

## **Bachelor's Programme in International Business Mikkeli Campus**

# **Curriculum for the academic years 2024-2026**

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).

Courses listed in the course schedule for the year 2024-2025 on page 2 are valid also for the academic year 2025-2026, but it should be noted that some instructors may change and there might be some changes to the list of electives (column 3). Those possible changes will be announced when the course schedule for the academic year 2025-2026 will be published in spring 2025.

Study methods, assessment criteria and study material for each course will be listed in each course syllabus.

1. Goals and learning objectives for the Bachelor's Programme in International Business (page 2)
2. BScBA Curriculum 2024-2025 on one page, courses for exchange students highlighted on yellow (page 3)
3. Course descriptions and learning outcomes (pages 5 - 45)

# **BACHELOR'S PROGRAMME IN INTERNATIONAL BUSINESS**

## **Goals and objectives**

The purpose of the Bachelor of Science degree in Economics and Business Administration at the Aalto University School of Business is to give students a broad background in business and economics as well as the opportunity to specialize in a particular area of expertise. The studies are designed to develop both academic as well as working life competences and introduce multidisciplinary perspectives. In the Bachelor's Programme in International Business at the Mikkeli Campus, students belong to a tight-knit, multicultural learning community, working alongside faculty and students from around the world. The fast-paced curriculum prepares students to meet grand challenges in the global business environment, such as sustainability; engage in ethical decision-making, and begin a journey of life-wide learning.

The specific goals and objectives of the Bachelor's Programme in International Business are listed below.

### **1. Business knowledge**

Good knowledge of the basics in business and economics, very good knowledge of the field of international business, and good knowledge of subjects taken in minor studies.

#### **Programme Learning Objectives**

By graduation our students will demonstrate the ability to:

- understand the core subjects comprising business and economics;
- apply key theories, concepts and frameworks to international business;
- analyse grand challenges in the global business environment; and
- formulate and critically develop international business strategies and business models.

### **2. Management competences**

Good abilities to analyse and develop the operations of companies and other organizations, considering ethical, economic, societal and global sustainability aspects. Very good abilities to navigate various international business contexts.

#### **Programme Learning Objectives**

By graduation our students will demonstrate the ability to:

- develop cultural competences;
- compile, analyse and visualise data for effective decision-making;
- cultivate an entrepreneurial mindset; and
- address global sustainability challenges and develop creative responses to them.

### **3. Communication and teamwork competences**

Good competences in these areas: communication and interaction; project management; self-management. Very good competences in multicultural teamwork.

#### **Programme Learning Objectives**

By graduation our students will be able to:

- engage in clear and analytic oral and written communication;
- demonstrate good communication skills in English and other languages; and
- foster inclusion and work collaboratively in multicultural teams.

### **4. Scientific thinking**

Good competences in scientific thinking and working methods.

#### **Programme Learning Objectives**

By graduation our students will be able to:

- understand and use key research methods in the field of international business;
- analyse qualitative and quantitative data for research purposes; and
- strengthen the skills needed for further studies and life-wide learning.

MODULE	BScBA CURRICULUM 2024-2025 <sup>1</sup>		
2024	REQUIRED COURSES (BScBA24, 1st year)	REQUIRED COURSES (BScBA23, 2nd year)	ELECTIVE COURSES
1 2/9-20/9	GLOBAL BUSINESS ENVIRONMENT (A&B) Joan Lofgren and Henrik Dellestrand 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) Andrew Conlin	INTERNATIONAL HUMAN RESOURCE MANAGEMENT Russell Warhurst INTEGRATED MARKETING COMMUNICATIONS Jaywant Singh
2 23/9-11/10	BUSINESS MATHEMATICS WITH EXCEL APPLICATIONS (A) Roman Stepanov INTRODUCTION TO MANAGEMENT (B) Dina Myllymäki	INTERCULTURAL MANAGEMENT (A&B; group 2) Josiane Peltier PRINCIPLES OF FINANCE (A&B; group 2) David Volkman	COMPARATIVE CONSUMER BEHAVIOR Paurav Shukla MANAGERIAL ACCOUNTING FOR GLOBAL BUSINESS David Derichs
3 14/10-1/11	INTRODUCTION TO MANAGEMENT (A) Xiaoshi Kinnunen 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 Solip Park DIGITAL DISRUPTION Kari Koskinen
4 4/11-22/11	ACADEMIC WRITING (A; groups A1 and A2) Sophia Butt (group A1) and Beryl Pittman (group 2) INTRODUCTION TO STATISTICS (B) Roman Stepanov	RESEARCH METHODS IN INTERNATIONAL BUSINESS (A) Alexei Koveshnikov INTRODUCTION TO BUSINESS LAW (B) Ross Kamarul-Baharin	INTERNATIONAL BUSINESS STRATEGY Henrik Dellestrand
5 25/11-13/12	INTRODUCTION TO STATISTICS (A) Lauri Viitasari ACADEMIC WRITING (B; groups B1 and B2) Sophia Butt (group B1) and Beryl Pittman (group 2)	INTRODUCTION TO BUSINESS LAW (A) Ross Kamarul-Baharin RESEARCH METHODS IN INTERNATIONAL BUSINESS (B) Alice Schmuck	INTERNATIONAL MARKETING Sergio Carvalho
<b>2025</b>			
6 6/1-24/1	Business Communication (A) Christa Tammenluoto and Mark Badham PRINCIPLES OF ECONOMICS (B) Jason Beck	SUSTAINABILITY IN BUSINESS (A&B; group 1) Sheila Killian DATA VISUALIZATION AND STORYTELLING FOR BUSINESS (A&B; group 1) Dale Fodness	BRAND MANAGEMENT Marcio Mota INVESTMENTS AND PORTFOLIO MANAGEMENT A. Can Inci
7 27/1-14/2	PRINCIPLES OF ECONOMICS (A) Aziz Berdiev Business Communication (B) Mark Badham and Christa Tammenluoto	SUSTAINABILITY IN BUSINESS (A&B; group 2) Dale Fodness DATA VISUALIZATION AND STORYTELLING FOR BUSINESS (A&B; group 2) Philipp Back	BUSINESS CONSULTING IN THE GLOBAL ECONOMY Dennis Sakalauskas NEW PRODUCT DEVELOPMENT USING AI Michael Carrillo
8 17/2-7/3	PRINCIPLES OF ACCOUNTING (A) David Derichs PRINCIPLES OF ACCOUNTING (B) Willie Reddic	SUSTAINABILITY IN BUSINESS (A&B; group 3) Sheila Killian DATA VISUALIZATION AND STORYTELLING FOR BUSINESS (A&B; group 3) Dale Fodness	INTERMEDIATE MICROECONOMICS Christopher Decker AGILE PROJECT MANAGEMENT Serkan Ceylan
9 10/3-28/3	Swedish Business Communication (A&B) Hannele Airio Finnish for Foreigners 1 (A&B) Tarja Isokääntä		TRAVEL, TOURISM AND HOSPITALITY MARKETING Dale Fodness CORPORATE FINANCE Roman Stepanov INNOVATION MANAGEMENT IN THE GLOBAL ECONOMY Henrik Dellestrand
31/3-4/4	<b>BREAK WEEK</b>		
10 7/4-25/4	INTRODUCTION TO MARKETING (A) Paurav Shukla OPERATIONS MANAGEMENT (B) Misa Bakajic	BACHELOR'S THESIS SEMINAR DAY Joan Lofgren	INTERNATIONAL BUSINESS STRATEGY Andrew Bradley FINANCIAL ACCOUNTING FOR GLOBAL BUSINESS Nina Sormunen ENTREPRENEURSHIP IN THE GLOBAL ECONOMY Gregory O'Shea
11 28/4-16/5	Finnish Business Communication (A&B) Kaisa Pekkala	CAPSTONE COURSE (A&B) Joan Lofgren, Kevin McIntire, Alexander Settles	GREEN VENTURES Finbarr Bradley STRATEGIC DESIGN MANAGEMENT Paulo Nicoletti Dziobczenski
12 19/5-6/6	OPERATIONS MANAGEMENT (A) Mehmet Chakkol INTRODUCTION TO MARKETING (B) Srdan Zdravkovic		SOCIAL MEDIA ANALYTICS Suzanne Altobello INTERMEDIATE MACROECONOMICS John Krieg
13 9/6-27/6	Basics in Business French 1 Josiane Peltier Basics in Business Spanish 1 Ana Maria Monterde Rey Basics in Business German 1 Andrea Liebschner Finnish for Foreigners 2 Janne Laitinen		MANAGEMENT INFORMATION SYSTEMS IN INTERNATIONAL BUSINESS Michael Lapke CONSUMER CULTURE Sammy Toyoki
14 30/6-18/7	Basics in Business French 2 Josiane Peltier Basics in Business Spanish 2 Ana Maria Monterde Rey Basics in Business German 2 Andrea Liebschner Finnish for Foreigners 3 Janne Laitinen		ENVIRONMENTAL ECONOMICS Subhadra Ganguli INTERNATIONAL ARTS MANAGEMENT Rustin Greene
21/7-25/7	<b>BREAK WEEK</b>		
15 28/7-15/8	French Business Communication 1a + 1b Josiane Peltier Spanish Business Communication 1a + 1b Ana Maria Monterde Rey German Business Communication 1a + 1b Andrea Liebschner Finnish for Foreigners 4 Janne Laitinen		INTERNATIONAL BUSINESS TO BUSINESS MARKETING Sanjit Sengupta TOOLS FOR DATA ANALYSIS Dustin White
18/8-22/8	<b>BREAK WEEK</b>		
25/8-29/8	<b>ORIENTATION WEEK FOR THE NEW STUDENTS</b>		
<p><sup>1</sup> The types of the courses are marked with following fonts: FUNDAMENTALS OF BUSINESS KNOWLEDGE COURSES IN MAJOR Language and communication courses</p>			

## Active courses: BIZ - Mikkeli

Active courses: BIZ - Mikkeli .....	4
MLI-A1201 - Sustainability in Business.....	5
MLI-C1200 - International Arts Management.....	6
MLI-C1202 - Integrated Marketing Communications .....	7
MLI-C1203 - Strategic Design Management .....	8
MLI-C1204 - Agile Project Management .....	10
MLI-C1206 - Data Visualization and Storytelling for Business .....	11
MLI-C1208 - New Product Development Using AI.....	12
MLI26C010 - International Marketing.....	13
MLI26C202 - Financial Accounting for Global Business .....	15
MLI26C600 - Entrepreneurship in the Global Economy.....	16
MLI26C633 - Brand Management.....	17
MLI26C651 - International Human Resource Management.....	18
MLI26C653 - International Business Strategy.....	19
MLI26C662 - Comparative Consumer Behavior .....	20
MLI26C664 - Intercultural Management .....	22
MLI26C680 - Management Information Systems in International Business.....	23
MLI26C681 - International Business to Business Marketing.....	24
MLI26C704 - Business Consulting in the Global Economy .....	25
MLI26C707 - Environmental Economics .....	26
MLI26C720 - Investments and Portfolio Management .....	27
MLI26C726 - Managerial Accounting for Global Business.....	28
MLI26C727 - Innovation Management in the Global Economy .....	30
MLI26C730 - Consumer Culture.....	31
MLI26C738 - Global Game Industry.....	32
MLI26C739 - Social Media Analytics .....	33
MLI26C740 - Digital Disruption .....	35
MLI26C742 - Travel, Tourism and Hospitality Marketing.....	36
MLI26C743 - Green Ventures.....	37
MLI26C744 - Tools for Data Analysis.....	38
MLI28A020 - Principles of Finance.....	39
MLI28C060 - Corporate Finance .....	41
MLI31A002 - Principles of Economics.....	42
MLI31C020 - Intermediate Microeconomics.....	43
MLI31C030 - Intermediate Macroeconomics.....	44
MLI32A130 - Introduction to Business Law.....	45

## MLI-A1201 - Sustainability in Business

### Permanent basic information

**Code:** MLI-A1201

**Scope:** 6

**Course level:** Basic studies

### Information updated for each curriculum period

#### **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.

#### **Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 6, Module 7, Module 8 / 2025-2026 Module 6, Module 7, Module 8

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Dale Fodness, Sheila Killian

### Completion Methods

#### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):****Other Information****Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 18 - Comprehensive Approach to Sustainability

**MLI-C1200 - International Arts Management****Permanent basic information**

**Code:** MLI-C1200

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period****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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 14 / 2025-2026 Module 14

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Rustin Greene

**Completion Methods****1. Participation in teaching**

**Assessment Type:** Participation in teaching

**Study methods (en):**  
**Assessment criteria (en):**  
**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 3 - Good health and well-being
- 8 - Decent work and economic growth
- 11 - Sustainable cities and communities

## **MLI-C1202 - Integrated Marketing Communications**

**Permanent basic information**

**Code:** MLI-C1202

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 1 / 2025-2026 Module 1

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Jaywant Singh

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):** basic course in marketing

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 9 - Industry, innovation and infrastructure

## **MLI-C1203 - Strategic Design Management**

**Permanent basic information**

**Code:** MLI-C1203

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 11 / 2025-2026 Module 11

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Paulo Nicoletti Dziobczenski

**Completion Methods**

*1. Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 9 - Industry, innovation and infrastructure
- 11 - Sustainable cities and communities

## MLI-C1204 - Agile Project Management

### Permanent basic information

**Code:** MLI-C1204

**Scope:** 6

**Course level:** Intermediate studies

### Information updated for each curriculum period

#### 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.

#### Registration selection criteria (EN):

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 8 / 2025-2026 Module 8

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Serkan Ceylan

### Completion Methods

#### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 9 - Industry, innovation and infrastructure

## **MLI-C1206 - Data Visualization and Storytelling for Business**

**Permanent basic information**

**Code:** MLI-C1206

**Scope:** 4

**Course level:** Basic studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 6, Module 7, Module 8 / 2025-2026 Module 6, Module 7, Module 8

**Responsible person(s):** Joan Lofgren, Back Philipp

**Responsible person(s) without Aalto ID:** Dale Fodness

## Completion Methods

### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

## Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

## Other Information

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 9 - Industry, innovation and infrastructure

## MLI-C1208 - New Product Development Using AI

### Permanent basic information

**Code:** MLI-C1208

**Scope:** 6

**Course level:** Intermediate studies

### Information updated for each curriculum period

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) effectively use AI tools for ideation, market analysis, and product planning, showcasing how artificial intelligence can innovate traditional product development processes, 2) identify and analyze customer needs using AI, ensuring products are tailored to meet explicit and latent market demands in a dynamic business environment, 3) apply theoretical concepts through developing a case study presentation, emphasizing the balance among technology, user-driven design, sustainability, and manufacturability in product development, and 4) understand and apply principles of sustainable design and environmentally friendly practices, focusing on Design for Environment (DFE) strategies within the context of new product development.

**Content (EN):**

This course offers a comprehensive exploration of product innovation for engineered products, from ideation to execution. It integrates traditional lectures with AI-powered interactive exercises and case studies, covering topics like the Stage-Gate Methodology, AI

ideation, customer needs analysis and sustainable design. The course focuses on theoretical knowledge and practical application, ensuring a well-rounded understanding of product development in modern business contexts.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 7 / 2025-2026 Module 7

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Michael Carrillo

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 7 - Affordable and clean energy
- 8 - Decent work and economic growth
- 9 - Industry, innovation and infrastructure
- 12 - Responsible consumption and production
- 13 - Climate action
- 17 - Partnerships for the goals

## **MLI26C010 - International Marketing**

**Permanent basic information**

**Code:** MLI26C010

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 5 / 2025-2026 Module 5

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Sergio Carvalho

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):** basic course in marketing

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth

## MLI26C202 - Financial Accounting for Global Business

### Permanent basic information

**Code:** MLI26C202

**Scope:** 6

**Course level:** Intermediate studies

### Information updated for each curriculum period

#### 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.

#### Registration selection criteria (EN):

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 10 / 2025-2026 Module 10

**Responsible person(s):** Joan Lofgren, Nina Sormunen

**Responsible person(s) without Aalto ID:**

#### Completion Methods

##### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

#### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):** basic course in accounting

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

#### Other Information

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** No

**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth
- 9 - Industry, innovation and infrastructure

## MLI26C600 - Entrepreneurship in the Global Economy

### Permanent basic information

**Code:** MLI26C600

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 10 / 2025-2026 Module 10

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Gregory O'Shea

### Completion Methods

#### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**



## Other Information

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth
- 9 - Industry, innovation and infrastructure

## MLI26C633 - Brand Management

### Permanent basic information

**Code:** MLI26C633

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 6 / 2025-2026 Module 6

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:**

### Completion Methods

#### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):** basic course in marketing

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth
- 12 - Responsible consumption and production

## **MLI26C651 - International Human Resource Management**

**Permanent basic information**

**Code:** MLI26C651

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 1 / 2025-2026 Module 1

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Russell Warhurst

### Completion Methods

#### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

### Other Information

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** No

**Specify the approach to SDGs or to sustainable development:**

- 1 - No poverty
- 3 - Good health and well-being
- 4 - Quality education
- 5 - Gender equality
- 8 - Decent work and economic growth
- 10 - Reduced inequalities
- 16 - Peace, justice and strong institutions
- 17 - Partnerships for the goals

## MLI26C653 - International Business Strategy

### Permanent basic information

**Code:** MLI26C653

**Scope:** 6

**Course level:** Intermediate studies

### Information updated for each curriculum period

**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-subsiidiary relationships.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 4, Module 10 / 2025-2026 Module 4, Module 10

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Andrew Bradly, Henrik Dellestrand

**Completion Methods***1. Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 9 - Industry, innovation and infrastructure
- 12 - Responsible consumption and production
- 17 - Partnerships for the goals

**MLI26C662 - Comparative Consumer Behavior****Permanent basic information**

**Code:** MLI26C662

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 2 / 2025-2026 Module 2

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Paurav Shukla

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):** basic course in marketing

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth
- 12 - Responsible consumption and production

## MLI26C664 - Intercultural Management

### Permanent basic information

**Code:** MLI26C664

**Scope:** 6

**Course level:** Intermediate studies

### Information updated for each curriculum period

#### 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.

#### Registration selection criteria (EN):

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 1, Module 2, Module 3 / 2025-2026 Module 1, Module 2, Module 3

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Jacek Mironski, Josiane Peltier, Vlad Vaiman

### Completion Methods

#### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

### Other Information

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 5 - Gender equality
- 8 - Decent work and economic growth

## **MLI26C680 - Management Information Systems in International Business**

### **Permanent basic information**

**Code:** MLI26C680

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

### **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.

### **Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 13 / 2025-2026 Module 13

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Michael Lapke

### **Completion Methods**

#### *1. Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

### **Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English  
**Language of study attainment:** English  
**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 9 - Industry, innovation and infrastructure

## **MLI26C681 - International Business to Business Marketing**

**Permanent basic information**

**Code:** MLI26C681

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 15 / 2025-2026 Module 15

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:**

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5



**Compulsory prerequisites (en):**

**Recommended prerequisites (en):** basic course in marketing

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 9 - Industry, innovation and infrastructure

## **MLI26C704 - Business Consulting in the Global Economy**

**Permanent basic information**

**Code:** MLI26C704

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 7 / 2025-2026 Module 7

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Dennis Sakalauskas

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**  
**Assessment criteria (en):**  
**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth

**MLI26C707 - Environmental Economics**

**Permanent basic information**

**Code:** MLI26C707

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand essential concepts in environmental economics, 2) develop a critical appreciation of environmental economics as applied to exhaustible and renewable resources, 3) embed sustainability in economic decision-making to enhance environmental quality, and 4) relate environmental economics to real world issues and circumstances by solving practical problems and implementing policies.

**Content (EN):**

The primary focus of the course is to understand the nature, scope and key concepts of environmental economics. The course also addresses the existing relationship between the economy and the environment, including global challenges such as climate change and responses to them such as the United Nations Sustainable Development Goals (SDGs). In addition, students learn about property rights, market failures and externalities and are introduced to key techniques of environmental analysis. The theory of Optimal Allocation of renewable and non-renewable resources is also discussed. The key analytical tools and principles covered in the course are applied to current environmental challenges and practices in Europe and the rest of the world.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 14 / 2025-2026 Module 14

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Subhadra Ganguli

### Completion Methods

#### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):** basic course in economics

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

### Other Information

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 6 - Clean water and sanitation
- 7 - Affordable and clean energy
- 11 - Sustainable cities and communities
- 12 - Responsible consumption and production
- 13 - Climate action
- 14 - Life below water
- 18 - Comprehensive Approach to Sustainability

## MLI26C720 - Investments and Portfolio Management

### Permanent basic information

**Code:** MLI26C720

**Scope:** 6

**Course level:** Intermediate studies

### Information updated for each curriculum period

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 6 / 2025-2026 Module 6

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:**

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):** basic course in finance

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth

## **MLI26C726 - Managerial Accounting for Global Business**

**Permanent basic information**

**Code:** MLI26C726

**Scope:** 6

**Course level:** Intermediate studies

## Information updated for each curriculum period

### 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.

### Registration selection criteria (EN):

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 2 / 2025-2026 Module 2

**Responsible person(s):** Joan Lofgren, David Derichs

**Responsible person(s) without Aalto ID:**

### Completion Methods

#### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):** basic course in accounting

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

### Other Information

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** No

**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth

**MLI26C727 - Innovation Management in the Global Economy****Permanent basic information****Code:** MLI26C727**Scope:** 6**Course level:** Intermediate studies**Information updated for each curriculum period****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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 9 / 2025-2026 Module 9**Responsible person(s):** Joan Lofgren**Responsible person(s) without Aalto ID:** Henrik Dellestrand**Completion Methods***1. Participation in teaching***Assessment Type:** Participation in teaching**Study methods (en):****Assessment criteria (en):****Study material (en):****Basic information and classification details****Grading scale:** 0-5**Compulsory prerequisites (en):****Recommended prerequisites (en):**

**Teaching language:** English  
**Language of study attainment:** English  
**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 9 - Industry, innovation and infrastructure

## MLI26C730 - Consumer Culture

**Permanent basic information**

**Code:** MLI26C730

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 13 / 2025-2026 Module 13

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Sammy Toyoki

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**  
**Assessment criteria (en):**  
**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):** basic course in marketing

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 12 - Responsible consumption and production

## **MLI26C738 - Global Game Industry**

**Permanent basic information**

**Code:** MLI26C738

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 3 / 2025-2026 Module 3

**Responsible person(s):** Joan Lofgren, Park Solip

**Responsible person(s) without Aalto ID:**

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 5 - Gender equality
- 9 - Industry, innovation and infrastructure

## **MLI26C739 - Social Media Analytics**

**Permanent basic information**

**Code:** MLI26C739

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 12 / 2025-2026 Module 12

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Suzanne Altobello

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 9 - Industry, innovation and infrastructure

## MLI26C740 - Digital Disruption

### Permanent basic information

**Code:** MLI26C740

**Scope:** 6

**Course level:** Intermediate studies

### Information updated for each curriculum period

#### 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.

#### Registration selection criteria (EN):

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 3 / 2025-2026 Module 3

**Responsible person(s):** Joan Lofgren, Kari M. Koskinen

**Responsible person(s) without Aalto ID:**

#### Completion Methods

##### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

#### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):****Other Information****Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 9 - Industry, innovation and infrastructure

**MLI26C742 - Travel, Tourism and Hospitality Marketing****Permanent basic information**

**Code:** MLI26C742

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period****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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 9 / 2025-2026 Module 9

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Dale Fodness

**Completion Methods****1. Participation in teaching**

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):****Basic information and classification details****Grading scale:** 0-5**Compulsory prerequisites (en):****Recommended prerequisites (en):** basic course in marketing**Teaching language:** English**Language of study attainment:** English**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):****Other Information****Doctoral-level course (D):** No**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law**Search tags:****Does the course relate to sustainability:** Yes**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth
- 11 - Sustainable cities and communities
- 12 - Responsible consumption and production

**MLI26C743 - Green Ventures****Permanent basic information****Code:** MLI26C743**Scope:** 6**Course level:** Intermediate studies**Information updated for each curriculum period****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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 11 / 2025-2026 Module 11

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Finbarr Bradley

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 18 - Comprehensive Approach to Sustainability

## **MLI26C744 - Tools for Data Analysis**

**Permanent basic information**

**Code:** MLI26C744

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 15 / 2025-2026 Module 15

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Dustin White

**Completion Methods***1. Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** No

**Specify the approach to SDGs or to sustainable development:**

**MLI28A020 - Principles of Finance****Permanent basic information**

**Code:** MLI28A020

**Scope:** 6

**Course level:** Basic studies

**Information updated for each curriculum period****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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 1, Module 2, Module 3 / 2025-2026 Module 1, Module 2, Module 3

**Responsible person(s):** Joan Lofgren, Conlin Andrew

**Responsible person(s) without Aalto ID:** David Volkman, Graham Mitenko

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** No

**Specify the approach to SDGs or to sustainable development:**



## MLI28C060 - Corporate Finance

### Permanent basic information

**Code:** MLI28C060

**Scope:** 6

**Course level:** Intermediate studies

### Information updated for each curriculum period

#### 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.

#### Registration selection criteria (EN):

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 9 / 2025-2026 Module 9

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Roman Stepanov

### Completion Methods

#### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):** basic course in finance

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

### Other Information

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 9 - Industry, innovation and infrastructure

## MLI31A002 - Principles of Economics

### Permanent basic information

**Code:** MLI31A002

**Scope:** 6

**Course level:** Basic studies

**Information updated for each curriculum period**

### 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.

### Registration selection criteria (EN):

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 6, Module 7 / 2025-2026 Module 6, Module 7

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Jason Beck, Aziz Berdiev

### Completion Methods

#### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English  
**Language of study attainment:** English  
**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth
- 9 - Industry, innovation and infrastructure
- 16 - Peace, justice and strong institutions

## **MLI31C020 - Intermediate Microeconomics**

**Permanent basic information**

**Code:** MLI31C020

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 8 / 2025-2026 Module 8

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Christopher Decker

**Completion Methods**

1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**  
**Assessment criteria (en):**  
**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):** basic course in economics

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth
- 16 - Peace, justice and strong institutions

## **MLI31C030 - Intermediate Macroeconomics**

**Permanent basic information**

**Code:** MLI31C030

**Scope:** 6

**Course level:** Intermediate studies

**Information updated for each curriculum period**

**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.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 12 / 2025-2026 Module 12

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** John Krieg

### Completion Methods

#### 1. *Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

### Basic information and classification details

**Grading scale:** 0-5

**Compulsory prerequisites (en):** basic course in economics

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

### Other Information

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth
- 16 - Peace, justice and strong institutions

## MLI32A130 - Introduction to Business Law

### Permanent basic information

**Code:** MLI32A130

**Scope:** 6

**Course level:** Basic studies

### Information updated for each curriculum period

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) describe the sources and norms of Finnish and European Union law, 2) understand the principles and applications of contract as compared to tort law, 3) understand the principles and applications of competition, company and intellectual property law, 4) identify the fora and procedures for commercial dispute settlement, 5) understand the principles and applications of employment law and provision of service, 6) grasp the general principles of national and international taxation, and 7) analyze the legal aspects of social sustainability.

**Content (EN):**

The purpose of the course is to introduce students to the foundations of Finnish business law. It also addresses the correlation of Finnish law to European Union law and their implications for international business. By the end of the course students will be able to identify legal issues relevant to business as well as demonstrate competence in legal research.

**Registration selection criteria (EN):**

The course is targeted only for the Mikkeli Campus students.

**Teaching Periods:** 2024-2025 Module 4, Module 5 / 2025-2026 Module 4, Module 5

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Ross Kamarul-Baharin

**Completion Methods***1. Participation in teaching*

**Assessment Type:** Participation in teaching

**Study methods (en):**

**Assessment criteria (en):**

**Study material (en):**

**Basic information and classification details**

**Grading scale:** 0-5

**Compulsory prerequisites (en):**

**Recommended prerequisites (en):**

**Teaching language:** English

**Language of study attainment:** English

**Responsible Organizations:**

- Mikkeli: 100%

**Equivalences to other courses (en):**

**Other Information**

**Doctoral-level course (D):** No

**Field of study:** Fields of education (Ministry of Education and Culture), Business, administration and law

**Search tags:**

**Does the course relate to sustainability:** Yes

**Specify the approach to SDGs or to sustainable development:**

- 8 - Decent work and economic growth
- 16 - Peace, justice and strong institutions