

Studies for Exchange Students, International Business, Spring (24KVIBK)

Level of education

Bachelor degree

Credits

0

Duration (years)

1

Language

English

Specifications

Degree title

Bachelor of Business Administration

Degree programme

Bachelor's Degree Programme in International Business

Type of education

Bachelor's Degree, Full-Time Studies

Description

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24KVIBK Studies for Exchange Students, International Business, Spring: 0 op

24KVIBK-1001 Spring Semester 2024: 88 op

Optionality

Select n pieces

Number

0

3B00DW95 Conflict Management and Communication: 5 op

Credits

5 - 5

Degree programme

Bachelor's Degree Programme in International Business

Objectives

The course aims at improving the students' understanding of conflict management, resolution and communication, in a company or organizational environment. Furthermore, crisis communication is among the essential topics of this course. There is an increasing need for settling disputes between individuals and groups of individuals, as a result of internationalization of business and a variety of financial restraints that cause tension among management and personnel of a company (internal conflict management). External conflict management deals with measures a company must take in order to control its brand, image, customer and stakeholder relations, in circumstances of uncertainties and even open conflicts. It is suitable for students who are interested in developing one's conflict and crisis management abilities, especially in terms of communication.

After completing the course, the student will be able to:

- understand basics of conflict management and resolution in a company.
- understand crisis communication in organizational environment.

Content

The contents include the followings:

- demonstrations, examples, creation of conflict and crisis resolution strategy/plans.
- communication rehearsals and analyses.

Further information

Implementation plan.

Prerequisites

None.

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student can name basic concepts of conflict management, change and crisis communication and the ways of influencing (lobbying). He/she is able to recognise situations where these communication skills are needed. He/she knows the significance of these in terms of advocating welfare of the organisation he/she represents. He/she is able to apply the tools and best practices in simple cases.

Assessment criteria - good (3-4)

The student can explain why conflict management, change and crisis communication, and influencing are important for any organisation. He/she has, to some extent, the ability to apply theories on them in conjunction with real life cases. He/she is able to participate in producing credible and implementable plans for situations where these are needed. The student is able to act in a sustainable way ethically in delicate conflict and crisis situations.

Assessment criteria - excellent (5)

The student is able to take initiative in complex conflict and crisis situations, as well as in lobbying for his/her organisation. He/she is able to co-lead a group responsibly for prompt action that is often required, in terms of preventing the organisation from finding itself in a further predicament. He/she can be entrusted with the role of a spokesperson and mediator even in demanding conflict and crisis cases. He/she understands the significance of trustworthy appearance while addressing demanding cases on behalf of his/her organisation.

3B00DW69 Enterprise Resource Planning: 5 op**Credits**

5 - 5

Objectives

This course covers the primary ideas of Enterprise Resource Planning systems (ERP). The course focuses on SAP-system (integrated modules) from logistics point of view. It explores integration between the Transportation Management Systems (TMS) and Warehouse Management Systems (WMS). More information is available at www.logivo.fi.

After completing the course, students will be able to:

Define the business process model and ERP selection criterias.
Describe what enterprise resource planning (ERP) means.
Support ERP project implementations.
Navigate in SAP R/3 and Business One environment.
Work in details with the SAP AIO module (sales and distribution, Material Management,).
Act as a SAP user: Master data, material data.
Plan the first phases in SAP customizing.

Content

Introduction to ERP systems
Navigation in SAP AIO
SAP AIO without WMS
SAP AIO with WMS in partnership with guest lecturer from Belgium

ERP implementation project as a company based assignment
SAP customizing.

Further information

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Prerequisites

-The Basics of logistics is a prerequisite to this course

Assessment criteria

Assessment criteria - satisfactory (1-2)

The student knows what ERPs are, what they are used for and why. He/she recognises all the relevant organisational resources, their nature and requirements. The student is able to define the main ERP (SAP R/3 / Business One) modules and the ERP's functional structure and how each module acquires information / contributes to other modules. The student recognises the architecture of an ERP (SAP) from user perspective regarding master and material data and is able to conduct routine operations with them. The student has also a basic understanding about organisational requirements and lifecycle stages of an ERP project.

Assessment criteria - good (3-4)

The student is able to explain an organisation's business processes, especially on sales, distribution and material management with great clarity. The student has good understanding of the organisation's value chain from raw materials to finished products and he/she is capable of applying this data within ERP. He/she has good oversight over stakeholder contacts and is able to manage the organisation's ERP master data and, with some effort, manage stakeholder contacts and all data regarding materials, the organisation procures, produces, or keeps in stock. The student also knows which stakeholders and offerings are connected with which business processes in a given situation and he/she is capable of managing this business information with the support of ERP in daily business.

Assessment criteria - excellent (5)

The student can benchmark various ERPs from the organisation's perspective and recognise beneficiary and disadvantageous elements for the organisation. He/she can recommend the best ERP for the organisation. The student has excellent understanding over the various resource types and he/she is able to use ERP system in automating and managing the variety of back and front office functions and their sub-stages. The student can recognise possible bottlenecks in the ERP environment and is able to customise the ERP user interface and improve its usage efficiency, especially regarding the sales and distribution (SD) module. The student has fair understanding over the functionality of other ERP modules such as financials and controlling (FICO), human resources (HR), materials management (MM) and production planning (PP).

3B00DW67 Emergency Supply Chain Management: 2 op

Credits

2 - 2

Objectives

This course provides students with a brief introduction on logistics and supply chain management. It identifies the major supply chain issues in the humanitarian sector, particularly as they relate to the emergencies and also reveals the need for cross-learning between the business and the humanitarian sector.

After completing the course, students will be able to:

Understand the characteristics of a humanitarian supply chain management speed.
Understand Humanitarian and emergency cycle
Analys the Logistics cases from the ground: Red-Cross, DHL, NESA
Understand the coordination and complexity in humanitarian SCM.

Content

Logistics of humanitarian aid
Preparedness
Coordination
Building a successful partnership (Private: TNT-WFP case)
Reading materials and articles.

Further information

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Prerequisites

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Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student is able to identify basic level knowledge in emergency supply chain management. He/she has the basic understanding of humanitarian logistics in general. The student is capable of applying some knowledge to relevant, working life situations.

Assessment criteria - good (3-4)

The student is able to determine main tasks and challenges in emergency supply chain. He/she can apply the knowledge in verbal conversations and written deliverables. The student has a good level of knowledge and wide understanding of humanitarian logistics. The student is capable of applying the acquired knowledge to relevant, working life situations. He/she contributes to the tasks and assignments during the course.

Assessment criteria - excellent (5)

The student is able to master tasks, challenges and different modes in emergency supply chain. He/she has a professional level of knowledge and wide understanding of humanitarian logistics. The student demonstrates a high skill level, creates value and shares information with other participants of the group. The student is exceptionally capable of applying all the acquired knowledge to relevant, working life situations. The student actively contributes to tasks and assignments during the course.

3B00DW65 Warehouse Management: 2 op**Credits**

2 - 2

Objectives

This warehouse management course covers the basics of business warehouse management. The most common warehousing operations, practices and topics are covered, like the use of WMS with practices of the voice picking systems and RFID-technology applications (www.logivo.fi). The objective is to understand the warehousing activities, the related costs in the entire SCM. This course has also a contribution and link to the transportation planning and ERP course (SAP). The learning platform (Logistics Redesign) will be used to demonstrate the SCM design and optimisation tools.

After completing the course, students will be able to:

What are the new challenges in supply chain management process?
How to operate in distribution centers, warehouses and terminals?
How to control and optimize inventories?
What is warehouse inventory system?
What is material handling about?
What are the value added services in a distribution center?
What are the picking techniques used?

Content

Distribution centers as a facilities in the SCM
Inventory Management advanced
WM cycle and operations
WM picking technics
Labeling, tracebelity and RFID solutions

Further information

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Prerequisites

- The Basics of logistics is a prerequisite to this course

Assessment criteria

Assessment criteria - satisfactory (1-2)

The student is able to recognise common level attributes relevant to warehouse management in an organisation's activity. The student understands the basic logics of storing and activities connected to it. He/she can identify material, information and financial flows relating to warehouse management. The student can recognise and analyse both tangible and intangible structural elements of warehousing. He/she can apply the acquired knowledge in simple professional challenges.

Assessment criteria - good (3-4)

The student can analyse warehousing functions in details. He/she knows the basic steering logics of material flows internally, within an organisation, and externally, between the various value chain operators. The student can calculate and follow-up inventory. He/she understands how to organise distribution centres, warehouses and terminals so that they will provide optimal value added services.

Assessment criteria - excellent (5)

The student knows the most common warehousing operations and practices, together with systemic knowledge regarding WMS. The student can manage cost, quality, time and material related issues from warehouse management perspective. The student is able to cope with any WH related challenges which may occur in the organisation's daily activities. He/she can independently optimise warehousing related activities, suggest a suitable putaway, storing and picking technique, as well as manage the daily WH routines. Also the student possesses some managerial level strategic abilities in WHM.

3B00DW61 Customer Journey and Marketing Analysis: 3 op

Credits

3 - 3

Objectives

This course is an independent continuation to the course Marketing in the Digital World. Contemporary

digital marketing analytics tools are introduced in order to give the students basic skills in measuring the effectiveness of marketing actions. The students will also learn how to efficiently use information about customer needs and use experiences to develop customer relationships. It investigates the concepts of customer journey and value creation in the context of developing integrated marketing and enhancing customer experience.

After completing this course the students will be able to

- describe and use the concept of customer journey in analyzing customer experience
- use some of the digital marketing analytics tools
- use the information to develop customer relationships and marketing effectiveness

Content

What is customer journey and how is it exploited in marketing planning?

What are the contents and meaning of value creation and customer experience in the context of customer relationships?

What kind of marketing analytics tools are available to measure and analyze marketing effectiveness?

Further information

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Prerequisites

Introduction to Marketing or equivalent and Marketing in the Digital World or equivalent.

Assessment scale

Pass/Fail

Assessment criteria

Assessment criteria - satisfactory (1-2)

The student knows the basics of customer journey and needs. The student can use the basic terms and can define customer experience. Student recognises and defines the importance of customer experience in marketing. The student can perform the given tasks with routine performance. Student has been partly active in participating in the teamwork.

Assessment criteria - good (3-4)

The student applies customer journey mapping methods and analytical tools accordingly. The student is able to link structures between marketing and customer experience. He/she cooperates responsibly and has participated in the team work and classes actively contributing to the final outcome with his/her knowledge and ideas according to the peer evaluations.

Assessment criteria - excellent (5)

The student masters the concepts and models of customer experience, journey and analytics. He/she is able to conduct fluent and reasoned customer journey analysis and has good capabilities to apply the learning. The individual contribution in the class and team has been especially active.

3B00DW59 Marketing in the Digital World: 4 op

Credits

4 - 4

Objectives

A minority of companies still rate their digital communications or customer communications at an advanced level. Instead they are still in the phase of transformation and development of their digital marketing capabilities. This course is not only about digital marketing – it is about marketing in a digital world. It will give the students skills in planning and executing digital marketing. The key question is: how can companies, both BtoC and BtoB, benefit from digitalizing their marketing operations.

The course consists of theory lectures and weekly exercises where some of the digital marketing tools are used in practice.

After completing the course the students will be able to

- describe and explain the various forms of digital marketing and social media
- design a digital marketing roadmap for a company
- use the tools of social media in business to establish a social media marketing campaign
- create basic web pages, a blog or an online shop

Content

What is digital marketing?

What are the opportunities and threats of digital marketing?

What are the digital marketing media and tools?

How can a company enter the digital world in a structured and planned way?

Further information

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Prerequisites

Introduction to Marketing or equivalent

Assessment scale

0-5

Assessment criteria

Assessment criteria - satisfactory (1-2)

The student has introductory knowledge of digital marketing practices but lacks an active role in creating and publishing content for the purpose. In a team his/her role is merely passive and he/she requires help from others to cope with his/her own tasks.

Assessment criteria - good (3-4)

The student has basic knowledge of digital marketing and is able to independently take responsibility of his/her own learning as well as support other team members. He/she is an active contributor to the team, is able to understand and use social media channels for digital marketing and can provide good digital content to engage customers.

Assessment criteria - excellent (5)

The student has advanced knowledge of digital marketing tools, is independent, takes full responsibility of his/her own learning and helps other team members to succeed. He/she understands well the dynamics of social media channels in marketing and is able to create attractive digital content to engage existing customers and attract new ones.

3B00DW63 Transportation Management: 6 op

Credits

6 - 6

Objectives

Transportation costs and inventory considerations are significant drivers of total logistics and supply chain management costs. This course expands on the earlier Principles of Supply Chain Management course, providing detailed concepts and applications for freight transportation considerations in supply chains. This will include modal comparisons and contrasts of operational, financial, marketing, and information technology tools/software available in the freight and supply chain industries. Collaboration and competition between and among the modes will be explored to understand specific tactics to improve modal and supply chain efficiencies and competitive alternatives in both the global and domestic markets. Additionally, current trends in freight transportation and supply chain management across the globe will be studied and discussed to consider strategies and tactics to shape, manage, and respond to those trends.

After completing the course, students will be able to:

- Understand the European Transportation Policies
- Able to calculate all the costs related to the transportation operations
- Manage the domestic and global transportation processes based on cases studies
- Understand and work with the transportation documents
- Calculate the CO2 emissions and define the risks in transport.

Content

- The EU Transportation white and green papers
- The Transportation systems: Road, Sea, rail, air and intermodal
- Freight forwarders operations
- Risks and safety in transportation operations
- Sustainability in transport.

Further information

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Prerequisites

--The Basics of logistics is a prerequisite to this course.
This course may require a visits to ports in Finland and overseas to complete the best learning outcomes

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student is able to identify basic level knowledge in transportation management. The student is capable of applying some knowledge to relevant, working life situations. He/she demonstrates basic skills.

Assessment criteria - good (3-4)

The student is able to determine main tasks and challenges in transportation management. The student can apply the knowledge in verbal conversations and written deliverables. He/she is able to explain

transportation roles, tasks and challenges well. The student is capable of applying all the acquired knowledge to relevant, working life situations.

Assessment criteria - excellent (5)

The student is able to master tasks, challenges and different modes in transportation management. He/she has a professional level of knowledge and wide understanding of transportation management. The student demonstrates high skill level in transportation management, creates value and shares information with other participants. He/she is exceptionally capable of applying all the acquired knowledge to relevant, working life situations.

3B00DW55 Strategic Marketing Planning: 3 op**Credits**

3 - 3

Objectives

This course expands on the earlier Introduction to Marketing 1 and 2, providing deeper knowledge and skills in strategic planning and development of marketing. The course gives the fundamental basis for those aiming at a career in marketing, merging theory with practice.

After completing the course the students will be able to

- Derive the marketing strategy from the business strategy
- Choose and apply different marketing strategies for different businesses
- Write a consistent marketing plan based on customer needs and marketing strategy

Content

What are the different levels of marketing planning?

What kind of different marketing strategies businesses apply and why?

What is the structure and content of a strategic marketing plan?

How does marketing function contribute the success of a business?

Further information

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Prerequisites

Introduction to Marketing 1 and 2 or equivalent

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student is able to identify principles of the business strategy and strategic marketing. The student is able to participate in a team project performing the given tasks in according to instructions.

Assessment criteria - good (3-4)

The student is able to determine and apply the concept and tools of strategic marketing in marketing planning. He/she is able to conduct some analysis and suggest development actions suitable for the business strategy. The student actively contributes to a team project being able to receive and give constructive feedback.

Assessment criteria - excellent (5)

The student masters the concepts and different models of strategic marketing, and is able to connect business strategy to marketing strategy in the business context in question. Student is able to conduct well structured analysis and is able to create, evaluate and combine different solutions to a given marketing problem. The student acts in a flexible and constructive way in team projects developing the team's interaction.

3B00DW53 Advanced Accounting and Finance: 6 op**Credits**

6 - 6

Objectives

The course completes the students' accounting and finance module studies and consists of two parts.

Firstly, the students study and learn about the working capital management concept and theory. Studying this part is linked to understanding of typical corporate life from start-up to growth company – and further on to the mature business phase.

Secondly, a selection of advanced industry-specific and other themes and topics are assigned to the students, enabling them to link their accounting and finance studies to their own favorite industries or some most motivating current themes and topics of today's business life.

After completing the course, students will be able to:

Apply their finance and managerial accounting skills to industry-specific business cases.
See and analyze the big picture of working capital case-specifically, react immediately when necessary - and initiate business development actions based on the analysis.
Control the working capital professionally, using performance measures such as current ratio, turnover of inventory, turnovers of accounts receivable and payable, as well as gearing %.
Calculate the profitability of working capital investment using the net present value (NPV) method.
Identify the need for using advanced methods such as just-in-time (JIT) management, lean accounting and environmental accounting when necessary.
Create basic-level cash plans and cash flow forecasts.

Content

What is the working capital concept, and what is the strategic importance of it?
What is the working capital cycle, and how can working capital be managed successfully?
How can cash and inventory processes and balances be improved?
How can the management of trade receivables and payables as well as cash flows be enhanced?
What is gearing %, and how can it be used in practice?
Which industries, current trends and phenomena are potential ones for advanced accounting and finance efforts and applications?
When is it time for environmental or lean accounting, or e.g. for applying the just-in-time (JIT) method?

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student is able to determine and use the concepts and methods of cash management and working

capital management, as well as some cash flow and digital finance related industry or case specific applications. He/she can take responsibility for his individual duties in routine cash and working capital management as well as related measurement and reporting activities, and is able to make some contribution in a group.

Assessment criteria - good (3-4)

The student has the competence of applying and explaining the concepts and methods of cash and working capital management as well as performing cash flow and digital finance in related industry or case specific analyses in controllable situations. He/she works actively and cooperates responsibly and constructively both individually and in a group. He/she can solve cash and working capital management problems as well as work on cash flow and digital finance related measurement, reporting and development activities. His/her courses of action are well justified.

Assessment criteria - excellent (5)

The student can analyse complex situations and produce alternative solution proposals to various cash and working capital management problems. He/she can produce cash flow and digital finance related industry or case specific analyses. He/she can apply his extensive knowledge and skills of the subject matter excellently in problem solving, experiments, and when working on cash flow and digital finance related analysis, reporting and business development activities. His/her courses of action are very well justified, and he can work individually, making remarkable contribution to group work, cooperating responsibly, constructively and flexibly with excellent commitment.

Assessment criteria - approved/failed

The student does not perform in the course exam acceptably, or he/she does not complete the compulsory exercises, assignments and/or other compulsory items on the course agendas acceptably.

3B00DW51 Performance Management and Control: 5 op

Credits

5 - 5

Objectives

This course offers the students a chance to enhance their knowledge and managerial skills of financial planning and control as well as performance measurement and evaluation to a professional level.

The course is based on modern management accounting methods, frameworks and practices, laying a solid foundation on which continuing business studies and a serious business career in the field of accounting and finance can be built later on. The contents and learning experiences of the course are planned to be useful and generally applicable for every business professional.

After completing the course, students will be able to:

Prepare the major budgets of a company and participate in creation of budgeting systems.

Analyze business performance and participate in decision-making and business planning using standard budget reports.

Create business forecasts for the future, based on budget reports and other relevant business information.

Calculate the value of economic value added (EVA®) measure and utilize the DuPont approach to the return on investment (ROI) measure.

Participate in planning and implementing tailor-made strategic performance management solutions for various business cases.

Consider and try to include the effects of latest technological innovations and human aspects in any of their later business development projects.

Content

Which budgets does a modern budgeting system – “The Master Budget” – include, and how can a tailored version be constructed?

How can the planning and control processes of a decentralized organization be managed using budgets, reports and supporting IT tools?

What different approaches are there for strategic performance measurement and evaluation?

What are the roles of human considerations, e.g. gaming, intangible assets and management myopia, as part of system creation?

How are the values of advanced measures such as economic value added (EVA®) calculated, and how can business reporting become more lively through visualization?

How can technology help in planning and control; what kind of insights do e.g. ERP systems, business intelligence and the current strong development of digitalization, mobile services and Internet of Things (IoT) offer to companies?

How is a strategy-bound performance management framework built and used in practice?

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student is able to determine and use the concepts and methods of financial planning and control as well as the performance measurement and evaluation theme sufficiently. He/she can take responsibility for his individual financial planning and reporting duties in routine activities, and is able to make some contribution in a group.

Assessment criteria - good (3-4)

The student achieves the competence of applying and explaining the concepts and methods of financial planning and control as well as the performance measurement and evaluation theme in controllable situations. He/she works actively and cooperates responsibly and constructively both individually and in a group. The student can solve financial planning and measurement problems, and his courses of action are well justified.

Assessment criteria - excellent (5)

The student can analyse complex situations and produce alternative solution proposals to various financial planning and control as well as performance measurement and evaluation tasks and problems. He/she is able to apply his extensive knowledge and skills of the subject matter creatively in problem solving, solution tracing, new experiments, and when generalising his well-justified courses of action. The student can work strongly individually and make remarkable contribution to group work, cooperating responsibly, constructively and flexibly with excellent commitment.

3B00DW49 Corporate Finance: 4 op**Credits**

4 - 4

Objectives

The course covers the basic aspects of corporate finance, the structure and functions of financial markets and elements of decision making on financial questions.

After completing the course, students will be able to:

- Compare the investment opportunities of a company and define their profitability by using alternative

investment decision criteria

- Compare the alternative sources of corporate financing
- Calculate the cost of capital
- Define how risk relates to return
- Describe the structure and functions of financial markets

Content

- How do companies compare different investment opportunities?
- What are the alternative sources of corporate financing?
- How are risk and return related?
- How is the cost of capital defined?
- What is the structure and what are the functions of financial markets?

Further information

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Prerequisites

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Assessment scale

Pass/Fail

Assessment criteria

Assessment criteria - satisfactory (1-2)

The student is able to explain the fundamentals of corporate finance. The student recognises and is able to determine and to a certain extent use the fundamental concepts and models of corporate finance.

Assessment criteria - good (3-4)

The student is able to determine and apply the fundamental concepts and models of corporate finance. He/she can use different methods to evaluate investment opportunities and understands how risk and return are related.

Assessment criteria - excellent (5)

The student masters the fundamental concepts and models of corporate finance in an excellent manner. He/she is able to conduct fluent and reasoned analysis and has good capabilities to apply the learned understanding of the framework of financial markets.

3B00DW31 Professional Selling: 4 op

Credits

4 - 4

Objectives

During the course students will learn different techniques and skills for improving their professional sales skills. The student will study different approaches for sales situations and negotiations as well as gain their understanding of sales process.

After completing the course, the students will be able to

- Communicate and negotiate in a demanding business environment.
- Manage a sales process both in b-to-c and b-to-b sales situations.
- Understand the role and usage of digital tools in a sales process.

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- Know how to prepare and handle sales situations across cultures.

Content

- What are professional sales skills and techniques?
- How to sell successfully in b-to-c and b-to-b settings?
- What kind of digital tools are used in selling?
- How to sell and negotiate in other, selected countries?

Further information

There will be two implementations of the course, one in the autumn semester and another in the spring.

Prerequisites

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Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student is able to conduct sales negotiations in different target markets. The student knows basic techniques for understanding customer needs. He/she is somewhat familiar with persuasion techniques used in professional selling. The student can give simple sales presentations. He/she knows how to close sales in some situations. The student is aware of digital tools used in the sales process.

Assessment criteria - good (3-4)

The student is able to conduct sales negotiations in both B2B and B2C settings in different target markets. The student can ask questions to understand customer needs. He/she is familiar with persuasion techniques used in professional selling. The student can identify sales prospects. The student can make professional sales presentations and is familiar with the methods of overcoming sales resistance. He/she knows how to close sales, resulting in enduring buyer-seller relationships. The student is familiar with digital tools in the sales process.

Assessment criteria - excellent (5)

The student is able to conduct complex sales negotiations in both B2B and B2C settings in domestic and international target markets. The student can ask the right questions to fully understand customer needs. He/she is familiar with different persuasion techniques used in professional selling. The student understands the role of social influence in sales settings and he/she can identify sales prospects. The student can make professional sales presentations and is familiar with various methods of overcoming sales resistance. He/she knows how to close sales, resulting in long-lasting and mutual beneficial buyer-seller relationships. The student is familiar and able to use diverse digital tools in the sales process.

Assessment criteria - approved/failed

Not approved

The student has poor skills of conducting sales negotiations. The student is unaware of basic techniques for understanding customer needs. He/she is unfamiliar with persuasion techniques used in professional selling. The student is unable to give sales presentations. He/she does not know how to close sales. The student is unaware of digital tools used in the sales process.

3B00DW29 Operations Management: 4 op**Credits**

4 - 4

Objectives

Operations Management (OM) is a discipline that applies to restaurants, cafe as well as to factories like Ford and Whirlpool. The techniques of OM apply throughout the world to virtually all productive enterprise. It doesn't matter if the application is in an office, a hospital, a restaurant, a department store, or a factory- the production of goods and services requires operations management. The course covers the basic aspects of OM including operations in services and production.

After completing the course, students will be able to:

- Manage the operations and processes in services and production
- Calculate the productivity and labour-productivity
- know how to design a service and product in order to minimize the inventory cost and design an optimal Supply Chain (Sustainable design)
- Know the forecasting methods
- Know the techniques of Material Requirement Planning

Content

Operations and Productivity

- Forecasting
- Design of goods and services
- Aggregate Planning and MRP
- JIT, SCORE Model and Lean Operations

Further information

There will be two implementations of the course, one in the autumn semester and another in the spring.

Prerequisites

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Assessment criteria

Assessment criteria - satisfactory (1-2)

The student is able to recognise and analyse the organisation's processes and understand the basic principles of how they work together. The student understands the basic methodology of how to improve the processes' efficiency and their added value to both internal and external stakeholders. The student understands the importance of various, relevant stakeholders and the way how the information they each represent needs to be connected in order for the entire organisation to operate soundly. The student has a limited ability to plan and steer the organisation's processes.

Assessment criteria - good (3-4)

The student is able to map the entire organisation's processes and the way they connect and interact with each other, as both internal and external stakeholders. The student knows several relevant tools which he/she can independently apply in various operations management situations. The student knows how and from where to acquire the necessary systemic information in order to analyse, improve and

manage the organisation's processes. The student is capable of adapting to changed requirements depending on which of the life-cycle stages the concerned processes are currently in. The student also understands how the processes are linked to the management supporting ERP-systems.

Assessment criteria - excellent (5)

The student is able to plan, erect and manage any of the organisation's processes and to apply relevant tools where necessary. The student also knows how to manage the entity of organisation's processes and operations effectively. The student can question any of organisation's operation and focus his/hers attention on relevant attributes in order to improve their overall performance. The student also understands the meaning of channel separation and can apply this both when summoning information and capitalising on the collected information on practical level. The student can also benchmark an organisation and its processes, detecting pertinent bottlenecks or improvement areas. The student possesses also basic managerial strategic knowledge regarding execution of operations and processes.

3B00DW39 Human Resource Management: 5 op**Credits**

5 - 5

Degree programme

Bachelor's Degree Programme in International Business

Objectives

The course aims to provide knowledge and deals with theories, models and techniques for recruitment, management, maintenance and development of competence based human resources for contemporary multi-skilled- virtual-, and network-based organizations.

After completing the course, the student will be able to:

- perform basic functions of HRM (staffing, training, development, motivation and maintenance).
- define long term HR needs for a company.
- develop company-wide HR policy.
- maintain contact with labor union concerning different company issues.
- deal with multi-skilled workforce.
- integrate effectively ICT to HRM.

Content

The contents include the followings:

- How the contemporary workplace is changing and how the change process is affecting the HRM?
- Why strategic HR planning is necessary for an organization?
- What are the different steps in strategic HR planning?
- How to effectively perform basic functions of HRM?
- How the digitalization process is affecting HR performance?
- What are the basic issues to remember in international HRM?

Further information

Implementation plan.

Prerequisites

First year BBA studies or equivalent studies for the exchange students.

Assessment scale

0-5

Assessment criteria

Assessment criteria - satisfactory (1-2)

The student can recognise basic concepts of employee staffing, training, development, motivation and maintenance. He/she has a basic understanding of the long-term HR needs for a company and can participate in developing a company-wide HR policy. He/she can work in a group and take responsibility for his/her own work. The student can give and receive feedback but considers and assesses things from his/her own viewpoints. The student has the skills to be part of the group dealing with the labour union.

Assessment criteria - good (3-4)

The student can explain the good practices of employee staffing, training, development, motivation and maintenance. He/she can explain diverse alternatives for the various HR activities and in addition, can be part of creating a new HR policy for a firm. He/she can help to select good actions for solving HR related problems. The student understands future applications of technology to HR management. He/she can cooperate responsibly and is ready to develop his/her interaction skills further. The student can help to deal with the labour union.

Assessment criteria - excellent (5)

The student understands the good practices of and the relationships between employee staffing, training, development, motivation and maintenance. The student is able to assist in defining the long-term HR needs for a company. He/she can assess diverse alternatives for the various HR activities, can help to create a new HR policy for a firm and solve HR related problems. The student understands future applications of technology to HR management. He/she can cooperate responsibly, constructively and flexibly with a diverse group of colleagues in solving practical problems. In case of need, the student can deal with the labour union.

3B00DW41 Managing Multicultural Organizations: 5 op

Credits

5 - 5

Degree programme

Bachelor's Degree Programme in International Business

Objectives

Culture is an integral part of everyday organizational life. Understanding culture facilitates organizational success in national- as well as international market. The course is designed to deal with culture and its impact in managing/leading organization made up of people from diverse cultural background.

After completing of the course, students will be able to:

Know culture from different points of view prioritizing the field of management and organization.

Lead multicultural workforce

Build work team/group with people from different cultural background

Deal with cultural differences effectively

Identify culture lenient motivational strategy

Manage cultural tension by engaging empathetic approach

Negotiate globally

Content

What is culture?

What is family-, national-, organizational- and business culture?

What are the roots of culture?

How culture influences management and the functioning of an organization?

How to deal with cultural challenges in forming group/team and leading people with diverse cultural background?

What are the crucial issues to remember while negotiating internationally?

Prerequisites

First year BBA studies or equivalent studies for the exchange students

Assessment scale

0-5

Assessment criteria

Assessment criteria - satisfactory (1-2)

The student can define culture and recognises cultural differences. He/she is aware of the course load and able to do routine tasks. The student can give and receive feedback and can do project work in a group. He/she considers and assesses things from his/her viewpoints. The student can work in a group. He/she judges things mainly from his/her own perspective.

Assessment criteria - good (3-4)

The student compares culture and explains its impact on different social entities. He/she helps to apply cultural approach in leading a multicultural workforce. The student as a resource person assists in solving problems in leading a multicultural workforce or building a multicultural team. He/she helps making a plan for dealing with cultural differences effectively. He/she considers and assesses issues from multicultural perspectives and can engage in negotiation with counterparts from another culture. The student becomes a responsible member of a diverse group.

Assessment criteria - excellent (5)

The student understands culture from multiple perspectives and analyses its impact on different social entities including business organisations. The student as a resource person acts independently or as part of a group in leading a multicultural workforce or building a multicultural team. He/she assists in finding solutions to team in dealing with cultural differences effectively. He/she actively engages himself/herself in the work group in finding solutions to problems at hand or adopting policy regarding a culture lenient motivational plan. Moreover, the student can play a flexible role in multicultural negotiation context.

3B00DW43 Modern Leadership Skills: 5 op

Credits

5 - 5

Degree programme

Bachelor's Degree Programme in International Business

Objectives

The course is focused on contemporary leadership theories, practices and skills that are needed to lead oneself and others ethically and effectively in a fast changing business environment.

After completing of the course, students will be able to:

- 1) define the role and responsibilities of a manager and leader in different organisations
- 2) understand their individual life motives that impact their leadership behaviour
- 3) create strategies for motivating and leading others in different situations
- 4) apply some essential leadership theories and practices in a fast changing environment
- 5) help other succeed by using some coaching techniques

Content

- Motivation theories and 16 life motives
- Leading yourself & stress management
- Modern leadership theories, practices and styles
- Change management
- Coaching skills

Further information

Main learning methods are practical exercises and skills training with other students. Presence in lectures is required.

Prerequisites

First year BBA studies

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student defines the role and the responsibilities of a manager and a leader. He/she has a vague knowledge of his/her own individual life motives and superficial understanding about motivating and leading others. With the help of others, he/she can solve simple people-related problems using some of the leadership theories and practices. The student is able to apply some very basic coaching skills to certain extent. He/she can give feedback but mainly considers and assesses things from his/her own point of view without being able to assess his/her own behaviour critically or showing strong empathy towards others.

Assessment criteria - good (3-4)

The student explains the role and the responsibilities of a manager and a leader. He/she identifies some of his/her individual life motives and is able to draw conclusions to his/her actions based on the information. The student applies usual strategies for motivating and leading others. He/she can solve some people-related problems with the help of the most common leadership theories and practices. The student is able to apply some coaching skills but still needs a lot of practice to help others develop better. He/she can give feedback actively and constructively but is not very well able to assess his/her own leadership behaviour critically.

Assessment criteria - excellent (5)

The student understands the role and the responsibilities of a manager and a leader. He/she analyses his/her own actions and behaviours with the help of his/her individual life motives. The student creates new strategies for motivating and leading others. He/she combines leadership theories and practices for solving challenging people-related cases. The student is able to apply some coaching skills in a professional manner. He/she uses feedback systematically to help others develop and is able to assess his/her own leadership behaviour critically.

3B00DW57 International Brand Management: 5 op**Credits**

5 - 5

Degree programme

Bachelor's Degree Programme in International Business

Objectives

The course aims to provide students with necessary knowledge related to an international project. This course is executed in co-operation with TAMK international partner universities. The students work with a branding project in teams consisting of members from several universities, using virtual communication tools: social media, video meetings and cloud services. In the project the students will learn how to analyze and develop a brand in an international context but quite as importantly how to deal with cultural differences in an international project.

After completing the course, the student will be able to:

- describe and apply a theoretical framework for developing a brand.
- analyze and evaluate strengths and development areas of a brand.
- create or develop a brand strategy for a product, service or a company.
- work in an international project using virtual communication tools.

Content

After completing the course, the student will be able to:

- describe and apply a theoretical framework for developing a brand.
- analyze and evaluate strengths and development areas of a brand.
- create or develop a brand strategy for a product, service or a company.
- work in an international project using virtual communication tools.

Further information

Implementation Plan.

Prerequisites

Basic knowledge of Marketing.

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student is able to recognise the basic concepts of branding. He/she is able to conduct his/her part and participate in the brand strategy development assignment, with assistance, following instructions. The student participates in the international teamwork and is able to recognise his/her contribution to the

task.

Assessment criteria - good (3-4)

The student is able to explain the structure of brand strategy and brand identity as tools of brand management. He/she is able to research the business environment of a brand for developing a brand strategy. The student is able to develop a brand strategy plan. The student acts as an active member of an international project team, takes responsibility of his/her own work and is able to co-operate in a multinational team also by using virtual communication tools.

Assessment criteria - excellent (5)

The student is able to analyse the theoretical concepts of branding and apply them in the branding assignment in an excellent manner. He/she is able to develop different solutions for the brand challenge based on the research and assess different alternatives. The student is able to creatively apply the theoretical tools to develop a well reasoned brand strategy. The student takes a leading role in the international teamwork or part of it, can co-operate flexibly and constructively taking into account the cultural differences of the participants and thereby develop the group's interaction.

3B00DW27 Business Game: 4 op

Credits

4 - 4

Objectives

In this course students operate as a management team of a global company. Management teams come up with a company strategy and make decisions to maximize the profits and company value. Company operations are carried out in a business simulation game in a competitive team environment.

After completing the course, the students will be able to:

Utilize the role of strategy as a key success factor.

Explain the interdependence between the different company operations.

Demonstrate knowledge and skills in financial review, company analysis, and strategy formulation.

Utilize tools for entrepreneurial thinking.

Content

What is a role of a strategy to manage a company?

How does product portfolio, pricing, marketing and product features impact the demand of the product?

How to analyze company's financial performance and how to impact it?

How to work as a successful team utilizing each team players' strengths?

Further information

There will be two implementations of the course, one in the autumn semester and another in the spring.

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student participates in the team work but is able to read the market and company information and utilise that data in decision making if assisted. The student struggles to see the link between the decisions in different company functions and the financial outcome.

Assessment criteria - good (3-4)

The student actively participates in the teamwork and completes all the required tasks with good quality. The student is able to analyse the market and company information in order to form a company strategy.

The student participates actively in decision making enabling the improvement of the company status. The student understands the link between the various company functions. The student is able to give a presentation about the company's strategy and value, and answer questions related to these topics.

Assessment criteria - excellent (5)

The student actively participates in the teamwork and demonstrates a problem-solving attitude. The student successfully analyses the market and company information in order to form a rational company strategy and is able to make decisions aligned with the chosen strategy. The student understands the link between the various company functions. The student is able to give a clear and justified presentation about the company's strategy and the company's value. The student is able to answer various questions about the market situation and the company's value proposal.

3B00FU87 Research Project in Customer Intelligence: 6 op**Credits**

6 - 6

Degree programme

Bachelor's Degree Programme in International Business

Objectives

The aims of this course are threefold. It provides the students understanding in customer intelligence: how to collect and analyze customer information in a reliable and useful way. It also gives the students basic knowledge of the necessary research approaches for their research project. In addition the course includes a project management module to develop skills in managing a multicultural business project.

After completing the course the student will be able to plan and execute a customer oriented research and development project in a scientifically reliable way.

Content

Key questions:

- What are the principles of valid and reliable research for business (or academic world)
- Which tools and methods can be used in increasing the understanding of customer needs to co-create customer value?
- How to refine research data to customer intelligence?
- How to communicate the results in an interesting way?
- How to manage a research and development project successfully?

Further information

The course consists of lectures, exercises and the planning and execution of a customer related r&d project for a company or organization.

Research and Development Project:

Student teams find themselves a customer organization with an information and development need, execute data collection and analysis and give development suggestions based on their analysis. The outcomes will be presented in a public seminar, which is planned and managed by the students themselves. Teachers will provide coaching for the project teams.

There will be two implementations of the course, one in the autumn semester and another in the spring.

Prerequisites

None

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student has rudimentary knowledge of quantitative and qualitative research methods, including data collection methods such as surveys, interviews and observations. He/she is capable of collecting and analysing basic customer data. The student has elementary skills in planning and implementing a research project in the context of customer intelligence.

Assessment criteria - good (3-4)

The student has advanced knowledge of quantitative, qualitative and mixed research methods, including diverse data collection methods such as surveys, interviews and observations. The student knows the difference between primary and secondary data. He/she is able to select suitable data collection methods for a variety of situations and provide reasons for the selection. The student knows how to collect and analyse customer data. He/she is able to utilise the gained insights to improve business processes. The student is skilled in planning and implementing a research project in the context of customer intelligence.

Assessment criteria - excellent (5)

The student has excellent knowledge of quantitative, qualitative and mixed research methods, including diverse data collection methods such as surveys, interviews, observations, document analysis and others. The student knows the difference between primary and secondary data. He/she is able to select accurate data collection methods for a variety of situations and justify reasons for the selection. The student knows how to collect and analyse customer data. He/she is able to utilise the gained insights to improve business processes. The student has profound skills in planning and implementing a research project in the context of customer intelligence. The student thoroughly understands how data, analytics, and insights work together.

3H00EM65 Business Responsibility and Sustainable Development: 5 op**Credits**

5 - 5

Degree programme

Degree Programme in Business Administration

Objectives

The course covers the meaning of business responsibility and sustainability development in local and global business. The students learn the content of those concepts very widely. They learn to apply the theory of business responsibility and sustainability development to real companies. The students learn the content and meaning of circular economy.

After completing the course, the students:

- are able to describe the main contents of business responsibility, sustainable development and circular economy
- understand the meaning of those perspectives in business life
- can collect, analyze and compare the business responsibility and sustainable development of companies
- are able to apply the knowledge of business responsibility, sustainability development and circular economy to real companies business.

Content

What is the content of business responsibility?
What is the content of sustainability development?
What is the content of circular economy?
Why are they relevant for companies?
How can companies tell these things to their stakeholders?
Co-operation project with international partners

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student has achieved the objectives of the course sufficiently. They understand and recognize the premises and principles of corporate responsibility, sustainable development and circular economy.

Assessment criteria - good (3-4)

The student has reached the objectives of the course well, although the skills and competences are somewhat in need of further development. They are able to determine and apply the concepts and models of corporate responsibility, sustainable development and circular economy well and are able to conduct reasoned analysis.

Assessment criteria - excellent (5)

The student has reached the objectives of the course excellently. The student has mastered the concepts and models of corporate responsibility, sustainable development and circular economy in an excellent manner. The student is able to conduct fluent and reasoned analysis and has good capabilities to apply their learning.