

**Curriculum at Lahti University of Applied Sciences
2015-2016**

**Master's Degree Programme in International Business
Management 15S**

Code	Name	1 y	2 y	ECTS total
LIMIB15-1007 CORE COMPETENCIES				80
LIMIB15-1000 Advanced Professional Studies				40
LIMIB15-1002 International Business Development				15
LI00AX88	Leadership, Management and Strategic Development	5		5
04MIB204	International Marketing and Customer Relationship Management	5		5
04MIB109E	International Accounting and Finance	5		5
LIMIB15-1003 Competence Management and Development				10
04YLT204	Strategic Knowledge and Competence Management	5		5
04MIB206	Cross-Cultural Competences	5		5
LIMIB15-1004 Strategic Focal Areas of LUAS				15
LI00AZ54	Sustainable Entrepreneurship	5		5
04MIB213	Strategic Business Management	5		5
04YLT202	Process and Project Management	5		5
LIMIB15-1001 Research and Development				10
04MIB207	Research Process and Research Methods	3	2	5
04MIB208	Research Reporting and Communication	3	2	5
LIMIB15-1006 Master Thesis				30
LIMIB15-1005 COMPLEMENTARY COMPETENCIES				10
04MIB212	Green Logistics, Supply Chain Management	5		5
04YLT901/4	Responsible Business Management	5		5
04MIB205	International Business Contracts and Legal Framework	5		5
04MIB302	Developer's Methods and Tools	5		5
04YLT203	Custom relationship management			0
04YLT209	Wellbeing management			0
04YLT210	Human resource and competence management			0
04YLT211	Innovation management and change leadership			0
04YLT901/8	Strategic management			0

LIMIB15-1007 CORE COMPETENCIES: 80 ECTS

LIMIB15-1000 Advanced Professional Studies: 40 ECTS

LIMIB15-1002 International Business Development: 15 ECTS

LI00AX88 Leadership, Management and Strategic Development: 5 ECTS

Learning outcomes

Objectives

is able to discuss leadership, management and strategic personal development

is able to describe leadership and discuss business models with respect to change management and development.

is able to discuss people management and the interaction between leadership and management.

is able to create personal development strategies. After the course the student's generic competencies should be developmental, organizational and international competencies and the specific competencies should be leadership vs. management awareness, and professional managerial competencies.

04MIB204 International Marketing and Customer Relationship Management: 5 ECTS

Learning outcomes

Objectives

is able to describe the relationship between marketing and sales and how marketing impacts the company's business.

is able to identify the relationship between marketing and sales and how marketing impacts the company's business.

is able to create an action plan to manage and improve sales and marketing activities.

is able to plan a marketing research and campaign for the company.

is able to understand the need to manage the company brand to achieve a competitive advantage.

is able to evaluate sales and marketing activities.

is able to discuss customer relationship management.

is able to identify customers' needs, classify customers' within a customer portfolio, plan efficient and effective processes to take care of customers.

04MIB109E International Accounting and Finance: 5 ECTS

Learning outcomes

Objectives

is able to describe the importance of accounting in management decision making and is able to analyze and to use accounting information to use a strategic profit model and other tools in finding optimum financial solutions.

is able to identify potential financing systems and sources in the international context.

LIMIB15-1003 Competence Management and Development: 10 ECTS

04YLT204 Strategic Knowledge and Competence Management: 5 ECTS

Learning outcomes

The student

- is able to describe the competences needed in a certain business environment and to evaluate the development needs.
- is able to organize the ways of competence development and knowledge transfer.
- is able to analyze his/her own role in competence management and competence development needs.
- is able to identify his/her competences in international business environment.

04MIB206 Cross-Cultural Competences: 5 ECTS

Learning outcomes

Objectives

is able to describe and overcome challenges that successful working in international environment requires.

is able to identify the ways in which culture impacts their behavior and communication and what personal knowledge, skills and attitude is required in international business,

is able to discuss how cultural differences work in international meetings, negotiations and social situations,

and will get familiar with a model of global competency in international leadership.

is able to explain a model of global competency in international leadership.

is able to discuss the importance of one's cultural background in communication and appreciate culture as an important driver of behavior.

is able to apply the most popular theoretical frameworks and discuss challenges and possibilities of a multi-cultural business environment.

is able to assess the need to develop his/her tolerance in a cross-cultural setting and his/her ability to act effectively in multi-cultural teams, global organizations and cross-cultural environments.

LIMIB15-1004 Strategic Focal Areas of LUAS: 15 ECTS

Learning outcomes of the study module

The following courses are designed to help the student specialize in the strategic focal areas of the LUAS with respect to their 60 ECTS of advanced professional studies. Additionally, the student has ten elective studies to further customize their personal study plan.

LI00AZ54 Sustainable Entrepreneurship: 5 ECTS

Learning outcomes

Objectives

is able to analyze and manage opportunities for business development.

is able to discuss creating project opportunities, partnerships, and collaboration alliances as strategic approaches for entrepreneurship.

is able to discuss flexible strategy, sustainable business and entrepreneurship as an approach to the contemporary business environment.

is able to discuss sustainability as a strategic advantage for the entrepreneurial business.

is able to discuss innovation and strategic development for the entrepreneur.

is able to discuss entrepreneurial thinking, societal awareness and internationalization competencies;

is able to argue sustainable entrepreneurship and strategic linkages in different networks as a strategic approach to building a business opportunity.

04MIB213 Strategic Business Management: 5 ECTS

Learning outcomes

Objectives

- is able to discuss main concepts and methods of strategic management in an international context.
- is able to explain corporate strategy with respect to building business opportunities.
- is able to discuss and implement strategic thinking to support strategic management processes
- is able to build a company strategy, implement strategic plans, and perform a company's strategic analysis.
- is able to describe how operations impact the company's strategy implementation.

04YLT202 Process and Project Management: 5 ECTS

Learning outcomes

Student

- is able to model processes and plan how to re-engineer and improve processes,
- is able to use most common quality tools in improving processes, and use most common project management tools,
- is able to apply process management and project management principles

LIMIB15-1001 Research and Development: 10 ECTS

04MIB207 Research Process and Research Methods: 5 ECTS

Learning outcomes

Objectives

- is able to describe the research methods
- is able to identify the steps of the research process
- is able to plan, carry out and evaluate research processes and development projects.
- is able to write a logical manuscript.

04MIB208 Research Reporting and Communication: 5 ECTS

Learning outcomes

Objectives

- is able to report and communicate in his/her own research project by using professional and academic writing methods
- is able to use proper vocabulary and style according to media and academic standards.

LIMIB15-1006 Master Thesis: 30 ECTS

LIMIB15-1005 COMPLEMENTARY COMPETENCIES: 10 ECTS

04MIB212 Green Logistics, Supply Chain Management: 5 ECTS

Learning outcomes

Objectives

is able to analyze and evaluate opportunities for green logistics.

is able to discuss creating project opportunities, partnerships, and collaboration alliances as strategic approaches for green logistics.

is able to discuss green logistics as an approach to the contemporary business environment.

is able to discuss green logistics as a strategic advantage for the business.

is able to discuss green logistics thinking, societal awareness and internationalization competencies;

04YLT901/4 Responsible Business Management: 5 ECTS

Learning outcomes

Objectives

is able to assess the elements of responsible business management.

is able to critically assess the policies and actions of organizations with respect to the criteria of responsible business

is able to discuss sustainable business as an approach to the contemporary business environment.

is able to discuss sustainability as a strategic advantage for the business.

is able to discuss sustainable innovation and strategic development for the entrepreneur.

is able to discuss sustainable thinking, societal awareness and internationalization competencies;

is able to argue sustainable entrepreneurship and strategic linkages in different networks as a strategic approach to building a business opportunity.

04MIB205 International Business Contracts and Legal Framework: 5 ECTS

Learning outcomes

Objectives

is able to describe the impact of legal issues on international business transactions.

is able to analyze case situations from the legal point of view.

04MIB302 Developer's Methods and Tools: 5 ECTS

Learning outcomes

Student

- is able to carry out problem solving process

- is able to use the chosen methods and tools and is aware of other options also

04YLT203 Custom relationship management: 5 ECTS

Learning outcomes

The student

- is able to understand the need to manage the company brand and reputation to achieve a competitive advantage.

- is able to identify customers' needs, classify customers' within a customer portfolio and plan efficient and effective processes to take care of customers

- is able to create and make use of different networks in developing business and managing customer relationships

04YLT209 Wellbeing management: 5 ECTS

Learning outcomes

The student

- Is able to describe the structure and tools of wellbeing management in an organization
- Is able to plan and develop operations that promote wellbeing
- Is able to evaluate wellbeing of personnel

04YLT210 Human resource and competence management: 5 ECTS

Learning outcomes

The student

- Is able to implement human resource management strategy
- Is able to identify, evaluate and develop individual, unit, and organizational competences
- is able to promote equality in a workplace

04YLT211 Innovation management and change leadership: 5 ECTS

Learning outcomes

The student

- Is able to identify the need for development
- Is able to manage an innovation process from idea generation to the implementation
- Is able to plan and implement a change management process

04YLT901/8 Strategic management: 5 ECTS

Learning outcomes

The student

- is able to discuss and implement strategic thinking to support strategic management processes
- is able to build a company strategy, and perform a company's strategic business environment analysis
- is able to implement strategic plans