

Study a semester or two in Finland:

GATEWAY TO INTERNATIONAL BUSINESS

• Exchange programme offered by the School of Business and Culture of Seinäjoki University of Applied Sciences

WHAT IS THE PROGRAMME ALL ABOUT?

The programme enhances your knowledge and skills with a focus on international business operations. You will gain competences in developing and running business worldwide. Studying in a multicultural group of students prepares you for global working life. All courses are taught in English by local and visiting foreign professionals.

ENTRANCE REQUIREMENTS

- The applicants should be students enrolled at a partner university of Seinäjoki University of Applied Sciences.
- At least one year of prior studies in the field of business.
- Good English language skills to actively participate in the courses and study projects (preferably European level B2).

TIMETABLE:

Autumn semester: 3 September to 14 December 2018, application by 15 May 2018.

Spring semester: 18 February to 24 May 2019, application by 15 November 2018.

Application instructions: www.seamk.fi/how-to-apply-exchange-students

The partner institutions can nominate the students by email to incoming@seamk.fi one month before the application deadline.

STUDENT EXCHANGE CONTACT PERSONS:

Ms Tiina Ojanperä, Coordinator | Incoming student exchanges from European Erasmus+ countries | tiina.ojanpera@seamk.fi

Ms Maria Loukola, Coordinator | Incoming and outgoing student exchanges outside Europe | maria.loukola@seamk.fi



COURSE OFFERING

(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.)

THE WORKLOAD PER SEMESTER IS APPROXIMATELY 30 ECTS CREDITS.

AUTUMN SEMESTER 2018

3 Sep - 14 Dec 2018

CORE COURSES IN INTERNATIONAL BUSINESS

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

DIGITAL BUSINESS

- Digital Business Models, 5 ECTS
- Digital Business Processes, 5 ECTS
- Creating Websites, 3 ECTS

INDUSTRIAL MANAGEMENT

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

TARGET AREA STUDIES

- Business in the EU, 3 ECTS
- Seminar on Business in Scandinavia, 3 ECTS
- Business in North America, 3 ECTS
- Business in Latin America, 3 ECTS
- Business in China, 2 ECTS

LANGUAGE AND CULTURE STUDIES

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

RESEARCH SKILLS

- Research Methods, 3 ECTS

IMPORTANT! The exchange students studying at SeAMK for a whole academic year (autumn + spring semester) can also choose the following courses starting in January/February 2019:

- Excel Spreadsheet Calculation in Business, 2 ECTS
- Business-to-Business Sales, 3 ECTS
- Financial Management, 4 ECTS

SPRING SEMESTER 2019

18 Feb - 24 May 2019

CORE COURSES IN INTERNATIONAL BUSINESS

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

DIGITAL BUSINESS

- E-commerce Web Design, 5 ECTS
- Digital Marketing, 6 ECTS

INDUSTRIAL MANAGEMENT

- Introduction to Industrial Management, 3 ECTS
- Business-to-Business Marketing, 3 ECTS
- Logistics, 3 ECTS
- Sustainable Management, 3 ECTS

DEVELOPING MANAGEMENT SKILLS

- Strategic Management, 4 ECTS
- Knowledge Management, 3 ECTS

TARGET AREA STUDIES

- Business in the EU, 3 ECTS
- Business in Russia, 2 ECTS
- Business in Japan, 2 ECTS

LANGUAGE AND CULTURE STUDIES

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

RESEARCH SKILLS

- Introduction to Statistics, 3 ECTS

