

Degree Programme in International Business, academic year 2005 - 2006

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Courses

1 General Studies 60 cr

Introduction to Business Studies , 22 cr

BBS101 Principles of Economics, 3 cr

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

BBS102 Principles of Customer Service and Marketing, 4 cr

OBJECTIVES

Upon completion of the course the student will understand the importance of marketing and a service-minded attitude for a profitable business and will be able to connect both internal and external market considerations to the company's decision-making process. The student will learn about customer behaviour, target group oriented marketing and elements of the marketing mix.

CONTENTS

Internal marketing and service attitude, Elements of marketing environment, Customer behaviour,

Segmentation, Target group oriented marketing and elements of the marketing mix.

STUDY METHODS

Lectures, exercises, self-directed learning

READING

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

ASSESSMENT

Active participation, exercises, written exam.

BBS103 Understanding Business Finance, 3 cr

OBJECTIVES

The studies will focus on the profitability accounting of a newly established business. The student 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. He/she will learn the role of capital in the solvency of a business, and will understand Finnish, British and American Balance Sheets, and Profit and Loss Accounts.

CONTENTS

How Money Works in Business, Profit and Loss Account, 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 edition.

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

BBS104 Business Law for a New Business, 3 cr

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

BWE101 Entrepreneurship with Business Plan, 6 cr**OBJECTIVES**

The student will understand the importance of entrepreneurship and the role of the small and medium sized enterprises to the community and will assess his/her own skills to be an entrepreneur or intrapreneur. The student will learn the business fundamentals to draw up a realistic business plan for a new firm within the fields of international trade. 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 and business planning, Shareholders and networking, Principles of sustainable development for business, Preparing a business plan and its presentation

STUDY METHODS

Interactive class discussions, exercises, project work, self-directed learning, presentations.

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. Wickham, Philip A. (2004). *Strategic Entrepreneurship*, Prentice Hall, Pearson Education Limited.

ASSESSMENT

Active participation, project work, written exam, completing a business plan as the first year key product and its presentation.

BWE102 An Individual in Working Life, 3 cr**OBJECTIVES**

The student gains an overview and a basic understanding of the concepts, theories and models of organisational behaviour and organizational psychology. Based on this understanding, the student is able to develop a realistic insight into employer expectations, on the one hand, and into the psychological skills required of managers, on the other.

CONTENTS

The psychological importance of work, organisational behaviour, learning, personality, communication, perception, motivation, group formation, group structure, individual as a group member, organizational structure; psychological, physical and social health.

STUDY METHODS

Lectures, class discussion, exercises, group work, case studies, 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, group work, quizzes, written exam.

International Business Studies, 6 cr

BIB101 Introduction to Internationalisation, 3 cr**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

BIB102 Introduction to Cross Cultural Management, 3 cr**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, 17 cr**Finnish students****Compulsory Languages**

- FIN1LD001 Business Communication in Finnish
- ENG1LD001 English Business Communication 1
- ENG1LD002 English Business Communication 2
- SWE1LD001 Affärssvenska

and one of the following, for example:

- GER1LD001 Geshäftsdeutsch
- FRE1LD001 Francais des Affaires
- RUS1LD001 Russian Business Communication 1

Foreign Students

Note! Swedish is not compulsory!

Compulsory Languages

- FIN1LD002 Finnish for International Students
- ENG1LD001 English Business Communication 1
- ENG1LD002 English Business Communication 2

and two other languages, for example:

- RUS1LD001 Russian Business Communication 1
- SPG8LD001 Spanish for Beginners 1
- FRE8LD001 French for Beginners 1
- SWE8LD001 Swedish for Beginners 1

BEN101 English Business Communication, 13 cr

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 cr

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

BFI101 Business Communication in Finnish, 3 cr

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

BFI102 Finnish for International Students, 3 cr**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, 4 cr

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, 12 cr**BMT101 Computing Skills for Business, 7 cr****OBJECTIVES**

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

CONTENTS

Word processing (Word), Spreadsheet computing, (Excel), Presentation graphics (PowerPoint) and E-mail, Modules on LANs and Internet, Databases (Access) to be handled if necessary.

STUDY METHODS

Lectures, projects and exercises

READING

Microsoft Office Xp Plain & Simple. Microsoft Press. 2001.

ASSESSMENT

Active participation, exercises, exams, all parts of the course shall be passed.

BMT103 Business Mathematics, 5 cr**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 cr**International Economics, 6 cr****BIE201 International Trade Theory and Policy, 3 cr****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

BIE202 International Finance, 3 cr

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

ASSESSMENT

Active participation, exercises, written exam

International Marketing, 16 cr

BIM201 International Marketing Research and Analysis, 4 cr

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 later

ASSESSMENT

Active participation in a research project, written exam

PREREQUISITE BBS102

Principles of Customer Service and Marketing successfully completed

BIM202 International Marketing Strategy, Planning and Implementation, 6 cr**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

PREREQUISITIES BBS102 Principles of Customer Service and Marketing, BIM201 International Marketing Research and Analysis successfully completed

BIM203 International Promotions, 3 cr**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

PREREQUISITE BBS102 Principles of Customer Service and Marketing, BIM201 International Marketing Research and Analysis successfully completed

BIM204 Personal Selling and Management, 3 cr**OBJECTIVES**

The student will understand the strategic and operational demands on the sales function and the

knowledge and skills required in international business. He/she will effectively perform in b-to b-sales negotiations.

CONTENTS

Role of personal selling in international marketing communication, Variety of sales situations, Selling process, Sales management

STUDY METHODS

Practical exercises, reflective assessment of cases, independent self study

READING

Jobber, David, Lancaster, Geoffrey.2003. Selling & Sales Management, Pitman Publishing, London, 6th Edition

ASSESSMENT

Practical exercises, written exam, all parts shall be passed

PREREQUISITE

First year studies successfully completed

Managerial Finance, 12 cr

BMF201 Cost and Management Accounting, 4 cr

OBJECTIVES

The student will know 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 edition.
Harlow: Pearson Education. Parts 5 and 6

ASSESSMENT

Excercises and project work, written exam

BMF202 Financial Accounting, 4 cr

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

BMF203 Financing and Getting Paid Foreign Trade Transactions, 4 cr**OBJECTIVES**

The student will know and be able to choose the modes of financing and terms of payment for the needs of a SME operating in the international market. He/she will learn how to manage financial risks in foreign trade transactions.

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 later

ASSESSMENT

Active participation, project work, written exam

International Business Law, 4 cr**BIL201 International Business Law, 4 cr****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 later

ASSESSMENT

Active participation, written exam

PREREQUISITE BBS104 Business Law for a New Business successfully completed

International Logistics, 10 cr**BLO201 Purchasing Strategy and Practises, 6 cr****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

BLO202 Export and Import Techniques, 4 cr**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 10 cr**BBM201 Corporate Strategy, 4 cr****OBJECTIVES**

Students will gain a sound knowledge of strategic theory and its related historical development. In addition, students will be able to appreciate the challenges that organisations face in attempting to put concepts into practice.

CONTENTS

A review of the main strategic analysis concepts, understanding the links between theory and practice, appreciating the context of strategic thinking in today's highly complex business environment.

STUDY METHODS

Lectures, student presentations, project work, case studies and self-directed learning. The study methods are flexible and can be tailored to suit previous work experience and general business knowledge. Project work and case studies will form the cornerstones of learning. Students will be

encouraged to become actively involved in their own knowledge development.

READING

Coulter, M. Strategic Management in Action. 3rd edition. Prentice Hall
Ireland Hoskisson. Strategic Management 6th edition. Thomson South-Western

Assessment

Active participation, project work, case studies, student presentations and written examination.

PREREQUISITES

First, second and third year studies successfully completed

BBM202 International Human Resource Management, 3 cr

OBJECTIVES

The student gains an overview and a basic understanding of the concepts and theory underpinning modern Human Resource Management. Based on this understanding, the student is able to appreciate both the importance of the HR function and varied HR duties line and middle management may have. Additionally, the student forms a base to continue developing an in-depth knowledge in the many HRM specialities available in this career field today.

CONTENTS

HRM as a business function, strategic HRM, HRM cycle, HRM specialities, International HRM.

Study Methods

Lectures, class discussion, exercises, group work, self-directed learning.

READING

Foot, M. and Hook, C. 2002 Introducing Human Resource Management. 3rd edition or later.

Beardwell, I., Holden, L. and Claydon, T. 2004. Human Resource Management. A Contemporary Approach. 4th edition. Part 5. International human resource management. Pp. 585-713.
www.finlex.fi (employment legislation)

Dessler, G.A Framework for Human Resource Management. 3rd Edition. Prentice Hall

ASSESSMENT

Active participation, projects, exercises and written exam

PREREQUISITE

BWE102 An Individual in Working Life successfully completed.

BBM203 Risk Management, 3 cr

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 provided by the lecturer

ASSESSMENT

Active participation and written exam

Regional Business Studies 14 cr**BRB201 Business in EU, 4 cr****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 given by the lecturers

ASSESSMENT

Active participation, project work, written exam

BRB202 Business in Russia, the Baltic and CEE Countries, 6 cr**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 given by the lecturers

ASSESSMENT

Active participation, project work, written exam

BRB203 Business in Asia, 4 cr**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 given by the lecturers

ASSESSMENT

Active participation, project work, written exam

Language Studies 2, 10 cr

Finnish students

Compulsory Languages

- SWE2LD001 Affärskommunikation
- SVG2LD002 Affärer med Framgång (Old study plan 2004)

and one of the following, for example:

- GER2LD001 Geschäftliche Kommunikation
- FRE2LD001 Communication de L'Entreprise
- RUS2LD001 Russian Business Communication 2

Foreing students

and two other languages, for example:

- RUS2LD001 Russian Business Communication 2
- FRE8LD002 French for Beginners 2
- SPG8LD002 Spanish for Beginners 2
- SWE8LD002 Swedish for Beginners 2

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, 8 cr

BMT201 Research Methods, 2 cr

The course is integrated with the BBT701 Seminar 1.

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 2004.
Cooper, D.R & Emory, C.W.1995.Business Research Methods. 5th edition. Irwin/McGraw-Hill. Boston; or
Cooper, D.R.& Schindler,P.S.1998. Business Research Methods.6th edition. Irwin/McGraw-Hill, New York

ASSESSMENT

Exercises, exam

BMT202 Statistical Methods, 3 cr**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 given by the lecturer

ASSESSMENT

Active participation, assignments, exams

BMT203 Academic Writing, 3 cr**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

Active participation, written texts

3 Work Placement 30 cr

BPL601 Work Placement 1, 15 cr

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

BPL602 Work Placement 2, 15 cr

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 cr

BBT701 Seminar 1, 3 cr

The course is integrated with the BMT201 Research Methods.

OBJECTIVE

The student will introduce the topic for his/her thesis and prepare 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

ASSESSMENT

Active participation, assignments

PREREQUISITES

The credit total about 150 cr before Seminar 1 enrolment and the following courses completed successfully:

BEN101 and BEN102 English Business Communication 1 and 2

Methodological Studies 2 (B2MT01 and B2MT02),

BIM201 International Marketing Research and Analysis

BIM202 International Marketing Strategy, Planning and Implementation

BBT702 Seminar 2, 3 cr**OBJECTIVES**

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

BBT703 Thesis Writing, 9 cr**OBJECTIVES**

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.

BBT704 Maturity test**OBJECTIVES**

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 cr**B8IF01 International Trade Fairs, 3 cr**

There was no content supplied.

BBM801 Brand Management, 3 cr**OBJECTIVES**

The student will understand the strategic importance of brands in the competitive global business. They will learn the fundamentals of brand management and how to manage brands as a key corporate asset.

CONTENTS

Brands in the marketing mix and as part of a corporate strategy

Brand loyalty

Brand building process

Managing brands in the international markets

STUDY METHODS

Virtual learning and collaboration, case studies, exercises, independent self-study

READING

To be announced in the beginning of the course

ASSESSMENT

Active participation, exercises, written exam

PREREQUISITE

First year studies successfully completed

BCA801 Marketing Yourself; Career and Personal Development, 3 cr**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

BDA801 Data Analysis with SPSS, 2 cr**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
Haaga Institute Polytechnic Course Descriptions Degree Programme in International Business
Academic Year 2005?2006 31 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

BDE801 German for Beginners 1, 4 cr**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

BDE802 German for Beginners 2, 5 cr**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

BEC801 eCommerce, 3 cr**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

PREREQUISITE

First year studies successfully completed; number of participants limited

BEX801 From Domestic HRM to Expatriate Management, 3 cr**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 a business and HRM strategy tool, approaches and philosophies underlying expatriate management, expatriate mission cycle, recruitment and psychometric testing for expatriation, training and development for expatriation, importance of expatriates' families.

READING

Dowling, P., Welch, D.E., and Schuler, R. 1999 or later. International Human Resource Management.

ASSESSMENT

Active participation, written assignments, project.

PREREQUISITE

B2BM02 Human Resource Management successfully completed

BFR801 French for Beginners 1, 4 cr

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

BFR802 French for Beginners 2, 5 cr

OBJECTIVES

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

CONTENTS

Situations: office, home, restaurant, Basic correspondence; postcards, e-mail, 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 etrangere
Material given by the lecturer

ASSESSMENT

Interactive class participation, written and oral exercises, written exam

BGL801 Golf for Beginners, 2 cr**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

PREREQUISITE

First year studies successfully completed, number of participants limited.

BPA801 Pre-Algebra, 2 cr**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 BMT103 Business Mathematics.

CONTENTS

Changing decimals and fractions to per cents and vice versa, Basic percentage values, Comparison and change with percentages, 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

Results in the Diagnostic Test indicating the student's need for brush up

BSP801 Spanish for Beginners 1, 4 cr**OBJECTIVES**

The student will acquire the basic knowledge to communicate in everyday situations.

CONTENS

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

BSP802 Spanish for Beginners 2, 5 cr**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, written exam

BSV801 Swedish for Beginners 1, 4 cr**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 one self 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

BSV802 Swedish for Beginners 2, 5 cr**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