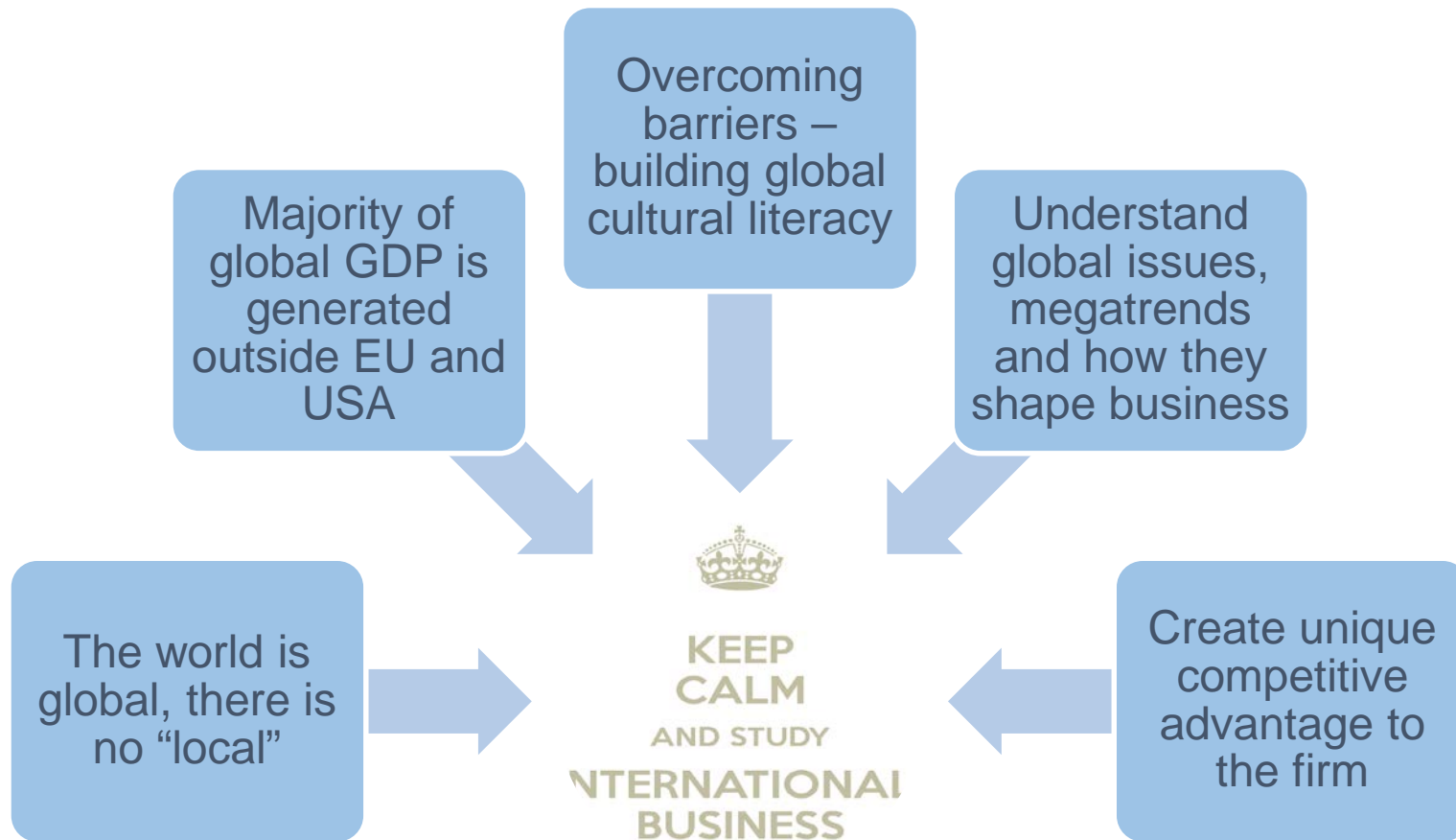


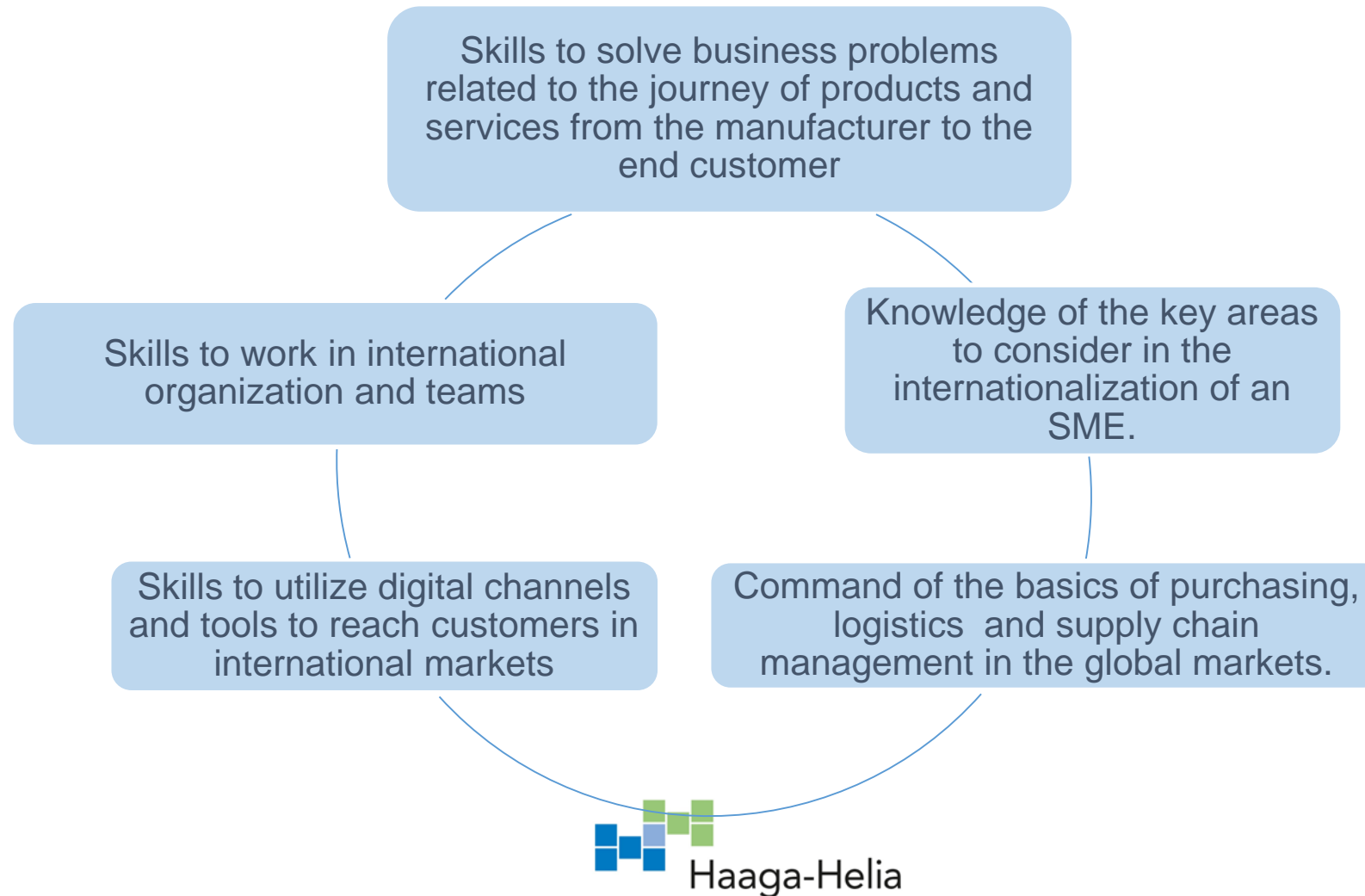
# Global Markets and Trade



# Why study Global Markets and Trade?



# Specialization competencies



# Career Opportunities from Global Markets and Trade

- The module will especially equip the student to work independently within the internationalization challenges of an SME organization. The student will also benefit a global team in a larger company.
- There are plenty of exciting and forward looking careers in international trade!

*Freight\_forwarder*  
*Supply\_chain\_analyst*  
*Project\_manager* *Business\_analyst*  
*Sourcing\_analyst*  
*Freight\_coordinator* *Production\_planner*  
*Buyer* *Export\_manager*  
*Purchasing\_assistant*  
*Logistics\_coordinator*  
*Supply\_chain\_sustainability\_specialist*  
*Product\_manager*  
*International\_project\_manager*  
*Global\_business\_developer*

# Pedagogical Solutions of Global Markets and Trade

- In the core module we combine on-line strategy gaming, challenging triggers, practical exercise and guest lectures or site visits to traditional lectures
- **Project work:** In the specialization modules 1-3 we work solely on projects for client companies in a real-life setting utilizing our new project offices way of working



# Global Markets & Trade courses

- The core module: **The foundations of growing a global business** (15 credits), including International competitive strategy (5cr), Basics of supply chain management (5cr) and Frameworks and structures in global trade (5cr)
- Three project work modules (10 credits each); real life company cases:
  - **Planning an international business**
  - **Operating an international business**
  - **Digitalizing and international business**
- The core module welcomes all students but it is recommended that the students choosing the specialization or taking the further modules, take all three.
- Parts of the studies are **interchangeable** with specialization courses offered in the GLOBBA curriculum. Students interested in supply chain related topics are encouraged to look into specialization course offering of GLOBBA.
- Studying in modules 1-3 is primarily through real-life project-based learning with a strong focus on coaching and project support to enable the students to develop into competent professionals



## Examples of projects

- Small Finnish ice cream producer 3Friends looking for opportunities outside of Finland
  - Students are studying two market areas in Europe, planning the logistical solutions, studying different retailers
  - Resources: visit to Business Finland, paid databases, contacting various stakeholders
  - Outcome: a report with lot of ice cream consumption data, visualized and geographically mapped alternative logistical partners & retail partner



Operating  
international  
business

## Examples of projects

- Finnish start-up company looking for partners outside of Finland
  - Students were searching partners in retail and funding for the company. They were searching for information, evaluating, preparing materials, contacting.
  - Resources: visit to the start-up village & company, regular visits of the co-founder
  - Outcome: a report with validated contact information of potential retail partners, materials to contact them. Suggestion and contacts to potential funders.



CE





## Examples of projects

- Small Finnish company looking for solutions to reach their international customers through digital channels
  - Students were evaluating social media presence, making social media plans. Benchmarking digital channels of competitors and doing webshop analyses.
  - Resources: Haaga-Helia e-com and sales labs, individual learning on-line digital courses.
  - Outcome: report with influencer contacts, plan with examples of editorial calendar, example posts & campaigns.



Thank you for your time!

