

Seinäjoki University of Applied Sciences

IB19 Bachelor of Business Administration, DP in International Business, Full-time studies

PROFILE OF THE PROGRAMME

The Degree Programme in Business Management leads to the Degree of Bachelor of Business Administration (BBA: The length of the programme is 210 ECTS credits (3.5 years)).

The objective of the Degree Programme in International Business, which is taught in English, is to prepare students for specialised tasks in international business and marketing. The students get an overall picture of business management and will focus on the international operations of companies and organisations. The degree programme is based on well-founded understanding of entrepreneurship and small- and medium-sized enterprises. Students also acquire good practical language skills. At the final stage of their studies, students are given an opportunity to deepen their knowledge of the business and culture of a target area of their choice in connection with their practical training and thesis work.

Students also have an opportunity engaging in the following:

- Yritystalli - Business Incubator provides students with the opportunity to develop their own business idea and competence as an entrepreneur while they study.
- Students have the opportunity to participate in a multi-field project programme in which commissioned projects are conducted in interdisciplinary student teams.
- Students have the opportunity to complete a double degree, one in SeAMK and one in a partner institution abroad.

OCCUPATIONAL PROFILES

The Degree Programme in International Business provides students with qualifications for a large range of various jobs on the global market in Finland and abroad. Bachelors of Business Administration graduating from the Degree Programme in International Business may work in jobs such as:

- professional tasks in international business: export manager, sales manager, product manager, export assistant, marketing assistant, sales assistant, marketing planner, marketing communications planner, sales negotiator, customer service coordinator

In addition, emphasis on various areas of studies provides students with career opportunities in a number of specialised jobs.

PEDAGOGICAL APPROACH

In the Degree Programme in International Business teaching is implemented in accordance with the model of integrative learning. The basic components of expertise: theoretical knowledge, practical skills, self-regulation knowledge and skills and socio-cultural knowledge are tightly integrated. The implementation of the curriculum focuses on experiential learning in a multicultural environment. Learning begins from students' concrete experiences, which they analyse and reflect upon. Self-

assessment contributes to the understanding of phenomena and development of new modes of action.

Basic studies involve running a virtual enterprise, and learning is based on practical tasks. During the professional studies, emphasis is placed on increasing project activities, in the international context as well. Courses can also be completed in a simulated environment with multicultural groups and in online learning environments. In the bachelor's thesis theoretical knowledge is applied to practical problem-solving and business development.

code	name	1	2	3	4	sum
IB16-1103	BASIC STUDIES					50
IB16-1104	BASIC STUDIES COMMON TO ALL IN SEAMK					20
IB16-1105	Building Competence					10
XX00CG96	Studying at a University of Applied Sciences		2			2
XX00CG97	Career planning and internationalisation			2		2
YPOE3A3	Communication Skills			3		3
YPOE4A3	ICT Skills			3		3
IB16-1106	Business and Entrepreneurship Competence					5
XX00BE93	Business and Entrepreneurship			3		3
XX00BE94	SeAMK Innovation Week			2		2
IB16-1107	Research and Project Work Skills					5
YPOE1C2	Introduction to Research and Development			2		2
YPOE2C3	Introduction to Project Work			3		3
IB16-1108	Programme-specific Basic Studies					30
KD19APYR020	Setting up an Enterprise			9		9
KD19APYR021	Running and Developing an Enterprise			9		9
KD19BNMA002	Human Resource Management and Organisations			3		3
KD19APKT013	Introduction to Economics			4		4
KD19APMT010	Business Mathematics			5		5
IB16-1109	PROFESSIONAL STUDIES					105
IB18-1013	Introduction to International Business					22
KD19BINT002	International Business Operations and Strategies			6		6
KD19BINT003	Cross-Cultural Business and Marketing Communication			6		6
KD06BNMA622	International Marketing Management and Research			6		6
LT00BP64	International Economics and Finance			4		4
IB18-1014	Choose A or B					40
IB18-1015	A. International Business					40
IB18-1016	Managing International Business					25
LT00BP61	International Financial Management			5		5
KD06BNMA664	International Human Resource Management			3		3
LT00BP62	Foreign Trade Operations			5		5
KD19BINT004	International Business Simulation			4		4
LT00BW10	Strategic Management					0

IB18-1017	Target Area Studies		5
KD06BNMA639	Business in the EU	3	3
LT00BD70	Doing Business in the Nordic Countries	2	2
KD19BVMA007	Business in Russia	4	4
KD07CYEN294	Business in North America	3	3
KD07CNMA692	Business in Latin America	3	3
KD07DVJA05	Business in Japan	2	2
KD06CNMA710	Business in China	2	2
IB18-1018	Industrial Management		15
LT00BP63	Introduction to Industrial Management	3	3
KD06BNMA621	Business-to-Business Marketing	3	3
KD06BNMA680	Business-to-Business Sales	3	3
KE16BUTU123	Logistics	3	3
KD19BNSM001	Sustainable Management	3	3
IB18-1019	B. Digital Business		40
IB18-1020	Introduction to Digital Business		15
LT00BP07	Digital Business Models	5	5
LT00BP08	Digital Business Processes	5	5
LT00BP09	Introduction to Industrial Automation	5	5
IB18-1021	Online Business		15
LT00BP10	E-Commerce Web Design	5	5
LT00BP11	Digital Marketing	6	6
LT00BP12	Data Security and Digital Law	4	4
IB18-1022	Digital Content Creation		10
LT00BP13	Current Trends in Digital Business	2	2
LT00BP14	Video Production	3	3
LT00BP15	Online Business Project	5	5
IB16-1110	Developing Research and Professional Skills		10
KD19APTI011	Introduction to Statistics	3	3
KD06CYPG001	Professional Growth and Career Planning	2	2
KD19BRW002	Research Methods	3	3
KD19BRW006	Research Writing Skills	2	2
IB16-1111	Professional Studies Based on the Personal Curriculum		15
IB16-1112	Mobility Studies		0
IB16-1113	Project Studies		0
IB18-1023	Multi-Field Project Studies		0
IB16-1114	Language Studies		18
IB16-1115	For all students		6
IB17-1006	Foreign Language 2		6
IB16-1116	For Finnish students		12
KD19APSU002	Liikeviestintä / Finnish Business Communication	3	3
KD07AYRU022	Affärssvenska / Business Swedish	3	3

KD07CYRU112	Affärskommunikation / Swedish Business Communication	3	3
IB16-1117	Alternative language studies		3
IB16-1118	For non Finnish students		12
KD19APFIN01	Finnish 1	3	3
KD19APFIN02	Finnish 2	3	3
KD19APFIN03	Finnish 3	3	3
KD19APFIN04	Finnish 4	3	3
IB16-1119	Alternative Language Studies		6
LT00BS03	German 1	3	3
LT00BS04	German 2	3	3
LT00BS83	German 3	3	3
KD07CYVE010	Venäjä 1 (Russian 1)	3	3
KD07CYVE100	Venäjä 2 (Russian 2)	3	3
KD07CYVE111	Venäjä 3 (Russian 3)	3	3
KD07CYVE114	Venäjä 4 (Russian 4)	3	3
KD07CYES010	Espanja 1 / Spanish 1	3	3
KD07CYES111	Espanja 2 / Spanish 2	3	3
KD07CYES112	Espanja 3 / Spanish 3	3	3
KD07CYES120	Espanja 4 / Spanish 4	3	3
KD07DWRA010	Ranska 1 (French 1)	3	3
KD07DWRA020	Ranska 2 (French 2)	3	3
KD07CYRA220	Compréhension écrite	3	3
IB16-1120	ELECTIVE STUDIES		10
KD06CNTT720	Creating Websites	3	3
KD19CNTT012	Excel Spreadsheet Calculation in Business	2	2
LT00BE41	Finnish at Work	3	3
KD07CYEN225	Doing Business in English	3	3
LT00BS84	Beginner Swedish for Foreigners	3	3
KD06APMA014	Knowledge Management	3	3
IB16-1121	THESIS		15
KD19FYOT200	Bachelor's Thesis	15	15
KD19BRW005	Thesis Seminar	0	0
KD19FYOT100	Maturity Test	0	0
IB16-1122	PRACTICAL TRAINING		30
KD19HYTH201	Practical Training	30	30

IB16-1103 BASIC STUDIES: 50 op

IB16-1104 BASIC STUDIES COMMON TO ALL IN SEAMK: 20 op

IB16-1105 Building Competence: 10 op**XX00CG96 Studying at a University of Applied Sciences: 2 op****Learning outcomes**

Students are able to

- function in a university of applied sciences
- develop their learning, studying and job seeking skills
- use efficiently different learning environments
- learn about their own field of study and employment opportunities in the field
- identify their individual opportunities for internationalisation

Contents

- structure of studies and different ways of conducting studies
- study orientation and Seinäjoki University of Applied Sciences as a work community
- statutes regulating higher education studies, regulations and rules of Seinäjoki University of Applied Sciences
- student union activities
- library services of Seinäjoki University of Applied Sciences
- developing learning and study skills
- social benefits for students and welfare services at Seinäjoki University of Applied Sciences
- career planning and job seeking skills
- relevance of internationalisation skills
- opportunities for further studies

Prerequisites

The student and the study counsellor go through other recommended studies when planning the student's personal curriculum.

Evaluation criteria**Pass/fail**

Pass: The student participates in the classes of the course and shows the knowledge and skills listed in the learning outcomes in class and/or by completing the required course assignments.

Fail: The student does not reach the learning outcomes of the course and is not able to show required knowledge and skills.

XX00CG97 Career planning and internationalisation: 2 op**Learning outcomes**

Students are able to

- plan their studies in accordance with their own career plans
- develop their job seeking skills in different ways
- identify their own career opportunities
- anticipate the changing needs of working life
- identify the effects of multiculturalism and globalisation on working life and interaction
- function in an international operational environment and make use of international networks
- plan their personal internationalisation in studies and working life

Contents

rules of working life and working life skills

- anticipating the needs of future working life

- career planning and job seeking skills
- goal-oriented planning of studies from the viewpoint of the student's own career plans
- personal internationalisation planning
- opportunities of study and training abroad
- international operational environment and multiculturalism
- international networks

Prerequisites

Course: Studying in an University of Applied Sciences

Evaluation criteria**Pass/fail**

Pass: The student participates in the classes of the course and shows the knowledge and skills listed in the learning outcomes in class and/or by completing the required course assignments.

Fail: The student does not reach the learning outcomes of the course and is not able to show required knowledge and skills

YPOE3A3 Communication Skills: 3 op**Learning outcomes**

Students are able to

- act appropriately in different presentation and group communication situations
- analyse and assess communication skills as part of professional development
- apply and follow the SeAMK instructions of written work

Contents

- analysis of communication styles
- presentation skills and interaction (in service situations)
- group communication skills (conversational skills, giving and receiving feedback, meeting procedures, document standards, minutes of a meeting, memoranda)
- reporting instructions of written work (referencing, correct language, templates, Urkund)

Prerequisites

No prerequisites

Evaluation criteria**Satisfactory (1-2)**

- Satisfactory (2-1):

The student is able to communicate in a sender-oriented way. He/she is not able to take the objective, recipient or situation into consideration sufficiently. The structure of the text is disconnected and illogical and argumenting is one-sided and scarce. Illustration is limited and impractical. The student is able to assess his/her communication only from the viewpoint of the sender of the message.

Good (3-4)

- Good (4-3)

The student is able to take the objective, situation and recipient into consideration in most parts. He/she is able to maintain interactive communication and recognise the culturally-bound character of communication to some extent. The structure of the text is mainly clear and consistent and argumenting is versatile and convincing. Illustration is appropriate. The student is able to assess

his/her communication realistically for the most part.

Excellent (5)**- Excellent (5)**

The student is able to take the objective, situation and recipient into consideration in an excellent and convincing way. He/she can act responsibly and in accordance with agreed procedures. Interaction in communication is skillful. He/she is able to recognise the culture-bound character of communication. The text is logic, clear, coherent and argumenting is solid, multi-perspective and convincing. He/she is able to illustrate his/her presentation appropriately, effectively and purposefully. The student is able to assess his/her communication in a versatile and realistic way with regard to purpose, recipient and professional field.

YPOE4A3 Information and Communication Technology: 3 op**Learning outcomes**

- The student is able to use the current office software, different online services and online learning environment.
- The student is able to apply basic IT skills in new hardware and software environments

Contents

- introduction to office software
- word processing
- standard for written work in SeAMK
- document standard
- spreadsheet calculation
- calculation models
- diagrams
- presentation graphics
- content and structure of presentations
- presentation settings
- use of online services
- cloud services
- video conferencing as a tool

Prerequisites

No prerequisites

Evaluation criteria**Satisfactory (1-2)**

The student is able to identify different ways of using the most common office software and online services. The student knows the basic use of office software.

Good (3-4)

The student recognises different ways of using office software and online services and understands their operating principles and use as tools in his/her own work. The student knows how to use office software in different situations.

Excellent (5)

The student recognises different ways of using office software and online services and understands their operating principles. The student is able to apply office software and online services in different

situations independently and efficiently.

IB16-1106 Business and Entrepreneurship Competence: 5 op

XX00BE93 Business and Entrepreneurship: 3 op

Learning outcomes

The student can

- describe the meaning and role of business activities in the society and in his/her field
- explain how entrepreneurship manifests on individual and organisational level
- describe entrepreneurial capabilities and assess his/her own entrepreneurial capabilities
- describe prerequisites of profitable business
- examine analytically the future outlook of business opportunities in his/her field

Contents

- business as part of society and the global environment
- entrepreneurship as pattern of action and as business activities
- basic concepts of business, business logic
- business as a part of a career in one's own field

Prerequisites

None.

Evaluation criteria

Pass/fail

- Active participation and all assignments accepted. Learning outcomes must be achieved for acceptance.

XX00BE94 SeAMK Innovation Week: 2 op

Learning outcomes

1. Understanding the user-centric problem-solving method and its usability in development tasks
2. Analysing the development task
3. Understanding the customer problem
4. Defining the development task
5. Concepting
6. Getting customer feedback
7. Group work skills

Contents

For day programmes the course is a one-week intensive course. The students will not take part in other SeAMK courses during it. During the SeAMK Innovation week, the students will solve real working life problems in multidisciplinary student teams by means of the design thinking method. In accordance with the method, the students will focus on both customer and business perspectives. The Innovation Week results in a tried-and-tested solution concept. For students in multimodal study programmes, an online course is arranged.

Prerequisites

None.

Evaluation criteria

Pass/fail

A personal learning assignment and group development assignment

IB16-1107 Research and Project Work Skills: 5 op

YPOE1C2 Introduction to Research and Development: 2 op

Learning outcomes

The student is able to

- identify differences in scientific and everyday thinking
- define different approaches to research and basics concepts of research
- present the stages of a research process and reporting (structure)
- explain the importance of critical thinking in research and development work
- give examples of the meaning of research ethics

Contents

- scientific and everyday thinking
- general research ethics
- central research methods
- basic concepts and structure of research
- states of research process and report
- research&development approach to work

Prerequisites

No prerequisites

Evaluation criteria

Pass/fail

- Pass/fail

Pass:

The student demonstrates the competencies defined as the learning goals of the course and acceptably carries out the possible assignments related to the course.

Fail:

The student does not achieve the learning goals of the course and is not able to demonstrate their competencies.

YPOE2C3 Introduction to Project Work: 3 op

Learning outcomes

The student is able to

- explain the character of project work and determine when the project work model is useful
- present the basic knowledge and skills on the basis of which he/she can participate in project work and project planning
- explain concepts connected with projects, content of a project plan, project time planing and supervising (life circle)
- present tasks connected with the different phases of the project cycle

Contents

- concepts and methods of project work
- project phases and process
- project plan (time, resource and cost planning)

- project organisation and interest groups
- changes, risks and problems in project work
- project communication and reporting
- concluding a project

Prerequisites

No prerequisites

Evaluation criteria**Satisfactory (1-2)**

The student can name and can define the central concepts which describe Project and Project management. Student can define basic skills required for working as part of Project team. Student can explain different phases of the project cycle.

Good (3-4)

The student can explain the central concepts which describe Project and Project management. Student can explain well different phases of the project cycle and can define skills required for working as part of Project team. Student has basic Project work skills.

Excellent (5)

The student can name and define very well the central concepts of Project and Project management. Student can explain very well different phases of the project cycle and can define skills required for working as part of Project team. Student has Basic Project work skills.

IB16-1108 BASIC STUDIES: 30 op**KD19APYR020 Setting up an Enterprise: 9 op****Learning outcomes**

The student knows how to start a business and what it requires in terms of economic and human capital. The student is able to start basic business activities according to the legislation and regulations. The student is able to explain financial management measures needed in business operations. The student is able to start authentic marketing practices and produce marketing materials for Trade fair according to the marketing strategy. The student recognizes personnel management as a part of a business and is able to plan for a suitable organization for a target company. The student is capable of describing the prerequisites for a profitable business. The student is able to use communication methods in business operations.

Contents

- Establishing a limited company (Ltd)
- Production processes
- Marketing activities
- Trade fair as a marketing activity
- Competitive tools of marketing
- Teams and interaction skills in multicultural groups
- Basic bookkeeping entries
- Basics of value added taxation payroll management
- Business English communication in various settings
- Information seeking in business
- Office systems, tool software, web design

Prerequisites

Business and Entrepreneurship competence

Evaluation criteria**Satisfactory (1-2)**

The student knows basic issues in starting and a business and what it requires in terms of economic and human capital. The student is able to help in preparing marketing materials for Trade fair. The student is able to use basic communication methods in business operations. The student participates in team activities on a regular basis.

Good (3-4)

The student knows how to start a business in practice. The student is able to produce marketing materials for Trade fair. The student is able to use communication methods in business operations. The student participates in team activities on a regular basis and does the team's tasks in her role carefully.

Excellent (5)

The student knows how to start a business and what it requires in terms of economic and human capital. The student is able to start basic business activities according to the legislation and regulations. The student is able to produce and develop marketing materials for Trade fair according to the marketing strategy. The student is capable of describing the prerequisites for a profitable business. The student is able to use different communication methods fluently in business operations.

The student participates in team activities on a regular basis and is able to do the team's tasks in different roles. The student is able to develop the team's work.

KD19APYR021 Running and Developing an Enterprise: 9 op**Learning outcomes**

The student masters the basics of financial management, marketing, personnel management and law needed to carry on business. The student is able to explain the legal principles of different business areas and their interdependences. The student is able to hold meetings necessary according to the rules and regulations and is able to draw up the minutes of the meetings. The students are able to use the essential modules of ERP system. The student is able to work in different roles in a multicultural company with proper service attitude.

The student is able to analyze and develop a business. The student is able to explain, why it is necessary for a company to keep up continuous development and how changes in the operational environment of a company affect it. The student is able to prepare financial statements and carry on the permanent accounts to the next financial year. The student can use a computer fluently and apply it in different business tasks.

Contents

- Basics of accounting: double entry bookkeeping and closing the accounts
- Company taxation, financial statements
- Contracts
- Applying marketing tools (materials, campaigns etc.)
- Company on the web, web services, Office software
- Analyzing group performance
- Company growth and future strategy
- Company wellness

- Personnel development
- Sustainable development
- Development of information systems (hardware, software, networking, security)
- Presenting the development plan of the company

Prerequisites

Setting up an Enterprise

Evaluation criteria**Satisfactory (1-2)**

The student can list the basic issues of financial management, marketing, personnel management and law needed to carry on business. The student is able to name the principles of different business areas and their interdependences. The student is able to understand the meaning of business development. The student is able to participate in meetings. The student can use a computer under guidance and knows the meaning of IT in business. The student participates in team activities on a regular basis.

Good (3-4)

The student masters the basics of financial management, marketing, personnel management and law needed to carry on business. The student is able to explain the legal principles of different business areas and their interdependences.

The student is able to develop business operations. The student is able to participate in meetings and write minutes of meetings. The student can use a computer fluently and knows the meaning of IT in business. The student participates in team activities on a regular basis and does the team's tasks in her role carefully.

Excellent (5)

The student is able to apply her knowledge in financial management, marketing, personnel management and law needed to carry on business. The student is able to apply the legal principles of different business areas and their interdependences. The student is able to analyze and develop a business and apply his/her knowledge in this task. The student is able to explain, why continuous development is important for companies. The student is able to hold meetings necessary according to the rules and regulations and is able to draw up the minutes of the meetings. The student can use a computer fluently and apply and develop its use in different business tasks. The student participates in team activities on a regular basis and does the team's tasks in different roles carefully. The student is able to develop the team's work.

KD19BNMA002 Human Resource Management and Organisations: 3 op**Learning outcomes**

Students know human resource management and organizational behavior in business organizations. Students recognize structures and duties of different HRM organizations and are aware of processes of personnel management. Students know the duties of HRM such as human resource planning, recruiting, training, securing, rewarding and developing human resources and can evaluate the human resource function. They will be familiar with the fundamentals of organizational behavior and the factors affecting it.

Contents

- Personnel management processes
- HRM practices

- Organizational behavior

Prerequisites

Basics of Business Competence

Evaluation criteria**Satisfactory (1-2)**

Student knows structures and duties of different HRM organizations and is aware of processes of personnel management. Students knows duties of HRM such as human resource planning, recruiting, training, securing, rewarding and developing human resources but cannot evaluate the human resource function. Student does sufficient decisions for different cases of HRM. Student knows the fundamentals of organizational behavior and the factors affecting it.

Good (3-4)

Student knows structures and duties of different HRM organizations and is aware of processes of personnel management. Students knows duties of HRM such as human resource planning, recruiting, training, securing, rewarding and developing human resources and can evaluate the human resource function. Student can do decisions for different cases of HRM but cannot validate arguments and cannot explain reasons for solution. Student knows the fundamentals of organizational behavior and the factors affecting it.

Excellent (5)

Student knows structures and duties of different HRM organizations and is aware of processes of personnel management. Students knows duties of HRM such as human resource planning, recruiting, training, securing, rewarding and developing human resources and can evaluate the human resource function. Student can do logical decisions for different cases of HRM and has good validation for arguments and reasons for solution. Student knows the fundamentals of organizational behavior and the factors affecting it.

KD19APKT013 Introduction to Economics: 4 op**Learning outcomes**

- Student can interpret the basic fundamental concepts of economics.
- Student can define the basic features of micro- and macroeconomics.
- Student can present the basic structures, current status and development directions of economics.
- Student can explain the connection between the company activities and the economics entirety

Contents

- Basic concepts of national economy
- Growth in the economy and economic fluctuations
- Different economic systems
- Basics of micro and macro economy monetary systems and inflation

Prerequisites

No previous studies are required.

Evaluation criteria**Satisfactory (1-2)**

Student can satisfactory interpret the basic fundamental concepts of economics. Student can satisfactory define the basic features of micro- and macroeconomics. Student can satisfactory present the basic structures, current status and development directions of economics. Student can

satisfactory explain the connection between the company activities and the economics entirety.

Good (3-4)

Student can interpret well the basic fundamental concepts of economics. Student can define well the basic features of micro- and macroeconomics. Student can satisfactory present the basic structures, current status and development directions of economics. Student can explain well the connection between the company activities and the economics entirety.

Excellent (5)

Student can interpret excellently the basic fundamental concepts of economics. Student can define excellently the basic features of micro- and macroeconomics. Student can satisfactory present the basic structures, current status and development directions of economics. Student can explain excellently the connection between the company activities and the economics entirety.

KD19APMT010 Business Mathematics: 5 op**Learning outcomes**

A student is able to calculate by index numbers the changes of prices and general economic activity. The student can construct the real changes of wages and prices. He or she can determine interest, principal, interest rate and interest time in various cases. The student has ability to calculate interest calculations in different situations. The student can determine the future value and the present value of periodic payments. He or she is able to calculate the equal payment of an annuity loan. The student can draw up an instalment payment scheme for different loans. The present value method and the annuity principle can be used in investments by the student.

Contents

Taxes, index numbers, foreign currencies, simple interest, compound interest, periodic payments, loans and investments

Prerequisites

Basic mathematical knowledge and skills in secondary level education.

Evaluation criteria**Satisfactory (1-2)**

Satisfactory (1 and 2)

The student is able to calculate satisfactorily and knows the basics and basic concepts of financial mathematics.

Good (3-4)

Good (3 and 4)

The student is able to calculate well and knows well the basics and basic concepts of financial mathematics. He/she is able to supply the methods of financial mathematics in different situations.

Excellent (5)

Excellent (5)

The student is able to calculate and knows the basics and basic concepts of financial mathematics very well. He/she is able to apply the methods of financial mathematics in different situations very well.

IB16-1109 PROFESSIONAL STUDIES: 105 op**IB18-1013 Introduction to International Business: 22 op****KD19BINT002 International Business Operations and Strategies: 6 op****Learning outcomes**

Student knows the various forms and modes of international business operations, their advantages and disadvantages particularly from the viewpoint of small and medium-sized companies. Student is able to find and recognize essential country information for internationalization and is able to make decisions about operation mode for different cases and has good validation for arguments.

Students are able to create strategies for individual companies in their internationalization process. They are able to judge the feasibility of the development of company's international operation modes in a long run while integrating more deeply into target country's market and create plans for company level internationalization process.

Contents

- The importance of foreign trade and modes of export and import
- Operations which are connected to export and import processes
- Operation modes of foreign trade
- Decisions about operation mode for different cases
- Development of the utilization of different operation modes in a long run while integrating more deeply into the target market
- Organization structures of international companies and how it effects to company operations

Prerequisites

- Introduction to business operations
- Basics of economics
- Basics of marketing

Evaluation criteria**Satisfactory (1-2)**

Student is able to find some country information for internationalization, but the information is not the most essential for the case. Student can make decision about operation mode for different cases but does not present arguments. Student describes illogically the development of international operation modes of an enterprise in a long run and can't explain the reasons for solutions. Student can describe different international organization structures of companies and generally compare their benefits and disadvantages.

Good (3-4)

Student is able to find country information for internationalization, but the information is not the most essential for the case. Student can make decision about operation mode for different cases but does not present good arguments and reasons for the solution. Student is able to describe the development of international operation modes of an enterprise in a long run while integrating more deeply into the foreign market but can't explain the reasons for solutions. Student can assess different international organization structures of companies and generally compare their benefits and disadvantages.

Excellent (5)

Student is able to find and recognize essential country information for internationalization. Student is able to make decisions about operation mode for different cases. Student is able to make decisions and recommendations about the development of international operation modes of an enterprise in a long run while integrating more deeply into the foreign market. Student is able to make these decisions and has good validation for arguments and reasons for solution. Student can assess different international organization structures of companies and is able to compare their benefits and disadvantages in different situations.

KD19BINT003 Cross-Cultural Business and Marketing Communication: 6 op

Learning outcomes

Students will know the dynamics of cross-cultural interaction in business contexts and acquire skills in confronting various cultures and culture shock in professional environments.

Students will possess knowledge of how cultural aspects change marketing communications.

Students can find international and academic sources related to course tasks. Students can relate material to sustainability, and career guidance with a focus on entrepreneurship.

Contents

- Business etiquette
- Intercultural communication
- Negotiations in business
- National characteristics and stereotypes

- Cultural differences and marketing communication
- Creating multicultural advertising campaigns

Prerequisites

No previous studies are required.

Evaluation criteria

Satisfactory (1-2)

The final exam, presentation, quizzes, role play and classroom performance are of a passable level in terms of knowledge, skills and their further professional application.

Good (3-4)

The final exam, presentation, quizzes, role play and classroom performance are at a good level in terms of knowledge, skills and their further professional application. The student demonstrates an emerging ability for autonomous professional development in the field of study.

Excellent (5)

The final exam, presentation, quizzes, role play and classroom performance are at an excellent level in terms of knowledge, skills and their further application. The student is clearly capable of autonomous professional development and the application of his/her knowledge and skills in the field of study.

KD06BNMA622 International Marketing Management and Research: 6 op

Learning outcomes

The student is capable of finding out information to support decision making in an international marketing environment. This decision making is based on marketing research information and analysis of the operational environment both at home and in the target area.

Contents

- International Marketing: environmental analysis, adaptation of 4 P's
- Decision-making perspective on marketing research
- Ethical issues
- Marketing research planning process: research purpose and objective, research approach, research tactics, data collection, analysis, and reporting
- Creation of research design for a case company, including questionnaire

Prerequisites

Basics of Marketing

Evaluation criteria**Satisfactory (1-2)**

The student has carried out work and participated as instructed. Students are able to carry out market analyses in an international company.

Good (3-4)

The student has carried out work well and participated actively. Students are able to carry out market analyses and effectively use them in an international company's marketing decision-making.

Excellent (5)

The student has carried out work to an excellent standard and participated actively and constructively. Students are able to carry out market analyses and effectively use them in an international company's marketing decision-making.

LT00BP64 International Economics and Finance: 4 op**Learning outcomes**

The student knows the basics of international trade policy and international competitiveness. He/she knows the principles of international capital flows and financing.

Contents

- business in the international markets
- international competitiveness
- international financing
- trade policies

Evaluation criteria**Satisfactory (1-2)**

Students are able to define basic concepts regarding international trade and economics. Students are familiar with the effects of the changes in the international economy to national economies and their lives.

Good (3-4)

Students are able to select, interpret and analyze appropriate extracts from the news media. Students are able to explain the basic concepts of international trade, and the factors of production.

Excellent (5)

Students are able to demonstrate knowledge and understanding of current economic issues and data, apply economic concepts and theories to real-world situations. Students can examine economic concepts and theories from international perspective and use economic concepts and examples to construct and present an argument. Student shows knowledge of international economics models and theories and the role of international trade.

IB18-1014 Choose A or B: 40 op**IB18-1015 A. International Business Management: 40 op****IB18-1016 International Business 2: 25 op****LT00BP61 International Financial Management: 5 op****Learning outcomes**

Students know accounting management in theory and in practice and corporate finances with an emphasis on long-term financing. Students are competent in utilizing accounting information as a tool in decision-making pertaining corporate finances and in managing the performance of an organization.

Contents

- Identification and measurement
- Balance sheet and income statement
- Financial statement analysis
- Financial ratio analysis
- Cost-volume-profit analysis
- Budgeting
- Long-term financial policy
- Financial structure
- Valuation of stocks and bonds
- Investments and financial decisions

Evaluation criteria**Satisfactory (1-2)**

Satisfactory (1-2): The student is able to evaluate the profitability and financial status of a company on the basis of the key ratios given. Students are also able to draw up some basic financial calculations. Students know the basic principles of management accounting.

Good (3-4)

Good (3-4): The student is able to evaluate and analyze the profitability and financial status of a company on the basis of the financial statements and key ratios given. The student knows how to use, for example, cost-volume-profit analysis as a tool to measure company profitability. Students are also able to draw up basic financial calculations on the basis of long-term financing.

Excellent (5)

Excellent (5): The student is able to evaluate and analyze the profitability and financial status of a company on the basis of the financial statements. Students know the basic principles, tasks and

areas of utilization of management accounting in a company. Students are also able to draw up financial calculations on the basis of long-term financing.

KD06BNMA664 International Human Resource Management: 3 op

Learning outcomes

Students will know the challenges of international human resource management and of the ways of creating a successful human resource policy for an international company.

Contents

- Challenges of international human resource management
- Recruitment, selection, training, compensation, performance appraisal
- Adjustment and repatriation of international employees
- Internationalisation process of companies, and human resource issues
- Students can find international and academic sources related to course tasks. Students can relate material to sustainability, and career guidance with a focus on entrepreneurship.

Prerequisites

No previous studies are required.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (2-1)

The final exam, presentation, research paper and classroom performance are of a passable level in terms of knowledge, skills and their further professional application.

Good (3-4)

Good (4-3)

The final exam, presentation, research paper and classroom performance are at a good level in terms of knowledge, skills and their further professional application. The student demonstrates an emerging ability for autonomous professional development in the field of study.

Excellent (5)

Excellent (5)

The final exam, presentation, research paper and classroom performance are at an excellent level in terms of knowledge, skills and their further application. The student is clearly capable of autonomous professional development and the application of his/her knowledge and skills in the field of study.

LT00BP62 Foreign Trade Operations: 5 op

Learning outcomes

Students will be competent in assessing a company's readiness to foreign trade and initiating the entire export/import process step by step. Students will possess knowledge of the practical aspects of the foreign trade process and are able to create necessary documentation for delivery, insurance and payment procedures of the operation. Students will learn how different phases and decisions of the export process will effect on each other and how these decisions will influence on pricing, profit margin, risks, logistics and legal obligations. Students will gain knowledge for choosing suitable payment term and method and managing risks and sanctions for the operation.

Contents

Foreign trade practices:

- Controlled foreign business transaction – from offer to delivery and follow-up
- Phases of the export operation process and mutual dependence of them in the process
- How terms of payment and terms of delivery are dependent on each other
- Contract and how it effects on pricing, contribution margin, risks, logistic solutions and legal obligations of authorities.
- EU obligations for the documentation of internal and external trade.
- EU's demands for different processes in foreign trade.

Contract, delivery, Incoterms and documentation:

- Documentation of foreign trade – what information is needed in documentation
- Documentation requirements and regulations given by authorities in foreing trade (requirements for custom, statistics and documents of origin)
- Incoterms 2010 – How terms of delivery will effect on transport insurance and documentation

Payments in foreign commerce:

- Choosing the right method and term of payment (documentary collection, documentary credit, standby letter of credit)
- Needed documentation based on term of payment

Financing foreign operations:

- Bank guarantee in foreign trade
- Financing foreign operations
- Managing risks and sanctions

Prerequisites

- Basic Studies
- International Business Operations and Strategies
- Cross Cultural Business and Marketing Communication

Evaluation criteria**Satisfactory (1-2)**

Student is able to explain main phases of export/import process. Student is familiar with some aspects of the foreign trade process and is able to create sufficient documentation for a foreign operation. He/She is able to recognize some links between export decisions and pricing, profit margin, risks, logistics and legal obligations. Student is able to choose passable payment term and method for the case.

Good (3-4)

Student is able to initiating the entire export/import process in detail. Student is familiar with the practical aspects of the foreign trade process and is able to create some documentation for delivery, insurance and payment procedures for a foreign operation. Student can explain main phases of the export process. He/She is able to explain some links between export decisions and pricing, profit margin, risks, logistics and legal obligations. Student is able to choose passable payment term and method for the case and is able to foresee some risks and sanctions of the case operation.

Excellent (5)

Student is able to assess a company's readiness to foreign trade and initiating the entire export/import process in detail. Student is familiar with the practical aspects of the foreign trade process and is able to create necessary documentation for delivery, insurance and payment

procedures for a foreign operation. Student knows different phases of the export process. He/She is able to explain how decisions related to export operation will influence on pricing, profit margin, risks, logistics and legal obligations. Student is able to choose suitable payment term and method for the case and is able to foresee risks and sanctions of the case operation.

KD19BINT004 International Business Simulation: 4 op

Learning outcomes

The student is capable of decision making on individual and team basis in an international business enterprise. Decision making covers many areas one will face in practice while doing international business: from marketing to logistics and accounting to management. A major issue in the course is to understand the connections of these various functions to each other and consequences of the decisions carried out.

Contents

Operating a company in a simulation environment for a longer time period, analyzing your performance the reasons for results you achieved in your business.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2): The student has carried out work and participated as instructed. Students are able to use the competitive tools of marketing in creating competitive advantage. The performance of their company is not at a high level among the participants. They will be able to plan a company's competitive tool combination for each phase in a product's life cycle. Students can make marketing decisions in a company via simulation.

Good (3-4)

Good (3-4): The student has carried out work well and participated actively. Students are able to use systematically the competitive tools of marketing in creating competitive advantage and can apply them to the international business environment. They will be able to plan a company's effective competitive tool combination for each phase in a product's life cycle and perform well as a company. Students can make marketing decisions in a company as a whole via simulation. They can analyze the results and profitability of their decisions and compare them to their competitors.

Excellent (5)

Excellent (5): The student has carried out work to an excellent standard and participated actively and constructively. Students are able to use systematically the competitive tools of marketing in creating competitive advantage and can apply them to international business environment. They will be able to plan a company's effective competitive tool combination for each phase in a product's life cycle and through the application of these decisions perform as a company at a very high level. Students can make marketing decisions in a company as a whole via simulation. They can analyze the results and profitability of their decisions and compare them to their competitors.

LT00BW10 Strategic Management: 3 op

Learning outcomes

Students know the strategic planning process and the most important methodologies used in strategic planning. They also are able to execute the methodologies using case studies.

Contents

The methodologies of strategic management, the typical steps of the strategic process chain: strategic analysis, conceptualisation and strategic control, theory and in practice to instruments such as environmental scans, early warning systems, core competence analysis, SWOT, portfolio analysis, life-cycle analysis, blue ocean methodology and balanced scorecard, a set of international case studies will be used for the practical exemplification

Prerequisites

No previous studies are required.

Evaluation criteria**Satisfactory (1-2)**

The student has participated actively in the course. Student has shown in the course ability to comprehend the basic concepts of the course: Student has been able to use the basic concepts of the course in the assignments.

Good (3-4)

The student has carried out work very well and participated actively and constructively. Student has shown in the course ability to comprehend the concepts of the course and apply the concepts in practical business cases: Student has been able to develop solutions in the assignments of the course.

Excellent (5)

The student has carried out work to an excellent standard and participated actively and constructively. Student has shown in the course ability to comprehend the concepts of the course and apply the concepts in practical business cases: Student has been able to develop creative solutions in the assignment of the course.

IB18-1017 Target Area Studies: 5 op**KD06BNMA639 Business in the EU: 3 op****Learning outcomes**

Students will get an insight into how the EU with its major institutions, actions and decision making processes works that affect and shape the business context in and with the EU. They will gain an understanding as to how EU policies affect business and citizens in the respective Member State countries. Students will get an understanding of how decisions are taken at EU level and how they can thus be influenced most effectively, accordingly. Overall, students will be encouraged to analyse the features of the EU as a market area with differences in the economic, political and cultural environment.

Contents

Students will get an insight into how the EU with its major institutions, actions and decision making processes works that affect and shape the business context in and with the EU. They will gain an understanding as to how EU policies affect business and citizens in the respective Member State countries. Students will get an understanding of how decisions are taken at EU level and how they can thus be influenced most effectively, accordingly. Overall, students will be encouraged to analyse the features of the EU as a market area with differences in the economic, political and cultural environment.

Prerequisites

Basic studies in business

Evaluation criteria**Satisfactory (1-2)**

Participation, presentations and written work are at a passable level in terms of knowledge, skills and their further application.

Good (3-4)

Participation, presentations and written work are at a good level in terms of knowledge, skills and their further application.

Excellent (5)

Participation, presentations and written work are at an excellent level in terms of knowledge, skills and their further application.

LT00BD70 Doing Business in the Nordic Countries: 2 op**Learning outcomes**

Students will know the ways of conducting business in the Nordic countries. Students will understand the unique challenges of creating a successful market entry plan into the region. Students will be aware of the Nordic countries economies, cultures and political systems.

Contents

- The Nordic model
- Economies
- Cultures
- Industries and trade

Evaluation criteria**Satisfactory (1-2)**

The exam and classroom performance are of a passable level in terms of knowledge, skills and their further professional application.

Good (3-4)

The exam and classroom performance are at a good level in terms of knowledge, skills and their further professional application. The student demonstrates an emerging ability for autonomous professional development in the field of study.

Excellent (5)

The exam and classroom performance are at an excellent level in terms of knowledge, skills and their further application. The student is clearly capable of autonomous professional development and the application of his/her knowledge and skills in the field of study.

KD19BVMA007 Business in Russia: 2 op**Learning outcomes**

Students know the current framework for doing business in Russia. They know the various aspects (marketing, financing, logistics, business communication) of the business environment in Russia and

how to take them into consideration when planning or conducting business activities in Russia and with Russian partners.

Contents

- characteristics of Russian business culture
- logistics in Russia
- marketing and advertising in Russia
- financing and money transactions in Russia
- business communication in Russia
- trade fairs and exhibitions in Russia

Further information

The study trip is fee-based. You need to have a passport which is valid at least 6 months after the trip. A visa is also needed.

Instead of the trip the student can do independent studies that contain both oral and written assignments.

Evaluation criteria**Satisfactory (1-2)**

The student is able to recognize the most typical characteristics of Russian business. The portfolio succinct but has been compiled in accordance with instructions.

Good (3-4)

The student is able to recognize the characteristics of Russian business life and is able to make use of his/her knowledge in practice. The portfolio has been compiled according to given instructions and covers the required topics.

Excellent (5)

The student knows the characteristics of Russian business and working life very well and is able to apply his/her knowledge in his/her own actions. The portfolio has been compiled carefully and shows a good understanding of the course topics.

KD07CYEN294 Business in North America: 3 op**Learning outcomes**

Students know about the Canadian and American economies, current political issues, NAFTA, and North America's place in world affairs. Students know the culture and identity of North Americans and predicted future outcomes.

Students can find international and academic sources related to course tasks. Students can relate material to sustainability, and career guidance with a focus on entrepreneurship.

Contents

Contemporary North America

Historical North America

North American politics

North American economy

North American culture

North America and the future

Prerequisites

No prerequisites

Evaluation criteria**Satisfactory (1-2)**

The quiz, three presentations, and classroom performance are of a passable level in terms of knowledge, skills and their further professional application.

Good (3-4)

The quiz, three presentations and classroom performance are at a good level in terms of knowledge, skills and their further professional application. The student demonstrates an emerging ability for autonomous professional development in the field of study.

Excellent (5)

The quiz, three presentations and classroom performance are at an excellent level in terms of knowledge, skills and their further application. The student is clearly capable of autonomous professional development and the application of his/her knowledge and skills in the field of study.

KD07CNMA692 Business in Latin America: 3 op**Learning outcomes**

Students have a basic knowledge of the way of behavior of Latin-American business people in business negotiations and Latin American culture in general. After the course they have knowledge of how to support companies in diverse tasks related to start up business with companies in Latin America market area. During the learning process the students collaborate with real Finnish companies.

Contents

- Introduction to business culture in the countries of Latin America
- Preliminary study about business potential in Latin America .
- Collaboration with Finnish companies e.g. to find the market or business partner from the target area

Prerequisites

None

Evaluation criteria**Satisfactory (1-2)**

The completed tasks, and final report performance are of a passable level in terms of knowledge, skills and their further professional application.

Good (3-4)

The completed tasks, the final exam and virtual classroom performance are at a good level in terms of knowledge, skills and their further professional application. The student demonstrates an emerging ability for autonomous professional development in the field of study.

Excellent (5)

The completed tasks, the final exam and virtual classroom performance are at an excellent level in terms of knowledge, skills and their further application. The student is clearly capable of autonomous professional development and the application of his/her knowledge and skills in the field of study.

KD07DVJA05 Business in Japan: 2 op

Learning outcomes

Students are able to analyse the features of Japan as a trading partner and a market area. They know the basic features of the economic, political and cultural environment in Japan.

Contents

- characteristics of Japanese culture
- history and economy of Japan
- doing business in Japan

Prerequisites

- no prerequisites

Evaluation criteria

Satisfactory (1-2)

The oral and written coursework is at a passable level in terms of knowledge, skills and their further application. The student recognizes the basic features of Japan as a market area.

Good (3-4)

The oral and written coursework is at a good level in terms of knowledge, skills and their further application. The student is able to analyse the characteristics of Japan as a market area.

Excellent (5)

The oral and written coursework is at an excellent level in terms of knowledge, skills and their further application. The student is able to analyse the characteristics of Japan as a market area and make use of this information effectively.

KD06CNMA710 Business in China: 2 op

Learning outcomes

The students understand the current institutional framework for doing business in China and in Beijing: the students have a general understanding of various aspects of China's business environment

Contents

- Basic information on political and economic structure in China
- Business environment in China
- Business culture
- Doing business in China

Prerequisites

No specific requirements.

Evaluation criteria

Satisfactory (1-2)

The oral and written coursework is at a passable level in terms of knowledge, skills and their further application. The student recognizes the basic features of China as a market area.

Good (3-4)

The oral and written coursework is at a good level in terms of knowledge, skills and their further

application. The student is able to analyse the characteristics of China as a market area.

Excellent (5)

The oral and written coursework is at an excellent level in terms of knowledge, skills and their further application. The student is able to analyse the characteristics of China as a market area and make use of this information effectively.

IB18-1018 Industrial Management: 15 op**LT00BP63 Introduction to Industrial Management: 3 op****Learning outcomes**

The student can use the basic concepts of industrial management. The student understands the relationships between the various functions in a business. The student can use the basic tools used in production management and business planning. The student can find the interdependencies of a company and its interest groups

Contents

- Introduction of industrial management
- Production systems
- Production planning systems
- Ideal factory
- Production types
- Corporate planning

Prerequisites

No prerequisites

Evaluation criteria**Satisfactory (1-2)**

The student can use satisfactorily the basic concepts of industrial management. The student understands satisfactorily the relationships between the various functions in a business. The student can satisfactorily use the basic tools used in production management and business planning. The student can satisfactorily find the interdependencies of a company and its interest groups.

Good (3-4)

The student can use well the basic concepts of industrial management. The student understands well the relationships between the various functions in a business. The student can well use the basic tools used in production management and business planning. The student can well find the interdependencies of a company and its interest groups.

Excellent (5)

The student can use excellently the basic concepts of industrial management. The student understands excellently the relationships between the various functions in a business. The student can excellently use the basic tools used in production management and business planning. The student can excellently find the interdependencies of a company and its interest groups.

KD06BNMA621 Business-to-Business Marketing: 3 op

Learning outcomes

Students are capable of applying the following elements of B-to-B Marketing into practical marketing situations in B-to-B environment: relationship marketing and its role in B-to-B marketing, formation of competitive advantage in B-to-B markets, organizational purchasing behavior, diffusion process of innovations and segmentation in B-to-B markets.

Contents

Relationship marketing and its role in B-to-B marketing, formation of competitive advantage in B-to-B markets, organizational purchasing behavior, diffusion process of innovations, segmentation in B-to-B markets.

Prerequisites

No previous studies are required.

Evaluation criteria**Satisfactory (1-2)**

1 = knows basic concepts of business to business marketing

Good (3-4)

3 = knows concepts of business to business marketing well and is able to apply those concepts well in practice

Excellent (5)

5 = knows concepts of business to business marketing very well and is able to apply those concepts very well in practice

KD06BNMA680 Business-to-Business Sales: 3 op**Learning outcomes**

The student develops a basic understanding of the contents of personal sales work in business to business marketing environment. The student learns these concepts through a practical sales case. The student develops also a basic understanding about the management of personal sales work.

Contents

Practicing different elements of personal sales work in classroom and school environment in practical sales settings chosen by each student.

Prerequisites

Business to Business Marketing

Evaluation criteria**Satisfactory (1-2)**

The student has carried out work with some minor challenges related to timing and / or contents. Students have challenges in completion of the sales process with clients.

Good (3-4)

The student has carried out work well and participated actively. Students have also shown ability to complete the sales process with the client well.

Excellent (5)

The student has carried out work to an excellent standard and participated actively and

constructively. Students have shown in the course ability to go through the sales process in a sales situation effectively: Students have been able to find out and create mutually benefiting solutions for both seller and client.

KE16BUTU123 Logistics: 3 op

Learning outcomes

- Student can define qualitative and quantitative characteristics of transportations
- Student can compare the pros and cons of different transportation forms.
- Student can explain the motives and economics of storage, logistic customer service and recycling logistics.
- Student can present material flows and their optimal planning and control holistically in both functional and economic points of view.

Contents

- Transportation and its significance, logistic chain and distribution
- Transportation planning and transportation risk management
- Packing
- Inventories and their economical and functional significance
- Physical storage, the connection between storage and transportations
- Significance, agility and costs of customer service
- Customer service strategies and service pricing
- Logistics and recycling

Prerequisites

No previous studies are required.

Evaluation criteria

Satisfactory (1-2)

Student can define qualitative and quantitative characteristics of transportations in basic level. Student can compare the pros and cons of different transportation forms simply. Student can explain the motives and economics of storage, logistic customer service and recycling logistics in basic level. Student can present in basic level material flows and their optimal planning and control holistically in both functional and economic points of view.

Good (3-4)

Student can define well qualitative and quantitative characteristics of transportations. Student can compare well the pros and cons of different transportation forms simply. Student can explain well the motives and economics of storage, logistic customer service and recycling logistics. Student can present well in basic level material flows and their optimal planning and control holistically in both functional and economic points of view.

Excellent (5)

Student can define excellently qualitative and quantitative characteristics of transportations. Student can compare excellently the pros and cons of different transportation forms simply. Student can explain excellently the motives and economics of storage, logistic customer service and recycling logistics. Student can present excellently in basic level material flows and their optimal planning and control holistically in both functional and economic points of view.

KD19BNSM001 Sustainable Management: 3 op**Learning outcomes**

Student can identify different quality ideologies. Student can explain the basic concept of quality control. Student can use the common quality tools and statistical process control. Student can identify quality costs and their significance.

The student has basic knowledge about:

- the environmental factors affecting human beings and their operational environment,
- the relations between production activities and environment
- the effects of production in local, regional and global level.

The student is aware about the methods, how to decrease the negative affects of production to the environment.

Contents

- Factors affecting the quality
- The history of quality control
- Measuring quality and quality meters
- Seven basic tools of quality
- Quality costs (internal and external)
- Total Quality Management TQM
- Environmental concepts and the sustainable development
- Renewable and unrenewable natural resources, utilisation and its affects
- Waste management and recycling

Evaluation criteria**Satisfactory (1-2)**

Student can satisfyingly name different quality ideologies. Student can satisfyingly explain basic concepts of quality control. Student can satisfyingly use different quality tools and statistical quality control. Student can satisfyingly identify quality costs and their significance.

Student has basic knowledge about the environmental factors and relations between industrial activities and environment. Student knows satisfafyingly the ways to control the harmful effects of humans and industrial activities to the nature.

Good (3-4)

Student can well name different quality ideologies. Student can well explain basic concepts of quality control. Student can well use different quality tools and statistical quality control. Student can well identify quality costs and their significance.

Student has good knowledge about the environmental factors and relations between industrial activities and environment. Student knows well the ways to control the harmful effects of humans and industrial activities to the nature.

Excellent (5)

Student can excellently name different quality ideologies. Student can excellently explain basic concepts of quality control. Student can excellently use different quality tools and statistical quality control. Student can excellently identify quality costs and their significance.

Student has excellent knowledge about the environmental factors and relations between industrial activities and environment. Student knows excellently the ways to control the harmful effects of humans and industrial activities to the nature.

IB18-1019 B. Digital Business: 40 op

Learning outcomes

International businesses need people who can think creatively and grasp the opportunities offered by the ongoing digital change. Digitalization makes available countless new ways to create customer value and this in turn means new value opportunities for businesses. To make the best of such opportunities you should understand the logic behind digital business models but also have first-hand experience of working out digital processes and contents.

As a learning outcome for the International Business Digital track, you will be familiar with the current outlook in both use of digital tools in business and business based on digitalization. You will also have a good understanding of the possibilities offered by digital manufacturing as well as the challenges involved in automation. You will possess sufficient practical skills for start-up operations online or for managing outsourced content production.

IB18-1020 Introduction to Digital Business: 15 op

LT00BP07 Digital Business Models: 5 op

Learning outcomes

The student will learn how digitalization is changing business. Students will explore new business models and learn different kinds of non-traditional revenue logic. They will also learn how to recognize possibilities of disruptiveness in digital business.

Contents

The content of this course focuses on digital transformation, economy of sharing and changes on value chain. The main topics of the course are platform economy, data driven business models, ecosystem thinking, bundles and other business opportunities made possible by digitalization.

Evaluation criteria

Satisfactory (1-2)

The student is able to recognize different digital business models and describe their structure and operation. He/she has a basic understanding of the financial fundamentals of the business models.

Good (3-4)

The student is able to recognize different digital business models and describe their structure and operation. He/she is able to analyse the advantages and disadvantages of different models and. He/she is able to apply models to a current situation. He/she has a good understanding of the financial fundamentals of the business models.

Excellent (5)

The student is able to recognize different digital business models and describe their structure and operation. He/she is able to analyse the advantages and disadvantages of different models and assess their efficiency. He/she is able to apply models to a current situation and create new solutions. He/she has a profound understanding of the financial fundamentals of the business models.

LT00BP08 Digital Business Processes: 5 op**Learning outcomes**

Students learn to see the big picture of a company's processes with regard to digitalization. Students know how to recognize processes and how to digitize them.

Contents

- Digitalization in business and financial management
- Digitalization in production and service management
- Digitalization in sales and marketing
- Customer Relationship Management

Evaluation criteria**Satisfactory (1-2)**

The student is able to recognize business processes and describe their stage of digitalization. He/she knows the basics of digital tools used in some of the processes.

Good (3-4)

The student is able to recognize business processes and describe their stage of digitalization. He/she is able to use digital tools in central business processes.

Excellent (5)

The student is able to recognize business processes and describe their stage of digitalization. He/she is able to use digital tools in central business processes. He/she is able to find ways of making processes more efficient and financially feasible by means of digitalization.

LT00BP09 Introduction to Industrial Automation: 5 op**Learning outcomes**

The student can describe how the productivity of a factory can be improved with different technologies related to industrial automation. The student is able to implement under guidance basic tasks in industrial automation and can demonstrate understanding of basic principles involved.

Contents

- industrial automation
 - robotics
 - 3D printing
 - process simulation (digital factory)
- industrial internet of things and Industry 4.0

Evaluation criteria**Pass/fail**

Pass:

The student participates actively in the course and completes the given assignments and exercises.

IB18-1021 Online Business: 15 op**LT00BP10 E-Commerce Web Design: 5 op**

Learning outcomes

Students are able to explain the significance of web services for enterprises and other organisations. They can design and create web sites using HTML5 markup language, CSS and web publishing program. Students are able to publish web pages on the Internet. They will be able to assess the usability of existing electronic stores. Students can design and implement an electronic store containing the basic shopping functions as a part of the online services of a company.

Contents

- Tools for designing and implementing standard-based online services
- Online services implementation (HTML5, CSS, web publishing software, web content management system)
- Publication of a website
- Specifications and usability of an electronic store
- Planning, implementing and maintaining an electronic store

Prerequisites

Information and Communication Technology (ICT Skills)

Evaluation criteria**Satisfactory (1-2)**

Students are able to define the basic concepts of online business. Students are able to create simple web pages and online store using web publishing and e-commerce software. They can write and use basic HTML5 and CSS stylesheet codes. They are able to publish web pages on a web server.

Good (3-4)

Students are able to implement and publish web pages using a web publishing software and HTML5 and CSS style sheet language. Students are able to implement online store using available e-commerce software. Students are able to pay attention to the usability of websites implementation.

Excellent (5)

Students are able to design, implement and publish a website and online store using different techniques. Students can consider a website for usability and accessibility. Students are able to assess the significance of the site for business.

LT00BP11 Digital Marketing: 6 op**Learning outcomes**

Students are able to explain the most important forms of digital marketing. They will be able to promote business online using a variety of channels, e.g. search, social, video, e-mail, and display. Students are able to use different marketing tools, a.o. photo editing and publishing software.

Students will be able to recognize the opportunities of social media in business and marketing communication. Students will be competent in producing texts in social media and using social media as a channel of business communication and marketing.

Students will learn to analyze target customers' media habits and purchasing decision process in digital media. Students will be able to choose relevant media channels and communication style according to customer needs and marketing budget. Students will learn to analyze return on media investment and follow competitors' digital marketing strategies.

Contents

-
- Definitions and terminology
 - Social media channels
 - Different ways to use social media in business communication and marketing
 - Digital marketing tools
 - Digital marketing software
 - Understanding target customers' media habits
 - Target customers' purchasing decision process
 - Relevant media selection and marketing budget

Prerequisites

Basic Studies of Bachelor of Business Administration

Evaluation criteria**Satisfactory (1-2)**

The student knows the basics of digital marketing, social media and different online marketing tools, but needs help in applying them in practice.

Good (3-4)

The student knows well digital marketing, social media and different online marketing tools and can apply some of them in practice. The student knows the basics of digital marketing, social media and different online marketing tools, but needs help in applying them in practice.

Excellent (5)

The student is capable of planning the digital marketing, social media and the use of online marketing tools and is capable of using them in practice. The student can analyze and develop digital marketing.

LT00BP12 Data Security and Digital Law: 4 op**Learning outcomes**

Students can explain key terms related to information security and privacy. Students are able to assess the security from the individual and the organizational point of view. Students are able to protect computers against security threats.

Student know essential laws and regulations on digital business. Student know which legal frameworks apply in both consumer and B2B digital business.

Contents

- key concepts in computer security and privacy
- security threats and risks
- protecting from security threats
- essential laws and regulations on digital business on the level of Finland and EU

Evaluation criteria**Satisfactory (1-2)**

Students are able to list the information security and privacy related to the key concepts. Students are able to list the key security threats. Students are able to improve computer's security under guidance. Students are able to understand basic issues in digital regulations on national and EU level.

Good (3-4)

Students are able to describe the main workstation, LAN and Internet security threats. They are able to describe the security of both the individual and the organization's point of view. Students can improve the security of your computer. Students are able to understand essential issues in digital regulations on national and EU level. They are able to find information about regulations.

Excellent (5)

The student can explain the data security and data protection related to the key concepts. Students are able to assess the security of both the individual and the organization's point of view. Students are able to assess the workstation and network security. Students are able to protect computers against various threats. Students can understand issues in digital regulations on national and EU level. They are able to find information about regulations and to apply the regulations in practice.

IB18-1022 Digital Content Creation: 10 op**LT00BP13 Current Trends in Digital Business: 2 op****Learning outcomes**

Students are able to follow current trends in digital transformation and business.

Contents

- Information seeking and reporting about trends in digital business
- Essay and presentation

Evaluation criteria**Pass/fail**

Pass: The student participates in classes actively. The student writes an acceptable essay about given subject on time. She/he is able to create and present a presentation following given instructions.

Fail: The student has not completed all tasks successfully or some of them are missing.

LT00BP14 Video Production: 3 op**Learning outcomes**

Students will be introduced to the central tools and phases involved in video production. They will plan and implement a small-scale video production in groups. Students will get familiar with video projects in digital business communication, such as commercials, product demos, tutorials and corporate presentations. They will learn how to include marketing perspective into video production. Students will get familiar with the video production processes with advertising agencies or marketing professionals.

Contents

- Basics of video production
- Tools for producing videos
- Phases in producing a video
- Small-scale video production in groups
- Video projects in digital business communication
- Marketing perspective in video production (Brand, marketing message and requirements of target audience)

- Video production process and co-operation with companies

Evaluation criteria**Satisfactory (1-2)**

The student knows the basic tools and phases involved in video production. The student is able to plan and implement a basic video production in a group. The student is aware of video projects in digital business communication. He/she has a basic knowledge about marketing perspective in video production. The student knows the basics of video production processes with advertising agencies or marketing professionals.

Good (3-4)

The student knows well tools and phases involved in video production. The student is able to plan and implement a feasible video production in a group. The student is aware of video projects in digital business communication. He/she has a good knowledge how to include marketing perspective into video production. The student knows video production phases and processes with advertising agencies and marketing professionals.

Excellent (5)

The student knows well tools and phases involved in video production and is able to plan, implement and develop a video production in a group. The student is familiar with video productions in digital business communication. He/she has a good knowledge how to apply marketing knowledge in video productions. The student knows well video production phases and processes with advertising agencies and marketing professionals.

LT00BP15 Online Business Project: 5 op**Learning outcomes**

Students work in small groups on practical online business tasks. The students are instructed in implementing projects and they complete the actual project work. At the end of the project the students present their results in front of a board of lecturers and students.

Contents

- Life cycle of a project, project work
- Planning and implementing an online business project
- Analysing the results of the project

Evaluation criteria**Satisfactory (1-2)**

Students need a lot of help in getting a project subject, in planning and implementing the project. The project group has difficulties in final implementation and timing. The project is completed and the presentation is accepted.

Good (3-4)

Students have received a good project topic from a real company or organisation. Planning and implementation is conducted exactly and on time. Students need some help in final implementation. The results are useful for the project commissioner. The presentation includes all central issues regarding the project.

Excellent (5)

Students are very active in finding a good topic for the project from companies or organisations. The project topic is current and challenging. Planning and implementation will be conducted exactly. The results are very useful for the project commissioner. The presentation is clear and exhaustive.

IB16-1110 Developing Research and Professional Skills: 10 op

KD19APTI011 Introduction to Statistics: 3 op

Learning outcomes

Students are able to define and interpret the basic concepts of statistics. They know how to collect quantitative data and use existing statistics. They can process and analyze statistical data (also by using SPSS) and present data using parameters and charts. Students can analyze and interpret the statistics they acquire.

Contents

- Basic concepts
- Collecting information, sampling methods
- Scales of measurement
- Frequency distributions, graphic presentation
- Measures of centrality, measures of spread
- Correlation and regression
- Basics of SPSS

Prerequisites

No previous studies are required.

Further information

The course accrues 3 R&D credits.

Evaluation criteria

Satisfactory (1-2)

The student has carried out work required and participated as instructed. The student can process and analyze statistical data using basic parameters and chart at a satisfactory level. The student can analyze and interpret the basic statistics they acquire at a satisfactory level. The student can use existing statistics.

Good (3-4)

The student has carried out work well and participated actively. The student understands the basic concepts of statistics. The student can process and analyze statistical data using parameters and charts at a good level. Students can analyze and interpret the statistics they acquire at a good level. The student can use the basic analysis of SPSS-program. The student can use and analyze existing statistics.

Excellent (5)

The student has carried out work to an excellent standard and participated actively and constructively. The student has a good understanding of the basic concepts of statistics. The student can process and analyze statistical data using parameters and chart at an excellent level. The student can analyze and interpret the statistics they acquire at an excellent level. The student can use the SPSS-program. The student can critically and analytically use and analyze existing statistics.

KD06CYPG001 Professional Growth and Career Planning: 2 op**Learning outcomes**

The student recognises her/his professional orientation in international business and is able to look for different tasks in working life both locally and globally. She/he is competent in presenting her/his expertise, including that of an intercultural context, when applying a job. The student has tools for further development. The student has tools for lifelong learning.

Contents

- Job application training / intercultural aspects included
- Career planning
- Opportunities for further study
- Entrepreneurship as an option

Evaluation criteria

Pass/fail

To pass the student needs to participate in lessons and visits and return the assignments needed

KD19BRW002 Research Methods: 3 op**Learning outcomes**

Students can explain the basic research methods. They can explain and compare the differences between qualitative and quantitative research methods. They can plan a research project using qualitative and/or quantitative research methods. They can show through the exercises that they are able to gather the required data, analyze the results in a proper way, report and interpret the acquired results. They can compare the differences between research work and a development project. They can explain the objectives and methods involved in a development work.

Students can find and use international and academic sources related to course tasks. Students can relate material to sustainability, and career guidance with a focus on entrepreneurship.

Contents

- Quantitative research process, including sampling, questionnaire design, statistical methods suitable for the research material of the students participating in the online course environment, analyzing and reporting the results of a quantitative research
- Special features of qualitative research, process and methods, analyzing and reporting the results of a qualitative research
- Purpose of a development work, methods for the implementation of a development project, reporting and evaluation of the project
- Evaluation of the research

Prerequisites

No prerequisites

Further information

The course accrues 3 R&D credits.

Evaluation criteria

Pass/fail

Pass - Fail

Pass

The student actively takes part in the online course and completes all exercises and tasks. The student completes all the assignments required at least at a satisfactory level. The student understands the differences between different types of research. The student can compare the differences between a research work and a development project. The student can plan a research using qualitative and/or quantitative research methods. The student can apply some typical data collection method and analyze and report the results acquired in a proper way.

Fail

The student does not complete all online exercises and tasks. The student does not complete all the assignments required. The student understands the differences between different types of research, but is not able to plan a research using qualitative and/or quantitative research methods. The student is not able to properly apply typical data collection methods or analyze and report the results in a satisfactory level.

KD19BRW006 Research Writing Skills: 2 op

Learning outcomes

The student is able to recognize the phases of research process and to apply the fundamentals of research in his/her bachelor thesis. The student knows how to write academically and is able to recognize the features of academic and formal writing. The student is able to utilize this in writing the thesis.

Students can find international and academic sources related to course tasks. Students can relate material to sustainability, and career guidance with a focus on entrepreneurship.

Contents

Part 1. Research work, research topic, research process, principal methods

Part 2. Requirements of academic writing

Evaluation criteria

Pass/fail

Pass - Fail

Pass

The student actively takes part in the course and completes all exercises and tasks. The student completes all the assignments required at least at a satisfactory level. The student understands the specific requirements of research writing. The student can write academic paragraphs and provide proper sourcing techniques.

Fail

The student does not complete all exercises and tasks. The student does not complete all the assignments required at a satisfactory level. The student does not understand the differences between academic writing and general writing. The student is not able to properly apply academic writing referencing techniques.

IB16-1111 Professional Studies Based on the Personal Curriculum: 15 op

IB16-1112 Mobility Studies: 0 op

IB16-1113 Project Studies: 0 op

IB18-1023 Multi-Field Project Studies: 0 op

IB16-1114 Language Studies: 18 op

IB16-1115 For all students: 6 op

IB17-1006 Foreign Language 2: 6 op

IB16-1116 For Finnish students: 12 op

KD19APSU002 Finnish Business Communication: 3 op

Learning outcomes

Students will be able to appropriately interact with others. They will know how to take others into consideration and accommodate the demands of the situation and the professional field in communicating coherently, convincingly and clearly. Students will have the knowledge to analyse their communication skills as part of their professional know-how. Students will be able to use SeAMK Instructions for Writing in different assignments. Students will be able to recognize the terms of corporate communication in Finnish.

Contents

Basic concepts of corporate communication
Different types of texts
Communication in groups in the working world
Analysing communication skills
Presentation skills and interaction

Prerequisites

No previous studies are required.

Evaluation criteria

Satisfactory (1-2)

1:

Argumentation is biased and scant and illustration is scant and irrelevant. The structure of text is disconnected and incoherent. Communication is sender-oriented: the goal, receiver or the situation are not taken into account sufficiently.

Good (3-4)

3:

Argumentation is quite unbiased and believable and illustration is relevant. The structure of text is mainly clear and coherent. The student takes the goal, receiver and the situation into account to some extent in their communication. Is able to maintain interaction in communication. Recognizes the culture-specific character of communication to some extent.

Excellent (5)

5:

Argumentation is unbiased, taking different viewpoints into account, and convincing and illustration is

relevant, effective and considered (e.g. choice of words). Follows the structure characteristic of the genre, text is logic, clear and coherent. The goal, receiver and the situation are taken into account in an excellent and convincing manner. Interaction in communication is highly skilful.

KD07AYRU022 Business Swedish: 3 op

Learning outcomes

Students will have spoken and written competence in using Swedish in both ordinary and in most common field-related situations. They will possess skills and terminology in obtaining and utilizing field-related information. They know how to develop their language skills so that the skills meet the demands of working life.

Students are able

- to tell about themselves, their education and job experience in Swedish and apply for a job in Swedish
- to communicate on the telephone and/or via e-mail
- to tell about their work and environment,
- to describe companies and their operations and/or the company's products and production
- to search and use field-related information in Swedish

Contents

- telling about oneself and one's education
- job seeking, interviews, CVs
- describing one's work environment, conditions and duties
- describing a company and its operations
- small talk
- telephone conversations and electronic communication
- meetings, guiding others, giving opinions and arguing in favour of those opinions
- customer-service situations
- presentation of products and/or companies

Prerequisites

The student masters the central structures of Swedish.

Further information

Students should attend 80 % of the contact lessons. The minimum attendance 50 %.

Evaluation criteria

Satisfactory (1-2)

Students use simple structures and limited vocabulary but mistakes disturb understanding. They understand slow and clear speech and quite easy field-related texts. They manage predictable working life situations when assisted. Pronunciation influenced by other languages.

Good (3-4)

.Students have a satisfactory command of grammatical structures and professional vocabulary. They manage fairly well in most common predictable field-related situations. Understandable pronunciation.

Excellent (5)

Students have an excellent command of grammatical structures and professional vocabulary. They are active and can interact independently and fluently in written and oral field related situations.

Pronunciation close to native speaker.

KD07CYRU112 Swedish business communication: 3 op

Learning outcomes

Students can communicate interactively both in writing and in speaking in Swedish. They can obtain and utilise field-related information and pass it to others.

Students

- can use tools to look for field-related information from various sources in Swedish
- can write e-mails and business-related documents in Swedish
- can communicate using their knowledge of the differences in the business cultures in Finland and Sweden.
- can create and maintain business relations in Swedish

Contents

Business correspondence e.g. enquiries, offers, orders and complaints (in writing and verbally)

- differences between the business cultures in Finland and Sweden
- business to business communication to create and maintain business relations (e.g. trade fairs, company visits)

Prerequisites

Affärssvenska/Business Swedish

Evaluation criteria

Satisfactory (1-2)

The course is assessed on a scale of 1 to 5. Students should attend 80 % of the contact lessons. The minimum attendance 50 %.

Satisfactory (2-1)

Students use simple structures and limited vocabulary but mistakes disturb understanding. They understand slow and clear speech and quite easy field-related texts. They manage predictable working life situations when assisted. Pronunciation influenced by other languages.

Good (3-4)

Good (4-3)

.Students have a satisfactory command of grammatical structures and professional vocabulary. They manage fairly well in most common predictable field-related situations. Understandable pronunciation.

Excellent (5)

Excellent (5)

Students have an excellent command of grammatical structures and professional vocabulary. They are active and can interact independently and fluently in written and oral field-related situations. Pronunciation close to native speaker.

IB16-1117 Alternative language studies: 3 op

IB16-1118 For non Finnish students: 12 op

KD19APFIN01 Finnish 1: 3 op

Learning outcomes

Students know some basic vocabulary, grammar and phrases of the Finnish language. After the course, they are able to tell and write about themselves using simple expressions and to communicate in simple everyday situations. Furthermore, students are acquainted with Finland as a country and also have a better understanding of the Finnish way of life.

Contents

This course provides students with an introduction to Finland and the Finnish language and culture:

- greetings, basic phrases, numbers
- introducing and telling about oneself (name, address, age, country, nationality, language skills), family and housing
- some expressions of time (weekdays, months, seasons, telling time)
- weather
- basic vocabulary (e.g. numbers, time, family, home, weather)
- simple everyday situations, e.g. telling about oneself, shopping and asking prices (Level A1)
- grammar, e.g. personal pronouns, possessive construction, verb conjugation, question and negative sentence, partitive case, genitive, local cases, consonant gradation
- main features of the spoken language
- basic information about Finland and Finnish culture.

Prerequisites

No prerequisites

Evaluation criteria

Satisfactory (1-2)

The student knows some vocabulary and polite phrases learnt during the course. He can use simple constructions but mistakes can impede comprehension. The student can communicate in some everyday situations when helped. Other languages strongly influence the pronunciation. The student can tell only a few main facts about the country and its culture.

Good (3-4)

The student knows the most of the vocabulary and polite phrases learnt during the course. He can use simple constructions almost without mistakes. He manages independently in most everyday situations. The pronunciation is mainly understandable. The student knows detailed facts widely - although some false information might appear - and is therefore relatively well acquainted with the country and its culture.

Excellent (5)

The student knows the vocabulary and polite phrases learnt during the course. He can use simple constructions making hardly any mistakes. He manages independently and fluently in everyday situations. The pronunciation is close to that of a native speaker. The student knows precise and detailed facts and is well acquainted with the country and its culture.

KD19APFIN02 Finnish 2: 3 op

Learning outcomes

Students are more confident in using Finnish. After the course, they are able to tell and write about

their daily life by using simple expressions and to communicate in everyday situations, such as ordering food and drinks at a restaurant or telling about their daily lives and travelling. They extend their knowledge of the basic vocabulary, grammar and typical structures of the Finnish language. They are further acquainted with the Finnish way of life.

Contents

Students are able to communicate in simple everyday situations e.g.:

- ordering food and drinks in restaurant, travelling
- telling about their daily life and hobbies
- asking the way, telling about places and explaining directions in daily life
- travelling (Level A1)
- grammar e.g. verb conjugation, partitive case, more about consonant gradation, some typical sentence types.

Prerequisites

Finnish 1

Evaluation criteria

Satisfactory (1-2)

The student knows some vocabulary learnt during the course. He can use simple sentences but mistakes can impede comprehension. He can communicate in some everyday situations when helped. He understands slow and clearly articulated speech to some extent and he recognizes the topic of written texts and understands some words and expressions in them. The student is able to write short and simple texts, but mistakes impede comprehension. Other languages strongly influence the pronunciation.

Good (3-4)

The student knows the most of the vocabulary learnt during the course. He can use simple sentences making a few mistakes. He manages independently in the most everyday situations, mistakes do not impede comprehension. He understands most of the normal speed speech and the content of written texts. He is able to write mainly understandable texts while still making some mistakes. The pronunciation is mainly understandable.

Excellent (5)

The student knows the vocabulary learnt during the course. He can use simple sentences making hardly any mistakes. He manages independently and fluently in everyday situations. He understands normal speed speech and the content of written texts and he can write understandable texts, which may contain minor mistakes. The pronunciation is close to that of a native speaker.

KD19APFIN03 Finnish 3: 3 op

Learning outcomes

Students are more confident in using Finnish. After the course, they are able to tell and write about their daily life by using simple expressions and to communicate in everyday situations, such as telling about their daily life at work and running errands in a bank, post office and hotel. They are acquainted with the Finnish enterprises and working life.

Contents

Students are able to communicate in everyday situations, e.g.:

- telling about daily life, holiday and travelling
- telling about work and professions

- running errands in bank, post office and hotel
- seeking a job (Level A1)
- telling the basic information of an enterprise in Finnish.
- grammar e.g. the most common noun types, object, more about the consonant gradation and the use of the local cases

Prerequisites

Finnish 1 and Finnish 2

Evaluation criteria**Satisfactory (1-2)**

The student knows some vocabulary learnt during the course. He can use simple sentences but mistakes can impede comprehension. He can communicate in some everyday situations when helped. He understands slow and clearly articulated speech to some extent and he recognizes the topic of written texts and understands some words and expressions in them. The student is able to write short and simple texts, but mistakes impede comprehension. Other languages strongly influence the pronunciation. The student can tell only a few main facts about Finnish enterprises.

Good (3-4)

The student knows the most of the vocabulary learnt during the course. He can use simple sentences making a few mistakes. He manages independently in most of the everyday situations, mistakes do not impede comprehension. He understands most of the normal speed speech and the content of written texts. He is able to write mainly understandable texts while still making some mistakes. The pronunciation is mainly understandable. The student knows detailed facts widely about Finnish enterprises - although some false information might appear.

Excellent (5)

The student knows the vocabulary learnt during the course. He can use simple sentences making hardly any mistakes. He manages independently and fluently in everyday situations. He understands normal speed speech and the content of written texts and he can write understandable texts, which may contain minor mistakes. The pronunciation is close to that of a native speaker. The student knows precise and detailed facts about Finnish enterprises.

KD19APFIN04 Finnish 4: 3 op**Learning outcomes**

Students are more confident in using Finnish in everyday situations. After the course, they are able to tell and write about their daily life by using typical expressions in Finnish and to communicate in everyday situations, such as telling about their daily life, work, health and running errands. They are able to give a short presentation in Finnish.

Contents

Students are able to communicate in everyday situations, e.g.:

- telling about daily life and leisure time
- telling about business and work
- telling about health and running errands in a health care center (Level A1 - A2)
- grammar e.g. past tense, more noun and sentence types, plural

Prerequisites

Finnish 1, Finnish 2, Finnish 3

Evaluation criteria

Satisfactory (1-2)

The student knows some vocabulary learnt during the course. He can use simple sentences but mistakes can impede comprehension. He can communicate in some everyday situations when helped. He understands slow and clearly articulated speech to some extent and he recognizes the topic of written texts and understands some words and expressions in them. The student is able to write short and simple texts, but mistakes impede comprehension. Other languages strongly influence the pronunciation.

Good (3-4)

The student knows the most of the vocabulary learnt during the course. He can use simple sentences making a few mistakes. He manages independently in most of the everyday situations, mistakes do not impede comprehension. He understands most of the normal speed speech and the content of written texts. He is able to write mainly understandable texts while still making some mistakes. The pronunciation is mainly understandable.

Excellent (5)

The student knows the vocabulary learnt during the course. He can use simple sentences making hardly any mistakes. He manages independently and fluently in everyday situations. He understands normal speed speech and the content of written texts and he can write understandable texts, which may contain minor mistakes. The pronunciation is close to that of a native speaker.

IB16-1119 Alternative Language Studies: 6 op**LT00BS03 German 1: 3 op****Learning outcomes**

The student is able to use some basic vocabulary and structures both in spoken and written situations. The student can tell about himself and his work. He can buy bus etc. tickets, ask and explain directions and make orders in a café. He can use greetings and polite phrases, knows numbers and can tell the time. The student is acquainted with habits and the culture of German speaking countries.

Contents

alphabet, pronunciation
greetings, polite phrases
telling about oneself
introducing a person
numbers, time
buying a bus etc. ticket
asking and describing directions
ordering in a café

Grammar: plural of nouns, articles, personal pronouns, verb conjugation, sein and haben verbs, accusative case, negative words, modal verbs, possessive pronouns, word order, questions

Evaluation criteria**Satisfactory (1-2)**

The student is able to communicate in some everyday communication situations when helped. The student makes mistakes in pronunciation. He understands some slow, clear speech and written texts to some extent. The student is able to write simple text, but mistakes impede comprehension.

Good (3-4)

The student is able to communicate independently in everyday communication situations. Mistakes do not impede comprehension. The pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts. Mistakes don't impede comprehension.

Excellent (5)

The student is capable of active, independent and understandable communication in everyday communication. The pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. He can write understandable text, which may contain minor mistakes.

LT00BS04 German 2: 3 op**Learning outcomes**

The student can communicate in simple everyday spoken and written situations. He

- can handle situations in hotels and restaurants.
- knows weekdays, seasons and months.
- can write short messages.
- can tell about his family
- is acquainted with culture and habits in the German speaking countries.
- can use the following grammar: accusative and dative cases with nouns and personal pronouns, possessive pronouns, separable verbs, modal verbs, past tense

Contents

as a guest in a hotel and restaurant

weekdays, seasons, months

family

short written messages

habits in German speaking countries

grammar

Evaluation criteria**Satisfactory (1-2)**

The student is able to communicate in some everyday communication situations when helped. The student makes mistakes in pronunciation. He understands some slow, clear speech and written texts to some extent. The student is able to write simple text, but mistakes impede comprehension.

Good (3-4)

The student is able to communicate independently in everyday communication situations. Mistakes do not impede comprehension. The pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts. Mistakes don't impede comprehension.

Excellent (5)

The student is capable of active, independent and understandable communication in everyday situations. The pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. He can write understandable text, which may contain minor

mistakes.

LT00BS83 German 3: 3 op

Learning outcomes

The students understand and can use basic grammar and vocabulary of German both in spoken and written communication. He can

- tell about living and rent an apartment.
- run simple errands on the phone
- do some shopping
- handle situations at a doctor's appointment.
- express his opinions
- talk about past events by using past tense
- use prepositions, imperative and decline adjectives.

Contents

living

expressing an opinion

shopping

on the phone

illnesses and visiting a physician

Grammar

Prerequisites

German 1 and 2 or equivalent knowledge

Evaluation criteria

Satisfactory (1-2)

The student is able to communicate in everyday communication situations when helped. The student makes mistakes in pronunciation. He understands slow, clear speech and some expressions in written texts. The student is able to write simple text, but mistakes impede comprehension.

Good (3-4)

The student is able to communicate independently in everyday communication situations. Mistakes do not impede comprehension. The pronunciation is mainly understandable. The student can understand the main points of clear speech and easy texts. The student is able to write mainly understandable texts. Mistakes don't impede comprehension.

Excellent (5)

The student is capable of active, independent and understandable communication in everyday situations. The pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. He can write understandable text, which may contain minor mistakes.

KD07CYVE010 Russian 1, elementary course: 3 op

Learning outcomes

Students will learn to write and read Cyrillic alphabets. He can tell about himself and his family. He knows numbers from 0 to 100. He can make questions and answer them in everyday situations. He can use basic phrases, greetings and wishes. He knows about Russian culture and communication

styles. He knows the genders of Russian nouns, personal and possessive pronouns and the declension of adjectives in nominative.

Contents

- Basic grammar
- pronunciation, Cyrillic alphabets
- Telling about oneself and introducing a person
- Telling about the family
- Situations in cafés and restaurants
- numbers 0-100
- Knowledge of Russia and the cultures there
- Greetings, wishes, small talk, professions and nationalities

Prerequisites

No previous studies are required.

Evaluation criteria

Satisfactory (1-2)

1: Students are able to communicate in some everyday oral situations when helped. Students make mistakes in pronunciation. Students understand some slowly spoken speech and can find the theme and understand some words and expressions in written texts. Students are able to read and write texts in Cyrillic alphabets but the amount of mistakes can make communication difficult.

Good (3-4)

3: Students are able to communicate independently in everyday oral situations, mistakes don't disturb communication. Pronunciation is mainly understandable. Students can understand main points in a slowly spoken speech and easy texts. Students are able to write understandable texts even they still make some mistakes. Students are able to read and write texts in Cyrillic alphabets but can still make some mistakes.

Excellent (5)

5: Students are able to active, independent and understandable communication in everyday oral situations. Pronunciation is like a native Russian speaker. Students understand speech in normal tempo and easy written texts. They can write understandable text which may have minor mistakes. Students can write and read texts in Cyrillic alphabets.

KD07CYVE100 Russian 2, continuation course: 3 op

Learning outcomes

Students will further develop their basic language proficiency in Russian. After completing this course, the students

- can communicate in simple, everyday situations
- knows the basic grammar: genitive of personal pronouns, accusative and prepositional cases, verb conjugation and tenses, declension of adjectives in nominative singular, plurals of nouns and adjectives, verbs of motion.
- can handle travel situations.
- can do shopping.
- knows months and days of the week.
- can tell about the leisure time, language skills and living.
- understands written standard language with the help of a dictionary and can write short messages.

-
- understands Russian customs.

Contents

- Increasing the basic grammar/vocabulary skills
- Shopping
- Studies and language skills
- Leisure time and work
- Time, days, months
- In a restaurant and café
- Asking and describing directions
- Numbers
- Cultural knowledge

Prerequisites

Russian 1

Evaluation criteria**Satisfactory (1-2)**

1: Students are able to communicate in some everyday oral situations when helped. Students make mistakes in pronunciation. Students understand some slowly spoken speech and can find the theme and understand some words and expressions in written texts.

Good (3-4)

3: Students are able to communicate independently in everyday oral situations, mistakes don't disturb communication. Pronunciation is mainly understandable. Students can understand main points in a slowly spoken speech and texts.

Excellent (5)

5: Students are able to active, independent and understandable communication in everyday oral situations. Pronunciation is like a native Russian speaker. Students understand speech in normal tempo and written texts. They can write understandable text which may have minor mistakes..

KD07CYVE111 Russian 3: 3 op**Learning outcomes**

Students will acquire further knowledge of basic vocabulary grammatical structures for practical situations. Upon completion of the course, students will be competent in handling normal situations of writing and speaking. They will also understand clear speech and simple texts.

Contents

Students will continue learning about the Russian culture and society, as well as the following topics:

- Shopping
 - Communicating at fairs and exhibitions
 - Sightseeing
 - Talking about interests, the weather
 - Living and the environment
 - Birthdays
 - At the chemist's and seeing a doctor
-
- Singular dative of nouns
 - Singular prepositional of adjectives

- Genitive
- Comparison of adjectives and adverbs
- Short adjectives
- Conditionals
- Demonstrative pronouns
- Relative pronouns
- Conjunctions
- Particles

Prerequisites

Russian 1 and Russian 2

Evaluation criteria**Satisfactory (1-2)**

1: Students are able to communicate in some everyday oral situations when helped. Students make mistakes in pronunciation. Students understand some slowly spoken speech and can find the theme and understand some words and expressions in written texts. Students know some cultural differences

Good (3-4)

3: Students are able to communicate independently in everyday oral situations, mistakes don't disturb communication. Pronunciation is mainly understandable. Students can understand main points in a slowly spoken speech and texts. Students are able to write understandable texts even they still make some mistakes. Students know the most common cultural differences.

Excellent (5)

5: Students are able to active, independent and understandable communication in everyday oral situations. Pronunciation is like a native Russian speaker. Students understand speech in normal tempo and written texts. They can write understandable text which may have minor mistakes. They have deep and versatile knowledge of Russian culture

KD07CYVE114 Russian 4: 3 op**Learning outcomes**

Students can run errands in banks, shops, hotels, airport etc.

They are able to serve customers in a shop and/or in typical situations of their own study field. They can write email and simple business letters of their own professional field. They know cultural differences in written and oral communication and are able to apply this knowledge in their own communication. They can search information in professional Russian texts of their own professional field.

Contents

Running errands in banks, shops, hotels, airports etc. Customer situations of students study field. Email and simple letters. Culture information. Information seeking. Grammar, e.g. dative case and aspects (verbs).

Prerequisites

Russian 1-3.

Evaluation criteria**Satisfactory (1-2)**

1: Students are able to communicate in some everyday oral situations when helped. Students make mistakes in pronunciation. Students understand some slowly spoken speech and can find the theme and understand some words and expressions in written texts. Students know some cultural differences

Good (3-4)

3: Students are able to communicate independently in everyday oral situations, mistakes don't disturb communication. Pronunciation is mainly understandable. Students can understand main points in a slowly spoken speech and texts. Students are able to write understandable texts even they still make some mistakes. Students know the most common cultural differences.

Excellent (5)

5: Students are able to active, independent and understandable communication in everyday oral situations. Pronunciation is like a native Russian speaker. Students understand speech in normal tempo and written texts. They can write understandable text which may have minor mistakes. They have deep and versatile knowledge of Russian culture.

KD07CYES010 Spanish 1: 3 op**Learning outcomes**

The student knows the basics of Spanish, being able to understand and to use the key vocabulary and structures both in speech and in writing.

Having taken the course, the student is able to give their personal data, is able to cope with certain everyday communication situations in the target language, is able to describe their operational environment, and is able to provide advice and instructions in everyday situations.

Contents

pronunciation

basic grammar

basic vocabulary (e.g. numbers, days of the week, months, time)

telling about oneself

shopping situations

ordering food in a restaurant

telling the way

Prerequisites

No previous studies are required.

Evaluation criteria**Satisfactory (1-2)**

1: The student is able to communicate in some everyday oral situations when helped. The student makes mistakes in pronunciation. The student understands some slow speech and recognizes the topic of written texts as well as understands some words and expressions in them. The student is able to read and write simple text, but mistakes impede comprehension.

Good (3-4)

3: The student is able to communicate independently in everyday speech situations, mistakes do not impede comprehension. Their pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts, even though they still make some mistakes. The student is able to read and write texts but still

makes some mistakes.

Excellent (5)

5: The student is capable of active, independent and understandable communication in everyday speech situations. Their pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. They can write understandable text, which may contain minor mistakes.

KD07CYES111 Spanish 2: 3 op**Learning outcomes**

The student masters the basics of Spanish to a greater extent, being able to understand and to use the key vocabulary and structures both in speech and in writing.

Having taken the course, the student is able to discuss travel-related issues and is able to talk about their home country and home town in the target language.

Contents

- basic grammar
- more shopping situations
- travel-related situations
- presentation of one's own home town

Prerequisites

Spanish 1

Evaluation criteria**Satisfactory (1-2)**

1: The student is able to communicate in some everyday oral situations when helped. The student makes mistakes in pronunciation. The student understands some slow speech and recognizes the topic of written texts as well as understands some words and expressions in them. The student is able to read and write simple text, but mistakes impede comprehension.

Good (3-4)

3: The student is able to communicate independently in everyday speech situations, mistakes do not impede comprehension. Their pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts, even though they still make some mistakes. The student is able to read and write texts but still makes some mistakes.

Excellent (5)

5: The student is capable of active, independent and understandable communication in everyday speech situations. Their pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. They can write understandable text, which may contain minor mistakes.

KD07CYES112 Spanish 3: 3 op**Learning outcomes**

The student is able to understand and to use the key vocabulary and structures both in speech and

in writing to a greater extent. Having taken the course, the student is able to discuss past events using the tenses of past, is able to manage certain everyday communication situations in the target language, is able to describe their operational environment and to express their opinions, is able to provide advice and instructions in everyday situations.

Contents

More basic grammar
Tenses of the past

Prerequisites

Spanish 2

Evaluation criteria**Satisfactory (1-2)**

1: The student is able to communicate in some everyday oral situations when helped. The student makes mistakes in pronunciation. The student understands some slow speech and recognizes the topic of written texts as well as understands some words and expressions in them. The student is able to read and write simple text, but mistakes impede comprehension.

Good (3-4)

3: The student is able to communicate independently in everyday speech situations, mistakes do not impede comprehension. Their pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts, even though they still make some mistakes. The student is able to read and write texts but still makes some mistakes.

Excellent (5)

5: The student is capable of active, independent and understandable communication in everyday speech situations. Their pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. They can write understandable text, which may contain minor mistakes.

KD07CYES120 Spanish 4: 3 op**Learning outcomes**

The student is able to understand authentic Spanish texts, especially on business and economy, and is able to use the rest of verb forms of key importance for a working knowledge of Spanish. Having taken the course, the student knows how to use the subjunctive, conditional and future, is able to read text using tools, and is familiar with the key vocabulary of business and economy.

Contents

- verb course
- Spanish texts

Prerequisites

Spanish 3

Evaluation criteria**Satisfactory (1-2)**

1: The student is able to communicate in some everyday oral situations when helped. The student makes mistakes in pronunciation. The student understands some slow speech and recognizes the topic of written texts as well as understands some words and expressions in them. The student is

able to read and write simple text, but mistakes impede comprehension.

Good (3-4)

The student is able to communicate independently in everyday speech situations, mistakes do not impede comprehension. Their pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts, even though they still make some mistakes. The student is able to read and write texts but still makes some mistakes.

Excellent (5)

The student is capable of active, independent and understandable communication in everyday speech situations. Their pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. They can write understandable text, which may contain minor mistakes.

KD07DWRA010 French 1: 3 op**Learning outcomes**

The student masters the basics of French. The student understands and is able to use the key vocabulary and structures of the language in speech and in writing. Having taken the course, the student is able to handle certain everyday situations in the target language, is able to describe their operational environment, and to express their opinions.

Contents

- shopping situations, ordering food in a restaurant
- providing advice and instructions

Prerequisites

No previous studies are required.

Further information

- If there are other than Finnish-speakers on the course, the language of instruction is either Finnish and English or exclusively English ? which is agreed on with the group
- On Thursdays from 14 o'clock
- The course takes places during periods 3 and 4

Evaluation criteria**Satisfactory (1-2)**

The student is able to communicate in some everyday oral situations when helped. The student makes mistakes in pronunciation. The student understands some slow speech and recognizes the topic of written texts as well as understands some words and expressions in them. The student is able to read and write simple text, but mistakes impede comprehension.

Good (3-4)

The student is able to communicate independently in everyday speech situations, mistakes do not impede comprehension. Their pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts, even though they still make some mistakes. The student is able to read and write texts but still makes some mistakes.

Excellent (5)

The student is capable of active, independent and understandable communication in everyday speech situations. Their pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. They can write understandable text, which may contain minor mistakes.

KD07DWRA020 French 2: 3 op

Learning outcomes

The student has learned more basics of French. The student is able to understand and use the key vocabulary and structures of the language both in speech and in writing. Having taken the course, the student is able to talk about events using the tenses of past, is able to talk about their hobbies, and is able to talk about their home country and home town in French.

Contents

- talking about one's hobbies
- different communication situations
- talking about travel
- tenses of past

Prerequisites

French 1 or similar

Further information

If there are other than Finnish-speakers on the course, the language of instruction is either Finnish and English or exclusively English ? which is agreed on with the group

Evaluation criteria

Satisfactory (1-2)

1: The student is able to communicate in some everyday oral situations when helped. The student makes mistakes in pronunciation. The student understands some slow speech and recognizes the topic of written texts as well as understands some words and expressions in them. The student is able to read and write simple text, but mistakes impede comprehension.

Good (3-4)

3: The student is able to communicate independently in everyday speech situations, mistakes do not impede comprehension. Their pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts, even though they still make some mistakes. The student is able to read and write texts but still makes some mistakes.

Excellent (5)

5: The student is capable of active, independent and understandable communication in everyday speech situations. Their pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. They can write understandable text, which may contain minor mistakes.

KD07CYRA220 Compréhension écrite: 3 op

Learning outcomes

The student has learnt to understand French texts, especially of the field of business and economy.

Having taken the course, the student has learnt to use tools, such as dictionaries, in order to understand authentic French text and has learnt to understand French texts.

Contents

French texts, related especially to business and economy

Prerequisites

French 1 and 2 or similar (e.g. secondary high school courses)

Further information

The language into which the student translates excerpts of the course material may be other than English, this can be agreed on with the teacher.

Evaluation criteria**Satisfactory (1-2)**

1. Students understand some parts of easy field-related texts. CEF level A2.

Good (3-4)

3. Students understand the most common field-related texts. CEF level B2.

Excellent (5)

5. Skilful use of professional vocabulary in relation to the student's field of expertise. Students understand complex professional material. CEF level C1.

IB16-1120 ELECTIVE STUDIES: 10 op**KD06CNTT720 Creating Websites: 3 op****Learning outcomes**

Students are able to explain the significance of web services for enterprises and other organisations. They can design and create websites using standard HTML5, CSS and web publishing software. Students are able to publish web pages on the Internet.

Contents

- Significance of online services for businesses and other organizations
- Implementation of online services
- Tools for designing and implementing standard-based online services
- Online services implementation (HTML5, CSS, web publishing software)
- Publication of a website

Further information

Students are also advised to take a course in web graphics and e-business.

Evaluation criteria**Satisfactory (1-2)**

Students are able to define the basic concepts of online business. Students are able to create simple web pages using web publishing software. They can write and use basic HTML5 and CSS stylesheet codes. They are able to publish web pages on a web server.

Good (3-4)

Students are able to implement and publish web pages using a web publishing software and HTML5

and CSS style sheet language. Students are able to pay attention to the usability of websites implementation.

Excellent (5)

Students are able to design, implement and publish a website using different techniques. Students can consider a website for usability and accessibility. Students are able to assess the significance of the site for business.

KD19CNTT012 Excel Spreadsheet Calculation in Business: 2 op**Learning outcomes**

Students are able to plan, implement and utilise various calculation models. They are able to present the results graphically. Students are also able to make summaries of the information in tables and utilise other special features in the Excel software.

Contents

- Creating and editing spreadsheets with Excel
- Writing formulas and using functions
- Processing/sorting information in a spreadsheet
- Using Pivot tables
- Creating and editing graphs and charts
- Goal Seek
- Basic macros
- Special features in the Excel

Prerequisites

Basics of mathematics and ICT skills

Evaluation criteria**Satisfactory (1-2)**

The student is able to implement and utilise calculation models with some help. The student is able to present the results using basic charts and is also able to make summaries of the information in tables and utilise some other essential features in the Excel software. In this work the student needs some help.

Good (3-4)

The student is able to plan, implement and utilise a variety of Excel tasks. The student is able to present the results using charts and is also able to make summaries of the information in tables and utilise other special features in the Excel software.

Excellent (5)

The student is able to plan independently, implement and utilise a variety of various calculation models. The student is able to present the results using excellent charts and is also able to make summaries of the information in tables, filter information and utilise very well other special features in the Excel software.

LT00BE41 Finnish at Work: 3 op**Learning outcomes**

The course develops student's ability to understand and use Finnish language further and activates the language skills learned earlier. The students are encouraged and able to use Finnish in working life situations. After completing this course the students are able to give an elevator pitch on their skills and expertise, give a short presentation on a topic related to their own field, write simple work related emails to their colleagues and customers. The students are able to communicate in Finnish in the most common work life situations, e.g. customer service and everyday situations with their co-workers. The students know the common practices at Finnish work places.

Contents

- job interview
- elevator pitch on own skills and expertise and a presentation
- emails to colleagues and customers
- customer service (both face to face and on the phone)
- working life practices
- everyday situations at work e.g. coffee breaks, problem situations, small talk
- short presentation on a topic related to their own field

Prerequisites

Finnish 1-4

Evaluation criteria

Pass/fail

Active participation in course activities and completion of assignments is required for the pass grade.

KD07CYEN225 Doing Business in English: 3 op**Learning outcomes**

The student is able to work and perform in a multinational professional team promoting a product/company. He/she performs well in the recruiting process. The student is able to manage personal professional development in English according to the principles of lifelong learning.

Contents

- Developing and enhancing (existing) business skills in English
- Product and company promotion
- Sales negotiations

Prerequisites

The course is aimed at students who study English as a second language. (Not for students with English as a mother tongue or the official language of education). The course is ideal for Gateway students as well as 3 and 4 year students of the business school.

Further information

The course yields 1 virtual credit.

Evaluation criteria

Satisfactory (1-2)

Simple structures, limited professional vocabulary, mistakes disturb understanding. Students understand slow and clear speech and some parts of easy field-related texts.

Good (3-4)

Satisfactory use of professional vocabulary in relation to the student's field of expertise. Students understand the most common field-related texts. Performs fairly well in predictable field-related situations.

Excellent (5)

Skillful use of professional vocabulary in relation to the student's field of expertise. Students understand and manage to produce complex professional material. Performs very well in field-related situations.

LT00BS84 Beginner Swedish for Foreigners: 3 op**Learning outcomes**

The student can communicate in simple everyday spoken and written situations. He

- can handle situations in hotels and restaurants
- knows weekdays, seasons and months
- can tell about himself, his family and hobbies
- can write short messages

Contents

- alphabet, pronunciation
- numbers, times, months, weekdays
- telling about oneself, one's family, life, hobbies
- everyday situations: shops, hotels, restaurants
- travel situations
- basic grammar
- characteristics of Swedish everyday life

Evaluation criteria**Satisfactory (1-2)**

The student is able to communicate in some everyday communication situations when helped. The student makes mistakes in pronunciation. He understands some slow, clear speech and written texts to some extent. The student is able to write simple text, but mistakes impede comprehension.

Good (3-4)

The student is able to communicate independently in everyday communication situations. Mistakes do not impede comprehension. The pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts. Mistakes don't impede comprehension.

Excellent (5)

The student is capable of active, independent and understandable communication in everyday situations. The pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. He can write understandable text, which may contain minor mistakes.

KD06APMA014 Knowledge Management: 3 op**Learning outcomes**

Students are able to understand significance of knowledge and competences in the organizational context. They know the basic principles of knowledge management and they know how to evaluate and develop the competences. Students can describe the knowledge management process and they are able to participate in identifying, managing and developing knowledge and competences to the development of business in a company.

Contents

- the basic concepts of knowledge management and its significance for business
- the nature and classification of knowledge
- knowledge management process
- practical knowledge management tools

Prerequisites

No specific requirements

Evaluation criteria**Satisfactory (1-2)**

The student is able, with guidance, to utilize the methods learnt during the study unit.

Good (3-4)

The student is able to utilize the methods learnt during the study unit independently.

Excellent (5)

The student is able to utilize the methods learnt during the study unit independently and is able apply the learnt knowledge in new contexts.

IB16-1121 THESIS: 15 op**KD19FYOT200 Bachelor's Thesis: 15 op****Learning outcomes**

The student is able to use scientific methods, theories and criticism in making his /her own small research study. The student can write a research report (monograph) presenting his findings in a logical way and using grammatically proper language and professional vocabulary.

Contents

Students are responsible for the choice of topic, which they often find during their practical training. Students discuss their choice of topic with their advisor for approval. Students must keep in touch with their advisor throughout the thesis process. The thesis is accompanied by a Maturity Test in which students demonstrate their command of the subject and their ability to use language clearly and consistently.

The thesis process includes a seminar in which the students present their topic and the final work.

Prerequisites

No prerequisites

Evaluation criteria**Satisfactory (1-2)**

The thesis assessment criteria of SeAMK are applied.

KD19BRW005 Thesis Seminar: 0 op**Learning outcomes**

The student is able to communicate on the topic and process of his/her thesis work and report about the results of the research or development work.

Contents

The student gives three presentations during the one-semester seminar:

- oral report of practical training
- presentation of the thesis plan
- presentation of the completed thesis

Evaluation criteria

Pass/fail

For the pass grade participation and presentations are required.

KD19FYOT100 Maturity Test: 0 op**Learning outcomes**

Students are required to sit a Maturity Test to receive their university of applied sciences degree. Students shall write about a topic related to the thesis, which indicates their knowledge of the topic and language skills. If a student has received his/her previous education in a language other than Finnish or Swedish, the student takes the Maturity Test in English.

Contents

Students must demonstrate that they master the content of their thesis, and produce a clear and consistent written presentation.

Prerequisites

No prerequisites

Evaluation criteria

Pass/fail

Pass/fail

Fail: The output does not meet the requirements of the maturity test.

IB16-1122 PRACTICAL TRAINING: 30 op**KD19HYTH201 Practical Training: 30 op****Learning outcomes**

Students are able to perform the tasks, practices and culture(s) of their professional field in an international context. Students are able to evaluate their own skills and competencies compared to the requirements of their own field. The student is capable to consider whether he/she could provide a topic for the thesis.

Contents

Practical training to be performed in an international context accepted by the UAS:

- Application for placement
- Practical training in international context
- Reporting (before, during, and after the training period)

- Seminar

Prerequisites

Minimum 60 credits of Bachelor-level International Business -studies

Evaluation criteria

Pass/fail

For a pass grade, reporting, feedback and seminar presentation are required in accordance with the practical training guidelines.