affärlivet I	3 cr
	<i><b>Foreign Students</b></i>	
KBBC004	Finnish for Foreigners I	6 cr
<b>KBBD6Z</b>	<b>Personal Development Programme</b>	<b>3 CR</b>
KBBD002	Personal Development Programme	3 cr

\* Note: Foreign language courses are optional courses. The courses, which can be offered at this level are French, Spanish, Italian, Russian, Chinese and German languages. Every student is expected to choose one language at the beginning of their studies. Students' choices are binding! Please note that optional courses can only be offered if a course is selected by a minimum of 15 students.

**PROFESSIONAL STUDIES 89 CR**

<b>KBPI5Z</b>	<b>International Business Activities</b>	<b>37 CR</b>
KBPI001	International Management	3 cr
KBPI015	Financial Accounting	4 cr
KBPI012	Strategic Management	3 cr
KBPI004	International Marketing	5 cr
KBPI005	International Business Law	3 cr
KBPI010	Business Projects	6 cr
KBPI007	Export and Import Routines	3 cr
KBPI003	Strategic Marketing Management	3 cr
KBPI016	Finance	4 cr
KBPI017	Product Development 1	3 cr
<b>KBPM7Z</b>	<b>Methodological Studies</b>	<b>7 CR</b>
KBPM001	Applied Research Techniques	4 cr
KBPM002	Statistics	3 cr
<b>KBPC9Z</b>	<b>Communication Studies</b>	<b>18 CR</b>
KBPC001	English: Intercultural Communication	3 cr
KBPC002	English: Business Communication Skills	3 cr
KBPC003	English: Academic Writing	3 cr
	Foreign Languages (continued studies)	3 cr
	<i><b>Finnish students:</b></i>	
KBPC008	Swedish: Svenska I Affärslivet 2	3 cr
KBPC006	Academic Finnish	3 cr
	<i><b>Foreign students:</b></i>	
KBPC005	Finnish for Foreigners II	3 cr
KBPC007	Finnish for Foreigners III	3 cr
<b>KBPF9Z</b>	<b>Further Specialisation Studies **</b>	<b>27 CR</b>
KBPF013	European Business	4 cr
KBPF002	Russian Business	5 cr
KBPF005	Consumer Buyer Behaviour	3 cr
KBPF007	Services Marketing	3 cr
KBPF012	Marketing Research	3 cr
KBPF003	Selling and Sales Management	3 cr
KBPF010	Advertising and Marketing Communications	3 cr
KBPF011	Quality Management	3 cr
<b>FREE-CHOICE STUDIES</b>		<b>15 CR</b>
<b>PRACTICAL TRAINING</b>		<b>30 CR</b>
<b>THESIS</b>		<b>15 CR</b>

\*\* Recommended to be taken abroad.



# COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

## BASIC STUDIES

### **(KBBA3Z) BUSINESS ACTIVITIES 27 cr**

#### **(KBBA001) Introduction to Business Operations**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: Students will be able to have a holistic view of business. Understand, in general, all business aspects, and connections between business functions.

Previous Learning: The course assumes no prior knowledge of business.

Contents: Business concepts, Business environment, Interest groups, Legal forms of ownership, Management, Overview of business functions (operations, human resource, marketing, finance, accounting), Money and Financial markets.

Learning Methods: Lectures, group work, case studies and exercises

Assessment Methods: Active participation, Final examination

Bibliography: Nickels, McHugh, Understanding Business 8th edition

#### **(KBBA002) Introduction to Management Accounting**

Credits: 5 cr                      Timing: 1st yr

Learning Objectives: The student will know the meaning of profitability and learn how to make calculations required by managers for planning, decision-making and control.

Contents: General terms and aims in management accounting  
Economic balance: profitability, solidity and liquidity  
Cost-volume-profit analysis  
Short-term calculations, planning and controlling methods  
Long-term calculations: investments  
Budgeting  
Balanced scorecard  
Activity based costing

Learning Methods: Lectures and exercises

Assessment Methods: Exercises and exams

Bibliography: To be announced

#### **(KBBA003) Introduction to Business Law**

Credits: 3 cr                      Timing: 1st yr

**Learning Objectives:** The course will provide students with a general knowledge of the legal framework of business operations with special focus on contract and trade laws. Apart from dealing with current legal rules and regulations affecting business operations students will be exposed to new developments and trends of the legal environments of business.

**Contents:** Sources of law  
The law of obligations  
Contract law  
Business law  
Labour law

**Learning Methods:** Lectures, exercises

**Assessment Methods:** Exam

**Bibliography:** Surakka, Aapo: Access to Finnish Law, WSOY

## **(KBBA012) Introduction to Marketing**

**Credits:** 4 cr **Timing:** 1st yr

**Learning Objectives:** Provide students with a fundamental understanding of marketing, its role in business and the strategies available to achieve its objectives. It examines the origins of marketing and its development into a business philosophy in an international context. The module is essential for further marketing studies.

**Previous Learning:** Introduction to Business Operations

**Contents:** Marketing environment, Marketing/Corporate strategy, Consumers behavior, Segmentation, targeting and positioning, Market research, Marketing mix strategies, Services marketing, Customer relationship marketing.

**Learning Methods:** Lectures, seminar presentations, case studies, class discussion, written exercises.

**Assessment Methods:** Active participation, group presentation, case studies discussions, Final examination

**Bibliography:** Kotler & Armstrong, 2006. Introduction to Marketing (12e)

## **(KBBA009) Introduction to Management**

**Credits:** 5 cr **Timing:** 1st yr

**Learning Objectives:** The course introduces the student to organization and management from an individual, group and organisational perspective, with the focus on human behavior and organizational structures and processes.

**Contents:** Foundations of management  
Cognitive processes of organizational behavior  
Dynamics of organizational behavior  
Organization design, change and innovation  
Managing and leading for high performance

**Learning Methods:** Lectures, case study, and group exercises

Assessment Methods: Mid term and final exam

Bibliography: Hill and MacShane, Principles of Management  
Pettinger, Introduction to Management; Luthans, Organizational Behavior

## **(KBBA006) Project Management**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: The student will adopt the modern way of goal-oriented working used both in business and administration.

Contents: The Project Management Framework  
Global Business and intercultural Projects  
Project Communication Management  
Project Risk Management  
Project Documentation and Project Management Tools

Learning Methods: Lectures, practical exercises. Partly R&D studies.

Assessment Methods: Exam and group work

Bibliography: A Guide to the Project Management, Body of Knowledge (Third Edition), Project Management Institute. Material provided by the lecturer

## **(KBBA010) Supply Chain Management**

Credits: 4 cr                      Timing: 1st yr

Learning Objectives: This course is an introduction to the supply chain concept and an opportunity to explore the management of supply chains to improve an organization's overall supply efficiency.

Previous Learning: Introduction to Management

Contents: The context of logistics  
Planning the supply chain  
Purchasing and quality management  
Inventory management  
Logistics strategies

Learning Methods: Lectures, case study, and group exercises

Assessment Methods: Class participation, group presentation / research report and final exam

Bibliography: Fawcett, Ellram, and Ogden, Supply Chain Management: From Vision to Implementation

## **(KBBO3Z) OPERATIONAL ENVIRONMENT 7 cr**

### **(KBBO005) Economics**

Credits: 4 cr                      Timing: 1st yr

**Learning Objectives:** The objective of this course is to lay down the foundations of economic rational thinking, and to help students understand micro and macroeconomic phenomena. The course introduces the basic principles of microeconomics, which include the nature and method of economics, market interaction, consumer choice, firm's output decision, market structures, and resource allocation. In macroeconomics, the objective is to increase students' knowledge and broaden their economic views to the national level, by understanding the relationships between several macroeconomic phenomena and the macroeconomic analytical tools to interpret these relationships and predict economic consequences of fiscal and monetary policies.

**Previous Learning:** Introduction to Business Operations

**Contents:** Basic principles and assumptions.  
Factors of production and Economic growth  
Consumer choice  
Market interaction (supply and demand model)  
Firm's output decision, and the market structure.  
Government, Tax, and welfare economics  
Factor market  
National accounts  
Determination of national outputs  
Money  
Economic policies

**Learning Methods:** Lectures, and exercises

**Assessment Methods:** Final examination

**Bibliography:** Parkin, Powell & Matthews, 2008, Economics, 7th edition and Begg, Vernasca, Fischer & Dornbusch, 2011, Economics, 10th edition.

## **(KBBO003) International Economics**

**Credits:** 3 cr                      **Timing:** 1st yr

**Learning Objectives:** The course capitalizes on the economic knowledge gained from Economics course, and extends this knowledge further to the international level. The main objective is to understand the reasons for, and economic benefits of trade; the economic impact of tariff and non-tariff trade barriers, the effect of international trade on currency exchange rate and balance of payment, in addition to familiarizing students with the key international economic organizations and their roles in shaping international trade and globalization.

**Previous Learning:** Economics

**Contents:** Absolute/Comparative advantage trade theories, factors endowment theory, D/S economic welfare model, trade barriers, levels of economic integration, balance of payment, and the determinants of exchange rates and exchange rate systems, International economic organizations.

**Learning Methods:** Lectures, exercises, group assignments and presentations.

**Assessment Methods:** Active participation, presentation, written examination

**Bibliography:** Sawyer & Sprinkle, International Economics 2009, 3rd edition and Pugel, International Economics 2009, 14th edition.

Contents:	Review of the basic mathematical operations needed in business mathematics Percentage calculation and its economic applications Index numbers
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Currency calculation  
 Simple interest calculation and its applications  
 Compound interest calculation and its applications  
 Credits and loans

Learning Methods: Lectures and exercises

Assessment  
 Methods: Exam and exercises

Bibliography: Pulkkinen P., Holopainen M., Business Mathematics (2011)

## **(KBBC4Z) COMMUNICATION STUDIES 14 cr**

### **(KBBC003) English: Basics of Business English**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: Students improve their oral and written communication skills and business vocabulary through a wide range of business settings providing an overview of business activities in the English-speaking world.

Previous Learning: Proficiency test

Contents: Grammar surgery  
 Business and society  
 Describing business trends  
 Formal written language  
 Application, CV  
 Introduction to presentations  
 Report writing

Learning Methods: Small group sessions incl. pair and group work. Oral company presentation. Written and listening tasks

Assessment  
 Methods: Continuous assessment, written assignment, oral presentation and exam

Bibliography: Handouts

### **(KBBC001) Business Finnish**

Credits: 3 cr                      Timing: 1st yr (for Finnish speaking students)

Learning Objectives: Students will be able to manage in business and public administration communication situations with confidence both in writing and orally, using the Finnish language.

Previous Learning: Word Processing

Contents: Finnish oral and written communication for Finnish speaking students:  
 public speaking and use of voice  
 Academic and professional speeches  
 Outlining a speech  
 Job applications, CV, Memos, Summaries  
 Reporting, Meeting, Negotiations

Learning Methods: Lectures, practical exercises

Assessment Methods: Oral and written exams, business letters and written exercises

Bibliography: Andersson, Kylänpää: Käytännön puheviestintä  
Repo, Nuutinen: Viestintätaito

## **(KBBC005) Swedish: Svenska i affärlivet 1**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: Students will maintain and develop the Swedish language skills for use in business tasks.

Previous Learning: Proficiency test

Contents: Grammar revision, spoken Swedish in the work place  
Training, structure and contents of studies  
Company presentations  
Job applications

Learning Methods: Small group teaching

Assessment Methods: Continuous assessment, oral presentation, written tasks, exam

Bibliography: J.Tolkki-M.Öhman  
Perspektiv

## **(KBBC004) Finnish for Foreigners I**

Credits: 6 cr                      Timing: 1st yr

Learning Objectives: To teach students the skills needed in everyday communication in Finnish and to familiarise students with the Finns, their customs, the country and society.

Contents: Pronunciation, syllable division and other general things about the language  
Greeting and introductions  
Language skills, working, living, studying  
Numerals: time, prices, banking  
Asking simple questions and understanding instructions  
Travelling  
Food, making orders at a restaurant  
Shopping  
The school system  
Basic geography of Finland  
Finnish cuisine

Learning Methods: Communicative, practical approach and group work

Assessment Methods: Class work and written or/and oral exam

Bibliography: Facts about Finland,  
Hämäläinen, Aletaan  
Kenttälä, Kieli käyttöön

Bibliography: Hodgetts, Luthans: International Management, Culture, Strategy and Behaviour (6th edition; Hofstede G., Cultures Consequences; Trompenaars and Hampden-Turner; Riding the Waves of Culture



Previous Learning: Introduction to marketing course completion of other basic studies

Contents:	Framework of international marketing International environmental analysis Culture Models of market entry Internationalisation of the marketing mix Development of international marketing strategies
Learning Methods:	Lectures, case-studies and project
Assessment Methods:	Case-studies, Group assignment, project report and examination.
Bibliography:	Cateora, Graham, International marketing Keegen and Green, Global marketing Mc Auley, International Marketing, consuming globally, thinking locally Czinkota, Ronkainen: International Marketing. Journal articles.

### **(KBPI005) International Business Law**

Credits:	3 cr	Timing:	2nd - 3rd yr
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**Learning Objectives:** The course will provide students with the general knowledge of the legal framework of global business. Apart from dealing with current legal rules and regulations affecting international business operations students will be exposed to new developments and trends that will change the structure of future business transactions. In addition, analysis of selected markets shall be conducted.

Contents:	International and comparative law Responsibilities of state Sales Dispute settlement Foreign investment Intellectual property
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**Learning Methods:** Web -course

**Assessment Methods:** Web exercises and exam

**Bibliography:** August, R., International Business Law, Prentice Hall

### **(KBPI010) Business Projects**

Credits:	6 cr	Timing:	2nd yr
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**Learning Objectives:** The main task is to offer students the possibility to learn from a practical point of view, how business ideas are generated, how business plans are made & how to turn plans into a profitable business venture. Students will learn the basis of entrepreneurial activities and the principles of profit making.

**Previous Learning:** 1st year Basic Studies

Contents:	Business ideas Business plan Capital generation Basis of profit making,
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Business operation,  
Marketing,  
Creativity,  
Teamwork  
Problem solving.

Learning Methods: Lectures, Practical project work to be accomplished in a team.

Assessment Methods: Presentation and report of Business Plan.

Bibliography: Mariotti and Glackin  
Entrepreneurship: Starting and Operating a Small Business, 2nd edition  
Zimmerer, Scarborough and Wilson  
Essentials of Entrepreneurship and Small Business Management, 5th edition

### **(KBPI007) Export and Import Routines**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: To familiarize the student with the basic routines and procedures in the export/import trade.

Contents: Entry strategies, distributorship and agency contracts  
Quotations  
Incoterms  
Terms of payment  
Documents in foreign trade  
Transportation  
Customs clearance  
Insurance

Learning Methods: Online studies

Assessment Methods: Short tasks and assignments

Bibliography: Course material in the virtual study environment and internet

### **(KBPI003) Strategic Marketing Management**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: The course aims at strengthening students' understanding of strategic Marketing techniques, and developing strategic thinking skills. At the end of the course, students will not only gain insight into the scope, roles and the processes involved in the strategic marketing process of a firm, but will also be able to perform strategic marketing analysis, planning, and implementation.

Previous Learning: Introduction to Marketing, introduction to Management, and Management accounting.

Contents: Business and Marketing Strategic management, Strategic analysis of internal and external environment, segmentation and opportunity analysis, market strategies, product/branding, promotion, distribution, and promotion strategies. Strategic Marketing planning, and implementation of integrated marketing program.

Learning Methods:	Lectures, case studies presentations and discussions, and Web-based Strategic Marketing Simulation.
Assessment Methods:	Active participation in sessions, case studies presentations' discussions, Active and continuous role in the Simulation rounds, Final examination
Bibliography:	Kerin. Peterson, Strategic Marketing Problems (cases and comments) Aaker D. A, Strategic Market Management, 2007, Wiley and Sons.

## **(KBPI016) Finance**

Credits:	4 cr	Timing:	2nd or 3rd yr
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Learning Objectives: Understanding the role of finance as a business function, and the factors influencing financial decisions. Gaining knowledge of financial markets and their effects on financial decisions.

Previous Learning: Business mathematics, office application, economics, Statistics, management accounting.

Contents: Financial environment, institutions and instruments  
Basics of banking  
Basics of financing theory  
Assets valuation methods and techniques  
Capital structure decision and impact on cost of capital  
Capital budgeting rules and methods Assets allocation decision under risk

Learning Methods: Lectures, exercises

Assessment Methods: Assignments, final exam

Bibliography: To be announced later

## **(KBPI017) Product Development 1**

Credits:	3 cr	Timing:	3rd yr
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Learning Objectives: The course aims to develop the interdisciplinary skills required for successful product development in today's competitive marketplace. Engineering, Business, Sport and Game programming students join forces on small product development groups to experience the new product development process in detail, learning about the available methods, tools and techniques to execute each process step along the way. Each student brings his/her own disciplinary perspective to the group effort, and should learn to synthesize that perspective with those of the other students in the team to develop a sound marketable product. The course provides a multiple perspective approach that links the key areas of R&D, marketing and technology. Each project in the course addresses market (customer needs), technical (engineering design, prototyping, and manufacture) and financial (profitability) feasibilities of the new product. Students are expected to leave the course understanding new product development processes as well as useful tools, techniques and organizational structures that support new product development practice and innovations.

Previous Learning: All first and second year courses

Contents: Product development processes and organization

Product planning and identifying customer needs  
 Product specifications  
 Concept generation, selection and testing  
 Product architecture  
 Patents and intellectual property

Learning Methods: Lectures and projects

Assessment Methods: Project report and presentation. Product development 2 course is an automatic continuation of this course

Bibliography: Product Design and Development by Ulrich and Eppinger. In addition to the handouts and the selected articles provided by the lecturers.

## **(KBPM7Z) METHODOLOGICAL STUDIES 7 cr**

### **(KBPM001) Applied Research Techniques**

Credits: 4 cr                                      Timing: 2nd yr

Learning Objectives: To provide students with a thorough understanding of research methods and their applications to applied research and development processes and their relevance to specific business decisions whilst providing the basis for the study of statistical analysis procedures.

Previous Learning: Completion of basic studies

Contents: Introduction to marketing research  
 The marketing research process  
 The marketing research industry  
 Defining the problem and determining research objectives  
 Research design  
 Using secondary data and online information databases

Learning Methods: Lectures, case study, exercises and research project

Assessment Methods: Group research project, individual end of period exam or essay

Bibliography: Marketing research, Burns and Bush;  
 Basic marketing research : using Microsoft Excel data analysis, Burns and Bush

### **(KBPM002) Statistics**

Credits: 3 cr                                      Timing: 2nd - 3rd yr

Learning Objectives: The general aim of this course is to improve understanding of theoretical research and practical problem solving, and how to collect information and how systematic the collection of information should be as well as the use of primary and secondary data. On completing this course students will be able to use statistical parameters, the most common statistical methods, the foundation of hypothesis testing and interpretation of results.

Previous Learning: Proficiency test or a recognised refresher course pass

Contents: Uni-bidimensional distribution tables and statistical parameters  
 Graphical presentation of statistics

Dependency: correlation analysis, regression analysis  
 Hypothesis testing and general tests  
 The use of data analysis by doing exercises with software packages

Learning Methods: Lectures, classroom practical exercises and the individual use of the SPSS -program  
 Teaching language: English

Assessment Methods: Exam and exercises, SPSS -assignment

Bibliography: To be announced

## **(KBPC9Z) COMMUNICATION STUDIES 18 cr**

### **(KBPC001) Intercultural Communication**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: The course aims to provide students with a theoretical and experimental framework for intercultural communication from an interdisciplinary perspective and to increase their problem solving skills and communication skills with people from different cultural backgrounds in national, international and multicultural settings of study and work.

Contents: Inter-cultural communication  
 Culture is communication...Communication is culture  
 Identify Concepts of culture  
 Models used to portray and measure cultural norms.  
 Internationalisation and cultural identity  
 National Characteristics: Finnish/German/British (Also dependant upon participants)  
 Stereotypes and culture shock  
 Business culture environment  
 Intercultural encounters: Dimensions used when comparing communication across cultures

Learning Methods: The course is based on the open learning approach, including face-to-face tuition, self-directed autonomous learning and project work emphasising co-operative learning

Assessment Methods: Continuous assessment, oral presentation & report

Bibliography: Richard D Lewis, "When cultures collide", changing successfully across culture

### **(KBPC002) Business Communication Skills**

Credits: 3 cr                      Timing: 2nd - 3rd yr

Learning Objectives: The student will acquire skills in the basics of business writing including the purchasing process

Contents: Inquiries, quotations  
 Orders and order confirmations  
 Collection letters  
 Complaints  
 Memos

Learning Methods: Small group sessions

Assessment Methods: Continuous assessment, written assignments, written exam

### **(KBPC003) Academic Writing**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: The student will improve his/her professional writing skills

Contents: Grammar surgery  
Punctuation  
Coherence  
Style and appropriateness  
Reporting  
Summarising  
Table of contents  
Quoting, reference list

Learning Methods: Small group sessions

Assessment Methods: Continuous assessment, assignments, written exam

Bibliography: Bailey, Stephen. 2011. Academic Writing. A Handbook for International Students. Oxon: Routledge

### **(KBPC008) Swedish: Svenska i affärlivet 2**

Credits: 3 cr                      Timing: 2nd yr (for Finnish speaking students)

Learning Objectives: Students will gain sound skills in Swedish for sales and marketing purposes as well as other spoken and written business communication tasks.

Previous Learning: Svenska i affärlivet I

Contents: Customer service and telesales  
Product presentation and trade fairs  
Marketing communication, consumer protection  
Distribution  
Business communication

Learning Methods: Small group teaching

Assessment Methods: Continual assessment, oral presentation and written exam

Bibliography: To be announced

### **(KBPC006) Academic Finnish**

Credits: 3 cr                      Timing: 3rd yr (for Finnish speaking students)

Learning Objectives: To improve the students' writing skills for their thesis in Finnish

Contents: Finnish academic writing for Finnish speaking students before the thesis:  
Meaning and syntax  
Accuracy, text analysis  
Guide to compiling a text

Learning Methods: Small group sessions

Assessment Methods: Lectures, practical exercises, text analyses

Bibliography: Hirsjärvi, Remes, Sajavaara, Tutki ja kirjoita  
Lappalainen, Opinnäyteohjeita  
Iisa, Oittinen, Piehl, Kielenhuollon käsikirja

## **(KBPC005) Finnish for Foreigners II**

Credits: 3 cr Timing: 1st yr

Learning Objectives: To improve communication skills in the Finnish language

Previous Learning: Finnish for Foreigners I

Contents: This unit builds on the knowledge gained in Finnish for Foreigners I

Learning Methods: Small group sessions

Assessment Methods: Active participation in class activities, written and oral tests

Bibliography: Kangasniemi, Suomen kielen tikapuut jatkotaso 1  
Hämäläinen, Jatketaan

## **(KBPC007) Finnish for Foreigners III**

Credits: 3 cr Timing: 3rd yr

Learning Objectives: To improve communication skills in oral and written Finnish

Previous Learning: Finnish for Foreigners I - II

Contents: This unit builds on the knowledge gained in Finnish for Foreigners I - II

Learning Methods: Small group sessions

Assessment Methods: Active participation in class activities, written and oral tests

Bibliography: Kangasniemi, Suomen kielen tikapuut 2

## **(KBPF9Z) FURTHER SPECIALISATION STUDIES 27 cr**

### **(KBPF013) European Business**

Credits: 4 cr Timing: 2nd yr

Learning Objectives: The aim of the course is to introduce students to the dynamic nature of the European



**Learning Methods:** Online discussion and assignments.

Assessment Methods: Online individual assignment and case studies.

Bibliography: Solomon, Bamossy, Askegaard and Hogg 2006. Consumer Behaviour (a European Perspective) 3rd edition.

## **(KBPF007) Services Marketing**

Credits: 3 cr                                      Timing: 2nd - 3rd yr

Learning Objectives: To provide students with a comprehensive view of services marketing. Participants will gain a thorough understanding of the distinctive characteristics of services, whilst understanding the importance of services marketing in today's international business environment.

Previous Learning: Basic studies

Contents: The service product  
The service encounter  
Services buying behaviour  
Service positioning and targeting  
Service quality  
Making services accessible to consumers  
The pricing of services  
Promoting services  
Managing capacity  
Service scapes

Learning Methods: Lectures, case studies, class discussions

Assessment Methods: Group and individual assignments, case studies

Bibliography: Palmer, A., Principles of Services Marketing. McGraw Hill, London.  
Additional reading provided by lecturer

## **(KBPF012) Marketing Research**

Credits: 3 cr                                      Timing: 3rd yr

Learning Objectives: To provide the student with a primary tool for exploring new opportunities in the marketplace with emphasis on the marketing research process and its application to specific business decisions

Previous Learning: Applied Research Techniques Statistics Introduction to Marketing International Marketing Strategic Marketing Management Business Mathematics

Contents: The nature of marketing research  
Planning the marketing research  
Primary and secondary data  
Sampling  
Surveys  
Measurement and scaling  
Questionnaire design  
Online marketing research

Learning Methods: Lectures, case discussion and research project

Assessment Methods: Participation, research assignment

Bibliography: Marketing Research 6ed by Alvin Burns and Ronald Bush Prentice Hall

### **(KBPF003) Selling and Sales Management**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: The course develops an understanding of the selling and sales management process from theoretical viewpoints. Students understand the role of sales in marketing. The second aspect of the course deals with sales negotiation situations in the business environment.

Previous Learning: Introduction to Marketing, Consumer Buyer Behaviour, Intercultural Communication, Strategic Marketing management

Contents: Sales in marketing  
Sales environment and settings  
Sales techniques (KAM, direct marketing)  
Sales management and control  
Negotiation skills and strategies  
Negotiation process

Learning Methods: Lectures, group exercises, role play.

Assessment Methods: Group presentation and assignment

Bibliography: David Jobber and Geoff Lancaster, Selling and Sales Management, 2000. Prentice Hall, U.K.  
Michael R Carrel, Christina Heavrin, JD. Negotiating Essentials; Theory, Skill & Practices, 2007. Prentice Hall.

### **(KBPF010) Advertising and Marketing Communications**

Credits: 3 cr                      Timing: 3rd yr

Learning Objectives: This course introduces students to the framework of advertising and marketing communications, by defining the marketing communications environment and theory and examining the effect of mass media advertising and communications on marketing.

Previous Learning: Basic Studies

Contents: Advertising and marketing communications environment and theory  
The structure, size and significance of the mass media  
The role of an advertising agency  
The role of sales promotions  
The client/agency relationship  
EU legislation of advertising and marketing communications  
Ethical and social responsibilities

Learning Methods: Lectures, case study, and research project

Assessment Methods: Presentation, research report

Bibliography: Smith, Taylor, Marketing Communications: An Integrated Approach.

## **(KBPF011) Quality Management**

Credits: 3 cr                      Timing: 3rd yr

Learning Objectives: The course introduces the concept of quality management and its process, models and applications.

Previous Learning: Basic Studies

Contents: Foundations of quality  
ISO 9000 quality management systems  
Quality management tools and techniques  
Implementing quality management  
Applications of quality management

Learning Methods: Lectures, case study, and exercises

Assessment Methods: Participation, group work and study portfolio

Bibliography: TQM Text with Cases by John Oakland, Butterworth Heinemann

## **(KBW10Z) FREE CHOICE STUDIES 15 cr**

### **(KBW001) Asian Business**

Credits: 3 cr                      Timing: 2nd - 3rd yr

Learning Objectives: The course aims to provide students with a general understanding of the business systems in several major Asian markets like Japan, Korea, Singapore, Greater China; the business environments within which they operate with a special emphasis on the cultural aspect of Asian societies. In addition, it provides a general understanding of the important issues that business managers face in the region. The course provides students with knowledge about how business is conducted and how foreign companies operate in this environment.

Previous Learning: Introduction to Management

Contents: The Far East  
A comparative review of historical and cultural background of major players  
Strategic importance of Asia Pacific  
Strategy formulation for Asia Pacific  
Asia as a market  
Asian business logic  
Competition patterns in business operations and entry strategies  
Cooperation patterns in global partnerships

Learning Methods: Lectures, discussions, research assignments

Assessment Methods: Class participation, research assignment, book exam.

Bibliography: Lasserre, P, Hellmut Schutte H., Strategies for Asia Pacific Meeting New

Challenges  
 Sonia El Kahal, Business in Asia Pacific Text and Cases  
 Other materials, articles as deemed appropriate

### **(KBW003) Marketing Strategies for High-Tech Markets**

Credits: 3 cr Timing: 3rd - 4th yr

Learning Objectives: The objective of this 3 cr course is to identify the special marketing requirements of high technology products and services. These requirements will be revealed through a thorough analysis of the various aspects of high technology markets. Enabling students to plan and apply specific marketing techniques within this challenging environment.

Previous Learning: Introduction to Marketing Introduction to Management International Marketing Strategic Marketing Management

Contents: Overview of high tech markets  
 Differentiate high tech markets from consumer and industrial markets  
 The high tech marketing mix  
 Specialised techniques required to market high tech products  
 Strategy formulation for high tech markets  
 Strategy application

Learning Methods: Case studies, written exercises, reading assignments, web based exercises

Assessment Methods: Individual book exam, group assignment

Bibliography: Mohr. J, Sengupta. S, Slater. S, "Marketing of high technology products and innovations" 2004, Prentice Hall

### **(KBW011) Digital Photo Manipulation**

Credits: 3 cr Timing: 2nd - 4th yr

Learning Objectives: To familiarize students with basic photo manipulation so they learn how to use photos in publications, advertising and web sites.

Contents: Color theories, vector- and bitmap graphics  
 Basics of PaintShop Pro - basic-, editing- and drawing tools  
 Layers, masks and effects  
 Layout planning - photo design and composition  
 Evaluating publications  
 Digital cameras and scanners  
 Panorama pictures  
 Picture copyrights  
 A lot of photo manipulation exercises

Learning Methods: Lectures, group work, practical exercises and presentations

Assessment Methods: Return tasks, computer based exam

### **(KBW016) Business Plan**

Credits: 3 cr Timing: 2nd - 4th yr

**Learning Objectives:** The objective of this course is to study the planning targets of the company by means of a business plan. The student is able to complete a business plan.

**Contents:** Students will complete a Business Plan of a real or fictitious company on a formulated sheet. This course is not for creating the necessary documents of establishing a company.

**Learning Methods:** Online-course

**Assessment Methods:** Completed business plan

**Bibliography:** Web -course material and other related internet sources

## **(KBW017) Principles of Tourism**

**Credits:** 6 cr **Timing:** 2nd - 4th yr

**Learning Objectives:** Students will gain knowledge of the principles of tourism in Finland and abroad.

**Contents:** An introduction to tourism:  
Consumer behaviour and tourism demand  
Models and patterns of tourism demand  
Classification of tourism  
Tourism attraction  
The Socio-cultural impact of tourism  
Ecology and tourism  
The future of tourism

**Learning Methods:** Lectures, small group work, workshops

**Assessment Methods:** Exam, course work, assignments, continual assessment and exercises

**Bibliography:** Course book: Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2008)  
Charles R, Goeldner J.R, Brent R: Tourism, Principles, Practices, Philosophies (2006)  
Further reading/material will be provided by lecturer

## **(KBW021) Introduction to Nature and Activity Tourism**

**Credits:** 5 cr **Timing:** 2nd - 4th yr

**Learning Objectives:** Students will understand the importance and complexity of nature and activity tourism and learn to identify the numerous aspects of managing successful services and products in these fields of tourism.

**Contents:** Principles of nature and sport tourism  
Nature and sport tourism in Finland  
Markets and demand  
Tourism and nature conservation  
Legal issues  
Destinations and venues  
Wildlife tourism  
Facility site management  
Map reading

Learning Methods:	Lectures, group work, excursions. Visits to genuine activity sites will be included whenever possible.
Assessment Methods:	Exam, assignments, course work and presentations
Bibliography:	Bell et al. 2007. Outdoor Recreation and Nature Tourism. Newsome,D., Moore, S.A. and Dowling, R. K. 2002. Natural Area Tourism Saarinen,J. & Hall, C.M. 2004. Nature Based Tourism Research in Finland: Local Contexts, Global Issues Standeven & De Knop. 1999. Sport Tourism Ritchie, B.W. & Adair,D.(eds.) 2004. Sport Tourism, Interrelationships, Impacts and Issues. Further material provided by lecturer

## **(KBW154) Product Development 2**

Credits: 3 cr                                      Timing: 3rd yr

Previous Learning: This course is an automatic continuation of Product Development 1 course

## **(KBW012) Risk Management**

Credits: 3 cr                                      Timing: 2nd - 4th yr

Learning Objectives: Students will be conversant with the concept of risk management and the risk management process. They will be able to identify, assess and manage business risks. Students will complete a risk management plan of a real or fictitious company according to the instructions given on the course pages.

Contents: Risk management, the risk management process. Identification, assessment and management of business risks.

Learning Methods: Online course

Assessment Methods: Completed risk management plan

Bibliography: Web -course material and other related internet sources

## **(KBW028) New Trends in Leadership and Management**

Credits: 5 cr                                      Timing: 2nd - 4th yr

Learning Objectives: Knowledge capital providing a competitive edge will be emphasised during this course, while providing students with a grounding in quality leadership, activity-based management in business leadership and the significance of leadership and management in the implementation of an organisation's basic tasks.

Contents: Knowledge capital, quality leadership, activity-based management and accounting, leading and leadership

Learning Methods: Independent studying in the virtual studying environment using books concerning the subject. Students may also write an essay on another agreed theme linked to the subject.

Assessment Long essay

Methods:

Bibliography: Possible sources for the long essay:  
 Ståhle, Grönroos, Dynamic Intellectual Capital  
 Juran's Quality Handbook (luvut 1 - 17, 35 ja 36)  
 Cookins G., Activity Based Cost Management  
 Pirnes U., Enhancing Leadership. The Dynamics of Leadership

## **(KBW029) Management Procedures and Strategies**

Credits: 5 cr                      Timing: 2nd - 4th yr

Learning Objectives: Students will understand and be able to apply a strategic business control system.

Contents: Use of the balanced scorecard, scores and assessment, information gathering and implementation

Learning Methods: Independent studying in the virtual studying environment using books concerning the subject. Students may also write the essay on a theme related to the subject and agreed with the teacher.

Assessment Methods: Long essay

Bibliography: Kaplan, Norton, The Balanced Scorecard  
 Aaker D., Developing Business Strategies  
 Internet sources

## **(KBW030) Organizational Psychology**

Credits: 3 cr                      Timing: 2nd - 4th yr

Learning Objectives: This course provides in depth knowledge of organisational behaviour.

Contents: The role and responsibility of leadership in conflict situations, dealing with problems in the work community, work satisfaction, encouragement, reward and skills development.

Learning Methods: Independent studying in the virtual studying environment using books concerning the subject. Students may also write the essay on a theme related to the subject and agreed with the teacher.

Assessment Methods: Long essay

Bibliography: To be announced and internet sources

## **(KBPF005) Consumer Buyer Behaviour**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: The aim of this 3 credits module, is to build on the knowledge gained in marketing management and provide students with a broader understanding of consumer buyer behaviour. In particular, its relevance to promotional communication and market research.



Previous Learning: Introduction to Marketing

Contents: Consumer behaviour model  
Components of behaviour  
Consumer behaviour in the marketing mix  
Reference groups  
Consumer behaviour and market management

Learning Methods: Online discussion and assignments.

Assessment Methods: Online individual assignment and case studies.

Bibliography: Solomon, Bamossy, Askegaard and Hogg 2006. Consumer Behaviour (a European Perspective) 3rd edition.

### **(KBSP010) Basic Spanish 1**

Credits: 5 cr                      Timing: 1st - 4th yr

Learning Objectives: To equip a complete beginner with the skills needed in practical everyday situations in Spanish and to give background information about Spain, its society and culture.

Contents: To equip a complete beginner with the skills needed in practical everyday situations in Spanish and to give background information about Spain, its society and culture.

Learning Methods: Pair-work, role-plays, writing practice

Assessment Methods: Active participation, oral and written exams

Bibliography: To be announced later

### **(KBSP011) Basic Spanish 2**

Credits: 3 cr                      Timing: 1st - 4th yr

Learning Objectives: Students will maintain and develop their Spanish skills and become more familiar with Spanish and Hispanic cultures

Previous Learning: Approved grade for basic studies or any earlier equivalent studies

Contents: Verb forms. pronouns  
Travelling, hobbies, shopping  
Cultural aspects

Learning Methods: Pair - work, role-plays and oral presentations

Assessment Methods: Continuous assessment, written exam

Bibliography: To be announced later

### **(KBSP012) Basic Spanish 3**

Credits: 3 cr                      Timing: 1st - 4th yr

**Learning Objectives:** Students will strengthen and widen their knowledge and use of Spanish grammar and vocabulary, develop their spoken Spanish and acquire a variety of knowledge on Spanish-speaking countries and their cultures.

**Previous Learning:** Previously accomplished beginners' courses or equivalent studies/knowledge

**Contents:** Verb tenses and moods, family, everyday and work related situations, cultural perspectives

**Learning Methods:** Small group teaching

**Assessment Methods:** Continual assessment, written exam

**Bibliography:** To be announced

### **(KBSP013) Spanish / Español en el trabajo 1**

**Credits:** 3 cr **Timing:** 1st - 4th yr

**Learning Objectives:** Students will be proficient in using Spanish for spoken and written communication assignments in business, they will also acquire a specialised vocabulary and improve their Spanish comprehension, as well as their speaking and writing skills.

**Previous Learning:** Basic and lower intermediate studies in Spanish or equivalent qualifications

**Contents:** Commercial relations with Spanish speaking countries.  
Job application  
Job interviews  
Spanish and Hispanic culture and business culture, business trips  
Economic outlook of Hispanic countries

**Learning Methods:** Independent study, supervised independent study

**Assessment Methods:** Written exercises, written and oral exam, listening test

**Bibliography:** Lindgrén, Savinainen, Seppä, Claves del éxito

### **(KBSP014) Spanish / Español en el trabajo 2**

**Credits:** 3 cr **Timing:** 1st - 4th yr

**Learning Objectives:** Students will be able to deal with a variety of business situations in the hispanic world.

**Previous Learning:** Basic and Intermediate Spanish studies

**Contents:** The world of business  
Products and services  
Marketing

**Learning Methods:** Independent study, supervised distance learning

**Assessment Methods:** Written exercises, written and oral exam, listening comprehension test

**Bibliography:** Lindgrén -Savinainen - Seppä: Claves del éxito

Contents: Writing letters and emails. Consulting a doctor. Work intervju. Speaking on the phone at work. Guiding excursions. Knowledge of wines

Learning Methods: Small group learning

Assessment Methods: Continual assessment, written exam

Bibliography: Eevi Nivanka, Soili Sutinen:  
 Chez Marianne: French for Beginners  
 Opetusmoniste

### **(KBFR014) French / Français et le travail 1**

Credits: 3 cr                      Timing: 1st -4th yr

Learning Objectives: To equip students with the skills to communicate orally and in writing, using specialised vocabulary in different business and tourism contexts.

Previous Learning: High School basic French course or equivalent studies

Contents: Job applications and interviews. phone situations at work.  
 Business letters

Learning Methods: Guided independent self-study incl. small group sessions. Written application and CV. Grammar and situational exercises.

Assessment Methods: Continual assessment, written tasks, Written exam.

Bibliography: Study handout

### **(KBFR015) French / Français et le travail 2**

Credits: 3 cr                      Timing: 1st -4th yr

Learning Objectives: Students will be able to describe company operations and give a company presentation in French.

Previous Learning: High School basic French course or equivalent studies

Contents: Company forms, field of operations, location, products and services, meetings

Learning Methods: Guided independent study incl. small group sessions, oral company presentation. Situational grammar exercises

Assessment Methods: Oral and written company presentation, written exam

Bibliography: Study handout

### **(KBFR013) French Grammar**

Credits: 3 cr                      Timing: 1st -4th yr

Learning Objectives: Students will strengthen and broaden their proficiency in French grammar and vocabulary.

Previous Learning: High School short course or equivalent studies

Contents:	Exercises in French grammar
Learning Methods:	Guided independent studies
Assessment Methods:	Written grammar exercises, written exam
Bibliography:	Study handout

### **(KBRU010) Basic Russian 1**

Credits:	5 cr	Timing:	1st - 4th yr
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**Learning Objectives:** The students can read texts printed and handwritten in the Cyrillic alphabet, and can write Russian text themselves. They know the basic rules of pronunciation and intonation and are familiar with basic grammar structures to be applied in simple everyday communication and service situations.

**Previous Learning:** No previous Russian studies necessary.

**Contents:**  
 Reading and writing exercises  
 Pronunciation and intonation exercises  
 Greetings, telling about your family  
 Service situations

**Learning Methods:** Small group sessions: listening, pronunciation, reading and writing exercises; oral service situations in pairs

**Assessment Methods:** Continual assessment, written exams

**Bibliography:** Alestalo, M., Kafe Piter 1 or equivalent material

### **(KBRU011) Basic Russian 2**

Credits:	3 cr	Timing:	1st - 4th yr
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**Learning Objectives:** The students know the Russian pronunciation and intonation rules. They know enough Russian to be able to apply their grammar knowledge and vocabulary in simple service situations.

**Previous Learning:** Basic Russian 1 ( 5 cr ) or equivalent studies in Russian

**Contents:**  
 Numerals and their usage in service situations  
 Verb forms  
 Adjectives and adverbs  
 Basics of cases  
 On the phone  
 Shopping situations, listening and practice  
 Hotel and restaurant situations

**Learning Methods:** Small group sessions with lots of group and pair practice

**Assessment Methods:** Continual assessment, written and oral exam

**Bibliography:** Alestalo, M., Kafe Piter 1 or equivalent material

Credits: 5 cr                      Timing: 1st - 4th yr

**Learning Objectives:** To equip a complete beginner with the skills needed to communicate in practical everyday situations in Italian and to give some background information about Italy and its society and culture.

**Contents:** Pronunciation, grammar and writing  
Service situations  
Culture

**Learning Methods:** Small group teaching

**Assessment Methods:** Continuous assessment and written exams

**Bibliography:** Espresso 1

## **(KBIT011) Basic Italian 2**

**Credits:** 3 cr **Timing:** 1st - 4th yr

**Learning Objectives:** This course will reinforce students' Italian grammar skills, widen their vocabulary and develop their spoken Italian as well providing a variety of information on Italian culture.

**Previous Learning:** 5 cr of approved Italian studies or the equivalent

**Contents:** Culture and geography of Italy  
Tourism and tourist services  
Society

**Learning Methods:** Small group teaching

**Assessment Methods:** Continuous assessment, written exams

**Bibliography:** Espresso 1 and handout

## **(KBIT012) Italian Business Communication**

**Credits:** 3 cr **Timing:** 2nd - 4th yr

**Learning Objectives:** This course covers spoken and written communication in business and students will improve their capabilities to understand, speak and write Italian.

**Previous Learning:** Basic Italian 1 and Basic Italian 2

**Contents:** Job applications, job interviews  
Company presentations and routine correspondence.

**Learning Methods:** Independent study, supervised distance learning

**Assessment Methods:** Written exercises, written and spoken exam, listening comprehension test

**Bibliography:** Cherubini, N., L'italiano per gli affari

## **(KBCH001) Basic Mandarin Chinese 1**

Contents: Basic grammar  
Travelling, at the hotel, in the bank, shopping



Company visits, negotiations  
Giving instructions  
Everyday German

Learning Methods: Small group teaching

Assessment Methods: Continuous assessment and written tests

Bibliography: Kudel-Kyyhkynen: Einverstanden 1

## **(KBDE011) Basic German 2**

Credits: 3 cr                      Timing: 1st - 4th yr

Learning Objectives: This course covers basic German grammar and vocabulary enabling students to cope in simple business communication situations and to broaden their basic grammar and vocabulary skills as well as their knowledge of Germany and German etiquette and manners. Students will also be able to talk about general issues to a certain extent, their own country and work place and understand simple, general texts concerning their own professional field.

Previous Learning: Basic German 1 or proficiency test

Contents: Basic grammar  
Everyday German  
Telephoning  
Emails  
German culture and business etiquette

Learning Methods: Small group teaching

Assessment Methods: Continuous assessment and written exam

Bibliography: Kudel-Kyyhkynen: Einverstanden 1 and study handout

## **(KBDE012) Basic German 3**

Credits: 3 cr                      Timing: 1st - 4th yr

Learning Objectives: Students will be equipped with the skills needed to cope in service situations in business and in the tourism and hospitality business according to the requirements of German etiquette. They will be able to present the company's services and to provide information about their own region and country.

Previous Learning: Basic German 1 and Basic German 2 or proficiency test

Contents: Students will be equipped with the skills needed to cope in service situations in business and in the tourism and hospitality business according to the requirements of German etiquette. They will be able to present the company's services and to provide information about their own region and country.

Learning Methods: Independent studies

Assessment Methods: Written tasks and oral exam

Bibliography: Study handout

## **(KBW234) Facts and Fiction about Finland**

Credits: 3 cr                      Timing: 1st or 2nd yr

Learning Objectives: Students will know facts about Finland, the Finnish way of life, everyday life and celebrations.

Contents: Facts and figures about Finland  
Celebrations and festivals  
Food culture, songs, greetings and conversation culture, characters in Finnish fiction

Learning Methods: Conversations, presentations, active participation in different situations

Assessment Methods: Active participation in the course and assigned situations and events

Bibliography: Will be announced in the course plan

## **(KBEN005) Going Global**

Credits: 3 cr                      Timing: 2nd - 4th yr

Learning Objectives: Students will be able to plan an international company visit and will understand international and business cultures and etiquette.

Previous Learning: Basic and Professional studies

Contents: Planning an international business visit and receiving visitors from abroad  
Business etiquette  
Goodwill letters

Learning Methods: Small group teaching

Assessment Methods: Continual assessment, oral presentations, written assignments and exam

Bibliography: Handout

## **(KBEN004) English Conversation**

Credits: 3 cr                      Timing: 2nd -3rd yr

Learning Objectives: Students will diversify his/her oral language skills and become aware of the variations of the English language

Contents: Conversation exercises, topics from various fields  
If possible, foreign guests and changing leaders of discussion

Learning Methods: Small group sessions

Assessment Methods: Oral tasks and oral group exam

Bibliography: To be agreed at the beginning of the course

**(KBT12Z) THESIS 15 cr****(KBT001) Thesis**

Credits: 15 cr                      Timing: 4th yr

**Learning Objectives:** The aim of the thesis is to develop and demonstrate the student's ability to adapt their knowledge and skills to a practical task requiring expertise related to their professional studies. Undertaking the thesis demonstrates the student's ability to work purposefully within their chosen professional field. (Statute 256/95). The essential objective is to develop expertise for working life. The thesis acts as a bridge between academic study and the world of work, easing the student's move into working life. Thesis completion encourages critical, creative and problem solving skills.

**Previous Learning:** Practical training, Applied Research Techniques, Statistics, Academic Writing, 150 cr accomplished

**Contents:** Initial thesis seminar (during practical training)

**Assessment Methods:** Assessment is based on the objectives of the thesis as set out by the university of applied sciences and the different schools of the university of applied sciences, as well as on more general assessment principles. An accepted thesis is assessed on a scale of 1 - 5. The practical applications of the subject area will be particularly noted during assessment. On a school level with a slight variation of emphasis, assessment covers the thesis' written version, its contents, oral presentation, discussion, taking part in seminar sessions, the maturity test and the learning and supervisory process. The ability and development that the student has demonstrated during the completion of his or her thesis is also appraised. Supervisors from the UAS and working life, acting opponents and the authors of the thesis all take part in the assessment process.

**(KBH11Z) PRACTICAL TRAINING 30 cr****(KBH001) Practical Training**

Credits: 30 cr                      Timing: 3rd yr, spring semester

**Learning Objectives:** Practical training provides the student with an insight of the commercial world and an opportunity to apply knowledge gained to practical tasks. It also provides the student with an opportunity to acquire new skills and encourages personal development.

**Previous Learning:** Before starting the placement the student must have completed basic studies and have earned a minimum of 115 credits. It is recommended that the placement is completed during the spring semester of the 3rd study year.

**Contents:** Students are required to work as a trainee in a foreign company. Practical training can also be accomplished locally.

- information sessions before and after the practical training period
- 800 hours (about 5 months) practical training to be completed in one uninterrupted period
- training report and tasks

**Learning Methods:** Application of theory into practice.

Assessment Methods:	Participation and reports
Bibliography:	See Practical training guide on the internet