

IB23SP Bachelor Degree Programme in International Business (IB23SP)

Credits

210

Duration (years)

3.5

Language

English

Specifications**Degree**

Bachelor of Business Administration

Degree title

Bachelor of Business Administration

Degree programme

Degree Programme in International Business

Type of education

Bachelor's degrees, full-time study

Person in charge

Mirka Savolainen

Description**Description**

The degree programme in International Business is a 3.5-year, 210-credit programme leading to a BBA degree, which is an internationally recognized and approved qualification. The competences produced by the degree programme meet the requirements for higher education in the European Union and facilitate mobility of workforce and experts.

The Bachelor of Business Administration, International Business programme develops global business experts with a focus on international sales and markets. BBA graduates are valuable assets for companies going global. Our BBAs work in import-export operations, international marketing and digital communication, international sales, customer care and other international activities.

Curriculum development and working life cooperation

The pedagogy of Savonia UAS relies on combination of high-quality working life-oriented education and research and development activities. Co-development strengthens multidisciplinary activities, utilization of partnerships and orientation to working life. Education that is closely linked with working

life emphasises the students' motivation and commitment to their studies. A variety of virtual and physical environments at Savonia and the facilities of partner organisations both in Finland and abroad connect theory and practice in an extensive and interesting way as part of the students' learning and the also the development of organizations. The education is characterised by multiformity, multidisciplinary approach and modes of learning that offer flexibility with regard to time and place.

Comprehensive guidance supports the students' professional growth throughout the study path. Savonia UAS recognises that each student is an individual. The training is implemented to take into account the different needs and goals of the students. Personalised education enables alternative methods of assessment and individual paths according to the students' goals.

Recognition of prior learning and studification of work are included as part of the students' personal study and career plan when possible. The students can deepen or expand their skills and knowledge by utilizing the courses, projects or other activities offered by national and international higher education partners of Savonia offerings of Savonia's national and international higher education partners.

Responsibility, sustainable development and global human security challenges are taken into account in the contents and implementation methods of the annual themes and individual courses.

One of the goals of International Business studies is to assist the students in starting building their professional networks together with fellow students so the studies are organised largely on campus in addition to the use of varied digital methods. The very basis of professionalism is learned together with the whole study community rather than doing independent studies and include practical hands-on elements involving the students with the local business environment.

Objectives

At Savonia UAS the courses of the curricula form broader modules. This supports the students' comprehensive development and the development of their expertise and makes it possible to combine teaching and working life-oriented research and development activities.

The International Business curriculum is designed to

- provide the students with the competences required in working life and
- ensure the development of their expertise.

The students

- prepare a personal study and career plan. The plan supports their studies and recognises previously acquired competence.
- are responsible for progress in their studies.

The teachers and other personnel guide and support the students to define and achieve their goals.

Savonia BBAs are equipped to pursue a successful career on management positions as well as eligible to apply to continue Master studies in universities in Finland and worldwide.

Code	Name	Sum
IB23SP	IB23SP Bachelor Degree Programme in International Business	210

IB23SP-1024	BASIC STUDIES	60
IB23SP-1034	Basic Studies	60
IB00BF37	Orientation to University Studies	5
IB00BF41	Business IT	5
IB00BF64	Business English	5
IB00BF38	Understanding Business and Management	5
IB23SP-1027	Finnish or Swedish	5
IX00BF80	Basics of Finnish	5
4_LLXR100	Business Swedish	5
IB00BF42	Business Mathematics	5
IB00BF40	Principles of Bookkeeping and Management Accounting	5
IB00BF43	Introduction to Marketing and Branding	5
IB00BF44	Principles of Economics	5
IB00BF45	Essentials of Sales and Purchase Behaviour	5
IB23SP-1028	Tools for Communication	3
IB00BF46	Using Finnish Everyday	3
IB00BF47	Business Finnish	3
IB00BF84	Introduction to Sustainability	2
IB00BF66	Multicultural Environment	5
IB23SP-1025	PROFESSIONAL STUDIES	90
IB23SP-1033	Professional Studies	75
IB00BF48	Statistics and Data Analysis	5
IB00BF67	Financial Management	5
IB00BF68	Human Resources	5
IB00BF69	Business Communication	5
IB00BF70	International Economics	5
IB00BF71	International Marketing	5
IB00BF49	Global Business Environment	5
IB00BF72	Professional Reporting	5
IB00BF50	Sustainable Innovation and Business Development	5
IB00BF51	International Business	5
IB00BF52	Research Methodology	5
IB00BF53	Sustainable Supply Chain Management	5
IB00BF54	Import and Export Processes	5
IB00BF73	Strategic Management	5
IB00BF55	International Business Legislation	5
IB23SP-1029	Digital Marketing	15
IB00BF56	Digital Marketing and Content Management	5

IB00BF57	Design for Digital Success	5
IB00BF58	Digital Marketing Tools	5
IB23SP-1030	International Sales	15
IB00BF59	Sales Process and Tools	5
IB00BF60	Customer Insights and Psychology	5
IB00BF61	International Sales Management	5
IB23SP-1026	ELECTIVE STUDIES	15
IB23SP-1032	Elective Studies	15
IB23SP-1018	INTERNSHIP	30
IB23SP-1019	Internship	30
4_LIG9130	Internship 1	6
4_LIG9140	Internship 2	6
4_LIG9150	Internship 3	6
4_LIG9160	Internship 4	6
4_LIG9170	Internship 5	6
THESIS	THESIS	15
THESIS-1001	Thesis	15
XT00BA53	Thesis Planning	5
XT00BA54	Thesis Implementation	5
XT00BA55	Thesis Finalisation	5
XT00BA56	Maturity Test	0

IB23SP IB23SP Bachelor Degree Programme in International Business: 210 op

IB23SP-1024 Basic Studies: 60 op

Optionality

All compulsory

IB23SP-1034 Basic Studies: 60 op

Optionality

All compulsory

IB00BF37 Orientation to University Studies: 5 op

Credits

5 - 5

Objectives

After completing the course, the student

- is able to start and pursue university studies effectively

- has a good understanding of the standards and ethical requirements of Finnish higher education
- is familiar with the regional and national business environment
- is able to launch their personal brand for successful career planning
- is able to develop the mindset for academic and professional success
- realises the importance and requirements of teamwork in a multicultural group.

Content

- orientation to university studies: degree regulations, academic honesty, self-leadership, self-motivation, study skills required in higher education
- company visits and presentations of guest speakers
- Personal Study and Career Plan (PSP)
- team building and groupwork activities
- CV and LinkedIn profile

Prerequisites

None

IB00BF41 Business IT: 5 op

Credits

5 - 5

Objectives

After completing the course, the student is able to

- use IT services offered by Savonia UAS
- use the main features of MS Office programs fluently
- select appropriate computing-related working methods and tools.

Content

- Microsoft Office
- IT services of Savonia UAS
- modern computing-related working methods

Assessment scale

Five step scale

IB00BF64 Business English: 5 op

Credits

5 - 5

Objectives

After completing the course, the student is able to

- identify key business vocabulary and other features needed in communication in business
- create oral and written messages that meet the criteria of business style
- apply referencing to acknowledge source materials in reports and other written texts.

Content

- business vocabulary: terms and concepts of the specialised language in field-specific contexts

- vocabulary of education and employment
- standard written business messages
- telephoning, job interviews and other oral communication situations
- introduction to professional style and academic writing
- Savonia referencing instructions

IB00BF38 Understanding Business and Management: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- define what is business and explain its role in the society
- explain and differentiate between the different legal forms of business
- have a good understanding of principles of management
- identify and explain the role of each function of management
- explain the role and importance of each business function
- have good knowledge of the business plan and its role, structure and contents
- become familiar with the Business Model Canvas (BMC).

Content

- business and the society, the business environment, stakeholders
- the legal forms of business
- principles of management and organization structure
- management functions
- business functions
- business plan
- Business Model Canvas.

IB23SP-1027 Finnish or Swedish: 5 op**Optionality**

Select one

IX00BF80 Basics of Finnish: 5 op**Credits**

5 - 5

Objectives

After completing this course, the student is able to

- use familiar everyday expressions and basic phrases
- introduce him/herself and others
- ask and answer simple questions
- interact orally in a simple way.

Content

Topics: getting to know each other, greetings, days of the week, numbers, countries, languages.

weather, seasons, family, appearance, clock, apartment, traveling.

Grammar: personal pronouns, verb to be, change of consonants (KPT), types of verbs, questions, nominative plural, genitive, partitive, locatives.

Assessment scale

Five step scale

4_LLXR100 Business Swedish: 5 op**Credits**

5 - 5

IB00BF42 Business Mathematics: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- use mathematics as a tool when making business-related decisions
- evaluate the validity of calculation results
- solve business-related mathematical problems both in a traditional way and with Excel.

Content

- percentage calculations and its applications
- calculations concerning value added tax and its applications
- basics of contribution margin and pricing
- simple and compound interest
- indexes and value of money
- foreign currencies
- investment calculations
- Excel in business mathematics

Prerequisites

- ability to use Excel

Assessment scale

Five step scale

IB00BF40 Principles of Bookkeeping and Management Accounting: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- describe the importance of financial accounting in business
- record the basic entries on temporary accounts and post their balances on permanent accounts

and then calculate company's profit

- prepare a CVP income statement and use that in budgeting
- prepare a cash budget and an estimated balance sheet according to given information.

Content

- the role of financial administration in a company
- double-entry bookkeeping
- the structure of income statement and balance sheet
- main budgets

Assessment scale

Five step scale

IB00BF43 Introduction to Marketing and Branding: 5 op

Credits

5 - 5

Objectives

After completing the course, the student is able to

- understand the role of marketing within businesses and the influence of operating environments on marketing decisions
- describe the development of marketing and the latest trends in the field
- comprehend the entity of marketing and the variety of tools used in marketing
- apply knowledge of customer behavior and customer relationships to build a successful brand.

Content

- role and development of marketing
- buying behavior and customer relationships
- marketing environments
- tools and functions of marketing
- branding

Assessment scale

Five step scale

IB00BF44 Principles of Economics: 5 op

Credits

5 - 5

Objectives

After completing the course, the student:

- understands the importance of economics and economic thinking, and the branches of economic studies
- understands the concepts of opportunity cost, trade-off and choice
- understands how markets work, the demand and supply interaction, price and market equilibrium
- knows how to apply the concept of elasticity on products and services
- understands and differentiates between different market structures and the principles of decision-

making under each structure

- is familiar with the key macroeconomic variables
- understand the role of money in the economy and how it is created
- is aware of the monetary policy and fiscal policy tools to regulate the economic cycle
- has a basic understanding of the aggregate demand and the aggregate supply model.

Content

- opportunity cost, trade-off, and the production possibility frontier model
- demand and supply model
- price elasticity of demand, cross price elasticity and income elasticity
- market structure, perfect competition, monopoly, monopolistic competition and oligopoly
- macroeconomic variables (GDP, inflation, unemployment and interest rate)
- macroeconomic policies (monetary policy and fiscal policy)
- AD/AS model

IB00BF45 Essentials of Sales and Purchase Behaviour: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- understand the essentials of sales
- recognise various sales professions and their role in business life
- apply different methods and approaches of sales
- understand the importance of consumer behavior and engagement, and of customer insight for providing solutions and creating customer experience
- assess their personal skills in regard to strengths and weaknesses as a salesperson.

Content

- key concepts and terms in sales
- the role of sales in business
- selling as a profession and various tasks in sales
- consumer behavior and engagement
- customer insight
- purchasing process and organizational buying behavior
- essential sales skills of a successful salesperson
- elements and development of a sales pitch

IB23SP-1028 Tools for Communication: 3 op**Optionality**

Select one

IB00BF46 Using Finnish Everyday: 3 op**Credits**

3 - 3

Objectives

After completing the course, the student is able to

- adapt to the Finnish environment when studying, living and working in Finland
- use phrases and vocabulary needed in everyday situations
- understand predictable information in texts and speech related to a concrete topic, also formal ones written in Easy Finnish
- tell about their life
- ask and write informal messages related to their daily life
- increase their awareness of Finnish customs and manners, culture and society
- utilise different learning strategies that support enhancing the language skills
- reach the language level A2.1 in the professional context in writing, reading, listening and speaking

Content

Grammar in the level A1-A2, e.g.

- past and present tenses
- object
- common word types

Vocabulary of topics such as

- everyday life
- travelling and transportation
- professions
- Finnish customs and manners, culture and society

Different learning strategies in the language skills context

Prerequisites

Basics of Finnish

IB00BF47 Business Finnish: 3 op

Credits

3 - 3

Objectives

After completing the course, the student is able to

- communicate with confidence as an expert in the business
- prepare written and oral messages that take into account the situation and the needs of the target audience.

Content

- professional communication style
- communication skills needed in negotiations and meetings
- business letters and other written messages needed in business

Further information

This course is for Finnish students.

IB00BF84 Introduction to Sustainability: 2 op**Credits**

2 - 2

Objectives

After completing the course, the student

- understands sustainable development as a political and normative concept
- recognizes the ecological, social, economic and cultural dimensions of sustainable development and the connections and contradictions associated with the dimensions
- understands that sustainable development requires multidisciplinary collaboration and problem-solving skills
- understands the importance of individual agency and global responsibility as well as the need for holistic transformation.

Content

- the concept of sustainable development: ecological, social, economic and cultural dimensions, and connections and tensions between the dimensions
- sustainable development as a political and normative concept
- agency and different roles of an individual
- sustainability as an individual's lifestyle and choices
- sustainability as a structural and systemic problem.

IB00BF66 Multicultural Environment: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- identify elements of culture that have an impact on human behaviour and interaction
- analyse their own cultural features
- apply cultural competence to promote co-operation in multicultural groups.

Content

- the concept of culture
- cultural theories
- elements of communication and interaction
- intercultural learning and adaptation

IB23SP-1025 Professional Studies: 90 op**Optionality**

Select x cr

Credits

90 - 90

IB23SP-1033 Professional Studies: 75 op**Optionality**

All compulsory

IB00BF48 Statistics and Data Analysis: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- do simple statistics calculations
- use statistics as a tool when making business-related decisions
- do a data analysis by using Excel on simple data gathered from several sources
- report the results of a data analysis.

Content

- basics of statistics
- basics of data analytics
- Excel in data analytics
- statistical reporting

Prerequisites

- sufficient mathematical skills
- ability to use Excel

Assessment scale

Five step scale

IB00BF67 Financial Management: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- understand the role of a financial manager and the financial market
- identify the most common financial assets and instruments
- evaluate the financial performance of companies based on the financial reports and assess different aspects of management activities
- explain the capital budgeting process and techniques
- apply valuation models on financial assets such as stocks and bonds
- calculate the cost of capital and understand its role long-term financial decisions
- make use of a variety of financial formulas and functions on Excel.

Content

- tasks of financial manager, financial markets and instruments
- financial ratios and financial analysis techniques

- financial returns, the time value of money
- capital budgeting and evaluation of long-term projects
- assets valuation (stocks and bonds)
- capital structure and the weighted average cost of capital
- Excel functions and formulas required for financial decision making

Prerequisites

Business Mathematics, Principles of Economics, Principles of Bookkeeping and Management Accounting.

IB00BF68 Human Resources: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student

- understands the importance of human resources management for the organization and personnel
- identifies what organizational culture means and what are key HRM practices
- takes into account employee experience as part of HRM development.

Content

- Human Resource Management (HRM) and culture of the organization
- HRM roles and competencies
- Interaction as part of HRM
- HRM practices that take into account the needs of the organization and the individual

Assessment scale

Five step scale

IB00BF69 Business Communication: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- write effective business letters with proper layout and style
- give well-structured oral presentations
- produce documents related to meetings and negotiations
- communicate in meetings and negotiations in a multicultural environment.

Content

- business presentations
- meetings and negotiations
- written business messages of the sales and purchase process

IB00BF70 International Economics: 5 op

Credits

5 - 5

Objectives

After completing the course, the student

- is aware of international organizations such as WTO, IMF, WB and UN
- understands the economic backgrounds of foreign trade and the most essential trade theories
- is able to use and apply economic analytical tools in international trade
- is aware of and understands the types of trade barriers and their economic effect on the consumption and production
- is familiar with and understands common arguments for imposing tariffs and other trade barriers
- understands the balance of payment and its significance as well as the foreign exchange market and exchange rate mechanism.

Content

- International organisations
- Trade theories and models
- Trade barriers
- Balance of payment
- Exchange rate systems and market

Prerequisites

Principles of Economics.

IB00BF71 International Marketing: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- review the core concepts of global marketing
- identify methods to create competitiveness in international markets
- understand the importance of international business environment to marketing decisions
- understand the importance of customer relationship management and identify needs of international customers
- identify marketing objectives, strategies, tools and building relationships internationally
- comprehend global marketing research methods and international marketing mix strategies.

Content

- essentials of global marketing
- international competitiveness
- international business environment and its effect on marketing
- research and planning process of international marketing
- strategies and tools of international marketing
- international marketing mix decisions and their objectives

Assessment scale

Five step scale

IB00BF49 Global Business Environment: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- analyze both internal and external business environment
- observe the selection process of the target country and gain information on the external factors influencing market selection
- obtain knowledge and experience of business environment analysis tools (e.g. PESTEL analysis, SWOT, Porter's Five Forces, Competitor analysis)
- gain information about global networking and partner search.

Content

- analysis of the external business environment
- business environment of the region
- PESTEL analysis, SWOT, Porter's Five Forces, Competitor analysis
- the selection process of the target country and the external factors influencing market selection
- the role of market research in the internationalization process.

IB00BF72 Professional Reporting: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- write powerful and reader-friendly texts in professional style
- organise texts effectively to produce a thesis
- apply referencing to acknowledge source materials to meet the requirements of the academic community
- apply paraphrasing techniques
- develop writing skills based on feedback
- revise texts independently with help of high-quality editing tools.

Content

- features of professional and academic style
- thesis structure and thesis writing process
- referencing and paraphrasing
- self-editing tools

Prerequisites

Business English

IB00BF50 Sustainable Innovation and Business Development: 5 op

Credits

5 - 5

Objectives

After completing the course, the student is able to

- understand the innovation process
- understand the importance of sustainable development to businesses
- apply innovation on business model creation
- present business ideas and models to stakeholders and investors
- assess own and team performance.

Content

- innovation process
- sustainable development
- Business Model Canvas
- teamwork and idea creation
- pitch deck and sales pitch creation
- professional reporting

Prerequisites

All first-year and second-year studies.

IB00BF51 International Business: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- understand the internationalisation process of a company
- explain alternative international entry modes
- identify the risks and benefits of each entry mode and when it is suitable for a company to enter a market
- understand and evaluate alternative international strategies and models
- understand different international challenges on functional areas
- find, analyse and utilise versatile information when choosing the appropriate internationalisation mode for a company.

Content

- internationalisation process
- international entry modes
- international strategies and models
- overview of international marketing, operations, finance and human resources

Prerequisites

Global Business Environment, International Economics.

IB00BF52 Research Methodology: 5 op

Credits

5 - 5

Objectives

After completing the course, the student is able to

- select appropriate research and data collection methods for thesis research
- collect, analyze and transform data into research knowledge
- act according to Savonia's ethical principles of conducting thesis research.

Content

- ethics in research
- research process
- fundamentals of both quantitative and qualitative research methodologies
- deepening the knowledge of either quantitative or qualitative research methodologies according to the student's choice

IB00BF53 Sustainable Supply Chain Management: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- define the critical meaning of logistics for business
- identify the role of purchasing, transportation and warehousing
- analyze sustainability in the supply chain
- define the possibilities and challenges in the changing operating environment of logistics and procurement.

Content

Concepts of sustainable supply chain management: logistics, purchasing, transportation and warehousing in changing operating environment.

Prerequisites

1st-year and 2nd-year studies, specifically International Economics and Global Business Environment.

Assessment scale

Five step scale

IB00BF54 Import and Export Processes: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- define the import/export process, documentation procedures and formalities
- search for the most relevant information and apply that information in case studies, through which

the student can make good use of the practical experience of the import/export process.

Content

- import/export process
- import/export documents
- customs and duties
- Incoterms, L/C

Prerequisites

All first-year and second-year compulsory courses as well as Sustainable Supply Chain Management and International Business.

Assessment scale

Five step scale

IB00BF73 Strategic Management: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- understands the strategic management planning process
- develop the skill of strategic thinking
- understand the importance of devising a business vision and mission statement
- apply SWOT analysis to develop an effective business strategy
- use assessment tools to evaluate business performance and to take corrective strategic decisions.

Content

- the strategic management concept and the strategic planning process
- business vision and mission
- ethics and corporate social responsibility in the strategic management process
- sustainability
- SWOT analysis for internal and external factors
- strategic assessment for marketing, HRM, finance, R&D and operations performances
- alternative strategies and models

Prerequisites

All first-year and second-year studies.

IB00BF55 International Business Legislation: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- recognize legal risks of companies engaging in global business
- classify various sources of law across countries and cultures

- explain rules and regulations governing different aspects of global business and apply them into practice
- protect a company's interests by preparing for legal risks in advance.

Content

- sources of law
- legal systems in the context of global business
- consumer law
- marketing regulations
- contract law and settlement of disputes
- IPR
- legal implications on multinational HR

Prerequisites

1st-year and 2nd-year studies

Assessment scale

Five step scale

IB23SP-1029 Digital Marketing: 0 - 15 op

Optionality

Select according to specific criteria

Credits

0 - 15

Criteria

IB00BF56 Digital Marketing and Content Management: 5 op

Credits

5 - 5

Objectives

After completing the course, the student is able to

- understand basics of digital marketing and digital marketing strategies
- identify and apply digital marketing strategies
- create successful digital marketing plans
- build content strategy
- create targeted and relevant content
- distribute marketing communications to audiences online.

Content

- essentials of digital marketing
- social media management
- digital marketing strategies
- application of customer experiences in digital marketing strategies
- digital marketing planning process and steps of digital marketing plan

- content management

IB00BF57 Design for Digital Success: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- identify commonly used graphic design tools
- understand how graphic design supports SEO and Pay Per Click (PPC) campaigns
- visualize complex information for digital marketing success
- understand how brands establish a distinct tone, style and identity with help of digital design.

Content

- graphic design tools for digital marketing
- website design for better customer experience
- SEO-focused design
- earned media

IB00BF58 Digital Marketing Tools: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- prepare content for effective earned and paid media
- create more exposure in social media sites through paid media
- direct ways to drive searchers such as Retargeting, Pay Per Click (PPC) and display ads
- apply methods to increase traffic and/or conversions.

Content

- paid media as part of digital marketing plan
- digital and social media management tools such as Google Ads, YouTube marketing, Facebook Manager, Instagram marketing
- Retargeting, Pay Per Click (PPC) and display ads
- analysis and measurement of the success of digital marketing campaigns

IB23SP-1030 International Sales: 0 - 15 op**Optionality**

Select according to specific criteria

Credits

0 - 15

Criteria

IB00BF59 Sales Process and Tools: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- comprehend the components and stages of the sales process and customers' purchase processes
- understand the role of customer relationship management in the sales process
- possess the skills and knowledge to maintain successful customer relationship management systems
- differentiate how different categories of digital sales tools support sales process in each step
- analyze the various digital sales tool categories and their practical uses.

Content

- steps of sales process: prospecting, lead generation, qualifying, analyzing the customer needs, closing the deal
- buying process vs sales process
- Customer Relationship Management
- digital sales tools in support of sales process
- sales organization and Key Account management

IB00BF60 Customer Insights and Psychology: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- understand the psychological factors behind successful marketing
- gain tools and understanding on how to build trusting and loyal customer relationships.

Content

- customer psychology
- psychological aspects in marketing and advertising
- psychology of pricing, social media and web design
- use of technology in creating added value
- visuals in creating trust and loyalty

Prerequisites

Introduction to Marketing and Branding, Sales Process and Tools.

IB00BF61 International Sales Management: 5 op**Credits**

5 - 5

Objectives

After completing the course, the student is able to

- understand what international sales comprises and how it functions in the international business environment
- identify current trends in sales with a global perspective
- identify the management practices for successful customer services provided for international customers
- pay attention to cross-cultural differences that have an impact on an effective international sales organization and its management
- identify the role and responsibilities of a sales executive in managing, supervising and developing the sales and the customer base of a company and in networking and building partnerships in international sales.

Content

- basics of International Sales
- planning sales for global success
- International Sales strategies
- Global Key Account Management
- development and management of international sales processes
- global customer acquisition and prospecting internationally
- CRM with global perspective
- solution-based sales to identify customer needs
- creating long-lasting relationships with an international focus
- management of international sales teams

IB23SP-1026 Elective Studies: 15 op

Optionality

Select x cr

Credits

15 - 15

IB23SP-1032 Elective Studies: 15 op

Optionality

Select x cr

Credits

15 - 15

IB23SP-1018 Internship: 30 op

Optionality

All compulsory

IB23SP-1019 Internship: 30 op

Optionality

All compulsory

4_LIG9130 Internship 1: 6 op**Credits**

6 - 6

Objectives

The objective of the work placement is to enable the student to become familiar with various professions, duties and tasks in business life while doing work that is relevant to the degree programme. The work placement enables the student to apply the knowledge learned to practice and also evaluate personal aptitude in view of the requirements of working life. At the same time the student gains experience of the qualifications required in various professions in business life in general and is able to evaluate his/her own knowledge and skills.

Content

Development of knowledge, the practical working skills within the specific field and personal competences.

Prerequisites

60 credits of studies.

4_LIG9140 Internship 2: 6 op**Credits**

6 - 6

Objectives

The objective of the work placement is to enable the student to become familiar with various professions, duties and tasks in business life while doing work that is relevant to the degree programme. The work placement enables the student to apply the knowledge learned to practice and also evaluate personal aptitude in view of the requirements of working life. At the same time the student gains experience of the qualifications required in various professions in business life in general and is able to evaluate his/her own knowledge and skills.

Content

Development of knowledge, the practical working skills within the specific field and personal competences.

Prerequisites

60 credits of studies.

4_LIG9150 Internship 3: 6 op**Credits**

6 - 6

Objectives

The objective of the work placement is to enable the student to become familiar with various professions, duties and tasks in business life while doing work that is relevant to the degree

programme. The work placement enables the student to apply the knowledge learned to practice and also evaluate personal aptitude in view of the requirements of working life. At the same time the student gains experience of the qualifications required in various professions in business life in general and is able to evaluate his or her own knowledge and skills.

Content

Development of knowledge, the practical working skills within the specific field and personal competences.

Prerequisites

120 cr of studies

4_LIG9160 Internship 4: 6 op**Credits**

6 - 6

Objectives

The objective of the work placement is to enable the student to become familiar with various professions, duties and tasks in business life while doing work that is relevant to the degree programme. The work placement enables the student to apply the knowledge learned to practice and also evaluate personal aptitude in view of the requirements of working life. At the same time the student gains experience of the qualifications required in various professions in business life in general and is able to evaluate his or her own knowledge and skills.

Content

Development of knowledge, the practical working skills within the specific field and personal competences.

Prerequisites

120 cr of studies

4_LIG9170 Internship 5: 6 op**Credits**

6 - 6

Objectives

The objective of the work placement is to enable the student to become familiar with various professions, duties and tasks in business life while doing work that is relevant to the degree programme. The work placement enables the student to apply the knowledge learned to practice and also evaluate personal aptitude in view of the requirements of working life. At the same time the student gains experience of the qualifications required in various professions in business life in general and is able to evaluate his or her own knowledge and skills.

Content

Development of knowledge, the practical working skills within the specific field and personal competences.

Prerequisites

120 cr of studies

THESIS Thesis: 15 op**Duration (years)**

0

Primary teaching language

English

Details**Person in charge**

Jari Linden

Description**Description**

Thesis Planning (5 ECTS)

Thesis Implementation (5 ECTS)

Thesis Finalisation (5 ECTS)

Further information

The student shall acquire the material required for the thesis him/herself. Savonia's thesis reporting instructions.

The student may create an individual yet appropriate timetable for the thesis process.

Curriculum development and working life cooperation

The thesis is always working life oriented. It may take the form of a

- a) development work planned and implemented by a student or a group of students to meet the user's or client's needs. Development may focus on a product, service, process, working method, learning material or instruction, digital material, supervised activity etc. The student shall present the plan, its implementation and its evaluated output and the need for further development in a report whose form is suitable for the professional field in question.
- b) research-based thesis, in which a student or a group of student approaches a practical problem or item to be developed with appropriate research methods. The student shall prepare a report describing the planning, implementation and results of the thesis and interpreting the results.
- c) production, in which a student of a group of students demonstrates competence as an expert or as an artist by planning and implementing an event, a seminar, an artistic performance etc. The student shall present the plan, its implementation and its evaluated output in a report whose form is suitable for the professional field in question.
- d) compiled thesis, in which parts planned as a thesis (e.g. projects) are implemented and reported. In the written synthesis, article or other publication, which is part of the thesis, the student shall present the essential results/output in a form that is suitable for the professional field in question.

Objectives

Student can

- choose a topic for thesis that is suitable for his or her field and his or her professional development and justify the choice from different perspectives
- plan and implement a working life oriented research and development work based on the needs of the user/client
- apply scientific and evidence-based information in the thesis process and in the development of his or her expertise
- appropriately use research and development methods or artistic methods that are suitable for his or her professional field and for the topic of the thesis
- prepare a clearly defined, logical and professionally appropriate report on his or her thesis
- evaluate the essential contents, results or output of his or her thesis and justify their significance from the perspectives of his or her field, the client's/user's need and his or her professional development
- evaluate his or her thesis process, its reliability and ethicality as well as his or her professional growth and learning during the work
- cooperate in a flexible manner with players involved in the thesis process and demonstrate his or her expertise
- take the maturity test on his or her thesis.

Optionality, prerequisites and offering information

Optionality

All compulsory

Prerequisites

Research methodology studies of the degree programme.

THESIS-1001 Thesis: 15 op

Optionality

All compulsory

XT00BA53 Thesis Planning: 5 op

Credits

5 - 5

Objectives

The student can

- choose a topic that is relevant for the development of both the field of study and his/her own expertise
- motivate his/her topic choice from various viewpoints
- create a thesis topic proposal and complete it into a thesis plan (= work plan)
- work flexibly with other people and parties involved in the thesis process
- present his /her knowledge and skills.

Content

Selecting a thesis topic and narrowing it down. Writing a thesis topic proposal. Signing a thesis project agreement. Finding a thesis supervisor. Information retrieval and reporting practices. Writing

a thesis plan (= work plan) and finding source materials.

Further information

The student may create an individual yet appropriate timetable for the thesis process.

Prerequisites

Research methodology studies of the degree programme.

Assessment scale

Five step scale

XT00BA54 Thesis Implementation: 5 op**Credits**

5 - 5

Objectives

The student can

- implement a working-life-oriented research and development project, which meets the needs of a user/client
- apply scientific and evidence-based knowledge to the thesis process in order to increase and develop his/her expertise
- create a report that is concise and logical and meets the professional standards of his/her field of study.
- assess the main contents, results and outcomes of the thesis and discuss their relevance to the field, the needs of a user/the client and the development of his/her expertise
- work flexibly with other people and parties involved in the process and demonstrate his/her expertise

Content

- working independently on the thesis
- guidance related to the various phases of the thesis
- the results/outcome of the thesis
- presentation of the thesis in a seminar

Further information

The student may set an individual yet appropriate timetable for his/her thesis process.

Prerequisites

Research methodology studies of the degree programme.

Course: Thesis Planning (5 ECTS).

Assessment scale

Five step scale

XT00BA55 Thesis Finalisation: 5 op**Credits**

5 - 5

Objectives

The student can

- create a report that is concise and logical and meets the professional standards of his/her field of study
- assess the main contents, results and outcomes of the thesis and discuss their relevance to the field, the needs of a user/the client and the development of his/her expertise
- assess the thesis process, its reliability and ethicalness as well as his/her professional growth and development
- work flexibly with other people and parties involved in the process and demonstrate his/her expertise
- write a maturity test essay on the thesis process.

Content

- finalizing the thesis as well as writing and editing the report based on the feedback received in the thesis seminar and from the thesis supervisor
- detection of plagiarism
- submitting the thesis for assessment

Further information

The student may set an individual yet appropriate timetable for the thesis process.

Prerequisites

Research methodology studies of the degree programme.

Courses: Thesis Planning (5 ECTS) and Thesis Implementation (5 ECTS).

Assessment scale

Five step scale

XT00BA56 Maturity Test: 0 op**Credits**

0 - 0

Objectives

The student can

- write the maturity test showing expertise in the field of his/her studies and proficiency in communication and language skills
- discuss the maturity test task/ question in a logical manner, showing professional competence and with relevance to the task
- summarise his/her thesis and focus on the essential concepts, facts and findings
- write a professional text in the appropriate style and without grammar mistakes.

Content

Enrolling to and writing the maturity test.

Further information

The information on student's maturity test is included in the degree certificate.

Prerequisites

Completion of Thesis (15 ECTS)

Assessment scale

Five step scale