

# Spend a semester or two in Finland: GATEWAY TO INTERNATIONAL BUSINESS

- Exchange programme in the field of international business
- Offered by the School of Business and Culture of Seinäjoki University of Applied Sciences

## What is Gateway Programme all about?

- Professional Business Studies: Marketing, International Business, Strategic Management, Industrial Management, Finance, Business Simulation, Knowledge Management etc.
- Target Area Studies: EU, Russia, Latin America, China, Japan etc.
- E-Business Studies
- Language & Culture Studies: Finnish, English etc.
- Study Seminar Abroad

## Gateway Programme also means:

- Different teaching and learning methods and techniques
- Unique studying atmosphere
- Multinational student groups and international teachers
- Every academic year there are more than 120 international students from more than 15 countries taking part in this programme
- Networking across borders
- Interesting extracurricular activities

All courses taught in English  
by Finnish and visiting foreign professionals.

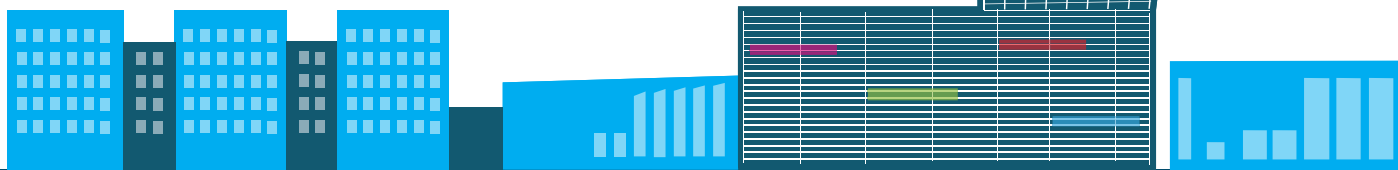


FOR FURTHER INFORMATION:

[www.seamk.fi/gateway](http://www.seamk.fi/gateway)

or contact:  
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International Coordinator,  
[marjo.arola@seamk.fi](mailto:marjo.arola@seamk.fi)

All exchange programmes of SeAMK:  
[www.seamk.fi/ExchangeProgrammes](http://www.seamk.fi/ExchangeProgrammes)



## COURSE OFFERING 2017 – 2018

(Please note that changes in the programme are possible. The final Learning Agreement is always compiled with the programme coordinators after an approved application process.)

### Autumn semester

(5 September – 15 December 2017)

#### Managing International Business

- International Marketing Management and Research, 6 ECTS
- Human Resource Management, 3 ECTS
- International Business Operations and Strategies, 6 ECTS
- Cross-Cultural Business and Marketing Communication, 6 ECTS
- International Business Simulation, 4 ECTS

#### Industrial Management

- Business to Business Marketing, 3 ECTS
- Logistics, 3 ECTS

#### E-Business

- Introduction to E-Business, 4 ECTS
- E-Commerce Web Design, 5 ECTS
- Social Media in Business and Marketing Communication, 3 ECTS

#### Elective Studies

- Business in EU, 3 ECTS
- Business in China, 2 ECTS
- Seminar on Business in Scandinavia, 3 ECTS

#### Language and Culture Studies

- Finnish Language and Culture, 3 ECTS
- Doing Business in English, 3 ECTS

#### Research Work

- Research Methods, 3 ECTS

### Spring semester

(19 February – 25 May 2018)

#### Managing International Business

- International Marketing Management and Research, 6 ECTS
- International Human Resource Management, 3 ECTS
- Cross-Cultural Business and Marketing Communication, 6 ECTS
- International Economics and Finance, 3 ECTS
- Export and Import Operations, 3 ECTS

#### Industrial Management

- Business to Business Sales, 3 ECTS
- Business to Business Marketing, 3 ECTS
- Logistics, 3 ECTS
- Sustainable Management, 3 ECTS

#### Elective Studies

- Strategic Management, 4 ECTS
- Knowledge Management, 3 ECTS
- ERP and Accounting, 3 ECTS
- Creating Websites, 3 ECTS
- Business in China, 2 ECTS
- Business in Latin America, 3 ECTS
- Business in Russia, 2 ECTS
- Business in the EU, 3 ECTS

#### Developing Research and Professional Skills

- Introduction to Statistics, 3 ECTS
- Research Writing Skills, 2 ECTS

#### Language and Culture Studies

- Finnish Language and Culture, 3 ECTS
- Doing Business in English, 3 ECTS

The exchange students studying at SeAMK for a whole academic year (autumn + spring semester) can also choose the following courses starting in January 2018:

- Financial Management, 4 ECTS
- Excel Spreadsheet Calculation in Business, 2 ECTS

