Bachelor's Program in International Business
Mikkeli Campus

Curriculum
for the academic year 2022-2023

The curriculum comprises a confirmed overall description of the learning objectives (learning outcomes) of a degree program, the goals and contents of study modules, the offering of courses and the organisation of teaching within a given period of time. (Aalto University General Regulations on Teaching and Studying, Section 2). The curriculum design shall follow the Aalto University strategy, the strategic action plans of the Aalto schools and the university's curriculum policies. Curriculum design is based on the feedback received on courses and programs (course feedback, feedback from graduating students, the report on the student well-being survey, and the program director's report).

1. BScBA Curriculum 2022-2023 on one page (page 2)

2. Course descriptions and learning outcomes (pages 3-54)

MODULE	BScBA CURRICULUM 2022-2023[1]		
2022	**REQUIRED COURSES (BScBA22, 1st year)**	**REQUIRED COURSES (BScBA21, 2nd year)**	**ELECTIVE COURSES**
1 29/8-16/9	**GLOBAL BUSINESS ENVIRONMENT (A&B)** *Joan Lofgren* *ORIENTATION TO UNIVERSITY STUDIES begins (A&B), 1 cr* *Joan Lofgren*	**INTERCULTURAL MANAGEMENT (A&B; group 1)** *Jacek Mironski* *PRINCIPLES OF FINANCE (A&B; group 1)* *Kathleen Henebry*	**INTERNATIONAL HUMAN RESOURCE MANAGEMENT** *Russell Warhurst* **COMPARATIVE CONSUMER BEHAVIOR** *Paurav Shukla*
2 19/9-7/10	*BUSINESS MATHEMATICS WITH EXCEL APPLICATIONS (A)* *Roman Stepanov* *INTRODUCTION TO MANAGEMENT (B)* *Patrick Simek*	**INTERCULTURAL MANAGEMENT (A&B; group 2)** *Josiane Peltier* *PRINCIPLES OF FINANCE (A&B; group 2)* *Kathleen Henebry*	**INTEGRATED MARKETING COMMUNICATIONS** *Jaywant Singh* **DIGITAL DISRUPTION** *Kari Koskinen*
3 10/10-28/10	*INTRODUCTION TO MANAGEMENT (A)* *Patrick Simek* *BUSINESS MATHEMATICS WITH EXCEL APPLICATIONS (B)* *Roman Stepanov*	**INTERCULTURAL MANAGEMENT (A&B; group 3)** *Vlad Vaiman* *PRINCIPLES OF FINANCE (A&B; group 3)* *Graham Mitenko*	**GLOBAL GAME INDUSTRY** *Lobna Hassan* **MANAGERIAL ACCOUNTING FOR GLOBAL BUSINESS** *David Derichs*
4 31/10-18/11	**Academic Writing (A; groups A1 and A2)** *Fiona Barnes and Beryl Pittman* **INTRODUCTION TO STATISTICS (B)** *Roman Stepanov*	**RESEARCH METHODS IN INTERNATIONAL BUSINESS (A)** *Philip Kappen* *INTRODUCTION TO BUSINESS LAW (B)* *Ross Kamarul-Baharin*	**INTERNATIONAL BUSINESS STRATEGY** *Henrik Dellestrand*
5 21/11-9/12	*INTRODUCTION TO STATISTICS (A)* *Jason Beck* **Academic Writing (B; groups B1 and B2)** *Fiona Barnes and Beryl Pittman*	*INTRODUCTION TO BUSINESS LAW (A)* *Ross Kamarul-Baharin* **RESEARCH METHODS IN INTERNATIONAL BUSINESS (B)** *Suzanne Altobello*	**INTERNATIONAL MARKETING** *Sergio Carvalho*
2023			
6 2/1-20/1	**Business Communication (A)** *Christa Uusi-Rauva, Mark Badham* *PRINCIPLES OF ECONOMICS (B)* *Jason Beck*		**BRAND MANAGEMENT** *Marcio Mota* **ENTREPRENEURSHIP IN THE GLOBAL ECONOMY** *Gregory O'Shea* **INVESTMENTS AND PORTFOLIO MANAGEMENT** *Ahmet Can Inci*
7 23/1-10/2	*PRINCIPLES OF ECONOMICS (A)* *Oleg Pavlov* **Business Communication (B)** *Christa Uusi-Rauva, Mark Badham*	**BACHELOR'S THESIS (A&B)** *Joan Lofgren*	**BUSINESS CONSULTING IN THE GLOBAL ECONOMY** *Naomi Birdthistle*
8 13/2-3/3	*PRINCIPLES OF ACCOUNTING (A)* *David Derichs* *PRINCIPLES OF ACCOUNTING (B)* *Willie Reddic*		**DATA VISUALIZATION AND STORYTELLING FOR BUSINESS** *Dale Fodness* **CORPORATE FINANCE** *Roman Stepanov* **AGILE PROJECT MANAGEMENT** *Serkan Ceylan*
9 6/3-24/3	**Swedish Business Communication (A&B)** *Hannele Airio* *FINNISH FOR FOREIGNERS 1 (A&B)* *Tarja Isokääntä*		**TRAVEL, TOURISM AND HOSPITALITY MARKETING** *Dale Fodness* **INTERMEDIATE MICROECONOMICS** *Christopher Decker* **INTERNATIONAL BUSINESS STRATEGY** *Hannu Seristö*
27/3-31/3	**BREAK WEEK**		
10 3/4-21/4	*INTRODUCTION TO MARKETING (A)* *Paurav Shukla* *OPERATIONS MANAGEMENT (B)* *Ozlem Bak*	**CAPSTONE COURSE (A&B)** *Joan Lofgren, Kevin McIntire, Alexander Settles*	**INNOVATION MANAGEMENT IN THE GLOBAL ECONOMY** *Henrik Dellestrand*
11 24/4-12/5	*FINNISH BUSINESS COMMUNICATION (A&B)* *Kaisa Pekkala*		**SUSTAINABILITY IN BUSINESS** *Sheila Killian* **FINANCIAL ACCOUNTING FOR GLOBAL BUSINESS** *Nina Sormunen* **SOCIAL MEDIA ANALYTICS** *Suzanne Altobello*
12 15/5-2/6	*OPERATIONS MANAGEMENT (A)* *Mehmet Chakkol* *INTRODUCTION TO MARKETING (B)* *Srdan Zdravkovic*		**GREEN VENTURES** *Finbarr Bradley* **INTERMEDIATE MACROECONOMICS** *Cynthia Bansak*
13 5/6-22/6	**Basics in Business French 1** *Josiane Peltier* **Basics in Business Spanish 1** *Ana María Monterde Rey* **Finnish for Foreigners 2** *Janne Laitinen*		**MANAGEMENT INFORMATION SYSTEMS IN INTERNATIONAL BUSINESS** *Michael Lapke* **CONSUMER CULTURE** *Sammy Toyoki*
14 26/6-14/7	**Basics in Business French 2** *Josiane Peltier* **Basics in Business Spanish 2** *Ana María Monterde Rey* **Finnish for Foreigners 3** *Janne Laitinen*		**ENVIRONMENTAL ECONOMICS** *Richard McGrath* **INTERNATIONAL ARTS MANAGEMENT** *Rustin Greene*
17/7-21/7	**BREAK WEEK**		
15 24/7-11/8	**French Business Communication 1a + 1b** *Josiane Peltier*		**INTERNATIONAL BUSINESS TO BUSINESS MARKETING** *Sanjit Sengupta* **TOOLS FOR DATA ANALYSIS** *Dustin White*
14/8-18/8	**BREAK WEEK**		
21/8-25/8	**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**		

Course Schedule 2022-2023

BIZM.kand - Bachelor's Thesis

For students who started their studies before 2022. The students who start in 2022 or later, will complete the course **BIZM312.kand - Bachelor's Thesis and Seminar.**

Scope: 10
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Responsible person(s): Lofgren Joan
Responsible person(s) without Aalto ID:
Equivalences (EN):
Prerequisite (EN):
Academic Writing and Research Methods in International Business (must be completed at the latest during the thesis process)

Description Fields

Learning outcomes (EN):
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.

Content (EN):
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.

SDG goals:

BIZM.kyps - Maturity Test

Basic fields

Scope: 0
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: Pass/Fail

Teaching Periods: 2022-2023 Module 10 / 2023-2024 Module 10
Responsible person(s): Lofgren Joan
Responsible person(s) without Aalto ID:
Equivalences (EN):
Prerequisite (EN):
Description Fields
Learning outcomes (EN):
Content (EN):
All BSc 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).
SDG goals:

BIZM312.kand - Bachelor's Thesis and Seminar
Basic fields

For students who started their studies in 2022 or after that. The students who started before 2022, will complete the courses **BIZM.kand - Bachelor's Thesis** and **MLI26C013 - Bachelor's Thesis Seminar.**

Scope: 10
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Responsible person(s): Lofgren Joan
Responsible person(s) without Aalto ID:
Equivalences (EN): MLI26C012 - Bachelor's Thesis, BIZM.kand - Bachelor's Thesis
Prerequisite (EN):
Academic Writing and Research Methods in International Business (must be completed at the latest during the thesis process)
Description Fields
Learning outcomes (EN):
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.
Content (EN):
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.
SDG goals:

MLI-A1201 - Sustainability in Business

Basic fields

Scope: 6
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 11 / 2023-2024 Module 6, Module 7, Module 8
Responsible person(s): Lofgren Joan
Responsible person(s) without Aalto ID: Killian Sheila
Prerequisite (EN): none

Description Fields

Learning outcomes (EN): Learning outcomes for this course, upon successful completion, include the ability to: 1) understand how economic, environmental and social sustainability are an integral, interrelated and complex part of the landscape in which business organizations operate, 2) understand sustainability at three levels: societal, organizational and individual, 3) critically analyze the sustainability performance of an organization on a range of relevant dimensions, 4) reconcile complex ethical dilemmas based in domestic and international organizational contexts, and 5) examine sustainable business practices as a value driver for business and society.

Content (EN): This course explores the relationship between business and sustainability, which encompasses environmental, economic, and social factors. Students are introduced to the key frameworks, concepts and tools of sustainability in business, including ethics and corporate social responsibility. Particular emphasis is placed on the role of the UN Sustainable Development Goals as well as contemporary best practices, cases and applications. In that context, students are encouraged to think creatively about potential responses by profit-based organizations to global sustainability challenges.

SDG goals: Comprehensive approach to sustainability

MLI-A7101 - Finnish for Foreigners 1

Basic fields

Scope: 3
Level: Basic studies
Teaching language: Finnish
Language of study attainment: Finnish
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 9 / 2023-2024 Module 9
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Tarja Isokääntä
Equivalences (EN): MLI71A101 Finnish for Foreigners
Prerequisite (EN): none

Description Fields

Learning outcomes (EN):
Learning outcomes for this course; upon successful completion, students will demonstrate: 1) use short and simple Finnish expressions in everyday life (for example, introducing oneself, telling the time, buying and paying, food and menus), 2) manage in Finnish in common social situations, 3) write short messages, and 4) understand key aspects of Finnish culture and ways of life.

Content (EN):
This course is designed to introduce Finnish language and culture to foreign students and enable them to better integrate into Finnish student life, the local community, and business life. It introduces basic vocabulary of daily life and the basic grammatical structures of Finnish (partitive and genitive, verb types 1–5, possessives). Students will practice situations related to everyday tasks and social life (asking and answering questions).
Further information (EN): CEFR: Starting Level 0, Target level A1.1
SDG goals:

MLI-A7102 - Finnish for Foreigners 2
Basic fields
Name (EN): Finnish for Foreigners 2
Scope: 3
Level: Basic studies
Teaching language: Finnish
Language of study attainment: Finnish
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 13 / 2023-2024 Module 13
Responsible person(s): Lofgren Joan
Responsible person(s) without Aalto ID: Laitinen Janne
Prerequisite (EN): Finnish for Foreigners 1 or the equivalent knowledge
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, students will demonstrate an ability to: 1) talk about the main features of their daily life, 2) function in routine situations and make common enquiries, 3) understand and be able to produce short written messages about situations in their day of working or studying, 4) find the main information they need from short texts on course themes, and 5) know some of the main features of Finnish everyday life and work.
Content (EN):
This course is designed to deepen foreign students' knowledge of Finnish language and culture. Students will expand their vocabulary related to everyday life and work (e.g. food, travel, expressions of time). They will also deepen their knowledge of the grammatical structures of Finnish. Practice situations related to everyday tasks and social life (shopping, medical visits) will be arranged.
CEFR: Starting level: A1.1, Target Level A1.2
SDG goals:

MLI-A7103 - Finnish for Foreigners 3
Basic fields
Scope: 3
Level: Basic studies
Teaching language: Finnish
Language of study attainment: Finnish
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 14 / 2023-2024 Module 14
Responsible person(s): Lofgren Joan
Responsible person(s) without Aalto ID: Laitinen Janne

Prerequisite (EN): Finnish for Foreigners 2 or the equivalent knowledge
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, students will demonstrate an ability to: 1) talk about their education and work history and other past events, 2) give opinions and operate more smoothly in everyday conversations, 3) find the main information they need on course topics, and 4) understand and be able to write somewhat longer texts.
Content (EN):
This course is designed to further deepen students' knowledge of Finnish language, culture and working life. Students will expand their basic vocabulary, e.g. housing, the outdoors, schooling, work; and knowledge of grammar: the object form, forms for referring to the past. The course will provide opportunities for practicing everyday conversational situations.
CEFR: Starting level: A1.2, Target Level: A1.3
SDG goals:

MLI-A7104 - Finnish for Foreigners 4

Basic fields
Scope: 3
Level: Basic studies
Teaching language: Finnish
Language of study attainment: Finnish
Grading scale: 0-5
Teaching Periods: 2022-2023 not offered / 2023-2024 Module 15
Responsible person(s): Lofgren Joan
Responsible person(s) without Aalto ID: Isokääntä Tarja
Prerequisite (EN): Finnish for Foreigners 3 or the equivalent knowledge
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, students will demonstrate an ability to: 1) talk more extensively about their pastimes and hobbies, 2) participate in discussions regarding work and make enquiries about jobs, 3) find the main information they need on course topics, and 4) understand and be able to write brief texts concerning work.
Content (EN):
This course is designed to enable students to expand their basic Finnish vocabulary (e.g. leisure time, hobbies, work life) and knowledge of grammar, including plural forms and forms referring to the past. The course will also include conversations related to working life, information retrieval, as well as practicing reading and writing skills.
CEFR: Starting level: A1.3, Target Level: A2.1
SDG goals:

MLI-C1200 - International Arts Management

Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English

Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 14 / 2023-2024 Module 14
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Rustin Greene
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the distinct challenges and opportunities of managing arts organizations, especially international organizations, 2) engage in program and artist management, 3) develop and manage marketing and PR initiatives in the arts, 4) explore how arts organizations can increase tourism and enhance local and regional economic activity, 5) evaluate funding and revenue models relevant to the arts, and 6) identify entrepreneurial opportunities within arts organizations.
Content (EN):
Arts organizations, ranging from art galleries to regional theaters to international music festivals, to name just a few examples, add significant value to their communities, regions and countries. They define and enhance cultural and national identity, provide significant employment, and generate considerable income. At some level, all arts organizations must focus on their local communities, but developing effective international appeal and scope presents increasing opportunities and challenges. This course will study the principles and practices of managing arts organizations. Emphasis will be placed on program and artist management, leadership, arts organizational structure, marketing and public relations, and financial management. Branding, audience development, and fundraising will also be addressed.
SDG goals:

MLI-C1201 - Data Visualization and Storytelling for Business (6 cr)
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 8 / 2023-2024 No teaching
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Fodness Dale
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) Describe the purpose, importance, uses and ethics of data visualization for successful data-driven decision-making in international business, 2) Find, access and prepare data for use in visualization, 3) Apply visual analytics best practices to select and create interactive data visualizations (including charts, dashboards and data stories) that accurately and effectively communicate the data's trends, patterns and insights, 4) Use

visual, perceptual and aesthetic concepts and practices for user-oriented design of data visualizations that tell stories with numbers across cultural boundaries, and 5) Prepare and present interactive data visualizations using globally recognized software.

Content (EN):
The rapidly increasing amount, speed and variety of data available to business today can either overwhelm or drive breakthrough decision-making. Data visualization is used in all functional areas of business to transform data into fuel for effective decision-making through the powerful medium of telling stories with data. Creating and communicating data visualizations are key to data literacy and are essential for success in international business as well as lifelong learning. This course provides an introduction as well as hands-on experience in data visualization and storytelling.

SDG goals: Industry, innovation and infrastructure

MLI-C1202 - Integrated Marketing Communications

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 2 / 2023-2024 Module 2
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Jaywant Singh
Equivalences (EN):
Prerequisite (EN): recommended: basic course in marketing

Description Fields

Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) appreciate the scope of marketing communications and tools available to marketers, 2) identify the structure of the communications industry and the complexities involved in media management, 3) formulate strategic responses to key issues in marketing communications and gain understanding of ethical considerations, 4) identify and evaluate marketing information required to plan and manage integrated marketing communications campaigns, and 5) analyze and evaluate data and present articulate recommendations that inform creative and effective marketing communications decisions.

Content (EN):
Marketing communications allow businesses to engage with consumers in order to fulfil their marketing and business objectives. Developing and implementing an effective marketing communications campaign is vital for the survival and growth of the companies in the digital age. An in-depth understanding of the tools and strategies of marketing communications is, therefore, crucial for business students. In this course, students will explore and understand the scope of marketing communications. The course will help them become well-versed in key terms, definitions, concepts, current theories and practices used in Integrated Marketing Communications. The course will cover the communication process, the main promotional tools of advertising, public relations, sales promotion, direct marketing, event marketing, and online communications. The course will also include topical areas such as media planning, influencer marketing, and crisis communications.

SDG goals: Industry, innovation and infrastructure

MLI-C1203 - Strategic Design Management
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 4 / 2023-2024 Module 4
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Nicoletti Dziobczenski Paulo
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand how design has shifted from making things beautiful to serving as a strategic resource, 2) critically analyze design management and leadership practices in organizations already utilizing design principles, 3) reflect on how design-driven organizations create positive and negative value not only for their immediate stakeholders but for the broader societal context, 4) through hands-on learning, develop a solid understanding of how to collaborate with and learn from design professionals, and 5) apply design tools and methodologies to a real-life project.
Content (EN):
Business organizations today are quite different from what they used to be, and the pace of change will only accelerate in the future. Previously dominant organizations across industries are being replaced by more agile, customer-oriented challengers, and in this context, design has been one of the main drivers fundamentally disrupting our assumptions about how competitive advantages are created, sustained, and transformed. Understanding how design operates as one of the most critical sources for new competitive advantages is essential for students of international business.
This course focuses on design as a source of innovations and competitive advantages from a managerial perspective. Zooming in on design practices, processes, and outcomes, students will collaboratively construct a solid understanding of how design can be seen as a strategic resource, through the use of case studies, hands-on learning, and projects.
SDG goals: Industry, innovation and infrastructure, Sustainable cities and communities

MLI-C1204 - Agile Project Management
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 8 / 2023-2024 Module 8
Responsible person(s): Lofgren Joan

Responsible person(s) without Aalto ID: Serkan Ceylan

Learning outcomes (EN): Learning outcomes for this course, upon successful completion, include the ability to:
1) understand and evaluate the differences and synergies between a typical "business as usual" context and implementing change through agile project management, 2) apply agile principles and approaches within complex projects in the context of digital transformation, 3) understand the agile management of quality, risks, time, cost, scope and benefit to deliver successful transformation outputs, and 4) define management products and critically evaluate their use within iterative projects.

Content (EN): The future success of businesses will require firms and individuals to change and adapt in a rapidly evolving and highly competitive environment. Hence, any change process within a business will need to embrace the full spectrum of competences and approaches. Businesses must be agile and quick in creating temporary organization structures to implement such changes to survive, compete or lead. This course will introduce students to the study of agile project management in order to tackle increasing complexities and the need for adaptability. Agile methodologies encourage continuous user involvement, providing higher visibility and transparency within the agile project life cycle. This results in a sharper focus on creating business value. In addition, agile approaches are more iterative compared to traditional approaches, and thus better suited to projects with high complexity and shorter planning horizons. Students will be engaged in a variety of activities to understand the importance, challenges, and best practices of agile project management.

SDG goals: Industry, innovation and infrastructure

MLI-C1206 - Data Visualization and Storytelling for Business (4 cr)

Basic fields

Scope: 4
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 No teaching / 2023-2024 Module 6, Module 7, Module 8
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Fodness Dale
Equivalences (EN):
Prerequisite (EN): none

Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) Describe the purpose, importance, uses and ethics of data visualization for successful data-driven decision-making in international business, 2) Find, access and prepare data for use in visualization, 3) Apply visual analytics best practices to select and create interactive data visualizations (including charts, dashboards and data stories) that accurately and effectively communicate the data's trends, patterns and insights, 4) Use visual, perceptual and aesthetic concepts and practices for user-oriented design of data visualizations that tell stories with numbers across cultural boundaries, and 5) Prepare and present interactive data visualizations using globally recognized software.

Content (EN):

The rapidly increasing amount, speed and variety of data available to business today can either overwhelm or drive breakthrough decision-making. Data visualization is used in all functional areas of business to transform data into fuel for effective decision-making through the powerful medium of telling stories with data. Creating and communicating data visualizations are key to data literacy and are essential for success in international business as well as lifelong learning. This course provides an introduction as well as hands-on experience in data visualization and storytelling.
SDG goals: Industry, innovation and infrastructure

MLI20A013 - Orientation to University Studies

Basic fields
Scope: 1
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: Pass/Fail
Teaching Periods: 2022-2023 No teaching / 2023-2024 No teaching
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID:
Equivalences (EN):
Prerequisite (EN): none

Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 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) demonstrate a minimum IT skill level needed for university studies (including the use of the Word suite of applications, PowerPoint and Excel), and 3) increase awareness of stress and time management challenges in studies and ways of dealing with them.
Content (EN):
This course is designed to support students in planning and carrying out their studies. Students participate in an orientation to the program, which includes information on the personal study plans and the program s academic policies and practices. In addition, students are required to demonstrate a sufficient level of IT skills to manage their studies by passing computer applications tests. Finally, students are expected to develop their self-management in studies by participating in a stress and time management workshop.
SDG goals:

MLI20A043 - Critical Thinking

Basic fields
Scope: 2
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 1 / 2023-2024 No teaching
Responsible person(s): Joan Lofgren

Responsible person(s) without Aalto ID: Fodness Dale
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
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.
Content (EN):
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. This course is delivered online and includes both assignments that students complete on their own schedule and assignments that require students to interact online at a specific time.
SDG goals:

MLI21A030 - Introduction to Management
Basic fields
Scope: 6
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 2, Module 3 / 2023-2024 Module 2, Module 3
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Simek Patrick
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) describe and apply fundamental concepts and theories in contemporary management, 2) distinguish in practice different decision-making processes, and management and leadership styles, and evaluate their effectiveness in various contexts, 3) analyze the importance of good communication for successful management practice, explain the effectiveness of communication acts and identify ways to improve communication effectiveness, 4) use theories of motivation to account for one's own and others behavior in management contexts, 5) identify how creativity and innovation can be used to improve an organizational process or product, and 6) demonstrate ethical and socially responsible decision-making and management practice.
Content (EN):
This course requires students to demonstrate in practice an understanding of four commonly stated functions of management: planning, organizing, leading and controlling. It provides a basic introduction to concepts, theories and practices relevant

to the exercise of management in contemporary organizations. Students are expected to read widely from academic literature provided in the course about management concepts and models and demonstrate their ability to apply concepts and models to enact choices about actions and make sense of the consequences of those actions. Sustainability is discussed in the course as an essential element of contemporary management, within a corporate governance framework.
SDG goals: Decent work and economic growth

MLI21C617 - Operations Management
Basic fields
Scope: 6
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 10, Module 12 / 2023-2024 Module 10, Module 12
Responsible person(s): Lofgren Joan
Responsible person(s) without Aalto ID: Bak Ozlem, Chakkol Mehmet
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
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, 5) review and assess methods and strategies for improvement in operations, and 6) recognize key sustainability issues in operations management and tools for addressing them, such as lean operations.
Content (EN):
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.
SDG goals: Decent work and economic growth, Industry, innovation and infrastructure

MLI22A002 - Principles of Accounting
Basic fields
Scope: 6
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 8 / 2023-2024 Module 8
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Derichs David, Reddic Willie
Equivalences (EN):

Prerequisite (EN): none
Learning outcomes (EN):
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.
Content (EN):
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.
SDG goals: Decent work and economic growth

MLI23A020 - Introduction to Marketing

Basic fields
Scope: 6
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 10, Module 12 / 2023-2024 Module 10, Module 12
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Shukla Paurav, Zdravkovic Srdan
Equivalences (EN):
Prerequisite (EN): none
Learning outcomes (EN):
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.
Content (EN):
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.

SDG goals: Decent work and economic growth, Responsible consumption and production

MLI26C001 - Global Business Environment
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 1 / 2023-2024 Module 1
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID:
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 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 and agreements 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) address global sustainability challenges in international business, particularly as framed by the Sustainable Development Goals.
Content (EN):
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, as well as recognizing sustainability issues. 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. International business approaches to global sustainability challenges are also discussed, for example, concerning innovation, entrepreneurship, ethics and the natural environment.
SDG goals: Decent work and economic growth, Peace, justice and strong institutions

MLI26C010 - International Marketing
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 5 / 2023-2024 Module 5
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Sergio Carvalho
Equivalences (EN):

Prerequisite (EN): recommended: basic course in marketing
Description Fields
Learning outcomes (EN):
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.
Content (EN):
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.
SDG goals: Decent work and economic growth

MLI26C013 - Bachelor's Thesis Seminar
Basic fields
Name (EN): Bachelor's Thesis Seminar
Scope: 2
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 10 / 2023-2024 No teaching
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID:
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
Learning outcomes for this requirement, upon successful completion, include the ability to demonstrate: 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.
Content (EN):
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.
SDG goals:

MLI26C202 - Financial Accounting for Global Business
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 11 / 2023-2024 Module 11
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Sormunen Nina
Equivalences (EN):
Prerequisite (EN): basic course in accounting
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the conceptual framework for financial reporting, 2) understand a broad range of global accounting standards (IAS & IFRS), their requirements and practical use in the preparation of financial statements, 3) understand consolidated financial statements, i.e. accounting requirements for business combinations, joint arrangements and investments in associates, and 4) identify and explain selected components of sustainability information provided by companies.
Content (EN):
This course will provide students with knowledge on the formation and adoption of international financial reporting standards and their basic concepts. Students will also learn to how fulfill the requirements for the preparation and content of the financial statements used in international practice. The course will address practical issues in the implementation of financial reporting standards.
SDG goals:

MLI26C600 - Entrepreneurship in the Global Economy
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 6 / 2023-2024 Module 6
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: O'Shea Gregory
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) evaluate your own entrepreneurial tendencies, 2) appraise what it takes for a business

idea to become an opportunity, and 3) prepare a business model including pro forma financial projections for sustainable operations.

Content (EN):
This course is designed to foster an understanding of entrepreneurship in the context of innovation and the global economy. The course provides the knowledge and skills to develop a business model and an understanding of feasibility analysis and business plans. The course includes idea formation, opportunity identification, industry and competitor analysis, funding and financial stability, intellectual property, and other forms of new venture creation.

SDG goals: Decent work and economic growth, Industry, innovation and infrastructure

MLI26C633 - Brand Management

Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 6 / 2023-2024 Module 6
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Marcio Mota
Equivalences (EN):
Prerequisite (EN): recommended: basic course in marketing
Description Fields
Learning outcomes (EN):
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.

Content (EN):
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.

SDG goals: Decent work and economic growth, Responsible consumption and production

MLI26C651 - International Human Resource Management

Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 1 / 2023-2024 Module 1
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Russell Warhurst
Equivalences (EN):

Prerequisite (EN): none
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 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.
Content (EN):
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 critically 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.
SDG goals:

MLI26C652 - International Organizational Behavior
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 No teaching / 2023-2024 No teaching
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID:
Equivalences (EN):
Prerequisite (EN): none
Learning outcomes (EN):
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.
Content (EN):
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.
SDG goals:

MLI26C653 - International Business Strategy
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 4, Module 9 / 2023-2024 Module 4, Module 9
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Dellestrand Henrik, Seristö Hannu
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
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.
Content (EN):
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.
SDG goals:

MLI26C662 - Comparative Consumer Behavior
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 1 / 2023-2024 Module 1
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Shukla Paurav
Equivalences (EN):
Prerequisite (EN): recommended: basic course in marketing

Learning outcomes (EN):

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.

Content (EN):

In order to create successful and sustainable 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.

SDG goals: Decent work and economic growth, Responsible consumption and production

MLI26C664 - Intercultural Management

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 1, Module 2, Module 3 / 2023-2024 Module 1, Module 2, Module 3
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Mironski Jacek, Peltier Josiane, Vaiman Vlad
Equivalences (EN):
Prerequisite (EN): none

Description Fields

Learning outcomes (EN):

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 the theory and practice of conflict resolution across cultures, 6) develop strategies for collaboration across cultures, and 7) manage the communication of multicultural teams.

Content (EN):

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 intercultural management, culture s influence on conducting global business,

managing the global workforce, building trust across cultures, cross-cultural negotiation, global leadership and ethics across borders.
SDG goals: Gender equality

MLI26C680 - Management Information Systems in International Business
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 13 / 2023-2024 Module 13
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Lapke Michael
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
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.
Content (EN):
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.
SDG goals: Industry, innovation and infrastructure

MLI26C681 - International Business to Business Marketing
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 15 / 2023-2024 Module 15
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Sengupta Sanjit
Equivalences (EN):
Prerequisite (EN): recommended: basic course in marketing

Learning outcomes (EN):
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.

Content (EN):
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.

SDG goals: Industry, innovation and infrastructure

MLI26C693 - Research Methods in International Business

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 4, Module 5 / 2023-2024 Module 4, Module 5
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Kappen Philip, Altobello Suzanne
Equivalences (EN):
Prerequisite (EN): basic course in statistics

Description Fields

Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the different types of behavioral research methods used in business environments, 2) apply basic quantitative and qualitative research methods to business examples, 3) state a research problem and define research objectives, 4) understand and use data analysis methods, 5) understand and use computer assisted data analysis, and 6) practice the proper reporting of research results.

Content (EN):
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, the conceptualization of research, the 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.

SDG goals:

MLI26C704 - Business Consulting in the Global Economy

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English

Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 7 / 2023-2024 Module 7
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Birdthistle Naomi
Equivalences (EN):
Prerequisite (EN): none
Description Fields

Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the principles and processes of management consultancy, 2) employ analytical frameworks when approaching business opportunities and challenges, 3) develop, conduct, and integrate 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, negotiation, and project management.

Content (EN):
The focus of this course is on the nature and role of business consulting, along with specific issues common to business consulting. It is an applied course in which students act as consultants for businesses that may have an international focus and have identified a problem or opportunity that needs solving. Specific attention is given to understanding and developing the unique skills required for entering the consulting profession. The course develops competencies and skills in problem diagnosis, solution development, solution communication and solution implementation.
SDG goals: Decent work and economic growth

MLI26C707 - Environmental Economics
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 14 / 2023-2024 Module 14
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: McGrath Richard
Equivalences (EN):
Prerequisite (EN): basic course in economics
Description Fields

Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 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.
Content (EN):

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.

SDG goals: Clean water and sanitation, Affordable and clean energy, Sustainable cities and communities, Responsible consumption and production, Climate action, Life below water

MLI26C720 - Investments and Portfolio Management

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 6 / 2023-2024 Module 6
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Ahmet Can Inci
Equivalences (EN):
Prerequisite (EN): basic course in finance

Description Fields

Learning outcomes (EN):
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.

Content (EN):
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.

SDG goals: Decent work and economic growth

MLI26C726 - Managerial Accounting for Global Business
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 3 / 2023-2024 Module 3
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Derichs David
Equivalences (EN):
Prerequisite (EN): basic course in accounting
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand and apply basic concepts of costs and profitability, 2) employ basic and advanced cost tracing and assignment methods (job costing, process costing, traditional costing, ABC) to accurately determine profitability, 3) use tools for profitable operational and strategic decision making (cost volume profit analysis, pricing and product mix decisions, customer analysis), and 4) design a performance measurement system to implement strategy.
Content (EN):
Managing costs (understood as capacity and material inputs to the implementation of organizational strategy) is essential for achieving product and service profitability and ultimately organizational profitability. Understanding what gives rise to costs is hence essential for the survival of any kind of organization. This course focuses on developing an actionable understanding of profitability from the costing perspective. Students will gain an intermediate-level understanding of profitability and profitability management from the costing perspective. They will also explore various cost assignment and tracing techniques, and discuss their applications, as well as their strengths and weaknesses. After arriving at a basic understanding of costing, we explore uses of cost information for profitable decision-making performance management.
SDG goals:

MLI26C727 - Innovation Management in the Global Economy
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 10 / 2023-2024 Module 10
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Dellestrand Henrik
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):

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.

Content (EN):

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.

SDG goals: Industry, innovation and infrastructure

MLI26C728 - Capstone Course

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 10 / 2023-2024 Module 11
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: McIntire Kevin, Settles Alexander
Equivalences (EN):
Prerequisite (EN): Majority of the courses for the BSc degree should be completed before the course.

Description Fields

Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) comprehend the fundamentals of business administration and economics and the interdisciplinary nature of the study of international business, 2) recognize the complexity of global business operations in a dynamic competitive environment, eg the financial implications of strategic and operational decisions, 3) understand the challenges of driving financial performance while simultaneously delivering sustainable outcomes for all stakeholders, 4) demonstrate sufficient analytical and problem-solving skills by synthesizing theories and concepts and applying them effectively to international business problems, 5) engage in effective communication and team-working, as demonstrated in the simulation, and 6) reflect thoughtfully on learning, eg short-term on the reasons for adopting a strategy or making a decision in the simulation, and long-term on learning throughout the program.

Content (EN):

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, in which student teams develop and execute strategies for a global company. Success in the simulation is measured using operational and financial indicators. Lectures 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. Sustainability is integrated into team decision-making at various stages of 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.

SDG goals: Decent work and economic growth, Industry, innovation and infrastructure

MLI26C730 - Consumer Culture

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 13 / 2023-2024 Module 13
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Patterson Maurice
Equivalences (EN):
Prerequisite (EN): recommended: basic course in marketing

Description Fields

Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 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 contexts 3) conduct consumer/market research and interpret the results for managerial implications.

Content (EN):
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.

SDG goals: Responsible consumption and production

MLI26C738 - Global Game Industry

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 3 / 2023-2024 Module 3
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Hassan Lobna
Equivalences (EN):
Prerequisite (EN): none

Description Fields

Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) gain an up-to-date overview of the dynamics and trends of the game industry, its historical origins and future directions, 2) understand managerial practices in game companies and analyze specific matters associated with global games distribution, 3) evaluate game company internationalization strategies through platforms, 4) analyze game design and customer service from an ethical point of view, and design alternative, improved solutions based on this, and 5) experiment, through prototyping, with how gameful elements can be integrated across different organizational functions and industries.

Content (EN):
Since the beginning of the 21st century, the game industry has grown rapidly, surpassing the film and music industries in global revenue. Located at the intersection of technological innovation and artistic creativity, the game industry is constantly renewing itself and pushing forward existing business models. With the proliferation of Internet and digital distribution, the game industry is truly global, innovative and digital, providing a rich context for revisiting international business studies. This course will address various issues that are central to managing successfully a gaming firm, such as: business model and business development strategy; fundamentals of monetization and analytics of games, user acquisition approaches and marketing; localization and global expansion as well as ethical game design.
SDG goals: Industry, innovation and infrastructure

MLI26C739 - Social Media Analytics

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 11 / 2023-2024 Module 11
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Altobello Suzanne
Equivalences (EN):
Prerequisite (EN): none

Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the key metrics used for measurement in social media analytics and how they vary by platform, 2) evaluate the effectiveness and return on investment in a social media marketing campaign, 3) demonstrate knowledge of various ways to analyze and visualize data from social media platforms using Excel, SPSS, and/or other analytic tools, and 4) apply these analytic concepts to a company analysis and relate them to broader business outcomes.

Content (EN):
This course focuses on how to analyze data from social media networks in order to serve the strategic needs of business organizations. The course will begin with the basics of social media listening and the types of metrics used in social media platforms. Students will evaluate the effectiveness of social media ad campaigns using statistical analysis. Students perform analyses in Excel, SPSS, or other free online analysis tools on data from Facebook, Twitter, Instagram, Snapchat and/or other social media platforms. Students will also perform sentiment/content analysis and influencer analysis. Students will use real world data to practice analytic methods to convert social media data to insights into market structure, consumers perceptions of the brand, and marketing strategy. This course will help students prepare for professional analytics certifications.

SDG goals: Industry, innovation and infrastructure

MLI26C740 – Digital Disruption

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 2 / 2023-2024 Module 2
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Koskinen Kari M.
Equivalences (EN):
Prerequisite (EN): none

Description Fields

Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand how ICT has changed the basis of competition in various industries, 2) understand how digitization can affect and transform any business, not only the traditional computing and telecommunications industries, 3) recognize how to meet and exceed customer expectations in a digital world, 4) understand how ICT can drive strategic change within a firm and across industries, and 5) recognize some of the larger trends in society to which ICT is contributing, from unemployment to the unequal distribution of wealth.

Content (EN):
This course focuses on the rapid change from autonomous vehicles to Artificial Intelligence and the Internet of Things and everything in between that has been brought about by Information and Communications Technologies (ICT) over the past few years. We are now living during a turning point in society, when individuals, firms and

societies are becoming rapidly digitized, and thanks to the exponential nature of change in ICT, these changes will only accelerate over time. The adoption of digital methods of doing business has become a prerequisite for success for firms in the digital age. Any firm that fails to respond appropriately to this paradigm shift will succumb to competition in the digital age. In this course, we explore how to manage and ride this change as individuals, as a firm or as a society. The course will address topics such as: Moore's Law and the second half of the chessboard; digitization and competitive advantage; infrastructure and e-commerce; cloud computing and Big Data; Internet of Things; artificial intelligence and the implications of all these changes in business and society.
SDG goals: Industry, innovation and infrastructure

MLI26C742 - Travel, Tourism and Hospitality Marketing
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 9 / 2023-2024 Module 9
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Fodness Dale
Equivalences (EN):
Prerequisite (EN): recommended: basic course in marketing
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) explain the global impact and implications that result from nature of the travel, tourism and hospitality industry structure, its diverse stakeholders and service-based products, 2) research key consumer characteristics and behaviors related to the consumption of travel, tourism and hospitality products to support decision making by tourism planners and marketers, 3) describe how the unique nature of the industry influences the marketing mix for travel, tourism and hospitality products, 4) identify the critical components in the industry value chain and how to incorporate that insight into service quality, customer satisfaction and loyalty initiatives, and 5) describe how digital disruption creates opportunities in the travel, tourism and hospitality industry.
Content (EN):
This course involves both a strategic and tactical survey of the world s largest employer, the travel, tourism and hospitality industry. From a strategic perspective, the nature of the industry, its stakeholders and global role (i.e., in sustainable development) are explored. From a tactical perspective, the marketing implications of the unique nature of the travel, tourism and hospitality products and customers are highlighted.
SDG goals: Decent work and economic growth, Sustainable cities and communities, Responsible consumption and production

MLI26C743 - Green Ventures
Basic fields
Scope: 6

Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 12 / 2023-2024 Module 12
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Bradley Finbarr
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand how a green venture is imagined, set up and operates in practice, 2) analyze how such ventures may lead to a purposeful life by helping move towards a flourishing society and planet, 3) appreciate how a regenerative local economy powered by green innovative ventures can result in a thriving self-reliant community, and 4) plan an imaginative green project in order to create and share value.
Content (EN):
There is an urgent need for a paradigm shift in the mission, purpose and values of enterprises to counter a range of social and environmental problems. This course aims to help students understand how value, both monetary and non-monetary, is created and shared through the development of purpose-driven green or sustainable ventures. A range of concepts such as real value, regenerative innovation, materialism, eco-design, impact investment and circular economy, are covered. Opportunities for entrepreneurs to flourish by developing meaningful solutions to reduce waste, foster conscious consumerism and limit biodiversity loss are discussed. The course also delves into the critical role that authenticity, belonging, rootedness and identity play in community-owned and place-based enterprises. Emphasis is on examining inspiring and creative ventures in sectors such as food, arts, crafts, tourism and renewable energy.
SDG goals:

MLI26C744 - Tools for Data Analysis
Basic fields
Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 15 / 2023-2024 Module 15
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: White Dustin
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand principles of programming using the Python programming language, 2) use Python to collect data from various sources for analysis, 3) employ Python for data cleaning, 4) implement statistical and predictive models in Python using business data,

5) understand how to choose the correct statistical or predictive model based on the available data and business context, and 6) understand how the information resulting from data analysis leads to improved business decision-making.

Content (EN):

This course is intended to introduce the student to programming languages as tools for conducting data analysis, focusing on Python in particular. The course will cover basic principles of programming languages, as well as libraries useful in collecting, cleaning and analyzing data in order to answer research questions. Students will learn to use Python to apply forecasting tools and predictive models to business settings. The course will be divided between lecture and lab time, and labs will be focused on teaching students how to implement the programming techniques and statistical models discussed in lectures.

SDG goals:

MLI28A020 - Principles of Finance

Basic fields

Scope: 6
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 1, Module 2, Module 3 / 2023-2024 Module 1, Module 2, Module 3
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Henebry Kathleen, Volkman David, Mitenko Graham
Equivalences (EN):
Prerequisite (EN): none

Description Fields

Learning outcomes (EN):

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.

Content (EN):

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 equity valuation.

SDG goals:

MLI28C060 - Corporate Finance

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 8 / 2023-2024 Module 8
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Stepanov Roman
Equivalences (EN):
Prerequisite (EN): basic course in finance

Description Fields

Learning outcomes (EN):
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.

Content (EN):
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.

SDG goals: Industry, innovation and infrastructure

MLI31A002 - Principles of Economics

Basic fields

Scope: 6
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 6, Module 7 / 2023-2024 Module 6, Module 7
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Beck Jason, Pavlov Oleg
Equivalences (EN):
Prerequisite (EN): none

Description Fields

Learning outcomes (EN):
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, 5) understand the impact of economic fluctuations at a domestic and international level, and 6) use economic principles to analyze the problems that arise from the usage of finite resources, and explore efficient and sustainable solutions consistent with long-run goals.

Content (EN):
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. The course will address issues of sustainability presuming that resources are finite and should be used with a view to long-term priorities and consequences.

SDG goals: Decent work and economic growth, Industry, innovation and infrastructure, Peace, justice and strong institutions

MLI31C020 - Intermediate Microeconomics

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 9 / 2023-2024 Module 9
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Decker Christopher
Equivalences (EN):
Prerequisite (EN): basic course in economics

Description Fields

Learning outcomes (EN):
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.

Content (EN):
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.

SDG goals: Decent work and economic growth, Peace, justice and strong institutions

MLI31C030 - Intermediate Macroeconomics

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 12 / 2023-2024 Module 12
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Bansak Cynthia
Equivalences (EN):
Prerequisite (EN): basic course in economics

Description Fields

Learning outcomes (EN):
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.

Content (EN):
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.

SDG goals: Decent work and economic growth, Peace, justice and strong institutions

MLI32A130 - Introduction to Business Law

Basic fields

Scope: 6
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 4, Module 5 / 2023-2024 Module 4, Module 5
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Kamarul-Baharin Ross
Equivalences (EN):
Prerequisite (EN): none

Description Fields

Learning outcomes (EN):
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.

Content (EN):
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.

SDG goals: Peace, justice and strong institutions

MLI34A040 - Business Mathematics with Excel Applications

Basic fields
Scope: 6
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 2, Module 3 / 2023-2024 Module 2, Module 3
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Stepanov Roman
Equivalences (EN):
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
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.

Content (EN):
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.

SDG goals:

MLI36A020 - Introduction to Statistics

Basic fields

Scope: 6
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 4, Module 5 / 2023-2024 Module 5, Module 5
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Stepanov Roman, Beck Jason
Equivalences (EN):
Prerequisite (EN): none

Description Fields

Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) know and select a tool or measure appropriate to the task and to the measurement nature of the variables, 2) use basic descriptive statistics of central tendency and cross-tabulation to summarize data, 3) learn how to visually present data, such as graphing, table construction, and decision trees, 4) understand populations and sample sizes and their effect on statistical results, 5) use statistical estimation, correlation, and classical statistical tests for simple and multiple regression analyses, 6) understand the use of inferential statistics as a method of decision-making when faced with uncertainty, 7) apply hypothesis testing with confidence intervals for categorical and continuous variables, and 8) use data analysis software, such as the Excel data analysis tool pack, to analyze data and present visualizations of it.

Content (EN):
In this course, the student is introduced to the subject of business statistics to explore quantitative analyses in business, the basic procedures in problem solving, and the sources and types of data used by business firms. Basic statistical analysis will be used by the student to summarize and describe numeric data and to perform inferential statistical analysis to test hypotheses. Emphasis will be placed on learning how to select the appropriate tool to solve problems associated with statistical uncertainty.

SDG goals:

MLI61A130 - Business Communication

Basic fields

Scope: 3
Level: Basic studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 6, Module 7 / 2023-2024 Module 6, Module 7
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Uusi-Rauva Christa, Badham Mark
Equivalences (EN):
Prerequisite (EN): none

Description Fields

Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) analyze communication contexts and prepare effective communication strategies to manage them, 2) write coherent and convincing, reader-friendly texts, 3) plan and deliver clear, focused and engaging business presentations, including pitches, 4) negotiate effectively by employing relevant strategies and tactics, and 5) engage more effectively in teamwork.

Content (EN):

Business Communication gives students a clear insight into what constitutes effective oral and written business communication in a fast-paced global business environment, in contexts ranging from large organizations to start-ups. The course is highly interactive and task-oriented. Case analyses, written assignments, negotiation simulations, as well as individual and team presentations, will allow students to practice the theories and key concepts introduced during the course. Peer and instructor feedback will give students a greater awareness of their present communication skills, and an indication of how their performance can be enhanced.

CEFR: Starting level C1

SDG goals:

MLI61C630 - Academic Writing

Basic fields

Scope: 6
Level: Intermediate studies
Teaching language: English
Language of study attainment: English
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 4, Module 5 / 2023-2024 Module 4, Module 5
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Barnes Fiona, Pittman Beryl
Equivalences (EN):
Prerequisite (EN): none

Description Fields

Learning outcomes (EN):

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.

Content (EN):

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.

SDG goals:

MLI62A001 - Basics in Business German 1

Basic fields

Scope: 3

Level: Basic studies
Teaching language: German
Language of study attainment: German
Grading scale: 0-5
Teaching Periods: 2022-2023 not offered / 2023-2024 Module 13
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Liebschner Andrea
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) follow language which is slowly and carefully articulated, with long pauses to assimilate meaning, 2) understand simple spoken sentences or connected phrases concerning one's home, work and studies, 3) recognize concrete information (e.g. places and times) on familiar topics encountered in everyday life, 4) introduce oneself and other people at a basic level (names, age, activities), 5) make actionable demands to satisfy needs such as asking for food, expressing simple psychological states, as well as accepting and refusing, 6) understand very short, simple texts, a single phrase at a time, picking up familiar names, words and basic phrases, and rereading as required, 7) give information about matters of personal relevance using simple words, structures, and basic expressions, and 8) begin building a vocabulary around business and culture in German.
Content (EN):
This course introduces students to speaking, listening, reading and writing in German with an emphasis on speaking and listening. Students are introduced to the basic vocabulary and grammar needed for communicating in daily life and in some business situations. They also become aware of some elements of culture in countries where German is spoken.
CEFR: Beginning level 0, Target level A1
SDG goals:

MLI62A002 - Basics in Business German 2
Basic fields
Scope: 3
Level: Basic studies
Teaching language: German
Language of study attainment: German
Grading scale: 0-5
Teaching Periods: 2022-2023 not offered / 2023-2024 Module 14
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Liebschner Andrea
Prerequisite (EN):
Basics in Business German 1
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand phrases and expressions related to concrete areas such as personal and family information, shopping, local geography, and employment, provided the speaker articulates clearly and slowly, 2) give a simple description or presentation of people, living and working conditions, daily routines, and likes/dislikes, 3) express opinions

when addressed directly in a formal meeting, provided one receives help with formulation and can ask for repetition of key points if necessary, 4) understand short, simple texts on familiar matters which consist of high frequency, every-day or job-related language, 5) produce a series of related phrases and sentences linked with connectors such as "and", "but", "because" and "therefore", and 6) know some typical features of the culture and business life in countries where German is spoken.

Content (EN):
This course will build on student knowledge of basic German grammar and vocabulary. Students will gain more experience in listening, speaking, reading and writing German for daily life and to some extent for business contexts. In addition, students will gain deeper knowledge of culture in countries where German is spoken.
CEFR: Beginning level A1, Target level A2
SDG goals:

MLI62A101 - German Business Communication 1a

Basic fields
Scope: 3
Level: Basic studies
Teaching language: German
Language of study attainment: German
Grading scale: 0-5
Teaching Periods: 2022-2023 not offered / 2023-2024 Module 15
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Schulze Hans-Joachim
Prerequisite (EN): Basics in Business German 2

Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the main points made in clear standard spoken language on matters regularly encountered in business settings, 2) sustain a short conversation about one's field of interest, 3) understand the main content of straightforward business texts and articles, 4) read straightforward factual texts on subjects related to business with a satisfactory level of comprehension, 5) produce straightforward connected texts on a range of familiar subjects by linking a series of shorter discrete elements into a linear sequence, 6) produce short, simple texts on business topics, using simple language to list advantages and disadvantages, 7) produce brief reports on business topics in a standard conventional format, which pass on routine factual information and state reasons for action, and 8) communicate about some aspects of business culture in the countries in which German is spoken.

Content (EN):
In this course, students will expand their knowledge of German grammatical structures learned in previous courses and will further develop their German communication skills for business contexts. Students will become familiar with common business norms and practices in countries where German is spoken. The course will focus equally on listening, speaking, reading and writing skills.
CEFR: Beginning level A2, Target level B1.1
SDG goals:

MLI62A102 - German Business Communication 1b
Basic fields
Scope: 3
Level: Basic studies
Teaching language: German
Language of study attainment: German
Grading scale: 0-5
Teaching Periods: 2022-2023 not offered / 2023-2024 Module 15
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Schulze Hans-Joachim
Prerequisite (EN): German Business Communication 1a
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand straightforward factual information about common every day or job-related topics, identifying both general messages and specific details, 2) follow argumentation and discussion on business topics, 3) sustain a description of one or more subjects within the field of business, 4) summarize and report on factual information with some confidence, 5) communicate in German in the most common business situations, and 6) communicate about some aspects of business culture in the countries in which German is spoken.
Content (EN):
In this course, students will deepen their ability to interact in the target language in the most common communicative situations at work and in business, using various forms of communication and media. They will review grammar and vocabulary and improve their listening and reading comprehension as well as speaking and writing skills. Students will also gain insights into the key cultural contexts in which the target language is spoken. The course will focus equally on listening, speaking, reading and writing skills.
CEFR: Beginning level B1.1, Target level B1.2
SDG goals:

MLI65A001 - Basics in Business Spanish 1
Basic fields
Scope: 3
Level: Other studies
Teaching language: Spanish
Language of study attainment: Spanish
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 13 / 2023-2024 Module 13
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Monterde-Ray Ana Maria
Prerequisite (EN): none
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) follow language which is slowly and carefully articulated, with long pauses to assimilate

meaning, 2) understand simple spoken sentences or connected phrases concerning one's home, work and studies, 3) recognize concrete information (e.g. places and times) on familiar topics encountered in everyday life, 4) introduce oneself and other people at a basic level (names, age, activities), 5) make actionable demands to satisfy needs such as asking for food, expressing simple psychological states, as well as accepting and refusing, 6) understand very short, simple texts, a single phrase at a time, picking up familiar names, words and basic phrases, and rereading as required, 7) give information about matters of personal relevance using simple words, structures, and basic expressions, and 8) begin building a vocabulary around business and culture in Spanish.

Content (EN):

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 some business situations. They also become aware of some elements of culture in countries where Spanish is spoken.

CEFR: Beginning level 0, Target level A1

SDG goals:

MLI65A002 - Basics in Business Spanish 2

Basic fields

Scope: 3

Level: Basic studies

Teaching language: Spanish

Language of study attainment: Spanish

Grading scale: 0-5

Teaching Periods: 2022-2023 Module 14 / 2023-2024 Module 14

Responsible person(s): Joan Lofgren

Responsible person(s) without Aalto ID: Monterde-Ray Ana Maria

Prerequisite (EN): Basics in Business Spanish 1

Description Fields

Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand phrases and expressions related to concrete areas such as personal and family information, shopping, local geography, and employment, provided the speaker articulates clearly and slowly, 2) give a simple description or presentation of people, living and working conditions, daily routines, and likes/dislikes, 3) express opinions when addressed directly in a formal meeting, provided one receives help with formulation and can ask for repetition of key points if necessary, 4) understand short, simple texts on familiar matters which consist of high frequency, every-day or job-related language, 5) produce a series of related phrases and sentences linked with connectors such as "and", "but", "because" and "therefore", and 6) know some typical features of the culture and business life in countries where Spanish is spoken.

Content (EN):

This course will build on student knowledge of basic Spanish grammar and vocabulary. Students will gain more experience in listening, speaking, reading and writing Spanish for daily life and to some extent for business contexts. In addition, students will gain deeper knowledge of culture in countries where Spanish is spoken.

CEFR: Beginning level A1, Target level A2

SDG goals:

MLI65B101 - Spanish Business Communication 1a
Basic fields
Scope: 3
Level: Basic studies
Teaching language: Spanish
Language of study attainment: Spanish
Grading scale: 0-5
Teaching Periods: 2022-2023 not offered / 2023-2024 Module 15
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Monterde-Ray Ana Maria
Prerequisite (EN): Basics in Business Spanish 2
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the main points made in clear standard spoken language on matters regularly encountered in business settings, 2) sustain a short conversation about one's field of interest, 3) understand the main content of straightforward business texts and articles, 4) read straightforward factual texts on subjects related to business with a satisfactory level of comprehension, 5) produce straightforward connected texts on a range of familiar subjects by linking a series of shorter discrete elements into a linear sequence, 6) produce short, simple texts on business topics, using simple language to list advantages and disadvantages, 7) produce brief reports on business topics in a standard conventional format, which pass on routine factual information and state reasons for action, and 8) communicate about some aspects of business culture in the countries in which Spanish is spoken.
Content (EN):
In this course, students will expand their knowledge of Spanish grammatical structures learned in previous courses and will further develop their Spanish communication skills for business contexts. Students will become familiar with common business norms and practices in countries where Spanish is spoken. The course will focus equally on listening, speaking, reading and writing skills.
CEFR: Beginning level A2, Target level B1.1
SDG goals:

MLI65B102 - Spanish Business Communication 1b
Basic fields
Scope: 3
Level: Basic studies
Teaching language: Spanish
Language of study attainment: Spanish
Grading scale: 0-5
Teaching Periods: 2022-2023 not offered / 2023-2024 Module 15
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Monterde-Ray Ana Maria
Prerequisite (EN): Spanish Business Communication 1a
Description Fields
Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand straightforward factual information about common every day or job-related topics, identifying both general messages and specific details, 2) follow argumentation and discussion on business topics, 3) sustain a description of one or more subjects within the field of business, 4) summarize and report on factual information with some confidence, 5) communicate in Spanish in the most common business situations, and 6) communicate about some aspects of business culture in the countries in which Spanish is spoken.

Content (EN):

In this course, students will deepen their ability to interact in the target language in the most common communicative situations at work and in business, using various forms of communication and media. They will review grammar and vocabulary and improve their listening and reading comprehension as well as speaking and writing skills. Students will also gain insights into the key cultural contexts in which the target language is spoken. The course will focus equally on listening, speaking, reading and writing skills.

CEFR: Beginning level B1.1, Target level B1.2

SDG goals:

MLI66A001 - Basics in Business French 1

Basic fields

Scope: 3
Level: Basic studies
Teaching language: French
Language of study attainment: French
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 13 / 2023-2024 Module 13
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Peltier Josiane
Prerequisite (EN): none

Description Fields

Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) follow language which is slowly and carefully articulated, with long pauses to assimilate meaning, 2) understand simple spoken sentences or connected phrases concerning one's home, work and studies, 3) recognize concrete information (e.g. places and times) on familiar topics encountered in everyday life, 4) introduce oneself and other people at a basic level (names, age, activities), 5) make actionable demands to satisfy needs such as asking for food, expressing simple psychological states, as well as accepting and refusing, 6) understand very short, simple texts, a single phrase at a time, picking up familiar names, words and basic phrases, and rereading as required, 7) give information about matters of personal relevance using simple words, structures, and basic expressions, and 8) begin building a vocabulary around business and culture in French.

Content (EN):

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 some business situations. They also become aware of some elements of culture in countries where French is spoken.

CEFR: Beginning level 0, Target level A1
SDG goals:

MLI66A002 - Basics in Business French 2

Basic fields
Scope: 3
Level: Other studies
Teaching language: French
Language of study attainment: French
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 14 / 2023-2024 Module 14
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Peltier Josiane
Prerequisite (EN): Basics in Business French 1
Description Fields
Learning outcomes (EN):
Learning outcomes for this course, upon successful completion, include the ability to: 1) understand phrases and expressions related to concrete areas such as personal and family information, shopping, local geography, and employment, provided the speaker articulates clearly and slowly, 2) give a simple description or presentation of people, living and working conditions, daily routines, and likes/dislikes, 3) express opinions when addressed directly in a formal meeting, provided one receives help with formulation and can ask for repetition of key points if necessary, 4) understand short, simple texts on familiar matters which consist of high frequency, every-day or job-related language, 5) produce a series of related phrases and sentences linked with connectors such as "and", "but", "because" and "therefore", and 6) know some typical features of the culture and business life in countries where French is spoken.
Content (EN):
This course will build on student knowledge of basic French grammar and vocabulary. Students will gain more experience in listening, speaking, reading and writing French for daily life and to some extent for business contexts. In addition, students will gain deeper knowledge of culture in countries where French is spoken.
CEFR: Beginning level A1, Target level A2
SDG goals:

MLI66B101 - French Business Communication 1a

Basic fields
Scope: 3
Level: Basic studies
Teaching language: French
Language of study attainment: French
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 15 / 2023-2024 Module 15
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Josiane Peltier
Prerequisite (EN): Basics in Business French 2
Description Fields
Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the main points made in clear standard spoken language on matters regularly encountered in business settings, 2) sustain a short conversation about one's field of interest, 3) understand the main content of straightforward business texts and articles, 4) read straightforward factual texts on subjects related to business with a satisfactory level of comprehension, 5) produce straightforward connected texts on a range of familiar subjects by linking a series of shorter discrete elements into a linear sequence, 6) produce short, simple texts on business topics, using simple language to list advantages and disadvantages, 7) produce brief reports on business topics in a standard conventional format, which pass on routine factual information and state reasons for action, and 8) communicate about some aspects of business culture in the countries in which French is spoken.

Content (EN):

In this course, students will expand their knowledge of French grammatical structures learned in previous courses and will further develop their French communication skills for business contexts. Students will become familiar with common business norms and practices in countries where French is spoken. The course will focus equally on listening, speaking, reading and writing skills.

CEFR: Beginning level A2, Target level B1.1

SDG goals:

MLI66B102 - French Business Communication 1b

Basic fields

Scope: 3

Level: Basic studies

Teaching language: French

Language of study attainment: French

Grading scale: 0-5

Teaching Periods: 2022-2023 Module 15 / 2023-2024 Module 15

Responsible person(s): Joan Lofgren

Responsible person(s) without Aalto ID: Josiane Peltier

Prerequisite (EN): French Business Communication 1a

Description Fields

Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand straightforward factual information about common every day or job-related topics, identifying both general messages and specific details, 2) follow argumentation and discussion on business topics, 3) sustain a description of one or more subjects within the field of business, 4) summarize and report on factual information with some confidence, 5) communicate in French in the most common business situations, and 6) communicate about some aspects of business culture in the countries in which French is spoken.

Content (EN):

In this course, students will deepen their ability to interact in the target language in the most common communicative situations at work and in business, using various forms of communication and media. They will review grammar and vocabulary and improve their listening and reading comprehension as well as speaking and writing skills. Students will also gain insights into the key cultural contexts in which the target

language is spoken. The course will focus equally on listening, speaking, reading and writing skills.
CEFR: Beginning level B1.1, Target level B1.2
SDG goals:

MLI71A100 - Finnish Business Communication
Basic fields
Scope: 3
Level: Basic studies
Teaching language: Finnish
Language of study attainment: Finnish
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 11 / 2023-2024 Module 11
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Pekkala Kaisa
Prerequisite (EN): none
Description Fields
Learning outcomes (FI):
The course is taught in Finnish.
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 kehittymiselle. 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.
Content (FI):
The course is taught in Finnish.
Kurssi perehdyttää opiskelijan talouselämän viestinnän keskeisiin käsitteisiin ja teoreettiseen taustaan sekä suomalaisen yhteiskunnan viestinnällisiin erityispiirteisiin. Kurssilla perehdytään luentojen 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 yritys- ja asiantuntijatekstien kirjoittamista.
SDG goals:

MLI71A110 - Finnish for public administration: written skills
Scope: 0

Level: Other studies
Teaching language: Finnish
Language of study attainment: Finnish
Grading scale: completed, if Finnish is the 2nd native language

MLI71A111 - Finnish for public administration: oral skills

Scope: 0
Level: Other studies
Teaching language: Finnish
Language of study attainment: Finnish
Grading scale: completed, if Finnish is the 2nd native language

MLI72A100 - Swedish Business Communication

Basic fields

Scope: 3
Level: Basic studies
Teaching language: Swedish
Language of study attainment: Swedish
Grading scale: 0-5
Teaching Periods: 2022-2023 Module 9 / 2023-2024 Module 9
Responsible person(s): Joan Lofgren
Responsible person(s) without Aalto ID: Airio Hannele

Description Fields

Learning outcomes (FI):
The course is taught in Swedish.
Opiskelijalla on kurssin suoritettuaan sujuva ruotsin kielen kieli- ja viestintätaito. Opiskelijalla on myös julkishallinnon henkilöstöltä vaadittava ruotsin kielen taito (ks. kielitaitolaki 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.

Content (FI):
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.

SDG goals:

MLI72A110 - Swedish for public administration, written skills

Scope: 0
Level: Other studies
Teaching language: Swedish
Language of study attainment: Swedish
Grading scale: completed, if Swedish is the 2nd native language

MLI72A111 - Swedish for public administration, oral skills

Scope: 0
Level: Other studies
Teaching language: Swedish
Language of study attainment: Swedish
Grading scale: completed, if Swedish is the 2nd native language