

Degree Programme in International Business, academic year 2004 - 2005

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Courses

1 General Studies 60 ects

B1OR01 Studying at Haaga Institute Polytechnic and Personal Development, 3 ects

OBJECTIVES

The student will learn to take responsibility for his/her studies and aim to graduate within the time limits set in the degree regulations. He/she will plan and carry out his/her personal study plan. The student is also encouraged to start preparing a personal career plan and to continue developing it throughout the programme. The student is introduced to the study and learning skills needed to complete higher education studies successfully and to advance in today's demanding professional life. In achieving these objectives both as an individual and as a member of multiple teams the student will have contributed to the positive atmosphere of Haaga Institute Polytechnic.

CONTENTS Orientation to polytechnic studies, Effective learning methods, Synergy between studies and career, Personal study plan, Career plan, Project work on Senge's Fifth Discipline (parts I and II)

STUDY METHODS

Lectures, group work, self-reflection

READING

Senge, Peter M. 1994 or later, The Fifth Discipline, The Art & Practice of The Learning Organization, Currency Doubleday, New York, Parts I and II

ASSESSMENT

Attendance and written assignments

Working Life and Entrepreneurship, 9 ects

IB1WE01 Entrepreneurship and Running a Business, 3 ects

OBJECTIVES

The student will learn to understand the importance of entrepreneurship and SMEs to the community and will be able to assess how ready he/she is to be an entrepreneur or intrapreneur. He/she will learn the structure of trade and other industries in Finland.

CONTENTS

Characteristics of entrepreneurs/intrapreneurs, Basic business functions, Elements of business environment, Shareholders and networking, Trade and other industries in Finland

STUDY METHODS Interactive class discussions, exercises, project work, self-directed learning

READING

Allen, Kathleen.2001. Entrepreneurship for Dummies, IDG Books Worldwide.Inc.

Zimmerer, Thomas W, Scarborough, Norman M.1996 or later, Entrepreneurship and New Venture Formation, Prentice Hall, Inc. selected chapters

ASSESSMENT

Active participation, project work, written exam

IB1WE02 An Individual in Working Life, 3 ect**OBJECTIVES**

The student will learn the basic concepts of organisations and organisational behaviour. He/she will gain a realistic insight into employer expectations in modern working life.

CONTENTS

Importance of work, Organisational behaviour, Corporate culture , Team skills, Coping with change and life-long learning, Psychological, physical and social health

STUDY METHODS Interactive class discussion, exercises, group work, self-directed learning

READING

Huczynski, A & Buchanan, D. 1997 or later, Organizational Behavior, an Introductory Text, Prentice Hall, London, Selected chapters

Senge, Peter M. 1994 or later, The Fifth Discipline, The Art & Practice of the Learning Organization, Currency Doubleday, New York, Parts III, IV and V

ASSESSMENT

Active participation, exercises, written exam

IB1WE03 Environmental Knowledge, 1 ½ ect**OBJECTIVES**

Upon completion of the course, the student will understand the principles of sustainable development and an individual's responsibility for the environment as a customer and member of various organisations.

CONTENTS

Main environmental problems, Elements of sustainable development, Concept of product life cycle

STUDY METHODS

Lectures, project work, self-directed learning

READING

Lecture notes, handouts

ASSESSMENT

Active participation, written exam, project work

IB1WE04 Service Skills, 1 ½ op**OBJECTIVES**

Upon completion of the course the student will understand the importance of marketing and the concept of internal marketing. He/she will have a service-minded attitude to profitable business and will be able to connect both internal and external market considerations to the company's decision-making process.

CONTENTS

Development of marketing and service, Creating a market oriented business idea, Internal marketing and service attitude, Elements of marketing environment

STUDY METHODS

Lectures, exercises, self-directed learning

READING

To be announced

ASSESSMENT

Active participation, exercises, written exam

Introduction to Business Studies, 15 ects**IB1BS01 Principles of Economics, 3 ects****OBJECTIVES**

The student will understand the basic principles of economics and will be able to apply the statistics used in economic analysis.

CONTENTS

Supply and Demand, Prices, Market structures (microeconomics), Determination of National Income, Unemployment, Inflation, Money markets, Economic policy (macroeconomics)

STUDY METHODS

Lectures, exercises, self-directed learning

READING

Sloman, J.2000. Economics.Harlow, England:Pearson Education Ltd

ASSESSMENT

Active participation, exercises, written exam

IB1BS02 Principles of Marketing, 3 ects**OBJECTIVES**

The student will learn about customer behaviour, target group oriented marketing and elements of the marketing mix.

CONTENTS

Customer behaviour, Segmentation, Product, price, place and promotion decisions

STUDY METHODS

Lectures, exercises, self-directed learning

READING

David Jobber.2001. Principles and Practice of Marketing. 3rd ed. London: McGraw-Hill

ASSESSMENT

Active participation, exercises, written exam

IB1BS03 Understanding Business Finance, 3 ect

OBJECTIVES

The studies will focus on the profitability accounting of a newly established business. He/she will be able to plan and interpret the profitability, liquidity and solvency of a newly established company, forecast profit and cash flow and make the necessary calculations. The student will learn the role of capital in the solvency of a business, and he/she will understand Finnish, British and American Balance Sheets, and Profit and Loss Accounts.

CONTENTS

How Money Works in Business, The Profit and Loss Account, The Balance Sheet, Cash Flow Forecast and Working Capital Control, Principles of Value Added Tax

STUDY METHODS

Lectures, case studies, project work, self-directed learning

READING

Mobile Training Ltd. Understanding Business Finance, Computer-Based Training Course

Vuorinen, Hannu. Understanding Business Finance. Study Booklet and Exercises

Dyson, J, R. 2001. Accounting for Non-Accounting Students. 5th ed.

Harlow:Pearson Education. Parts 1- 4

Zimmer, Thomas W. Scarborough, Norman M. 1996 or newer. Entrepreneurship and New Venture Formation. Prentice Hall, Inc. Chapters 10 and 11

ASSESSMENT

Exercises, project work, written exam

IB1BS04 Business Law for a New Business, 3 ect

OBJECTIVES

The student will gain an insight into the essentials of the Finnish civil law and legal practices, with an emphasis on the legal aspects of a company.

CONTENTS

Basic legal concepts and court organisation, Contract Law, Labour Law, Marketing and Consumer Law, Competition regulations, Company law

STUDY METHODS

Lectures, case studies

READING

Material given by the lecturer

ASSESSMENT

Active participation, written exam

IB1BS05 Setting Up a New Business, 1 ½ ect

OBJECTIVES

The student will draw up a realistic business plan for a new firm within the fields of international trade. The best plans could be carried out in practice.

CONTENTS

Main elements of business planning, Working out a business plan, Presenting and evaluating the plan

STUDY METHODS

Lectures, consultation with the lecturer, self-directed learning

READING

Study material given by the lecturer

ASSESSMENT

A business plan and its presentation

International Business Studies, 6 ects**IB1IB01 Introduction to Internationalisation, 3 ects****OBJECTIVES**

The student will learn to analyse both the company and market based requirements needed when a company is going international and the various modes of operation in international trade. The student will also acquire a basic knowledge of Finland's foreign trade.

CONTENTS

Company and market based requirements for foreign trade, Information sources, Modes of operation in international trade, Facts about Finland's foreign trade

STUDY METHODS

Interactive class discussion, cases, project work, self-directed learning

READING

To be announced later, material given by the lecturer

ASSESSMENT

Active participation, project work, written exam

IB1IB02 Basics of Cross Cultural Management, 3 ects**OBJECTIVES**

The student will learn the cross-cultural issues typical of international business and improve his/her ability to cope with the diversity of business cultures.

CONTENTS

Concept of culture, Different approaches to cross-cultural management, Methods for analysing cultures

STUDY METHODS

Interactive class discussion, cases, project work, self-directed learning

READING

Trompenaars Fons.1997 or later, Riding the Waves of Culture, Understanding Cultural Diversity in Business, London: Nicolas Breakley Publishing
Material given by the lecturer

ASSESSMENT

Active participation, project work, written exam

Language Studies 1, 16,5 ects

Finnish students

Compulsory Languages

- B1FI01 Business Communication in Finnish, 3ects
- B1EN01 English Business Communication 1, 3 ects
- B1EN02 English Business Communication 2, 3 ects
- B1SV01 Affärssvenska, 3 ects

and two of the following, for example:

- B1DE01 Geshäftsdeutsch, 3 ects
- B1DE02 Deutsche Konversation, 1,5 ects
- B1FR01 Francais des Affaires, 3 ects
- B1FR02 Conversation en Francais, 1,5 ects
- B1RU01 Russian Business Communication 1, 4,5 ects

Foreign Students

Note! Swedish is not compulsory!

Compulsory Languages

- B1FI02 Finnish for International Students, 3 ects
- B1EN01 English Business Communication 1, 3 ects
- B1EN02 English Business Communication 2, 3 ects

and two other languages, for example:

- B1RU01 Russian Business Communication 1, 4,5 ects
- SPG8LD001 Spanish for Beginners 1, 4,5 ects
- FRE8LD001 French for Beginners 1, 4,5 ects
- SWE8LD001 Swedish for Beginners 1, 3 ects
- B1DE01 Geshäftsdeutsch, 3 ects
- B1DE02 Deutsche Konversation, 1,5 ects
- B1FR01 Francais des Affaires, 3 ects
- B1FR02 Conversation en Francais, 1,5 ects

BEN101 English Business Communication 1, 3 ects

OBJECTIVES

The student will be able to handle ordinary business situations professionally in English. He/she will learn to write reports and essays in English correctly and idiomatically.

CONTENTS

Social contacts, Telephone conversations, Communication between Finnish companies and their customers and/or subsidiaries abroad, Knowledge of business terminology, Essay and report writing

STUDY METHODS

Lectures and discussions, individual, pair, team assignments, Oral presentations

READING

To be announced later

ASSESSMENT

Active participation, oral and written exercises, written exam

BEN102 English Business Communication 2, 3 ects**OBJECTIVES**

The student will be able to handle effectively demanding business situations in English.

CONTENTS

Written business communication, Reports, Meetings, Negotiations, Finnish culture in relation to other cultures

STUDY METHODS

Lectures and discussions, individual, pair, team assignments, Oral presentations

READING

To be announced later

ASSESSMENT

Active participation, oral and written exercises, written exam

BF1101 Business Communication in Finnish, 3 ects**OBJECTIVES**

The student will gain an understanding of the significance of business communication. He/she will learn how to communicate effectively in a business context.

CONTENTS

The effect of communication on corporate image , Communication strategies for business contexts

STUDY METHODS

Interactive class discussions, case studies, self-directed learning

READING

Kortetjärvi-Nurmi, S & Kuronen, M-L. & Ollikainen, M.2003. Yrityksen viestintä. 3rd edition.

Business Edita

Material given by the lecturer

ASSESSMENT

Active participation, project work, written exam

BF1102 Finnish for International Students, 3 ects**OBJECTIVES**

The student will learn the basics of Finnish in order to cope in everyday situations. The course will give the student an introduction to the Finnish way of life and Finnish culture.

CONTENTS

Introduction to the Finnish language, pronunciation, intonation, basics of Finnish grammar and vocabulary, social contacts, everyday situations

STUDY METHODS

Interactive class discussions, pair work, written exercises, self-directed learning

READING

To be announced later

ASSESSMENT

Active participation, exercises, written exam

BSV101 Affärssvenska, 3 ects

The course is obligatory for students with the Finnish matriculation examination.

OBJECTIVES

The student will be able to handle ordinary business situations in Swedish.
He/she will make him/her self familiar with the Swedish industries and business culture.

CONTENTS

Social contacts, Telephone conversations, Company visits, Company activities, Company presentations

STUDY METHODS

Lectures and discussions, situational exercises, studio exercises, Conversation exercises with a native teacher.

READING To be announced later

ASSESSMENT

Active participation, written and oral exams

Methodological Studies 1, 10,5 ects**IB1MT01 Word Processing, 3 ects****OBJECTIVES**

The student will learn the basics of word processing using Microsoft Word and the importance of document standards.

CONTENTS

Keyboard skills, Number, character, and document standards, Creating, editing, saving, and printing documents, Merging large documents, Instructions for layout and writing the final paper

STUDY METHODS

Lectures, exercises

READING

Keyboarding: Training material provided by the lecturer
Word processing and document presentation: to be announced at the beginning of the course

ASSESSMENT

Course work, tests and active participation

IB1MT02 Computing Skills, 4,5 ects**OBJECTIVES**

The student will learn to use PCs in the MS-Windows operating environment and networks. He/she will master basic office tools, computer supported co-operative work and the basics of multimedia.

CONTENTS

Selecting a computer, Hardware, Software Office tools: integrated use of spreadsheet software MS Excel
presentation package PowerPoint
How to operate on a network
e-mail
security

home pages
 use of information net service
 Multimedia
 Image manipulation

STUDY METHODS

Lectures, exercises

READING

Joyce, Jerry, Moon, Marianne.2001.Microsoft Office Xp Plain&Simple. Microsoft Press

ASSESSMENT

Active participation, exercises, projects cr, exams. The student must successfully complete all parts of the course in order to pass.

IB1MT03 Business Mathematics, 4 ½ ects

OBJECTIVES The student will develop his/her financial analysis skills. He/she will acquire the everyday mathematical skills needed in routine business and will be able to apply the correct mathematical concepts to business problems.

CONTENTS Percentages, index numbers, time value of money (simple interest, compound interest, present value, future value), Currency exchange, annuities and loans. Hire purchase financing and leasing.

STUDY METHODS

Lectures, exercises

READING

Pulkkinen Pekka, Holopainen Matti.2001. Business Mathematics.
 Material given the lecturer

ASSESSMENT

Active participation, assignments, exams

2 Professional Studies 90 ects

International Economics, 6 ects

IB2IE01 International Trade Theory and Policy, 3 ects

OBJECTIVES

The student will learn the main theories and policies of international trade and integration.

CONTENTS

Classic and Modern Trade Theories, International Factor Movements, Commercial Policy, International Free Trade Agreements and Integration, International Trade Organisations

STUDY METHODS

Lectures, exercises, self-directed learning

READING

Krugman, Paul R, Obstfeld, Maurice. 1997. International Economics, Theory and Policy, 4th ed., HarperCollins

ASSESSMENT

Active participation, project work, written exam

IB2IE02 International Finance, 3 ects**OBJECTIVES**

The student will learn essential concepts of international finance, including the determination of the balance of payments, exchange rates, security and international loan markets.

CONTENTS

A country's balance of payments, Foreign exchange rate markets, Interest rates, Corporate finance, International loan markets

STUDY METHODS

Lectures, exercises, self-directed learning

READING

Levi, Maurice D.1996. International Finance, the Markets and Financial Management of Multinational business, 3rd ed., MacGraw-Hill. Selected chapters

Shim, Joe K, Siegel, Joel G.1998. Schaum's Outline of Financial Management, 2nd ed. Selected chapters

ASSESSMENT

Active participation, exercises, written exam

International Marketing, 15 ects**IB2IM01 International Marketing Research and Analysis, 4 ½ ects****OBJECTIVES**

The student will gain an understanding of the significance of marketing management and will learn to apply modern market research methods in an international context.

CONTENTS Designing a research project for international markets, Sources of secondary data in international business, Quantitative/ qualitative research methods, Data analysis and reporting

STUDY METHODS

Lectures, project work

READING

Kumar, V. 2000. International Marketing Research. Prentice Hall. New Jersey

Other material to be announced

ASSESSMENT

Active participation in a research project, written exam

IB2IM02 Marketing Strategy, Planning and Implementation, 6 ects**OBJECTIVES**

The student will understand the role of marketing planning and strategy formulation in the international business environment. He/she will learn the importance of product, price, distribution, and promotion decision making in theory and practice.

CONTENTS

Formulation of Marketing Strategy, Marketing Mix Decisions in International Context, Customer Relationship Marketing, Implementation of Marketing Activities

STUDY METHODS

Lectures, case studies

READING

Doole, Isobel, Lowe, Robin, Philips, Chris.1999. International Marketing Strategy. International Thomson Business Press; ISBN 1861524722

Moore, Geoffrey A. 2000. Crossing the Chasm. Capstone Publishing Limited

Jobber-Lancaster:1997. Selling and Sales Management

Kotler, Philip.1999. Marketing Management: Analysis, Planning, Implementation and Control

ASSESSMENT

Active participation, project work, written exam

IB2IM03 International Promotions, 4 ½ ects

OBJECTIVES

Upon completion of the course, the student will be able to arrange and carry out various promotional activities as part of the company's international marketing mix.

CONTENTS

Trade fairs and exhibitions in the marketing and media mix, Planning a trade fair project, Implementing the project, Follow-up

STUDY METHODS

Lectures, trade fair project work

READING

To be announced later

ASSESSMENT

Active participation in the trade fair project, written exam

Managerial Finance, 12 ects

IB2MF01 Cost and Management Accounting, 4 ½ ects

OBJECTIVES

The student will learn the principles and possibilities of the cost-profit-volume analyses of a company. He/she will also learn the principles of financial planning, budgetary control and managing long-term investments.

CONTENTS

Basic Cost Accounting Procedures, Direct Costs, Indirect Costs, Marginal Costing, Product Costing Systems and Recent Developments, Budgetary Control, Standard Costing, Capital Investment Appraisal

STUDY METHODS

Contact lessons, exercises, project work, self-directed learning

READING

Mobile Training Ltd. Understanding Management Accounting, Computer-Based Training Course

Dyson, J R.2001. Accounting for Non-Accounting Students. 5th ed.

Harlow: Pearson Education. Parts 5 and 6

ASSESSMENT

Exercises and project work, written exam

B2MF02 Financial Accounting, 3 ects

OBJECTIVES

The student will master the principles of book-keeping, the profit and loss account, the balance sheet and corporate taxation. He/she will understand the relation between bookkeeping and financial statements and will be able to interpret financial information. He/she will understand how VAT functions in Finland and the EU countries.

CONTENTS

Recording Accounting Information, Preparation of the Financial Statements, Interpreting Published Accounts, VAT in the EU, Corporate Taxation

STUDY METHODS

Contact lessons, exercises, project work, self-directed learning

READING

Taxation in Finland; Ministry of Finance, www.vero.fi/english

ASSESSMENT

Exercises and project work, written exam

IB2MF03 Financing and Getting Paid Foreign Trade Transactions, 4 ½ ects

OBJECTIVES

The student will learn to analyse the feasibility of various financing instruments and terms of payment in foreign trade transactions and will be able to make competitive, profitable offers and counter offers.

CONTENTS

Modes of financing, Sources of financing, Guarantees available, Terms of payment, Exchange risk management

STUDY METHODS

Lectures, exercises, project work, self-directed learning

READING

To be announced

ASSESSMENT

Active participation, project work, written exam

International Business Law 4,5 ects**IB2IL01 International Business Law, 4,5 ects**

OBJECTIVES

The student will be able to understand and evaluate legal obligations and risks involved in international transactions, and to act in accordance with them. He/she will be capable of communicating with outside experts by using the right legal terminology of inter-national trade.

CONTENTS

Debts and securities, Bankruptcy, International trade agreements, Agency agreements, Distributorship agreements, EU legislation

READING

To be announced

ASSESSMENT

Case studies, written exam

International Logistics, 10,5 ects

IB2LO01 Purchasing Strategies and Practises, 6 ects

OBJECTIVES

The student will understand the role of purchasing in the logistics chain. He/she will be able to organise and carry out various activities relating to the purchasing process, and learn the EU regulations on imports from outside the Single Market.

CONTENTS

Elements of logistics, Purchasing process, Customer - supplier relationship, Strategic planning in purchasing, EU regulations on importing from outside the Single Market

STUDY METHODS

Lectures, exercises, project work, self-directed learning

READING

Lysons Kenneth. 2000. Purchasing and Supply Chain Management. 5th edition Pearson Education Limited, Harlow England.

Material given by the lecturer

ASSESSMENT

Active participation, project work, written exam

IB2LO02 Export/Import Techniques, 6 ects

OBJECTIVES

The student will acquire the negotiation skills needed to successfully procure transport and forwarding services. The student will be capable of independently organising and handling logistics activities related to international trade deliveries.

CONTENTS

Modes of transport, Forwarding, Incoterms 2000, Documentation, Customs procedures, Warehousing systems

STUDY METHODS

Lectures, exercises, project work, self-directed learning

READING

D'Arcy Leo, Murray, Carole, Cleave, Barbara.2000. Schmitthoff's Export Trade, The Law and Practice of International Trade. London: Sweet & Maxwell

ASSESSMENT

Active participation, project work, written exam

International Business Management, 12 ects

IB2BM01 Corporate Strategy, 4 ½ ects

OBJECTIVES

The students will gain an understanding of Strategic theory and attempt to link the theory with modern day business practises

CONTENTS

A review of the main Strategic Analysis concepts, Understanding the links between theory and practice, The context of Strategic thinking in a complex business environment

STUDY METHODS

Lectures, project work, case studies, self-directed learning

READING

Coulter, M. Strategic Management in Action. 2nd edition. Prentice Hall

ASSESSMENT

Active participation, project work and written exam

IB2BM02 Human Resource Management, 3 ects**OBJECTIVES**

The student will learn a working HRM framework which will enable him/her to have a full appreciation of the range of functions carried out by HRM professionals in today's workplace.

CONTENTS

Understanding the general foundation of HRM, Examining the main functional elements within HRM, HRM from a multi-cultural perspective

STUDY METHODS

Lectures, project work

READING

Dessler, G.A Framework for Human Resource Management. 2nd edition. Prentice Hall

ASSESSMENT

Active participation, project work and written exam

IB2BM03 Risk Management, 3 ects**OBJECTIVES**

The student will learn to understand the nature of risk management insurance and how to manage risk in an increasingly complex and unpredictable business environment.

CONTENTS

Appreciating the general nature of risk in our society, Understanding the various risk management techniques, Applying the techniques to both pure and speculative risk situations

STUDY METHODS

Lectures and self-directed learning

READING

To be announced

ASSESSMENT

Active participation and written exam

Regional Business Studies 13,5 ects**IB2RB01 Business in the EU, 4 ½ ects****OBJECTIVES**

This module consists of three courses covering the following regions: The EU,

Russia, the Baltic and Central East European countries, and Asia. The student will improve his/her skills to manage local business cultures and be able to analyse, plan and make decisions concerning new business opportunities in the respective regions.

CONTENTS

Economic and political structure/situation, Marketing environment, Business culture, Business opportunities

STUDY METHODS

Lectures, project work, self-directed learning

READING

To be announced

ASSESSMENT

Active participation, project work, written exam

IB2RB02 Business in Russia, the Baltic and East European Countries, 6 erts

OBJECTIVES

This module consists of three courses covering the following regions: The EU, Russia, the Baltic and Central East European countries, and Asia. The student will improve his/her skills to manage local business cultures and be able to analyse, plan and make decisions concerning new business opportunities in the respective regions.

CONTENTS

Economic and political structure/situation, Marketing environment, Business culture, Business opportunities

STUDY METHODS

Lectures, project work, self-directed learning

READING

To be announced

ASSESSMENT

Active participation, project work, written exam

IB2RB02A Russia, 1 ½ erts

OBJECTIVES

This module consists of three courses covering the following regions: The EU, Russia, the Baltic and Central East European countries, and Asia. The student will improve his/her skills to manage local business cultures and be able to analyse, plan and make decisions concerning new business opportunities in the respective regions.

CONTENTS

Economic and political structure/situation, Marketing environment, Business culture, Business opportunities

STUDY METHODS

Lectures, project work, self-directed learning

READING

To be announced

ASSESSMENT

Active participation, project work, written exam

IB2RB02B Baltic countries, 1 ½ ects**OBJECTIVES**

This module consists of three courses covering the following regions: The EU, Russia, the Baltic and Central East European countries, and Asia. The student will improve his/her skills to manage local business cultures and be able to analyse, plan and make decisions concerning new business opportunities in the respective regions.

CONTENTS

Economic and political structure/situation, Marketing environment, Business culture, Business opportunities

STUDY METHODS

Lectures, project work, self-directed learning

READING

To be announced

ASSESSMENT

Active participation, project work, written exam

IB2RB02C Central East European Countries, 1 ½ ects**OBJECTIVES**

This module consists of three courses covering the following regions: The EU, Russia, the Baltic and Central East European countries, and Asia. The student will improve his/her skills to manage local business cultures and be able to analyse, plan and make decisions concerning new business opportunities in the respective regions.

CONTENTS

Economic and political structure/situation, Marketing environment, Business culture, Business opportunities

STUDY METHODS

Lectures, project work, self-directed learning

READING

To be announced

ASSESSMENT

Active participation, project work, written exam

IB2RB02D Book exam, 1 ½ ects**OBJECTIVES**

This module consists of three courses covering the following regions: The EU, Russia, the Baltic and Central East European countries, and Asia. The student will improve his/her skills to manage local business cultures and be able to analyse, plan and make decisions concerning new business opportunities in the respective regions.

CONTENTS

Economic and political structure/situation, Marketing environment, Business culture, Business opportunities

STUDY METHODS

Lectures, project work, self-directed learning

READING

To be announced

ASSESSMENT

Active participation, project work, written exam

IB2RB03 Business in Asia, 4 ½ erts

OBJECTIVES

This module consists of three courses covering the following regions: The EU, Russia, the Baltic and Central East European countries, and Asia. The student will improve his/her skills to manage local business cultures and be able to analyse, plan and make decisions concerning new business opportunities in the respective regions.

CONTENTS

Economic and political structure/situation, Marketing environment, Business culture, Business opportunities

STUDY METHODS

Lectures, project work, self-directed learning

READING

To be announced

ASSESSMENT

Active participation, project work, written exam

Language Studies 2, 9 erts cr

Finnish students

Compulsory Languages

- IB2SV01 Affärskommunikation, 3 erts
- IB2SV02 Affärer med Framgång, 1,5 erts

and two of the following, for example:

- IB2DE01 Geschäftliche Kommunikation, 3 erts
- IB2DE02 Geschäftskontakte, 1,5 erts
- IB2FR01 Communication de L'Entreprise, 3 erts
- IB2FR02 Contacts Commerciaux, 1,5 erts
- RU01 Russian Business Communication 2, 4,5 erts

Foreing students

and two other languages, for example:

- IB2RU01 Russian Business Communication 2, 4,5 erts
- FRE8LD002 French for Beginners 2, 4,5 erts
- SPG8LD002 Spanish for Beginners 2, 4,5 erts
- SWE8LD002 Swedish for Beginners 2 , 4,5 erts
- IB2DE01 Geschäftliche Kommunikation, 3 erts
- IB2DE02 Geschäftskontakte, 1,5 erts
- IB2FR01 Communication de L'Entreprise, 3 erts
- IB2FR02 Contacts Commerciaux, 1,5 erts

BSV201 Affärskommunikation, 5 cr

The course is obligatory for students with the Finnish matriculation examination

OBJECTIVES

The student will handle effectively sales and negotiation situations in Swedish both orally and in writing. He/she will deepen his/her knowledge on the Scandinavian business culture.

CONTENTS

Inquiries, requests for quotation, Quotation, Orders, Delivery notes, Invoices, Complaints and claims, Sales negotiations

STUDY METHODS

Lectures, discussions, self-directed learning, situational exercises orally and in writing

READING

SEO2 Affärssvenska 2, Kurs I skriftlig affärskommunikation, Del 1 och 2

ASSESSMENT

Written exam, active participation

Methodological Studies 2, 4,5 ects**IB2MT01 Research Methods, 1 ½ ects****OBJECTIVES**

The student will become familiar with the scientific reasoning and methods, and the research process in the business setting. He/she will learn to collect data from various sources and develop his/her skills to make decisions based on research information.

CONTENTS

Thesis process at Haaga Polytechnic, Nature of knowledge, Scientific paradigms, Research categories, Design of a study, Frame of reference (library and databases), Theories, models and hypotheses in research, Data collection and analysis (inquiries, interviews and observation), Reporting the results

STUDY METHODS

Lectures, exercises and independent learning (reading)

READING

Elizabeth San Miguel (ed.) Bachelor Thesis at Haaga Institute Polytechnic 2001.
Cooper, D.R & Emory, C.W.1995.Business Research Methods. 5th ed. Irwin/McGraw-Hill. Boston;
or Cooper, D.R.& Schindler,P.S.1998. Business Research Methods.6th ed. Irwin/McGraw-Hill, New York

ASSESSMENT

Exercises, exam

IB2MT02 Statistical Methods, 3 ects**OBJECTIVES**

The student will learn to analyse data and report the results of research projects.

CONTENTS

Data collecting and illustration, Averages, Frequency distribution, Measures of dispersion, Regression analysis, Basics of probability and probability of distribution,

Hypothesis testing

STUDY METHODS

Lectures, exercises, homework assignments and SPSS-exercises

READING

Pirjo Saaranen.2002. Statistical Methods Part 1 and Part 2

Pirjo Saaranen.2002. SPSS 10.0 for Windows.2002

Other material to be announced later

ASSESSMENT

Active participation, assignments, exams

IB2MT03 Academic Writing, 3 ects**OBJECTIVES**

The student will write English according to the style and conventions required in the bachelor's thesis and other academic contexts.

CONTENTS

Academic style, Referencing, Paragraphing, Surface features, Describing trends, conclusions, presentation and defence of thesis

STUDY METHODS

Interactive participation, written exercises, text analyses

ASSESSMENT

Written texts

3 Work Placement 30 ects**IB6PL01 Work Placement 1, 15 ects****OBJECTIVES**

The student will learn to understand the basic business processes in practise and successfully apply his/her knowledge and skills to junior level business administration related tasks and/or project-based tasks.

ASSESSMENT

Career orientation assignments, work placement report including the testimonial

IB6PL02 Work Placement 2, 15 ects**OBJECTIVES**

The student will strengthen his/her international business career orientation by completing the work placement 2 in tasks clearly related to international business operations. A successful work placement 2 will enable the student to link his/her experience with the bachelor's thesis.

ASSESSMENT

Career orientation assignments, work placement report including the testimonial

4 Bachelor's Thesis 15 ects**IB7BT01 Seminar 1, 3 ects****OBJECTIVE**

The student will introduce the topic for his/her thesis and the plan for carrying out the research process. He/she will learn to process source material into academic writing.

STUDY METHODS

Selecting a topic for the thesis, Processing a research plan, Academic writing exercises

PREREQUISITES

The following courses completed successfully:

Methodological Studies 2 (B2MT01 and B2MT02),

B2IM01 International Marketing Research and Analysis

B2IM02 International Marketing Strategy, Planning and Implementation

ASSESSMENT

Active participation, assignments

IB7BT02 Seminar 2, 3 ect

OBJECTIVE

The student will be able to present his/her thesis and argue for it successfully. He/she will learn to act as an opponent to other students presenting their theses.

STUDY METHODS

Individual consultation, group meetings

ASSESSMENT

Written thesis, its presentation and argumentation, acting as an opponent, active participation

IB7BT03 Thesis, 9 ect

OBJECTIVE

The student is able to process problems and issues relating to international business into an academic text by applying the appropriate research methods.

ASSESSMENT

Written thesis approved by the supervising lecturer and another evaluator nominated.

IB7BT04 Maturity Test

OBJECTIVE

The student will be able to write an academic essay on the issues of his/her bachelor's thesis. The student with a Finnish educational background will write the test either in Finnish or Swedish, and the student with a foreign educational background in English.

ASSESSMENT

Written exam

Elective Studies 15 ect**IB8CA01 Marketing Yourself: Career and Personal Development, 3 ect**

OBJECTIVES

The student will be able to analyse realistically his/her strengths and weaknesses for potential job opportunities and will know how to successfully act in a job application process. He/she will internalise the idea of career planning as part of his/her personal development.

CONTENTS

Identification of one's strengths and weaknesses, Information sources for job applicants, Writing job applications and CVs, Preparing for job interviews, Career planning vs. personal development

STUDY METHODS

Interactive class discussion, exercises

READING

To be announced later

ASSESSMENT

Active participation, assignments

IB8DA01 Data Analysis with SPSS, 1 ½ ects**OBJECTIVES**

The student will learn the techniques to organize, evaluate and analyse quantitative data obtained from surveys with the SPSS for Windows software package. Statistical concepts are enlightened by examples relevant to the final thesis process. The course will also provide participants with a structure to help them develop a data analysis plan. Instruction and practical work will be focused on the final thesis papers and individual assistance will be available.

CONTENTS

Creation of SPSS data file, Data management and modification, Descriptive statistical procedures, Diagrams, Relations and differences, Inferential statistical procedures

STUDY METHODS

Lectures, exercises, individual survey assignments

READING

Saaranen, P., SPSS for Windows

ASSESSMENT

Active participation, assignments

IB8DE01 Geschäftsdeutsch, 3 ects**OBJECTIVES**

The student will be able to handle ordinary business situations effectively in German and will acquire basic business terminology.

CONTENTS

Social contacts
Telephone situations
Company visits
Company activities
Company presentations
Customer service situations

STUDY METHODS

Lectures, self-directed learning, written exercises

READING

Unternehmen Deutsch (Chapters 1-5). Stuttgart: Ernst Klett International

ASSESSMENT

Active participation, portfolio assignments, written exam

PREREQUISITE

B8DE03 Deutsch Aktiv for students having studied/used German during the last two years

IB8DE02 Deutsche Konversation, 1 ½ ects**OBJECTIVES**

The student will be able to communicate effectively in different situations and to describe Finland in German and learn cultural differences.

CONTENTS

Social contacts, Business situations on the phone, Hosting company visitors, Company presentation, Finland, Germany and German speaking countries

STUDY METHODS

Discussions, pair work, role-play, Conversation exercises

READING

Material given by the lecturer

ASSESSMENT

Active participation, oral presentation and oral exam

IB8DE04 Deutsch Aktiv, 1 ½ ects

OBJECTIVES

The student will brush up the grammar, structure and vocabulary of the German language. The course is compulsory for students not having studied/used the language during the two last years.

CONTENTS

Grammatical gender and inflections of nouns, Pronouns, Inflection of adjectives, Verb conjugations, Active and passive voice, Main- and subordinate clauses, Word order

STUDY METHODS

Lectures and self-directed learning, written exercises

READING

To be announced later

ASSESSMENT

Exercises, written exam

IB8DE05 Geschäftskontakte, 1 ½ ects

OBJECTIVES

The student will communicate effectively in German in sales and negotiation situations with an emphasis on foreign trade. The student will also acquire essential cultural background knowledge of German speaking countries.

CONTENTS

Trade fairs

Negotiations

STUDY METHODS

Discussions, pair work, role-play

Conversation exercises

READING

To be announced later

ASSESSMENT

Active participation, oral presentation and oral exam

IB8DE06 Geschäftliche Kommunikation, 3 ects

OBJECTIVES

The student will successfully handle business situations in German. He/she will communicate effectively in sales and negotiation situations with an emphasis on foreign trade.

CONTENTS

Customer service situations
E-mail, fax, business letters
Inquiries, quotations, orders
Trade fairs
Product presentations
Job applications

STUDY METHODS

Lectures and self-directed learning
Written exercises

READING

Unternehmen Deutsch. Latest edition. Chapters 6-10

ASSESSMENT

Active participation, portfolio assignments and written exam. The course can be offered as an online course for German native speaking students.

IB8DE08 German for Beginners 1, 4 ½ erts**OBJECTIVES**

The student will be able to engage in basic conversation in a variety of everyday situations.

CONTENTS

Basic grammar rules, Introductions, Giving and taking contact information,
Discussing everyday life and activities

STUDY METHODS

Lectures, class discussion, team and individual assignments

READING

To be announced later

ASSESSMENT

Active participation, assignments and written exams

IB8DE09 German for Beginners 2, 4 ½ erts**OBJECTIVES**

The student will extend his/her German vocabulary and learn to use more complex structures and sentences, and thereby he/she will be able to manage more demanding situations in German.

CONTENTS

Situations; office, shops, restaurants and home, Telephone situations, E-mail correspondence, German for travellers

STUDY METHODS

Lectures, class discussion, team and individual assignments

READING

To be announced later

ASSESSMENT

Active participation, assignments and written exams

IB8EC01 eCommerce, 3 ects

OBJECTIVES

The student will understand the business opportunities provided by the virtual environment. He/she will learn to analyse their profitability and make use of them.

CONTENTS

Fundamentals of eEconomy, Strategic impact of eCommerce, Models and frameworks for analysing eBusiness opportunities

STUDY METHODS

Independent studying, assignments, web-based lectures and learning

READING To be announced later

ASSESSMENT

Active participation, assignments and written exam

IB8EN01 Academic Writing, 1 ½ ects

OBJECTIVES

The student will write English according to the style and conventions required in the bachelor's thesis and other academic contexts.

CONTENTS

Academic style

Referencing

Paragraphing

Surface features

Describing trend, conclusions

Presentation and defence of thesis

STUDY METHODS

Interactive participation, written exercises, text analyses

ASSESSMENT

Written texts

IB8EX01 From Domestic HRM to Expatriate Management, 3 ects

OBJECTIVES

The student will learn to understand the functions of expatriates and expatriate missions as part of a company's overall business and HRM strategy. He/she will acquire the ability to analyse the state of a company's expatriate management cycle and services, to identify risk and problem areas, and to redesign the expatriate philosophy, strategy and operations with the objective of building an ethically and commercially successful and profitable expatriate operation architecture.

CONTENTS

Expatriation as business and HRM strategy tool, Approaches and philosophies underlying expatriate management, Expatriate mission cycle, Recruitment and psychometric testing for expatriate management training programmes, What to expect from different stakeholders at different stages of the expatriate cycle

READING

To be announced later

ASSESSMENT

Active participation, written assignment and exam

PREREQUISITES

B2BM02 Human Resource Management completed successfully

IB8FR01 French for Beginners 1, 4 ½ ects**OBJECTIVES**

The student will master the French phonetic system and the proper intonation in talking and READING. He/she will have acquired the basic knowledge to communicate in everyday situations.

CONTENTS

Presentation of self and others, Situations; office, home, restaurant, Basic correspondence; postcards, e-mail, French for travellers

STUDY METHODS

Interactive participation, grammar exercises

READING

Guy Capelle et Noelle Gidon, 1999. Le Nouvel Espaces 1, Paris: Hachette Livre Francais langue etrangere,

Material given by the lecturer

ASSESSMENT

Interactive class participation, assignments, written exam

IB8FR02 French for Beginners 2, 4 ½ ects**OBJECTIVES**

The student will master French in basic everyday and business situations. He/she will be able to cope in a French speaking environment.

CONTENTS Situations: office, home, restaurant, Basic correspondence; postcards, e-mail, French for Travellers and Business etiquette

STUDY METHODS

Interactive participation, grammar exercises

READING

Capelle, Guy et Gidon. 1999 Noelle. Le Nouvel Espaces 1. Paris: Hachette Livre Francais langue etrangere

Material given by the lecturer

ASSESSMENT

Interactive class participation, written and oral exercises, written exam

IB8FR05 Français des Affaires, 3 ects**OBJECTIVES**

The student will be able to communicate successfully in essential situations and will acquire basic business terminology

CONTENTS

Everyday situations orally and in writing

Comprehension

Company presentation

Sales discussion, orders and deliveries
Basic procedures of business life and business correspondence in French

STUDY METHODS

lectures, discussions, situational exercises, language laboratory exercises

READING

Mitchell, Margaret, 2001, Pour parler affaires, Chancere/WSOY
Material given by the lecturer

ASSESSMENT

Active participation, written and oral exams.

IB1FR02 Conversation En Français, 1,5 ects

OBJECTIVES

The student will be able to communicate effectively in various situations in French and will learn the cultural differences between France, other French speaking countries and Finland, especially in a business context. The student will be able to present Finland in French.

CONTENTS

Everyday and business situations
How to handle difficult situations
General knowledge of Finland, France and the French speaking countries

STUDY METHODS

Discussions, pair work, role-play
Conversation led by a native speaker

READING

Material given by the lecturer

ASSESSMENT

Active participation

IB8FR06 Communication de l'Entreprise, 3 ects

OBJECTIVES

The student will be able to communicate successfully in French in different business situations both in writing and orally

CONTENTS

Business correspondence in French
Banking and financial terminology

STUDY METHODS

Lectures, discussions, language laboratory, internet-based exercises

READING

Mitchell, Margaret, 2001, Pour parler affaires, Chancere/WSOY

ASSESSMENT

Written and oral exams, active participation

IB2FR02 Contacts Commerciaux, 1,5 ects

OBJECTIVES

The student will be able to successfully handle French business situations, meetings and negotiations (e.g. at a fair or on a business trip)

STUDY METHODS

Oral and written exercises, comprehension exercises

READING

To be announced later

ASSESSMENT

Written and oral exams, active participation

IB8GL01 Golf for Beginners, 1 ½ ects

OBJECTIVES

The student will learn the basic skills and knowledge equal to the Green Card test.

CONTENTS

History of golf, Rules and regulations, Practical drills and exercises of different golf strokes

STUDY METHODS

Lectures in class and training in vivo

ASSESSMENT

Written test of rules and regulations, 9 –hole playing competition

IB8MC01 mCommerce, 3 ects

OBJECTIVES

The student will understand the business opportunities provided by wireless and mobile solutions. He/she will learn to analyse their business potential in various market areas.

CONTENTS

Differences and similarities between the eCommerce and mCommerce
 Features and capabilities of wireless and mobile solutions
 Strategic impact of mCommerce
 Mobile value chain
 Basics of the underlying technology

STUDY METHODS

Independent studying
 Assignments
 Web-based lectures and learning

READING

To be announced later

ASSESSMENT

Active participation, written assignments and exam

IB8MD01 Meetings for Managers, 1 ½ ects

OBJECTIVES

The student will learn the procedural and documentation requirements of a formal Finnish meeting. He/she is able to participate as a member appropriately and effectively, to perform the duties of a recording secretary, and to run a meeting as the chair. Additionally, the student is able to prepare and check a complete set of meeting documents.

CONTENTS

Finnish meeting procedure from the member's, recording secretary's and chair's point of view . Procedural skills for formal meetings. Legal structure, content and preparation of a full set of meeting documents

STUDY METHODS

Lectures, practice meetings, class discussion, written assignments

ASSESSMENT

Active participation, written assignments

PREREQUISITE

B1MT01 Word Processing successfully completed

IB8NL01 NLP and Sensitive Human Resource Management, 3 ects**OBJECTIVES**

The student will communicate and perform more sensitively when working in management or HRM careers as well as service professions in cross-cultural environments.

CONTENTS

Communication with oneself, Communication with others, Management at people/for people

STUDY METHODS

Class discussion, exercises

READING

O'Connor Joseph.2001.NLP Workbook: A practical guide to achieving the results you want, Thorsons, London.

O'Connors and Seymour.1999 or later. Introduction to NLP: Psychological skills for understanding and influencing people

Material given by the lecturer

ASSESSMENT

Active participation, written or drawn assignments, exam

PREREQUISITES

The following courses completed successfully:

B1WE02 An Individual in Working Life

B1IB02 Basics of Cross Cultural Management

B2BM02 Human Resource Management

IB8PA01 Pre-Algebra, 1 ½ ects**OBJECTIVES**

The student will brush up his/her knowledge and skills in basic arithmetic, fractions, proportions, decimals, percentages and equations, and thus make it easier for him/her to meet the target level required in B1MT03 Business Mathematics.

CONTENTS

Changing decimals and fractions to per cents and vice versa, Basic percentage values, Comparison and change with percentages, The unknown base value of the percentage value, Simple linear equations, Powers and roots

STUDY METHODS

Lectures, exercises, homework assignments

READING

Handouts

Assessment

Active participation, exercises, one written exam

PREREQUISITE

The results of the Diagnostic Test indicating the student's need for brush up

IB8RU01 Russian Language and Communication 1, 4 ½ ects**OBJECTIVES**

The student will learn to communicate in everyday business situations in Russian.

CONTENTS

Meeting visitors

Customer services

Characteristics of Russian business culture

Business trips

STUDY METHODS

Written and oral exercises

Situational and language laboratory exercises

READING

To be announced later

ASSESSMENT

Active participation, written exam

IB8RU02 Russian Language and Communication 2, 3 ects**OBJECTIVES**

The students will learn to communicate in more demanding business situations both orally and in writing

CONTENTS

Contacting the Russian partner

Business letters and written communication

Company presentation

STUDY METHODS

Written and oral exercises

Situational and studio exercises

READING

To be announced later

ASSESSMENT

Active participation, written exam

IB8SP01 Spanish for Beginners 1, 4 ½ ects**OBJECTIVES**

The student will acquire the basic knowledge to communicate in everyday

situations.

CONTENTS

Presentation of self and others, Situations; office, home, restaurant,
Pronunciation, Basic grammar

STUDY METHODS

Interactive participation, exercises

READING

To be announced later

ASSESSMENT

Interactive class participation, assignments, exam

IB8SP02 Spanish for Beginners 2, 4 ½ ects

OBJECTIVES

The student will master everyday situations in the working environment.

CONTENTS

Basic correspondence, Oral communication, Grammar

STUDY METHODS

Interactive participation, oral and written exercises

READING

To be announced later

ASSESSMENT

Active class participation, assignments, exam

IB8SV01 Swedish for Beginners 1, 3 ects

OBJECTIVES

The student will acquire the basic knowledge to communicate in everyday situations. He/she will also learn about the Swedish culture and about the differences between the Swedish language spoken in Sweden and in Finland.

CONTENTS

Pronunciation, Presentation of oneself and others, Situations; office, shops,
restaurants and home, Telephone situations, Swedish for travellers

STUDY METHODS

Interactive participation and exercises

READING

Bauters, A. & Impola, E. 2000. PROFIL, Resor & Fritid. WSOY.
Material given by the lecturer

ASSESSMENT

Active class participation, exercises, written exam

IB8SV02 Swedish for Beginners 2, 4 ½ ects

OBJECTIVES

The student will extend his/her Swedish vocabulary and learn to use more complex structures and sentences, and thereby he/she will be able to manage more demanding situations in Swedish.

CONTENTS

Situations; office, shops, restaurants and home, Telephone situations, E-mail correspondence, Swedish for travellers

STUDY METHODS

Interactive participation and exercises

READING

Bauters, A. & Impola, E. 2000. PROFIL, Resor & Fritid. WSOY.
Material given by the lecturer

ASSESSMENT

Active class participation, exercises, written exam