

# Opasraportti

## TaTK - International Business 2009-2010 (2009 - 2010)

### INTERNATIONAL BUSINESS

The objective of the studies in International Business is to provide the students with theories, concepts, and tools to understand, describe, and to analyse international business situations, contexts and environments. These theories, concepts and tools are the basis of the skills and competences needed to build up international businesses and organisations as well as to work in, to manage and to lead international and cross-cultural teams and organisations.

International Business as a subject consists of basic, intermediate and advanced studies that are organised by the unit or borrowed from other subject fields. At the basic studies level the contents of the courses focus on basic theories, concepts and tools needed for understanding and describing international business. At the intermediate level the course contents broaden to cover issues of both theoretical and managerial relevance and help the students to analytically approach different phenomena within international business and apply the content in different theoretical and managerial settings. Also the first scientific articles are tied to the course requirements. At the advanced level the contents deepen to focus on scientific content of the managerial and theoretical issues important in international business.

During their studies in International Business, the students learn different working and learning methods, collaboration, as well as analysis, argumentation and reporting. The studies in International Business will combine the scientific thinking and the managerial and practical relevance to help the students to build a coherent picture of International Business as a major subject. The contents of the courses are developed to support the objectives of the studies. The following picture describes the course structure of International Business. The courses to be completed consist of mandatory and optional courses from which the students build their studies needed for the degree.

#### **Basic level studies:**

723010P Introduction to International Business 5 op

723011P Cross-cultural Business Communication 5 op

723012P Industries and International Business Contexts 5 op

723013P Legal Issues in International Business 5 op

#### **In addition at least one of these (5 op.):**

721519P Strategic Management 5 op

721172P Management Accounting 5op

721704P Business Logistics 5 op

#### **Intermediate studies:**

**In addition to basic studies:**

- 723020A Seminar in International Business 10 op
- 723021A Negotiations in Cross-Cultural Contexts 5 op
- 723023A Organising for International Business 5 op
- 723026A Scenarios in International Business
- 723022A International Business Operations 5op

**In addition at least one of these (5 op.):**

- 723024A Sales in B-to-B Context 5 op
- 723001A Additional Studies in International Business 5op
- 723025A Technology Management 5op
- 721415A Industrial Sales Management 5op
- 721187A International Management Accounting and Control 5op
- 721721A International Procurement and Logistics 5op

**Advanced studies:**

- 723030S Master's Thesis 30op
- 723031S International Entrepreneurship 6op
- 723032S Leadership in Cross-cultural Contexts 6op
- 721461S International Business Theory 6op

**In addition at least two of these (12 op.):**

- 723039S Special Issues in International Business 6op
- 723033S Global Growth Strategies 6op
- 721467S Project Work in International Business 6op
- 721556S Globalization and International Management 6op
- 721675S Supply Chain Management 6op

**Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot**

- 723001A: Additional Courses in International Business, Intermediate Level, 0 op
- 723020A: Bachelor's Thesis in International Business, 10 op
- 723011P: Cross-Cultural Business Communications, 5 op

723033S: Global Growth Strategies, 6 op  
 723012P: Industries and International Business Contexts, 5 op  
 723022A: International Business Operations, 5 op  
 721461S: International Business Theory, 6 op  
 723031S: International Entrepreneurship, 6 op  
 723010P: Introduction to International Business, 5 op  
 723032S: Leadership in Cross-Cultural Contexts, 6 op  
 723013P: Legal Issues in International Business, 5 op  
 723030S: Master's Thesis in International Business, 30 op  
 723021A: Negotiations in Cross-Cultural Contexts, 5 op  
 723023A: Organising for International Business, 5 op  
 721467S: Project Work in International Business, 6 op  
 723024A: Sales in BtoB Context, 5 op  
 723026A: Scenarios in International Business, 5 op  
 723039S: Special Issues in International Business, 6 op  
 723025A: Technology Management, 5 op

## Opintojaksojen kuvaukset

### Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

#### 723001A: Additional Courses in International Business, Intermediate Level, 0 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay723001A Additional Courses in International Business (OPEN UNI) 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 ects or may vary. Agreed by the Professor of IB.

**Language of instruction:**

English.

**Timing:**

Not defined. To be agreed with the Professor of IB.

**Learning outcomes:**

Free.

**Contents:**

This course may consist of equivalent studies completed in other faculties or universities.

**Learning activities and teaching methods:**

Not defined. Agreed with the Professor of IB.

**Recommended or required reading:**

Agreed with the Professor of IB.

**Assessment methods and criteria:**

Not defined.

**Grading:**

1-5.

**Person responsible:**

Petri Ahokangas.

## 723020A: Bachelor's Thesis in International Business, 10 op

**Voimassaolo:** 01.08.2008 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

**ECTS Credits:**

10 ects.

**Language of instruction:**

English.

**Timing:**

Periods C-D.

**Learning outcomes:**

After the course completion the students will have an overview of the philosophy of science, understand the scientific research process in international business, understand the research methodology and practises and have ability to practise independent research.

**Contents:**

The objective of the course is to make students acquainted with the basics of scientific research from the IB viewpoint and to internationalisation practise independent and goal-oriented research. Further, students will be introduced to the information gathering in the university's library and will be guided through the various data sources. During the course the students write and present a research paper on a chosen IB topic in order to practise their research, writing and presentation skills.

**Learning activities and teaching methods:**

Students will analyse earlier research papers in small groups. Student's individual research will start with a topic analysis paper, followed by the final seminar report. Seminar reports will be presented in small groups, in which students will also be appointed as an opponent.

**Recommended optional programme components:**

1st and 2nd year of studies in IB. This course is primarily designed for students who study IB as the major subject.

**Recommended or required reading:**

Ghuri, P. & Groenhaug, K. (2005). Research Methods in Business Studies: A Practical Guide. Pearson Education. Additional articles will be given during the course.

[Availability of course books.](#)

**Assessment methods and criteria:**

Lectures and Seminars. Assessment is based on the activity of participation in the seminar and on the presented research paper. When the seminar report is published as Bachelor's thesis, it must be published in a hard covered format according to the instructions of the Faculty and the student is required to pass a maturity examination.

**Grading:**

1-5.

**Person responsible:**

Lauri Haapanen.

## 723011P: Cross-Cultural Business Communications, 5 op

**Voimassaolo:** 01.08.2008 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

**ECTS Credits:**

5 ects.

**Language of instruction:**

English.

**Timing:**

Period A.

**Learning outcomes:**

After the course completing the students will have an overview of the theories of cross-cultural communication, an understanding of how cultural differences affect communication, an understanding of the effects of multicultural business communities on communication, an overview of international behavioural patterns and practises, and an overview of culturally-bound business practises.

**Contents:**

The aim of the course is to introduce students to some of the culturally-bound behavioural patterns they are likely to encounter in dealing with international contacts in their professional life. The course will cover discussions on cultural differences in behaviour patterns and their effect on business practises. Special attention will be paid to corporate communication, such as web pages, flyers and other marketing or company-specific materials. Finally, selected aspects of internal communication within a multi-cultural business will be discussed.

**Learning activities and teaching methods:**

Lectures.

**Recommended or required reading:**

Selected reading will be given in class.

**Assessment methods and criteria:**

Examination.

**Grading:**

1-5.

**Person responsible:**

Lisa Lena Opas-Hänninen.

**723033S: Global Growth Strategies, 6 op**

**Voimassaolo:** 01.08.2008 - 31.07.2010

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

6 ects.

**Language of instruction:**

English.

**Timing:**

Period A.

**Learning outcomes:**

After the course completion the students will have a good insight in the different forms and processes behind global growth strategies, and they will be able to analytically approach and analyse the drivers, challenges and limitations affecting businesses attempting to globalise.

**Contents:**

The course covers international and global growth strategies, whether organic, cooperative, or acquisition-based. The contents comprise divergent growth strategies of small, medium-sized or multinational organisations. Growth is discussed from customer and marketing perspective as well as from the viewpoint of different functions of the firm.

**Learning activities and teaching methods:**

20 hours lectures and workshops.

**Recommended or required reading:**

Selected reading will be given in class.

**Assessment methods and criteria:**

Students will be assessed on workshop participation and written report on a chosen topic.

**Grading:**

1-5.

**Person responsible:**

Matti Leppäniemi.

## 723012P: Industries and International Business Contexts, 5 op

**Voimassaolo:** 01.08.2008 - 31.07.2010

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ects.

**Language of instruction:**

English.

**Timing:**

Period B.

**Learning outcomes:**

After the course completion the students will have an understanding of how international industry environment affect firm's business strategies, overview of the tools and frameworks for analysing industries, an understanding of competitive advantages in different industry settings, and understanding of the dynamic relationships between competition, business strategies and firm's internal structures and resources.

**Contents:**

The course is an introduction to international business development. The objective is to provide the students with approaches and tools used in carrying out business development in international business contexts. The content includes theories used in international industry analysis, competitive analysis, product positioning, and strategy assessment.

**Learning activities and teaching methods:**

26 hours lectures and rehearsals. Students will adopt the theories, tools and frameworks through the case study method. Case study will be done in groups of four to five students

**Recommended or required reading:**

Grant, R. (1998), Contemporary strategy analysis. Additional material will be given during the lectures.

[Availability of course books.](#)

**Assessment methods and criteria:**

Examination: by a case study writing assignment.

**Grading:**

1-5.

**Person responsible:**

Lauri Haapanen.

**Other information:**

The number of students is limited. The course requires registration in advance.

## 723022A: International Business Operations, 5 op

**Voimassaolo:** 01.08.2008 - 31.07.2010

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ects.

**Language of instruction:**

English.

**Timing:**

Period B.

**Learning outcomes:**

After the course completion the students will have a theoretical understanding of the different international operation modes and a basic understanding of strategic planning for internationalisation. After the course students are able to analyse the features of international business environment and strategic decision making concerning international operation modes. Applying theoretical knowledge to real life cases develops students' analytical skills.

**Contents:**

The course introduces student to the basic features of international business operations and their use. The contents cover contractual, export and investment modes as well as strategic planning for internationalisation and the impact of international business environment.

**Learning activities and teaching methods:**

16 hours of lectures and 10 hours of exercises. The theories, tools and frameworks will be introduced in the lectures. In the case study assignment the students will apply the theoretical knowledge to analysing real life cases. Case study will be done in groups of four to five students.

**Recommended or required reading:**

Welch, L, Benito, G & Petersen, B. (2007). Foreign opeoperation methods. Theory, analysis, strategy. Edward Elgar Publishing Ltd. Cheltenham. Daniels, J. & Radebaugh, L. (1995). International business – environments and operations. Addison Wesley.

[Availability of course books.](#)

**Assessment methods and criteria:**

Examination by written case study assignment and presentation.

**Grading:**

1-5.

**Person responsible:**

Anita Juho.

## 721461S: International Business Theory, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ects.

**Language of instruction:**

English.

**Timing:**

Period C.

**Learning outcomes:**

After the course completion students know the basic elements of main theoretical approaches and decision making models used to analyze internationalization of a firm. They understand the main concepts and ideas of the theoretical approaches and are able to compare them. Furthermore, students can apply the learned concepts in analysis of a real-life business case and are able to argue for the applicability of the approaches.

**Contents:**

The course introduces theoretical approaches related to internationalization of a firm and decision making in international business. Approaches covered include learning models, network approach, international entrepreneurship view, transaction cost analysis, eclectic theory and resource based view in international business research. Case analyses by students are used to create rich picture of the applicability of the theoretical approaches in different contexts and cases.

**Learning activities and teaching methods:**

There is two alternative ways to take the course. a) Lectured and through team-work examined option includes 12 hours of lectures and max 8 hours case-presentations by student teams. The student teams collect various secondary data on a chosen case-firm and write an analytical report on its internationalization utilizing the course lectures and literature and present their case orally in-class. b) In independent examination option the students complete the analytical written report of a case-firm as an independent individual work according to separate instructions.

**Recommended or required reading:**

Havila, V., Forsgren, M. & Håkansson, H. (eds) (2002). Critical perspectives on internationalisation. Amsterdam, etc: Pergamon. Article collection.

[Availability of course books.](#)

**Assessment methods and criteria:**

Written report 70% and case presentation 30% of the final grade (option a) or written report 100% of the grade (option b).

**Grading:**

1-5.

**Person responsible:**

Tuija Mainela.

## 723031S: International Entrepreneurship, 6 op

**Voimassaolo:** 01.08.2008 - 31.07.2010

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

6 ects.

**Language of instruction:**

English.

**Timing:**

Period A.

**Learning outcomes:**

After the course completion the students should (1) identify the various aspects and importance of international entrepreneurship, (2) identify sources of information of early internationalisation, (3) be able to describe opportunities available to new ventures in the global environment, (4) identify the important strategic issues in international entrepreneurship, (5) be able to discuss challenges to international entrepreneurship, (6) be able to prepare an international business plan for a new international venture, (7) be able to prepare a country/area analysis, (8) understand the effects of cross-cultural challenges on the execution of an international new venture and (9) engage in one experiential exercise.

**Contents:**

International entrepreneurship is one of the major drivers of innovation and economic growth. This course will focus on examining how entrepreneurship comes into the existence in an international business environment and how the dialogue between internationalisation process and new venture creation add new economic value. The course will focus on the following themes: (1) entrepreneurial opportunity creation and utilisation, (2) early internationalisation processes, (3) venture capital and other forms of entrepreneurial finance, (4), strategic management in new international ventures (5) emergent growth processes and (6) global innovation communities.

**Learning activities and teaching methods:**

The course will be taught in intensive sessions consisting of workshops, lectures and group work. Further details will be provided by the responsible person in the first session.

**Recommended or required reading:**

Oviatt, B.M., P. Phillips McDougall (eds.) (2007). International Entrepreneurship. Edward Elgar Publishing. Article collection.

[Availability of course books.](#)

**Assessment methods and criteria:**

Assessment will be based on data analysis, group exam and group assignment.

**Grading:**

1-5.

**Person responsible:**

Vesa Puhakka.

## 723010P: Introduction to International Business, 5 op

**Opiskelumuoto:** Basic Studies



**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay723010P Introduction to International Business (OPEN UNI) 5.0 op

**ECTS Credits:**

5 ects.

**Language of instruction:**

English.

**Timing:**

Period A.

**Learning outcomes:**

After this introductory course the students will be familiar with the basic approaches, theories, and concepts used within international business. The students will have a general picture of the issues and phenomena important in international business.

**Contents:**

Based on the course objectives, the content of the course covers how countries differ from each other, what are the basic elements of global trade and investment theory, what is the global monetary system like and what are the basic strategies and structures in managing and leading international businesses. In addition, the effects of globalisation on societies are discussed.

**Learning activities and teaching methods:**

25 hours of lectures.

**Recommended or required reading:**

Bhagwati, J. (2007), In defence of globalization, Oxford University Press. Hill, C. (2005), International business: Competing in the global marketplace, Mc- Graw – Hill.

[Availability of course books.](#)

**Assessment methods and criteria:**

Examination.

**Grading:**

1-5.

**Person responsible:**

Petri Ahokangas.

## 723032S: Leadership in Cross-Cultural Contexts, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

**ECTS Credits:**

6 ects.

**Language of instruction:**

English.

**Timing:**

Period A-B.

**Learning outcomes:**

After the course completion the students have become familiarised with the different theoretical and practical aspects of leadership and leading teams in cross-cultural contexts.

**Contents:**

The contents of the course cover issues such as communications, leadership, diversity management and key aspects of leading people and teams from differing cultural backgrounds.

**Learning activities and teaching methods:**

Lectures and workshops.

**Recommended or required reading:**

Moran, R., Harris, P. & Moran, S. (2007). Managing cultural differences. Additional articles will be given in during the course.

[Availability of course books.](#)

**Assessment methods and criteria:**

20 hours of lectures and a leadership game workshop. Assessment through a participation and workshop assignment.

**Grading:**

1-5.

**Person responsible:**

Petri Ahokangas.

**Other information:**

The number of students is limited. The course requires registration in advance.

## 723013P: Legal Issues in International Business, 5 op

**Voimassaolo:** 01.08.2008 - 31.07.2010

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ects.

**Language of instruction:**

English.

**Timing:**

Period B.

**Learning outcomes:**

After the course completion the students know the basic concepts related to the international legal environment. Students are expected to develop understanding of the laws applicable to private international transactions and awareness of the risks inherent in doing business in foreign markets. Also skills in finding relevant information and producing reports with tight schedules are improved.

**Contents:**

The course offers an insight into the diversity that exists within systems of law, as well as provides an overview of the basic legal issues in doing business in international settings. During the course some conceptual basis of international business law, different legal systems with the emphasis on private international law, and legal practicalities of international business transactions will be discussed. Management of legal issues and the role of legal function in a firm are taken as a special approach. Areas covered include, e.g., trade (buying, selling and distribution), employment and labour issues, company law, and competition law.

**Learning activities and teaching methods:**

26 hours lectures and exercises.

**Recommended or required reading:**

Ray A. August, Don Mayer, Michael Bixby (2008): International Business Law - Text, cases and readings. 5th edition. Articles and other material given by the lecturer.

[Availability of course books.](#)

**Assessment methods and criteria:**

A literature examination.

**Grading:**

1-5.

**Person responsible:**

Pia Hurmelinna-Laukkanen.

## 723030S: Master's Thesis in International Business, 30 op

**Voimassaolo:** 01.08.2008 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Diploma thesis

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** A,B,N,C,M,EX,L

**Opintokohteen kielet:** English

**ECTS Credits:**

30 ects.

**Language of instruction:**

English.

**Timing:**

Periods A-D.

**Learning outcomes:**

The objective of studies related to the Master's thesis is to provide the students with skills and competences required in acquiring scientific knowledge independently, planning and formulating research questions and approaches, and applying these skills and competences during the process of creating a master's thesis. The whole process aims to develop students' skills in independent, problem-solving oriented, analytical, and scientific thinking and reporting.

**Contents:**

The students participate in seminars the objective of which is to report on the advancement of the master's thesis work and to receive guidance and feedback on the master's thesis work.

**Learning activities and teaching methods:**

Seminar sessions. The students are required to present three separate reports: 1) Topic analysis (2-3 pages), 2) Intermediate report (20-30 pages), and 3) Manuscript (60-80 pages). The work starts with a kick-off session and the

progress and timing of the sessions is agreed in the kick-off.

**Recommended optional programme components:**

Seminar in IB.

**Recommended or required reading:**

Will be given during the course.

**Assessment methods and criteria:**

Seminars and individual/group counselling.

**Grading:**

Approbatur - Laudatur.

**Person responsible:**

Professor of IB, Professor of International Marketing.

## 723021A: Negotiations in Cross-Cultural Contexts, 5 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

**ECTS Credits:**

5 ects.

**Language of instruction:**

English.

**Timing:**

Period C.

**Learning outcomes:**

After the course completion the students will know how to plan, prepare for, participate and lead cross-cultural business negotiations. The students will also familiarise themselves with latest development of the negotiation technology.

**Contents:**

The contents of the course cover issues such as the cross-cultural negotiation process, different cultural traits, characteristics, and features affecting negotiations, negotiation techniques and strategy, and roles in negotiations.

**Learning activities and teaching methods:**

Lectures, cross-cultural negotiation rehearsal, and a team report based on the rehearsals.

**Recommended or required reading:**

Ertel, D. & Gordon M. (2007). The point of the deal. How to negotiate when yes is not enough. Harvard business school press. Hendon, D., Hendon, R.; & Herbig, P (1996). Cross-cultural business negotiations. Quorum books. Additional material will be given during the course.

[Availability of course books.](#)

**Assessment methods and criteria:**

50% of the course assessment is based on an exam and 50% on the rehearsals and team report based on the rehearsal.

**Grading:**

1-5.

**Person responsible:**

Petri Ahokangas.

## 723023A: Organising for International Business, 5 op

**Voimassaolo:** 01.08.2008 - 31.07.2010

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ects.

**Language of instruction:**

English.

**Timing:**

Period D.

**Learning outcomes:**

After the course completion the students will have an understanding of multinational firms' and small internationalising firms' organising strategies, an overview of the strategy based organisations and international structures, and an overview of the theories behind the international role of R&D, production, marketing, finance and HRM functions.

**Contents:**

The objective of the course is to familiarise the students with the viewpoints important in designing and developing international organisations. Students will be introduced with the organisational structures of multinational firms as well as with the design of the companies along the internationalisation process. The contents cover issues such as strategy based organisation, organisational architecture, processes, and international organisational structures.

**Learning activities and teaching methods:**

26 hours lectures and exercises. Students will adopt the theories, tools and frameworks in a case study. Case study will be done in groups of four to five students.

**Recommended or required reading:**

Doz, Y. & Kosonen, M. (2008). Fast strategy. Wharton School Publishing. Bartlett, C., & Ghoshal, S. (1998). Managing across borders. Additional articles will be given during the course.

[Availability of course books.](#)

**Assessment methods and criteria:**

Examination by a case study writing assignment.

**Grading:**

1-5.

**Person responsible:**

Lauri Haapanen.

**Other information:**

The number of students is limited. The course requires registration in advance.

## 721467S: Project Work in International Business, 6 op

**Voimassaolo:** 01.08.2007 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ect.

**Language of instruction:**

English.

**Timing:**

Period D.

**Learning outcomes:**

After the course completion the students will have a good insight of the firm's internationalisation strategies and international operations, an understanding of how different theories, frameworks and tools can be adapted in order to support firm's internationalisation strategies and an understanding of the managerial relevance of student's own project work.

**Contents:**

Student teams complete large-scale projects with firms. Depending on the nature of the assignment, students may indicate how the country and/or industry context influences firm's international operations, or develop a business plan for organising some of its international business operations. Students gather, organise, interpret and use information to formulate strategic alternatives for the organisation. In their report students present their understanding of the theories, tools and frameworks and show their ability to adapt them in real life business cases. Students communicate the results of their project by a case report.

**Learning activities and teaching methods:**

Introduction lecture with instructions. Close cooperation with the case company, discussions, and presentation to the case company. Students start the project work by negotiating the objectives and scope of the work with the company and the instructor. Hereafter the project continues independently until the written report is returned to instructor and results are presented to the company.

**Recommended or required reading:**

Literature will be agreed on based on the company assignments. Students are required to utilise various databases covering country and/or industry specific information.

**Assessment methods and criteria:**

Assessment based on a written report and oral presentation evaluated both by the supervisor and the case company.

**Grading:**

Passed / failed.

**Person responsible:**

Lauri Haapanen.

## 723024A: Sales in BtoB Context, 5 op

**Voimassaolo:** 01.08.2008 - 31.07.2010

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ect.

**Language of instruction:**

English.

**Timing:**

Period C.

**Learning outcomes:**

After the course completion the students will have acquired tools and approaches that are needed in cross-cultural and international business-to-business sales work and sales management.

**Contents:**

The content of the course includes issues such as sales work, the role of the sales function in the business organisation and as a part of business and value creation processes of the firm. Also, the functioning and relationship

of sales manager and salesperson and their roles and responsibilities in the organisation will be covered.

**Learning activities and teaching methods:**

Lectures, discussions, group assignments, blogging.

**Recommended or required reading:**

To be announced in the beginning of the course.

**Assessment methods and criteria:**

Students will be assessed on both individual and team assignments.

**Grading:**

1-5.

**Person responsible:**

Sari Salmela.

## 723026A: Scenarios in International Business, 5 op

**Voimassaolo:** - 31.07.2010

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Paakkolanvaara, Pertti Erik

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ect.

**Language of instruction:**

English.

**Timing:**

Period C.

**Learning outcomes:**

After the course completion the students are able to understand the connection between the theories of internationalisation and the practical implementation of internationalisation. In addition, students become familiarised with practical procedures and processes needed in internationalisation and learn a critical insight into business literature.

**Contents:**

The content of the course contains lectures of cases of internationalisation. During the lectures the cases are presented, their relevant theory is analysed and the processes, procedures and organisations are recognised. The outcome of the case is evaluated and the reasons are analysed. The students are allocated in the teams of 2-4 persons. Each team writes a report on the assigned case and presents the report in a seminar.

**Learning activities and teaching methods:**

Lectures, team works, seminars.

**Recommended or required reading:**

Course material. Literature: Buckley, Ghauri: The Internationalization of the Firm; Hisrich, McDougall, Oviatt: Cases in International Entrepreneurship.

[Availability of course books.](#)

**Assessment methods and criteria:**

Reports and seminars. Assessment is based on the activity of the participation in seminars and on the presented research report.

**Grading:**

1-5.

**Person responsible:**

Pertti Paakkolanvaara.

## 723039S: Special Issues in International Business, 6 op

**Voimassaolo:** 01.08.2008 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

**ECTS Credits:**

6 ect.

**Language of instruction:**

English.

**Timing:**

To be agreed with the Professor of IB.

**Learning outcomes:**

After the course completion the students are able create a deep understanding of a selected topic or issue within international business.

**Contents:**

The topic or issue selected for the course shall be agreed with the Professor of IB.

**Learning activities and teaching methods:**

Specific research and reporting assignment agreed with the Professor of IB.

**Recommended or required reading:**

To be agreed with the Professor of IB.

**Assessment methods and criteria:**

To be agreed with the Professor of IB.

**Grading:**

1-5.

**Person responsible:**

Petri Ahokangas.

## 723025A: Technology Management, 5 op

**Voimassaolo:** 01.08.2008 - 31.07.2010

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Faculty of Economics and Business Administration

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 ect.

**Language of instruction:**

English.

**Timing:**

Period D.

**Learning outcomes:**

After the course completion the students are able to explain the role of technology development and product development in an organisation. Students can recognise the role technological development in organisation and recognise the needs for technology development and technology cycles. Furthermore, students can connect technological development into the strategic management of an organisation.

**Contents:**

The objective of the course is to make visible the role of technology from the competitiveness point of view and provide the basis for understanding the interconnectedness of innovation, business strategy and technology strategy. Especially, issues such as technology life cycle, technology transfer, and technology development are discussed during the course.

**Learning activities and teaching methods:**

In total 20 hours lectures and seminar to present lessons learned in assignment. Practical assignment.

**Recommended or required reading:**

A collection of articles and lecture materials.

**Assessment methods and criteria:**

Exam will stand for 60 % and assignment for 40 % of the final grade.

**Grading:**

1-5.

**Person responsible:**

Harri Haapasalo.