Seinäjoki University of Applied Sciences

IB21 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 by the following study modules:
- International Marketing
- Industrial Management
- Digital Business
- Sustainable Management
- Sport Management and eSport
- Global trade

Students also have an opportunity engaging in the following:

- Y-Zone Business Hub - 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	sum
IB21	**Bachelor of Business Administration, DP in International Business, Full-time studies**	**210-225**
IB21-1001	BASIC STUDIES	52
IB21-1002	**Basic Studies Common to all in SeAMK**	**20**
IB21-1003	**Building Competence**	**10**
XX00CG96	Studying at a University of Applied Sciences	2
XX00CG97	Career planning and internationalisation	2
YPOE3A3	Communication Skills	3
YPOE4A3	ICT Skills	3
IB21-1004	**Business and Entrepreneurship Competence**	**5**
XX00CY41	Basics of Entrepreneurship	3
XX00BE94	SeAMK Innovation Week	2
IB21-1005	**Research and Project Work Skills**	**5**
YPOE1C2	Introduction to Research and Development	2
YPOE2C3	Introduction to Project Work	3
IB21-1006	**Programme-specific Basic Studies**	**32**
IB00CX40	**Introduction to IB programme**	**2**
IB00CL26	**Setting up an Enterprise**	**4**
IB00CX42	**Running and Developing an Enterprise**	**4**
IB00CX43	**Basics of Marketing**	**3**
IB00CX46	**Basics of Accounting**	**3**
IB00CX44	**Company law and corporate governance**	**3**
IB00CX47	**Human Resource Management and Organisations**	**3**
IB00CX48	**Business Communication**	**2**
KD00CU53	**Introduction to Economics**	**4**
IB00CX49	**Business Mathematics**	**4**
IB21-1007	PROFESSIONAL STUDIES	105-120
IB21-1034	**Mandatory Professional Studies**	**42**
IB00CX63	**Strategic Management**	**4**

IB00CX72	**Internationalisation Strategies**	**3**
IB00CX73	**International Business Operations:**	**3**
IB00CU67	**International Human Resource Management**	**3**
IB00CX74	**Holistic Sustainability**	**5**
IB00CX76	**Cross-Cultural Business**	**5**
IB00CX77	**Marketing Management**	**3**
IB00CX78	**Marketing Research**	**3**
IB00CX79	**Digitisation of Business**	**3**
LT00CU65	**International Financial Management**	**5**
LT00CV01	**Digital Business Processes**	**5**
IB21-1035	**Alternative Professional Studies**	**30**
IB21-1036	**Industrial Management**	**15**
IB00CX80	Industrial Development	3
IB00CX83	Business-to-Business Sales	3
IB00CX84	Logistics	5
IB00CY67	Introduction to Industrial Automation	4
IB21-1037	**International Marketing**	**15**
IB00CX86	Cross-Cultural Marketing operations	3
IB00CX87	Digital Marketing	5
KD00CU91	Business-to-Business Marketing	3
IB00CX81	International Business Simulation	4
IB21-1038	**Sustainable Management**	**15**
IB00CX98	Business Ethics	5
IB00CX89	Sustainablity and Quality Management	5
IB00CX90	Circular Economy	5
IB21-1040	**Digital Business**	**15**
LT00CV05	E-Commerce Web Design	5
IB00CX97	Digital Content Creation	4
IB00CY33	Business Intelligence	3
IB00CY36	Data Security and Digital Law	3
IB21-1039	**Sport and eSport Business**	**15**
IB00CX91	Sport Business and Law:	5
IB00CX93	Sport and Event Marketing	5
IB00CX94	eSport Management	5
IB21-1041	Global Trade	15
IB00CY69	Foreign Trade Operations	5
IB21-1012	Target Area Studies: min. 10 cr	0
KD00CU75	Business in the EU	3
LT00CU77	Doing Business in the Nordic Countries	2
IB00CY71	Business in Russia	2
IB00CU81	Business in North America	3
KD00CU83	Business in Latin America	3

KD00CU85	Business in Japan	2
KD00CU87	Business in China	2
IB21-1018	**Developing Research and Professional Skills**	**15**
IB00CX50	**Professional Writing Skills**	**3**
IB00CX51	**Introduction to Statistics**	**3**
KD00CV21	**Research Writing Skills**	**2**
KD00CV19	**Research Methods**	**3**
IB00CX52	**Professional Working Life Skills**	**2**
IB21-1033	**Optional Working Life Studies**	**2**
IB00CY63	Business Etiquette in Finland	2
IB00CX59	Leading International Teams	2
IB21-1019	**Professional Studies Identified in Personal Curriculum**	**0-15**
IB21-1020	**Mobility Studies**	**0-15**
IB21-1021	**Project Studies**	**0-15**
IB21-1022	**Multi-Field Project Studies**	**0-15**
IB21-1023	**Language Studies**	**18**
IB21-1026	**Mandatory language studies for Finnish students**	**9**
IB00CV25	Finnish Business Communication	3
IB00CY40	Business Swedish	3
IB00CY70	Swedish Business Communication	3
VI00CV31	Julkisyhteisöjen henkilöstön ruotsin kielen taito, kirjallinen	0
VI00CV33	Julkisyhteisöjen henkilöstön ruotsin kielen taito, suullinen	0
IB21-1028	**Mandatory language studies for non Finnish students**	**12**
KD00CV35	Finnish 1	3
KD00CV37	Finnish 2	3
KD00CV39	Finnish 3	3
KD00CV41	Finnish 4	3
IB21-1029	**Alternative Language Studies: Finnish students choose min. 9 cr/ Non Finnish students choose min. 6 cr**	**6-9**
IB00CY64	Finnish 5	3
IB00CY66	Finnish 6	3
IB00CV43	German 1	3
IB00CV45	German 2	3
IB00CV47	German 3	3
KD00CV49	Venäjä 1 (Russian 1)	3
KD00CV51	Venäjä 2 (Russian 2)	3
KD00CV53	Venäjä 3 (Russian 3)	3
KD00CV55	Venäjä 4 (Russian 4)	3
KD00CV57	Espanja 1 / Spanish 1	3
KD00CV59	Espanja 2 / Spanish 2	3
KD00CV61	Espanja 3 / Spanish 3	3

KD00CV63	Espanja 4 / Spanish 4	3
KD00CV65	Ranska 1 (French 1)	3
KD00CV67	Ranska 2 (French 2)	3
KD00CV69	Compréhension écrite	3
IB00CV71	Basic Swedish 1	3
IB00CV73	Basic Swedish 2	3
IB21-1030	**ELECTIVE STUDIES**	**8**
IB00CY37	**Knowledge Management**	**3**
LT00CV11	**Current Trends in Digital Business**	**2**
IB00CV87	**Doing Business in English**	**3**
IB00CV91	**International Negotiation Skills**	**3**
5A00CV93	**Circular Economy Project**	**3**
LT00CV15	**Online Business Project**	**5**
IB00CV89	**Gateway Inno**	**2**
IB00CY73	**Business Project**	**2-6**
IB00CY74	**eSport Management Project**	**2-6**
IB21-1031	**THESIS**	**15**
IB00CY75	**Bachelor's Thesis**	**15**
KD00CV97	**Thesis Seminar**	**0**
KD00CV99	**Maturity Test**	**0**
IB21-1032	**PRACTICAL TRAINING**	**30**
IB00CY76	**Practical Training**	**30**

IB21 Bachelor of Business Administration, DP in International Business, Full-time studies: 225 op

IB21-1001 BASIC STUDIES: 52 op

IB21-1002 Basic Studies Common to all in SeAMK: 20 op

IB21-1003 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 an 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 Applies 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 exten. 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.

IB21-1004 Business and Entrepreneurship Competence: 5 op

XX00CY41 Basics of Entrepreneurship: 3 op

Learning outcomes
The student
• is able to outline the entrepreneurial competences and to reflect on their own goals and strengths in relation to them
• recognizes human cognitive structures in themselves and in interaction with other people
• understands the importance of the tolerance of uncertainty in their actions and interaction
• is able to describe and consider social, cultural and economic value and to perceive their

differences
• recognizes the contextuality of value and the different structures in which it can be created
• is able to analyse different value chains and networks
• is able to describe the importance of entrepreneurship for society and national economy as well as to recognize different manifestations of entrepreneurship in everyday life
• is able to describe the preconditions for profitable business activity
• knows the stages of the establishment of a company
• knows the entrepreneurship opportunities at SeAMK

Contents
• Entrepreneurial competence, self-knowledge and self-efficacy, motivation, human systems of thought, uncertainty tolerance, and processing of disappointments
• Value creation, recognition of value chains and networks in different environments, value creation in different structures, such as companies and associations
• Basic concepts of entrepreneurship and business and earnings logic, economic literacy, risk management
• Stages of the establishment of business activities
• Business plan as a tool for structuring a business idea (for fields of study other than Business)
• Business activities as part of society, entrepreneurship as part of life
• Deepening of the student's entrepreneurial skills at SeAMK (SeAMK Yritystalli, SeAMKPro, SeiES, etc.)

Evaluation criteria
Pass/fail

To pass the course, the student is required to actively participate in it and to pass all the assignments. In the assignments, the student shows they understand the creation of social, cultural and economic value and reflects on their importance in business and society. The student demonstrates they know the basic concepts of business and are able to describe the preconditions for profitable business activity. The student demonstrates they are able to reflect on their own relationship with entrepreneurship and entrepreneurial competence.

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

IB21-1005 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:
Students must progress through the course according to the schedule otherwise the course will be assessed as failed even before the end of the course. Students must hand in all tasks at the deadlines and the tasks must be at an acceptable level which is determined for each task separately. Inactive students will get an immediate
fail for the course and it is marked as an assessment, after which they can no longer continue to complete the course.

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.

IB21-1006 BASIC STUDIES: 32 op

IB00CX40 Introduction to IB programme: 2 op

Learning outcomes
The student knows the content of IB curriculum and can plan his own study path. The student gets familiar with the most important procedures that he needs in his studies. The student is able to use the most important ICT systems of Seinäjoki University of Applied Sciences. The student understands the difference between the most important programs and can use the basic functions of these programs. The student gets prepared to start his studies (as an online student, if needed).

Contents
- International Business curriculum and timetables
- Study methods
- Jelppari, username and password policy
- Basic functions of Moodle, Peppi, O365, Teams, email, intranet
- Instructions for written work
- Study style tests, team role tests

Prerequisites
No prerequisites

Evaluation criteria
Pass/fail

Pass: The student shows the knowledge and skills listed in the learning outcomes 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.

IB00CL26 Setting up an Enterprise: 4 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)
- Trade fair as a marketing activity
- Competitive tools of marketing
- Teams and interaction skills in multicultural groups
- Basic bookkeeping entries
- Business English communication in various settings
- 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.

IB00CX42 Running and Developing an Enterprise: 4 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
- 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
- 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 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 participate in meetings and write a 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.

IB00CX43 Basics of Marketing: 3 op

Learning outcomes
Student knows basic terms and definitions of marketing. He/she knows the purpose and content of strategic and operational marketing planning. Student is able to analyze marketing environment of a company. He/she knows how to create value for target customers and is able to create a strategic and operational marketing plan for a company. Student knows how to use competitive marketing tools. Student is able to create a marketing campaign and marketing materials according to the marketing plan.

Contents
- Marketing terms and definitions
- Marketing planning: Strategic and operational plan.
- Analyzing marketing environment
- Creating value for the customer
- Segmenting and targeting
- Competitive situation and positioning
- Competitive tools of marketing
- Preparing and presenting a marketing plan
- Creating a marketing campaign and materials according to the marketing plan

Prerequisites
No prerequisites

Evaluation criteria
Satisfactory (1-2)

Student participates teaching and marketing events occasionally. A marketing presentation, trade fair materials and the exam are done in passable level and they have some link to the marketing plan.

Good (3-4)

Student participates teaching and marketing events on a regular basis. A Marketing presentation, trade fair materials and the exam are done in good level and they are in line with the marketing plan

Excellent (5)

Student participates teaching and marketing events actively. A Marketing presentation, trade fair materials and the exam are done in excellent level and they are in line with the marketing plan.

IB00CX46 Basics of Accounting: 3 op

Learning outcomes
The student is capable of applying applicable regulation of financial accounting when recording

transactions and preparing financial statements, is able to outline the process of preparing financial statements and explain how different business transactions and documents affect the content of the financial statements. The student is able to analyze the accounts and the financial statements, which present a company in financial terms, and is able to name and recognize many tasks of the financial accounting. The student is able to recognize business transactions and documents connected with financial accounting and the preparation of financial statements.

Contents
Basics of bookkeeping
- the basics for VAT
- double-entry bookkeeping with VAT
- the basics of business taxation
- financial statements
Basics of budgeting

Prerequisites
No prerequisites

Evaluation criteria
Satisfactory (1-2)

The student is capable of applying the most common regulations of financial accounting when recording transactions and preparing financial statements, is able to outline the process of preparing financial statements and explain how different business transactions and documents affect the content of the financial statements. The student is able to give a simple analysis on the accounts and the financial statements, which present a company in financial terms, and is able to name and recognize the most common tasks of the financial accounting and budgeting.The student is able to prepare the financial statements (balance sheet and income statement) The student is able to read and analyze articles written in English.

Good (3-4)

The student is capable of applying applicable regulation of financial accounting when recording transactions and preparing financial statements, is able to outline the process of preparing financial statements and explain how different business transactions and documents affect the content of the financial statements. The student is able to analyze the accounts and the financial statements, which present a company in financial terms, and is able to name and recognize many tasks of the financial accounting and budgeting. The student is able to recognize the core business transactions and documents connected with financial accounting and the preparation of financial statements.

The student is able to prepare the financial statements (balance sheet and income statement) The student is able to use valid sources of information to solve problems.
The student is able to read and analyze articles written in English. The student is able to find information from sources in English.

Excellent (5)

The student is capable of applying applicable regulation of financial accounting when recording transactions and preparing financial statements, is able to outline the process of preparing financial statements and explain how different business transactions and documents affect the content of the financial statements. The student is able to analyze the accounts and the financial statements, which present a company in financial terms, and is able to name and recognize many tasks of the financial accounting and budgeting. The student is able to recognize business transactions and documents connected with financial accounting and the preparation of financial statements.

The student is able to prepare the financial statements (balance sheet and income statement) The student is able to use valid sources of information to solve problems.
The student is able to read and analyze articles written in English. The student is able to find information from sources in English and knows the major international sources of information and organizations of the field.

IB00CX44 Company law and corporate governance: 3 op

Learning outcomes
The student is acquainted with Finnish judicial system and its most important concepts. Student knows the process of making contracts and is aware of the critical rules of credit and collateral security systems. After approved accomplishment the student can solve simple law cases and has learned analytical perspective to judicial manners. The student is also able to find judicial information from different sources and masters the most important judicial concepts. Student can effectively participate in a contract negotiation as a negotiation partner and is also able to draw up a consist contract, which does not have issues with interpretation. Student understands the status of debtor and the meaning of loan security and pledge.

Contents
- Finnish judicial system
- judicial concepts
- contract law
- commercial law
- consumer law
- obligations to creditors and loans pledges.

Prerequisites
No prerequisites

Evaluation criteria
Satisfactory (1-2)

The student has carried out work and participated as instructed. The student can name and explain at least some of the Finnish judicial system. The student can give some examples of contract making technique of and understand the meaning of law applying at a satisfactory level

Good (3-4)

The student has completed the given tasks well and actively participated in the course. The student is able to name and explain the main themes of the Finnish legal system. The student is able to give examples of contract techniques and analyze their significance in the application of the law. The student is able to apply the law at a good level

Excellent (5)

The student has completed the given tasks commendably and has actively and constructively participated in the course. The student is able to name and explain the main themes of the Finnish legal system. The student is able to give examples of different contract techniques from the point of view of applying the law. The student is able to evaluate and understand the significance of the application of different laws in practice at a commendable level.

IB00CX47 Human Resource Managament and Organisations: 3 op

Learning outcomes

Student knows the meaning and content of human resource management in a business organization. Student recognizes structures and duties of different HRM organizations and is aware of processes of personnel management. Student knows the duties of HRM such as human resource planning, staffing and downsizing, career and performance management, rewarding and developing human resources. He/she can evaluate the human resource function. Students will be familiar with organizational behavior, company image and culture and factors affecting them. They are able to analyze possible future developments in the field of HRM too

Contents

- Personnel management processes
- Staffing and downsizing
- Career and performance management
- Rewarding and developing systems
- Organizational behavior
- Company image and culture
- Future developments of HRM

Prerequisites

Basics of Business Competence

Evaluation criteria

Satisfactory (1-2)

Student can describe meaning and content of human resource management. She/he knows structures and duties of HRM and processes of personnel management.

Good (3-4)

Student can describe meaning and content of human resource management. She/he knows structures and duties of HRM and processes of personnel management. Student can plan duties of HRM such as staffing and downsizing, career and performance management, rewarding and human resource development.

Excellent (5)

Student can describe meaning and content of human resource management. She/he knows structures and duties of HRM and processes of personnel management. Student can plan and evaluate duties of HRM such as staffing and downsizing, career and performance management, rewarding and human resource development. Student can analyze possible future developments in the field of HRM too.

IB00CX48 Business Communication: 2 op

Learning outcomes

The aim of the course is to teach students to communicate in various business settings. Students learn how to use formal English in international business activities and become aware of cultural differences. Students also become aware of social skills, proper business behavior and non-verbal communication.

Contents

- Communication Styles
- Meetings and Negotiations
- Presentations

- Trade Fairs and Exhibitions

Prerequisites
No prerequisites

Evaluation criteria
Pass/fail

Pass: Student attends at least 50% of the classes. All course work is completed at an acceptable level. Students take an active role in group work.
Fail: Student attends less than 50% of the classes. Class assignments are not completed at an acceptable level. Course work is left unfinished.
Students do not take an active role in the group work.

KD00CU53 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.

IB00CX49 Business Mathematics: 4 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 methdods 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 methdods of financial mathematics in different situations very well.

IB21-1007 PROFESSIONAL STUDIES: 120 op

IB21-1034 : 42 op

IB00CX63 Strategic Management: 4 op

Learning outcomes
Students know the strategic management 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.

Prerequisites

Basic studies

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.

IB00CX72 Internationalisation Strategies: 3 op

Learning outcomes
The student is able to develop internationalization strategies for companies in fictional and brick & mortar environment.

Contents
- Internationalization strategy formation in different kinds of cases

Prerequisites
International Business Operations and Cross-Cultural Business

Evaluation criteria
Satisfactory (1-2)

The student has carried out work and participated as instructed. Students has basic understanding about international business strategies.

Good (3-4)

The student has carried out work well and participated actively. Students are able to apply information about internationalization strategies in a setting described.

Excellent (5)

The student has carried out work to an excellent standard and participated actively and constructively. Students are able to creatively apply information about internationalization strategies in a setting described.

IB00CX73 International Business Operations:: 3 op

Learning outcomes

The student is capable to comparing different form of business operations carried out abroad. The student is also capable of comparing different operation modes against each other and is able to make decisions about business operations implemented in a certain environment existing in a foreign market.

Contents
. Different forms of business operations
- Business operations for products and services

Prerequisites
Basics of Marketing

Evaluation criteria
Satisfactory (1-2)

The student has carried out work and participated as instructed. Students has basic understanding about international business operations.

Good (3-4)

The student has carried out work well and participated actively. Students are able to apply information about forms of international business operations in a setting described.

Excellent (5)

The student has carried out work to an excellent standard and participated actively and constructively. Students are creatively able to apply information about forms of international business operations in a setting described.

IB00CU67 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 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 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 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.

IB00CX74 Holistic Sustainability: 5 op

Learning outcomes
The student has basic knowledge and understanding about:
- all the three dimensions (ecologic, economic and social) of holistic sustainability
- 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
- Environmental concepts
- Definitions and dimensions of holistic sustainable development
- Renewable and unrenewable natural resources; utilisation and its affects
- Waste management and recycling

Prerequisites
None

Evaluation criteria
Satisfactory (1-2)

Student has basic knowledge about the holistic sustainability and its dimensions. 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 has good knowledge about the holistic sustainability and its dimensions. 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 has excellent knowledge about the holistic sustainability and its dimensions. 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.

IB00CX76 Cross-Cultural Business: 5 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 get familiar with business etiquette, communication and negotiations in international business environment. Students can find international and academic sources related to course tasks.

Contents
- Research about culture differences
- Business etiquette
- Intercultural communication
- Negotiations in business
- National characteristics and stereotypes

Prerequisites
Basic studies

Evaluation criteria
Satisfactory (1-2)

The final exam, 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, 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, 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.

IB00CX77 Marketing Management: 3 op

Learning outcomes
The student is capable of creating a marketing plan for a different cultural environment. Student knows the environmental factors to this process and is able to take into consideration their effect on adapting existing means of competition in the target market.

Contents
- Environmental analysis
- Different strategies available for 4 P adaptation

Prerequisites
- Basics of Marketing
- Cross-Cultural Business

Evaluation criteria
Satisfactory (1-2)

The student has carried out work and participated as instructed. Students are able to carry out

environmental analyses in an international company and based on that draw consequences on the adaptation process of means of competition.

Good (3-4)

The student has carried out work well and participated actively. Students are able to carry out environmental analyses in an international company and based on that draw logical consequences on the adaptation process of means of competition.

Excellent (5)

The student has carried out work to an excellent standard and participated actively and constructively. Students are able to carry out environmental analyses in an international company and based on that draw creatively consequences on the adaptation process of means of competition.

IB00CX78 Marketing Research: 3 op

Learning outcomes
The student is capable of planning a marketing research project to support decision making in an international marketing environment.

Contents
- 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.

IB00CX79 Digitisation of Business: 3 op

Learning outcomes
Student is aware of the reasons, which create pressure for digitisation in companies. Student knows digital business models and can apply them as options, when developing existing businesses. Student can analyze companies and their need for digitization. He/she can develop existing business models. Student is able to develop new digital options for revenue logic, customer journey and value

proposition for traditionally operating companies.

Contents
- Digital disruption in companies
- New digital business models
- Analyzing the need for digitization
- Possibilities for new revenue logics
- Digital customer journey funnels
- Digital value propositions
- Developing current business model and revenue logic
. Creating a digital value chain and a-value proposition

Prerequisites
Basic studies

Evaluation criteria
Satisfactory (1-2)

Student recognizes the reasons, which create pressure for digitization in companies. Student can describe various digital business models. Student can describe new revenue logic, customer journey and value proposition in digital business.

Good (3-4)

Student recognizes the reasons, which create pressure for digitization in companies. Student can describe digital business models and can apply them as options when he/she develops existing businesses. Student can analyze companies and their need for digitization. Student knows new revenue logic and can analyze customer journey and value proposition in digital business

Excellent (5)

Student recognizes the reasons, which create pressure for digitization in companies. Student can describe digital business models and can apply them as options, when he/she develops existing businesses. Student can analyze companies and their need for digitization. He/she can develop existing business models. Student is able to develop new digital options for revenue logic, customer journey and value proposition for traditionally operating companies.

LT00CU65 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)

Exellent (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.

LT00CV01 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.

IB21-1035 : 30 op

IB21-1036 : 15 op

IB00CX80 Industrial Development: 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.

IB00CX83 Business-to-Business Sales: 3 op

Learning outcomes
The student develops a 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
Basic Studies

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.

IB00CX84 Logistics: 5 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.

IB00CY67 Introduction to Industrial Automation: 4 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 can describe basic tasks and principles in industrial automation. He/she participates actively in the course and completes the given assignments and exercises.

IB21-1037 : 15 op

IB00CX86 Cross-Cultural Marketing operations: 3 op

Learning outcomes
The student knows challenges of operative marketing in cross-cultural business. Student is able to decide the level of product adaptation and standardization in international context. He/she is aware of the impact of culture on international marketing campaign design. The student can evaluate international advertising forms and styles and choose successful ones for target cultures and markets. Student knows how culture effects on communication style, media selection, delivery channels, cross-cultural branding and marketing materials (such as website design and structure, the choice of visual elements in marketing materials and body-language and marketing message formulation) in international context.

Contents

- Challenges of operative marketing in international business
- Adapting product or service according to cultural needs
- Standardization versus adaptation
- Cross-cultural branding
- Message, language and translations
- International marketing channels
- Media development and availability
- Cultural website structure and design
- Culture theories - effect on communication style
- Impact of culture on international marketing campaign design
- International advertising forms and use of them in various cultures.
- Culture theories - choosing suitable international advertising style.
- Cross-cultural communication and marketing material production

Prerequisites
Basic studies

Evaluation criteria
Satisfactory (1-2)

The student recognizes challenges of operative marketing in cross-cultural business. He/she can decide the level of product adaptation and standardization. Student can describe international advertising forms and styles. Student knows the challenges of cross-cultural communication style, media selection, delivery channels and branding.

Good (3-4)

The student recognizes challenges of operative marketing in cross-cultural business. He/she can decide the level of product adaptation and standardization. He/she can design international marketing campaign. Student can describe international advertising forms and styles. Student can plan communication style, media selection, delivery channels, branding, and marketing materials for cross-cultural business

Excellent (5)

The student recognizes challenges of operative marketing in cross-cultural business. He/she can decide the level of product adaptation and standardization. He/she can design international marketing campaign in international context. Student knows international advertising forms and styles and can choose successful ones for target markets. Student can plan communication style, media selection, delivery channels, branding and marketing materials according to needs and preferences of specific cultures.

IB00CX87 Digital Marketing: 5 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' purhasing 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.

KD00CU91 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

IB00CX81 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 partcipants. 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.

IB21-1038 : 15 op

IB00CX98 Business Ethics: 5 op

Learning outcomes

The student can bring ethics into their decision-making. Students can apply ethics across cultures and in international business settings. The student is familiar with key concepts relating to ethics and basis of ethics, and can apply such concepts. The student can give reasoned arguments in defence of his / her ethical judgements. The student can provide examples of ethical dilemmas in the field of business operations and comment upon such dilemmas. The student can independently analyses his / her moral code. The student can assess business objectives when they conflict with moral objectives. Students can identify specific areas to apply business across business functions: Management, HRM, Marketing and Finance.

Contents
- ethics, ethical actions, basis for ethics
- ethics in the context of business operations
- ethical sensitivity
- moral codes
- rationality and objectivity in conjunction with humanity
- ethical cultural differences in international business

Evaluation criteria
Satisfactory (1-2)

The student thoroughly carried out the given assignments. The student recognises most of the discussed concepts relating to ethics and the basis of ethics, and applies these concepts widely. The student is able to clearly state his / her grounds for his / her ethical judgements. The student can give examples of ethical dilemmas and can comment upon them demonstrating good ethical judgement. The student's output demonstrates the ability to independently, critically and in depth analyse his / her moral code.

Good (3-4)

The student thoroughly carried out the given assignments. The student recognises most of the discussed concepts relating to ethics and the basis of ethics, and applies these concepts widely. The student is able to clearly state his / her grounds for his / her ethical judgements. The student can give examples of ethical dilemmas and can comment upon them demonstrating good ethical judgement. The student's output demonstrates the ability to independently, critically and in depth analyse his / her moral code. The student can express differences in ethics based on international/cultural situations.

Excellent (5)

The student has carried out the given assignments thoroughly and in a timely fashion. The student recognises almost all of the discussed concepts relating to ethics and the basis of ethics, and applies these concepts with excellent judgement. The student is able to clearly and aptly state his / her grounds for his / her ethical judgements. The student can give well-grounded examples of ethical dilemmas and can comment upon them demonstrating excellent ethical sensitivity. The student's output demonstrates the ability to independently, critically and in depth analyse his / her moral code. The students can analyse and reason through their own moral code how business ethics can be applied in international business.

IB00CX89 Sustainablity and Quality Management: 5 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:
- holistic sustainable management and its dimensions (environmental, social, economic)
- the environmental factors affecting human beings and their operational environment,
- renewable and non-renewable natural resources
- 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
- Seven basic tools of quality
- Quality costs (internal and external)
- Total Quality Management TQM
- Environmental concepts
- Definitions and dimensions of sustainable development
- Renewable and unrenewable natural resources; utilisation and its affects
- Waste management and recycling

Prerequisites
Basic studies

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 satisfyingly 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.

IB00CX90 Circular Economy: 5 op

Learning outcomes
Students will be able to understand sustainability concepts and main problems, they will be able to develop a basic Circular Economy plan adapting business models and using Circular Economy generic strategies. Also will know about Climate diplomacy and policies in Europe.

Contents
- Sustainability problems and concepts
- Circular Economy Basic concepts
- About Finland circular economy Road Map
- About Climate Diplomacy
- Circular economy basic strategies and business models
- General steps to develop a circular economy plan

Prerequisites
Business and entrepreneurship, Introduction to Economics

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.

IB21-1040 : 15 op

LT00CV05 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.

IB00CX97 Digital Content Creation: 4 op

Learning outcomes
The student is able to design and implement content for digital platforms. He/she manage producing, processing and publishing of digital text (story telling), image, audio and video. The student masters the utilization of social media in business and is able to utilize various software of digital content creation. The student is able to maintain social media services and to help driving traffic to the website.

Contents
- producing, processing and publishing of digital text (story telling), image, audio and video.
- various software of digital content creation
- maintenance of social media services
- SEO tools and practices

Prerequisites
Basic studies

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.

IB00CY33 Business Intelligence: 3 op

Learning outcomes
The student can
- Understand the role of business intelligence in the IT and business context.
- Explain the basic principles of databases, data warehousing and business intelligence.
- Understand the different data sources and data quality processes.
- Define the dimensions and measures for the business intelligence data model.
- Present the basic knowledge and skills needed in building a business intelligence solution.

Contents
- Organizational context of business intelligence
- Database and data warehouse concepts and structures
- Recognizing different data sources
- Ensuring data quality
- Tools for designing and implementing business intelligence solutions
- Planning, implementing and maintaining a business intelligence solution
- Changes, risks and problems in business intelligence
- Business intelligence as communication and management tool

Prerequisites
- International Financial Management
- Digital Business Processes

Evaluation criteria
Satisfactory (1-2)

The student can name and can define the central concepts which describe data warehousing and business intelligence. Student can explain different phases of the business intelligence process.

Good (3-4)

The student can explain the central concepts which describe data warehousing and business intelligence. Student can explain well different phases of the business intelligence process. Student has basic business intelligence skills.

Excellent (5)

The student can name and define very well the central concepts of data warehousing and business intelligence. Student can explain very well different phases of the business intelligence process. Student can implement business intelligence solutions independently.

IB00CY36 Data Security and Digital Law: 3 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.

IB21-1039 : 15 op

IB00CX91 Sport Business and Law:: 5 op

Learning outcomes
Students are able to describe the importance of sports and physical activity at individual and society levels. The student identifies the different actors in the field of physical activity and understands their importance. Students understand the peculiarities of volunteering activities. Students are able to

define the key aspects of the physical education service and the stages of the service event. The student recognizes the financial peculiarities of sports business. The student knows and is able to use the key sources of knowledge in the field of physical education and sports. Students understand the importance of networking in sports business. Students are able to work in a physical education organization in administrative roles. Students understand the specific aspects of sport from a legislative point of view.

Contents
- Social importance of sport
- Management of a sports organization
- Economic effects of sport
- Sports and exercise as a product
- Sport legislation

Prerequisites
Basic studies

Evaluation criteria
Satisfactory (1-2)

The student has completed the assigned tasks/sections and has participated in the course. Students know how to design sports business. Students are able to describe the importance of the operating environment for the sport business. Students know the key sources of information in the field of physical activity. Students is aware of the legislative and economic characteristics of physical activity.

Good (3-4)

The student has performed well given assignments/sections and has actively participated in the course. Students know how to design sports business. Students are able to describe the importance of the operating environment for the sport business. Students know the key sources of information in the field of physical activity. Students understand the legislative and economic characteristics of sport.

Excellent (5)

The student has commendably completed the assignments/sections and has actively participated in the course. Students know how to design sports business. Students are able to describe the importance of the operating environment for the sport business. Students know and can use effectively the key sources of information in the field of physical activity. Students understand the legislative and economic characteristics of sport.

IB00CX93 Sport and Event Marketing: 5 op

Learning outcomes
Students can describe the links between sports club, event organizing and marketing. The student recognizes the different roles in sports and event organizing and understands their importance. Students understand the importance of sponsorship as part of sports marketing. Students are able to define the key aspects of event marketing and the stages of a service event. Students know how to design a sporting event and its marketing.

Contents
- Specific features of sports marketing
- Event marketing and event as part of marketing communications

- Sponsorship and stakeholder relations
- Practical work

Prerequisites
Basic Studies

Evaluation criteria
Satisfactory (1-2)

The student has completed the assigned tasks/sections and has participated in the course. Student knows the general information of how to design sports and event marketing. Student can describe the importance of sponsorship in sports. Student knows what aspects of the design of a sporting event and its marketing.

Good (3-4)

The student has performed well with the given assignments and has actively participated in the course. Student is able to design sports and event marketing. Student can describe the importance of sponsorship in sports. Student knows how to design a sporting event and its marketing.

Excellent (5)

The student has commendably completed the assignments/sections and has actively participated in the course. Student is able to design sports and event marketing. Student can understand the importance of sponsorship in sports. Student is able to design a sporting event and its marketing independently.

IB00CX94 eSport Management: 5 op

Learning outcomes
Students understand the eSport business models and know how to manage eSport teams. The students learn to apply strategic management tools to eSport environment.

Contents
- History of eSport
- Current eSport Markets in the world and in Finland
- Major games and teams
- The differences and similarities between business, sport and eSport management

Prerequisites
Sport Business and Law: 5 ECTS or equivalent

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.

IB21-1041 : 15 op

IB00CY69 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 authorieties 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
- Cross Cultural Business

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.

IB21-1012 Target Area Studies: min. 10 cr: 0 op

KD00CU75 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
- EU institutions, actions and decision-making processes
- EU policies
- business context in and with the EU

Prerequisites
Basic studies in business

Evaluation criteria
Satisfactory (1-2)

Students recognize the fundament features of EU with focus on the single market, EU major institutions, actions and decision-making processes. The exam and classroom performance are of a passable level in terms of knowledge, skills and their further professional application.

Good (3-4)

Students are able to analyse the fundamental features of EU with focus on the single market, EU major institutions, actions and decision-making processes and make use of this information effectively. 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)

Students are able to analyse and implement the fundamental features of EU with focus on the single market, EU major institutions, actions and decision-making processes and make use of this information effectively. 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.

LT00CU77 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.

IB00CY71 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

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/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.

IB00CU81 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 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.

KD00CU83 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 .
- Colaboration 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.

KD00CU85 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.

KD00CU87 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?sbusiness 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.

IB21-1018 Developing Research and Professional Skills: 15 op

IB00CX50 Professional Writing Skills: 3 op

Learning outcomes
Students will know how to write in the academic style. Students will know the elements of academic writing. Students will know how to paraphrase articles and provide sources and make citations. Students will produce academic texts during the course.

Contents
- The difference between academic writing and normal writing
- The importance of referencing
- The skills needed to write a paraphrase

Prerequisites
No prerequisites

Evaluation criteria
Pass/fail

Pass: Students can produce complex, academic texts. Plagiarism is not found in the texts. Students can write citations and create a bibliography. Few mistakes in style, grammar and tone. Vocabulary is at high level.
Fail: Students are not capable of producing academic texts. Plagiarism is found in the texts. Students are not able to write in the academic style. Citations and bibliography formats are not followed. Students produce simple texts. Many mistakes in style, grammar and tone. Limited vocabulary.

IB00CX51 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 intepret 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
- Reliability of results
- Basics of SPSS

Prerequisites
No previous studies are required.

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.

KD00CV21 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 dos not complete all exercises and tasks. The student does not complete all the assignments required at a satisfactory level. The student does not understands the differences between academic writing and general writing. The student is not able to properly apply academic writing referencing techniques.

KD00CV19 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 excercises 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 dos 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.

IB00CX52 Professional Working Life Skills: 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. He is competent in presenting her/his expertise, including that of an intercultural context, when applying a job. The student is able to use social media effectively when looking for a job. The student has tools for further development and for lifelong learning. The student understands the importance of networking for his career.

Contents
- Job application training / intercultural aspects included
- Job interviews
- Social media and job seeking
- Personal CV, videoCV
- LinkedIn and other online platforms
- Career planning
- Opportunities for further study
- Cooperative as an option
- Entrepreneurship as an option
- Reporting (presentation) exchange studies and/or practical training

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.

IB21-1033 : 2 op

IB00CY63 Business Etiquette in Finland: 2 op

Learning outcomes
Students can function according to etiquette in different situations in the business and working life as well in various festive events. Students can take others into consideration according to the rules of etiquette.

Contents
- Concept of business etiquette
- Greeting people, making introductions, small talk, etc. in various situations
- Job interviews, meeting, various types of festive events
- Communication using various tools
- Dress codes and other forms of expression
- Table manners
- Business gifts and other ways to show appreciation
- Observation of cultural differences

Prerequisites
No previous studies are required.

Evaluation criteria
Satisfactory (1-2)

The student has carried out work and participated as instructed. Students can function according to etiquette in different situations in the business and working life as well in various festive events.

Good (3-4)

The student has carried out work well and participated actively. Students can function according to etiquette in different situations in the business and working life as well in various festive events. Students can take others into consideration according to the rules of etiquette.

Excellent (5)

The student has carried out work to an excellent standard and participated actively and constructively. Students can function according to etiquette in different situations in the business and working life as well in various festive events. Students can take others into consideration according to the rules of etiquette.

IB00CX59 Leading International Teams: 2 op

Learning outcomes
The student understands the principles and significance of team dynamics in international teamwork. The student knows and recognizes the features and differences of different cultures. The student becomes aware about the difference in cultures, resulting in culture empathy. He/she knows the importance of interaction, motivation and feedback to achieve team goals. The student identifies the principles and leadership styles of team leadership in an international context. He/she knows how to work as a member of an international team.

Contents
- Team dynamics and management
· Leadership
· International teams & Multicultural work community
· Communication
· Motivation (Affirmation)
· Feedback
· International skills for a successful international team

Prerequisites
None

Evaluation criteria
Pass/fail

Pass: The student can describe the principles of international teamwork and leadership. He/she understands features of different cultures. He/she takes an active role in group work and completes the given assignments and exercises. ..

IB21-1019 Professional Studies Identified in Personal Curriculum: 15 op

IB21-1020 Mobility Studies: 15 op

IB21-1021 Project Studies: 15 op

IB21-1022 Multi-Field Project Studies: 15 op

IB21-1023 Language Studies: 18 op

IB21-1026 Mandatory language studies for Finnish students: 9 op

IB00CV25 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. 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 (including SeAMK Instructions for Writing and spelling)
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.

IB00CY40 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 serve customers face to face
- 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, job 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

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.

IB00CY70 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. They are able to create and maintain business partnerships in Swedish. They recognise the most important cultural differences between Finnish and Swedish business communication and can apply that in their own written and oral communication. They can write announcements, advertisements, e-mails and business letters in

Swedish as well as create and maintain B-to-B business on the phone.

Contents
- business correspondence e.g. announcements, advertisements, enquiries, offers, orders and complaints (in writing and face
to face context)
- 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, online
communication)
- a field related presentation in Swedish (oral test)

Prerequisites
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 %.

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.

VI00CV31 Swedish Skills of the Staff of Public Organizations, written: 0 op

VI00CV33 Swedish Skills of the Staff of Public Organizations, oral: 0 op

IB21-1028 Mandatory language studies for non Finnish students: 12 op

KD00CV35 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.

KD00CV37 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.

KD00CV39 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.

KD00CV41 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.

IB21-1029 Alternative Language Studies: Finnish students choose min. 9 cr/ Non Finnish students choose min. 6 cr: 9 op

IB00CY64 Finnish 5: 3 op

Learning outcomes
The student is able to use Finnish in working life situations. The student is able to give an elevator pitch on his/her skills and expertise, give a short presentation on a topic related to their own field, write simple work related texts and e-mails. The student is able to communicate in Finnish in the most common work life situations, e.g. customer service and everyday situations with their co-workers. The student knows the common practices at Finnish work places.

Contents
- job application, job interview and working contract
- 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, small talk
- short presentation on a topic related to their own field

Prerequisites
Finnish 1-4

Evaluation criteria
Pass/fail

Pass: The student has participated in contact lessons actively and submitted all the assignments. The assignments are sufficient in comparison with the learning outcomes.
Fail: The activities and learning outcomes concerning assignments are not sufficient in comparison with the total number of the credit points of the course.

IB00CY66 Finnish 6: 3 op

Learning outcomes
The student is able to communicate fluently and accurately about his/her work in more specific professional situations both with customers and colleagues in Finnish. He/she understands more

detailed and complex texts related to work and is able to write coherent texts on specific professional topics. The student enhances his/her oral communication skills related to professional topics both with customers and colleagues.

The target level of the course is B2 of the Common European Framework of Reference for Languages.

Contents
The course will be connected e.g. to practical training or a work in Finland.
personal aims for the course
weekly diary on language and cultural contents student has learned in his/her work (incl. written & spoken assignments)
portfolio and presentation which are based on personal learning goals
self-assessment

Prerequisites
B1 / Finnish 4

Evaluation criteria
Pass/fail

Pass: The student is able to set personal goals for the course. He/she is able to communicate about his/her work and its professional content according to the personal goals. He/she submits all the assignments. The assignments are sufficient in comparison with the learning outcomes.

Fail: The student is not able to communicate about his/her work and its professional contents in Finnish. He/she is not able to set personal goals and therefore to make a portfolio and presentation. The activities and learning outcomes concerning personal aims and assignments are not sufficient in comparison with the number of credit points of the course.

IB00CV43 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. 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, negative words, some modal verbs and possessive pronouns, word order, questions, accusative case.

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.

IB00CV45 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

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.

IB00CV47 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 and decline adjectives.

Contents
living
expressing an opinion
shopping
on the phone
illnesses and vising 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.

KD00CV49 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.

KD00CV51 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, everday 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..

KD00CV53 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

KD00CV55 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.

KD00CV57 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.

KD00CV59 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.

KD00CV61 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.

KD00CV63 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.

KD00CV65 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.

KD00CV67 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.

KD00CV69 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.

IB00CV71 Basic Swedish 1: 3 op

Learning outcomes
Level: A1.1.
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
- Swedish alphabet, pronunciation
- greetings, polite phrases
- 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.

IB00CV73 Basic Swedish 2: 3 op

Learning outcomes
Level: A1.2.
The student can communicate in everyday spoken and written situations. He
- can handle situations in hotels and restaurants
- can handle telephone situations
- can handle situations at a doctor's appointment
- can write short emails
- can express his opinions
- talk about past events
- can tell about his studies and work experience

Contents
- living, hobbies
- expressing an opinion
- on the phone
- emails and SMS
- visiting a doctor/nurse, typical illnesses
- work and studies
- characteristics of Swedish everyday life
- basic 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

IB21-1030 ELECTIVE STUDIES: 8 op

IB00CY37 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. They will be familiar with the technologies that enable knowledge share in organizations.

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

Prerequisites
Human Resource Management and Organisations, Information and Communication Technology.

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.

LT00CV11 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.

IB00CV87 Doing Business in English: 3 op

Learning outcomes
The student is able to work and perform in an international professional team promoting a product and a company. The student is able to manage product communication on a professional level both in spoken and in written. The student can manage and sustain personal professional development in English according to the principles of lifelong learning.

Contents
- Developing and enhancing business communication skills in English
- Intercultural competence at work
- 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 2 and 3 year students of the business school.

Further information
The course yields 1 virtual credit.
Evaluation criteria: A general rule concerning attendance in lessons will be applied. To receive the credit, a student will attend the minimum of 50 % of all contact lessons. If a student is absent for more than 20 % of the total, the final grade will be automatically lowered.

Evaluation criteria
Satisfactory (1-2)

The student completes all assigned work within the given submission periods. The level of the input remains modest. Simple structures, limited professional vocabulary, mistakes disturb understanding.

Good (3-4)

The student completes all assigned work within the given submission periods. The level of the input is mostly of good quality in terms of both spoken and written English.

Excellent (5)

The student completes all assigned work within the given submission periods. The level of the input demonstrates a skillful use of professional language in terms of both spoken and written English.

IB00CV91 International Negotiation Skills: 3 op

Learning outcomes
Students will
- build up intercultural and digital communication competences.
- learn to understand the difference between physical and virtual communication.
- learn to understand how to set clear expectations and to manage language and cultural barriers

with international teams working through case studies containing real life business situations.

Furthermore, students learn how to plan their negotiations as individuals, as well as by being parts of international negotiation teams. The featured role-playing exercises allow the student to practice applying the skills they should be learning in a simulated mock business negotiation.

Contents
- the study of verbal and nonverbal communication techniques using English
- building business communication skills in English
- achieving business objectives in negotiations conducted in English

Further information
The implementation will be conducted in an online environment to facilitate collaboration between SeAMK students and students representing a partner institution. The simulation activities include use of digital communication technology to experience a real-life intercultural environment.

Performance on negotiation exercises will be judged in relation to other students in the class playing the same roles. The exercises used in the class will generally involve role-playing, and the participation grade will reflect the extent to which the roles are effectively played. In all of the exercises, individuals will have roles assigned to them.

Evaluation criteria
Satisfactory (1-2)

Grade 1:
The student completes all assigned work but has difficulty meeting the objectives and expectations of the course. The student is able to communicate and negotiate in simple English using different communication channels. The level of the written and spoken English is basic as studying and practicing the key concepts and competences appropriate to the course topics remains inadequate. The student does not meet their expected learning goals for most of the course.

Grade 2:
The student completes all course work, but has some difficulty meeting the objectives and expectations of the course. The student is able to communicate and negotiate in basic level English using different communication channels. The level of the written and spoken English is understandable yet basic as studying and practicing the key concepts and competences appropriate to the course topics remains inadequate. The student partially meets their expected learning goals for the course.

Good (3-4)

Grade 3:
The student completes all assigned work mostly of good quality in terms of both written and spoken English. The student is able to communicate and negotiate in English using different communication channels. His/her written and spoken English is understandable, but studying and practicing the key concepts and competences appropriate to the course topics remains a bit inadequate. The student meets most of their expected learning goals for the course.

Grade 4:
The student completes all assigned work mostly of high quality in terms of both written and spoken English. The student is able to communicate and negotiate in clear English using different communication channels. The student meets their expected learning goals for the course. The student demonstrates having studied and practiced the key concepts and competences appropriate to the course topics.

Excellent (5)

Grade 5:
The student completes all assigned work of high quality in terms of both written and spoken English. The student is able to communicate and negotiate in clear English using different communication channels. The student meets and occasionally exceeds their expected learning goals for the course. The student clearly demonstrates having studied and practiced the key concepts and competences appropriate to the course topics.

5A00CV93 Circular Economy Project: 3 op

Learning outcomes
The students will learn the basic Circular Economy concept and related strategies used in the world today.
Students have the following hard and soft skills:
• Learn about concrete (profitable) circular economy strategies.
• Understand levers to transform from a linear to a circular value Chain
• Indicators to measure circularity
• Create internal and external alignment in this transformation
• Relationship between company and supply chain partners
• Quick decision making and teamwork

Contents
• Main roles in the simulation, sales, supply chain, purchasing and finance.
• Levels to transform from linear to circular economy
• Drivers to measure the transformation
• Group communication skills (conversational skills, giving and receiving feedback, meeting procedures, document standards, minutes of a meeting)
• The importance of alignment in this transformation

Prerequisites
No prerequisites

Evaluation criteria
Satisfactory (1-2)

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)

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)

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.

LT00CV15 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.

IB00CV89 Gateway Inno: 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
8. FOR IB-STUDENTS: Practical mentoring and guidance skills

Contents
The Innovation Week is a compulsory course for every first year student in SeAMK. In the Gateway

Inno the same concept will be applied with the exchange students. IB students, who have finished the Innovation Week, can also participate the Gateway Inno in the role of student mentor.

The course is a one-week intensive course. The students will not take part in other SeAMK courses during it. During the Gateway Inno, the students will solve real working life problems in multidisciplinary student teams by the means of the design thinking method. In accordance with the method, the students will focus on both customer and business perspectives.

As a result of the Innovation Week, the students will present a tried-and-tested solution concept for the problem.

Prerequisites
None.

Evaluation criteria
Pass/fail

Pass
The student plans, implements and reports the project in a professional way. The student is able to update his plans and schedule when needed. He reports his working hours and is able to reflect his own professional development during the project.
Fail
The student is not able to plan, implement or report the project in a professional way. The planned schedule of the project is not followed and the plans are not updated during the project even when needed. The student does not report his work load and learning

IB00CY73 Business Project: 6 op

Learning outcomes
The student is able to plan, implement and evaluate a personal professional project which is related to his studies and/or his future career plans.

Contents
The student plans, implements and evaluates a personal project. He reports and presents the results of the project. The amount of credits depends on the student's work load documented in a learning diary. The content of the project is personal and it needs to be approved by the study programme before the student starts to implement the project.

Prerequisites
First year studies.

Evaluation criteria
Pass/fail

Pass
The student plans, implements and reports the project in a professional way. The project is relevant to student's studies and/or career plans. The student is able to update his plans and schedule when needed. He reports his working hours and is able to reflect his own professional development during the project.
Fail
The student is not able to plan, implement or report the project in a professional way. The content of the project is not relevant to his studies and/or career plans and has only a small amount of professional content. The planned schedule of the project is not followed and the plans are not updated during the project even when needed. The student does not report his work load.

IB00CY74 eSport Management Project: 6 op

Learning outcomes
Students work in small groups on practical eSport management tasks. The students are instructed in implementing the project 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
- managing the eSport team
- marketing and Sales
- finances
- HR, Coaching services
- analysing the results of the project

Prerequisites
First year studies

Evaluation criteria
Satisfactory (1-2)

Students need a lot of help 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)

Planning and implementation are 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)

Planning and implementation will be conducted exactly. The results are very useful for the project commissioner. The presentation is clear and exhaustive.

IB21-1031 THESIS: 15 op

IB00CY75 Bachelor's Thesis: 15 op

Learning outcomes
The bachelor's thesis can be done individually or as a part of a larger research or development project. The aim of the thesis is that students are able to apply the theoretical knowledge they have acquired during their studies in their own research. During the thesis process, students learn problem-solving, project work, scientific thinking, independent information retrieval, and how to report research results. Students are able to present the results of their research logically using correct language and professional terminology. The thesis process also allows students to be creative, to experiment and use innovative applications.

Contents
Students are responsible for the choice of topic, which they often find during their practical training. Students discuss their choice of topic with the study programme for approval. Students must keep in touch with their supervisor 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
Professional writing skills
Research writing skills
Introduction to statistics

Evaluation criteria
Satisfactory (1-2)

The thesis assessment criteria of SeAMK are applied.

Good (3-4)

The thesis assessment criteria of SeAMK are applied.

Excellent (5)

The thesis assessment criteria of SeAMK are applied.

KD00CV97 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.

KD00CV99 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.

IB21-1032 PRACTICAL TRAINING: 30 op

IB00CY76 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)

Prerequisites
Minimum 60 credits of Bachelor-level International Business -studies

Evaluation criteria
Pass/fail

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