

**Aalto University School of Business
Mikkeli Campus**

**Bachelor's Program in International Business
(BScBA Program)**

Curriculum for 2017-2018

**Including:
Course Codes and Names
Course Credits
Instructor
Course Descriptions
Course Learning Outcomes**

The credits follow the ECTS system.

The structure of the Bachelor's Program in International Business, Mikkeli Campus (DR2013, 180 credits)

Courses	Number of credits	
Required Core Courses		
Orientation to University Studies	1	
Corporate Responsibility and Ethics	3	
Critical Thinking	2	
Business Mathematics with Excel Applications	6	
Introduction to Management	6	
Communication and Project Management*	3	
Finnish Business Communication <u>or</u> Finnish for Foreigners**	3	
Principles of Economics	6	
Principles of Accounting	6	
Operations Management	6	
Introduction to Marketing	6	
Principles of Finance	6	
Introduction to Business Law	6	60
Methodological Studies		
Introduction to Statistics	6	
Research Methods in International Business	6	12
Courses in Major		
Global Business Environment	6	
Intercultural Management	6	
Elective Courses in International Business***	12	
Capstone Course	6	
Bachelor's Thesis	10	
Bachelor's Thesis Seminar	2	
Maturity Test	0	42
Minor Subject Studies		
Study abroad period****		30
Language and Communication Courses		
English		
Business Communication	3	
Academic Writing	6	
Other Foreign Language Courses		
Spanish, French, German or other foreign language	6	
Swedish Business Communication*****	3	18
Elective Studies		
different options*****		18
Total Credits		180

* Replaces the required course Introduction to Corporate Communication (3 cr).

** Finnish Business Communication is required of those who have finished their upper secondary education in Finland in Finnish or Swedish. The other students are required to complete the course Finnish for Foreigners.

*** The student must complete 12 cr of electives in International Business offered in the BScBA Program.

**** A minimum of 24 of the study abroad credits must be in the field of business. Six (6) of the study abroad credits may be in humanities, social sciences or related areas that focus on historical, cultural, political or sociological studies.

***** Swedish Business Communication is required of those who have finished their upper secondary education in Finland in Finnish or Swedish. For others, the missing 3 cr can be earned by taking other language and communication courses.

***** Examples of options to be considered:

- more language studies offered by the Mikkeli BScBA program
- elective courses offered by the Mikkeli BScBA program

BScBA CURRICULUM 2017-2018 ¹			
MODULE			
2017	REQUIRED COURSES (BScBA17, 1st year)	REQUIRED COURSES (BScBA16, 2nd year)	ELECTIVE COURSES
1 4/9-22/9	GLOBAL BUSINESS ENVIRONMENT (A&B) <i>Joan Lofgren</i> ORIENTATION TO UNIVERSITY STUDIES begins (A&B), 1 cr <i>Joan Lofgren</i>	INTERCULTURAL MANAGEMENT (A&B; group 1) <i>Jacek Mironski</i> PRINCIPLES OF FINANCE (A&B; group 1) <i>Kathleen Henebry</i>	COMPARATIVE CONSUMER BEHAVIOR <i>Paurav Shukla</i> INTERNATIONAL HUMAN RESOURCE MANAGEMENT <i>Russell Warhurst</i>
2 25/9-13/10	BUSINESS MATHEMATICS WITH EXCEL APPLICATIONS (A) <i>Roman Stepanov</i> INTRODUCTION TO MANAGEMENT (B) <i>Anne Herbert</i> CRITICAL THINKING begins (A&B; modules 2-4), 2 cr <i>Joan Lofgren and Susan Wolcott</i>	INTERCULTURAL MANAGEMENT (A&B; group 2) <i>Christine Grosse</i> PRINCIPLES OF FINANCE (A&B; group 2) <i>David Volkman</i>	GENDER AND COMMUNICATION IN THE INTERNATIONAL WORKPLACE <i>Josiane Peltier</i> BUSINESS STRATEGIES FOR INTERNATIONAL NEW VENTURES <i>Tamar Almor</i>
3 16/10-3/11	INTRODUCTION TO MANAGEMENT (A) <i>Elysebeth Leigh</i> BUSINESS MATHEMATICS WITH EXCEL APPLICATIONS (B) <i>Eric West</i>	INTERCULTURAL MANAGEMENT (A&B; group 3) <i>Josiane Peltier</i> PRINCIPLES OF FINANCE (A&B; group 3) <i>Graham Mitenko</i>	COMPETING WITH EAST ASIAN FIRMS <i>Masaaki Kotabe</i> CORPORATE GOVERNANCE <i>Bruce Hearn</i>
4 6/11-24/11	Academic Writing (A, 2 groups) <i>Beryl Pittman and Sophia Butt</i> INTRODUCTION TO STATISTICS (B) <i>Alexander Creutzberg</i>	RESEARCH METHODS IN INTERNATIONAL BUSINESS (A) <i>Philip Kappen</i> INTRODUCTION TO BUSINESS LAW (B) <i>Ross Kamarul-Baharin</i>	INNOVATION MANAGEMENT IN THE GLOBAL ECONOMY <i>Henrik Dellestrand</i>
5 27/11-15/12	INTRODUCTION TO STATISTICS (A) <i>Sri Beldona</i> Academic Writing (B; 2 groups) <i>Beryl Pittman and Mirjalisa Charles</i>	INTRODUCTION TO BUSINESS LAW (A) <i>Ross Kamarul-Baharin</i> RESEARCH METHODS IN INTERNATIONAL BUSINESS (B) <i>Sriram Kalyanaraman</i>	INTERNATIONAL MARKETING <i>Sergio Carvalho</i>
2018	2018	2018	2018
6 8/1-26/1	Business Communication (A), 3 cr (8/1-17/1) <i>Christa Uusi-Rauva</i> COMMUNICATION AND PROJECT MANAGEMENT (A), 3 cr (18/1-26/1) <i>Rebecca Tanaka</i> PRINCIPLES OF ECONOMICS (B) <i>Jason Beck</i>		INVESTMENTS AND PORTFOLIO MANAGEMENT <i>Andres Ramirez</i> BRAND MANAGEMENT <i>Marcio Mota</i> INTERNATIONAL ORGANIZATIONAL BEHAVIOR <i>Diya Das</i>
7 29/1-16/2	PRINCIPLES OF ECONOMICS (A) <i>Oleg Pavlov</i> COMMUNICATION AND PROJECT MANAGEMENT (B), 3 cr (29/1-6/2) <i>Rebecca Tanaka</i> Business Communication (B), 3 cr (7/2-16/2) <i>Christa Uusi-Rauva</i>	BACHELOR'S THESIS (A & B) <i>Joan Lofgren</i>	BUSINESS CONSULTING IN THE GLOBAL ECONOMY <i>Naomi Birdthistle</i>
8 19/2-9/3	PRINCIPLES OF ACCOUNTING (A) <i>Raymond Zimmermann</i> PRINCIPLES OF ACCOUNTING (B) <i>John Ahern</i>		CORPORATE FINANCE <i>Thomas Berry</i> INTERMEDIATE MICROECONOMICS <i>Christopher Decker</i> LEADERSHIP <i>Elysebeth Leigh</i>
9 12/3-30/3 (30/3 no class)	Swedish Business Communication, 3 cr (A&B) <i>Anna-Elina Hirvonen and Hannele Aitro</i> FINNISH FOR FOREIGNERS begins (A&B; cont. in mod 11), 3 cr <i>Tarja Isokääntä</i>		MANAGERIAL ACCOUNTING FOR GLOBAL BUSINESS <i>Barbara Edwards</i> ENTREPRENEURSHIP IN THE GLOBAL ECONOMY <i>Dianne Welsh</i> DIGITAL MARKETING STRATEGIES <i>Dale Fodness</i>
2/4-6/4	BREAK WEEK		
10 9/4-27/4	INTRODUCTION TO MARKETING (A) <i>Paurav Shukla</i> OPERATIONS MANAGEMENT (B) <i>Bruno Silvestre</i>	CAPSTONE COURSE (A&B) <i>Joan Lofgren, Olivier Maisondieu Laforge, John Kraft and Elysebeth Leigh</i> BACHELOR'S THESIS SEMINAR DAY	INTERNATIONAL BUSINESS STRATEGY <i>Andrew Brady</i>
11 2/5-18/5	FINNISH BUSINESS COMMUNICATION (A&B; 2/5-11/5), 3 cr <i>Annamari Huovinen</i> FINNISH FOR FOREIGNERS cont. (A&B; cont. from mod 9; 2/5-11/5), 3 cr <i>Tarja Isokääntä</i> CORPORATE RESPONSIBILITY AND ETHICS, 3 cr (A; 14/5-18/5) <i>Sheila Killian</i> CORPORATE RESPONSIBILITY AND ETHICS, 3 cr (B; 14/5-18/5) <i>Marqaret McKee</i>		INTERMEDIATE MACROECONOMICS <i>John Krieg</i> DESTINATION MARKETING <i>Dale Fodness</i>
12 21/5-8/6	OPERATIONS MANAGEMENT (A) <i>Susan Grinstead</i> INTRODUCTION TO MARKETING (B) <i>Srdan Zdravkovic</i>		FINANCIAL ACCOUNTING FOR GLOBAL BUSINESS <i>Barbara Edwards</i> INTERCULTURAL NEGOTIATIONS <i>James Kennelly</i>
13 11/6-29/6	Basics in Business French 1 <i>Josiane Peltier</i> Basics in Business Spanish 1 (group 1) <i>Juan Carlos Barrera</i> Basics in Business Spanish 1 (group 2) <i>Ana María Monterde Rey</i>		CONSUMER CULTURE <i>Maurice Patterson</i> ENVIRONMENTAL ECONOMICS <i>Richard McGrath</i>
14 2/7-20/7	Basics in Business French 2 <i>Josiane Peltier</i> Basics in Business Spanish 2 (group 1) <i>Juan Carlos Barrera</i> Basics in Business Spanish 2 (group 2) <i>Ana María Monterde Rey</i>		BUSINESS AND MANAGEMENT OF DIGITAL MEDIA PRODUCTION <i>Rustin Greene</i> MANAGEMENT INFORMATION SYSTEMS IN INTERNATIONAL BUSINESS <i>Saonee Sarker</i>
23/7-27/7	BREAK WEEK		
15 30/7-17/8	French Business Communication 1a + 1b <i>Josiane Peltier</i> Spanish Business Communication 1a + 1b <i>Ana María Monterde Rey</i>		INTERNATIONAL BUSINESS TO BUSINESS MARKETING <i>Sanjit Sengupta</i>
20/8-24/8	BREAK WEEK		
27/8-31/8	ORIENTATION WEEK FOR THE NEW STUDENTS		
1 The types of the courses are marked with following fonts: REQUIRED CORE COURSES COURSES IN MAJOR AND METHODOLOGICAL STUDIES Language and communication courses			

MODULE 1 04/09 - 22/09 2017

MLI26C001	GLOBAL BUSINESS ENVIRONMENT	6 cr
Instructor:	Joan Lofgren	
Degree:	Ph.D. (Columbia University, USA)	
Title and affiliation:	Program Director, School of Business, Aalto University, Mikkeli (Finland)	
Course description	<p>This course examines broadly the global environment for business while introducing key themes in the study of international business. The environment is studied on various levels, from national to regional to global, combining perspectives on the economy, politics and society. Particular emphasis is placed on the strategies of multinational enterprises, addressing topics such as risk assessment, entry modes and various forms of cooperation. In addition, the course examines the impact on international business of regional and global institutions such as the World Bank and EU as well as the role of free trade and other international agreements. Challenges in international business are also discussed, for example, concerning innovation, entrepreneurship, ethics and the natural environment.</p> <p>Learning outcomes for this course, upon successful completion, include the ability to:</p> <ol style="list-style-type: none">1) understand the essential concepts and vocabulary of international business and the contexts in which it operates, 2) recognize the importance of national and international institutions in shaping the business environment, 3) know and understand different forms of global business enterprises and practices, 4) analyze opportunity and risk in global business, and 5) participate in debates on current challenges in international business.	
MLI20A013	ORIENTATION TO UNIVERSITY STUDIES begins	1 cr
	(during modules 1-3)	
Coordinator:	Joan Lofgren	
Degree:	Ph.D. (Columbia University, USA)	
Title and affiliation:	Program Director, School of Business, Aalto University, Mikkeli (Finland)	
Course description	<p>The course is divided into two parts: 1) planning one's own studies, and 2) developing essential IT skills. The first part is fulfilled by attending the orientation to the program, which includes information on academic policies as well as general issues and practices related to the program. Each student is also required to complete a personal study plan for the first year of studies in cooperation with program staff. The plan is used as a basis for the student's course registrations. In the second part, IT skills are assessed and developed in a series of computer application workshops.</p> <p>Learning outcomes for this course, upon successful completion, include the ability to:</p> <ol style="list-style-type: none">1) understand the practices and principles related to the learning environment at the Aalto Mikkeli Campus in order to successfully carry out university level studies in the program, 2) outline one's own learning goals and clarify priorities for coursework and 3) achieve a minimum IT skill level needed for university studies (including use of the Word suite of applications, PowerPoint, Excel and social media).	
MLI26C664	INTERCULTURAL MANAGEMENT	6 cr
Instructor:	Jacek Mironski	
Degree:	Ph.D. (The Warsaw School of Economics, Poland)	
Title and affiliation:	Professor in the International Management and Marketing Institute, The Warsaw School of Economics (Poland)	
Course description	<p>The course examines the complex challenges and opportunities that international managers face in the global business environment today. Among the topics covered are: theories of international management, culture's influence on conducting global business, managing the global workforce, building trust across cultures, cross-cultural negotiation, corporate social responsibility and ethics across borders.</p> <p>Learning outcomes for this course, upon successful completion, include the ability to:</p> <ol style="list-style-type: none">1) understand why employees at all levels need to manage cultural differences, 2) communicate more effectively with a multicultural workforce, 3) understand the challenges associated with international assignments, 4) learn cross-cultural negotiation strategies, 5) understand theory and practice of conflict resolution across cultures, 7) develop strategies for collaboration across cultures, 8) manage the communication of multicultural teams.	

MODULE 1 04/09 - 22/09 2017

MLI28A020	PRINCIPLES OF FINANCE	6 cr
Instructor:	Kathleen Henebry	
Degree:	Ph.D. (University of Illinois Urbana-Champaign, USA)	
Title and affiliation:	Associate Professor, University of Nebraska at Omaha (USA)	
Course description		
This course is intended to be a comprehensive introduction to the principles of financial management. Emphasis is given to major functions of financial management as they pertain to valuation, risk and risk-return trade-off, financial analysis and planning, and capital budgeting. The course will begin with discussions of the various fields of finance, the basic concepts of financial statements, security markets, interest rates, taxes, risk analysis and the time value of money. That knowledge will then be used to discuss several topics including, but not limited to, bond and stock valuation, the cost of capital, capital budgeting, capital structure and debt and derivative valuation.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) know and understand basic concepts and vocabulary of finance, 2) identify and assess the financial health of a company, 3) predict the financial position of a company in short-term frameworks, 4) understand and incorporate time value of money in decision making, 5) understand and evaluate expected benefits and risks of investment decisions, 6) understand and estimate a company's cost of funds, 7) evaluate capital expenditures proposals, and 8) understand valuation models of corporate securities including derivative investments.		

MLI26C662	COMPARATIVE CONSUMER BEHAVIOR	6 cr
Instructor:	Paurav Shukla	
Degree:	Ph.D. (North Gujarat University, India)	
Title and affiliation:	Professor of Marketing, University of Essex (UK)	
Course description		
In order to create successful marketing strategies managers first need to understand the complex way in which people behave as consumers. There is a significant body of knowledge that draws on research into understanding what human behavior underlies the processes involved in consumer decision making and behavior. This course provides an exploration of the complex dynamics of consumer behavior in diverse cultures around the globe. It is designed to develop an understanding of the psychological, social, and cultural influences on consumer behavior. Theoretical perspectives are employed to predict consumer response to different marketing stimuli in various parts of the world.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) understand the basic concepts and issues in consumer behavior, 2) recognize consumer issues as business problems and challenges in different markets, 3) learn how consumer behavior and marketing strategies influence each other, 4) understand how to make strategic recommendations based on consumer psychology and sociology, focusing on varying consumer segments, and 5) develop a deeper understanding of the role of culture in diverse parts of the world as it relates to consumer behavior.		

MLI26C651	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	6 cr
Instructor:	Russell Warhurst	
Degree:	Doctorate of Education (Leeds Metropolitan University, UK)	
Title and affiliation:	Reader in HRM, University of Northumbria (UK)	
Course description	<p>Human Resource Management deals with the activities by which organizations acquire, maintain, and effectively utilize human resources to achieve sustainable strategic objectives. The following topics are addressed with both a strong global perspective and a policy-maker - professional practitioner perspective being adopted throughout: The scope and development of HRM as a professional function; Strategic alignment and orientations of HRM; Enhancing the value-added by HRM activities; Strategic resourcing: to employ or to contract? Talent management for high performance working; Strategic recruitment and systematic selection; Learning and development for individual growth and organizational transformation; Performance management; Motivation and reward management; Communication, involvement and participation: towards the consensual organization. A range of professional simulations will enable the application of concepts to thereby prepare students for leadership roles in international human resource management.</p>	
Learning outcomes	<p>for this course, upon successful completion, include the ability to:</p> <ol style="list-style-type: none">1) understand HR concepts and activities in an international environment,2) develop the management capabilities required to acquire, select, maintain, and grow an international workforce,3) learn how to design jobs and assess talent for high performance working in diverse enterprises,4) create processes to evaluate employee performance and to grow superior workforce talent,5) manage approaches designed to motivate staff through involvement and participation to perform exceptionally,6) develop management skills for ethical effectiveness in multicultural environments.	

MODULE 2 25/09 - 13/10 2017

MLI34A040	BUSINESS MATHEMATICS WITH EXCEL APPLICATIONS	6 cr
Instructor:	Roman Stepanov	
Degree:	Ph.D. (University of Northumbria at Newcastle, UK)	
Title and affiliation:	Senior Lecturer, University of Northumbria at Newcastle (UK)	
Course description		
A fundamental course in business mathematics emphasizing concepts and interpretation, which develops the core mathematical foundations for specialized business and economics courses. Given the widespread use of Microsoft Excel in business today, the course will also spend time on applying those mathematical concepts using the functional and programming capabilities of Excel.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) solve simultaneous equations, 2) understand linear and nonlinear functions and utilizing graphical methods for visualizing such functions, 3) understand the core principles of financial mathematics, including simple and compound interest, internal rate of return, depreciation and net present value, 4) understand the rate of change of functions and the core principles behind differential calculus (including applications), 5) understand optimization in the presence of constraints, 6) understand linear programming concepts, including the use of graphical methods, 7) utilize the different concepts learned to model and solve some practical business problems, including problems in business finance, economics and operations management and 8) use Microsoft Excel throughout the course to show how these principles can be creatively applied in real life problems.		
MLI21A030	INTRODUCTION TO MANAGEMENT	6 cr
Instructor:	Anne Herbert	
Degree:	Ph.D. (University of South Australia, Australia)	
Title and affiliation:	Associate Professor, RMIT University (Australia)	
Course description		
A basic introduction to concepts and practices of management in business organizations. Course topics include several approaches to the basic functions of management including planning, organizing, leading and controlling. Trends in management theories and functions are also assessed, as well as management research and its application to management practices, and responsible, ethical and global aspects of contemporary business practice.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) understand fundamental concepts and theories in contemporary management, 2) know and understand decision-making models and management & leadership styles, 3) understand the role of communication and communications systems in management, 4) know and understand the impact of technology on work and management systems, 5) understand the importance of human behavior and creativity in management functions, 6) know and understand the importance of ethics and corporate responsibility, and 7) understand the challenges of conducting business in the global community.		

MODULE 2 25/09 - 13/10 2017

MLI20A043	CRITICAL THINKING begins (A blended-learning course; during modules 2-4)	2 cr
Instructor:	Joan Lofgren	
Degree:	Ph.D. (Columbia University, USA)	
Title and affiliation:	Program Director, School of Business, Aalto University, Mikkeli (Finland)	
AND		
Instructor:	Susan Wolcott	
Degree:	Ph.D. (Northwestern University, USA)	
Title and affiliation:	Independent Scholar and Education Consultant, WolcottLynch Associates (USA)	
Course description		
<p>This short introductory course is designed to help students to develop the critical thinking skills that are essential for the study and practice of business. The aim is to strengthen the student's ability to identify critical questions when exploring a new business issue and to develop reasoned arguments for texts and oral presentations. Critical thinking will also be linked to research tasks, eg searching and reviewing academic and other literature. Part of the course will be delivered online.</p>		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) analyze an argument in terms of its structure and strengths/weaknesses (including sufficiency of evidence), 2) construct a good argument, 3) evaluate decisions using arguments both for and against each alternative, and 4) reflect on one's own thinking practices and the thinking practices of others.		

MLI26C664	INTERCULTURAL MANAGEMENT	6 cr
Instructor:	Christine Grosse	
Degree:	Ph.D. (University of North Carolina, USA)	
Title and affiliation:	Consultant, IELTS (USA)	
Course description		
<p>The course examines the complex challenges and opportunities that international managers face in the global business environment today. Among the topics covered are: theories of international management, culture's influence on conducting global business, managing the global workforce, building trust across cultures, cross-cultural negotiation, corporate social responsibility and ethics across borders.</p>		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) understand why employees at all levels need to manage cultural differences, 2) communicate more effectively with a multicultural workforce, 3) understand the challenges associated with international assignments, 4) learn cross-cultural negotiation strategies, 5) understand theory and practice of conflict resolution across cultures, 7) develop strategies for collaboration across cultures, 8) manage the communication of multicultural teams.		

MLI28A020	PRINCIPLES OF FINANCE	6 cr
Instructor:	David Volkman	
Degree:	Ph.D. (University of Nebraska-Lincoln, USA)	
Title and affiliation:	Associate Professor, University of Nebraska at Omaha (USA)	
Course description		
<p>This course is intended to be a comprehensive introduction to the principles of financial management. Emphasis is given to major functions of financial management as they pertain to valuation, risk and risk-return trade-off, financial analysis and planning, and capital budgeting. The course will begin with discussions of the various fields of finance, the basic concepts of financial statements, security markets, interest rates, taxes, risk analysis and the time value of money. That knowledge will then be used to discuss several topics including, but not limited to, bond and stock valuation, the cost of capital, capital budgeting, capital structure and debt and derivative valuation.</p>		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) know and understand basic concepts and vocabulary of finance, 2) identify and assess the financial health of a company, 3) predict the financial position of a company in short-term frameworks, 4) understand and incorporate time value of money in decision making, 5) understand and evaluate expected benefits and risks of investment decisions, 6) understand and estimate a company's cost of funds, 7) evaluate capital expenditures proposals, and 8) understand valuation models of corporate securities including derivative investments.		

MODULE 2 25/09 - 13/10 2017

MLI26C714	GENDER AND COMMUNICATION IN THE INTERNATIONAL WORKPLACE	6 cr
Instructor:	Josiane Peltier	
Degree:	Ph.D. (The University of Iowa, USA)	
Title and affiliation:	Visiting Lecturer, School of Business, Aalto University, Mikkeli (Finland)	
Course description	<p>This course considers diversity in the international workplace from a gender perspective and examines how men and women differently perceive, and participate in, work and other areas of life. Topics to be covered include work-life balance; cross-cultural diversity; the gender gap in earnings; sex segregation of occupations; and gender and managerial behavior. Case studies will be used to problematize gender issues in specific organizational contexts, and in society at large.</p> <p>Learning outcomes for this course, upon successful completion, include the ability to:</p> <ol style="list-style-type: none">1) understand basic theories and concepts related to gender and diversity, 2) understand and evaluate how gender is implicated in the roles assigned to, and played out by, men and women in work and other areas of life, 3) evaluate ways in which organizations can reconfigure existing structures to better promote/achieve gender equity, and 4) recognize how gender is differently constructed and perceived across cultures.	

MLI26C737	BUSINESS STRATEGIES FOR INTERNATIONAL NEW VENTURES	6 cr
Instructor:	Tamar Almor	
Degree:	Ph.D. (Tel Aviv University, Israel)	
Title and affiliation:	Associate Professor, College of Management (Israel)	
Course description	<p>International new ventures (INVs) are businesses that operate at an international level in terms of resources as well as marketing and sales from the beginning of their existence. Many of such companies are start-ups, which are technology-based, although examples of INVs also exist in other industries. In this course students will develop an understanding of these new ventures, how they are established, how they grow and mature and how they compete in an international environment. Recent advances in the field will also be discussed and students will apply their acquired knowledge of INVs to particular countries, industries and companies.</p> <p>Learning outcomes for this course, upon successful completion, include the ability to:</p> <ol style="list-style-type: none">1) understand how INVs are established and managed, 2) analyze how INVs create competitive advantages, use networks to succeed and overall compete in the international environment, 3) identify the key challenges such companies encounter, and 4) follow the life cycle of INVs, including how they mature as independent companies and develop exit strategies, such as M&As and buy-outs.	

MODULE 3 16/10 - 03/11 2017

MLI21A030	INTRODUCTION TO MANAGEMENT	6 cr
Instructor:	Elyssebeth Leigh	
Degree:	Ed.D. (University of Technology, Sydney, Australia)	
Title and affiliation:	Lecturer, University of Technology, Sydney (Australia)	
Course description		
A basic introduction to concepts and practices of management in business organizations. Course topics include several approaches to the basic functions of management including planning, organizing, leading and controlling. Trends in management theories and functions are also assessed, as well as management research and its application to management practices, and responsible, ethical and global aspects of contemporary business practice.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) understand fundamental concepts and theories in contemporary management, 2) know and understand decision-making models and management & leadership styles, 3) understand the role of communication and communications systems in management, 4) know and understand the impact of technology on work and management systems, 5) understand the importance of human behavior and creativity in management functions, 6) know and understand the importance of ethics and corporate responsibility, and 7) understand the challenges of conducting business in the global community.		
MLI34A040	BUSINESS MATHEMATICS WITH EXCEL APPLICATIONS	6 cr
Instructor:	Eric West	
Degree:	Ph.D. (Iowa State University of Science and Technology, USA)	
Title and affiliation:	Visiting Lecturer, School of Business, Aalto University, Mikkeli (Finland)	
Course description		
A fundamental course in business mathematics emphasizing concepts and interpretation, which develops the core mathematical foundations for specialized business and economics courses. Given the widespread use of Microsoft Excel in business today, the course will also spend time on applying those mathematical concepts using the functional and programming capabilities of Excel.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) solve simultaneous equations, 2) understand linear and nonlinear functions and utilizing graphical methods for visualizing such functions, 3) understand the core principles of financial mathematics, including simple and compound interest, internal rate of return, depreciation and net present value, 4) understand the rate of change of functions and the core principles behind differential calculus (including applications), 5) understand optimization in the presence of constraints, 6) understand linear programming concepts, including the use of graphical methods, 7) utilize the different concepts learned to model and solve some practical business problems, including problems in business finance, economics and operations management and 8) use Microsoft Excel throughout the course to show how these principles can be creatively applied in real life problems.		
MLI26C664	INTERCULTURAL MANAGEMENT	6 cr
Instructor:	Josiane Peltier	
Degree:	Ph.D. (The University of Iowa, USA)	
Title and affiliation:	Visiting Lecturer, School of Business, Aalto University, Mikkeli (Finland)	
Course description		
The course examines the complex challenges and opportunities that international managers face in the global business environment today. Among the topics covered are: theories of international management, culture's influence on conducting global business, managing the global workforce, building trust across cultures, cross-cultural negotiation, corporate social responsibility and ethics across borders.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) understand why employees at all levels need to manage cultural differences, 2) communicate more effectively with a multicultural workforce, 3) understand the challenges associated with international assignments, 4) learn cross-cultural negotiation strategies, 5) understand theory and practice of conflict resolution across cultures, 7) develop strategies for collaboration across cultures, 8) manage the communication of multicultural teams.		

MODULE 3 16/10 - 03/11 2017

MLI28A020	PRINCIPLES OF FINANCE	6 cr
Instructor:	Graham Mitenko	
Degree:	Ph.D. (The University of Memphis, USA)	
Title and affiliation:	Associate Professor, University of Nebraska at Omaha (USA)	
Course description		
<p>This course is intended to be a comprehensive introduction to the principles of financial management. Emphasis is given to major functions of financial management as they pertain to valuation, risk and risk-return trade-off, financial analysis and planning, and capital budgeting. The course will begin with discussions of the various fields of finance, the basic concepts of financial statements, security markets, interest rates, taxes, risk analysis and the time value of money. That knowledge will then be used to discuss several topics including, but not limited to, bond and stock valuation, the cost of capital, capital budgeting, capital structure and debt and derivative valuation.</p>		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) know and understand basic concepts and vocabulary of finance, 2) identify and assess the financial health of a company, 3) predict the financial position of a company in short-term frameworks, 4) understand and incorporate time value of money in decision making, 5) understand and evaluate expected benefits and risks of investment decisions, 6) understand and estimate a company's cost of funds, 7) evaluate capital expenditures proposals, and 8) understand valuation models of corporate securities including derivative investments.		

MLI26C200	COMPETING WITH EAST ASIAN FIRMS	6 cr
Instructor: NEW	Masaaki Kotabe	
Degree:	Ph.D. (Michigan State University, USA)	
Title and affiliation:	The Washburn Chair Professor of International Business and Marketing, Temple University (USA)	
Course description		
<p>This course challenges students to think critically about East Asian business, particularly Japanese, Korean, and Chinese. The pendulum of technological strengths has shifted dramatically to those East Asian countries, resulting in formidable competition originating from firms in the region. Increased opportunities have also emerged, however, for firms from the U.S. and Europe to take advantage of Asian technologies to complement their capabilities in exploring global market opportunities. First, a macro overview will be provided of East Asian business characteristics and the similarities and dissimilarities among Japanese, Korean and Chinese businesses will be examined. Second, the course will address macro-issues including economy, government industrial policy, and inter-firm relationships in these countries. Third, the course will include a review of the management, marketing, and product development practices in the region.</p>		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) analyze the competitiveness of East Asian businesses, particularly those in Japan, Korea and China, 2) examine the challenges and opportunities in competing and cooperating with them, and 3) trace key differences among business practices in the region.		

MODULE 3 16/10 - 03/11 2017

MLI26C201	CORPORATE GOVERNANCE	6 cr
Instructor:	Bruce Hearn	
Degree:	Ph.D. (Kings College London, University of London, UK)	
Title and affiliation:	Senior Lecturer in Finance, University of Sussex (UK)	
Course description		
<p>Corporate governance is the system of rules, practices and processes by which a company is directed and controlled. Corporate governance essentially involves balancing the interests of a company's many stakeholders, such as shareholders, management, customers, suppliers, financiers, government and the community. In an international context, these can be very different entities and governed by equally different cultural frameworks. This makes consideration of international comparative governance an important topic. Since corporate governance also provides the framework for attaining a company's objectives, it encompasses practically every sphere of management, from action plans and internal controls to performance measurement and corporate disclosure. National legal and political systems and associated institutional frameworks also impact on corporate governance, and closely associated financing arrangements. Financing arrangements also exert influence over a firm's governance arrangements.</p>		
Learning outcomes for this course, upon successful completion, include the ability to:		
<p>1) understand how legal and political systems and institutional frameworks shape corporate governance nationally, 2) trace the effects of corporate governance on financing decisions, 3) analyse the decisions facing firms over optimal structure of executive compensation, 4) understand how boards of directors are structured and the roles and fiduciary duties of different types of directors, 5) gain insight and competency in terms of learning lessons from major governance failures over the last 2-3 decades.</p>		

MODULE 4 06/11 - 24/11 2017

MLI61C630	ACADEMIC WRITING (A, group 1)	6 cr
Instructor:	Beryl Pittman	
Degree:	MA (North Carolina State University, Raleigh, USA)	
Title and affiliation:	Lecturer, North Carolina State University, Raleigh (USA)	
Course description		
This course aims to develop the kind of writing skills students will need during their university studies. The emphasis is on integrating source literature into argumentation in essays, reports and theses. Students will therefore practice developing thesis statements, as well as writing annotated bibliographies, article summaries and literature reviews. Special attention will be paid to academic style, including tone, voice, academic language, and the relationship between the writer and the audience.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) recognize the purposes and methodologies of various genres of academic writing; 2) adjust writing style depending on the audience and purpose; 3) use academically appropriate vocabulary, grammar, punctuation, and format; 4) correctly proofread and edit written materials; and 5) locate tools and aids for self-development of writing skills.		

MLI61C630	ACADEMIC WRITING (A, group 2)	6 cr
Instructor:	Sophia Butt	
Degree:	MA (University of Birmingham, UK)	
Title and affiliation:	International ESOL Examiner & UK Government SELT Examiner, Trinity College London (UK)	
Course description		
This course aims to develop the kind of writing skills students will need during their university studies. The emphasis is on integrating source literature into argumentation in essays, reports and theses. Students will therefore practice developing thesis statements, as well as writing annotated bibliographies, article summaries and literature reviews. Special attention will be paid to academic style, including tone, voice, academic language, and the relationship between the writer and the audience.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) recognize the purposes and methodologies of various genres of academic writing; 2) adjust writing style depending on the audience and purpose; 3) use academically appropriate vocabulary, grammar, punctuation, and format; 4) correctly proofread and edit written materials; and 5) locate tools and aids for self-development of writing skills.		

MLI36A020	INTRODUCTION TO STATISTICS	6 cr
Instructor:	Alexander Creutzberg	
Degree:	Drs. Economie (Vrije Universiteit, Netherlands)	
Title and affiliation:	Visiting Lecturer, School of Business, Aalto University, Mikkeli (Finland)	
Course description		
An introduction to statistics, with emphasis on understanding concepts in uncertainty and sample error. The course focuses on the application of concepts in business decision making and economic analysis.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) know and select a tool or measure appropriate to the task, including the use of descriptive statistics such as graphing, table construction, and decision trees, 2) understand populations and sample sizes on statistical results, 3) use statistical estimation, correlation and classical statistical tests in conjunction with measures of central tendency and dispersion, and both simple and multiple regression, 4) understand and apply multiple regression analysis and curve fitting, 5) apply Bayes formula in probability theory to conditional probability distributions of random variables, 6) understand the role of variation and sample size in conjunction with the Central Limit Theorem and the concept of a sampling distribution, 7) understand variance and standard deviation, 8) understand the use of inferential statistics as a method of decision-making when faced with uncertainty associated with sample error and select the appropriate tool to solve problems associated with statistical uncertainty, 9) apply hypothesis testing with confidence intervals to economic applications, and 10) use a data manipulation software package to present solutions.		

MODULE 4 06/11 - 24/11 2017

MLI26C693	RESEARCH METHODS IN INTERNATIONAL BUSINESS	6 cr
Instructor:	NEW Philip Kappen	
Degree:	Ph.D. (Uppsala University, Sweden)	
Title and affiliation:	Associate Professor, Uppsala University (Sweden)	
Course description:	This course examines the nature of selected qualitative and quantitative research methods related to the field of international business. Topics focus on different types of research, conceptualization of research, interface between qualitative and quantitative research methods, primary and secondary sources, data collection methods, and data analysis methods. Also emphasized are computer applications to perform rigorous data analysis.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) understand the fundamental epistemological differences between positivist and interpretive research traditions in business, 2) understand and evaluate different research schools that exist within the business research traditions, 3) develop an ability to state research problem and define research objectives, 4) understand and use data analysis methods, 5) understand and use computer assisted data analysis, and 6) understand the proper reporting of the research results.	
MLI32A130	INTRODUCTION TO BUSINESS LAW	6 cr
Instructor:	Ross Kamarul-Baharin	
Degree:	LL.M. Law (University of Helsinki, Finland)	
Title and affiliation:	Visiting Lecturer, School of Business, Aalto University, Mikkeli (Finland)	
Course description:	The course objective is to deliver the basics of business law within the context of Finnish national law and its relationship to the European Union as well as implications for international business. The student will be able to understand the legal structure relevant to business and to develop competence in seeking and applying legal knowledge in business practice.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) identify the origins, concepts and legal basis of Finnish and European Union law, 2) understand the principles and applications of contract law, 3) understand the principles and applications of the law of obligations, 4) understand the principles and applications of commercial law, 5) understand the principles and applications of competition law, 6) identify the fora and procedures for commercial dispute settlement, damages and liability, 7) understand the principles and applications of the law on employment, provision of service and intellectual property, 8) understand the general principles of national and international taxation.	
MLI26C727	INNOVATION MANAGEMENT IN THE GLOBAL ECONOMY	6 cr
Instructor:	Henrik Dellestrand	
Degree:	Ph.D. (Uppsala University, Sweden)	
Title and affiliation:	Associate Professor of International Business, Uppsala University (Sweden)	
Course description:	An examination of the essential institutional frameworks (innovation systems), concepts, methods and practices in the context of innovation management and the global economy. The focus of innovation management is to allow both the small and large organizations to respond to an external or internal opportunity, and use its creative (intrapreneurial/entrepreneurial) efforts to introduce new ideas, processes or products in order to gain and maintain a competitive advantage in the global business world. The flow of technology and information and the interaction between people, enterprises and institutions is the key to an innovative process in order to turn an idea into a process, product or service on the market.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) understand the concept of innovation, 2) learn how to enhance and manage organization's creativity, innovation-based competitiveness and superior performance in the global economy, 3) know and understand the fundamentals of the innovation process, 4) be aware of the various institutions that may influence the innovation process, 5) learn how to manage the creation, protection, commercialization and capture of value from intellectual property rights (IPRs) and innovations, 6) gain insight and competency how to lead and design innovation initiatives at international companies.	

MODULE 5 27/11 - 15/12 2017

MLI36A020	INTRODUCTION TO STATISTICS	6 cr
Instructor:	Sri Beldona	
Degree:	Ph.D. (Temple University, USA)	
Title and affiliation:	Professor, University of Dallas (USA)	
Course description		
An introduction to statistics, with emphasis on understanding concepts in uncertainty and sample error. The course focuses on the application of concepts in business decision making and economic analysis.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) know and select a tool or measure appropriate to the task, including the use of descriptive statistics such as graphing, table construction, and decision trees, 2) understand populations and sample sizes on statistical results, 3) use statistical estimation, correlation and classical statistical tests in conjunction with measures of central tendency and dispersion, and both simple and multiple regression, 4) understand and apply multiple regression analysis and curve fitting, 5) apply Bayes formula in probability theory to conditional probability distributions of random variables, 6) understand the role of variation and sample size in conjunction with the Central Limit Theorem and the concept of a sampling distribution, 7) understand variance and standard deviation, 8) understand the use of inferential statistics as a method of decision-making when faced with uncertainty associated with sample error and select the appropriate tool to solve problems associated with statistical uncertainty, 9) apply hypothesis testing with confidence intervals to economic applications, and 10) use a data manipulation software package to present solutions.		
MLI61C630	ACADEMIC WRITING (B, group 1)	6 cr
Instructor:	Beryl Pittman	
Degree:	MA (North Carolina State University, Raleigh, USA)	
Title and affiliation:	Lecturer, North Carolina State University, Raleigh (USA)	
Course description		
This course aims to develop the kind of writing skills students will need during their university studies. The emphasis is on integrating source literature into argumentation in essays, reports and theses. Students will therefore practice developing thesis statements, as well as writing annotated bibliographies, article summaries and literature reviews. Special attention will be paid to academic style, including tone, voice, academic language, and the relationship between the writer and the audience.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) recognize the purposes and methodologies of various genres of academic writing; 2) adjust writing style depending on the audience and purpose; 3) use academically appropriate vocabulary, grammar, punctuation, and format; 4) correctly proofread and edit written materials; and 5) locate tools and aids for self-development of writing skills.		
MLI61C630	ACADEMIC WRITING (B, group 2)	6 cr
Instructor:	Mirjaliisa Charles	
Degree:	Ph.D. (University of Birmingham, UK)	
Title and affiliation:	Professor Emerita, Department of Communication, Aalto University (Finland)	
Course description		
This course aims to develop the kind of writing skills students will need during their university studies. The emphasis is on integrating source literature into argumentation in essays, reports and theses. Students will therefore practice developing thesis statements, as well as writing annotated bibliographies, article summaries and literature reviews. Special attention will be paid to academic style, including tone, voice, academic language, and the relationship between the writer and the audience.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) recognize the purposes and methodologies of various genres of academic writing; 2) adjust writing style depending on the audience and purpose; 3) use academically appropriate vocabulary, grammar, punctuation, and format; 4) correctly proofread and edit written materials; and 5) locate tools and aids for self-development of writing skills.		

MODULE 5 27/11 - 15/12 2017

MLI32A130	INTRODUCTION TO BUSINESS LAW	6 cr
Instructor:	Ross Kamarul-Baharin	
Degree:	LL.M. Law (University of Helsinki, Finland)	
Title and affiliation:	Visiting Lecturer, School of Business, Aalto University, Mikkeli (Finland)	
Course description:	The course objective is to deliver the basics of business law within the context of Finnish national law and its relationship to the European Union as well as implications for international business. The student will be able to understand the legal structure relevant to business and to develop competence in seeking and applying legal knowledge in business practice.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) identify the origins, concepts and legal basis of Finnish and European Union law, 2) understand the principles and applications of contract law, 3) understand the principles and applications of the law of obligations, 4) understand the principles and applications of commercial law, 5) understand the principles and applications of competition law, 6) identify the fora and procedures for commercial dispute settlement, damages and liability, 7) understand the principles and applications of the law on employment, provision of service and intellectual property, 8) understand the general principles of national and international taxation.	
MLI26C693	RESEARCH METHODS IN INTERNATIONAL BUSINESS	6 cr
Instructor: NEW	Sriram Kalyanaraman	
Degree:	Ph.D. (Pennsylvania State University, USA)	
Title and affiliation:	Professor, University of Florida (USA)	
Course description	This course examines the nature of selected qualitative and quantitative research methods related to the field of international business. Topics focus on different types of research, conceptualization of research, interface between qualitative and quantitative research methods, primary and secondary sources, data collection methods, and data analysis methods. Also emphasized are computer applications to perform rigorous data analysis.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) understand the fundamental epistemological differences between positivist and interpretive research traditions in business, 2) understand and evaluate different research schools that exist within the business research traditions, 3) develop an ability to state research problem and define research objectives, 4) understand and use data analysis methods, 5) understand and use computer assisted data analysis, and 6) understand the proper reporting of the research results.	
MLI26C010	INTERNATIONAL MARKETING	6 cr
Instructor:	Sergio Carvalho	
Degree:	Ph.D. (Baruch College, CUNY, USA)	
Title and affiliation:	Associate Professor, Dalhousie University (Canada)	
Course description	An exploration of concepts, practices, and research in international marketing. Topics in the course focus on the methods and practices of international marketing, planning for international marketing, developing cross-cultural approaches to marketing, the challenges of political and legal conditions, and cultural and ethical considerations in marketing.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) know and understand fundamental concepts of international marketing, 2) know and understand diverse methods and practices of international marketing, 3) assess import and export marketing strategies, 4) perform competitive analyses of international markets, 5) develop and assess comprehensive international marketing plans, 6) understand ethical and cultural dimensions of international marketing, and 7) understand legal and political environment and challenges of international marketing.	

MODULE 6 08/01 - 26/01 2018

MLI61A130	BUSINESS COMMUNICATION (8/1-17/1, 2018)	3 cr
Instructor:	Christa Uusi-Rauva	
Degree:	D.Sc. (Aalto School of Economics, Finland)	
Title and affiliation:	Lecturer, School of Business, Aalto University (Finland)	
Course description		
Business Communication gives students a clear insight into what constitutes effective oral and written business communication in a fast-paced global business environment. The course is highly interactive and task-oriented. Case analyses, written assignments and individual and team presentations will allow students to practice the theories and key concepts introduced during the course. Peer and lecturer feedback will give students a clear picture of their present communication skills, and an indication of how the performance can be enhanced.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) analyze audiences and define objectives to create targeted messages, 2) write coherent and convincing, reader-friendly e-mails, 3) plan and deliver clear, focused and engaging business presentations, and 4) critically assess their own and others' business communications.		
MLI61C612	COMMUNICATION AND PROJECT MANAGEMENT (18/1-26/1, 2018)	3 cr
Instructor:	Rebecca Tanaka	
Degree:	MA (Western Washington University, USA)	
Title and affiliation:	Independent Consultant, Trainer and Coach, USA	
Course description		
The nature of work in business is changing as organizations become more fluid, flexible and project-based. Project managers need good communication skills, particularly in clarifying project goals and keeping team members informed during the project. This course helps students to understand the importance of the communicative and social dimensions of team collaboration in an international context, and to identify critical factors for the success of a project. Students will develop skills in the planning and implementation of projects and communicating well in various project stages and contexts. The themes addressed in the course include project stages, team leadership and team working skills and capabilities, project time management, and reporting to various audiences.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) recognize the special features of project work, 2) demonstrate a detailed understanding of social collaboration principles and communicative practices that contribute to project success (such as target setting, giving feedback, solving conflicts, building trust), 3) identify the typical stages of a project and how to structure, implement and accomplish it, from scoping and resourcing to establishing a timeline of milestones and reporting, and 4) apply the acquired skills and best practices of project management and communication to various contexts.		
MLI31A002	PRINCIPLES OF ECONOMICS	6 cr
Instructor: NEW	Jason Beck	
Degree:	Ph.D. (University of Kentucky, USA)	
Title and affiliation:	Associate Professor, Armstrong State University (USA)	
Course description		
The purpose of this course is to introduce students to the principles of economics. It distinguishes between microeconomics and macroeconomics with a stronger emphasis on the latter. The microeconomics section addresses the topics of scarcity, opportunity cost, demand and supply, elasticity, cost theory and market structures. The macroeconomics section addresses topics such as trends in real economic variables, production and growth, theory of income determination, the consumption function, fiscal policy and monetary policy.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) know and understand the key principles of economics underlying the market and the economy, 2) calculate real economic variables, such as real GDP, inflation and unemployment rates and be familiar with important international economic databases, 3) know and understand how fundamental economic theory applies to international business, 4) understand how aggregate variables such as inflation and unemployment behave and how the government and Central Banks can influence their behavior, and 5) understand the impact of economic fluctuations at a domestic and international level.		

MODULE 6 08/01 - 26/01 2018

MLI26C720	INVESTMENTS AND PORTFOLIO MANAGEMENT	6 cr
Instructor:	Andres Ramirez	
Degree:	Ph.D. (University of South Carolina, Moore School of Business, USA)	
Title and affiliation:	Associate Professor, Bryant University (USA)	
Prerequisites:	basic course in finance	
Course description		
This hands-on course examines the valuation, selection and management of financial assets in a global market context. Including: concepts associated with efficient capital markets; behavioral finance; modern portfolio theory; asset pricing models; security valuation principles and practices; introductory analysis and management of different asset classes such as bonds, common stocks, FX, commodities and derivative securities; portfolio performance evaluation procedures; and a review of current trends in securitization and innovations such as Social Impact Bonds and Crowd Funding.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) formulate a description of the overall investment process, 2) demonstrate knowledge of various financial instruments and asset classes, including trading aspects, 3) present basic capital market information and compare the historical risk-return experiences from a global markets perspective, and 4) implement and evaluate various portfolio performance measures.		
MLI26C633	BRAND MANAGEMENT	6 cr
Instructor:	Marcio Mota	
Degree:	Ph.D. (University of Fortaleza, Brazil)	
Title and affiliation:	Associate Professor, State University of Ceara (Brazil)	
Course description		
An exploration of the characteristics, valuation, and management of brands in international business. The course examines brands as a strategic intangible asset, drawing on managerial, consumer, and cultural perspectives.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) know and understand concepts of brand management, 2) understand the relationship between brand management and brand equity, 3) know and understand the process of building brand equity, particularly in international contexts, 4) understand how brands are valued as an intangible asset, and 5) know and understand the challenges of how brands are managed in a turbulent global business environment.		
MLI26C652	INTERNATIONAL ORGANIZATIONAL BEHAVIOR	6 cr
Instructor:	Diya Das	
Degree:	Ph.D. (Syracuse University, Whitman School of Management, USA)	
Title and affiliation:	Associate Professor, Bryant University (USA)	
Course description		
International organizational behavior attempts to understand, predict, and influence the behavior in individuals and in organizations operating in the global environment. This course covers key models and theories of individual behavior and learning in organizations, the organizational context in which work activities take place, motivation, workplace emotions and their relations to personality and person perception, values and ethics, communications, teams and team dynamics, decision-making, conflict and negotiation, leadership, power and politics in the organizational context, organizational and national culture, stress, the design of organizations, and organizational change and development.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) understand and use the basic theories and models applied to collective behavior in formal and informal global organizations, 2) predict the behavior in global organizations, and 3) influence the behavior of individuals in global organizations to achieve mutual benefit.		

MODULE 7 29/01 - 16/02 2018

MLI31A002	PRINCIPLES OF ECONOMICS	6 cr
Instructor:	Oleg Pavlov	
Degree:	Ph.D. (University of Southern California, USA)	
Title and affiliation:	Associate Professor, Worcester Polytechnic Institute (USA)	
Course description		
The purpose of this course is to introduce students to the principles of economics. It distinguishes between microeconomics and macroeconomics with a stronger emphasis on the latter. The microeconomics section addresses the topics of scarcity, opportunity cost, demand and supply, elasticity, cost theory and market structures. The macroeconomics section addresses topics such as trends in real economic variables, production and growth, theory of income determination, the consumption function, fiscal policy and monetary policy.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) know and understand the key principles of economics underlying the market and the economy, 2) calculate real economic variables, such as real GDP, inflation and unemployment rates and be familiar with important international economic databases, 3) know and understand how fundamental economic theory applies to international business, 4) understand how aggregate variables such as inflation and unemployment behave and how the government and Central Banks can influence their behavior, and 5) understand the impact of economic fluctuations at a domestic and international level.		

MLI61C612	COMMUNICATION AND PROJECT MANAGEMENT (29/1-6/2, 2018)	3 cr
Instructor:	Rebecca Tanaka	
Degree:	MA (Western Washington University, USA)	
Title and affiliation:	Independent Consultant, Trainer and Coach, USA	
Course description		
The nature of work in business is changing as organizations become more fluid, flexible and project-based. Project managers need good communication skills, particularly in clarifying project goals and keeping team members informed during the project. This course helps students to understand the importance of the communicative and social dimensions of team collaboration in an international context, and to identify critical factors for the success of a project. Students will develop skills in the planning and implementation of projects and communicating well in various project stages and contexts. The themes addressed in the course include project stages, team leadership and team working skills and capabilities, project time management, and reporting to various audiences.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) recognize the special features of project work, 2) demonstrate a detailed understanding of social collaboration principles and communicative practices that contribute to project success (such as target setting, giving feedback, solving conflicts, building trust), 3) identify the typical stages of a project and how to structure, implement and accomplish it, from scoping and resourcing to establishing a timeline of milestones and reporting, and 4) apply the acquired skills and best practices of project management and communication to various contexts.		

MLI61A130	BUSINESS COMMUNICATION (7/2-16/2, 2018)	3 cr
Instructor:	Christa Uusi-Rauva	
Degree:	D.Sc. (Aalto School of Economics, Finland)	
Title and affiliation:	Lecturer, School of Business, Aalto University (Finland)	
Course description		
Business Communication gives students a clear insight into what constitutes effective oral and written business communication in a fast-paced global business environment. The course is highly interactive and task-oriented. Case analyses, written assignments and individual and team presentations will allow students to practice the theories and key concepts introduced during the course. Peer and lecturer feedback will give students a clear picture of their present communication skills, and an indication of how the performance can be enhanced.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) analyze audiences and define objectives to create targeted messages, 2) write coherent and convincing, reader-friendly e-mails, 3) plan and deliver clear, focused and engaging business presentations, and 4) critically assess their own and others' business communications.		

MODULE 7 29/01 - 16/02 2018

MLI26C012	BACHELOR'S THESIS	10 cr
Coordinator:	Joan Lofgren	
Degree:	Ph.D. (Columbia University, USA)	
Title and affiliation:	Program Director, School of Business, Aalto University, Mikkeli (Finland)	
Prerequisites:	Academic Writing and Research Methods in International Business (must be completed at the latest during the thesis process)	
Course description		
The purpose of the Bachelor's thesis is to develop student abilities to carry out independent research work in the field of international business. The process is designed to develop skills such as preparing a research plan, including the research problem, questions and objectives. The thesis must include a theoretical frame of reference with a critical literature review, and the student must use suitable methods to obtain the relevant data and interpret it.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) carry out independent academic research, including both project design and implementation, 2) demonstrate critical thinking in the research, and 3) produce a thesis that meets academic writing standards.		
MLI26C704	BUSINESS CONSULTING IN THE GLOBAL ECONOMY	6 cr
Instructor:	Naomi Birdthistle	
Degree:	Ph.D. (University of Limerick, Ireland)	
Title and affiliation:	Associate Professor, Swinburne University of Technology (Australia)	
Course description		
The focus of this course is on the nature and role of business consulting, along with specific issues common to business consulting. Special attention is given to firms that have or show interest in developing international market potential. Attention is also given to understanding and developing the unique skills required for the consulting process.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) understand the principles and processes of management consultancy, 2) knowing and understanding the importance of analytical frameworks when approaching business opportunities and challenges, 3) develop, conduct, and integrate primary secondary research with primary research, 4) understand the value of effective communication in business consulting and 5) develop and improve skills in report writing, time management skills, and project management.		

MODULE 8 19/02 - 09/03 2018

MLI22A002	PRINCIPLES OF ACCOUNTING (A)	6 cr
Instructor:	Raymond Zimmerman	
Degree:	Ph.D. (Texas Tech University, USA)	
Title and affiliation:	Professor, University of Texas at El Paso (USA)	
Course description	An introduction to essential theories, concepts, vocabulary and practices of accounting. Attention is given to the role and methods of accounting in business organizations. Distinctions are made between financial accounting and managerial accounting with relevant applications. After the course, a student will be able to read financial statements and interpret key financial figures, evaluate the financial value of companies, and understand the role of financial control in organizations in general.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) understand basic theories, concepts and practices of accounting, 2) understand the role of accounting in the management of business institutions, 3) understand the essential distinction between financial and managerial accounting, 4) understand the concepts and role of revenue, expense, asset, liability and equity accounts in financial accounting, 5) understand and develop income statements, 6) understand and prepare balance sheets, and 7) understand and develop cash flow statements.	
MLI22A002	PRINCIPLES OF ACCOUNTING (B)	6 cr
Instructor:	John Ahern	
Degree:	DBA (University of Kentucky, USA)	
Title and affiliation:	Associate Professor, DePaul University (USA)	
Course description	An introduction to essential theories, concepts, vocabulary and practices of accounting. Attention is given to the role and methods of accounting in business organizations. Distinctions are made between financial accounting and managerial accounting with relevant applications. After the course, a student will be able to read financial statements and interpret key financial figures, evaluate the financial value of companies, and understand the role of financial control in organizations in general.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) understand basic theories, concepts and practices of accounting, 2) understand the role of accounting in the management of business institutions, 3) understand the essential distinction between financial and managerial accounting, 4) understand the concepts and role of revenue, expense, asset, liability and equity accounts in financial accounting, 5) understand and develop income statements, 6) understand and prepare balance sheets, and 7) understand and develop cash flow statements.	
MLI28C060	CORPORATE FINANCE	6 cr
Instructor: NEW	Thomas Berry	
Degree:	Ph.D. (University of Missouri, USA)	
Title and affiliation:	Professor, DePaul University (USA)	
Prerequisites:	basic course in finance	
Course description	This course examines the theory and practice of corporate finance. Emphasis is given to topics covered in the field of corporate finance such as dividend policy, capital structure, debt financing, financial planning, credit and cash management, mergers, acquisitions and corporate control and governance.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) show a detailed understanding of the decisions facing the financial management of a business enterprise, 2) understand and incorporate payout policy in decision making, 3) have advanced understanding of valuation techniques, 4) have advanced understanding of capital structure decisions effect on firm business and financial position, 5) understand the key criteria in capital budgeting and project evaluation, 6) show advanced understanding of working capital management, 7) become familiar with the essential content of mergers and acquisitions, and 8) gain insight and competency concerning corporate control and governance.	

MODULE 8 19/02 - 09/03 2018

MLI31C020	INTERMEDIATE MICROECONOMICS	6 cr
Instructor: NEW	Christopher Decker	
Degree:	Ph.D. (Indiana University, USA)	
Title and affiliation:	Professor, University of Nebraska at Omaha, USA	
Prerequisites:	basic course in economics	
Course description		
This course builds on the basic knowledge gained in an introductory economics course and develops further microeconomic topics and theories using standard microeconomic models. The topics covered include: consumer theory, utility and indifference curve analysis; the theory of the firm and cost analysis; market structures, including models of monopoly, duopoly and oligopoly; and pricing strategies. The course will also introduce students to public economics and the concept of externalities. The efficient allocation of resources is emphasized throughout the course.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) apply standard microeconomic tools to explain and predict the behavior of individual consumers and firms, 2) apply microeconomic theory to explain market structures and the behavior of firms within specific industries, and 3) compare how markets are organized under perfect competition versus a monopoly, duopoly or oligopoly and the outcomes of decisions made in these markets.		

MLI26C731	LEADERSHIP	6 cr
Instructor:	Elysebeth Leigh	
Degree:	Ed.D. (University of Technology, Sydney, Australia)	
Title and affiliation:	Lecturer, University of Technology, Sydney (Australia)	
Course description		
This course will provide a framework for understanding leadership from three perspectives: theoretical models of leadership, self-assessment of leadership, and being lead. Particular focus will be paid to effective leadership, including formal leadership and peer leadership. Through case studies, team exercises, assessments, and developmental activities, students can expect to critically analyze their own and others' leadership styles, and learn tools specifically designed to improve their personal leadership potential.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) understand core competencies of effective leadership; 2) understand the importance of motivation, power, and team dynamics for effective leadership; 3) understand the roles of decision-making and delegation in developing leadership style; 4) apply theories of leadership in order to better understand how and why leadership works; 5) recognize situational demands for specific leadership styles, including the development of skills for leading in asymmetric or uncertain contexts; and 6) self-analyze leadership strengths and weaknesses in order to set personal leadership goals.		

MODULE 9 12/03 - 30/03 2018 (30/3 no class)

MLI72A100	SWEDISH BUSINESS COMMUNICATION	3 cr
Instructor: NEW	Anna-Elina Hirvonen	
Degree:	Lic.Phil. (University of Eastern Finland, Finland)	
Title and affiliation:	Lecturer, South-Eastern Finland University of Applied Sciences (Finland)	
AND		
Instructor: NEW	Hannele Airio	
Degree:	M.A. (Åbo Akademi, Finland)	
Title and affiliation:	Lecturer, Language Center, Aalto University (Finland)	
Language of instruction:	Finnish	
Kurssin sisältö: Opintojakso Ruotsinkielinen yritysviestintä/Swedish Business Communication muodostaa kauppatieteiden kandidaatin tutkintoon sisällytettävät ruotsin kielen vähimmäisopinnot. Kurssilla luetaan itsenäisesti talouskielen tekstejä ja tehdään omatoimisesti teksteihin pohjautuvia suullisia ja kirjallisia harjoituksia sekä syvennetään talouden erikoiskielen osaamista suullisesti ja kirjallisesti. Kurssilla kommunikoidaan vuorovaikutteisesti sekä talouselämän että sosiaalisen elämän tilanteissa.		
Kurssin osaamistavoitteet: Opiskelijalla on kurssin suoritettuaan sujuva ruotsin kielen kieli- ja viestintätaito. Opiskelijalla on myös julkishallinnon henkilöstöltä vaadittava ruotsin kielen taito (ks. kielilaitolaki 424/2003). Kurssilla opitaan selviytymään talouselämän eri tehtävistä ruotsiksi niin kirjallisesti kuin suullisesti, tuottamaan kirjallisia ja suullisia tekstejä talouselämän keskeisiltä aloilta, ymmärtämään alan ruotsalaisia ammattilehtiä ja muiden medioiden tarjontaa ruotsiksi sekä toimimaan vuorovaikutteisesti. Kurssilla arvioidaan sekä kirjallinen että suullinen kielitaito.		
MLI71A101	FINNISH FOR FOREIGNERS	3 cr
	(3 weeks in module 9 and 2/5-11/5, 2018 in module 11)	
Instructor:	Tarja Isokääntä	
Degree:	M.A. (University of Jyväskylä, Finland)	
Title and affiliation:	Lecturer, South-Eastern Finland University of Applied Sciences (Finland)	
Course description		
This course is designed to introduce Finnish language and culture to foreign students. The aim is to enable foreign students to better integrate into Finnish student life, the local community, and business life.		
Learning outcomes for this course; upon successful completion, students will demonstrate: 1) familiarity with the structure of the Finnish language; 2) an ability to use short and simple Finnish expressions in everyday life (for example, introducing oneself, telling the time, buying and paying, food and menus); 3) knowledge of key aspects of Finnish culture and the Finnish way of life.		
MLI26C726	MANAGERIAL ACCOUNTING FOR GLOBAL BUSINESS	6 cr
Instructor:	Barbara Edwards	
Degree:	Ed.D. (Simon Fraser University, Canada)	
Title and affiliation:	Senior Lecturer, Simon Fraser University (Canada)	
Prerequisites:	basic course in accounting	
Course description		
This course introduces the accounting information used inside an organization to make decisions, evaluate performance, and control operations. The course will develop skills for evaluating the relevance and usefulness of information measured using different management accounting methods for a variety of business purposes. The course will also introduce the internal use of nonfinancial information, including measures related to an organization's strategic, ethical, social, and environmental goals. The focus of this course is on the use of accounting information rather than the preparation of that information.		
Learning outcomes for this course, upon successful completion, include the ability to: 1) apply terminology and concepts that describe the behavior of costs and profits, 2) analyze the decision usefulness of information from traditional management accounting methods, including job costing, cost allocation, and standard costs, 3) identify relevant costs for decisions such as outsourcing, products, and customers, 4) prepare a master budget and evaluate the reasons for budget variances, 5) assess the relevance and behavioral implications of alternative performance measures, and 6) evaluate performance measures, taking into account potentially competing goals.		

MODULE 9 12/03 - 30/03 2018 (30/3 no class)

MLI26C600	ENTREPRENEURSHIP IN THE GLOBAL ECONOMY	6 cr
Instructor:	Dianne Welsh	
Degree:	Ph.D. (University of Nebraska, USA)	
Title and affiliation:	Professor, University of North Carolina at Greensboro (USA)	
Course description		
This course is designed to foster an understanding of entrepreneurship in the context of innovation and the global economy. It also provides the theoretical and practical knowledge for the preparation of business models and plans. The course includes opportunity identification, team formation, capital and other resource acquisition, exit strategies and other aspects of new venture creation.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) understand how entrepreneurial activity is a part of capital market activity; 2) identify the bases for successful new venture creation and growth; 3) assess the feasibility for a venture to achieve success; and 4) prepare a business model and plan including pro forma financial projections.		

MLI26C718	DIGITAL MARKETING STRATEGIES (Demanding self-study online course)	6 cr
Instructor:	Dale Fodness	
Degree:	Ph.D. (The Florida State University, USA)	
Title and affiliation:	Associate Professor of Marketing, University of Dallas (TX, USA)	
Course description		
This course is a dynamic introduction to the impact of advancing digital business technologies on customers, markets, industries and business models. Both theoretical and practical implications of the digital marketing manager's role are addressed to help students develop the strategic perspective and practical skills necessary for effectively navigating the new frontiers being opened every day in marketing via the Internet and other electronic venues.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) understand and apply digital marketing principles and practices to grow revenues and satisfy customers, 2) plan and execute digital marketing strategies in the global marketplace, 3) demonstrate digital marketing techniques to create differentiated service value and to measure the impact this has on attracting and retaining customers, and 4) apply the appropriate balance of technology and marketing strategy when managing customer relationships in digital environments.		

MODULE 10 09/04 - 27/04 2018

MLI23A020	INTRODUCTION TO MARKETING	6 cr
Instructor:	Paurav Shukla	
Degree:	Ph.D. (North Gujarat University, India)	
Title and affiliation:	Professor of Marketing, University of Essex (UK)	
Course description	An exploration to fundamental concepts, practices and issues of marketing. A wide range of marketing practices and structures will be explored including product and service firms, consumer and business markets, profit and not-for-profit organizations, domestic and global companies, and small and large businesses. The critical role of marketing information is also assessed. Issues of ethical concerns related to marketing also are examined.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) know and understand fundamentals of marketing decision-making processes, 2) know and understand theories, concepts, and practices of marketing, 3) know and understand the forms and objectives of diverse marketing strategies, 4) understand the relationship between marketing and customer value and satisfaction, 5) develop and assess comprehensive marketing plans, and 6) identify and understand major marketing functions within organizations, and 6) know and understand ethical dilemmas in marketing.	
MLI21C617	OPERATIONS MANAGEMENT	6 cr
Instructor:	Bruno Silvestre	
Degree:	Ph.D. (Pontifical Catholic University of Rio de Janeiro, Brazil)	
Title and affiliation:	Associate Professor, University of Manitoba (Canada)	
Course description	An examination of the essential concepts, methods and practices of operations management. Key topics covered include operations strategy, quality control, process design, capacity management, location and layout, planning materials, scheduling, just-in-time operations and performance measurement.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) understand the essential concepts and processes of operations management, 2) determine operations management tasks from the business strategy and establish performance objectives, 3) plan and schedule capacity, equipment, materials and labor for a given level of activity and level of service, 4) measure and analyze operational quality, and 5) review and assess methods and strategies for improvement in operations.	

MODULE 10 09/04 - 27/04 2018

MLI26C728	CAPSTONE COURSE	6 cr
Coordinator:	Joan Lofgren	
Degree:	Ph.D. (Columbia University, USA)	
Title and affiliation:	Program Director, School of Business, Aalto University, Mikkeli (Finland)	
Co-instructor:	John Kraft	
Degree:	Ph.D. (University of Pittsburgh, USA)	
Title and affiliation:	Dean, Warrington College of Business Administration, University of Florida (USA)	
Co-instructor: NEW	Olivier Maisondieu Laforge	
Degree:	Ph.D. (University of Cincinnati, USA)	
Title and affiliation:	Associate Professor (University of Nebraska at Omaha, USA)	
Co-instructor:	Elysebeth Leigh	
Degree:	Ed.D. (University of Technology, Sydney, Australia)	
Title and affiliation:	Lecturer, University of Technology, Sydney (Australia)	
Course description		
<p>This course is designed to provide a capstone learning experience for BScBA students majoring in international business. The course is structured in particular around a simulation (Global Challenge), in which student teams develop and execute strategies for a global company operating in Europe, Asia and the US. Success in the simulation is measured using operational and financial indicators. Lectures will highlight key issues in international business today, for example in the fields of strategy, finance and intercultural management; and support the integration and application of knowledge in the simulation. Grading methods may include: regular analysis and reflection reports on the decision-making rounds; peer review of individual contributions to the team; and personal reflection on learning throughout the program.</p>		
<p>Learning outcomes for this course, upon successful completion, include the ability to:</p>		
<p>1) comprehend the fundamentals of business administration and economics and the interdisciplinary nature of the study of international business, 2) understand the complexity of global business operations in a dynamic competitive environment, eg the financial implications of strategic and operational decisions, 3) possess sufficient analytical and problem-solving skills by synthesizing theories and concepts and applying them effectively to international business problems, 4) engage in effective communication and team-working, as demonstrated in the simulation, and 5) reflect thoughtfully on their learning, eg short-term on the reasons for adopting a strategy or making a decision in the simulation, and long-term on their learning throughout the program.</p>		

MLI26C013	BACHELOR'S THESIS SEMINAR	2 cr
Coordinator:	Joan Lofgren	
Degree:	Ph.D. (Columbia University, USA)	
Title and affiliation:	Program Director, School of Business, Aalto University, Mikkeli (Finland)	
Course description		
<p>The Bachelor's thesis is intended to develop student abilities to carry out independent research work in the field of international business. The Bachelor's thesis seminar focuses on the performance of the student in both managing the thesis project and in discussing research results: his/her own research findings as well as those of other students. The student will be evaluated on his/her: communication with the supervisor, including responding to feedback; time and process management, for example submitting quality work by deadlines; and his/her presentation and participation in the thesis seminar session.</p>		
<p>Learning outcomes for this requirement, upon successful completion, include the ability to demonstrate:</p>		
<p>1) analysis and problem-solving skills by managing the thesis process successfully, 2) good communication skills by corresponding with the supervisor in an active and constructive manner, 3) scientific thinking by presenting the thesis research questions, methods and findings in an interesting and coherent way to the supervisor and peers, 3) knowledge of business, especially international business, and critical thinking skills by discussing one's own and other students' research findings in a meaningful way.</p>		

MODULE 10 09/04 - 27/04 2018

MLI26C014	MATURITY TEST	0 cr
Coordinator:	Joan Lofgren	
Degree:	Ph.D. (Columbia University, USA)	
Title and affiliation:	Program Director, School of Business, Aalto University, Mikkeli (Finland)	
Course description	All BScBA students must complete and pass the thesis maturity test, which is intended to demonstrate 1) that the student is familiar with the field in which the Bachelor's thesis is written and 2) the student's proficiency in Finnish or Swedish. If the student has obtained his or her secondary education in any other language than Finnish or Swedish, he or she may write the maturity test in English (exemption needs an official decision).	

MLI26C653	INTERNATIONAL BUSINESS STRATEGY	6 cr
Instructor: NEW	Andrew Bradley	
Degree:	Ph.D. (The Australian National University, Australia)	
Title and affiliation:	Senior Lecturer, Australian National University (Australia)	
Course description	This course focuses on the strategic management issues faced by firms that compete in the global environment. Topics include country competitive advantages, industry structures, firm competencies in an international context, management of entry modes, and headquarters-subsidiary relationships.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) conduct industry and country analyses, 2) evaluate company strengths, weaknesses, and competitive capabilities in an international context, 3) recognize strategic patterns of multinational firms, 4) determine the most appropriate entry mode for a firm in an international context, and 5) discuss the challenges and opportunities of operating in emerging markets.	

MODULE 11 02/05 - 18/05 2018

MLI71A100	FINNISH BUSINESS COMMUNICATION (2 weeks: 2/5-11/5, 2018)	3 cr
Instructor:	Annamari Huovinen	
Degree:	D.Sc. (Aalto School of Business, Finland)	
Title and affiliation:	Lecturer, Aalto University (Finland)	
Language of instruction:	Finnish	
Kurssin sisältö:	Kurssi perehdyttää opiskelijan talouselämän viestinnän keskeisiin käsitteisiin ja teoreettiseen taustaan sekä suomalaisen yhteiskunnan viestinnällisiin erityispiirteisiin. Kurssilla perehdytään luentoja ja harjoitusten avulla talouselämän kirjoitus- ja puheviestintätilanteisiin sekä niissä tarvittaviin viestintätaitoihin. Puheviestinnän harjoituksissa analysoidaan puhe-esitysten eri muotoja, määritellään asiantuntijaesitysten keskeisiä kriteerejä sekä perehdytään sanallisiin ja sanattomiin vaikuttamiskeinoihin. Yksilötehtävien ja ryhmäkeskustelujen avulla harjoitellaan vuorovaikutustilanteita. Harjoituksissa voidaan käyttää videointia. Kirjallisen yritysviestinnän osiossa analysoidaan tilanteenmukaista yritysviestintää ja harjoitellaan yritystekstien kirjoittamista.	
Kurssin oppimistavoitteet:	Kirjoitusviestinnän osiossa opiskelija saa tietoa yritysten viestinnän käytänteistä. Opiskelija oppii ymmärtämään viestinnän merkityksen talous- ja yrityselämässä ja saa tietoa viestien tulkintaan vaikuttavista tekijöistä, viestinnän visuaalisuudesta ja multimodaalisuudesta sekä sosiaalisesta mediasta yritysten viestinnässä. Opiskelija oppii erottamaan vakuuttavan ja suostuttelevan argumentoinnin sekä oppii analysoimaan ja kirjoittamaan yritystekstejä. Puheviestinnän osalta opiskelija saa tietoa siitä, miten asiantuntijuus rakentuu puheviestinnässä. Hän saa tietoa kommunikoinnin psykologiasta ja palautteen merkityksestä puhujana kehitymiselle. Opiskelija oppii tiedostamaan oman ryhmä- ja viestintäkäyttäytymisen piirteet. Opiskelija oppii pitämään informatiivisen puhe-esityksen, jonka hän on suunnitellut ja toteuttanut huomioiden kuulijakunnan, tilanteen ja esityksen tavoitteen.	

MLI71A101	FINNISH FOR FOREIGNERS (3 weeks in module 9 and 2/5-11/5, 2018 in module 11)	3 cr
Instructor:	Tarja Isokääntä	
Degree:	M.A. (University of Jyväskylä, Finland)	
Title and affiliation:	Lecturer, South-Eastern Finland University of Applied Sciences (Finland)	
Course description	This course is designed to introduce Finnish language and culture to foreign students. The aim is to enable foreign students to better integrate into Finnish student life, the local community, and business life.	
Learning outcomes	for this course; upon successful completion, students will demonstrate: 1) familiarity with the structure of the Finnish language; 2) an ability to use short and simple Finnish expressions in everyday life (for example, introducing oneself, telling the time, buying and paying, food and menus); 3) knowledge of key aspects of Finnish culture and the Finnish way of life.	

MODULE 11 02/05 - 18/05 2018

MLI51C100	CORPORATE RESPONSIBILITY AND ETHICS (A) (1 week: 14/5-18/5, 2018)	3 cr
Instructor:	Sheila Killian	
Degree:	Ph.D. (University College Dublin, Ireland)	
Title and affiliation:	Assistant Dean of Research and Director of PRME, University of Limerick (Ireland)	
Course description		
<p>The purpose of this course is to introduce students to the main theories, models and history of corporate responsibility and business ethics and engage them in critical thinking on contemporary debates on the role of business in society. The course themes include ethics and the market, the role of agency theory in refining the purpose of the business and stakeholder theory. Ethical models and frameworks for decision-making are also addressed and the generally accepted international standards for corporate social responsibility are introduced and evaluated. Students will become familiar with accepted/adopted CSR standards, such as the UN Global Compact and ISO 26000, as well as the UN Sustainable Development Goals. Cases will be discussed that highlight the consequences of a lack of ethics and responsibility, as well as the impact of best practice on society and the firm.</p>		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) critically evaluate both agency theory and the use of stakeholder analysis, 2) analyze and apply prevailing business ethical models to decision-making (scenarios), 3) identify ethical dilemmas in business and evaluate trade-offs between different stakeholder groups, 4) engage in debate on current ethics and responsibility problems in international business and 5) understand the role of external and industry standards in promoting CSR.		

MLI51C100	CORPORATE RESPONSIBILITY AND ETHICS (B) (1 week: 14/5-18/5, 2018)	3 cr
Instructor:	Margaret McKee	
Degree:	Ph.D. (Saint Mary's University, Canada)	
Title and affiliation:	Associate Professor and MBA Academic Director, Saint Mary's University (Canada)	
Course description		
<p>The purpose of this course is to introduce students to the main theories, models and history of corporate responsibility and business ethics and engage them in critical thinking on contemporary debates on the role of business in society. The course themes include ethics and the market, the role of agency theory in refining the purpose of the business and stakeholder theory. Ethical models and frameworks for decision-making are also addressed and the generally accepted international standards for corporate social responsibility are introduced and evaluated. Students will become familiar with accepted/adopted CSR standards, such as the UN Global Compact and ISO 26000, as well as the UN Sustainable Development Goals. Cases will be discussed that highlight the consequences of a lack of ethics and responsibility, as well as the impact of best practice on society and the firm.</p>		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) critically evaluate both agency theory and the use of stakeholder analysis, 2) analyze and apply prevailing business ethical models to decision-making (scenarios), 3) identify ethical dilemmas in business and evaluate trade-offs between different stakeholder groups, 4) engage in debate on current ethics and responsibility problems in international business and 5) understand the role of external and industry standards in promoting CSR.		

MODULE 11 02/05 - 18/05 2018

MLI31C030	INTERMEDIATE MACROECONOMICS	6 cr
Instructor: NEW	John Krieg	
Degree:	Ph.D. (University of Oregon, USA)	
Title and affiliation:	Professor, Western Washington University (USA)	
Prerequisites:	basic course in economics	
Course description		
<p>This course builds on knowledge gained in an introductory economics course by deepening students' competence in using macroeconomic models to explain the determination of aggregate output, money, prices, inflation, interest rates, employment and growth. The impact of monetary and fiscal policy on the economy will also be discussed. Other topics addressed include short-, medium- and long-term equilibrium models, international trade and borrowing, open economy, exchange rate theory, economic and monetary union, and Keynesian versus neoclassical economic theories. The course is intended to complement microeconomics, the study of the economic behavior of individual consumers, firms, and industries.</p>		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) apply macroeconomic models to problems of short-term and medium-term equilibrium, 2) analyze the determinants of output, employment, and growth in the long run, 3) critically appraise the influence of policy on the economy, and 4) understand the significance of developments in the international system, for example economic and monetary union.		

MLI26C698	DESTINATION MARKETING	6 cr
Instructor:	Dale Fodness	
Degree:	Ph.D. (The Florida State University, USA)	
Title and affiliation:	Associate Professor of Marketing, University of Dallas (USA)	
Course description		
<p>This course explores the concepts of international competition in generating investment, attracting mobile experts, developing creative talent, and cultivating tourism. The course combines studies in marketing, regional development, public & private sector economic policy issues, and strategy. Attention also is given to local and regional development strategies in Finland, other Nordic countries, and elsewhere. Students will have opportunity to choose their own geographic areas of interest, to analyze existing marketing plans, and to suggest improved strategies.</p>		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) understand and disaggregate the economic impact of place or destination marketing, 2) analyze the 'footprint' of major regional institutions such as universities, 3) recognize the interrelationships of public and private sector employment, the local tax base, public services, and the desirability of a particular locality, 4) wield marketing (and other) tools to make a given place more attractive, and 5) better appreciate a range of more-or-less dynamic geographic sub-regions.		

MODULE 12 21/05 - 08/06 2018

MLI21C617	OPERATIONS MANAGEMENT	6 cr
Instructor:	Susan Grinsted	
Degree:	Ph.D. (University of Warwick, UK)	
Title and affiliation:	Director, Burman Associates (UK)	
Course description		
An examination of the essential concepts, methods and practices of operations management. Key topics covered include operations strategy, quality control, process design, capacity management, location and layout, planning materials, scheduling, just-in-time operations and performance measurement.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) understand the essential concepts and processes of operations management, 2) determine operations management tasks from the business strategy and establish performance objectives, 3) plan and schedule capacity, equipment, materials and labor for a given level of activity and level of service, 4) measure and analyze operational quality, and 5) review and assess methods and strategies for improvement in operations.		

MLI23A020	INTRODUCTION TO MARKETING	6 cr
Instructor:	Srdan Zdravkovic	
Degree:	Ph.D. (Saint Louis University, USA)	
Title and affiliation:	Associate Professor, Bryant University (USA)	
Course description		
An exploration to fundamental concepts, practices and issues of marketing. A wide range of marketing practices and structures will be explored including product and service firms, consumer and business markets, profit and not-for-profit organizations, domestic and global companies, and small and large businesses. The critical role of marketing information is also assessed. Issues of ethical concerns related to marketing also are examined.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) know and understand fundamentals of marketing decision-making processes, 2) know and understand theories, concepts, and practices of marketing, 3) know and understand the forms and objectives of diverse marketing strategies, 4) understand the relationship between marketing and customer value and satisfaction, 5) develop and assess comprehensive marketing plans, and 6) identify and understand major marketing functions within organizations, and 6) know and understand ethical dilemmas in marketing.		

MLI26C202	FINANCIAL ACCOUNTING FOR GLOBAL BUSINESS	6 cr
Instructor:	Barbara Edwards	
Degree:	Ed.D. (Simon Fraser University, Canada)	
Title and affiliation:	Senior Lecturer, Simon Fraser University (Canada)	
Prerequisites:	basic course in accounting	
Course description		
This course presents a conceptual framework for financial reporting. Students will learn basic bookkeeping and how to prepare, present and analyze financial statements.		
Learning outcomes for this course, upon successful completion, include the ability to:		
1) perform basic double-entry bookkeeping, 2) prepare financial statements, 3) report and analyze long-term and current assets, 4) report and analyze debt and equity, 5) perform and interpret financial statement analysis, 6) identify accounting issues in multinational firms, and 7) recognize ethical issues in financial accounting.		

MODULE 12 21/05 - 08/06 2018

MLI26C679	INTERCULTURAL NEGOTIATIONS	6 cr
Instructor:	James Kennelly	
Degree:	Ph.D. (New York University, USA)	
Title and affiliation:	Professor, Skidmore College (USA)	
Course description		
<p>Negotiations are an ongoing part of the personal, professional, and political world in which we live and operate. Business negotiations are conducted for a variety of purposes, such as employment contracts, supplier-buyer performance contracts, and to resolve contractor-client disputes, to name a few examples. In international business it is essential to take into account the intercultural context for negotiations, whether hiring employees abroad or obtaining a permit from a foreign government. The primary goal of this course is to examine negotiations in light of both practical and broader theoretical frameworks as well as in various cultural contexts. Students will analyze various models of negotiations, discuss the nature of the bargaining process and learn about the strategy and tactics of negotiating. The course will also assist students in developing skills that can be used to manage and resolve conflict.</p>		
Learning outcomes for this course, upon successful completion, include the ability to:		
<p>1) analyze negotiations and conflict in a variety of intercultural contexts, 2) understand one's own negotiation style, skills and limitations, 3) select an appropriate negotiation strategy, 4) recognize common pitfalls that can result in sub-optimal agreements, as well as ways to avoid them, and 5) trace the complexity and outcomes of negotiations in which one is not directly involved but may be affected by them.</p>		

MODULE 13 11/06 - 29/06 2018

MLI66A001	BASICS IN BUSINESS FRENCH 1	3 cr
Instructor:	Josiane Peltier	
Degree:	Ph.D. (The University of Iowa, USA)	
Title and affiliation:	Visiting Lecturer, School of Business, Aalto University, Mikkeli (Finland)	
Language of instruction:	English	
Course description	This course introduces students to speaking, listening, reading and writing in French, with an emphasis on speaking and listening. Students are introduced to the basic vocabulary and grammar needed for communicating in daily life and in business situations. They also become aware of culture in French-speaking countries.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) greet people and describe oneself and others, including family, 2) make conversation, for example about the weather, one's interests and studies, 3) ask for and understand directions, 4) describe various places and environments, including one's home, 5) search for housing using the target language, 6) handle hospitality situations, for example issuing and accepting invitations, 7) manage shopping and ordering at restaurants, 8) discuss time and make appointments, 9) talk about employment and professions, and 10) manage simple business communication tasks such as phoning, emailing and making a short presentation.	
Beginning level 0, Target level A1 (Common European Framework)		

MLI65A001	BASICS IN BUSINESS SPANISH 1 (group 1)	3 cr
Instructor:	Juan Carlos Barrera	
Degree:	DBA (Argosy University, USA)	
Title and affiliation:	Associate Professor, Elmhurst College (USA)	
Language of instruction:	English	
Course description	This course introduces students to speaking, listening, reading and writing in Spanish, with an emphasis on speaking and listening. Students are introduced to the basic vocabulary and grammar needed for communicating in daily life and in business situations. They also become aware of culture in Spanish-speaking countries.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) greet people and describe oneself and others, including family, 2) make conversation, for example about the weather, one's interests and studies, 3) ask for and understand directions, 4) describe various places and environments, including one's home, 5) search for housing using the target language, 6) handle hospitality situations, for example issuing and accepting invitations, 7) manage shopping and ordering at restaurants, 8) discuss time and make appointments, 9) talk about employment and professions, and 10) manage simple business communication tasks such as phoning, emailing and making a short presentation.	
Beginning level 0, Target level A1 (Common European Framework)		

MODULE 13 11/06 - 29/06 2018

MLI65A001	BASICS IN BUSINESS SPANISH 1 (group 2)	3 cr
Instructor:	Ana María Monterde Rey	
Degree:	Ph.D. (University of Las Palmas de G. C., Spain)	
Title and affiliation:	Professor, Faculty of Translation and Interpreting, University of Las Palmas de Gran Canaria (Spain)	
Language of instruction:	English	
Course description	<p>This course introduces students to speaking, listening, reading and writing in Spanish, with an emphasis on speaking and listening. Students are introduced to the basic vocabulary and grammar needed for communicating in daily life and in business situations. They also become aware of culture in Spanish-speaking countries.</p> <p>Learning outcomes for this course, upon successful completion, include the ability to:</p> <ol style="list-style-type: none">1) greet people and describe oneself and others, including family,2) make conversation, for example about the weather, one's interests and studies,3) ask for and understand directions,4) describe various places and environments, including one's home,5) search for housing using the target language,6) handle hospitality situations, for example issuing and accepting invitations,7) manage shopping and ordering at restaurants,8) discuss time and make appointments,9) talk about employment and professions, and10) manage simple business communication tasks such as phoning, emailing and making a short presentation.	
Beginning level 0, Target level A1 (Common European Framework)		

MLI26C730	CONSUMER CULTURE	6 cr
Instructor:	Maurice Patterson	
Degree:	Ph.D. (University of Warwick, UK)	
Title and affiliation:	Lecturer in Marketing, University of Limerick (Ireland)	
Course description	<p>This course takes a multidisciplinary approach to the study of consumption, describing key theories from such fields as sociology, social psychology, social theory, cultural studies, material culture and cultural anthropology, as they relate to consumer culture. Distinct from psychologically oriented and experimentally driven sub-fields of consumer research (e.g. consumer psychology; consumer behavior), Consumer Culture research is mainly qualitative in its methodologies and methods, and relatively critical in its perspectives. Central streams of inquiry seek to advance consumer research knowledge by illuminating sociocultural processes and structures related to 1) consumer identity projects, 2) marketplace cultures, 3) the socio-historic patterning of consumption, and 4) mass-mediated marketplace ideologies and consumers' interpretive strategies.</p> <p>Learning outcomes for this course, upon successful completion, include the ability to:</p> <ol style="list-style-type: none">1) understand the key concepts, theories, and frameworks of consumer culture theory and interpretive consumer behavior;2) apply these concepts, theories, and frameworks in critically examining and analyzing consumption in different international contexts3) conduct consumer/market research and interpret the results for managerial implications.	

MLI26C707	ENVIRONMENTAL ECONOMICS	6 cr
Instructor: NEW	Richard McGrath	
Degree:	Ph.D. (University of Virginia, USA)	
Title and affiliation:	Professor, Georgia Southern University (USA)	
Recommended prerequisites:	basic course in economics	
Course description		
<p>The primary focus of the course is to understand the nature, scope and key concepts of environmental economics and the relationship between the economy and the environment, including the notion of “optimal level of pollution.” The tools of environmental analysis, the principles of demand and cost and the elements of economic efficiency in market and in non-market activities are also explored, a key notion here is that of ‘Market failure’. Key techniques of environmental analysis (like cost benefit analysis) are addressed. Attention is also given to concepts and dynamics of “Polluter Pays Principle” and public policy instruments (e.g. environmental taxes, subsidies, permits). Theories on the optimal allocation of renewable resources with specific application to forestry and fisheries are developed. This is followed by an investigation of the main theoretical and practical issues relating to exhaustible resources (e.g. energy). The analytical tools and principles developed earlier are applied to current developments in environmental policy in the EU and globally.</p>		
<p>Learning outcomes for this course, upon successful completion, include the ability to:</p>		
<p>1) know essential concepts and dynamics in environmental economics, 2) develop basic and critical appreciation of economics as applied to the environment and natural resources, 3) understand the connection between environmental quality and the economic behavior of individuals and other key economic agents, 4) relate environment and resource analysis to real world issues and circumstances through the use of practical problems and policies.</p>		

MODULE 14 02/07 - 20/07 2018

MLI66A002	BASICS IN BUSINESS FRENCH 2	3 cr
Instructor:	Josiane Peltier	
Degree:	Ph.D. (The University of Iowa, USA)	
Title and affiliation:	Visiting Lecturer, School of Business, Aalto University, Mikkeli (Finland)	
Language of instruction:	English	
Course description	This course builds on prior basic knowledge of the vocabulary and grammar needed to produce more complex oral statements and written documents in French. The aim is for students to be able to navigate effectively through a large number of linguistic environments, including business culture and interaction.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) discuss topics in daily life in some depth, for example family relations, hospitality, tourism, leisure activities such as sports and fitness, as well as health and sickness, 2) discuss careers, education and training in the target country/ies, 3) manage basic business communication tasks (phone, Skype, email) in French, 4) discuss business life in the target country/ies, and 5) make short presentations in the target language.	
Beginning level A1, Target level A2 (Common European Framework)		
MLI65A002	BASICS IN BUSINESS SPANISH 2 (group 1)	3 cr
Instructor:	Juan Carlos Barrera	
Degree:	DBA (Argosy University, USA)	
Title and affiliation:	Associate Professor, Elmhurst College (USA)	
Language of instruction:	English	
Course description	This course builds on prior basic knowledge of the vocabulary and grammar needed to produce more complex oral statements and written documents in Spanish. The aim is for students to be able to navigate effectively through a large number of linguistic environments, including business culture and interaction.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) discuss topics in daily life in some depth, for example family relations, hospitality, tourism, leisure activities such as sports and fitness, as well as health and sickness, 2) discuss careers, education and training in the target country/ies, 3) manage basic business communication tasks (phone, Skype, email) in Spanish, 4) discuss business life in the target country/ies, and 5) make short presentations in the target language.	
Beginning level A1, Target level A2 (Common European Framework)		
MLI65A002	BASICS IN BUSINESS SPANISH 2 (group 2)	3 cr
Instructor:	Ana María Monterde Rey	
Degree:	Ph.D. (University of Las Palmas de G. C., Spain)	
Title and affiliation:	Professor, Faculty of Translation and Interpreting, University of Las Palmas de Gran Canaria (Spain)	
Language of instruction:	English	
Course description	This course builds on prior basic knowledge of the vocabulary and grammar needed to produce more complex oral statements and written documents in Spanish. The aim is for students to be able to navigate effectively through a large number of linguistic environments, including business culture and interaction.	
Learning outcomes	for this course, upon successful completion, include the ability to: 1) discuss topics in daily life in some depth, for example family relations, hospitality, tourism, leisure activities such as sports and fitness, as well as health and sickness, 2) discuss careers, education and training in the target country/ies, 3) manage basic business communication tasks (phone, Skype, email) in Spanish, 4) discuss business life in the target country/ies, and 5) make short presentations in the target language.	
Beginning level A1, Target level A2 (Common European Framework)		

MODULE 14 02/07 - 20/07 2018

MLI26C203 BUSINESS AND MANAGEMENT OF DIGITAL MEDIA PRODUCTION 6 cr

Instructor: NEW Rustin Greene
Degree: M.F.A. (University of Minnesota, USA)
Title and affiliation: Professor, James Madison University (USA)

Course description

In this course, students will explore the principles and practices of managing digital media production. The themes addressed include the structures and practices of digital media industries, creative project and client development, media economics, electronic media business practices, and financial management. New trends in production and distribution will also be considered. Students will examine the principles and practices of digital media management through lectures, discussion, reading, demonstration, exercises and projects. Students will collaborate in teams to respond to a creative brief, develop a proposal (including a prototype, schedule, and budget), and present that proposal. No experience in the arts nor special equipment is required.

Learning outcomes for this course, upon successful completion, include the ability to:

1) identify business priorities and practices of digital media production, and their impact upon the creative development process, 2) analyze the management of digital media production, 3) examine digital media project management practices, 4) recognize the importance of collaboration in digital media production, and 5) trace the impact of cultural difference on arts management.

MLI26C680 MANAGEMENT INFORMATION SYSTEMS IN INTERNATIONAL BUSINESS 6 cr

Instructor: Saonee Sarker
Degree: Ph.D. (Washington State University, USA)
Title and affiliation: Professor of IT, McIntire School of Commerce, University of Virginia (USA)

Course description

An examination of information technology (IT) concepts, trends, and management. The course provides an overview of essential technical aspects of IT – hardware, software, telecommunications, and databases – as background to advanced applications. The overall focus of the course is to demonstrate and cultivate an understanding of how information technology is used and managed in international business.

Learning outcomes for this course, upon successful completion, include the ability to:

1) know and understand the concepts and language of management information systems and implications for international business, 2) understand, evaluate, and assess the financial viability of IT projects, 3) understand and use basic project management tools, 4) comprehend the role played by telecommunication in the IT management process, 5) evaluate IT asset acquisition and disposal strategies, 6) know and understand how IT systems are acquired, developed, and managed to achieve specific organizational objectives, 7) understand information security concerns in an organization and their respective resolution, and 8) understand the implications of emerging IT for organizations and society.

MODULE 15 30/07 - 17/08 2018

MLI66B101	FRENCH BUSINESS COMMUNICATION 1a	3 cr
Instructor:	Josiane Peltier	
Degree:	Ph.D. (The University of Iowa, USA)	
Title and affiliation:	Visiting Lecturer, School of Business, Aalto University, Mikkeli (Finland)	
Language of instruction:	English	
Course description		
The objective of this course is to improve students' understanding and expression in the area of business and economics in French. Students will learn: 1) to talk about the workplace, interact with clients in various business situations (face-to-face, emails), introduce people, environments, products and projects; 2) discuss company activities, i.e. services, distribution networks, marketing; 3) lead meetings, manage agendas, timetables, orders and shipments, and resolve business problems; 4) understand, synthesize and comment on business news. This course will focus equally on listening, speaking, reading and writing skills.		
Beginning level A2, Target level B1 (Common European Framework)		

MLI66B102	FRENCH BUSINESS COMMUNICATION 1b	3 cr
Instructor:	Josiane Peltier	
Degree:	Ph.D. (The University of Iowa, USA)	
Title and affiliation:	Visiting Lecturer, School of Business, Aalto University, Mikkeli (Finland)	
Language of instruction:	English	
Course description		
In this course, students will deepen their ability to interact in complex business interactions, on the phone, face-to-face, and in writing. Students will learn: 1) the appropriate business expressions of business letters across many scenarios; 2) the making of an effective CV and job application; 3) the questions and responses of a job interview; 4) the language of employment contracts; 5) the organization of a booth at a convention, from reservation to client interaction and persuasion; 6) the main financial statements of companies, as well as their various legal definitions; 7) the conception of a business plan and the formation of a company; 8) the language of economics and current events in business. This course will focus equally on listening, speaking, reading and writing skills.		
Beginning level A2, Target level B1 (Common European Framework)		

MLI65B101	SPANISH BUSINESS COMMUNICATION 1a	3 cr
Instructor:	Ana María Monterde Rey	
Degree:	Ph.D. (University of Las Palmas de G. C., Spain)	
Title and affiliation:	Professor, Faculty of Translation and Interpreting, University of Las Palmas de Gran Canaria (Spain)	
Language of instruction:	English	
Course description		
The objective of this course is to improve students' understanding and expression in the area of business and economics in Spanish. Students 1) become familiar with various materials and documents concerning the basic activities of a firm (such as contract samples, accounting documents, and business letters); and 2) revise and improve basic structures of the language (conversation circles and improvisation exercises).		
Beginning level A2, Target level B1 (Common European Framework)		

MODULE 15 30/07 - 17/08 2018

MLI65B102	SPANISH BUSINESS COMMUNICATION 1b	3 cr
Instructor:	Ana María Monterde Rey	
Degree:	Ph.D. (University of Las Palmas de G. C., Spain)	
Title and affiliation:	Professor, Faculty of Translation and Interpreting, University of Las Palmas de Gran Canaria (Spain)	
Language of instruction:	English	
Course description	During this conversational business communication course the students 1) practice business communication situations (i.e. job interviews, team project communications, work meetings); 2) get to know the most important cultural differences, as well as business practices, of Latin America/Spain; and 3) work on a marketing presentation to introduce a new product into Latin American markets.	
Beginning level A2, Target level B1 (Common European Framework)		

MLI26C681	INTERNATIONAL BUSINESS TO BUSINESS MARKETING	6 cr
Instructor:	Sanjit Sengupta	
Degree:	Ph.D. (University of California, Berkeley, USA)	
Title and affiliation:	Professor of Marketing, San Francisco State University (USA)	
Course description	An examination of the formulation and implementation of marketing strategies for non-consumer products and services. Encompasses marketing practices that enable a supplier firm to understand, create, and deliver value to other businesses – and to capture some of that value for their own organization.	
Learning outcomes	for this course, upon successful completion, include the ability to:	
1) understand distinctions between business marketing and consumer marketing, 2) comprehend the theoretical and practical knowledge of understanding business buyers, purchasing practices, and buyer-seller relationships in organizational and cultural contexts, 3) apply general marketing principles and systems to business marketing, and 4) identify and assess solutions to business marketing problems.		

27/08 - 31/08 2018 Orientation week for the new students