

Curriculum at LAB University of Applied Sciences 2020-2021

Bachelor of Business Administration, International Business, full-time studies, Lappeenranta

Code	Name	ECTS total
IB20SLPR	Bachelor of Business Administration, International Business, full-time studies, Lappeenranta	210
IB20SLPR-1001 BASIC STUDIES		58
IB20SLPR-1002 PRINCIPLES OF INTERNATIONAL BUSINESS		20
KL00CC73	Logistics and Supply Chain Operations	3
KLI1252	Business Operations	3
KLI1255	Principles of Marketing	3
KLI1253	Logistics and Supply Chain Operations	3
KLI1254	Financial Accounting and Business Game	5
KLI1161	Personal Selling and Customer Service	3
IB20SLPR-1003 WORKING WITH PEOPLE		20
KPE0056	Orientation to Studies	4
KLI1410	Professional Development	2
KLI1257	Working Life Practices	4
KIEN0015	Effective Presentations	2
KIKU0002	Intercultural Communication and Management	4
AL00CC84	Global Business Environment	4
IB20SLPR-1004 OPERATIONAL TOOLS		18
KMA0117	Business Mathematics	3
KLI1435	IT Tools	5
KSU0070	Finnish Culture and Language 1	5
KSU0071	Finnish Culture and Language 2	5
KR00BU42	Swedish for work, spoken	1
KR00BU43	Swedish for work, written	1
KIRU0014	Business Swedish 1	3
KISU0010	Spoken Finnish Communication at Work	3
KISU0011	Written Finnish Communication at Work	2
IB20SLPR-1005 PROFESSIONAL STUDIES		82
IB20SLPR-1006 FINANCIAL MANAGEMENT		15
KLI1261	Management and Cost Accounting	5
KLI1308	Budgeting and Investments	4

KLI1260	Corporate Taxation	3
KLI1157	Analysis of Financial Statement	3
IB20SLPR-1007 MANAGING PEOPLE AND ORGANISATIONS		9
KLI1263	Management and Leadership	3
KLI0353	Human Resource Management	3
KVV0309	Entrepreneurship and Business Plan	3
IB20SLPR-1008 CREATING AND DELIVERING CUSTOMER VALUE		21
KLI1163	Global Sourcing and Purchasing	3
KLI1265	Value Through Innovations	5
KLI1266	Service Design	3
KLI1268	Buying Behavior	4
KLI1267	Marketing Logistics	3
KIEN0014	Business Writing	3
IB20SLPR-1009 DEVELOPMENT TOOLS		7
KLI1307	Quantitative Research Methods	2
KLI1306	Qualitative Research Methods	2
AL00CC45	Business Projects	3
IB20SLPR-1010 GOING GLOBAL		15
KLI1150	Global Business Strategies	3
KLI0740	Corporate Social Responsibility	3
KLI1273	Emerging Markets	3
KLI1274	International Trade and Contract Law	3
KLI1271	Creating Online Business	3
IB20SLPR-1011 ADVANCED BUSINESS OPERATIONS		15
KLI1148	Enterprise Resource Planning	3
KLI1275	Business Intelligence and Controlling	3
KLI1264	Strategic Management	3
KLI1012	International Business Simulation	3
KLI1259	Corporate Finance	3
IB20SLPR-1012 ADVANCED PROFESSIONAL STUDIES		10
IB20SLPR-1013 SPECIALISATION OF INTERNATIONAL MARKETING		10
KLI1276	Managing Brands and Customer Experience	6
KLI1277	Marketing Research	4
IB20SLPR-1014 SPECIALISATION OF LEADERSHIP		10
KLI1278	Leading Individuals and Teams	5
KLI1279	Leading Organizations and Networks	5
IB20SLPR-1015 SPECIALISATION OF SUPPLY CHAIN MANAGEMENT		10
KLI1280	Supply Chain Development	5
KLI1281	Operational Logistics	5
IB20SLPR-1016 ELECTIVE STUDIES		15

KIFI0003	Finnish for Working Life	5
KISA0001	Saksa/German 1	2
KISA0003	Saksa/German 2	2
KIRA0001	Ranska/French 1	2
KIRA0002	Ranska/French 2	2
IB20SLPR-1017 PLACEMENT		30
IBPEHA	Basic Placement	15
IBAMHA	Professional Placement	15
IB20SLPR-1018 THESIS		15
KLI1401	Thesis Process	3
KLI1402	Thesis Plan and Seminars	4
KLI1403	Thesis Implementation and Report	8

IB20SLPR Bachelor of Business Administration, International Business, full-time studies, Lappeenranta: 210 ECTS

IB20SLPR-1001 BASIC STUDIES: 58 ECTS

IB20SLPR-1002 PRINCIPLES OF INTERNATIONAL BUSINESS: 20 ECTS

KL00CC73 Logistics and Supply Chain Operations: 3 ECTS

Learning outcomes

Purpose is to get familiar with the basic concepts of supply chain management and logistics. To understand the importance of supply chain management and logistics for global business companies.

KLI1252 Business Operations: 3 ECTS

Learning outcomes

To learn basic terminology of business economics. To familiarize the students with business operations, factors or profitability, company risks and basics of law. English/Professional Writing: to learn how to produce a professional report in an appropriate format and language style.

KLI1255 Principles of Marketing: 3 ECTS

Learning outcomes

Purpose is to give basic understanding and knowledge of marketing process in the company.

KLI1253 Logistics and Supply Chain Operations: 3 ECTS

Learning outcomes

Purpose is to get familiar with the basic concepts of supply chain management and logistics. To understand the importance of supply chain management and logistics for global business companies.

KLI1254 Financial Accounting and Business Game: 5 ECTS

Learning outcomes

Student learns the role, principles and concepts of financial accounting and knows its contribution to society and company's decision-making process. Student becomes familiar with a practical implementation of financial accounting and knows how to prepare and read the financial statements. Business game 1) clarify the real and money processes, and the connection between process optimization and business results, 2) communicate the significance of key performance indicators and financial reports and 3) Improve team-spirit and communication skills through the interaction during the business simulation.

KLI1161 Personal Selling and Customer Service: 3 ECTS

Learning outcomes

The objective is to learn to structure and assess the customer experience as well as the sales and service events both in digital and offline contexts. The student is able to identify the possibilities to develop delighting customer experiences and improve the sales and service performance (reflecting own and coaching others).

IB20SLPR-1003 WORKING WITH PEOPLE: 20 ECTS

KPE0056 Orientation to Studies: 4 ECTS

Learning outcomes

After passed course, the student

- knows the physical and social learning environment and the key statutes and norms guiding the studies
- knows how to use student services (library, student affairs office and international services of LAB UAS) and information systems relevant to studies offered by the SUAS (Moodle, Winha and SoleOPS)
- knows UAS students' health care system in Saimaa UAS.
- recognizes his/her own style of learning
- knows the structure of the studies and can plan his/her own learning
- knows how to develop multi-cultural learning

KLI1410 Professional Development: 2 ECTS

KLI1257 Working Life Practices: 4 ECTS

Learning outcomes

Students get an overview of what working life is today. They understand the basics of Finnish legal system, understand Finnish labor legislation and the role of collective agreements. They know employer's and employee's obligations and rights. Students learn self-evaluation and they learn how

to write a CV and an application letter and how to act in a job interview. They learn vocabulary related to work and employment.

KIEN0015 Effective Presentations: 2 ECTS

Learning outcomes

Proficiency level: B2-C1

Students are able to prepare more effectively for a presentation, be more confident in front of a group of people, and develop the skills to engage and persuade an audience. They will also learn how to plan, develop, and deliver an effective and persuasive presentation by using variable delivery techniques..

KIKU0002 Intercultural Communication and Management: 4 ECTS

Learning outcomes

Students are able to understand and tolerate cultural differences and their impact especially on business cultures. They learn to analyze cultures and cultural differences in management styles theoretically, and learn how to live and work as global citizens in diverse working environments.

AL00CC84 Global Business Environment: 4 ECTS

Learning outcomes

Understanding the changing global business environment and its effects on international business operations and trade. After completing the course student is able

- to explain the concepts of internationalization and globalization
- to identify and describe features of global business
- to analyse and interpret the changing global business environment and economics as well as their effects on business

IB20SLPR-1004 OPERATIONAL TOOLS: 18 ECTS

KMA0117 Business Mathematics: 3 ECTS

Learning outcomes

The goal for the student is to acquire the solving skills of mathematical problems needed in working life. The student should understand the applications of business mathematics and their special mathematical characteristics. The most common and therefore the most important topics should be learnt so well that student can handle them always. The other topics should be recognized and they should be solved with additional information after the course.

KLI1435 IT Tools: 5 ECTS

Learning outcomes

Student will learn to manage business operations with the following office tools; word processing, presentations, spreadsheets and databases.

KSU0070 Finnish Culture and Language 1: 5 ECTS

Learning outcomes

The student can speak and write Finnish in everyday situations.

KSU0071 Finnish Culture and Language 2: 5 ECTS

Learning outcomes

The student can manage in everyday situations in Finnish.

KR00BU42 Swedish for work, spoken: 1 ECTS

Learning outcomes

Opiskelija osaa

- ilmaista ja perustella mielipiteensä
- käyttää oman alansa keskeistä perussanastoa
- kertoa keskeiset asiat koulutuksestaan, työkokemuksestaan ja -tehtävistään
- esitellä oman alansa toimintaympäristöä
- viestiä erilaisissa työelämän vuorovaikutustilanteissa

KR00BU43 Swedish for work, written: 1 ECTS

Learning outcomes

Opiskelija osaa

- käyttää oman alansa keskeistä perussanastoa
- kertoa keskeiset asiat koulutuksestaan, työkokemuksestaan ja -tehtävistään
- tuottaa erilaisia opiskeluun ja työelämään liittyviä lyhyitä tekstejä sekä ymmärtää oman alansa tekstejä
- hankkia tietoa omaan alaan liittyen ruotsin kielellä
- käyttää nettisanakirjoja

KIRU0014 Business Swedish 1: 3 ECTS

Learning outcomes

Level: B1-B2

Students are familiar with the basic skills required at work in Swedish, in addition, they can apply Swedish source material in pursuit of further information and are able to develop their skills in Swedish individually.

KISU0010 Spoken Finnish Communication at Work: 3 ECTS

Learning outcomes

The student masters the basics of the industry-specific Finnish language at work

KISU0011 Written Finnish Communication at Work: 2 ECTS

IB20SLPR-1005 PROFESSIONAL STUDIES: 82 ECTS

IB20SLPR-1006 FINANCIAL MANAGEMENT: 15 ECTS

KLI1261 Management and Cost Accounting: 5 ECTS

Learning outcomes

During this practical hands-on course student becomes familiar with the essentials of management and cost accounting. After completion this course, student understands the role and function of management accounting in achieving the objectives of the organization and is able to provide management with valuable information for their decision making.

KLI1308 Budgeting and Investments: 4 ECTS

Learning outcomes

To familiarize the students with budgeting and financial planning, decision-making and monitoring. Getting to know short-term financial planning and investment decisions.

KLI1260 Corporate Taxation: 3 ECTS

Learning outcomes

The course objectives are, that the students:

Understand the principles of international corporate taxation with special emphasis in EU.

Understand VAT transactions in the international trade.

Taxation of cross border trade transactions.

Distance sales and eCommerce

Special issues like transfer pricing, tax fraud etc.

KLI1157 Analysis of Financial Statement: 3 ECTS

Learning outcomes

During this course students come familiar with the content of financial statements. After successful completion of the course, students are able to read and analyze financial statement reports. They know how various ratios can give insight into the performance, liquidity and profitability of a company.

IB20SLPR-1007 MANAGING PEOPLE AND ORGANISATIONS: 9 ECTS

KLI1263 Management and Leadership: 3 ECTS

Learning outcomes

Students get familiar with the environment of management, management models, managerial duties,

leadership styles, communicating, motivating and rewarding, the principles of organising communities and organisational behavior.

KLI0353 Human Resource Management: 3 ECTS

Learning outcomes

To get to know the principles, tasks and meaning of human resources management in business operations.

KVV0309 Entrepreneurship and Business Plan: 3 ECTS

Learning outcomes

Entrepreneurship education transforms an idea to reality. The course aims enhancing skills in business management, student's personal abilities to succeed as an innovator, reformer and developer of different kind of businesses. Entrepreneurial approach will be covered by business plan process helping to develop and manage business activities as an entrepreneur. Help students create an idea and turn it into a business plan. Students are able to write an own business plan.

IB20SLPR-1008 CREATING AND DELIVERING CUSTOMER VALUE: 21 ECTS

KLI1163 Global Sourcing and Purchasing: 3 ECTS

Learning outcomes

To understand the role and importance of purchasing and supply chain management in global business networks. To have basic knowledge and skills for operative and strategic purchasing and sourcing in business companies and public organizations.

KLI1265 Value Through Innovations: 5 ECTS

Learning outcomes

To learn to summarize the key factors that are important in creativity and innovation. To gain awareness and understanding of how organizations build and create value through innovative practices.

KLI1266 Service Design: 3 ECTS

Learning outcomes

Students learn the principles of Service Design and to learn to use different kinds of service design tools.

KLI1268 Buying Behavior: 4 ECTS

Learning outcomes

Student understands customer's buying process in both B-to-C and B-to-B business environment and knows how to plan operations of value creation and marketing accordingly.

KLI1267 Marketing Logistics: 3 ECTS

Learning outcomes

To understand the role and importance of distribution logistics and customer service in supply chain development. To have basic knowledge and skills needed in operative customer service work and development of customer service processes.

KIEN0014 Business Writing: 3 ECTS

Learning outcomes

Proficiency level: B2-C1

Students are able to produce effective business documents using appropriate genres and styles. They can use standard business document templates and apply the terminology used in most common business documents.

IB20SLPR-1009 DEVELOPMENT TOOLS: 7 ECTS

KLI1307 Quantitative Research Methods: 2 ECTS

Learning outcomes

To understand basic concepts of quantitative research. To be able to use basic quantitative data analysis methods and interpret analysis results.

KLI1306 Qualitative Research Methods: 2 ECTS

Learning outcomes

Purpose is to understand the research process and to be able to apply the knowledge in real-life cases.

AL00CC45 Business Projects: 3 ECTS

Learning outcomes

The students are able to use the project management methodology in creating real life business cases and to create a project plan, manage and execute the plan successfully.

IB20SLPR-1010 GOING GLOBAL: 15 ECTS

KLI1150 Global Business Strategies: 3 ECTS

Learning outcomes

Student is able to understand and recognize the main factors related to company's internationalization strategy in global environment.

KLI0740 Corporate Social Responsibility: 3 ECTS

Learning outcomes

To get a comprehensive view about the concepts principles and methods and practices of Corporate Social Responsibility in modern business companies.

KLI1273 Emerging Markets: 3 ECTS

Learning outcomes

The course objective is to introduce the students into the emerging markets characteristics. ©The students will look closely into the macroeconomical and political features, which also affects in the local business environments. ©Part of the course objectives is to combine market information into practice.

KLI1274 International Trade and Contract Law: 3 ECTS

Learning outcomes

Students will know the structure of the legal regulation aspects in the international business and they are able to describe and apply central rules of international trade. They are able to use the correct legal terminology and communicate with legal experts as well as to seek information on legal aspects of international business.

KLI1271 Creating Online Business: 3 ECTS

Learning outcomes

Students will learn basics of digital business
How digital revolution has changed the way we do business
Innovate new business ideas
Metrics

IB20SLPR-1011 ADVANCED BUSINESS OPERATIONS: 15 ECTS

KLI1148 Enterprise Resource Planning: 3 ECTS

Learning outcomes

Students will understand the idea of using an enterprise resource planning (ERP) system in a company. Student will learn the order to delivery process in an ERP application. Student will learn to use functionalities of an ERP application.

KLI1275 Business Intelligence and Controlling: 3 ECTS

Learning outcomes

Student will find an introduction to business intelligence (BI) concepts and current BI tools and software.

KLI1264 Strategic Management: 3 ECTS

Learning outcomes

The object of the course is to get the understanding of the principles of strategic management, get to know the terminology and purpose of different methods of Strategic Planning and Strategy Implementation.

KLI1012 International Business Simulation: 3 ECTS

Learning outcomes

The objective is to learn to apply the theories learnt during the previous studies on various business areas, and to gain comprehensive understanding about how strategic business decisions in areas like marketing, pricing, investments etc. affect the overall success of the company. The student should also get experience of international teamwork potentially in virtual environment.

KLI1259 Corporate Finance: 3 ECTS

Learning outcomes

The course objectives are, that the students:

- Understands the principles of corporate financing
- Know the basic instruments of corporate finance, corporate capital structuring and corporate valuation
- Have principle ideas how to plan financial decisions in corporations
- Understand and calculate mathematical problems related to loans, investments, working capital and currencies

IB20SLPR-1012 ADVANCED PROFESSIONAL STUDIES: 10 ECTS

IB20SLPR-1013 SPECIALISATION OF INTERNATIONAL MARKETING: 10 ECTS

KLI1276 Managing Brands and Customer Experience: 6 ECTS

Learning outcomes

Students will learn more about the Brand Management and User Experience management from lectures, books, seminars and group/individual assignments.

KLI1277 Marketing Research: 4 ECTS

Learning outcomes

After completing the course student is able to

- identify different types marketing research
- plan a marketing research step by step
- collect primary and secondary research data
- plan and apply different types of surveys, interviews, observations and experiments
- report research results
- use marketing research as decision-making support

IB20SLPR-1014 SPECIALISATION OF LEADERSHIP: 10 ECTS

KLI1278 Leading Individuals and Teams: 5 ECTS

Learning outcomes

After completion of the course the student can explain the principal concepts and the importance of the leadership skills for the profitable business. Student can evaluate the importance of the communication and interaction in the work communities and understands what is effective teamwork and how to build well-working teams . The student can analyze the principal consequences of the organization's well-being on the financial outcome.

KLI1279 Leading Organizations and Networks: 5 ECTS

Learning outcomes

The purpose is to give students an overview on business development within networks and clusters. The phenomenon is studied through theoretical and empirical perspectives. Student will understand the importance of networking in business development.

IB20SLPR-1015 SPECIALISATION OF SUPPLY CHAIN MANAGEMENT: 10 ECTS

KLI1280 Supply Chain Development: 5 ECTS

Learning outcomes

To understand global challenges in Supply Chain management and learn how to plan and develop excellence in supply chains.

KLI1281 Operational Logistics: 5 ECTS

Learning outcomes

To learn practical operations, services and logistic service business needed in export/import processes.

IB20SLPR-1016 ELECTIVE STUDIES: 15 ECTS

KIFI0003 Finnish for Working Life: 5 ECTS

Learning outcomes

Proficiency level: A2

Students are able to act in Finnish in the most common situations related to job search and working life.

KISA0001 Saksa/German 1: 2 ECTS

Learning outcomes

Proficiency level: A1

The student is able to communicate in simple phrases both orally and in writing.

KISA0003 Saksa/German 2: 2 ECTS**Learning outcomes**

Proficiency level: A1

Students are able to

- understand spoken language related to topics discussed during the course,
- use simple sentences to talk about topics of the course,
- write short and simple texts related to topics discussed during the course and
- use polite phrases and expressions typical of the German communication culture.

KIRA0001 Ranska/French 1: 2 ECTS**Learning outcomes**

Taitotaso A1

Opintojakson suoritettuaan opiskelija osaa käyttää työ- ja opiskeluelämän esittäytymistilanteissa tarvittavia perusrakenteita ja sanastoa ja esitellä itsensä suullisesti ja kirjallisesti.

KIRA0002 Ranska/French 2: 2 ECTS**Learning outcomes**

Taitotaso A1

Opintojakson suoritettuaan opiskelija osaa käyttää työ- ja opiskeluelämän asiointitilanteissa tarvittavia perusrakenteita ja sanastoa, ja kertoa ajankäytöstään.

IB20SLPR-1017 PLACEMENT: 30 ECTS**IBPEHA Basic Placement: 15 ECTS****Learning outcomes**

Aim of the basic placement is to get familiar with the degree program's learning objectives at general level.

Focus areas are applying theory into practice, personal learning patterns, career planning, organizational skills, intercultural skills and general working life skills and personal work input.

IBAMHA Professional Placement: 15 ECTS**Learning outcomes**

Professional placement aims to deepen professional competences according to individual.

IB20SLPR-1018 THESIS: 15 ECTS

KLI1401 Thesis Process: 3 ECTS

Learning outcomes

The student understand the steps of the successful thesis process and is able to conduct a thesis plan.

KLI1402 Thesis Plan and Seminars: 4 ECTS

Learning outcomes

Students complete the thesis plan and the seminar presentation. They are also acting as opponent in some other student's thesis seminar. Attendance as an audience in minimum two other thesis seminars.

KLI1403 Thesis Implementation and Report: 8 ECTS

Learning outcomes

Student complete and document the thesis process according to the thesis plan.