

Curriculum at Lahti University of Applied Sciences  
2017-2018

## Bachelor's Degree Programme in International Business Studies 16K

| Code                                                                    | Name                                                 | 1 y | 2 y | 3 y | 4 y | ECTS total |
|-------------------------------------------------------------------------|------------------------------------------------------|-----|-----|-----|-----|------------|
| <b>LILII17K-1000 CORE COMPETENCE</b>                                    |                                                      |     |     |     |     | <b>150</b> |
| <b>LILII17K-1001 Basic studies in the Degree Programme in Business</b>  |                                                      |     |     |     |     | <b>75</b>  |
| <b>LILII17K-1002 Business Skills</b>                                    |                                                      |     |     |     |     | <b>30</b>  |
| 04LII000                                                                | Texts, spreadsheets and presentation materials       | 5   |     |     |     | 5          |
| 04LII001                                                                | Efficient working                                    | 5   |     |     |     | 5          |
| 04LII002                                                                | Organization and workplace                           | 4   |     |     |     | 4          |
| 04LII003                                                                | Financial accounting                                 | 4   |     |     |     | 4          |
| 04LII004                                                                | Business and financial mathematics                   | 4   |     |     |     | 4          |
| 04LII005                                                                | Customer relations and marketing                     | 4   |     |     |     | 4          |
| 04LII006                                                                | Logistics                                            | 4   |     |     |     | 4          |
| <b>LILII17K-1003 Entrepreneurship and external business environment</b> |                                                      |     |     |     |     | <b>15</b>  |
| LI00AX35                                                                | Introduction to Entrepreneurship                     | 4   |     |     |     | 4          |
| 04IB007                                                                 | Basics of Economics                                  | 3   |     |     |     | 3          |
| 04IB008                                                                 | Legal Risk Management in Business                    | 3   |     |     |     | 3          |
| 04LII009                                                                | Analyses methods                                     |     | 5   |     |     | 5          |
| <b>LILII17K-1004 Communication and languages</b>                        |                                                      |     |     |     |     | <b>15</b>  |
| LI00AX31                                                                | English Language and Communication                   | 3   |     |     |     | 3          |
| LI00AX32                                                                | Swedish: Written Communication                       | 1,5 |     |     |     | 1,5        |
| LI00AX33                                                                | Swedish: Oral Communication                          | 1,5 |     |     |     | 1,5        |
| LI00AX49                                                                | Professional Communication (Finnish)                 | 3   |     |     |     | 3          |
| LI00AX50                                                                | Information Literacy                                 | 1   |     |     |     | 1          |
| 04LII010                                                                | Organisational communication and cultural competence | 5   |     |     |     | 5          |
| <b>LILII17K-1005 Business Languages and Cultural Competence</b>         |                                                      |     |     |     |     | <b>15</b>  |
| 04ESP201                                                                | Spanish Language 1                                   | 5   |     |     |     | 5          |
| 04ESP202                                                                | Spanish basics 2                                     | 5   |     |     |     | 5          |
| 04ESP203                                                                | Advanced Spanish                                     | 5   |     |     |     | 5          |
| 04ESP204                                                                | Spanish for the workplace                            |     | 5   |     |     | 5          |
| 04RAN201                                                                | French basics 1                                      | 5   |     |     |     | 5          |
| 04RAN202                                                                | French basics 2                                      |     | 5   |     |     | 5          |
| 04RAN203                                                                | Advanced French                                      |     | 5   |     |     | 5          |
| 04RAN204                                                                | French for the workplace                             |     |     | 5   |     | 5          |

|          |                                                     |   |   |   |  |   |
|----------|-----------------------------------------------------|---|---|---|--|---|
| 04SAK201 | German basics 1                                     | 5 |   |   |  | 5 |
| 04SAK202 | German basics 2                                     |   | 5 |   |  | 5 |
| 04SAK203 | German for the workplace 1                          |   | 5 |   |  | 5 |
| 04SAK204 | German for the workplace 2                          |   |   | 5 |  | 5 |
| 04VEN201 | Russian basics 1                                    | 5 |   |   |  | 5 |
| 04VEN202 | Russian basics 2                                    | 5 |   |   |  | 5 |
| 04VEN204 | Russian for business communication                  |   | 5 |   |  | 5 |
| 04VEN205 | Company presentations in Russian                    |   | 5 |   |  | 5 |
| 04RUO201 | Svenska i arbetslivet                               |   | 5 |   |  | 5 |
| 04RUO202 | Current Issues in Business World in Swedish         |   | 5 |   |  | 5 |
| 04ENG201 | Business Presentation Skills                        | 5 |   |   |  | 5 |
| 04ENG202 | Business Communication                              |   | 5 |   |  | 5 |
| 04ENG204 | Business Meetings and Negotiations                  |   | 5 |   |  | 5 |
| 04ENG207 | Effective Writing                                   |   | 5 |   |  | 5 |
| 04ENG208 | Writing Skills                                      |   | 5 |   |  | 5 |
| 04ENG209 | World Cultures                                      |   |   | 5 |  | 5 |
| 04ENG210 | Cross-Cultural Competence in International Business |   | 5 |   |  | 5 |

**LILII17K-1006 Professional studies 75**

**LILII17K-1007 International Business Operations 15**

|         |                                |  |   |  |  |   |
|---------|--------------------------------|--|---|--|--|---|
| 04IB011 | Basics of Internationalisation |  | 5 |  |  | 5 |
| 04IB012 | International Economics        |  | 5 |  |  | 5 |
| 04IB013 | International Marketing        |  | 5 |  |  | 5 |

**LILII17K-1008 Advanced Research Methods 10**

|          |                                    |  |  |   |  |   |
|----------|------------------------------------|--|--|---|--|---|
| LI00BD93 | Qualitative Methods and Reporting  |  |  | 5 |  | 5 |
| LI00BD94 | Quantitative Methods and Reporting |  |  | 5 |  | 5 |

**LILII17K-1023 Language studies 10**

**LILII17K-1018 Practical training 30**

|          |                      |  |  |    |  |    |
|----------|----------------------|--|--|----|--|----|
| LA00BO03 | Practical Training   |  |  | 10 |  | 10 |
| LA00BO04 | Practical Training 2 |  |  | 10 |  | 10 |
| LA00BO05 | Practical Training 3 |  |  | 10 |  | 10 |

**LILII17K-1019 THESIS 15**

|          |                             |  |  |  |   |   |
|----------|-----------------------------|--|--|--|---|---|
| LA00BN99 | Thesis planning             |  |  |  | 5 | 5 |
| LA00BO00 | Thesis research and writing |  |  |  | 5 | 5 |
| LA00BO01 | Thesis publication          |  |  |  | 5 | 5 |

**LILII17K-1020 COMPLEMENTARY COMPETENCE 60**

**LILII17K-1021 Elective studies 15**

|          |                                  |   |  |  |  |   |
|----------|----------------------------------|---|--|--|--|---|
| LI00AV38 | Professional Growth              | 3 |  |  |  | 3 |
| LI00AV39 | Preparatory mathematics          | 3 |  |  |  | 3 |
| LI00AV40 | Introduction to Swedish Language | 3 |  |  |  | 3 |
| LI00AV41 | Introduction to English Language | 3 |  |  |  | 3 |

|                                                                 |                                                                   |  |     |     |   |  |           |
|-----------------------------------------------------------------|-------------------------------------------------------------------|--|-----|-----|---|--|-----------|
| <b>LILII17K-1022 Student exchange</b>                           |                                                                   |  |     |     |   |  | <b>30</b> |
| <b>LILII17K-1009 Marketing modules</b>                          |                                                                   |  |     |     |   |  | <b>0</b>  |
| <b>LILII17K-1010 Designing Services and Products</b>            |                                                                   |  |     |     |   |  | <b>0</b>  |
| 04MAR011                                                        | Innovation Process for Services and Products                      |  |     | 10  |   |  | 10        |
| 04MAR012                                                        | Project Work                                                      |  |     | 5   |   |  | 5         |
| <b>LILII17K-1011 Digital Marketing Communication</b>            |                                                                   |  |     |     |   |  | <b>0</b>  |
| 04MAR031                                                        | Digital Marketing Communication and Online Selling                |  |     | 10  |   |  | 10        |
| 04MAR032                                                        | Marketing in Social Media and Analytics                           |  |     | 5   |   |  | 5         |
| <b>LILII17K-1012 Logistics modules</b>                          |                                                                   |  |     |     |   |  | <b>0</b>  |
| <b>LILII17K-1013 The international logistics environment</b>    |                                                                   |  |     |     |   |  | <b>0</b>  |
| 04LOG041                                                        | Export and import planning                                        |  |     | 10  |   |  | 10        |
| 04LOG042                                                        | International trade and transport law                             |  |     | 5   |   |  | 5         |
| <b>LILII17K-1014 Entrepreneurship</b>                           |                                                                   |  |     |     |   |  | <b>0</b>  |
| 04YRI011                                                        | Start Up Activities                                               |  | 2,5 | 2,5 |   |  | 5         |
| 04YRI012                                                        | Development Project                                               |  | 2,5 | 2,5 |   |  | 5         |
| 04YRI013                                                        | eCommerce                                                         |  | 2,5 | 2,5 |   |  | 5         |
| <b>LILII17K-1015 Market Orientation</b>                         |                                                                   |  |     |     |   |  | <b>0</b>  |
| 04IB021                                                         | Doing Business with the Russians: Opportunities & Challenges      |  |     | 5   |   |  | 5         |
| 04IB022                                                         | Market Entry to the Asian Markets                                 |  |     | 5   |   |  | 5         |
| 04IB023                                                         | European Union: Markets and Business Operations                   |  |     | 5   |   |  | 5         |
| <b>LILII17K-1016 Advanced Topics in International Business</b>  |                                                                   |  |     |     |   |  | <b>0</b>  |
| 04IB031                                                         | NIBS Case Competition                                             |  |     | 5   |   |  | 5         |
| 04IB032                                                         | Legal Risk Management in International Business                   |  |     | 5   |   |  | 5         |
| 04IB033                                                         | Marketing Law                                                     |  |     | 5   |   |  | 5         |
| <b>LILII17K-1017 Effective International Business Practices</b> |                                                                   |  |     |     |   |  | <b>0</b>  |
| 04IB041                                                         | Global Business-to-Business Sales Negotiations                    |  |     |     | 5 |  | 5         |
| 04IB042                                                         | Doing Business with the Finns                                     |  |     |     | 5 |  | 5         |
| 04IB043                                                         | Internationalisation Project in Healthcare, Design or Environment |  |     |     | 5 |  | 5         |

## **LILII17K-1000 CORE COMPETENCE: 150 ECTS**

### **Learning outcomes of the study module**

The core competence of this degree programme is comprised of basic studies, research methodology studies, the work placement and the thesis

### **Courses included in the study module**

Core competence includes basic studies (75 ECTS credits), work placement (30 ECTS credits), the thesis (15 ECTS credits), and professional studies to achieve the total 150 ECTS credits required for core competence.

## **LILII17K-1001 Basic studies in the Degree Programme in Business: 75 ECTS**

### **Learning outcomes of the study module**

Students will master basic concepts of business management

## **LILII17K-1002 Business Skills: 30 ECTS**

### **Learning outcomes of the study module**

The student gets the basic knowledge of different business operations and knows how to use most common ICT tools.

The student is able to complete basic business calculations.

## **04LII000 Texts, spreadsheets and presentation materials: 5 ECTS**

### **Learning outcomes**

Student

is able to adapt text, spreadsheet and presentation applications

## **04LII001 Efficient working: 5 ECTS**

### **Learning outcomes**

Learning objectives

The student

- becomes familiar with different learning/teaching/working methods which are to be used in different implementations during his/her studies
- becomes aware of his/her own personal ways of learning / thinking /studying
- learns the different rules and regulations that help guide him/her in the successful completion of his/her studies at Lahti University of Applied Sciences
- becomes aware of the role cultural aspects play in his/her multicultural learning environment
- learns to work in teams; the student knows how to operate as a team member or as a team leader
- knows the basic methods of innovative thinking and knows how to apply them
- understands how to create innovative working cultures within organizations

## **04LII002 Organization and workplace: 4 ECTS**

### **Learning outcomes**

#### Learning objectives

Student

- is able to recognise organisation structures and different roles in organisations
- is able to adapt law and legislation for HR management
- is able to recognise the lifecycle of the employment relationship
- is able to understand the importance of HR management

## **04LII003 Financial accounting: 4 ECTS**

### **Learning outcomes**

#### Learning objectives

The student

- understands the role of accounting as part of a company's operations
- learns how to prepare financial statements in a small company by using accounting software
- becomes acquainted with the principles of the value-added taxation system
- is able to assess a company's financial performance based on its financial statements

## **04LII004 Business and financial mathematics: 4 ECTS**

### **Learning outcomes**

#### Learning objectives

The student

- knows how to use the most commonly used tools of business mathematics within business
- understands the importance of financial mathematics

## **04LII005 Customer relations and marketing: 4 ECTS**

## **Learning outcomes**

### Learning objectives

The student

- develops an understanding of the marketing process
- develops an understanding of the role of marketing in corporations
- develops an understanding of the value of customer-oriented thinking in corporations
- is able to use the basic strategies, concepts and competitive tools of marketing
- is able to pursue basic strategies and concepts in a business context
- is able to create a business presentation

## **04LII006 Logistics: 4 ECTS**

## **Learning outcomes**

### Learning objectives

The student

- knows the role of logistics operations within a company
- knows the basic terminology of logistics
- is able to understand the importance and opportunities of logistics from the operational and financial returns perspective of a company
- is able to use the most common tools of logistics planning and management: forecasting, inventory turnover, ABC analysis, the optimisation of the size of delivery
- knows the stages of the purchasing process
- understands the terms of delivery as an important part of the purchasing contract
- becomes familiar with Incoterms

## **LILII17K-1003 Entrepreneurship and external business environment: 15 ECTS**

## **Learning outcomes of the study module**

The student

- knows the basics of entrepreneurship
- is able to identify opportunities for businesses and construct a business plan
- is able to innovate and formulate business ideas, develop business ideas
- understands the basic mechanisms of economies and economic fluctuations and how those effect businesses and employment
- is able to evaluate legal risks in businesses and can draw up contracts
- understands the basics of research methods and is able to use statistical analysis methods

## **LI00AX35 Introduction to Entrepreneurship: 4 ECTS**

### **Learning outcomes**

#### Learning objectives

#### The student

- becomes acquainted with entrepreneurship as an option to salaried work and as a life strategy.
- understands his/her personal capabilities for running a business, but also the general conditions and obstacles facing entrepreneurs.
- learns how to study a business environment and how to formulate business ideas.
- is able to construct a business plan.
- is able to determine the financing and profitability required for the chosen business idea.

## **04IB007 Basics of Economics: 3 ECTS**

### **Learning outcomes**

#### Learning objectives

#### The student

- is familiar with the basic concepts of consumer and producer theory
- understands how the market mechanisms function
- knows the basic reasons and consequences of inflation and unemployment
- is familiar with the basic nature of economic fluctuations
- understands that "everything depends on everything" in the economy

## **04IB008 Legal Risk Management in Business: 3 ECTS**

### **Learning outcomes**

Learning objectives

The student

- learns to work with the main regulations of Finnish contract and sales law regarding a company's contractual environment
- obtains the basic skills to utilise the rules of legal risk management for the benefit of a company
- knows the interpretation of the regulations for Finnish contract and sales law regarding a company's contractual environment
- understands how to arrange the basic contracting of a company from the point of view of legal risk management

## **04LII009 Analyses methods: 5 ECTS**

### **Learning outcomes**

The student

- knows the principles of scientific research, its approaches and the most commonly used research methods in social science
- knows how to make an operational plan for research work
- learns to estimate the applicability of a research method
- learns to estimate the reliability of information
- knows how to deal with the most commonly used statistical methods
- is capable of writing a research report

## **LILII17K-1004 Communication and languages: 15 ECTS**

### **Learning outcomes of the study module**

The student

- is able to interact appropriately and skilfully in professional communicative situations
- can observe and explain the role of successful communication from the perspective of an organization
- can interact in communicative situations according to the recipient, the situation and the requirements of the industry
- can develop their written and oral communication skills in diverse ways

### **Courses included in the study module**

LI00AX31 English language 3 ECTS

LI00AX32 Swedish language, written skills 1,5 ECTS  
LI00AX33 Swedish language, oral skills 1,5 ECTS  
LI00AX34 Professional communication (Finnish) 4 ECTS  
04LI010 Organisational communication and cultural competence 5 ECS

## **LI00AX31 English Language and Communication: 3 ECTS**

### **Learning outcomes**

The student

- understands the basics of business including the terminology and concepts
- can manage in written and oral communication situations needed in professional studies and at work
- masters the main grammatical structures in the context of everyday business functions

The course is on level B2 of the Common European Framework of Reference

## **LI00AX32 Swedish: Written Communication: 1.5 ECTS**

### **Learning outcomes**

Students will be able to

- express and explain their views and ideas
- use basic field-specific vocabulary
- give basic information about their education, work experience and work duties, for example in a job interview situation
- write a job application
- source Swedish-language industry information from the internet and other resources- use online dictionaries

## **LI00AX33 Swedish: Oral Communication: 1.5 ECTS**

### **Learning outcomes**

Students will be able to

- express and explain their views and ideas
- use basic field-specific vocabulary
- give basic information about their education, work experience and work duties, for example in a job interview situation
- write a job application
- source Swedish-language industry information from the internet and other resources- use online dictionaries

## **LI00AX49 Professional Communication (Finnish): 3 ECTS**

### **Learning outcomes**

The student

- can assess and interpret the meaning in different kinds of messages and develop their own communication skills
- can apply their oral and written communication skills appropriately and in dialogue context in work-life customer contacts

- can apply their group work skills in meeting and negotiation situations
- can plan and produce grammatically correct customer texts and scientific articles

## **LI00AX50 Information Literacy: 1 ECTS**

### **Learning outcomes**

Student is able to

- determine the extent of information needed and understand the importance of information seeking as part of his/her studies
- evaluate information and its sources critically
- use information ethically and legally
- access the needed information effectively and efficiently
- use different information sources and services effectively

## **04LI010 Organisational communication and cultural competence: 5 ECTS**

### **Learning outcomes**

The student

- understands the meaning of communication from the perspective of a company's financial result and cooperation
- understands the impact of communication on job satisfaction and reputation management
- understands the connection between communication and corporate structure
- understands the meaning of cultural differences in communication
- can implement internal and external communication in a company
- can choose appropriate means and channels for communication
- knows how to contribute to a company's image through texts

## **LILII17K-1005 Business Languages and Cultural Competence: 15 ECTS**

### **Learning outcomes of the study module**

The student

- understands the importance of language, communication and intercultural skills and their role as part of a company's business activities and the student's professional skills
- is able to express himself in at least two languages and in one of them can communicate fluently both orally and in writing in business-life contexts
- understands the important role of cross-cultural communication in working-life communication situations
- can integrate into other cultures and act in multicultural work communities

### **Courses included in the study module**

First language 10 ECTS credits

The student chooses two courses of 5 ECTS credits in one and the same language to be their first language from the list of courses below :

English language and communication:

04ENG201 Business Presentation Skills 5 ECTS

04ENG202 Business Communication 5 ECTS

04ENG210 Cross-cultural Competence in International Business 5 ECTS

04ENG204 Business Meetings and Negotiations 5 ECTS

04ENG208 Writing Skills 5 ECTS  
04ENG209 World Cultures 5 ECTS  
04ENG207 Effective Writing 5 ECTS

Swedish language and communication:

04RUO201 Svenska i arbetslivet 5 op  
04RUO202 Aktuellt i affärsvärlden 5 op

German language and communication:

04SAK203 Työelämän saksaa 1, 5 op  
04SAK204 Työelämän saksaa 2, 5 op

Russian language and communication:

04VEN204 Venäjän kaupallisen kielen perusteet 5 op  
04VEN205 Yritysesittelyt venäjäksi 5 op

French language and communication:

04RAN203 Ranskan jatkokurssi 5 op  
04RAN204 Työelämän ranskaa 5 op

Spanish language and communication:

04ESP203 Espanjan jatkokurssi 5 op  
04ESP204 Työelämän espanjaa 5 op

Second language 5 ECTS credits

The student chooses a minimum of 5 ECTS credits as their second language as instructed below:

1. One language course of 5 ECTS credits from the list above (not the same as the student's first language)

OR:

2. One 5-ECTS-credit language course from the list below:

German language and communication:

04SAK201 Saksan alkeet1, 5 op  
04SAK202 Saksan alkeet 2, 5 op

Russian language and communication:

04VEN201 Venäjän alkeet1, 5 op  
04VEN202 Venäjän alkeet 2, 5 op

French language and communication:

04RAN201 Ranskan alkeet1, 5 op  
04RAN202 Ranskan alkeet 2, 5 op

Spanish language and communication:

04ESP201 Espanjan alkeet 1, 5 op  
04ESP202 Espanjan alkeet 2, 5 op

## **04ESP201 Spanish Language 1: 5 ECTS**

**Learning outcomes**

Students will be able to

- greet and give information about themselves and their families
- state numbers, weekdays and months and express the time
- order in a bar or cafe
- express preferences
- demonstrate a command of basic grammatical structures
- produce basic written text

**04ESP202 Spanish basics 2: 5 ECTS****Learning outcomes**

Students will be able to

- communicate in restaurants and shops
- describe their daily routines and vacations and talk about weather
- give information about their home towns, homes and give directions to visitors
- rent an apartment, express their opinion and describe what they have done
- communicate in everyday situations.

**04ESP203 Advanced Spanish: 5 ECTS****Learning outcomes**

Students will be able to

- demonstrate a command of past tenses and their difference in use
- understand simple text written in the past tense
- express themselves in past tenses
- understand spoken Spanish in the past tense

**04ESP204 Spanish for the workplace: 5 ECTS****Learning outcomes**

Students will be able to

- demonstrate a command of workplace vocabulary and knowledge of Spanish-language societies and cultures
- demonstrate expanded knowledge of business vocabulary
- demonstrate a command of subjunctive forms, their uses, and the imperative
- demonstrate a command of the conditional and future tenses
- express opinions and participate in conversations in small groups

**04RAN201 French basics 1: 5 ECTS****Learning outcomes**

Opiskelija

- osaa ranskan ääntämissäännöt ja intonaation
- osaa reagoida ja selviytyä auttavasti ranskan kielellä
- osaa kertoa itsestään, ja perheestään
- osaa lukea ja tuottaa helppoja tekstejä ja ymmärtää ohjeita
- osaa tilata kahvilassa ja kysyä hintaa

## **04RAN202 French basics 2: 5 ECTS**

### **Learning outcomes**

Students will be able to

- express themselves and their preferences
- communicate in everyday situations
- understand basic written text and spoken French
- describe events in the past tense

## **04RAN203 Advanced French: 5 ECTS**

### **Learning outcomes**

Students will be able to

- demonstrate an advanced command of grammatical structures, especially verbs, and an expanded vocabulary
- produce text, communicate in everyday situations, and describe them in the past and future tenses

## **04RAN204 French for the workplace: 5 ECTS**

### **Learning outcomes**

Students will be able to

- communicate in basic workplace situations
- describe their work in French
- introduce a business and its core activities in French
- write a business letter

## **04SAK201 German basics 1: 5 ECTS**

### **Learning outcomes**

Students will be able to

- introduce themselves, give personal information, describe their studies and job duties, living arrangements and home towns, ask questions and give directions to visitors

## **04SAK202 German basics 2: 5 ECTS**

### **Learning outcomes**

Students will be able to

- communicate on the telephone, in hotels and in travel situations, describe their place of work, and ask questions

## **04SAK203 German for the workplace 1: 5 ECTS**

### **Learning outcomes**

Students will be able to

- write a CV in German and communicate in a job interview

- describe their company and job duties in German and communicate on the telephone

## **04SAK204 German for the workplace 2: 5 ECTS**

### **Learning outcomes**

Students will be able to

- communicate in a trade fair setting, make purchases and sales both as customers and representatives in accordance with German communication customs
- draw up written quotations, orders and other business communications

## **04VEN201 Russian basics 1: 5 ECTS**

### **Learning outcomes**

Students will be able to

- demonstrate a command of the Cyrillic alphabet
- demonstrate a command of Russian pronunciation rules and interrogative intonation
- use Russian first names, patronymics and surnames correctly
- give information about their families, home towns and places of study
- give directions to visitors
- discuss their language abilities, travelling, and what they like to do
- communicate on the telephone

## **04VEN202 Russian basics 2: 5 ECTS**

### **Learning outcomes**

Students will be able to

- exchange greetings and news
- describe their hobbies
- discuss recreational activities
- demonstrate a command of vocabulary related to travel and transport
- order meals and make purchases
- express congratulations and make a toast

## **04VEN204 Russian for business communication: 5 ECTS**

### **Learning outcomes**

Students will be able to

- demonstrate a command of the main structures of the Russian language
- request to speak to someone on the telephone, leave and pass on messages
- agree meeting times
- discuss orders

## **04VEN205 Company presentations in Russian: 5 ECTS**

### **Learning outcomes**

Students will be able to

- write introduction letters and reply to them

- give a tour of the company's facilities and introduce colleagues
- host business associates
- give further information on visit programmes and local sightseeing destinations
- prepare a brief company presentation

## **04RUO201 Svenska i arbetslivet: 5 ECTS**

### **Learning outcomes**

Students will be able to

- communicate in common business settings and draw conclusions
- describe their field of business and develop their proficiency in Swedish

## **04RUO202 Current Issues in Business World in Swedish: 5 ECTS**

### **Learning outcomes**

Students will be able to

- follow business current affairs both at a general level and in their specialist fields by using different sources
- examine Nordic economies based on a chosen theme

## **04ENG201 Business Presentation Skills: 5 ECTS**

### **Learning outcomes**

The student

- learns how to prepare and deliver effective presentations in English
- becomes aware of different techniques used in presentations
- understands the role cultural aspects play in presentations

## **04ENG202 Business Communication: 5 ECTS**

### **Learning outcomes**

The student

- masters effective corporate communication
- learns to communicate both orally and in writing in different kinds of communication situations
- learns to compile different business documents
- understands the letter writing process in the business world
- becomes aware of cultural differences in written business communication

## **04ENG204 Business Meetings and Negotiations: 5 ECTS**

### **Learning outcomes**

The student

- understands the difference between formal and informal business meetings
- masters the basic phraseology and procedures of meetings
- knows how to compile meeting documents (notice, agenda and minutes)
- knows how to act in meetings either as a member or as a chair and how to observe meetings
- knows the basics of organizational communication

- understands how cultural differences and different communication styles can impact business meetings

### **04ENG207 Effective Writing: 5 ECTS**

#### **Learning outcomes**

The student

- can recognize and develop skills in gathering, analyzing and organizing information
- knows how to communicate effectively in writing
- can demonstrate proper use of grammar, spelling and punctuation and basic concepts in sentence and paragraph construction as applied in business communication

### **04ENG208 Writing Skills: 5 ECTS**

#### **Learning outcomes**

The student

- understands and knows how to write different types of information-oriented texts for business and for academic work
- can prepare a variety of business documents using appropriate headings, layout and typography
- recognizes the register in writing and can communicate effectively to different audiences
- can create documents that include proper use of grammar, spelling, and punctuation

### **04ENG209 World Cultures: 5 ECTS**

#### **Learning outcomes**

The student

- is aware of the existence of different cultures and the effect these cultures have on the national ways of thinking in different parts of the world
- understands how this might affect the carrying out of business in intercultural business relations

### **04ENG210 Cross-Cultural Competence in International Business: 5 ECTS**

#### **Learning outcomes**

The student will

- become aware of and understand how a country's culture will influence national and individual mode of thinking, behaving, and communicating in different environments including the business environment
- understand the term 'culture' and become aware of the different definitions and concepts behind the term
- understand and appreciate the underlying and defining reasons behind cultural differences
- become aware of the cultural differences in various parts of the world and understand how these distinctions and special characteristics influence each culture's national mode of thinking and influence the ways in which people interact and communicate individually and in the business world
- be provided a comprehensive and up-to-date overview of the cultures, customs, and economies of selected countries and regions in the world
- understand all of the above in relation to their own individual self

## **LILII17K-1006 Professional studies: 75 ECTS**

### **Learning outcomes of the study module**

Students will develop advanced business competencies

## **LILII17K-1007 International Business Operations: 15 ECTS**

### **Learning outcomes of the study module**

The student

- understands the internationalisation process
- is able to evaluate different internationalisation options
- knows the characteristics of different market areas
- understands the difference between domestic and international marketing
- is able to execute international marketing actions
- is familiar with the different aspect of international economics

### **Courses included in the study module**

Basics of Internationalisation 5 ECTS

International Economics 5 ECTS

International Marketing 5 ECTS

## **04IB011 Basics of Internationalisation: 5 ECTS**

### **Learning outcomes**

The student

- understands the basic need for internationalisation (company level, individual level)
- is able to choose strategic options and growth strategies in internationalisation
- is able to identify potential market areas, the information sources available, and decide where to enter a market
- knows the major religions of the world and understands how religions affect business transactions
- knows the major international trade organisations, international standards
- is able to choose a suitable entry mode for a target market

## **04IB012 International Economics: 5 ECTS**

### **Learning outcomes**

The student

- is familiar with the basic concepts of economic policy, specially foreign exchange policy
- is familiar with the different instruments of protection
- understands the different levels of economic integration
- is familiar with the basic mechanism of foreign exchange market
- is familiar with certain international agreements / institutions
- understands what it means to be a member country of EMU
- is familiar with the economic trends in certain target areas

## **04IB013 International Marketing: 5 ECTS**

### **Learning outcomes**

The student

- develops an understanding about the kind of steps involved in the international marketing decision-making process
- acquires an overview on the contemporary international marketing environment
- is able to utilise strategic thinking, and skills
- is able to analyse international global markets and market opportunities
- further develops their understanding of the competitive tools of customer-oriented marketing
- is able to apply customer-oriented marketing tools in order to enter international target market(s)
- gains perspective on the challenges of managing international and global marketing operations

## **LILII17K-1008 Advanced Research Methods: 10 ECTS**

### **Learning outcomes of the study module**

is able to produce research plan

is able to carry out research

is able to analyze reasearch

## **LI00BD93 Qualitative Methods and Reporting: 5 ECTS**

### **Learning outcomes**

The student

- understands the paradigm and the methodology behind qualitative research methods
- is able to produce a research plan for a qualitative study
- is able to evaluate the reliability and validity of qualitative research
- has basic skills in academic writing
- knows how to use qualitative methods for data collection and analysis
- knows how to write an abstract for a study.

## **LI00BD94 Quantitative Methods and Reporting: 5 ECTS**

### **Learning outcomes**

The student

- knows how to process and report the quantitative data definitively
- knows how to use SPSS software as an analytical tool
- knows descriptive statistics
- knows inferential statistics
- knows multivariate methods
- understands the research problem and is able to choose the right methods to analyse data
- is able to conduct demanding quantitative research
- has good skills in academic writing
- knows how to write research report

## **LILII17K-1023 Language studies: 10 ECTS**

## **Courses included in the study module**

Language studies 10 ECTS

### **LILII17K-1018 Practical training: 30 ECTS**

#### **Learning outcomes of the study module**

- carry out key tasks related to professional studies in practice
- broaden and deepen professional competencies
- apply knowledge and skills in a workplace environment
- prepare for real-life workplace requirements

### **LA00BO03 Practical Training: 10 ECTS**

#### **Learning outcomes**

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence in the work done in practical training

### **LA00BO04 Practical Training 2: 10 ECTS**

#### **Learning outcomes**

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence in the work done in practical training

### **LA00BO05 Practical Training 3: 10 ECTS**

#### **Learning outcomes**

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence in the work done in practical training

## **LILII17K-1019 THESIS: 15 ECTS**

### **Learning outcomes of the study module**

The purpose of the thesis is to develop and demonstrate capabilities in applying knowledge and skills in the research and development of a workplace-oriented topic related to the chosen field. The thesis project is a process which includes the knowledge and skills base, selection of topic, the planning, implementation, reporting and presentation of the research project, and final assessment. Alternatively, the thesis can be a development plan which does not include actual research, however, the data must be sourced in accordance with the principles of research practice. In this type of project, the knowledge base must be presented separately, unless it is incorporated in the actual work. Students can start the thesis project once they have completed the majority of their specialised professional studies and at least the research process component (5 ECTS credits) of methodology studies. Detailed instructions on thesis projects are available on the Faculty of Business Studies page in Reppu.

## **LA00BN99 Thesis planning: 5 ECTS**

### **Learning outcomes**

The student is able to

- apply the acquired theoretical knowledge to the problems and phenomena of the working life
- solve problems, organise and perceive wholes
- work interactively, tenaciously and systematically
- work according to the practices of their own line of trade
- gather information and evaluate sources critically - report their work orally, in writing and visually

## **LA00BO00 Thesis research and writing: 5 ECTS**

### **Learning outcomes**

The student is able to

- apply the acquired theoretical knowledge to the problems and phenomena of the working life
- solve problems, organise and perceive wholes
- work interactively, tenaciously and systematically
- work according to the practices of their own line of trade
- gather information and evaluate sources critically - report their work orally, in writing and visually

## **LA00BO01 Thesis publication: 5 ECTS**

### **Learning outcomes**

The student is able to

- apply the acquired theoretical knowledge to the problems and phenomena of the working life
- solve problems, organise and perceive wholes
- work interactively, tenaciously and systematically
- work according to the practices of their own line of trade
- gather information and evaluate sources critically - report their work orally, in writing and visually

## **LILII17K-1020 COMPLEMENTARY COMPETENCE: 60 ECTS**

### **Learning outcomes of the study module**

Complementary competence is comprised of professional studies chosen on the basis of personal career goals and the personal study plan.

#### **Courses included in the study module**

Students choose 60 ECTS credits' worth of professional modules and elective studies

### **LILII17K-1021 Elective studies: 15 ECTS**

#### **Courses included in the study module**

Elective studies must be selected from the course offerings of higher education institutions.

### **LI00AV38 Professional Growth: 3 ECTS**

#### **Learning outcomes**

Student is able to

- draw up a personal study plan
- progress in higher education independently

### **LI00AV39 Preparatory mathematics: 3 ECTS**

#### **Learning outcomes**

Basics of percentage calculation

### **LI00AV40 Introduction to Swedish Language: 3 ECTS**

#### **Learning outcomes**

Student is able to

- master basic vocabulary and everyday phrases both orally and in writing
- read Swedish text with the help of dictionaries
- write short messages.

### **LI00AV41 Introduction to English Language: 3 ECTS**

#### **Learning outcomes**

Student will reach the basic level (A2) and is able to study English individually in multiple ways.  
Student is able to carry out both written and oral.

### **LILII17K-1022 Student exchange: 30 ECTS**

#### **Learning outcomes of the study module**

Students will be able to

- obtain advanced and in-depth knowledge suitable for the degree
- explain and justify the importance of good language and cultural skills
- work in a multicultural environment
- study and communicate in a foreign language

#### **Courses included in the study module**

Students can submit max. 30 ECTS credits' worth of studies completed in another country for approval by the appropriate lecturers.

The module is part of the International Trade learning path

### **LILII17K-1009 Marketing modules: 0 ECTS**

#### **Learning outcomes of the study module**

Marketing studies give student advanced skills marketing communication, brand launching and customer relationships.

### **LILII17K-1010 Designing Services and Products: 15 ECTS**

#### **Learning outcomes of the study module**

The Student

- knows the basics of innovation processes through which new services and products are launched to the markets
- is able to manage sustainability in service and product development
- knows the success factors in new service/product management
- recognises the importance of market analysis and customer participation in new service/product development
- is able to conduct a new service/product development process
- becomes aware of the demand for building quality and saving natural resources in NSD/NPD
- understands the concepts of immaterial rights and rights for intellectual knowledge and is able to take into account these rights in innovation process

### **04MAR011 Innovation Process for Services and Products: 10 ECTS**

#### **Learning outcomes**

The student

- is able to describe the basics of innovation processes through which new services and products are launched onto the markets
- is able to manage sustainability in service and product development
- is able to describe the success factors in new service/product management
- is able to recognise the importance of market analysis and customer participation in new service/product development
- is able to conduct a new service/product development process
- is aware of the demand for building quality and saving natural resources in NSD/NPD
- is able to explain the concepts of immaterial rights as well as rights for intellectual knowledge and is able to take these into account in the innovation process
- is able to take into account immaterial rights and rights for intellectual knowledge in the innovation process

### **04MAR012 Project Work: 5 ECTS**

#### **Learning outcomes**

The student

- is able to solve practical problems

- is able to work independently and in a responsible way
- is able to communicate in a professional way with company contacts
- is able to plan, manage, present and evaluate a project

## **LILII17K-1011 Digital Marketing Communication: 15 ECTS**

### **Learning outcomes of the study module**

Student

- is able to undertake digital marketing planning
- is able to describe the meaning and possibilities of social media in business
- is able to design communicative and interactive websites
- is able to make a plan for a profitable online store
- is able to use web analytic tools for planning
- is able to apply social media as strategic and tactic tool for various marketing purposes

## **04MAR031 Digital Marketing Communication and Online Selling: 10 ECTS**

### **Learning outcomes**

The student:

- is able to design communicative and interactive websites
- is able to guarantee the accessibility, usability and functionality of different user interfaces (desktop, tablets, mobile)
- is able to keep up-to-date on the trends and analytical tools of digital marketing
- is able to create an attractive web store and understands modern customer behaviour in online shopping
- is able to explain the role of the digital marketing communication strategies of successful businesses
- is able to create an effective communication plan for engaging digital consumers

## **04MAR032 Marketing in Social Media and Analytics: 5 ECTS**

### **Learning outcomes**

The student

- is able to apply social media as strategic and tactical tool for various marketing purposes
- is able to target marketing and selling according to specific customer profiles and is also able to design continuous interaction
- is able to utilise various analytical tools provided by social media
- is able to design active content and marketing communication material according to an integrative marketing strategy

## **LILII17K-1012 Logistics modules: 0 ECTS**

### **Learning outcomes of the study module**

Concentrating for logistics student is able to have large view about order-delivery process

## **LILII17K-1013 The international logistics environment: 15 ECTS**

**Learning outcomes of the study module**

Students will be able to

- describe the internationalisation process of businesses
- use international marketing and logistics terminology
- search and analyse information to support decision-making related to internationalisation
- draw up an export/import plan with conclusions
- explain the role of legal risk management from the point of view of successful international business

**Courses included in the study module**

Export and import planning 10 ECTS credits

International trade and transport law 5 ECTS credits

**04LOG041 Export and import planning: 10 ECTS****Learning outcomes**

Students will be able to

- describe the internationalisation process of businesses
- use international marketing and logistics terminology
- search and analyse information to support decision-making related to internationalisation
- draw up an export/import plan with conclusions

**04LOG042 International trade and transport law: 5 ECTS****Learning outcomes**

Student is able to

- evaluate the role of legal risk management in successful international business
- plan international business relationships
- draw up and execute business contracts
- apply international legal risk management in business contracts
- formulate contract terms and conditions
- describe legal risks and the role of contracts in transport

**LILII17K-1014 Entrepreneurship: 15 ECTS****Learning outcomes of the study module**

The student

- can plan and launch a business
- can analyse a company's operating environment and recognise and anticipate its potential risks
- can operate in the local and industry-specific competence networks
- can plan a company's finances and estimate the profitability or operations

**Courses included in the study module**

National NY Start Up Program 5 ECTS

Development Project 5 ECTS

eCommerce 5 ECTS

**04YRI011 Start Up Activities: 5 ECTS****Learning outcomes**

The student

- can plan and launch a business
- can analyse a company's operating environment and recognise and anticipate its potential risks
- can operate in the local and industry-specific competence networks
- can plan a company's finances and estimate the profitability of operations

## **04YRI012 Development Project: 5 ECTS**

### **Learning outcomes**

The student

- is able to solve practical problems
- is able to work independently and in a responsible way
- is able to communicate in a professional way with company contacts
- is able to plan, manage, present and evaluate a project

## **04YRI013 eCommerce: 5 ECTS**

### **Learning outcomes**

Student

- is able to describe web business models and identify their applications
- is able to make appropriate selection of a web business model
- is able to make appropriate selection of a suitable e-commerce solution
- is able to implement a functional web shop on a web shop service solution
- is able to use central concepts of e-marketing
- is able to apply the potential offered by e-marketing in business

## **LILII17K-1015 Market Orientation: 15 ECTS**

### **Learning outcomes of the study module**

The student

- understands market related issues such as the economy, politics, culture, religion and their effects on business life
- is able to find the relevant marketing data of different regions for the purpose of successful business transactions
- gains general and country-specific, business-related information
- real life cases open up doing business in different market areas

## **04IB021 Doing Business with the Russians: Opportunities & Challenges: 5 ECTS**

### **Learning outcomes**

Learning objectives

The student

- is familiar with the historical and political background of the Russian economy
- acquires knowledge of the current economic and political situation of the country

- understands Russian consumer behaviour
- is competent enough to understand the special features of Russian business culture
- is well acquainted with Russian culture and values
- is able to assess the risks and possibilities of starting a business in Russia

## **04IB022 Market Entry to the Asian Markets: 5 ECTS**

### **Learning outcomes**

#### Learning objectives

- develops an understanding of Asian countries' role in the global economy: past and present situation
- develops an understanding of the core factors related to economic, cultural and political environments
- develops an understanding of the business environment, its opportunities and challenges
- is able to identify differences and similarities between the chosen Asian countries
- is able to identify future business opportunities and development scenarios

## **04IB023 European Union: Markets and Business Operations: 5 ECTS**

### **Learning outcomes**

#### Learning objectives

#### The student

- becomes familiar with the European Union as an economic and business area
- learns about the cultural and business differences involved when conducting business operations in different European countries
- understands a specific business operation in two European countries by doing a group assignment

## **LILII17K-1016 Advanced Topics in International Business: 15 ECTS**

### **Learning outcomes of the study module**

#### The student

- is able to analyze and solve cases
- is able to apply multidisciplinary knowledge and thinking
- learns international legal risk management: withholds issues and legal instruments unknown to

concerning national trade and is thus essential to any international trader

- learns both making how to make decisions on marketing and the planning of marketing, including the understanding of the legal rules and practice of marketing

### **04IB031 NIBS Case Competition: 5 ECTS**

#### **Learning outcomes**

04IB031 NIBS CASE COMPETITION 5 ECTS

#### Learning objectives

The student

- develops an understanding of what the case method is and how it is used
- develops analytical skills
- develops knowledge for solving real world business situations
- is able to read cases, solve cases and present solutions
- is able to analyse and identify decision-making problems
- is able to discuss alternatives
- is able to apply multidisciplinary knowledge and make implementation plans

### **04IB032 Legal Risk Management in International Business: 5 ECTS**

#### **Learning outcomes**

#### Learning objectives

The student

- learns to work with the regulations of international contract and trading law
- obtains the basic skills to utilise international contract and trading law for the benefit of the company in international business
- learns about legal risk management and the business-related reasons for international regulations
- understands how to draft contracts for international trading from the point of view of legal risk management.

### **04IB033 Marketing Law: 5 ECTS**

#### **Learning outcomes**

#### Learning objectives

The student

- learns to work with the regulations of international marketing law
- obtains the basic skills to utilise the international marketing law for the benefit of the company in

international business.

- knows how to interpret international regulations for international marketing law
- understands how to arrange the marketing of a company from the point of view of legal risk management

## **LILII17K-1017 Effective International Business Practices: 15 ECTS**

### **Learning outcomes of the study module**

The student

- learns how to negotiate and how to influence business partners
- learns how to identify and become acquainted with their chosen target market and knows exactly how to deal with potential customers, such as Finnish markets and Finnish people

## **04IB041 Global Business-to-Business Sales Negotiations: 5 ECTS**

### **Learning outcomes**

Learning objectives

The student

- understands the complex nature of international B-to-B negotiations and company behaviour
- knows the selling process for different products and services
- can apply various selling techniques when negotiating with global business-to-business customers
- is able to analyse his/her own behaviour in business meetings and as a member of a selling team

## **04IB042 Doing Business with the Finns: 5 ECTS**

### **Learning outcomes**

Learning objectives

The student

- is able to assess the strengths and weaknesses of the Finnish markets in general and those of specific regions
- is able to understand the Finnish business culture
- is able to assess business opportunities for a foreign firm planning to enter the Finnish market
- is able to assess a company's resources, especially from the marketing mix point of view when entering the Finnish markets

- is able to draft an effective market entry plan to the Finnish market
- understands the business and industrial fields in Finland

## **04IB043 Internationalisation Project in Healthcare, Design or Environment: 5 ECTS**

### **Learning outcomes**

#### Learning objectives

##### The student

- is able to apply his/her theoretical, professional knowledge to solve practical problems
- is able to work independently and in a responsible way
- can communicate in a professional way with company contacts
- can write a professional plan, manage, control and present his project as well as analyse and evaluate the process and its outcome with development suggestions