

## Kajaani University of Applied Sciences

# Bachelor's Degree in International Business , 2015

### Structure of Studies

#### Basic Studies (60 cr)

Basic studies are compulsory studies that must be completed during the first year of study. These courses include basic courses in business activities, operational environments, methodological studies, and communication studies.

#### Professional Studies (90 cr)

These courses are carried out from the second year onwards and they include special study modules covering different areas of international business activities. The aim of professional studies is to equip students with both the theoretical and practical knowledge needed to function in international business and marketing arenas. The studies emphasise the framework and strategies of international business, international marketing, economics, finance, international management and communication skills.

The professional studies also include 50 credits of Specialisation Studies. The aim of the module is to deepen and widen the knowledge related to the professional studies. Studies completed during the student exchange should ideally fit into this module.

#### Free-choice Studies (15 cr)

The studies include a minimum of 15 credits of free-choice studies. The aim of the free-choice studies is to provide the student with the opportunity to deepen and widen knowledge related to one's own professional field. These can be chosen from the degree programme or from another degree programme in the same UAS or from another UAS, university or elsewhere by prior agreement.

#### Practical Training (30 cr)

An essential part of the studies is a five-month-long practical training period, which takes place during the spring semester of the 3rd study year. It is recommended that practical training is accomplished in a foreign country, but it can also be done locally. Before starting practical training the student must have a minimum of 150 credits and the practical training place must be approved by the Practical Training Coordinator. The purpose of practical training is to offer students the opportunity to put into practice the knowledge acquired from their professional studies by carrying out practical expert tasks in companies.

#### Thesis (15 cr)

The purpose of the thesis is to demonstrate the student's ability to adapt knowledge and skills acquired during professional studies. This can be accomplished in the form of project work, research work or applied research. Preparation of the thesis is accomplished towards the end of the student's studies; a minimum of 150 credits must be accomplished before starting work on the thesis. It can also be multi-disciplinary. The thesis also includes a maturity test which demonstrates the student's language skills and how familiar he or she is with the chosen subject of the thesis. Finnish students

write the test in Finnish and foreign students in English. The test is taken under supervision with titles provided by the thesis supervisor.

## Foreign Studies

For Finnish students it is recommended that the 2nd year autumn semester is spent in a foreign university or university of applied sciences. Foreign students may choose not to go abroad. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. In addition it is required that the students have good language skills (good skills in English and at least basics in the target country's language if possible) and good grades. Students who do not have any international experience will be given first priority when decisions concerning exchange places are made.

Exchange opportunities will be presented in information meetings. More information can also be found from KAMK internet pages ([www.kamk.fi](http://www.kamk.fi)). Kajaani UAS's partner institutions in different countries offer studies in English or in other languages. Each student makes a personal study plan with the school's international co-ordinator for the period of foreign studies. Studies completed abroad are approved as part of the degree programme within either specialization studies or free-choice studies.

## Language Studies

The Degree Programme in International Business includes 23 credits of compulsory language study. English is the language of teaching in the degree programme. However, all students must also acquire a minimum of 8 credits in English language studies. Foreign students must also accomplish 15 credits of Finnish language within their compulsory language studies. Finnish students study both Finnish and Swedish as compulsory languages. Language studies are therefore structured as follows in the Degree Programme in International Business:

### Finnish Students

English 8 cr  
Finnish 10 cr  
Swedish 5 cr

### Foreign Students

English 8 cr  
Finnish 15 cr

In addition to compulsory language courses, students can choose other foreign languages. The language studies offered are French, Spanish, Italian, Russian, Chinese and German. It is recommended that foreign students concentrate on studying the Finnish language during the first study year and do not start another new language during their first year.

Code	Name	Credits
LBI15Z1000	BASIC BUSINESS COMPETENCE	15
<b>KBBA020</b>	<b>Business Operations</b>	<b>5</b>
<b>KBBA021</b>	<b>Introduction to Marketing</b>	<b>5</b>
<b>KBBA022</b>	<b>Management Accounting</b>	<b>5</b>
LBI15Z1001	OPERATIONAL ENVIRONMENT	10

<b>KBBO006</b>	<b>Law Studies</b>	<b>5</b>
<b>KBBO007</b>	<b>Economics</b>	<b>5</b>
<b>LBI15Z1002</b>	<b>METHODOLOGICAL STUDIES</b>	<b>10</b>
<b>KBBM011</b>	<b>IT and Office Applications</b>	<b>5</b>
<b>KBBM012</b>	<b>Business Mathematics</b>	<b>5</b>
<b>LBI15Z1003</b>	<b>COMMUNICATION STUDIES</b>	<b>25</b>
<b>KBBC014</b>	<b>Personal Development Programme</b>	<b>2</b>
<b>KBBC012</b>	<b>Academic and Business English</b>	<b>5</b>
<b>KBBC013</b>	<b>Business Communication Skills</b>	<b>3</b>
<b>KBBC011</b>	<b>Swedish</b>	<b>5</b>
<b>KBBC018</b>	<b>Business Finnish</b>	<b>5</b>
<b>KBBC019</b>	<b>Academic Finnish</b>	<b>5</b>
<b>KBBC015</b>	<b>Finnish for Foreigners 1</b>	<b>5</b>
<b>KBBC016</b>	<b>Finnish for Foreigners 2</b>	<b>5</b>
<b>KBBC017</b>	<b>Finnish for Foreigners 3</b>	<b>5</b>
<b>LBI15Z1004</b>	<b>MANAGING INTERNATIONAL OPERATIONS</b>	<b>20</b>
<b>KBPI024</b>	<b>Introduction to Management</b>	<b>5</b>
<b>KBPI021</b>	<b>International Management</b>	<b>5</b>
<b>KBPI022</b>	<b>Financial Accounting</b>	<b>5</b>
<b>KBPI023</b>	<b>Strategic Management</b>	<b>5</b>
<b>LBI15Z1005</b>	<b>WORK COMMUNITY COMPETENCE</b>	<b>10</b>
<b>KBPW001</b>	<b>Leadership and Human Resource Management</b>	<b>5</b>
<b>KBPW002</b>	<b>Intercultural Communication</b>	<b>5</b>
<b>LBI15Z1006</b>	<b>METHODOLOGICAL COMPETENCE</b>	<b>10</b>
<b>KBPM010</b>	<b>Project Management</b>	<b>5</b>
<b>KBPM011</b>	<b>Research Methods</b>	<b>5</b>
<b>LBI15Z1007</b>	<b>ADVANCED MARKETING STUDIES</b>	<b>30</b>
<b>KBPA001</b>	<b>Integrated Marketing Communication</b>	<b>5</b>
<b>KBPA002</b>	<b>Services Marketing</b>	<b>5</b>
<b>KBPA003</b>	<b>International Networking and Collaboration</b>	<b>5</b>
<b>KBPA004</b>	<b>Product, Brand and Price Management</b>	<b>5</b>
<b>KBPA005</b>	<b>Selling and Sales Management</b>	<b>5</b>
<b>KBPA006</b>	<b>Advanced Project in Integrated Marketing Communications</b>	<b>5</b>
<b>KBPA007</b>	<b>Advanced Project in Services Marketing</b>	<b>5</b>
<b>LBI15Z1008</b>	<b>BUSINESS COMPETENCE DEVELOPMENT</b>	<b>20</b>
<b>KBPB001</b>	<b>Quality and Risk Management</b>	<b>5</b>
<b>KBPB002</b>	<b>International Marketing</b>	<b>5</b>
<b>KBPB003</b>	<b>Marketing Research</b>	<b>5</b>
<b>KBPB004</b>	<b>Strategic Marketing Management</b>	<b>5</b>
<b>LBI15Z1009</b>	<b>FREE CHOICE STUDIES</b>	<b>15</b>
<b>KBW317</b>	<b>Consumer Buyer Behaviour</b>	<b>5</b>
<b>KBW318</b>	<b>Asian Business</b>	<b>5</b>

<b>KBPF002</b>	<b><i>Russian Business</i></b>	<b>5</b>
<b>KBW320</b>	<b><i>European Business</i></b>	<b>5</b>
<b>KBW322</b>	<b><i>Product Development</i></b>	<b>5</b>
<b>KBW028</b>	<b><i>New Trends in Leadership and Management</i></b>	<b>5</b>
<b>KBW029</b>	<b><i>Management Procedures and Strategies</i></b>	<b>5</b>
<b>KBW030</b>	<b><i>Organizational Psychology</i></b>	<b>3</b>
<b>KBW012</b>	<b><i>Risk Management</i></b>	<b>3</b>
<b>KBW016</b>	<b><i>Business Plan</i></b>	<b>3</b>
<b>KBW358</b>	<b><i>Commercialisation</i></b>	<b>5</b>
<b>KBW380</b>	<b><i>Export and Import Routines</i></b>	<b>3</b>
LBI15Z1010	PRACTICAL TRAINING	30
<b>KBH001</b>	<b><i>Practical Training</i></b>	<b>30</b>
LBI15Z1011	THESIS	15
<b>KBT001</b>	<b><i>Thesis</i></b>	<b>15</b>

## **LBI15Z1000 BASIC BUSINESS COMPETENCE: 15 op**

### **KBBA020 Business Operations: 5 op**

#### **Learning outcomes**

Students will have a holistic view of business. They will understand, in general, all aspects of business, and connections between business functions.

#### **Contents**

Business concepts, Business environment, Interest groups, Legal forms of ownership, Management, Overview of business functions (operations, human resources, marketing, finance, accounting), Money and Financial markets.

#### **Prerequisites**

The course assumes no prior knowledge of business.

#### **Assessment criteria**

##### **Excellent (5)**

The students demonstrate an ability to use professional terminology in a controlled manner and base their decisions on customer needs and using an extended knowledge base. They demonstrate the ability to assess the requirements and consequences of their own activities systematically. The students demonstrate the ability to create a good working atmosphere in their group.

##### **Good (3-4)**

##### **Very good:**

Students can demonstrate their ability to perceive the links between central and appropriate professional concepts and can base decision-making using the field's knowledge base. They are able to distinguish between the requirements and consequences of their operations and participate in the group's activities in a goal-oriented manner.

##### **Good:**

Students can demonstrate their ability to perceive the links between central and appropriate

professional concepts and can base decision-making using the field's knowledge base. They are able to distinguish between the requirements and consequences of their operations and participate in the group's activities.

**Satisfactory (1-2)**

The students will demonstrate their ability to use central and appropriate professional concepts and to make choices founded on knowledge in their field. They can recognize the requirements and consequences of their own operations and participate in the activities of the group.

## **KBBA021 Introduction to Marketing: 5 op**

### **Learning outcomes**

Provide students with a fundamental understanding of marketing, its role in business and the strategies available to achieve its objectives. It examines the origins of marketing and its development into a business philosophy in an international context. The module is essential for further marketing studies.

### **Contents**

Marketing environment, Marketing/Corporate strategy, Consumers behavior, Segmentation, targeting and positioning, Market research, Marketing mix strategies, Services marketing, Customer relationship marketing.

### **Prerequisites**

Introduction to Business Operations

### **Assessment criteria**

#### **Excellent (5)**

Student uses the right basic concept in a versatile and broad manner as well as provides excellent description of key elements of the key concepts taught in the course. Student demonstrates clearly the ability to apply concepts in practice independently, confidently and pro-actively.

#### **Good (3-4)**

The student uses the right basic concept consistently and provides the terminology and key elements in the concepts taught. The student has an ability to justify and reason the choice and application of specific concepts.

#### **Satisfactory (1-2)**

Student demonstrates basic understanding of concepts introduced in the course and ability to apply and implement the concepts learned in the course.

#### **Pass/Fail**

Tests, Groupwork, Article Assignments

## **KBBA022 Management Accounting: 5 op**

### **Learning outcomes**

The students will know the meaning of profitability and learn how to make calculations required by managers for planning, decision-making and control.

### **Contents**

General terms and aims in management accounting  
Economic balance: profitability, liquidity and solidity  
Cost-volume-profit analysis  
Long-term calculations, investments  
Budgeting  
Cost accounting  
Activity based costing  
Balanced scorecard

### **Assessment criteria**

#### **Excellent (5)**

Student can interpret and make use of management accounting theory.  
Student can independently compile demanding profitability planning and control related calculations.  
Student can develop their group and team and create a good working atmosphere.

#### **Good (3-4)**

Student can interpret management accounting theory.  
Student can compile demanding profitability planning and control related calculations.  
Student participates in the work of their groups or teams to attain common goals.

#### **Satisfactory (1-2)**

Student is aware of management accounting theory.  
Student Can compile demanding profitability planning and control related calculations under supervision.  
Student participates in group (classroom) activities.

## **LBI15Z1001 OPERATIONAL ENVIRONMENT: 10 op**

### **Learning outcomes**

The student is able to explain the key economic phenomenas and cause-effect relationships.  
Student knows main principles of contract law and the general legislation affecting to business.

## **KBBO006 Law Studies: 5 op**

### **Learning outcomes**

The course will provide students with a general knowledge of the legal framework of business operations with special focus on contract and trade laws. Apart from dealing with current legal rules and regulations affecting business operations students will be exposed to new developments and trends of legal environments of business.

### **Contents**

Legal systems  
Contract law  
International trade contracts  
Business law  
Labour Law

### **Prerequisites**

Not required

### **Assessment criteria**

#### **Excellent (5)**

The students demonstrate an ability to use professional terminology in a controlled manner and base their decisions on customer needs and using an extended knowledge base. They demonstrate the ability to assess the requirements and consequences of their own activities systematically. The students demonstrate the ability to create a good working atmosphere in their group.

#### **Good (3-4)**

Students can demonstrate their ability to perceive the links between central and appropriate professional concepts and can base decision-making using the field's knowledge base. They are able to distinguish between the requirements and consequences of their operations and participate in the group's activities.

#### **Satisfactory (1-2)**

Satisfactory (2-1):

The students will demonstrate their ability to use central and appropriate professional concepts and to make choices founded on knowledge in their field. They can recognize the requirements and consequences of their own operations and participate in the activities of the group.

## **KBBO007 Economics: 5 op**

### **Learning outcomes**

The objective of this course is to lay down the foundations of economic rational thinking, and to help students understand micro and macroeconomic phenomena. The course introduces the basic principles of microeconomics, which include the nature and method of economics, market interaction, consumer choice, output, market structures, and resource allocation. In macroeconomics, the objective is to increase students' knowledge and broaden their economic view to the national level, by understanding the relationships between several macroeconomic phenomena and the macroeconomic analytical tools to interpret these relationships and predict economic consequences of fiscal and monetary policies also at the international level.

### **Contents**

Basic principles and assumptions.  
Factors of production and Economic growth  
Consumer choice  
Market interaction (supply and demand model)  
Firm's output decision, and the market structure.  
Government, Tax, and welfare economics  
Factor market  
National accounts  
Determination of national outputs  
Money  
Economic policies  
International economics

### **Prerequisites**

Business Operations

### **Assessment criteria**

**Excellent (5)**

The students demonstrate an ability to use professional terminology in a controlled manner and base their decisions on customer needs and using an extended knowledge base. They demonstrate the ability to assess the requirements and consequences of their own activities systematically. The students demonstrate the ability to create a good working atmosphere in their group.

**Good (3-4)**

Students can demonstrate their ability to perceive the links between central and appropriate professional concepts and can base decision-making using the field's knowledge base. They are able to distinguish between the requirements and consequences of their operations and participate in the group's activities.

**Satisfactory (1-2)**

The students will demonstrate their ability to use central and appropriate professional concepts and to make choices founded on knowledge in their field. They can recognize the requirements and consequences of their own operations and participate in the activities of the group.

## **LBI15Z1002 METHODOLOGICAL STUDIES: 10 op**

### **Learning outcomes**

A student knows how to use basic IT-applications needed later on during studies and work. Student also gets familiar with calculating principles of business math and specially different cases of interest calculations.

## **KBBM011 IT and Office Applications: 5 op**

### **Learning outcomes**

Students will become familiar with the essential functions of a word processing program and be able to make the layouts and contents of various business letters. They will understand the elementary functions of a microcomputer and will be able to use basic toolkit programs.

### **Contents**

Basic functions of word processor software (MS Word)  
Basic business letters  
Special characteristics of Word  
Introduction to data processing  
Hardware and operating system  
Toolkit software and presentation graphics (MS Power Point)  
Internet and websites  
Spreadsheets:  
Sheets, formulas, functions and graphics  
Computing today  
Data Security  
Office 365  
Information searching & retrieval

### **Assessment criteria**

**Excellent (5)**



Students can solve demanding business problems using office applications, 90–100% of maximum points in exam.

**Good (3-4)**

Students can use computers and toolkit programs in many different ways for communication, presentation and calculation work, approximately 66-90 % of maximum points in exam.

**Satisfactory (1-2)**

Students can use computers for basic tasks, approximately 50-65 % of maximum points in exam.

## **KBBM012 Business Mathematics: 5 op**

### **Learning outcomes**

To provide students with a sound command of business mathematics skills and the ability to apply them in different areas of business life

### **Contents**

Review of the basic mathematical operations needed in business mathematics

Percentage calculations

Index numbers

Simple interest calculation and its applications

Compound interest calculations and its applications

Credit and loans

Investments

### **Assessment criteria**

#### **Excellent (5)**

Approximately 90-100 % of maximum points in exam.

#### **Good (3-4)**

Approximately 66-90 % of maximum points in exam Students know how to apply calculation principles to basic cases.

#### **Satisfactory (1-2)**

Approximately 50-65 % of maximum points in exam; Students know how to calculate basic calculations.

#### **Pass/Fail**

(May change according to teacher preference)

## **LBI15Z1003 COMMUNICATION STUDIES: 25 op**

### **Learning outcomes**

The students improve their oral and written communication skills in English and Finnish. The focus is on academic and business communication. The Finnish speaking students enhance also their Swedish language skills. One important theme is study skills and individual development.

## **KBBC014 Personal Development Programme: 2 op**

### **Learning outcomes**

The aim of this program is to provide students with the tools that will ensure a successful start to their studies leading to success in future careers by enabling students to identify their personal learning characteristics, whilst at the same time introducing specific study skills.

The program aims to facilitate individual student development.

### **Contents**

Initial assessment(Boot Camp)

Personal SWOT

Learning styles

Personal Branding

### **Prerequisites**

Not required

### **Assessment criteria**

**Pass/Fail**

Pass/Fail

Active participation

## **KBBC012 Academic and Business English: 5 op**

### **Learning outcomes**

Students will improve their oral and written communication skills and business vocabulary. In written communication the focus will be on academic writing.

### **Contents**

Business and society

Describing business trends

Application, CV

Introduction to presentations

Report writing

Academic style

Summarising

Paraphrasing

References and quotations

### **Assessment criteria**

**Excellent (5)**

The student can introduce the features of academic writing reflectively. The student can write an academic report that follows the features of academic writing with fluency using varied and appropriate vocabulary, and multiple sources that are cited and referenced correctly. The student has an extensive business vocabulary. The student is able to communicate fluently in both writing and speaking.

### **Good (3-4)**

The student can identify the features of academic writing. The student can write a report that follows the main features of academic writing with relative fluency, using quite versatile vocabulary and using some sources that are mainly cited and referenced correctly. The student has a fairly good

command of business vocabulary. The student is able to communicate clearly in both writing and speaking.

**Satisfactory (1-2)**

The student can name the features of academic writing. The student can write a basically understandable and coherent essay with appropriate content and basic vocabulary. The student is able to communicate clearly in basic business situations in both speaking and writing.

## **KBBC013 Business Communication Skills: 3 op**

### **Learning outcomes**

The student will acquire skills in the basics of business writing including the purchasing process.

### **Contents**

Inquiries, quotations

Orders and order confirmations

Collection letters

Complaints

Memos

### **Assessment criteria**

#### **Excellent (5)**

The student can write business letters with fluency by using varied and appropriate vocabulary.

The student has an extensive business vocabulary.

The student is able to communicate fluently in both writing and speaking.

#### **Good (3-4)**

The student can write business letters with relative fluency by using quite versatile vocabulary.

The student has a fairly good command of business vocabulary.

The student is able to communicate clearly in both writing and speaking.

#### **Satisfactory (1-2)**

The student can write a basically understandable and coherent business letters with appropriate content and basic vocabulary.

The student is able to communicate clearly in basic business situations in both speaking and writing.

## **KBBC011 Swedish: 5 op**

### **Learning outcomes**

Students will maintain and develop the Swedish language skills for use in business tasks. Students will also gain sound skills in Swedish for sales and marketing purposes as well as other spoken and written business communication tasks.

### **Contents**

Grammar revision, spoken Swedish in the work place

Training, structure and contents of studies

Company presentations

Job applications

Customer service and telesales

Product presentation and trade fairs  
Marketing communication, consumer protection  
Distribution  
Business communication

**Prerequisites**

Proficiency test

**Further information**

This course is for Finnish students only.

**Assessment criteria**

**Excellent (5)**

Excellent 5: The students are able to search for information independently using different media and can produce linguistically versatile and accurate presentations with interesting and accurate content. The students have mastered work based fundamental business terminology and vocabulary and can discuss current affairs spontaneously. They are able to represent companies to an excellent standard at trade fairs. The students' spoken Swedish is fluent and systematic with no noticeable errors in pronunciation and grammar. The students' message is conveyed smoothly using a variety of grammatical structures and vocabulary.

**Good (3-4)**

Good 3-4: The students are able to search for information using different media with the help of instructions and tools and use professional Swedish well when presenting such information. The students are proficient in work based fundamental business terminology and vocabulary and can discuss current affairs with preparation. The students are able to represent a company at a trade fair but may need support and preparation. The students' spoken Swedish is systematic but pronunciation and grammar errors may occur. The students' message is conveyed well using basic grammar structures and vocabulary.

**Satisfactory (1-2)**

Satisfactory 1 - 2: The students are able to search for information from different media with extensive instructions and tools. Their presentation of this information may be simple in content using basic Swedish grammar and vocabulary. The students understand work based fundamental business terminology and vocabulary but experience difficulties if they have to use them in discussion. The students' spoken Swedish is hesitant as they search for words and pronunciation and grammar errors occur. The students are able to convey simple messages but errors occur in the structures and vocabularies they use.

## **KBBC018 Business Finnish: 5 op**

**Learning outcomes**

Students will be able to acquire and use information concerning their field of study critically and work on a written and spoken presentation in connection with work and negotiations. They will be able and will wish to develop their Finnish and communication competences. They can produce good language and style appropriate to the situation, with their knowledge of core working life communication situations and the ability to use language procedures appropriate to their field of study when performing.

**Contents**

Written and spoken business communication

Proof-reading and accuracy  
Report, summary, essay, presentation  
Business letters - polite communication  
Meetings

**Prerequisites**

Word Processing

**Further information**

For Finnish Students

**Assessment criteria**

**Excellent (5)**

Students are able to operate perfectly in all business communication situations.

**Good (3-4)**

Students can produce faultless documents and deliver an illustrative presentation successfully.

**Satisfactory (1-2)**

Students are aware of the main layouts of written correspondence and documents and participate actively in speaking activities and presentations.

**KBBC019 Academic Finnish: 5 op**

**Learning outcomes**

Students will be able to compile an accurate, carefully written and logical thesis in Finnish as well as an accurately written maturity test.

**Contents**

Meaning and syntax  
Accuracy and proof-reading, textual analysis  
Instructions for compiling a text and the maturity test

**Prerequisites**

The course must be accomplished in conjunction with the thesis

**Further information**

For Finnish Students

**Assessment criteria**

**Excellent (5)**

Students perform all written assignments faultlessly and can produce a good thesis text.

**Good (3-4)**

Students participate actively in developing their written communication competence and can compile a faultless academic text.

**Satisfactory (1-2)**

Students will recognize the main grammatical features and punctuation of academic Finnish and can produce a good, straightforward academic text.

## **KBBC015 Finnish for Foreigners 1: 5 op**

### **Learning outcomes**

Students will be able to communicate on a day to day basis in Finnish and will get to know Finland: the country, its society, people, language and culture.

### **Contents**

Pronunciation, reading and conversation practice

Vocabulary, questions, verb types, numerals, declension of nouns, pronouns and adjectives, vowel sounds, consonant gradation

### **Assessment criteria**

#### **Excellent (5)**

The students can speak and write satisfactory Finnish taking into account the correct use of grammar and punctuation.

#### **Good (3-4)**

Students will be proficient in distinguishing between meaning of short and long vowels, vowel sounds and consonant gradation both in speech and in writing. They will be able to use tenses and grammatical cases satisfactorily.

#### **Satisfactory (1-2)**

Students can form comprehensible sentences using standard Finnish and recognize numerals in their basic form and can converse using simple questions and answers.

## **KBBC016 Finnish for Foreigners 2: 5 op**

### **Learning outcomes**

Students will develop their Finnish communication skills acquired during the previous course.

### **Contents**

Qualifiers, sentence structure, parts of a sentence, main verb classes and tenses

Reading comprehension

### **Prerequisites**

Finnish for Foreigners I

### **Assessment criteria**

#### **Excellent (5)**

Students can understand the main points of a Finnish text and can summarize them orally.

#### **Good (3-4)**

Students can form and use passive expressions in speech and in writing.

#### **Satisfactory (1-2)**

Students are proficient in using positive and negative verb and noun expressions.

## **KBBC017 Finnish for Foreigners 3: 5 op**

### **Learning outcomes**

Students will develop their ability to operate in a Finnish communication environment.

### **Contents**

Verb forms, producing text, discussions on various themes

### **Prerequisites**

Finnish for Foreigners I and II

### **Assessment criteria**

#### **Excellent (5)**

Students can communicate successfully in Finnish when visiting public agencies and offices.

#### **Good (3-4)**

Students can form verbal nouns and use postposition expressions.

#### **Satisfactory (1-2)**

Students can recognize and use expressions that express necessity ('necessive' constructions).

## **LBI15Z1004 MANAGING INTERNATIONAL OPERATIONS: 20 op**

### **Learning outcomes**

Upon completion of this Module, students should develop competencies to work and manage in international business environment effectively. The courses help to create awareness regarding the key trends, issues and challenges encountered in the international business environment and provide the necessary tools to assess the impact and address the situations in a creative and ethical manner.

## **KBPI024 Introduction to Management: 5 op**

### **Learning outcomes**

The course introduces the student to organization and management from an individual, group and organizational perspective, with the focus on human behavior, organizational structures and processes.

### **Contents**

Managers and the environment  
Strategising  
Organization Architecture and Control System  
Effective Leadership  
Ethics and Social Responsibilities

### **Prerequisites**

None

### **Assessment criteria**

#### **Excellent (5)**

The student uses the right basic concept in a versatile and broad manner as well as provides excellent description of key elements of the key concepts taught in the course.  
The student has an ability to apply concepts in practice independently, confidently and pro-actively.

**Good (3-4)**

The student uses the right basic concept consistently and provides the terminology and key elements in the concepts taught.

The student has an ability to justify and reason the choice and application of specific concepts.

**Satisfactory (1-2)**

Student demonstrates basic understanding of concepts introduced in the course and ability to apply and implement the concepts learned in the course.

**Pass/Fail**

Tests, groupwork and project

## **KBPI021 International Management: 5 op**

### **Learning outcomes**

Conducting business in the international environment can be challenging. This course aims to provide participants with a general understanding of the various management practices which a business manager should consider in the international context, with a special emphasis on issues related to cultural diversification. The course is built around questions faced by companies wishing to do business in a global marketplace.

### **Contents**

The dynamics of international business environment

Impact of globalization

Cultural considerations and implications on organizational system, management and leadership styles and human resource management

### **Prerequisites**

Introduction to Management

### **Further information**

TKI 3 op

### **Assessment criteria**

**Excellent (5)**

- Knowledge: demonstrates ability to use and apply the concepts and theoretical framework learned in this course
- Skills: demonstrates ability to critically analyse, compare, combine and select information and present alternative practices using the acquired knowledge; demonstrate ability to work independently, responsibly, with initiative and flexibly in all learning and operational environments; demonstrate creative but realistic and pragmatic approach to problem solving
- Attitudes: work smoothly and professionally as a team to achieve common goals of the group by applying critical professional ethical principles; contributes excellent team work and output

**Good (3-4)**

- Knowledge: demonstrate ability to systematically use the concepts learned in this course with ability to name, describe and give reasons for basic knowledge of the theories and concepts learned in this course
- Skills: demonstrates ability to select appropriate practices based on acquired knowledge and instructions and ables to work independently and responsibly completing different tasks in all



learning and operational environments; demonstrates ability to apply techniques and concepts learned under minimal guidance in a reasonable manner to problem solving.

- Attitudes: works smoothly and professionally as a team to achieve common goals of the group according to ethical principles; demonstrates good team work and output

#### **Satisfactory (1-2)**

- Knowledge: ables to identify the main/individual concepts learned in the course and applies basic analysis using the concepts and theories learned from the course; ables to name and describe the concept.
- Skills: demonstrates ability to work in an appropriate manner with more guidance and supervision, though some uncertainty may be evident in the work; shows basic ability to use the techniques and models of the professional field in basic application
- Attitudes: demonstrates professional conduct in communication, updates, interactions within the team and with supervisor according to professional ethical principles; team work with peers is largely satisfactory

#### **Pass/Fail**

Business Projects, Groupwork, Presentation and Role Play

## **KBPI022 Financial Accounting: 5 op**

### **Learning outcomes**

The course will provide an introduction to financial accounting and the preparation of financial statements. Students will be acquainted with financial analysis, its techniques and usage in evaluating companies' financial performance and position

### **Contents**

The role of financial accounting, and usage of Financial statement.

The accounting cycle and double-entry bookkeeping.

Entries adjustments and the preparation of financial statements.

Financial analysis and the use of ratios and other techniques to interpret business performance from Financial statements.

### **Prerequisites**

Introduction to Business Operations.

### **Assessment criteria**

#### **Excellent (5)**

Excellent (5): The students are proficient in the basic principles of bookkeeping and financial statements. They are able to draw conclusions about a company's financial situation using key figures based on information in the financial statement. The students are able to use bookkeeping techniques and models independently in their work and can assess them critically while working to develop the work of their team/group and to create team spirit.

#### **Good (3-4)**

Good (3-4): The students are proficient in the basic principles of bookkeeping and financial statements. They are able to interpret key figures based on financial statements. The students use bookkeeping techniques and models independently in their work and engage in activity to achieve common goals in groups and teams.

**Satisfactory (1-2)**

Assessment (1-2): The students are able to recognise the importance of bookkeeping and financial statements in corporate financial monitoring. They are able to calculate key figures for financial statements. The students use bookkeeping techniques and models under supervision and are able to work in groups.

## **KBPI023 Strategic Management: 5 op**

### **Learning outcomes**

This course is designed to develop students' understanding of the global business process. In addition, students will be introduced to both the framework and strategies of business operations, whilst considering competitiveness on a global level and forms of business cooperations across national boundaries, business practices and current trends in the global business arena.

### **Contents**

Strategic analysis  
Strategic formulation  
Strategic implementation

### **Prerequisites**

Introduction to Management

### **Assessment criteria**

#### **Excellent (5)**

- Knowledge: demonstrates ability to use and apply the concepts and theoretical framework learned in this course
- Skills: demonstrates ability to critically analyse, compare, combine and select information and present alternative practices using the acquired knowledge; demonstrate ability to work independently, responsibly, with initiative and flexibly in all learning and operational environments; demonstrate creative but realistic and pragmatic approach to problem solving
- Attitudes: work smoothly and professionally as a team to achieve common goals of the group by applying critical professional ethical principles; contributes excellent team work and output

#### **Good (3-4)**

- Knowledge: demonstrate ability to systematically use the concepts learned in this course with ability to name, describe and give reasons for basic knowledge of the theories and concepts learned in this course
- Skills: demonstrates ability to select appropriate practices based on acquired knowledge and instructions and ables to work independently and responsibly completing different tasks in all learning and operational environments; demonstrates ability to apply techniques and concepts learned under minimal guidance in a reasonable manner to problem solving.
- Attitudes: works smoothly and professionally as a team to achieve common goals of the group according to ethical principles; demonstrates good team work and output

#### **Satisfactory (1-2)**

- Knowledge: ables to identify the main/individual concepts learned in the course and applies basic analysis using the concepts and theories learned from the course; ables to name and describe the concept.
- Skills: demonstrates ability to work in an appropriate manner with more guidance and supervision, though some uncertainty may be evident in the work; shows basic ability to use the techniques and

models of the professional field in basic application

- Attitudes: demonstrates professional conduct in communication, updates, interactions within the team and with supervisor according to professional ethical principles; team work with peers is largely satisfactory

**Pass/Fail**

Exam, Business Projects, Groupwork and Case Studies

**LBI15Z1005 WORK COMMUNITY COMPETENCE: 10 op**

**Learning outcomes**

Upon completion of this module, students will learn how to operate as an effective member of a work community. The competencies developed include interactive communication in work situations and inter-cultural environment, apply principles of organizational management and leadership in an international, diverse and multi-cultural environment.

**KBPW001 Leadership and Human Resource Management: 5 op**

**Learning outcomes**

This course covers the information needed to understand the Human Resource Management aspect of an organization. It will develop an understanding of the skills needed for the formulation and implementation of HRM strategies while providing the basic information necessary to understand the function of management and leadership in an organization.

**Contents**

Introduction to the basic principles of human resource management  
Introduction to the basic principles of leadership and organization  
Human resource policies  
Competence based human resource management  
Human resource planning, recruitment, selection and retention  
Orientation, training and development  
Performance management  
Remuneration and reward  
Employee relations  
International dimensions of HRM

**Prerequisites**

Introduction to Management

**Assessment criteria**

**Excellent (5)**

- Knowledge: demonstrates ability to use and apply the concepts and theoretical framework learned in this course
- Skills: demonstrates ability to critically analyse, compare, combine and select information and present alternative practices using the acquired knowledge; demonstrate ability to work independently, responsibly, with initiative and flexibly in all learning and operational environments; demonstrate creative but realistic and pragmatic approach to problem solving
- Attitudes: work smoothly and professionally as a team to achieve common goals of the group by applying critical professional ethical principles; contributes excellent team work and output

**Good (3-4)**

- Knowledge: demonstrate ability to systematically use the concepts learned in this course with ability to name, describe and give reasons for basic knowledge of the theories and concepts learned in this course
- Skills: demonstrates ability to select appropriate practices based on acquired knowledge and instructions and able to work independently and responsibly completing different tasks in all learning and operational environments; demonstrates ability to apply techniques and concepts learned under minimal guidance in a reasonable manner to problem solving.
- Attitudes: works smoothly and professionally as a team to achieve common goals of the group according to ethical principles; demonstrates good team work and output

**Satisfactory (1-2)**

- Knowledge: able to identify the main/individual concepts learned in the course and applies basic analysis using the concepts and theories learned from the course; able to name and describe the concept.
- Skills: demonstrates ability to work in an appropriate manner with more guidance and supervision, though some uncertainty may be evident in the work; shows basic ability to use the techniques and models of the professional field in basic application
- Attitudes: demonstrates professional conduct in communication, updates, interactions within the team and with supervisor according to professional ethical principles; team work with peers is largely satisfactory

**Pass/Fail**

Research project, groupwork, literature review task and presentation

## **KBPW002 Intercultural Communication: 5 op**

### **Learning outcomes**

Students will increase their understanding of cultures. They are able to recognise and differentiate between cultures and their influence on working life and customer behaviour. During intercultural encounters they can identify dimensions used when comparing communication across cultures.

### **Contents**

Concepts of culture and communication  
Getting used to another culture as a process  
Variables used when comparing cultures  
Cultural differences in communication styles  
Various business cultures  
Cultural understanding (customer/business partner)

### **Assessment criteria**

#### **Excellent (5)**

The student knows well the main theory, principles, models and concepts of intercultural communication.

The student is able to discuss and write about the above mentioned items fluently and proficiently.

The student can use the specific terminology relating to the subject matter variedly in descriptions and explanations.

The student understands well speech relating to the field and rather well if the speaker has a foreign or otherwise strange accent.

The student uses versatile structures correctly.  
The student pronounces and articulates clearly.  
The student can give well structured and organised presentations.

**Good (3-4)**

The student knows the main theory, principles, models and concepts of intercultural communication to a reasonable extent.  
The student is able to discuss and write about the above mentioned items within limits.  
The student can use the specific terminology relating to the subject matter moderately well in descriptions and explanations.  
The student understands most of the speech relating to the field; and to some extent if the speaker has a foreign or otherwise strange accent.  
The student uses fewer structures but generally correctly.  
The student pronounces and articulates rather clearly.  
The student gives presentations that are to some extent structured and organised.

**Satisfactory (1-2)**

The student knows some of the main theory, principles, models and concepts of intercultural communication.  
The student is able to discuss and write about the above items only to a very limited extent.  
The student can use only a small part of the specific terminology relating to the subject matter in descriptions and explanations.  
The student understands speech relating to the field somehow; in case the speaker has a foreign or otherwise strange accent understanding is rather poor.  
The student uses basic structures, though mostly right, if more advanced structures are used makes several errors in them.  
The student pronounces somewhat understandably but often articulates unclearly.  
The student gives rather poorly structured and organised presentations.

**LBI15Z1006 METHODOLOGICAL COMPETENCE: 10 op**

**KBPM010 Project Management: 5 op**

**Learning outcomes**

The student will adopt the modern way of goal-oriented working used both in business and administration.

**Contents**

The Project Management Framework  
Global Business and intercultural Projects  
Project Communication Management  
Project Risk Management  
Project Documentation and Project Management Tools

**Assessment criteria**

**Excellent (5)**

The students demonstrate knowledge of the project context and the project environment. The students demonstrate knowledge of the principles of effective communication, leadership, motivation, negotiation and conflict management and problem solving. The students are able to

manage research, development and innovation projects and masters the methods of research and development work.

**Good (3-4)**

The students demonstrate knowledge of the project context and the project environment. The students can demonstrate knowledge of the principles of effective communication, leadership, motivation, negotiation and conflict management and problem solving. The students demonstrate the ability to manage small international projects.

**Satisfactory (1-2)**

The students demonstrate knowledge of the project context and the project environment.

## **KBPM011 Research Methods: 5 op**

### **Learning outcomes**

Students will understand the basic scientific and research concepts and structures, can read development project texts and reports critically and plan and carry out investigations and surveys during their studies and in working life. They will be proficient in the most common research methods.

### **Contents**

Research processes and the basics of scientific thinking  
Qualitative and quantitative research concepts and basic methods.  
Use of statistics program.

### **Further information**

The course must be accomplished in conjunction with the thesis

### **Assessment criteria**

**Excellent (5)**

The student can use research concepts competently and versatilely.

The student can analyze and evaluate previous studies critically.

The student can analyze, compare, combine and choose information and present alternative methods in research processes.

The student can assess and reflect on the development of his or her own competence critically.

The student can act independently, responsibly and initiativesly.

The student can act as a team member, promoting and developing the actions of the team to achieve a common goal.

The student can apply ethical principles critically in his or her actions.

**Good (3-4)**

The student can use the main research concepts consistently.

The student can describe different research processes and validate solutions related to them.

The student can analyze previous research.

The student can choose appropriate methods on the basis of information retrieved for research.

The student can assess and reflect on the development of his or her own competence.

The student can act independently and responsibly.

The student can act as a team member to achieve a common goal

The student can validate his or her actions using ethical principles.

**Satisfactory (1-2)**

The student can use the main R&D concepts appropriately.

The student can describe the general research process.

The student can summarize previous research.

The student can plan the implementation of methods related to the thesis process correctly though somewhat inconsistently.

The student can use the research methods under supervision.

The student can act as a team member, take responsibility as a team member and take other team members into account.

**LBI15Z1007 ADVANCED MARKETING STUDIES: 30 op**

**KBPA001 Integrated Marketing Communication: 5 op**

**Learning outcomes**

The student understands the strategic nature of marketing communications and learns to identify different functions of marketing communications, communications' effects on consumers, and understands the marketing communications planning process.

The student is able to plan marketing communications and student can critically evaluate ethical concerns related to marketing communications.

This course consists of a optional 5 credits practical work life-related project

**Contents**

Concept of integrated marketing communications

Different perspectives to IMC and the theoretical views influencing those

Strategic role and planning process of integrated marketing communications

The role of advertising and media choice

The role of sales promotion, public relations and networks

Ethical and social responsibilities in marketing communications

**Prerequisites**

Introduction to Marketing

**Assessment criteria**

**Excellent (5)**

Student uses independently the right basic concept in a versatile and broad manner and provides the excellent description of the concept and / or key elements of the key concepts taught in the course.

Has an ability to apply knowledge gained from prior courses in practice and has an ability to choose and utilize appropriate elements of marketing communications channels and use theory background.

**Good (3-4)**

Student uses the right basic concept consistently and provides the terminology and key elements in the concepts taught.

Has an ability to choose and utilize appropriate elements of marketing communications channels and use theory background.

**Satisfactory (1-2)**

Student demonstrates basic understanding of marketing communications concepts and key elements.

Has an ability to choose appropriate elements of marketing communications channels and use theory background.

## **KBPA002 Services Marketing: 5 op**

### **Learning outcomes**

To provide students with a comprehensive view of services marketing. Participants will gain a thorough understanding of the distinctive characteristics of services, whilst understanding the importance of services marketing in today's international business environment.

This course consists of a optional 5 credits practical work life-related project.

### **Contents**

What are Services?

What is services marketing?

The nature of the service

The Structure of a Service / Service experience

Service quality

The pricing of services

Innovation and new service development

Development process

Services Marketing

Segmentation, Partnership marketing

Marketing Tools

### **Further information**

R & D 2 cr.

### **Assessment criteria**

#### **Excellent (5)**

The student is able to critically analyze and reflect upon the chosen concepts and channels

The student is able to implement the chosen theories and concepts in a proactive, flexible and responsible manner.

The student is able to apply concepts and knowledge gained from prior courses in practice / current given task / objectives independently

The student is able to bring new insights and knowledge to the subject under research.

#### **Good (3-4)**

The student is able to choose and apply suitable concepts and channels with minimal guidance / supervision

The student is able to implement and choose different theoretical backgrounds with minimal supervision / guidance.

The student is able to fluently apply concepts and knowledge gained from prior courses in practice / current given task / objectives with minimal guidance and supervision.

#### **Satisfactory (1-2)**

The student is able to choose appropriate concepts and channels with guidance / supervision

The student is able to implement and choose different theoretical backgrounds under supervision /



guidance.

The student is able to apply concepts and knowledge gained from prior courses in practice / current given task / objectives.

## **KBPA003 International Networking and Collaboration: 5 op**

### **Learning outcomes**

The course helps participants to deepen their understanding of the key essence about and strategic relationships in the value delivery network. Through this course, participants will learn the different kinds of networks and their significance in business life, how to coordinate them more effectively in order to achieve strategic goals of the company. The participants will also understand the underlying logic of different types of strategic nets, learning and knowledge transfer within the network, potential sources of conflict and conflict resolution strategies.

### **Contents**

Basic concepts of network and strategic thinking

Different kind of strategic nets, their management mechanisms and capabilities

Learning and knowledge in the network context

Sources of conflict in networks and conflict resolution

### **Prerequisites**

Introduction to Management, Strategic Management, International Management

### **Assessment criteria**

#### **Excellent (5)**

Student uses the right basic concept in a versatile and broad manner as well as provides excellent description of key elements of the key concepts taught in the course. Student demonstrates clearly the ability to apply concepts in practice independently, confidently and pro-actively.

#### **Good (3-4)**

The student uses the right basic concept consistently and provides the terminology and key elements in the concepts taught. The student has an ability to justify and reason the choice and application of specific concepts.

#### **Satisfactory (1-2)**

Student demonstrates basic understanding of concepts introduced in the course and ability to apply and implement the concepts learned in the course.

#### **Pass/Fail**

Literature review, Research assignments and / or projects

## **KBPA004 Product, Brand and Price Management: 5 op**

### **Learning outcomes**

The course develops a deeper understanding from theoretical viewpoints of the different factors that impact organization marketing as a competitive advantage. Students will enhance and develop their skills in planning, analyzing, developing and managing key marketing mix element strategies for in-depth knowledge on product, brand and price management.

### **Contents**

Product management, product development  
Product life-cycle  
Brand management  
Brand identity, brand promise  
Brand building process and models  
Price management and pricing decisions  
Price strategies, psychological pricing

### **Assessment criteria**

#### **Excellent (5)**

Students use the right basic concepts extensively and in a variety of ways and provide an excellent description of the concept and / or key elements of the key concepts taught in the course.  
Have the ability to apply concepts and knowledge gained from prior courses in practice / given assignments / in objectives independently and pro-actively.

#### **Good (3-4)**

Students use the right basic concepts consistently and provide the terminology and key elements of the concepts taught.  
Have the ability to provide a good description and the key elements of the concepts and to justify and reason the choice and application of specific concepts.

#### **Satisfactory (1-2)**

Students demonstrate a basic understanding of the concepts introduced in the course and have the basic ability to apply and implement the concepts learned.  
Have the ability to provide a basic description of the concept and / or key elements of the key concepts taught in the course.

## **KBPA005 Selling and Sales Management: 5 op**

### **Learning outcomes**

The course develops an understanding of the selling and sales management process from theoretical viewpoints. Students understand the role of sales in marketing. The second aspect of the course deals with sales negotiation situations in the business environment.

### **Contents**

Sales in marketing  
Sales environment and settings  
Sales techniques (KAM, direct marketing)  
Sales management and control  
Negotiation skills and strategies  
Negotiation process

### **Prerequisites**

Introduction to Marketing

### **Assessment criteria**

#### **Excellent (5)**

Student uses the right basic concept in a versatile and broad manner as well as provides excellent description of key elements of the key concepts taught in the course.  
Has an ability to apply concepts and knowledge gained from prior courses in practice independently

and pro-actively.

**Good (3-4)**

Student uses the right basic concept consistently and provides the terminology and key elements in the concepts taught.

Has an ability to justify and reason the choice and application of specific concepts.

**Satisfactory (1-2)**

Student demonstrates basic understanding of concepts introduced in the course and ability to apply and implement the concepts learned in the course.

## **KBPA006 Advanced Project in Integrated Marketing Communications: 5 op**

### **Learning outcomes**

Students will be able to and implement practical tasks associated with marketing communication.

### **Contents**

Learning project in accordance with the Proactive UAS strategy linked to developing a part of a client's marketing communication. The RDI project is connected with the Integrated Marketing Communications course.

### **Prerequisites**

Basic studies

### **Assessment criteria**

#### **Excellent (5)**

The students use, compare and apply the central content, elements and basic content acquired from marketing professional studies. The use of these concepts and terminology in their project documentation is varied, based on expertise and well justified.

The students are able to combine and apply previously acquired marketing competence effectively. The project plan demonstrates critical evaluation skills, the ability to cooperate with the client and to take future challenges into account. The objectives of the projects are achieved with initiative and independently.

#### **Good (3-4)**

Students are able to describe and explain the central content and basic concepts of marketing acquired during professional studies and can apply and use such concepts consistently and logically in their project documentation.

Students are able to use and apply marketing development methods that best suit the client/organization. They work independently during the project and can consistently justify their solutions.

#### **Satisfactory (1-2)**

Students are able to name, understand and partially use the central content and basic concepts acquired during professional studies. The learning project as a whole is merely at the descriptive stage and the overall planning lacks substance in places.

The students are able to select appropriate methods to develop a part of marketing. Knowledge and competence from previous learning is partially applied. The students still require supervision.

## **KBPA007 Advanced Project in Services Marketing: 5 op**

### **Learning outcomes**

Students will be able to plan and implement practical tasks associated with services marketing.

### **Contents**

Learning project in accordance with the Proactive UAS strategy linked to developing a part of a client's marketing. The RDI project is connected with the Services Marketing course.

### **Prerequisites**

Basic studies

### **Assessment criteria**

#### **Excellent (5)**

The students use, compare and apply the central content, elements and basic content acquired from marketing professional studies. The use of these concepts and terminology in their project documentation is varied, based on expertise and well justified.

#### **Good (3-4)**

Students are able to describe and explain the central content and basic concepts of marketing acquired during professional studies and can apply and use such concepts consistently and logically in their project documentation.

Students are able to use and apply marketing development methods that best suit the client/organization. They work independently during the project and can consistently justify their solutions.

#### **Satisfactory (1-2)**

Students are able to name, understand and partially use the central content and basic concepts acquired during professional studies. The learning project as a whole is merely at the descriptive stage and the overall planning lacks substance in places.

The students are able to select appropriate methods to develop a part of marketing. Knowledge and competence from previous learning is partially applied. The students still require supervision.

#### **Pass/Fail**

R & D 5 cr.

## **LBI15Z1008 BUSINESS COMPETENCE DEVELOPMENT: 20 op**

### **Learning outcomes**

Upon completion of the module, students are equipped with the skills and competencies to perform cross-border marketing research and analysis on a macro, industrial and micro level, to formulate and implement market entry strategies in an international and multi-cultural environments. In addition, students should appreciate the importance of profitable customer relationships and be equipped with knowledge to manage, maintain and develop such relationship in an effective manner.

## **KBPB001 Quality and Risk Management: 5 op**

### **Learning outcomes**

A comprehensive approach to quality improvement/quality assurance includes risk management.

This course introduces the concept of quality management and its process, models and applications and how these improve risk management of business organizations.

### **Contents**

Foundation of quality  
What is quality management  
Quality Management systems  
Quality management tools and techniques  
Implementing quality management  
Applications of quality management

### **Prerequisites**

Introduction to Management

### **Assessment criteria**

#### **Excellent (5)**

Student uses the right basic concept in a versatile and broad manner as well as provides excellent description of key elements of the key concepts taught in the course.  
Has an ability to apply concepts in practice independently and pro-actively.

#### **Good (3-4)**

Student uses the right basic concept consistently and provides the terminology and key elements in the concepts taught.  
Has an ability to justify and reason the choice and application of specific concepts

#### **Satisfactory (1-2)**

Student demonstrates basic understanding of concepts introduced in the course and ability to apply and implement the concepts learned in the course.

## **KBPB002 International Marketing: 5 op**

### **Learning outcomes**

The course is designed to provide students with an introduction to international marketing. On completion, this course will provide the foundation for understanding the global business environment and the student will be equipped with a set of conceptual and analytical tools that prepare him / her for applying successfully the marketing mix to international marketing.

### **Contents**

Framework of international marketing  
International environmental analysis  
Dynamics of international environment  
The impact of culture in international marketing  
Marketing mix in global environment  
International marketing strategies

### **Prerequisites**

Introduction to Management, Introduction to Marketing and other basic studies

### **Further information**

3 TKI op

### **Assessment criteria**

#### **Excellent (5)**

Knowledge:

- demonstrates ability to use and apply the concepts and theoretical framework learned in this course

Skills:

- demonstrates ability to analyse, compare, combine and select information and present alternative practices
- demonstrate ability to analyse, reflect upon and critically assess competence and practices of the professional field using acquired knowledge
- demonstrate ability to work independently, responsibly, with initiative and flexibly in all learning and operational environments
- demonstrate creative but realistic and pragmatic approach to problem solving

Attitudes:

- work smoothly and professionally as a team to achieve common goals of the group
- apply critical professional ethical principles
- excellent team work and output

**Good (3-4)**

Knowledge:

- demonstrate ability to systematically use the concepts learned in this course
- able to name, describe and give reasons for basic knowledge of the theories and concepts learned in this course

Skills:

- ability to select appropriate practices based on acquired knowledge and instructions
- ability to work independently and responsibly completing different tasks in all learning and operational environments
- ability to apply techniques and concepts learned under minimal guidance
- ability to use creative but realistic and pragmatic approach to problem solving

Attitudes:

- work smoothly and professionally as a team to achieve common goals of the group
- work according to professional ethical principles
- good team work and output

**Satisfactory (1-2)**

Knowledge:

- ability to identify the main/individual concepts learned in the course
- ability to apply basic analysis using the concepts and theories learned from the course

Skills:

- ability to work in an appropriate manner, though some uncertainty may be evident in the work
- ability to work appropriately under more guidance and supervision in different learning and operating environments
- ability to use the techniques and models of the professional field in basic application

Attitudes:

- professional conduct in communication, updates, interactions within the team and with supervisor

- work according to professional ethical principles
- team work is largely satisfactory

**Pass/Fail**

Group work, literature review, business projects

## **KBPB003 Marketing Research: 5 op**

### **Learning outcomes**

To provide the student with a primary tool for exploring new opportunities in the marketplace with emphasis on the marketing research process and its application to specific business decisions. Students will understand the principles of qualitative and quantitative research and will be able to clarify the research questions, construct research process and apply a suitable research method.

### **Contents**

The basic concepts, needs and goals of marketing research

- Qualitative and quantitative research methods
- Formulating a research plan from the specific research method perspective
- Conducting the research and analyzing the results
- Writing a research report and introducing final outcomes

### **Assessment criteria**

#### **Excellent (5)**

Student is able to use the right basic concept in a versatile and broad manner for marketing research purpose as well as provide excellent description of key elements of the key concepts taught in the course.

Has an ability to apply concepts in practice independently and pro-actively.

#### **Good (3-4)**

Student uses the right basic concept consistently and provides the terminology and key elements in the concepts taught.

Demonstrates good ability to justify and reason the choice and application of specific concepts

#### **Satisfactory (1-2)**

Student demonstrates basic understanding of the marketing research concepts introduced in the course and ability to apply and implement the concepts learned in the course.

## **KBPB004 Strategic Marketing Management: 5 op**

### **Learning outcomes**

The course aims at strengthening students' understanding of strategic marketing techniques and developing strategic thinking skills. At the end of the course, students will not only gain insight into the scope, roles and the process involved in the strategic marketing process of a firm, but will also be able to perform strategic marketing analysis, planning and implementation.

### **Contents**

Strategic analysis of the marketing environment

Segmentation analysis

Development, implementation and management of marketing strategies

and integrated marketing programs

### **Prerequisites**

Introduction to Management, Introduction to Marketing and other basic studies

### **Assessment criteria**

#### **Excellent (5)**

Student uses the right basic concept in a versatile and broad manner as well as provides excellent description of key elements of the key concepts taught in the course.

Has an ability to apply concepts in practice independently and pro-actively.

#### **Good (3-4)**

Student uses the right basic concept consistently and provides the terminology and key elements in the concepts taught.

Has an ability to justify and reason the choice and application of specific concepts

#### **Satisfactory (1-2)**

Student demonstrates basic understanding of concepts introduced in the course and ability to apply and implement the concepts learned in the course.

## **LBI15Z1009 FREE CHOICE STUDIES: 15 op**

### **Learning outcomes**

Students can freely select 15 cr of studies that will support their professional development, from their own field/degree programme or from another degree programme in their own university of applied sciences, from another university of applied sciences or science university. Students will achieve wide-ranging expertise.

## **KBW317 Consumer Buyer Behaviour: 5 op**

### **Learning outcomes**

The aim of this course, is to build on the knowledge gained in marketing management and provide students with a broader understanding of consumer buyer behaviour. In particular, its relevance to promotional communication and market research.

### **Contents**

Consumer behaviour model

Components of behaviour

Consumer behaviour in the marketing mix

Reference groups

Consumer behaviour and market management

### **Assessment criteria**

**Pass/Fail**

To be announced.

## **KBW318 Asian Business: 5 op**

### **Learning outcomes**



This webcourse aims to provide students a general understanding of the business system in several major Asian markets, the business environments and system within which they operate with a special emphasis in the cultural aspect of the Asian societies. It also aims to provide a general understanding of the important issues that business managers face in the region, the course provides students with knowledge about how business is conducted and how foreign companies operate in this environment.

### **Contents**

Strategic importance and strategy formulation of Asia Pacific  
Asian Business logic and management system  
Competition patterns and entry strategies

### **Prerequisites**

Introduction to Management

### **Assessment criteria**

#### **Excellent (5)**

Student uses the right basic concept in a versatile and broad manner as well as provides excellent description of key elements of the key concepts taught in the course.

Has an ability to apply concepts in practice independently and pro-actively.

#### **Good (3-4)**

Student uses the right basic concept consistently and provides the terminology and key elements in the concepts taught.

Has an ability to justify and reason the choice and application of specific concepts.

#### **Satisfactory (1-2)**

Student demonstrates basic understanding of concepts introduced in the course and ability to apply and implement the concepts learned in the course.

#### **Pass/Fail**

Assignments, field trip (depends on opportunity), company visit, learning diary and exhibition about Asian countries

## **KBPF002 Russian Business: 5 op**

### **Learning outcomes**

The course is designed to introduce students to Russian society as a potential business area. It will familiarise students with the culture, politics, economy, trade patterns, industrial structures, services, governmental policies, political structures, regulations affecting businesses, and existing business opportunities.

### **Contents**

Russian business environment  
Russian markets  
Trade patterns

### **Prerequisites**

Basic Studies

### **Assessment criteria**

#### **Excellent (5)**

The students demonstrate an ability to use professional terminology in a controlled manner and base their decisions on customer needs and using an extended knowledge base. They demonstrate the ability to assess the requirements and consequences of their own activities systematically. The students demonstrate the ability to create a good working atmosphere in their group.

**Good (3-4)**

Students can demonstrate their ability to perceive the links between central and appropriate professional concepts and can base decision-making using the field's knowledge base. They are able to distinguish between the requirements and consequences of their operations and participate in the group's activities.

**Satisfactory (1-2)**

The students will demonstrate their ability to use central and appropriate professional concepts and to make choices founded on knowledge in their field. They can recognize the requirements and consequences of their own operations and participate in the activities of the group.

## **KBW320 European Business: 5 op**

### **Learning outcomes**

The aim of the course is to introduce students to the dynamic nature of the European business environment. The aim will be achieved by examining the role of the European Union as a business regulator and its effect on small and medium sized businesses and by examining European economic integration

### **Contents**

European business environment, the European Union as a business regulator, European policies, European business sectors.

### **Prerequisites**

Economics, Introduction to Business Law, International Economics

### **Assessment criteria**

**Pass/Fail**

Participation and contribution as audience, Seminar documents and presentations.

## **KBW322 Product Development: 5 op**

### **Learning outcomes**

The course aims to develop the interdisciplinary skills required for successful product development in today's competitive marketplace. Engineering, Business, Sport and Game programming students join forces in small product development groups to experience the new product development process in detail, learning about the available methods, tools and techniques to execute each process step along the way. Each student brings his/her own disciplinary perspective to the group effort, and should learn to synthesize that perspective with those of the other students in the team to develop a sound marketable product. The course provides a multiple perspective approach that links the key areas of R&D, marketing and technology.

Each project in the course addresses market (customer needs), technical (engineering design, prototyping, and manufacture) and financial (profitability) feasibilities of the new product.

Students are expected to leave the course understanding new product development processes as

well as useful tools, techniques and organizational structures that support new product development practice and innovations.

### **Contents**

- Product development processes and organization
- Product planning and identifying customer needs
- Product specifications
- Concept generation, selection and testing
- Product architecture
- Patents and intellectual property

### **Prerequisites**

All first and second years courses

### **Assessment criteria**

#### **Excellent (5)**

The student uses the professional concepts in their field in a competent and comprehensive way and is able to integrate different levels of understanding and information into the project. The student can compare, combine and select information as well as present alternative ways of working and estimate critically their own know-how. The student works as a group member in a professional and goal-oriented manner.

#### **Good (3-4)**

The student selects suitable methods based on the guidance they have received and the information they have acquired. The student evaluates and reflects their own know-how and ways of working. The student works professionally in situations involving the customers, works as a member for the group pursuing a common goal and can justify his/her actions.

#### **Satisfactory (1-2)**

The student uses proper methods of market, marketing and customers understanding. The student is able to conduct basic level of market and customer exploration studies. The student works according to principles of professional ethics during the project and taking into account the project stakeholders interests and other group members.

## **KBW028 New Trends in Leadership and Management: 5 op**

### **Learning outcomes**

Knowledge capital providing a competitive edge will be emphasised during this course, while providing students with a grounding in quality leadership, activity-based management in business leadership and the significance of leadership and management in the implementation of an organisation's basic tasks.

### **Contents**

Knowledge capital, quality leadership, activity-based management and accounting, leading and leadership

### **Assessment criteria**

#### **Excellent (5)**

An excellent and commendable essay based on the set learning assignment completed by the student that is informative and comprehensive and covers all areas stipulated in the question/set assignment. All sources used in the learning assignment have been appropriately and visibly applied

when answering and breaking down the set questions. The points of view presented by various sources have been evaluated, compared and linked so that the central themes and concepts of the subject are fluently presented. The text also contains your own thoughts, appropriately reasoned and justified, applications and criticism. The text is clearly divided up and progresses in a logical way ensuring that all the areas of the assignment have been equally covered. The source references have been recorded correctly and the general external appearance of the learning assignment is neat and well organised and edited. The student has presented the issues and topics stipulated in the assignment/question set, in an original and creative way.

#### **Good (3-4)**

The student has written an essay that clearly presents the central theories and concepts of the topic covered, based on the set assignment/essay question. The learning assignment includes coverage of all sources, but the evaluation of the contents presented in the source information, the overall cohesiveness of the source information presented, and the comparison of sources is random and requires more thought. The text, though informative, is slightly unnatural (mechanical in nature), boring and based on summary and quotation. It only contains a little original thought. The source references may contain some inaccuracies. As a whole, the essay has covered all topics and themes as stipulated in the question in an organised and cohesive way.

#### **Satisfactory (1-2)**

An essay which superficially covers the set question or assignment in a disorganised fashion will be evaluated as satisfactory (grade 2) in a learning assignment. Source coverage will be erratic, relying on a single source in detail and leaving other sources out or only covering them sketchily. The essay almost totally lacks a combination of information, comparison and critical thought. The text is unclearly divided, making it difficult to perceive a cohesive narrative.

#### **Pass/Fail**

An essay/dissertation etc. assessed as requiring further work can be described as follows: The essay clearly lacks content in terms of the question/learning assignment set. Central theories and concepts have not been covered and applied profoundly enough nor in an appropriate way. A crucial part of the coverage of the assignment set may have been left out. Sources have not been used properly, e.g. one basic source has not been sufficiently used or has not been used at all during the writing process. The text may simply summarise sources, even copy directly from other texts. References have been recorded incorrectly or are even missing.

## **KBW029 Management Procedures and Strategies: 5 op**

### **Learning outcomes**

Students will understand and be able to apply a strategic business control system.

### **Contents**

Use of the balanced scorecard, scores and assessment, information gathering and implementation

### **Assessment criteria**

#### **Excellent (5)**

An excellent and commendable essay based on the set learning assignment completed by the student that is informative and comprehensive and covers all areas stipulated in the question/set assignment.

All sources used in the learning assignment have been appropriately and visibly applied when

answering and breaking down the set questions.

The points of view presented by various sources have been evaluated, compared and linked so that the central themes and concepts of the subject are fluently presented

The text also contains your own thoughts, appropriately reasoned and justified, applications and criticism.

The text is clearly divided up and progresses in a logical way ensuring that all the areas of the assignment have been equally covered.

The source references have been recorded correctly and the general external appearance of the learning assignment is neat and well organised and edited.

The student has presented the issues and topics stipulated in the assignment/question set, in an original and creative way.

#### **Good (3-4)**

The student has written an essay that clearly presents the central theories and concepts of the topic covered, based on the set assignment/essay question.

The learning assignment includes coverage of all sources, but the evaluation of the contents presented in the source information, the overall cohesiveness of the source information presented, and the comparison of sources is random and requires more thought.

The text, though informative, is slightly unnatural (mechanical in nature), boring and based on summary and quotation. It only contains a little original thought.

The source references may contain some inaccuracies

As a whole, the essay has covered all topics and themes as stipulated in the question in an organised and cohesive way.

#### **Satisfactory (1-2)**

An essay which superficially covers the set question or assignment in a disorganised fashion will be evaluated as satisfactory (grade 2) in a learning assignment.

Source coverage will be erratic, relying on a single source in detail and leaving other sources out or only covering them sketchily.

The essay almost totally lacks a combination of information, comparison and critical thought.

The text is unclearly divided, making it difficult to perceive a cohesive narrative.

The student has managed to present the theories and concepts appropriate to the subject of the question/task in a comprehensible way and has attempted to apply them to the question in hand.

Some references are missing.

A learning assignment awarded a grade 1 contains most of the elements required to be awarded a grade 2.

#### **Pass/Fail**

An essay/dissertation etc. assessed as requiring further work can be described as follows:

The essay clearly lacks content in terms of the question/learning assignment set. Central theories and concepts have not been covered and applied profoundly enough nor in an appropriate way. A crucial part of the coverage of the assignment set may have been left out. Sources have not been used properly, e.g. one basic source has not been sufficiently used or has not been used at all during the writing process. The text may simply summarise sources, even copy directly from other texts. References have been recorded incorrectly or are even missing.

## **KBW030 Organizational Psychology: 3 op**

### **Learning outcomes**

This course provides in depth knowledge of organisational behaviour.

### **Contents**

The role and responsibility of leadership in conflict situations, dealing with problems in the work community, work satisfaction, encouragement, reward and skills development.

### **Assessment criteria**

#### **Excellent (5)**

An excellent and commendable essay based on the set learning assignment completed by the student that is informative and comprehensive and covers all areas stipulated in the question/set assignment.

All sources used in the learning assignment have been appropriately and visibly applied when answering and breaking down the set questions.

The points of view presented by various sources have been evaluated, compared and linked so that the central themes and concepts of the subject are fluently presented

The text also contains your own thoughts, appropriately reasoned and justified, applications and criticism.

The text is clearly divided up and progresses in a logical way ensuring that all the areas of the assignment have been equally covered.

The source references have been recorded correctly and the general external appearance of the learning assignment is neat and well organised and edited.

The student has presented the issues and topics stipulated in the assignment/question set, in an original and creative way.

#### **Good (3-4)**

The student has written an essay that clearly presents the central theories and concepts of the topic covered, based on the set assignment/essay question.

The learning assignment includes coverage of all sources, but the evaluation of the contents presented in the source information, the overall cohesiveness of the source information presented, and the comparison of sources is random and requires more thought.

The text, though informative, is slightly unnatural (mechanical in nature), boring and based on summary and quotation. It only contains a little original thought.

The source references may contain some inaccuracies

As a whole, the essay has covered all topics and themes as stipulated in the question in an organised and cohesive way.

#### **Satisfactory (1-2)**

An essay which superficially covers the set question or assignment in a disorganised fashion will be evaluated as satisfactory (grade 2) in a learning assignment.

Source coverage will be erratic, relying on a single source in detail and leaving other sources out or only covering them sketchily.

The essay almost totally lacks a combination of information, comparison and critical thought.

The text is unclearly divided, making it difficult to perceive a cohesive narrative.

The student has managed to present the theories and concepts appropriate to the subject of the question/task in a comprehensible way and has attempted to apply them to the question in hand.

Some references are missing.

A learning assignment awarded a grade 1 contains most of the elements required to be awarded a grade 2.

#### **Pass/Fail**

An essay/dissertation etc. assessed as requiring further work can be described as follows: The essay clearly lacks content in terms of the question/learning assignment set. Central theories and concepts have not been covered and applied profoundly enough nor in an appropriate way. A crucial part of the coverage of the assignment set may have been left out. Sources have not been used properly, e.g. one basic source has not been sufficiently used or has not been used at all during the writing process. The text may simply summarise sources, even copy directly from other texts. References have been recorded incorrectly or are even missing.

## **KBW012 Risk Management: 3 op**

### **Learning outcomes**

Students will be conversant with the concept of risk management and the risk management process. They will be able to identify, assess and manage business risks. Students will complete a risk management plan of a real or fictitious company according to the instructions given on the course pages.

### **Contents**

Risk management, the risk management process. Identification, assessment and management of business risks.

### **Assessment criteria**

#### **Excellent (5)**

The students are able to analyze, compare and critically assess the implementation and various options of the risk management plan based on independently acquired knowledge. They are able to analyze the plan's level of goal-orientation and productive results.

#### **Good (3-4)**

The students can describe and justify the different parts of the risk management plan, are able to work independently to achieve objectives with acquired knowledge and some guidelines, and can apply the methods and models of the risk management plan. They can work independently to achieve their objectives and justify their actions according to professional ethical standards.

#### **Satisfactory (1-2)**

The students are able to define and use the basic concepts associated with a risk management plan according to professional ethical standards. Their plan will contain enough information for a company to implement its risk management.

## **KBW016 Business Plan: 3 op**

### **Learning outcomes**

The objective of this course is to study the planning targets of the company by means of a business plan. The student will be able to complete a business plan.

### **Contents**

Students will complete a Business Plan of a real or fictitious company on a formulated sheet. This course is not for creating the documents needed when establishing a company.

### **Assessment criteria**

#### **Excellent (5)**

The students are able to analyze, compare and critically assess the implementation of the business

plan based on independently acquired knowledge. They are able to analyze the plan's level of customer orientation and profitability.

**Good (3-4)**

The students can describe and justify the procedures associated with starting business operations and entrepreneurship, are able to work independently with acquired knowledge and some guidelines, and can apply the methods and models of the business plan. They can work independently to achieve their objectives and justify their actions according to professional ethical standards. They are able to assess the compatibility of the various parts of the business plan and their selected strategy.

**Satisfactory (1-2)**

The students are able to define and use the basic concepts associated with a business plan according to professional ethical standards. Their plan will contain enough information to start business operations and to go international.

## **KBW358 Commercialisation: 5 op**

### **Learning outcomes**

Students will know the most typical process models and methods of commercializing technology. They will be able to describe rough products and services obtained through product development and innovations to develop business operations: how can such services and products be built upon to form commercial products. Students will know the main networks and operators, their roles and opportunities in the commercialization process.

### **Contents**

Innovation as a part of commercialization  
Innovation leadership  
Commercialization process models and methods  
IPR as a part of commercialization  
The stages of commercialization

### **Assessment criteria**

**Excellent (5)**

The students demonstrate an ability to use professional terminology in a controlled manner and base their decisions on customer needs and using an extended knowledge base. They demonstrate the ability to assess the requirements and consequences of their own activities systematically. The students demonstrate the ability to create a good working atmosphere in their group.

**Good (3-4)**

Students can demonstrate their ability to perceive the links between central and appropriate professional concepts and can base decision-making using the field's knowledge base. They are able to distinguish between the requirements and consequences of their operations and participate in the group's activities.

**Satisfactory (1-2)**

The students will demonstrate their ability to use central and appropriate professional concepts and to make choices founded on knowledge in their field. They can recognize the requirements and consequences of their own operations and participate in the activities of the group.



## **KBW380 Export and Import Routines: 3 op**

### **Learning outcomes**

To familiarize the student with the basic routines and procedures in the export/import trade.

### **Contents**

Entry strategies, distributorship and agency contracts

Quotations

Incoterms

Terms of payment

Documents in foreign trade

Transportation

Customs clearance

Insurance

### **Assessment criteria**

#### **Excellent (5)**

Students are able to analyze, compare and critically assess procedures associated with foreign trade and internationalization and their implementation based on acquired knowledge.

#### **Good (3-4)**

Students can describe and justify the procedures required in starting foreign trade, are able to work independently to achieve objectives with acquired knowledge and some guidelines, and can apply import and export methods and models. They know how to assess the compatibility of the different parts of the business idea with their selected strategy.

#### **Satisfactory (1-2)**

Students can define and use the basic import and export concepts according to professional ethical standards. They have sufficient knowledge to begin foreign trade and to go international.

## **LBI15Z1010 PRACTICAL TRAINING: 30 op**

### **KBH001 Practical Training: 30 op**

#### **Learning outcomes**

To provide the student with an insight of the commercial world and an opportunity to apply knowledge gained to practical tasks. It also provides the student with an opportunity to acquire new skills and encourages personal development.

#### **Contents**

Students are required to work as a trainee in a foreign company. Practical training can also be accomplished locally.

- information sessions before and after the practical training period

- 800 hours (about 5 months) practical training to be completed in one uninterrupted period

- training report and tasks

#### **Prerequisites**

Before starting the placement the student must have completed basic studies and have earned a minimum of 115 credits. It is recommended that the placement is completed during the spring

semester of the 3rd study year.

**Assessment criteria**

**Pass/Fail**

P/F

Students must demonstrate sufficient initiative and ability to apply knowledge and competences to business related tasks.

**LBI15Z1011 THESIS: 15 op**

**KBT001 Thesis: 15 op**

**Learning outcomes**

Students will develop and demonstrate their abilities to apply their knowledge and competences in a practical assignment requiring expertise linked to their professional studies. They will deepen their professional competence in RDI activities by completing a working life based research, development or other project in the form of a thesis. They will be proficient in the written and spoken forms of communication required in working life.

**Contents**

Thesis plan, its presentation and acting as opponent

Actual thesis (+ thesis workshop work)

Presentation seminars

Maturity test

**Prerequisites**

Research Methods

**Assessment criteria**

**Pass/Fail**

1-5

See KUAS thesis assessment criteria