

**DEGREE PROGRAMME IN INTERNATIONAL BUSINESS  
BACHELOR OF BUSINESS ADMINISTRATION, BBA**

**PROGRAMME DESCRIPTION**

210 ECTS credits  
Duration of studies 2012-2015

Approved 23.12.2011





<b>DEGREE PROGRAMME</b>	International Business
<b>EXTENT OF DEGREE IN ECTS CREDITS</b>	210
<b>DEGREE PROGRAMME INSTRUCTION LANGUAGE</b>	English
<b>CODE</b>	HIB12S1
<b>QUALIFICATION AWARDED</b>	Bachelor of Business Administration, BBA
<b>LEVEL OF QUALIFICATION</b>	The European Qualifications Framework (EQF) level 6. Bachelor's degree corresponds to a bachelor's degree at scientific university level. (Act 426/2005, 10 §.)
<b>SPECIFIC ADMISSION REQUIREMENTS</b>	Students who have eligibility to apply for higher education studies and display proficiency in English can apply for the degree programme from all around the world. Entrance examinations are organized every year in the spring in Finland and abroad. Approximately half of the selected students are Finns, and the other half are selected from a wide variety of countries in order to create the optimal multicultural learning environment.
<b>ACCREDITATION AND SPECIFIC ARRANGEMENTS FOR RECOGNITION OF PRIOR LEARNING</b>	Accreditation methods are described in degree regulations and the Study Guide.
<b>QUALIFICATION REQUIREMENTS AND REGULATIONS</b>	There are no degree-specific qualification requirements and regulations.
<b>PROFILE OF THE PROGRAMME</b>	The Degree Programme in International Business prepares students with the competences to be successful in global business. Internationalization is in the core of the programme, and the whole educational process is conducted in English. Foreign degree students and exchange students create a multicultural and genuinely international study atmosphere. International lecturers and experts bring international special expertise into



the Programme. The degree-specific competences which the students develop during their studies are the following:

1. International Business Awareness: Ability to outline and evaluate the key patterns and trends in international business activity, the different approaches to internationalisation, the influence of increasing globalisation, international trade systems and financial relations and the role of several principal institutions (e.g. WTO, EU, IMF, World Bank) in international business. Ability to assess the impact of these trends of the international business environment on his own activities as well on the business policy.

2. Intercultural Adaptability: Ability to assess the differences between national, organisational and occupational cultures and to outline strategies for adapting to these differences in e.g. human resources management, marketing and intercultural communication. Identification of the relevant dimensions of cultures and development of self-awareness of one's own cultural background. Ability to adapt one's behaviour to the standards of other cultures and to maintain an international network essential to one's tasks.

3. International Operations Management: Ability to assess processes and make decisions involved in developing international, i.e. export/import operations, focusing on supply chain management, and to explain the meaning and application of key logistical concepts.

4. International Marketing Management: Ability to perform a country-analysis on macro, industry and micro level, to conduct an international market survey in order to assess foreign market opportunities and competition. Ability to formulate market-entry strategies, to draft an international marketing plan and to implement, co-ordinate and control the international marketing (and sales) programme and projects. Ability to create, develop and maintain profitable customer relationships.

5. International Strategic Management: Ability to use conceptual and visionary skills to contribute to the development, evaluation and implementation of the internationalisation strategy of a company. Ability to pro-actively seek and commercially evaluate business opportunities for both new and existing products. Risk-taking ability in order to optimise business profit. Ability to write and defend a business plan for a (start-up) company. Ability to perform a variety of cost and revenue calculations and to transform these data into information needed for decision making and the budgeting process. Ability to contribute to and evaluate key accounting summaries and investment opportunities.

6. Organisational Development: Ability to research and analyse relevant international business problems, to propose policy goals and objectives, and to prepare alternative solutions in order to optimise business and human resources processes, and in order to strengthen the synergy between strategic, structural and cultural aspects of the organisation.



7. Business Opportunity Recognition: Ability to draw conclusions from international trends. Skills in collecting and analysing relevant market data for decision making. Ability to identify market pull and technology push in the global marketplace. Ability to identify different types of businesses (service/product & local/national/global) and skills to choose the optimal business model. Ability to identify global major markets for different industries & specific cases.

8. New Business Development: Ability to identify the possibilities for spin-offs & new business development in existing companies. Skills to outline new businesses for new ventures. Ability to utilise Technology Adaption Life Cycle (TALC) in planning and decision making. Ability to express business models using Chasm terminology. Ability to identify the possibility of a leading position in the global markets for specific business fields.

9. Earnings Logic: Ability to identify and apply different earnings logics in specific business environments based on different business models. Ability to choose optimal ways of earnings/harvesting at different stages of the growth of businesses: ownership, revenues, profits, licensing, and taxation optimization included.

In addition to these degree-specific competences students find opportunities to develop also general competences such as learning skills and self-efficacy, ethical responsibility, work group competence, innovation competence, and entrepreneurial competence.

## KEY LEARNING OUTCOMES

The design of the Degree Programme is based on supporting the students' learning process, which is an important consideration in planning learning outcomes. The courses in the Degree Programme are structured in modules. The modules and their intended learning outcomes are the following:

### Module 1: Transferable Skills (15 ECTS)

Intended Learning Outcome: The students are capable of continuous self-development and master versatile communication and information retrieval in different cultural and work environments. They have developed a strong ethical foundation for their profession.

### Module 2: Business Operations (25 ECTS)

Intended Learning Outcome: The students are able to identify business processes, draw relevant economic conclusions, make professional business calculations in order to recognize business opportunities, communicate effectively, and give business presentations.



#### Module 3: Business Tools (25 ECTS)

Intended Learning Outcome: Students are able to organize business operations and manage projects, make feasibility studies, outline business plans, make marketing plans, organize sales and make financial calculations for the purpose of business shaping and making earnings.

#### Module 4: Strategic Planning (25 ECTS)

Intended Learning Outcome: The module equips the students with the skills needed to collect and analyze vital market information and financial information, to recognize business opportunities, outline strategic scenarios to shape businesses, and organize human resources.

#### Module 5: Business Modelling (25 ECTS)

Intended Learning Outcome: Students are able apply marketing and management skills in developing business operations in international environment and make financial calculations and forecasts to make earnings.

#### Module 6: Required Language Studies (10 ECTS)

Intended Learning Outcome: Students are able to communicate fluently in a third language in addition to their native language and English.

#### Module 7: Specific Business Skills (25 ECTS)

Intended Learning Outcome: The module develops students' abilities to recognize opportunities, shape business, and make earnings in specific business sectors or for their own enterprises. Students specialize in a relevant field of interest. High-Tech Management specialisation option focuses in the management of high-tech companies. The Russian Trade specialisation option is offered in cooperation with the State University of Management in Moscow. Global Operations Management specialisation option prepares for managerial positions at multinational companies. The Specialization Track in Cross Cultural Management develops competencies to work in multicultural business environments, and the Entrepreneurial Path option leads to development of own business ideas into business plans assisted by incubator services.

In addition to these modules, students must also choose elective courses (10 ECTS), do practical training/project work (30 ECTS), and write thesis (15 ECTS) in order to earn their degrees.

### **PROFESSIONAL GROWTH AND KNOW-HOW**

The above-mentioned modules build up on each other during the study period. Students are expected to complete the modules of transferrable skills, business operations and business tools during the first year. As a result, they gain a holistic global perspective to the operations of a modern



company. During the second year students should complete the modules of strategic planning and business modelling. As a result, they learn to recognize new business opportunities and how to develop them profitably. In conducting of these modules, students are exposed to essentials of project management, teamwork, communication, analytical tools, and core business skills in a multicultural learning environment.

The third year of studies is reserved for implementing Personal Development Plan for students. In realizing their plans students are offered the flexibility to choose a relevant specialisation option in their specific business skills module (e.g., High-Tech Management specialisation, Russian Trade specialisation, Global Operations Management specialisation, or the Entrepreneurial Path). One exception is the Study Track in Cross Cultural Management which already starts from the first year. During their third year students study at least one semester abroad gaining international experience and utilizing excellent course offerings of our partner institutions worldwide. It is also possible to complete practical training abroad, and even earn two diplomas by participating in double degree programmes with our French, German, and Russian partners. Students complete their company projects, practical training and bachelor thesis, and all of these support them for the start of their career in international business arena.

#### **OCCUPATIONAL PROFILES OF GRADUATES WITH EXAMPLES**

Our graduates work in various industries both in Finland and abroad, developing business in the areas of marketing, management and sales. Some of the graduates have also started their own businesses. More than 75% of our graduates have a job after graduation and the rest of them continue their studies at the master's level in Finland or abroad.

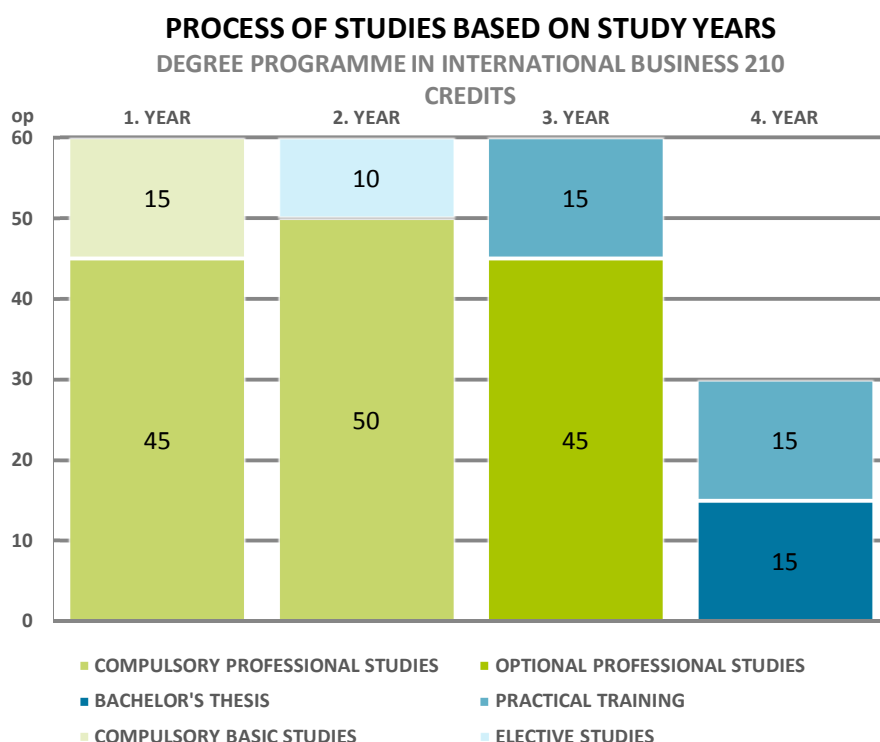
#### **ACCESS TO FURTHER STUDIES**

Upon graduation and approximately 3 years after the workplace phase, the student may continue their studies in a university of applied sciences' degree programme leading to a Master's degree. A Master's degree earned at a university of applied sciences is equivalent to a Master's degree earned at university. Studies may also be continued by applying to, for example, university Master's degree programmes or equivalent. After earning a Bachelor's degree at JAMK, it is also possible to continue studying in Master's degree programmes at foreign universities.

JAMK also offers opportunities for continuing education in professional specialisation studies, higher education level apprenticeship training and professional development studies. If the student earns a Master's degree, they may be given the opportunity to enrol in academic or artistic post-graduate studies at university (Section 37 of the Universities Act 558/2009). Students must apply for post-graduate studies separately.



## COURSE STRUCTURE DIAGRAM



## EXAMINATION REGULATIONS, ASSESSMENT AND GRADING

Studies are comprised of courses and broader competence areas. Courses are taken during one academic year. However, they must be completed by no later than the end of the autumn term for the following academic year. If a course remains incomplete, the student must take it over again during the following academic year. Exceptions to this include theses, internships and special workplace-based project studies.

In the first classroom session, the course's key learning objectives and content as well as its various assignments and assessment criteria are gone over, possible examination dates are discussed (main examination) and the end date of the course, after which no more assignments are accepted, is announced. The student is given a total of three chances to complete a given course: the main examination of the course or two separately specified re-examinations.

Learning outcomes are assessed in accordance with course's key learning objectives. If not mentioned otherwise in the programme description, a grading scale of 5 to 1 (5 Excellent, 4 Very Good, 3 Good, 2 Satisfactory, 1 Sufficient) is used. The students have the right to know how the assessment criteria have been applied to them. In special cases, a pass/fail scale may be used. The completion of a course will be entered in the record of credits within a month from the given end date of the course, and always before the end of the academic year.



**GRADUATION  
REQUIREMENTS**

A prerequisite for receiving a Bachelor's degree is that the student completes the studies (courses, internship, thesis and maturity exam) in their degree programme, within the period of their right to study, in accordance with their personal study plan.

**MODE OF STUDY**

Face-to-face learning

**HEAD OF THE DEGREE  
PROGRAMME**

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matti.hirsila@jamk.fi

**PROGRAMME PLANNING  
PROCESS**

The curricula and learning goals are created as a combination of international influences, Bologna Process requirements, and regional needs of industry and student feedback following the mission of JAMK. The responsible person is the Head of Degree Programme in open cooperation with staff members. Industry representatives are involved through our organisational and individual net-works. The total amount of networks consists of more than 70 companies in Central Finland. The list of organisations includes public organisations, development companies, start-up companies, small and medium-sized companies operating in international markets, and also global players. The advisory board of the School of Business and Services Management is also involved in the curriculum development process.

**SCHOOL**

JAMK University of Applied Sciences  
School of Business and Services Management,  
Degree Programme in International Business  
Rajakatu 35, 40200 Jyväskylä

**FURTHER INFORMATION**

**QUALITY MANAGEMENT**

JAMK's quality system is audited by the Finnish Higher Education Evaluation Council (FINHEEC). Quality management consists of four elements: 1) planning, 2) action, 3) follow-up and evaluation and 4) quality improvement. The most important elements of quality management in education are

- PLANNING: JAMK strategy, Pedagogical principles, RDI principles, Performance agreement, OPS & HOPS
- ACTION: Education processes, Degree regulations, Study guide



- FOLLOW-UP AND EVALUATION: Course feedback, Student feedback, Follow-up surveys, External evaluations
- QUALITY IMPROVEMENT: Making use of follow-up and evaluations, Daily improvement.

For more information, see JAMK's Quality Manual.

**PEDAGOGICAL  
PRINCIPLES**

The Degree Programme is implemented in compliance with the pedagogical principles approved by the Board of JAMK University of Applied Sciences.

**ETHICAL PRINCIPLES**

The students and staff of JAMK act in compliance with the ethical principles approved by the Board of JAMK University of Applied Sciences on 15 December 2010.

**LAST UPDATE**

21.12.2011