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# International Business



## STUDY GUIDE 2013-2014

BASIC STUDIES 51/53 ECTS (Finnish/Foreign)	1	2	3	4	suoritusvuosi
<b>Common Basic Studies 14/16 ECTS</b>					
01SUO Asiantuntijaviestintä 4 op	x				
<ul style="list-style-type: none"> <li>01SUOA Asiantuntija viestintä (3 op)</li> </ul>					
<ul style="list-style-type: none"> <li>01PINFO Informaatiol ukutaito (1 op)</li> </ul>					
01RUO Ruotsin kieli (Swedish language) 3 op	x				
<ul style="list-style-type: none"> <li>01RUOK kirjallinen osio (1,5 op)</li> </ul>					
<ul style="list-style-type: none"> <li>01RUOS suullinen osio (1,5 op)</li> </ul>					
04SUO806E Basics of Finnish 1, 3 ECTS 1)	x				
04SUO807E Basics of Finnish 2, 4 ECTS 1)	x				

01ENG Englannin kieli ja viestintä / English 3 ECTS	x				
01PENT Introduction to Entrepreneurship 4 ECTS		x			
<b>Programme Basic Studies 37 ECTS</b>					
<b>Business Process 27 ECTS</b>					
04BUS802/1 Efficient Working 5 ECTS	x				
04BUS602/2 Human Resources 4 ECTS	x				
04BUS602/3 Financial Management 4 ECTS	x				
04BUS602/4 Customer Relations and Marketing 4 ECTS	x				
04BUS602/5 Logistics 4 ECTS	x				
04BUS602/6 Operational Business Environments/ Basics of Economics 3 ECTS	x				
04BUS602/7 Operational Business Environments/ Legal Environment 3 ECTS	x				
<b>Operational Tools 10 ECTS</b>					
04BUS603/1 Text, Spreadsheets and Presentation Graphics 6 ECTS	x				

04BUS603/2 Business and Financial Mathematics 4 ECTS	x				
<b>COMMUNICATION AND LANGUAGES 29 ECTS (Finnish/ oreign)</b>					
04LII604/1 Yritysviestintä (Finnish) 4 ECTS		x			
04SUO803E Finnish for Foreigners 1, 4 ECTS <sup>2)</sup>	x				
04SUO808E Finnish for Foreigners 2, 5 ECTS <sup>2)</sup>		x			
04ENG201 Business Presentation Skills (English) 5 ECTS	x				
04ENG202 Business Communication (English) 5 ECTS		x			
Elective Languages (Finnish Students 15 ECTS, Foreign Students 10 ECTS)					
<b>PROFESSIONAL STUDIES 71 ECTS</b>					
<b>Value Chain Management 20 ECTS</b>					
04IBU601/1 Financial Accounting 4 ECTS		x			
04IBU601/2 Transport 4 ECTS		x			
04IBU601/3 Production Operations 4 ECTS		x			
04IBU601/4 Distribution 4 ECTS		x			
04IBU601/5 Portfolio / Development Project 4 ECTS			x		

<b>International Business 26 ECTS</b>					
04IBU602/1 Basics of Internationalisation 3 ECTS		x			
04IBU602/2 International Economics 4 ECTS		x			
04IBU602/3 International Finance 4 ECTS		x			
04IBU602/4 International Marketing 5 ECTS		x			
04IBU602/5 Import/Export Procedures 4 ECTS		x			
04IBU504E Business in Europe 3 ECTS <sup>3)</sup>		x			
04IBU506E Business in Asia 3 ECTS <sup>3)</sup>		x			
04IBU505E Business in Russia 3 ECTS <sup>3)</sup>		x			
<b>Orientation to Research 10 ECTS</b>					
04TUT601E Analysis Methods 5 ECTS		x			
04TUT602E Quantitative Methods and Reporting 5 ECTS <sup>4)</sup>			x		
04TUT603E Qualitative Methods and Reporting 5 ECTS <sup>4)</sup>			x		
<b>Advanced Studies 15 ECTS</b>					
04IBU604/1 Special Issues of International Marketing 5 ECTS			x		

04IBU604/2 Special Issues of International Logistics 5 ECTS			x		
04IBU604/3 Special Issues of International Supply Chain 5 ECTS			x		
<b>ELECTIVE STUDIES 15 ECTS</b>	<b>15</b>				
<b>PRACTICAL TRAINING 30 ECTS</b>	<b>30</b>				
<b>THESIS 15 ECTS</b>			<b>15</b>		

- 1) Foreign students: Basic Finnish 1 and Basic Finnish 2
- 2) Foreign students: Finnish for Foreigners 1 and Finnish for Foreigners 2
- 3) 6 ECTS to be chosen of these options
- 4) One to be chosen. Options: Quantitative or Qualitative Methods incl. Academic Writing 2 ECTS.

## DEGREE PROGRAMME IN INTERNATIONAL BUSINESS 210 ECTS

### Degree

Bachelor of Business Administration (BBA), Tradenomi

### Duration

210 ECTS, 3.5 years

### Learning objectives

The studies focus on developing experts with generic working life competencies as well as programme based competences that are needed to manage versatile demanding tasks in future business environments. Generic competences include communication and co-operation skills, abstract, analytical and critical thinking, research and development skills, entrepreneurial thinking, learning skills as well as self-efficacy and ethical responsibility. The Degree Programme for International Business puts emphasis especially on international business environment awareness, intercultural adaptability, communication skills and international operations management.

### Objectives

The programme aims at providing the students with the qualifications and skills needed to work independently, creatively and effectively in positions requiring expertise in international business management and logistics.

This work requires solid knowledge of the international theories of economy. At the same time the programme has a practical orientation: students will have 30 ECTS of practical training during their time of studies. One objective of the programme is to give the students an education well balanced between theory and practise.

The programme emphasises the international aspect and the importance of language skills. Graduates will easily adapt to working with people from different countries, as they are trained to understand other cultures, especially business cultures. As most of the courses are given in English, students will have a unique opportunity to improve their language skills while studying in Finland. The exchange students will also be attending the courses given in English, thus giving their own input to the international atmosphere.

The Faculty of Business Studies of Lahti University of Applied Sciences participates in an exchange of students with over 30 universities around the world .

## BASIC STUDIES 51 ECTS (Finnish students/Foreign students)

## **BASIC STUDIES 51 ECTS (Finnish students/Foreign students)**

### **Common Basic Studies 14 ECTS**

#### **Common Basic Studies 14 ECTS**

The common basic studies form a basis on which all professional and optional studies are constructed. They aim at offering the students a common ground in their studies and prepare them for the work world.

The common basic studies orientate the students towards other studies which concentrate on specialised professional skills. Common basic studies, 14 ECTS, consist of courses which are compulsory to all students. Any course within the common basic studies can be compensated by an equivalent course with entirely or partially same content taken in another university. Before compensation a proof for taking the course elsewhere must be submitted.

### **ASiantuntijaviestintä 3 ECTS / Informaatiolukutaito 1 ECTS**

#### **01SUOA ASiantuntijaviestintä 3 ECTS**

#### **01PINFO Informaatiolukutaito 1 ECTS**

NB! Only for Finnish students! Toteutetaan Lahden ammattikorkeakoulun yleisen suunnitelman mukaisesti. This course is carried out as part of LUAS common basic studies.

### **Ruotsin kieli 3 OP (Swedish Language)**

#### **01RUO Ruotsin kieli 3 OP (Swedish Language)**

NB! Only for Finnish students! Toteutetaan Lahden ammattikorkeakoulun yleisen suunnitelman mukaisesti. This course is carried out as part of LUAS common basic studies.

### **Basics of Finnish 1 3 ECTS**

#### **04SUO806E Basics of Finnish 1 3 ECTS**

NB! Only for foreign students!

#### ***Learning Objectives***

The student

- knows the very basic vocabulary and phrases for common everyday situations
- can speak a little about him/herself and understands basic phrases
- is able to read and write short and simple sentences.

#### ***Contents***

Personal data, family and living, languages, countries, nationalities, greetings, thanking, asking, basic situations in everyday life, cardinal numbers, money and units of measure, time and calendar, seasons and weather. Basic types of nouns, verb types, present tense of the verbs (positive, negative, question), basics of consonant gradation (strong-weak grade), vowel harmony, basic pronouns, cardinal numbers, imperative and conditional in basic phrases.

#### ***Assessment and evaluation***

Attendance and activity of the course, portfolio and the passing of the final exam. Evaluation: 1-5.

#### ***Materials***

White, L. 2007. From Start to Finnish: A Short Course in Finnish. Helsinki: Finn Lectura.

Materials provided by the lecturer

### **Basics of Finnish 2 4 ECTS**

## 04SUO807E BASICS OF FINNISH 2 4 ECTS

NB! Only for foreign students!

### ***Learning Objectives***

The student

- can communicate in most common everyday situations
- is able to understand slowly and clearly spoken Finnish provided the topic and the vocabulary are connected with his/her own life and experience
- understands the key idea of a simple message or text and **is able** to write one **by** him/herself
- knows the most common vocabulary and some grammatical structures of Finnish.

### ***Contents***

Spending free time, the most common occupations and workplaces, food and drinks, traffic and travelling, communication in everyday situations, health, sickness, dressing-up, basic adjectives and adverbs, 50 basic verbs, partitive, genitive, nominative plural and local cases in different word types, possessive sentences, essive in time expressions, present tense of passive and object in practice.

### ***Assessment and evaluation***

Attendance and activity of the course, portfolio and the passing of the final exam.

Evaluation: 1-5.

### ***Materials***

White, L. 2007. From Start to Finnish: A Short Course in Finnish. Helsinki: Finn Lectura.

Materials provided by the lecturer

## ENGLANNIN KIELI JA VIESTINTÄ (ENGLISH) 3 ECTS

### 01ENG ENGLANNIN KIELI JA VIESTINTÄ (ENGLISH) 3 ECTS

### ***Learning objectives***

The student

- understands the basics of business English 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.

### ***Contents***

Education and training for business, jobs and employment, changes in the work world, the job application process, the route from raw materials to commodities, entrepreneurship, various types of establishment, company profiles, wholesaling and retailing, international trade.

### ***Prerequisites***

Advanced level in English

### ***Assessment and evaluation***

Compulsory class attendance, course work, course examination.

Evaluation: 1-5.

### ***Materials***

Reppu, materials provided by the lecturer.

## INTRODUCTION TO ENTREPRENEURSHIP 4 ECTS



## **01PENT INTRODUCTION TO ENTREPRENEURSHIP 4 ECTS**

### ***Learning objective***

The students

- become acquainted with entrepreneurship as an option to wage work and as a life strategy.
- become aware of their personal capabilities for running a business, but also of general conditions and obstacles in business life.

### ***Contents***

The course facilitates planning and evaluating business ideas and gives basic concepts of entrepreneurship, business plans and business ideas. Visiting lecturers from Incubation Center and example entrepreneurs will give their input to the course also.

### ***Assessment and evaluation***

Active participation in lectures. individual and group exercises, business plan (50 %), written exam (50 %). Both assignment and exam must be passed.

Evaluation: 1-5.

### ***Materials***

Materials provided by the lecturer.

## **Programme Basic Studies 37 ECTS**

### **Programme Basic Studies 37 ECTS**

#### **Learning objectives**

The student

- gets the basic knowledge of different business operations
- knows how to use most common ICT tools
- is able to complete basic business calculations.

## **Business Process 27 ECTS**

### **Business Process 27 ECTS**

#### ***Learning objectives***

The student

- learns to utilise different learning methods and how to work in teams
- understands the effect business environments have on business operations
- understands the relationships between different business operations of various organisations.

## **EFFICIENT WORKING, Part A and B, 5 ECTS**

### ***04BUS802/1 EFFICIENT WORKING, Part A and B, 5 ECTS***

#### **Learning objectives**

The student

- begins his/her studies and becomes familiar with different learning methods which are to be used in different implementations during their studies
- learns to work in teams; the student knows how to operate as a team member or as a team leader
- obtains the basic skills to work within a project team and also to manage a project
- knows the basic methods of innovative thinking and knows how to apply them
- understands how to create innovative working cultures within organizations.

#### **Contents**

Theory and practice of learning methods, theory and practice of team work, participation in a project and project management, innovative thinking and acting, encouraging innovations.

**Assessment and evaluation**

Participation in contact lessons, learning assignments, information skills test.

Evaluation: 1-5.

**Materials**

Materials provided by the lecturer(s).

**HUMAN RESOURCES 4 ECTS**

***04BUS602/2 HUMAN RESOURCES 4 ECTS***

**Learning objectives**

The student

- is capable of managing and maintaining performance based human resources in contemporary multicultural and multinational organizations.

**Contents**

Main attention will be paid to the following issues: Strategic HR planning, recruitment, selection, orientation, training & development, career planning, job design, motivation, wage administration, rewards & benefits, employee relationship, collective bargaining, dispute resolution, disciplinary measures, building performance based HR, international issues in HRM.

**Assessment and evaluation**

Active participation in the course, course paper and course exam.

Evaluation: 1-5.

**Materials**

De Cenzo & Robbins. Human Resource Management. John Wiley & Sons, Inc, New York.

**FINANCIAL MANAGEMENT 4 ECTS**

***04BUS602/3 FINANCIAL MANAGEMENT 4 ECTS***

**Learning objectives**

The student

- understands financial information and financial management as part of corporate operations
- knows the different areas of accounting
- is able to examine the profitability of companies using marginal costing technique
- learns how to set prices on products and to produce budgets
- acquires the skills to use calculations in decision making.

**Contents**

Financial management as part of corporate operations, cost concepts, cost-volume-profit analysis, marginal costing, financial ratios, pricing decisions, budgeting.

**Assessment and evaluation**

Individual assignment, written exam.

Evaluation: 1-5.

**Materials**

Materials provided by the lecturer.

## **CUSTOMER RELATIONS AND MARKETING 4 ECTS**

### ***04BUS602/4 CUSTOMER RELATIONS AND MARKETING 4 ECTS***

#### **Learning objectives**

The student

- understands the marketing process
- understands the strategic role of marketing in corporations
- understands the value of customer oriented thinking in corporations
- knows the basic concepts and tools of marketing
- is able to pursue them in a business context.

#### **Contents**

Customer oriented approach in business, marketing environments, customer relationship marketing, consumer behaviour and purchasing process, marketing mix: product, price, place, promotion.

#### **Assessment and evaluation**

Contact lectures, exam, course work.

Evaluation: 1-5.

#### **Materials**

Kotler, P, Armstrong, G. 2012. Principles of Marketing.

or

Armstrong, G. Kotler, P. 2013. Marketing An Introduction

## **LOGISTICS 4 ECTS**

### ***04BUS602/5 LOGISTICS 4 ECTS***

#### **Learning objectives**

The student

- knows the role of the logistics operations in a company
- understands the importance and opportunities of logistics from the operational and financial returns perspective of the company
- knows how to use the most common tools of logistics planning and management: forecasting, inventory turn-over, ABC-analysis, optimising the size of delivery
- knows the stages of the purchasing process
- understands the terms of delivery as an important part of the purchasing contract.

#### **Contents**

Basic terms of logistics – integrated logistics, logistics costs and the meaning of logistics to the profitability of a company, demand forecasting, purchasing, warehousing.

#### **Assessment and evaluation**

Written exam, course work & assignments.

Evaluation: 1-5.

#### **Materials**

Materials provided by the lecturer.

## **OPERATIONAL BUSINESS ENVIRONMENTS/ BASICS OF ECONOMICS 3 ECTS**

### ***04BUS602/6 BASICS OF ECONOMICS 3 ECTS***

#### **Learning objectives**

The student

- understands that “everything depends on everything “ in the economy
- is familiar with the basic concepts of consumer and producer theory
- understands how the market mechanism functions
- understands the basic nature of economic fluctuations
- knows the basic reasons and consequences of unemployment and inflation
- understands the basic idea of economic policy.

#### **Content**

Basic concepts (of micro and macro economics), different competition models, circulation model, unemployment and inflation, economic fluctuations in Finland, basic ideas of fiscal – monetary policy.

#### **Assessment and evaluation**

Lectures, learning diary, exam.  
Evaluation: 1-5.

#### **Materials**

Sloman, J. 2004, Essentials of Economics. Pearson Education. England.

## **OPERATIONAL BUSINESS ENVIRONMENTS/ LEGAL ENVIRONMENT 3 ECTS**

### ***04BUS602/7 LEGAL ENVIRONMENT 3 OP***

#### **Learning objectives**

The student

- knows how the Finnish legal order operates and what it consist of
- understands how the law of business operations works in regards to drafting, interpreting and supplementing contracts
- knows the breaches of contract and available remedies
- is capable of acting on contractual issues and how to solve interpretational and other cases
- knows how to be an active company representative who acts correctly in practical contract law situations.

#### **Content**

The basics of the Finnish legal order, basics of legal proceedings and the Finnish contract law.

#### **Assessment and evaluation**

1. Contact lesson: Lectures, group tasks, cases, exam.  
Evaluation: 1-5. Course grading will be based on the exam. Receiving 50% of the exam points will be the minimum for passing the course. Excellent questions/case session activity will affect exam grading positively. Excellent activity means doing all the questions/cases in advance and being active when the questions/cases are being processed together with the entire class.

#### **Materials**

Lectures and assignments form the main study Materials. As supporting Materials: Surakka, Aapo: Access to Finnish Law, latest edition, pages 1-72.

## **Operational Tools 10 ECTS**

### **Operational Tools 10 ECTS**

#### ***Learning objectives***

The student

- knows how to use most common ICT tools
- is able to complete basic business calculations.

## **TEXTS, SPREADSHEETS AND PRESENTATION GRAPHICS 6 ECTS**

### ***04BUS603/1 TEXTS, SPREADSHEETS AND PRESENTATION GRAPHICS 6 ECTS***

### **Learning objectives**

The student

- knows how to use business applications software in common business situations.

### **Contents**

Basic techniques of word-processing programmes and document production, spreadsheet calculations, and how to use them in most common business situations. Basic database queries.

### **Assessment and evaluation**

Participation in contact lessons, exercises, and exam.

Evaluation: 1-5.

## **BUSINESS AND FINANCIAL MATHEMATICS 4 ECTS**

### ***04BUS603/2 BUSINESS AND FINANCIAL MATHEMATICS 4 ECTS***

### **Learning objectives**

The student

- knows how to use the most common tools of business mathematics in business life
- understands the importance of financial mathematics.

### **Contents**

Percentage and interest calculations with their applications, index numbers, foreign currencies, compound interest, periodic payments, credits and loans, pricing and securities.

The examples and exercises are linked to business life.

### **Assessment and evaluation**

Participation in contact lessons, exercises, and exam.

Evaluation: 1-5.

### **Materials**

Pulkkinen, P., Holopainen M. & Keinänen K. 2001. Business Mathematics. 2.edition. CS Care & Share.

## **COMMUNICATION AND LANGUAGES 29 ECTS**

### **COMMUNICATION AND LANGUAGES 29 ECTS**

### **Learning objectives**

The student

- is able to communicate with the Finnish language in everyday situations (foreign students) and in professional connections (Finnish students)
- learns how to communicate in different languages, both orally and in writing
- learns English business terminology and is able to keep business presentations in English
- gains deeper knowledge of different languages.

### **Other languages and courses are presented in the language guide.**

See the file of Language Studies at the Faculty of Business Studies 2013-14.

# YRITYSVIESTINTÄ 4 OP (Finnish)

## 04LII604/1 YRITYSVIESTINTÄ 4 OP (Finnish)

NB! Only for Finnish students!

### Osaamistavoitteet

Opiskelija

- ymmärtää viestinnän merkityksen liiketoiminnassa tuloksenteon välineenä
- osaa suunnitella ja toteuttaa yrityksen viestintää ja valita viestintään tarkoituksenmukaiset keinot ja foorumit
- osaa rakentaa viestinnän keinoin myönteistä yrityskuvaa
- mieltää kielen hallinnan työnteon välineenä ja onnistuneen viestinnän edellytyksenä.

### Sisältö

Yritysviestinnän periaatteet ja tehtävät, yritysviestintä maineenhallinnan osana, viestinnän merkitys, keinot ja foorumit, kaupankäynnin tekstit ja tiedotteet.

### Edeltävät opinnot

01SUO Asiantuntijaviestintä 4 op

### Suoritustapa ja arviointi

1. Lähiopetus: Luennot, opintojakson tehtävät ja portfolio.  
2. Etäopetus: .  
Arviointi asteikolla 1 – 5.

### Opiskelumateriaali

Mattila, H., Ruusunen, T. ja Uola, K. 2006. Viestinnän työkaluja AMK-opiskelijalle. Helsinki: WSOY. Juholin, E. 2008. Viestinnän vallankumous. Löydä uusi työyhteisöviestintä. Helsinki: WSOYpro. Lähiopetuksessa ja Repussa tarjottava materiaali.

# FINNISH FOR FOREIGNERS 1 4 ECTS

## 04SUO803E FINNISH FOR FOREIGNERS 1 4 ECTS

NB! Only for foreign students!

### Learning Objectives

The student

- can communicate in common everyday situations
- knows the most common vocabulary and phrases used in social intercourse (informal discussion, telephone conversation etc.)
- is able to write and short and simple text connected with everyday situations
- knows the basic grammatical structures of Finnish and the basics of studying in Finland.

### Contents

Everyday life, free time, own history, traveling, Finnish culture of studying, basic phrases and vocabulary to social communication. Deepening the word types and verb types in different local cases. Asking, advising, describing. Object, past tense.

### Assessment and evaluation

- attendance and activity of the course (80% presence in contact classes)
- oral and written exercises and presentation
- passing of the spoken exam

- passing of the written exam

Evaluation: 1 - 5. Exercises and presentation (30%), spoken exam (30%), written exam (30%), activity (10%).

### **Materials**

Gehring, S. & Heinzmann, S. Suomen mestari 1. 2011. Finn Lectura.

Gehring, S. & Heinzmann, S. Suomen mestari 2. 2011. Finn Lectura.

Materials provided by the lecturer.

## **FINNISH FOR FOREIGNERS 2 5 ECTS**

### **04SUO808E FINNISH FOR FOREIGNERS 2 5 ECTS**

NB! Only for foreign students!

### **Learning Objectives**

The student

- copes in situations connected with his/her own field of profession
- knows the necessary basic business vocabulary
- knows the basics of working in Finland.

### **Contents**

Jobs and employment, writing the job application, describing one's own skills, a job interview, deepening the knowledge of phrases and vocabulary related to social communication.. Asking, advising and describing. Passive, past tense, object cases, the third infinitive.

### **Assessment and evaluation**

- Attendance and activity of the course (80% presence in contact classes)
- oral and written exercises and presentation
- passing of the spoken exam
- passing of the written exam

Evaluation: 1 - 5. Exercises and presentation (30%), spoken exam (30%), written exam (30%) activity (10%).

### **Materials**

Gehring, S. & Heinzmann, S. Suomen mestari 2. 2011. Finn Lectura.

Materials provided by the lecturer.

## **BUSINESS PRESENTATION SKILLS 5 ECTS**

### **04ENG201 BUSINESS PRESENTATION SKILLS 5 ECTS**

### **Learning objectives**

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.

### **Contents**

Audience analysis, cultural considerations, verbal and non-verbal communication, special terminology and phrases for presentations, planning and structuring the contents of presentations, presentation techniques, use of graphics and visual materials in presentations, impromptu and goodwill speeches, group presentations, individual presentations.

## **Prerequisites**

01ENG Englannin kieli ja viestintä (Business English Basics), 3 ECTS

## **Assessment and evaluation**

Active participation in all contact lessons. Individual/group presentations. Reflective essay.

Evaluation: pass/fail (all presentations)

## **Materials**

Reppu, materials provided by the lecturer

# **BUSINESS COMMUNICATION 5 ECTS**

## **04ENG202 BUSINESS COMMUNICATION 5 ECTS**

### **Learning objectives**

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

### **Contents**

Exchanging messages in the new networked business environments, customer contacts face-to-face and ear-to-ear, writing effective informational and promotional messages; written corporate communication: terms of business, inquiries, quotations, orders, shipping and invoicing. The focus of the course will be on written communication.

### **Prerequisites**

01ENG Englannin kieli ja viestintä 3 ECTS.

### **Assessment**

Compulsory class attendance, course work/assignments and examination.

Evaluation: 1-5.

### **Materials**

Reppu, materials provided by the lecturer.

# **ELECTIVE LANGUAGES**

Finnish Students studies 15 ECTS and Foreign Students studies 10 ECTS language studies.

# **PROFESSIONAL STUDIES 71 ECTS**

## **PROFESSIONAL STUDIES 71 ECTS**

### **Learning objectives**

The student

- gains deeper knowledge of various business operations
- understands the difference between domestic and international business
- knows how to guide a company through the internationalization process
- knows how to and is able to carry out applied research.



# Value Chain Management 20 ECTS

## Value Chain Management 20 ECTS

### Learning objectives

The student

- understands the broad meaning of supply chain management
- is able to use various tools in finding the right value chain solutions.

## FINANCIAL ACCOUNTING 4 ECTS

### 04IBU601/1 FINANCIAL ACCOUNTING 4 ECTS

#### Learning objectives

The student

- learns the basics of bookkeeping
- knows how to prepare financial statements in a small company
- understands payroll accounting
- knows the Finnish system of value-added taxation on consumption.

#### Contents

Double-entry bookkeeping, treatment of stocks and fixed assets, financial statements, annual report, payroll accounting, value-added taxation.

#### Assessment and evaluation

Individual assignment, written exam.

Evaluation: 1-5.

#### Materials

Materials provided by the lecturer.

## TRANSPORT 4 ECTS

### 04IBU601/2 TRANSPORT 4 ECTS

#### Learning objectives

The student

- knows the different modes of transport
- understands the selection criteria of different modes of transport and carriers
- knows the essential issues of transport laws
- understands the different roles of the company either as a buyer or as a seller of transport services.

#### Contents

The modes of transport, transport laws, the selection criteria, the concept of outsourcing.

#### Prerequisites

04BUS602/5 Logistics.

#### Implementation and assessment

Lectures, learning assignments, case studies, applied exercises, exam. Evaluation: 0-5.

#### Learning material

Learning package.

## **PRODUCTION OPERATIONS 4 ECTS**

### **04IBU601/3 PRODUCTION OPERATIONS 4 ECTS**

#### ***Learning objectives***

The student

- knows the different modes of production
- is familiar with the phases of production processes
- learns to model processes
- learns about JIT and other common quality issues in production operations
- is familiar with the phases of the production planning
- gets an overall picture of how production operations are connected and dependable on the company's other processes including logistics.

#### ***Contents***

Production modes, production processes, process modelling, JIT and other quality issues, production planning, the interrelationships between different logistics operations.

#### ***Prerequisites***

04BUS602/5 Logistics.

#### ***Implementation and assessment***

Guided learning by doing:

Orientation lectures, individual, pair and group learning assignments, presentations, learning diary.

Active participation to classes, learning assignments and learning diary. Evaluation: 1-5.

#### ***Learning material***

Learning materials in Reppu.

## **DISTRIBUTION 4 ECTS**

### **04IBU601/4 DISTRIBUTION 4 ECTS**

#### ***Learning objectives***

The student

- knows the optional distribution channels
- understands the formation of the value chain and the possibility to build different combinations of value/supply chain partners
- knows the Finnish distribution system in some special fields of industry.

#### ***Contents***

The optional distribution channels both domestically and internationally. The Finnish distribution system and how to find relevant information about it. The formation of the value chain, different combinations of value chain partners.

#### ***Prerequisites***

04BUS602/5 Logistics.

#### ***Implementation and assessment***

Lectures, learning assignments, presentations, applied exercises.

Exam 50 %, Distribution Plan 50 %. Evaluation: 1-5.

### ***Learning material***

Material provided by the lecturer, articles related to distribution.

## **PORTFOLIO/DEVELOPMENT PROJECT 4 ECTS**

### **04IBU601/5 PORTFOLIO/DEVELOPMENT PROJECT 4 ECTS**

#### ***Learning objectives***

The student

- is able to describe and analyze company activities (portfolio)
- is able to plan a development project in a company.

#### ***Contents***

Different company activities (according to the value chain) and their relationships, organizational options.

Operational options, analytical tools, project planning.

#### ***Prerequisites***

Basic studies, preferably also studies about the value chain: Accounting, Transport, Production Operations, Distribution.

#### ***Implementation and assessment***

Resource lecture, independent group work, cooperation with companies. Portfolio report/ development project plan in a written form and an oral presentation.

Evaluation: 1-5.

### ***Learning material***

Case-related material.

## **International Business 26 ECTS**

### **International Business 26 ECTS**

#### **Learning objectives**

The student

- understands the internationalization process
- is able to evaluate different internationalization options
- is able to construct documentation needed in international trade
- knows the characteristics of different market areas.

## **BASICS OF INTERNATIONALISATION 3 ECTS**

### **04IBU602/1 BASICS OF INTERNATIONALISATION 3 ECTS**

#### ***Learning objectives***

The student

- understands the internationalisation process of a company
- is capable of obtaining relevant information on potential market areas
- is able to assess the impact of culture on business
- understands the ways of corporate internationalization.

#### ***Contents***

Elements of culture, cultural effects on business, area related information, modes of internationalisation, internationalisation process, entry

modes.

### ***Assessment and evaluation***

Lectures, group work/learning assignments.

Evaluation: 1-5.

### ***Learning material***

Materials provided by the lecturer and Cavusgil, etc.,2008. International marketing and export management.

## **INTERNATIONAL ECONOMICS 4 ECTS**

### **04IBU602/2 INTERNATIONAL ECONOMICS 4 ECTS**

### ***Learning objectives***

The student

- understands the basic concepts of economic policy
- knows the different instruments of protection
- understands what are the different levels of economic integration
- knows 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.

### ***Contents***

Economic policy, trade theories, free trade vs. protection; instruments of protection, economic integration and free trade, ITO, GATT, WTO, IMF, world bank, foreign exchange market and foreign exchange systems, economic integration in Europe.

### ***Assessment and evaluation***

Lectures, group work / assignments, exam.

Evaluation: 0-5.

### ***Materials***

Ingham, B.2004. International Economics – A European Focus. Pearson Education. Essex, England.

## **INTERNATIONAL FINANCE 4 ECTS**

### **04IBU602/3 INTERNATIONAL FINANCE 4 ECTS**

### ***Learning objectives***

The student

- knows the methods of international payments
- knows the various alternatives of corporate finance
- knows the grounds for crediting
- is able to draw up finance plans.

### ***Contents***

International payments, protection against currency risks, finance sources, grounds for crediting, profitability, finance planning.

### ***Assessment and evaluation***

Lectures, coursework and exam.

Evaluation: 1-5.

## **INTERNATIONAL MARKETING 5 ECTS**

## **04IBU602/4 INTERNATIONAL MARKETING 5 ECTS**

### ***Learning objectives***

The student

- understands the decision oriented internationalization processes and elements of a global marketing programme
- understands how the international / global marketing environment is affecting marketing strategies
- understands that international / global marketing and planning in different environments require different solutions
- further develops the marketing mix approach
- develops an understanding of a market situation
- is able to research and present a marketing overview of a specific industry and make managerial recommendations about how to develop and retain business opportunities.

### ***Contents***

International marketing programme, International marketing mix, international market assessment, marketing strategy, marketing planning

### ***Assessment and evaluation***

Contact lectures, exam, course work. Evaluation: 1-5.

## **IMPORT/EXPORT PROCEDURES 4 ECTS**

### **04IBU602/5 IMPORT/EXPORT PROCEDURES 4 ECTS**

### ***Learning objectives***

The student

- knows the steps of import/export operations and related documentation
- is able to interpret and fill in documents / EU-trade, non-EU-trade
- knows the special issues concerning VAT in international business
- knows the regulations of international sales/contracting.

### ***Contents***

The steps of import/export operations, documentation, VAT in international trade, the regulations of international sales/contracting.

### ***Prerequisites***

04BUS602/5 Logistics; 04BUS602/7 Operational Business Environment/Legal Environment; 04IBU601/1 Accounting.

### ***Implementation and assessment***

Lectures, learning assignments, case studies, applied exercises. Learning assignments 100 %. Evaluation: 0-5.

### ***Learning material***

Learning package, internet sources of Customs and Taxation Authorities.

## **BUSINESS IN EUROPE 3 ECTS**

### **04IBU504E BUSINESS IN EUROPE 3 ECTS**

### ***Learning objectives***

The student

- becomes familiar with the European Union as an economical and business area
- learns differences of doing various business operations in different European countries
- understands a specific business operation in two European countries by doing a group assignment.

### ***Contents***

Composition & operations of the European Union, Differences of doing business in different countries.

### ***Assessment and evaluation***

Group assignment and presentation, participation in lectures. Evaluation: 1-5.

### ***Materials***

Lecture materials, articles related to subject.

## **BUSINESS IN ASIA 3 ECTS**

### **04IBU506E BUSINESS IN ASIA 3 ECTS**

### ***Learning Objectives***

The student

- understands Asian issues such as economy, politics, culture, religion, and their effects in business life
- is able to find relevant data of different Asian economies
- gains general and country specific business related information.

### ***Contents***

Business culture, entry and marketing options, economic trends, country specific data sources, experiences of Finnish companies in Asia.

### ***Assessment and evaluation***

Contact lectures, exam, course work. Evaluation: 1-5.

### ***Materials***

Material provided by the lecturer.

## **BUSINESS IN RUSSIA 3 ECTS**

### **04IBU505E BUSINESS IN RUSSIA 3 ECTS**

### ***Learning objectives***

The student

- knows the economic and political situation in Russia
- understands the effects of the changes on business
- becomes familiar with the Russian business culture
- is able to evaluate the possibilities of starting a business in Russia.

### ***Contents***

Background information on Russian trade, history, economy and politics, changes in Russian society and stability of the business environment, Russians as consumers, partners and decision makers.

Educational trip to St.Petersburg (one week, lectures at the Economic Faculty of St.Petersburg State University, company visits and cultural programme, travelling costs at student's own expense).

### ***Assessment and evaluation***

Exam, learning diary. Evaluation: 1-5.

### ***Materials***

Learning package, lecture materials.

# Orientation to Research 10 ECTS

## Orientation to Research 10 ECTS

### Learning objectives

The student

- knows the characteristics of different analysis methods
- is able to choose the right analysis method to each case under scrutiny
- is able to carry out applied research.

## ANALYSIS METHODS 5 ECTS

### 04TUT601E ANALYSIS METHODS 5 ECTS

#### Learning objectives

The student

- knows the principles of scientific research, approach and the most commonly used research methods in social science
- knows the operational plan of 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.

#### Contents

Quantitative and qualitative methods in general, the research problem and the applicability of the research methods, overall reliability, data analysis, interpretation and generalisation.

#### Prerequisites

Texts, spreadsheets and presentation graphics.

#### Assessment and evaluation

Participation in contact teaching, individual and group work, assignments and/or exam. Evaluation: 1-5.

#### Materials

Lectures and literature indicated by the lecturer.

Quantitative Methods and Reporting 04TUT602E and Qualitative Methods and Reporting 04TUT603E are elective modules and they take place during the third academic year. The student has to choose one of the following modules.

## QUANTITATIVE METHODS AND REPORTING 5 ECTS

### 04TUT602E QUANTITATIVE METHODS AND REPORTING 5 ECTS

#### Learning objectives

The student

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

### **Contents**

SPSS software as an analysis tool. Creating a database in SPSS. Frequency distributions, descriptive statistics and graphical presentations. Relationships between two variables. Hypothesis testing. Multivariate methods. Academic writing skills.

### **Prerequisites**

04TUT601E Analysis Methods.

### **Assessment and evaluation**

Participation in contact teaching, individual and group work, projects and reporting. Evaluation: 1-5.

### **Materials**

Lectures and literature provided by the lecturer.

## **QUALITATIVE METHODS AND REPORTING 5 ECTS**

### **04TUT603E QUALITATIVE METHODS AND REPORTING 5 ECTS**

#### **Learning objectives**

The student

- understands paradigm and the methodology behind qualitative research methods
- is able to produce a research plan for a qualitative study
- is able to evaluate 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.

### **Contents**

Qualitative research and the paradigm behind it. Different methods to conduct a qualitative research. Research plan for a qualitative study. Methods for data collection and analysis. Academic writing skills. Lectures and research project.

### **Prerequisites**

04TUT601E Analysis Methods.

### **Assessment and evaluation**

Research project and exam. Evaluation: 1-5.

### **Materials**

Lectures

Gummesson Evert, Qualitative Methods in Management Research, 2000, Sage Publications, Inc.

## **Advanced Studies 15 ECTS**

### **Advanced Studies 15 ECTS**

#### **Learning objectives**

The student

- is able to carry out independent research in the field of international marketing, logistics, and supply chain management
- is able to present and defend the research results in a large seminar
- gains in-depth knowledge of international marketing, logistics, and supply chain management.

## **SPECIAL ISSUES OF INTERNATIONAL MARKETING 5 ECTS**



## **04IBU604/1 SPECIAL ISSUES OF INTERNATIONAL MARKETING 5 ECTS**

### ***Learning Objectives***

The student

- is able to problem solve, analyze and deliver a substantial current international marketing project/seminar.

### ***Content***

Use of academic articles and the Internet and practical application of problem solving skills of interrelated issues provide the elements of the problem space.

The specific aims of the problem space will be adjusted each year.

### ***Assessment and evaluation***

The completion of the project / paper and a presentation of results. Evaluation: 1-5.

### ***Materials***

Articles and the Internet.

## **SPECIAL ISSUES OF INTERNATIONAL LOGISTICS 5 ECTS**

### **04IBU604/2 SPECIAL ISSUES OF INTERNATIONAL LOGISTICS 5 ECTS**

### ***Objectives***

The student

- understands the interrelationships between different logistics activities
- is able to analyze research and case information and apply it to the field of international business and logistics
- knows the latest development in the field.

### ***Contents***

Logistics activities, organisational options, performance measurement, integrated logistics, new technology and methods, services.

### ***Prerequisites***

Basic studies, International Business professional studies.

### ***Implementation and assessment***

Resource lectures, case studies, work shop, essays. Evaluation: 1-5.

### ***Material***

Stock & Lambert: Strategic Logistics Management; Bask & Juga & Laine: Evolution of Container Transport; Lakshamana & Subramanian & Anderson & Leautier: Integration of Transport and Trade Facilitation; articles will be informed in Reppu.

## **SPECIAL ISSUES OF INTERNATIONAL SUPPLY CHAIN 5 ECTS**

### **04IBU604/3 SPECIAL ISSUES OF INTERNATIONAL SUPPLY CHAIN 5 ECTS**

### ***Objectives***

The student

- learns the process of gathering useful information,
- learns to write / construct scientific text in the form of or a supply chain related paper,
- gets a deep insight of a supply chain related issue,
- forms abilities to combine relevant theoretical information of various researchers into a coherent whole.

### **Contents**

Current topics of supply chain management.

### **Implementation and assessment**

Briefing, intermediate & final seminar. Assessment based on the supply chain related paper designed by the students. Evaluation: 1-5.

### **Material**

Any/all SCM literature; scientific researches.

## **ELECTIVE STUDIES 15 ECTS**

### **ELECTIVE STUDIES 15 ECTS**

The student can select his/her elective studies from his/her own degree programme or from the other degree programmes within Lahti University of Applied Sciences. Studies from other polytechnics and universities can also be chosen. In that case he/she must have the selected courses accepted to the personal study plan in advance.

## **PRACTICAL TRAINING 30 ECTS**

### **PRACTICAL TRAINING 30 ECTS**

The chosen positions must be from the field of international business or logistics in Finland or abroad. It is possible to carry out the training in two periods (15 ECTS each), if it takes place in two different countries. The student can start his/her practical training after having completed the minimum of 75 ECTS. Internship duration is minimum of 5 months (100 days).

## **THESIS 15 ECTS**

### **THESIS 15 ECTS**

The Bachelor's thesis is normally written during the last year and the practical approach is demanded. The grading is based on criteria such as the gained benefit to the case company as a result of the thesis, utilization of research methods, and the level of the English language.

### **Prerequisites**

Orientation to research courses.