

## Degree Programme in International Business, BINS08

### Degree

Graduating students will be awarded the Bachelor of Business Administration (BBA) degree.

### General description and aims of the degree

This programme educates students to become professionals in international marketings, especially in European and Russian trade. The studies last 3.5 years (210 ECTS credits), of which approximately one year is spent studying and working abroad. The graduates will have a profound knowledge of international business operations and excellent skills in cross-cultural communication.

### Structure and syllabus of the studies

The underlying principle of the study programme is to provide an open learning environment, reflecting the complex world of international business. The mode of studies consists of the combination of lectures, tutorials, assignments, practical work and projects. The use of computers and electronic networks is an essential part of studies. In addition to the academic staff of the institution, a great number of visiting lecturers, both from Finland and abroad, are involved in the Programme. The first year studies provide students with the general understanding of business life. They include the concepts of marketing, accounting and other functions of a company. Studies in economics and business legislation deal with a company's relation to the surrounding environment. Through research projects students are able to apply the acquired theoretical knowledge in a real context, and to develop skills in information processing, in the collection and analysis of data, as well as in reporting. The second year studies deal with strategic and

practical activities in international business. Emphasis is placed on the planning and implementation of export operations. The themes of international economy, finance and legislation explore the global environment. The third study year focuses on the markets in Russia and Central Eastern Europe. The autumn semester of the third year provides students with a comprehensive overview of the markets, as well as of the emerging business opportunities and successful business practices in Russia and other parts of Eastern Europe. These studies emphasise East-West trade from the perspective of Western companies. The spring semester of the third year aims at providing a comprehensive understanding of Business in Russia. Emphasis is placed on the Russian perception of business and EU-Russia trade. Studies take place in St. Petersburg and are organised in co-operation with the St. Petersburg State University of Economics and Finance. Work placement, or practical training in companies, is an important part of the learning process. It connects the theoretical studies to the real context of international business. In order to gain qualifications gradually, practical training is divided into two phases. The first period takes place in the summer after the first study year, and the second one after the second study year. These periods have two goals: to provide students with experience in business and international business, and to reinforce students' basic skills in language acquisition and intercultural competencies. The content of the job and the language areas are planned individually based on students' previous work experience and language skills. The first work placement deals with customer service or similar tasks, and the second work placement is connected to a more challenging task. The idea is that student will carry out a project for a company, for instance, in order to help the company.

### Orientation options / elective studies

	Tunnus	1. v.	2. v.	3. v.	4. v.
<b>BASIC STUDIES</b>		57	4	0	0
<b>BASIC STUDIES</b>	BI1	0	0	0	0
<b>BUSINESS AS A CAREER</b>	BI001	0	0	0	0
Business as a Career	BI0011	2	0	0	0
<b>FUNCTIONS OF A COMPANY</b>	BI012	0	0	0	0
Functions of a Company	BI0121	5	0	0	0
Business Communication in Finnish	BI0122	2	0	0	0
Written English	BI1205	3	0	0	0
<b>SUCCESSFUL BUSINESS IN COMPETITIVE ENVIRONMENT</b>	BI013	0	0	0	0
Essential of Marketing	BI0131	5	0	0	0
Introduction to Innovation	BI0138	3	0	0	0
Organisation and Management	BI0133	4	0	0	0
Managerial Accounting	BI0132	6	0	0	0
Service Marketing and Selling	BI0135	0	4	0	0
Intercultural Communication	BI0139	2	0	0	0
<b>BUSINESS ENVIRONMENT</b>	BI016	0	0	0	0
Economics	BI0161	5	0	0	0
Finnish Business Legislation	BI0162	4	0	0	0
<b>ANALYSING THE MARKET</b>	BI017	0	0	0	0
Analysing the Market	BI0171	8	0	0	0
<b>RUSSIAN LANGUAGE</b>	BI018	0	0	0	0
Basic Russian 1	BI0181	4	0	0	0
Basic Russian 2	BI0182	4	0	0	0
<b>PROFESSIONAL STUDIES</b>		61	46	0	0
<b>COMPETENCES IN INTERNATIONAL BUSINESS</b>	BI021	0	0	0	0
Competences in International Business	BI0021	0	2	0	0
<b>STRATEGIES IN INTERNATIONAL BUSINESS ENVIRONMENT</b>	BI022	0	0	0	0
International Business	BI0221	0	5	0	0
Global Business Environment	BI0222	0	3	0	0
Design and Brand Management	BI0228	0	3	0	0
<b>CONTRACTS AND DOCUMENTS OF INTERNATIONAL TRADE</b>	BI023	0	0	0	0
Legislation in International Business	BI0231	0	3	0	0
International Logistics and Documentation	BI0232	0	3	0	0
<b>FINANCIAL CALCULATIONS IN INTERNATIONAL BUSINESS</b>	BI024	0	0	0	0
Financial Analysis and Export Plans	BI2092B	0	3	0	0
Planning and Budgeting	BI0242	0	5	0	0
<b>INTERACTING WITH INTERNATIONAL CLIENTS</b>	BI025	0	5	0	0
Business Communication	BI0251	0	5	0	0
Intercultural Management	BI0252	0	3	0	0
Affärskontakter i Norden	BI0253	0	5	0	0
International Sales Operations	BI0264	0	2	0	0
<b>ANALYSING THE INTERNATIONAL MARKETS</b>	BI027	0	0	0	0
Analysing the International Markets	BI0271	0	3	0	0
<b>BUSINESS STRATEGIES IN EMERGING MARKETS</b>	BI032	0	0	0	0
Business Environment in Russia and Central Eastern Europe	BI2072A	0	0	5	0
Business Strategies in Russia	BI0223	0	3	0	0
Strategic and Operative Decisions in Russia, CEE Countries and the Baltic States	BI2072B	0	0	6	0
Business Culture in Russia	BI2072C	0	0	3	0
<b>BUSINESS IN RUSSIA (WINTERSCHOOL in St Petersburg)</b>	BI0350	0	0	0	0
Business in Russia	BI0381	0	0	16	0
<b>RESEARCH</b>	BI035	0	0		
Methods in Business Research	BI0351	0	0	3	0
Seminar on East-West Business	BI0353	0	0	5	0

	Tunnus	1. v.	2. v.	3. v.	4. v.
<b>RUSSIAN BUSINESS LANGUAGE</b>					
Business Russian 1	BI0400				
Business Russian 2	BI0183		3		
Russian Language and Culture I	BI0184		4		
Russian Language and Culture II	BI1129B		3		
Business Communication in Russian	BI1129C		3		
Russian Language in Russia	BI0185			4	
	BI0191			4	
<b>STUDIES OF THE ORIENTATION OPTION</b>					
Elective studies					
<b>OPTIONAL STUDIES</b>					
<b>PRACTICAL TRAINING</b>					
Work Placement	BI4010	10	10	10	
Basic Practical Training	BI4011	10			
Advanced Practical Training	BI4012A			20	
<b>THESIS</b>					
Thesis	BI5001				15
Thesis	BI5001				15
		67	75	56	15

## BASIC STUDIES

### BI0011 Business as a Career, 2 op

#### Osaamisalueet:

**Learning objectives:** The student becomes aware of the conventions and requirements of studies in higher education and international business. S/he knows his/her curriculum and has started to compile his/her Individual Study Plan (ISP). S/he is aware of his/her personal learning style orientation, learning strategies and skills and the ways of enhancing learning individually and in groups and teams. The student develops his/her knowledge and skills in business etiquette and behaviour.

**Core content:** Orientation to the studies and the IB programme. Physical and virtual learning environments and learning aids: learning styles, strategies and skills, team work; Jobs in international business, training and career opportunities, career advancement (CV); SWOT and individual study plan, development discussions. Business etiquette and behaviour.

**Prerequisites:** Share of student's workload: 30 hours of contact sessions, tutorials and personal appointments with tutors and staff. 30 hours of self-study.

**Basis for assessment:** Active participation in contact sessions, company visits, group sessions, tutorials and personal interviews, a first draft of ISP

**Assessment scale:** Pass/fail

### BI0121 Functions of a Company, 5 op

#### Osaamisalueet:

**Learning objectives:** Students know the basic functions of a company and differences depending on the business fields, understand the role of the functions in a business and have basic knowledge to assess both themselves as entrepreneurs and their potential business ideas. To improve students' oral and written communication skills in basic business situations. To introduce and practise new vocabulary and to promote the use of active language learning methods for continuous self-study.- To learn basic word processing skills and making Power Point presentations. To learn how to use network resources. To learn necessary Internet skills.

**Core content:** Product development, purchasing, production, marketing, logistics, insurance, funding, accounting, human resource management, business environment establishing a company: qualifications of the person, the preconditions of the business idea (e.g. markets,

competition), the SWOT-analysis of the idea. CV and application, introduction to business correspondence, face-to-face and telephone communication, customer service situations in different types of companies, business texts. Power Point, word, search engines

#### Prerequisites:

**Share of student's workload:** Introduction to Business: 60h, Introduction to Business English: 60h, Introduction to Computing:30h (Total 150h)

**Basis for assessment:** Introduction to Business: exam 40%, report (40%) and active participation during contact hours 20%.Introduction to Business English: exam 40%, active participation 40%, self study assignment 20%. Introduction to Computing: pass/fail

**Assessment scale:** 0-5

### BI0122 Business Communication in Finnish, 2 op

**Learning objectives:** Liike-elämän kirjallisiin viestintätilanteisiin harjaantuminen. Oikeakielisen asiatyylin riittävä hallinta.

**Core content:** Kielenhuollon keskeisiä kysymyksiä, asiakirjoittamisen tyyli. Liike-elämän peruskirjeet (tarjouspyyntö, tarjous, tilaus, tilausvahvistus, reklamaatio) sekä tiedote, muistio, raportti.

#### Prerequisites:

**Share of student's workload:** Luennot ja harjoitukset 30h, itsenäinen työskentely 30 h. Basis for assessment: Harjoitustehtävät ja koe suoritettu hyväksytysti. Osallistuminen kontaktiopetukseen (80%).

**Assessment scale:** 0-5

### BI1205 Written English, 3 op

#### Osaamisalueet:

**Learning objectives:** The student knows the basic conventions of written, academic English. The student improves his/her skills in information retrieval, analysis and especially in reporting. The student demonstrates his/her skills by writing various study-related documents and by editing them with the help of the constructive feedback from the teachers and peers.

**Core content:** During the course various essays, reports and summaries are analysed and written. Written English is studied with special emphasis on fluent and idiomatic written language, stylistic and grammatical accuracy, vocabulary and phrases.

#### Prerequisites:

**Share of student's workload:** 20 hours of contact study, 40 hours of virtual study in Allu,

20 hours of self study

**Basis for assessment:** Active participation in contact lessons, assignments submitted to the virtual learning environment, self and peer evaluation and feedback

**Assessment scale:** on scale 0-5

### BI0131 Essential of Marketing, 5 op

**Learning objectives:** Students understand the modern way of thinking in marketing and know, how to market according it and know how to use different competition factors in different business fields and environments.

**Core content:**

**Marketing Concept:** Creating Customer Value and Satisfaction, Strategic Planning and the Marketing Process, Consumer Markets and Consumer Buying Behaviour, Business Markets and Organizational Buying Behaviour, Product and Service Concept, New Product Development and Product Life-Cycle, Pricing of Products, Distribution Channels and Logistics, Marketing Communication, Competitive Strategies.

**Prerequisites:**

**Share of student´s workload:** Lessons 26h, case studies, assignments and readings 98h, presentation 10h, excursion to Helsinki region 16h.

**Basis for assessment:** Report and presentation on group work 50%, portfolio 50%. Active participation in contact hours and group work.

**Assessment scale:** 0-5

### BI0138 Introduction to Innovation, 3 op

**Osaamisalueet:**

**Learning objectives:** The student understands the significance of the integrated, multidisciplinary innovation process leading from business ideas to the markets. He/She gains an understanding of the influence different situations and stakeholders have on business at the core of the successful innovation process. The student learns about the innovation process requirements and different methods that can support innovative, interdisciplinary product and service development. The student learns how to use some of these in practice. He/She acquires practical experience from an interdisciplinary product as well as service concept innovation considering social, technological and economical possibilities.

**Core content:** The definitions and meanings of interdisciplinary innovation activities in the contemporary market situation. Product and service concepts and other complex business

solutions. Innovation process structure and requirements supporting new solutions. Ideation, future-orientated and user-centred methods of innovation. Practical interdisciplinary innovation exercises.

**Prerequisites:**

**Share of student´s workload:** Contact teaching: theoretical basics 14h, innovation exercises 20h, reading material 30h, reflecting on the basis of the theoretical knowledge and reporting the reflections 26h.

**Basis for assessment:** Assignments and participation in group work.

**Assessment scale:** Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

### BI0133 Organisation and Management, 4 op

**Osaamisalueet:**

**Learning objectives:** This course aims at providing an insight into the basic concepts, issues and theories of organisation, management and leadership. In addition, useful tools for planning as well as project and team work will be covered.

**Core content:** The topics explored include organisation, strategy, planning of processes and communication, motivation, control, role of the manager and organisational development, organisational problems and approaches in solving them. In addition, project and team work will be covered.

**Prerequisites:**

**Share of student´s workload:** Lectures 20h, assignments 40h, readings 60h.

**Basis for assessment:** Assignments and written exam.

**Assessment scale:** 0-5

### BI0132 Managerial Accounting, 6 op

**Learning objectives:** The course provides a student with an understanding of : the role of accounting in a company, the basis of management accounting, the content of financial statements. A student is able to: produce calculations for the purpose of comparisons and decision-making, read the information of financial statements

**Core content:** What is management accounting? What is financial accounting? What is the content of financial statements? What is profitability? What is productivity (efficiency)? What do different cost terms mean? What is traditional product costing? What is activity based costing? How to price a product? How to plan

investments?

**Prerequisites:**

**Share of student´s workload:**

Lectures and exercises 60 h, reading and practicing independently 55 h, reading and practicing prepared learning materials 55 h, assignment 10 h

**Basis for assessment:** Exam and active participation

**Assessment scale:** 0-5

### BI0135 Service Marketing and Selling, 4 op

**Learning objectives:** The student understands: the specialities in services marketing compared with those of marketing products- the basics in customer satisfaction management the meaning of personal selling for a company´s success The student is able to: find and fill quality gaps in the customer V company interaction start and finish a successful sales dialogue

**Core content:** How to deal with services in marketing? What is quality based management in services marketing? How to act in personal selling?

**Prerequisites:** Essentials of marketing BI1802

**Share of student´s workload:** Student work load will be divided as follows: Lectures and exercises 28h Individual work/written assignments 37h Individual work/course material 24h Assessment and feedback 1h. On average the total sum of student work load is 90h

**Basis for assessment:** Will be agreed upon in the beginning of the course.

**Assessment scale:** 0-5

### BI0139 Intercultural Communication, 2 op

**Osaamisalueet:**

**Learning objectives:** The student knows the basic concepts and theoretical models relating to studies in intercultural communication. S/he is aware of his/her own cultural background and identity and is able to communicate which cultural and individual attitudes, notions and values guide his/her own behaviour and communication. The student improves his/her reflective and analytical ability and communication skills through group simulations, discussions, analysis of video extracts, and reflective learning diary.

**Core content:** Definitions of culture, identity and otherness, cultural adaptation and culture shock, stereotypes, prejudice, discrimination

and racism, critical incidents, theories and models by Hall, Lewis, Hofstede and Trompenaars, verbal and nonverbal intercultural communication, presentation and negotiation strategies in intercultural settings, value systems and ethics, culture-general (etic) vs. culture-specific (emic) knowledge.

**Prerequisites:**

**Share of student´s workload:** 20 hours of contact sessions, 40 hours of independent study (includes the reflective learning diary).

**Basis for assessment:** Active participation in the contact sessions and individual reflective learning diary

**Assessment scale:** 0-5

### BI0161 Economics, 5 op

**Osaamisalueet:**

**Learning objectives:** The learner is able to describe the relationship between the economic business environment and a company´s performance, to communicate principles of the economic theory with the help of accurate concepts, to analyse the development of business cycles, to recognise relevant sources of economic data and information, as well as express, interpret and analyse economic information.

**Core content:** Economic choice. Functioning of the market system. Imperfections of the market and government´s interventions. Determination of business cycles. Money; interest rate and inflation. Stabilisation policy. Structural change of the economy. Sources of economic data.

**Prerequisites:**

**Share of student´s workload:** Lectures 50h, readings (250 pages) 70h, assignments and exercises 30h.

**Basis for assessment:** Written exam and assignments

**Assessment scale:** 0-5

### BI0162 Finnish Business Legislation, 4 op

**Osaamisalueet:**

**Learning objectives:** This course provides a basic understanding of the Finnish legal system and business legislation. The knowledge of Finnish legislation obtained in this course prepares students for the advanced courses in international business legislation. This course is offered in both Finnish and English. Students who do not understand Finnish may compensate the set texts with corresponding texts in English.

**Core content:** Sources on law, contract law,

company law, competition law and labour law.  
Prerequisites:

**Share of student's workload:** Lectures 30h, readings 90h

**Basis for assessment:** Written exam

**Assessment scale:** 0-5

### BI0171 Analysing the Market, 8 op

**Osaamisalueet:**

**Learning objectives:**

This course provides students with an understanding of the concepts, principles and analytical methods that enhance the systematic specification, gathering, analysis, presentation and interpretation of information for marketing decision-making.

**Knowledge:** function, principles and methods of a market research- basic statistical principles and their use in business context; acquiring the linguistic and communicative skills needed to make an effective presentation, tips for overcoming the fear of public speaking, drafting a comprehensive and logical outline for a presentation.

**Practical skills:** ability to plan, carry out and report a market research based on gathering of primary information; skills to utilise software (SPSS, Excel) in descriptive analysis and for appropriate charts in reporting; acquiring the linguistic and communicative skills needed to make an effective presentation, tips for overcoming the fear of public speaking, drafting a comprehensive and logical outline for a presentation.

**Core content:** The topics comprise: the role of market research in marketing, planning of a survey, data processing and analysis, survey applications and purchasing a survey- descriptive statistics: how to collect data, examine data for patterns and relationships and analyse data the language of presentations, explaining facts, figures, and other visual aids, some cultural communication exercises. Implementation (planning, gathering and analysing data, reporting and presentation of the results) of a survey for a local company

**Prerequisites:**

**Share of student's workload:** The total work load 240 hours is divided as follows: Market Research 54h (lectures 14h, seminars 20h, readings 20h), Quantitative and Qualitative Methods 60h (lectures 20h, seminars 20h, readings and exercises 20h), Presentation Skills 44h (24 contact lessons and 20 hours outside of classroom). Implementation of a survey: The average work load per student is 82 hours. The survey is carried out by a group of 3-4

students and it is based on independent work. The process consists of phases where respective topics of content and methods are dealt with in seminars.

**Basis for assessment:** The total mark is counted as a weighted average of the part achievements as follows: Market Research (individual written exam) 20%, Quantitative and Qualitative Methods (exam and assignments) 20%, Presentation Skills (activity in classroom and presentations, both in speech and in Power Point), Survey (process, final report and presentation) 40%.

**Assessment scale:** 0-5

### BI0181 Basic Russian 1, 4 op

**Osaamisalueet:**

**Learning objectives:** The beginner should learn to pronounce, read and write Russian. He/she should be able to communicate in some practical everyday situations which visitors to Russia may encounter. The student gains some cultural perspective and is expected to apply it in his/her spoken language. He/she should also reflect on his/her learning.

**Core content:** Oral and aural practice of basic vocabulary, grammar and conversational situations (talking about yourself, family and hobbies, likes and dislikes etc.) in contact lessons and guided and independent written work outside the classes. Learning to learn skills.

**Prerequisites:**

**Share of student's workload:** Contact classes 60 hours: oral practice in pairs and small groups, written and oral tests. Independent and guided written work outside the classes 60 hours.

**Basis for assessment:** Active attendance (80% minimum) in contact lessons and written homework 25%, two written exams 25% each, an oral test 25%

**Assessment scale:** 0-5

### BI0182 Basic Russian 2, 4 op

**Osaamisalueet:**

**Learning objectives:** The beginner should be able to communicate in practical everyday situations which visitors to Russia may encounter. The student gains some cultural perspective and is expected to apply it in his/her spoken language. He/she should also reflect on his/her learning.

**Core content:** Oral and aural practice of basic vocabulary, grammar and conversational situations (dining, shopping, making a date, basic telephone Russian, buying tickets etc.) in con-

tact lessons and guided and independent written work outside the classes.

**Prerequisites:** Basic Russian 1 or corresponding studies

**Share of student's workload:** Contact classes 60 hours: oral practice in pairs and small groups, written and oral tests. Independent and guided written work outside the classes 60 hours.

**Basis for assessment:** Active attendance (80% minimum) in contact classes and written homework 25%, two written exams 25% each, an oral test 25%

**Assessment scale:** 0-5

## PROFESSIONAL STUDIES

### BI0021 Competences in International Business, 2 op

**Learning objectives:** The student has a clear and well-defined plan for the completion of his/her studies. S/he is able to define personal career objectives. S/he knows what competences working life requires from him/her. S/he is aware of his/her strengths and development needs and works actively to develop those competence areas in studies and work placements. The student considers the different career options, e.g. entrepreneurship.

**Core content:** Analysis of personal strengths and development needs before and after the training periods abroad, training information and reporting, updating ISP, development discussions individually and in small groups, requirements of entrepreneurship. Practice of intercultural competence by hosting exchange students and visiting professors, and production of a magazine.

**Prerequisites:**

**Share of student's workload:** 20 hours of contact sessions, tutorials and individual appointments, 40 hours of self study (including e.g. visiting companies, interviewing entrepreneurs and other professionals in the field, hosting international guests).

**Basis for assessment:** Active participation in group sessions, tutorials and individual appointments, updated ISP, development discussions, hosting activities and production of the magazine.

**Assessment scale:** Pass/fail

### BI0221 International Business, 5 op

**Learning objectives:** Students can assess the preconditions of a company and understand the role of pre-export behaviour in internatio-

nal business. They can assess environments and use competition factors in different international business contexts. They can assess different options of how to operate in international markets. They know the special features of doing business in Asia.

**Core content:** Stages, advantages, success factors and barriers in international business; preconditions and pre-export behaviour; product adaptation and services, pricing, operation modes, distribution, communication, networking and marketing planning in international context.

**Prerequisites:** BI1802 Essentials of Marketing

**Share of student's workload:** Lessons 45h, book, articles and material 75h, assignments 20h, presentations 10h.

**Basis for assessment:** Exam 50%, presentation and active participation during contact hours/group works 30%, assignment 20%.

**Assessment scale:** 0-5

### BI0222 Global Business Environment, 3 op

**Osaamisalueet:**

**Learning objectives:**

Student knows how the global division of labour is determined. Student knows the mechanism of exchange rates and how they influence the business possibilities. Student is able to find relevant information and to analyse the economic business environment of potential markets.

**Core content:** Theories which explain functioning of the global economy. Determination of competitive advantages at national and company levels. Open economy macroeconomics and the present state of the world economy.

**Prerequisites:** Introductory course in Economics

**Share of student's workload:** Lectures 12h, presentations 6h, assignments and readings 72h.

**Basis for assessment:** Written exam

**Assessment scale:** 0-5

### BI0228 Design and Brand Management, 3 op

**Osaamisalueet:**

**Learning objectives:** The student learns the different design management factors important in managing company image, brand and product development. He/She learns about the application of these factors through examples of different companies. The student under-

stands the connection of the company image and brand management development to the strategic future visions of the company and is able to apply future orientated methods to the company image and brand management development. The student understands the business purposes of visual culture and learns how to analyse and develop visual material for business. He/She also learns to acquire information from clients and users with selected methods and analyse the user experiences supported by visual material.

**Core content:** Design management factors and the basis for company image management. Branding and experience design as competitive means for a company. Future orientated methods in company image and brand development. Visual communication in business context and visual business communication as part of the contemporary visual culture. Information acquisition methods and methods of analysis relating to visual observation, interpretation and understanding from the viewpoint of psychology, sociology, cultural research and other disciplines.

**Prerequisites:** Orientation to Innovation, The essentials of Marketing, Analysing the Markets  
**Share of student's workload:** Lectures 20h, observation and analysing tasks of visual material 10h, tutoring sessions 10h, research and practical application in professional projects 30h, presenting the results 10h.

**Basis for assessment:** Completed assignments, applying research to professional projects, participation in analysing sessions.

**Assessment scale:** Excellent (5), Very Good (4), Good (3), Satisfactory (2), Sufficient (1), Failed (0)

### BI0231 Legislation in International Business, 3 op

#### Osaamisalueet:

#### Learning objectives:

Student knows 1) the legislative treaties and laws which set frames for transactions in international business, including Vienna Convention on the International Sale of Goods, 2) the interrelation of Incoterms with the CISG, 3) the business legislation, especially the competition law of the European Union. Student is able to design a basic contract for foreign trade in a realistic way.

**Core content:** Sources of the law of international business transactions, Vienna Convention on the International Sale of Goods, INCOTERMS, payment in International sales, settlement of disputes, EU competition law.

#### Prerequisites:

**Share of student's workload:** Lectures 36h, readings 54h

**Basis for assessment:** Two written exams

**Assessment scale:** 0-5

### BI0232 International Logistics and Documentation, 3 op

#### Osaamisalueet:

**Learning objectives:** The student is able to plan, organise and control export/import operations, such as transportation, inventory maintenance, order processing, purchasing, warehousing, material handling, customer service and product standard. Student gets familiar with practical implementation of export/import transactions, i.e. contracts, documents, delivery, insurance, settlements and forwarding in international trade.

**Core content:** Supply-chain management, different modes of transportation in export/import, shipping terms, cargo insurance, export and import transportation documents, customs clearance, banking and financial arrangements and methods of payment.

#### Prerequisites:

**Share of student's workload:** Contact lessons: 32 h (20h + 12h). Assignments: 36h (20h + 12h). Readings: 22h

**Basis for assessment:** Portfolio, presentation and exam.

**Assessment scale:** 0-5

### BI2092B Financial Analysis and Export Plans, 3 op

#### Osaamisalueet:

**Learning objectives:** The student is able to analyse companies using financial information. The student also understands the planning of finance and finance possibilities in finance market. In addition the student gets acquainted how to use management accounting in pricing.

**Core content:** Financial analyses, key ratios, corporate value, company finance, financial market, pricing

**Prerequisites:** BI0242 Planning and Budgeting

**Share of student's workload:** Lectures 30h, readings and assignments 60h

**Basis for assessment:** Decided in the beginning of the course.

**Assessment scale:** 0-5

### BI0242 Planning and Budgeting, 5 op

#### Osaamisalueet:

**Learning objectives:** In this course the student knows the need of corporate planning in a changing business environment and understands planning as a multi-level process concerning all activities in a company. The course provides the student with a holistic perspective of planning and control systems. Furthermore, the student understands how the budgeting process and budgets are linked to overall planning and control system. The student improves his/her knowledge of management accounting and he/she is able to make calculations for planning purposes and how use them to control business.

**Core content:** Concepts of corporate planning, corporate planning functions, planning system, control and control system, management accounting, budgeting system and budgets, teamwork

**Prerequisites:** BI0132 Managerial Accounting

**Share of student's workload:** Lectures 50h, readings and assignments 100h

**Basis for assessment:** Defined in the beginning of the course.

**Assessment scale:** 0-5

### BI0251 Business Communication, 5 op

#### Osaamisalueet:

**Learning objectives:** The student is able to use English fluently in business writing, meetings and negotiations. S/he manages the routine communicative situations in a stylistically, lexically, grammatically and cultural accurate way. S/he is tactful and persuasive in more demanding business situations.

**Core content:** Routine business messages, emails, faxes, letters, persuasive business communication (negative replies, sales letters, applications), phrases and communication strategies needed in successful business negotiations and meetings

#### Prerequisites:

**Share of student's workload:** 30 + 30 hours of contact study, writing and negotiations practice, 75 hours of self-study, 15 hours of meetings and negotiations assessment and evaluation.

**Basis for assessment:** Portfolio assessment of business correspondence, assessment of videotaped meetings and negotiations.

**Assessment scale:** 0-5

### BI0252 Intercultural Management, 3 op

#### Osaamisalueet:

**Learning objectives:** The student is aware of the invisible cultural barriers involved in international business. The student understands the importance of cultural factors to management and leadership. The student improves his/her team-working, problem-solving and negotiation skill in intercultural contexts.

**Core content:** The course examines the different aspects of managing intercultural relationships. The topics cover cultural issues involved in the management of an international company and its personnel, and the cultural aspects of meetings and negotiations.

#### Prerequisites:

**Share of student's workload:** 30 hours of lectures and workshops, 30 hours of readings and written assignments, 30 hours of self-study

**Basis for assessment:** active participation, written exam 60%, other assignments 40%

**Assessment scale:** 0-5

### BI0253 Affärskontakter i Norden, 5 op

#### Osaamisalueet:

**Learning objectives:** This course aims at introducing oral and written business communication in Swedish.

**Core content:** The topics covered are business terminology, business correspondence and customer service.

**Prerequisites:** Basic knowledge in Swedish (Secondary or Vocational school)

**Share of student's workload:** Contact sessions 70h, independent study 20h, study excursion or company project (Swedish) 20h, written assignments 14h, spoken and written tests 4h, feedback and assessment 7h

**Basis for assessment:** Written and oral exams

**Assessment scale:** 0-5

### BI0264 International Sales Operations, 2 op

#### Osaamisalueet:

**Learning objectives:** Student is aware of international sales operations and their requirements for sales people in the context of an SME, and is able to contribute in a multicultural team.

**Core content:** The course consists of two parts. Operational activities included in international sales of an SME, such as, pre-sales operations, e.g. exhibitions, sales operations,

e.g. negotiations and pricing, after-sales operations, and competences of a successful sales person are studied with lectures/interviews by experienced sales people. Second part comprises an international contest, in which students work together in a globally multicultural team.

**Prerequisites:**

**Share of student's workload:** Lectures delivered by experts involved in international sales operations 8h, international contest to be arranged in March-April 40h, assignment 12h.

**Basis for assessment:** Participation in the contest and assignment.

**Assessment scale:** 0-5

### BI0271 Analysing the International Markets, 3 op

**Osaamisalueet:**

**Learning objectives:** Students learn how to plan and implement a real international marketing research project, and how to write a research report.

**Core content:** International marketing research, implementing an export project, report writing

**Prerequisites:** BI1802 Essentials of Marketing, BI0221 International Business

**Share of student's workload:** International Marketing Research 10h, Presentation of a research plan and the report 10h, Export Project 70h.

**Basis for assessment:** The overall grade is based on assessment by supervisors, company representatives and students

**Assessment scale:** 0-5

### BI2072A Business Environment in Russia and Central Eastern Europe, 5 op

**Osaamisalueet:**

**Learning objectives:** Student knows the present economic and social situation in Russia, the Baltic States and Central Eastern European countries, and (s)he is aware of the factors behind the dynamics of the development in these societies. Student knows how to acquire relevant and accurate macro-level information about these economies. Student is capable to identify impacts of the social and economic development on the business environment from Western companies' viewpoint. In addition, the course provides students with basic knowledge of relevant features of business legislation in Russia from entry strategies' viewpoint.

**Core content:** The course consists of five parts: 1) Russian economy and economic transformation in CEE countries, 2) Social Change in

Russia, 3) Economic Geography of North West Russia, 4) Markets in transitional European countries, 5) Business Legislation in Russia.

**Prerequisites:** Basic studies in Business and Economics.

**Share of student's workload:** Contact lessons 55h, readings 40h, assignments 55h.

**Basis for assessment:** Exams 70% and assignments 30%.

**Assessment scale:** 0-5

### BI0223 Business Strategies in Russia, 3 op

**Osaamisalueet:**

**Learning objectives:** The student understands four different approaches and their interaction when conducting business in Russia: dynamics of the business environment, development of company strategies, understanding the Russian business partner, interaction and change processes between Western and Russian business partners.

**Core content:** Transition economy as a context for doing business, business culture, consumer behaviour, networking and personal relationships, SMEs in the Russian market, critical issues in market entry, export marketing, subcontracting, foreign direct investment.

**Prerequisites:**

**Share of student's workload:** Contact lessons 20h, self study 70h

**Basis for assessment:** Group work 10%, assignment 40%, exam 50%

**Assessment scale:** 0-5

### BI2072B Strategic and Operative Decisions in Russia, CEE Countries and the Baltic States, 6 op

**Osaamisalueet:**

**Learning objectives:** Student is aware of the critical strategic and operative decisions relevant in these markets, and is able to acquire relevant information for decision-making. Student is able to analyse the different strategies of business in the context of Russia, the Baltic States and Central Eastern European countries, and to design a successful strategy for these markets from Western companies' viewpoint.

**Core content:** Different business strategies (export, import, subcontracting, greenfield and brownfield investment) in the context of Russia, the Baltic States and CEE countries. Options for Marketing Management and Human Resource Management.

**Prerequisites:** Basic studies on Business.

**Share of student's workload:** Contact lessons 50h, readings 60h, assignments 70h.

**Basis for assessment:** Exam (30%) and assignments (70%).

**Assessment scale:** 0-5

### BI2072C Business Culture in Russia, 3 op

**Osaamisalueet:**

**Learning objectives:** Student knows basic elements of Russian civilisation and its impact on the lifestyle of different social strata. Student is aware of the connection between Russian culture and Russian business culture, and its impact on the behaviour of Russian business partners.

**Core content:** Development of material, intellectual, political and social life in Russia; Changes in the value systems and everyday life; Russian business culture and behaviour, especially in the context of meetings and negotiations; Role of networks.

**Prerequisites:** Basic studies on Business Culture.

**Share of student's workload:** Contact lessons 20h, readings 30h and assignments 40h.

**Basis for assessment:** Assignment

**Assessment scale:** 0-5

### BI0381 Business in Russia, 16 op

**Osaamisalueet:**

**Learning objectives:** This study module provides a comprehensive understanding of Russian perception of Business, Management, Marketing and foreign trade.

**Core content:** The subjects covered include Marketing, Management and Leadership in the context of Russian business culture. As a part of studies, students carry out a market research together with business students of a university in St. Petersburg.

**Prerequisites:** Intermediate studies in (International) Business and basic knowledge of Russian language.

**Share of student's workload:** Lectures 140h; self-study, including home-work, assignments, project work and field studies, 340h.

**Basis for assessment:** To be informed in the beginning of respective courses.

**Assessment scale:** 0-5

### BI0351 Methods in Business Research, 3 op

**Learning objectives:** Student is aware of the possibilities and requirements of quanti-

tative and qualitative approaches in business research. Student is able to utilise relevant method(s) in the thesis research.

**Core content:** Design of a quantitative and qualitative research. Design of research questions. Relevant quantitative and qualitative methods in thesis research. Principles of hypothesis testing and estimation.

**Prerequisites:** Any introductory course on statistics.

**Share of student's workload:** Lessons 20h, independent work 70h (exercises and design of the research methods of student's thesis).

**Basis for assessment:** Assignments

**Assessment scale:** 0-5

### BI0353 Seminar on East-West Business, 5 op

**Learning objectives:** The aim of this course is to increase the student's knowledge in East-West business by specializing in one specific topic regarded as relevant and interesting by the student. In addition, the course introduces students to academic writing. The seminar is an introductory course to the thesis project.

**Core content:** Each student chooses his/her own field of interest in the curriculum of East-West business and writes an individual research report on the subject. The study can be related to marketing, or macro economy.

**Prerequisites:** Analysing the Market, Analysing the International Markets

**Share of student's workload:** 20 hours of contact lessons, 30 hours of seminar sessions, 100 hours of self-study

**Basis for assessment:** Seminar report 90%, active participation in discussion 10%

**Assessment scale:** 0-5

### BI0183 Business Russian 1, 3 op

**Osaamisalueet:**

**Learning objectives:** The student should learn to communicate in elementary business situations in Russian both orally and in writing. The student gains some perspective to the Russian business environment and is expected to apply it in his/her spoken language.

**Core content:** The course comprises elementary business situations and features essential for survival, such as making travel arrangements, dining, telephone Russian, attending a trade fair. The course consists of oral and aural practice on vocabulary and grammar in contact classes, guided and independent written work and information search outside the classes.

**Prerequisites:** Basic Russian 2 or correspon-

ding studies

**Share of student's workload:** Contact classes 40 hours (oral pair and group work, written and oral tests); independent and guided out-of-the-classroom practice (writing, information search, revising for tests) 50 hours.

**Basis for assessment:** Active attendance (80% minimum) in contact lessons and written homework 25%, two written exams 25% each and an oral test 25%

**Assessment scale:** 0-5

### BI0184 Business Russian 2, 4 op

**Osaamisalueet:**

**Learning objectives:** The student should learn to communicate in elementary business situations in Russian both orally and in writing. He/she should also learn to type using the Russian keyboard and write short private and business-related messages. The student gains some perspective to the Russian business environment and is expected to apply it in his/her spoken language.

**Core content:** The course consists of elementary business situations, such as telephone Russian, attending and hosting business visits and giving company presentations. The course also comprises basic keyboard practice, creating short written messages and using Russian Internet resources.

**Prerequisites:** Business Russian 1 or corresponding studies

**Share of student's workload:** Contact lessons: 60 hours of oral pair and group work on vocabulary, situations, grammar and typing. Independent and guided out-of-the-classroom practice (writing) 60 hours.

**Basis for assessment:** Active attendance in contact classes (80% minimum) and written homework 25%, two written exams 25% each and an oral test 25%

**Assessment scale:** 0-5

### BI1129B Russian Language and Culture I, 3 op

**Osaamisalueet:**

**Learning objectives:** Part a: the student will continue to build his/her competence and confidence in the language in an authentic environment during an intensive period of one week spent in St. Petersburg, Russia. Part b: The student familiarizes him/herself with various phases in the development of Russian history and is able to summarize them in order to understand the complexities of the present.

**Core content:** Part a: The period comprises

Russian language classes and lectures under the guidance of native teachers plus an introduction to Russian culture and society (excursions, company visits and cultural programme). Part b: Independent studying of Russian history.

**Prerequisites:** Basic Russian 2 or corresponding studies

**Share of student's workload:** Part a: a one-week stay in St. Petersburg and a written report. Part b: 45 hours of independent studying of Russian history, a written exam

**Basis for assessment:** Part a: active participation in the programme, a written report. Part b: a written exam

**Assessment scale:** pass/fail

### BI1129C Russian Language and Culture II, 3 op

**Osaamisalueet:**

**Learning objectives:** Part a: This intensive period of one week spent in St. Petersburg, Russia, will continue to build the student's competence and confidence in the language in an authentic environment. Part b: The student should familiarize him/herself with some aspects of Russian culture, habits, and behaviour from the everyday perspective. He/she should be able to compare his/her own culture to the Russian everyday behaviour.

**Core content:** Part a: The period comprises Russian language classes and lectures under the guidance of native teachers plus an introduction to the Russian culture and society (excursions, company visits and a cultural programme). Part b: Independent studying of different views on Russian behaviour and comparing it to the student's own culture.

**Prerequisites:** Business Russian 2 or corresponding studies

**Share of student's workload:** Part a: a one-week stay in St. Petersburg and a written report. Part b: 45 hours of independent studying of Russian culture, habits, and behaviour, compiling a written report

**Basis for assessment:** Part a: active participation in the programme, a written report Part b: a written report

**Assessment scale:** Pass/fail

### BI0185 Business Communication in Russian, 4 op

**Osaamisalueet:**

**Learning objectives:** The student should continue to develop his/her Russian skills in more demanding everyday and business situations

both orally and in writing. He/she should be able to use Russian resources for basic information search.

**Core content:** Oral and aural practice on vocabulary, grammar and business situations, such as telephone conversations, company visits and presentations and a job interview. The assignments also comprise some basic business correspondence, reading modified material from the Russian press and information search.

**Prerequisites:** Business Russian 2 or corresponding studies

**Share of student's workload:** Contact lessons 60 hours: oral work in pairs and small groups, listening comprehension, some written work. Independent and guided written practice, reading and information search outside the classes 60 hours.

**Basis for assessment:** Active participation in contact lessons (80% minimum), written assignments 25%, two written exams 25% each and an oral test 25%.

**Assessment scale:** 0-5

### BI0191 Russian Language in Russia, 4 op

**Osaamisalueet:**

**Learning objectives:** The student continues to develop his/her everyday and business Russian skills with native speakers in an authentic language environment. The student should be able to communicate on Threshold level in real everyday and business situations both orally and in writing.

**Core content:** Oral practice on vocabulary, grammar and business situations, such as telephone conversations, company visits and presentations, negotiations, a job interview. The assignments will also include information search, some business correspondence and reading articles from the Russian media.

**Prerequisites:** BI0184 Business Russian 2

**Share of student's workload:** Contact classes 60 hours: oral work in pairs and small groups, some written work; independent and guided oral and written practice, information search outside the classes 60 hours

**Basis for assessment:** Active participation in contact classes (80% minimum) and written assignments 25%, two written exams 25% each, an oral test 25%

**Assessment scale:** 0-5

## PRACTICAL TRAINING

### BI4011 Basic Practical Training, 10 op

**Osaamisalueet:**

**Learning objectives:** Practical training in companies is designed to prepare students for positions in international business. The training is conducted abroad with the exception of foreign degree students who are allowed to work also in Finland. The companies and tasks where the training takes place should give a student insight into various international operations. The training will be conducted in two units, which enables student to develop competences gradually throughout the studies and also make use of the long summer holidays. Knowledge-based outcomes of the first training period includes, among others, possibility to implement theoretical business knowledge into practice, knowledge of a specific market area and its business culture, knowledge of a specific industry, establishment of new contacts with the enterprises and experts in the field. Practical skills gained during training include basic business routines and transactions, clerical work, intercultural competence, language skills, independency.

**Core content:** Three months' working period abroad in a position related to customer service or clerical work.

**Prerequisites:** Work placements must be approved in advance, based on the individual study plan (ISP).

**Share of student's workload:** The extent of 10 points equals to approximately 2 months of full-time work. By practising a period of three months or longer, the student can also gain five points for Intercultural Studies if the student completes the required assignments.

**Basis for assessment:** Documentation of the placement, written report and public presentation based on the instructions. Assessment of student's competences by the employer.

**Assessment scale:** Pass/fail

### BI4012A Advanced Practical Training, 20 op

**Osaamisalueet:**

**Learning objectives:**

Preparing a thesis teaches students to carry out demanding projects, acquire knowledge in their own specialised field and produce advanced reports.

**Core content:** The thesis is the result of a process during which the student will study a professionally relevant topic. A practical pro-

## Yhteiskuntatieteiden, liiketalouden ja hallinnon ala

ject commissioned by a company is preferred to purely theoretical research. Topic must be related to the specialisation of the degree programme, ie. Russian markets and EU-Russian business. The report is written in English, the recommended length being 50-60 pages. Individual work is preferred, but in case of a demanding and extensive subject it may be done in groups of 2-3 students. In the preparation of the paper, the student will be assisted by a supervisor (a member of the teaching staff or a specialist from outside the school). In case the investigation is carried out for a company, it is recommended that a supervisor from the respective company be involved as well. The thesis will be presented at an event open to the public. Having left the report to be assessed, the students must attend a maturity test. The

aim is to test the students' knowledge of language (Finnish language for Finnish students) and (English language for foreign students) and knowledge of the respective subject. In this written test the student will answer 2-3 questions concerning the thesis.

**Prerequisites:** The student is expected to have sufficient knowledge in international business, methodological skills and a good command of English, which are necessary for a high standard thesis.

**Share of student's workload:** 450 hours

**Basis for assessment:** Report and presentation. Maturity test is assessed with the scale pass/fail.

**Assessment scale:** 0-5

### THESIS