

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](http://www.seamk.fi/how-to-apply-exchange-students)

The partner institutions can nominate the students by email to [incoming@seamk.fi](mailto: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](mailto:tiina.ojanpera@seamk.fi)

Ms Maria Loukola, Coordinator | Incoming and outgoing student exchanges outside Europe | [maria.loukola@seamk.fi](mailto: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
- Sustainable Management, 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

### 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

- Business-to-Business Marketing, 3 ECTS
- Business-to-Business Sales, 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
- Research Writing Skills, 2 ECTS

**IMPORTANT!** The exchange students studying in 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
- Introduction to Industrial Management, 3 ECTS
- Financial Management, 4 ECTS

