

**DEGREE PROGRAMME IN
INTERNATIONAL BUSINESS MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION
PROGRAMME DESCRIPTION**

90 ECTS credits
Duration of studies 2012-2015

Approved 23.12.2011





DEGREE PROGRAMME	Master's Degree Programme in International Business Management
EXTENT OF DEGREE IN ECTS CREDITS	90 cr
DEGREE PROGRAMME INSTRUCTION LANGUAGE	English
CODE	YHI12S1
QUALIFICATION AWARDED	Master of Business Administration
LEVEL OF QUALIFICATION	The European Qualifications Framework (EQF) level 7. Master's degree corresponds to a master's degree at scientific university level. (Act 426/2005, 10 §.)
SPECIFIC ADMISSION REQUIREMENTS	<p>The requirements for eligibility are a bachelor's level degree in the field of business and administration or equivalent degree, and at least three years of relevant work experience within the field of the degree after the bachelor's degree.</p> <p>Student selection is based on the entrance examination, the grade of bachelor's thesis, and work experience. English language skills are assessed in the interview on a pass/fail basis.</p>
ACCREDITATION AND SPECIFIC ARRANGEMENTS FOR RECOGNITION OF PRIOR LEARNING	Accreditation methods are described in degree regulations and the Study Guide.
QUALIFICATION REQUIREMENTS AND REGULATIONS	There are no degree specific qualification requirements and regulations.



PROFILE OF THE PROGRAMME

The programme's components comprise studies in strategic management and new business development in global environment. Studies in strategic management in global environment aim to develop students' competences for recognizing opportunities from changes in the global environment and formulating right strategies to capture them.

Studies in new business development in global environment build up students' competences for recognizing, assessing, articulating and reshaping new business opportunities and then successfully transforming them from idea to reality. Students will design and implement new business development projects and execute management tasks in global contexts.

Upon successful completion of the programme students are expected to develop their competences in strategic management, entrepreneurship, internationalization, innovation, working community, ethics and learning.

KEY LEARNING OUTCOMES

The objective of the master's degree programme is to further develop students' key competencies needed to continue their professional development. The graduates are able to identify business opportunities, develop business models and both innovate and design new businesses in global markets as growth oriented entrepreneurs or managers.

PROFESSIONAL GROWTH AND KNOW-HOW

JAMK University of Applied Sciences has adopted competence- and learning-based curricula in its degree programmes. Students' learning process occupies a central role in them. The development of competence during the programme is closely supported by study guidance and the assessment of competence development.

The Y-team of JAMK University of Applied Sciences has developed the common structure for all the Master's programmes (90 cr) in JAMK.

The common study modules are:

Entrepreneurship and Service Management

Research and Development

Internationalization Studies

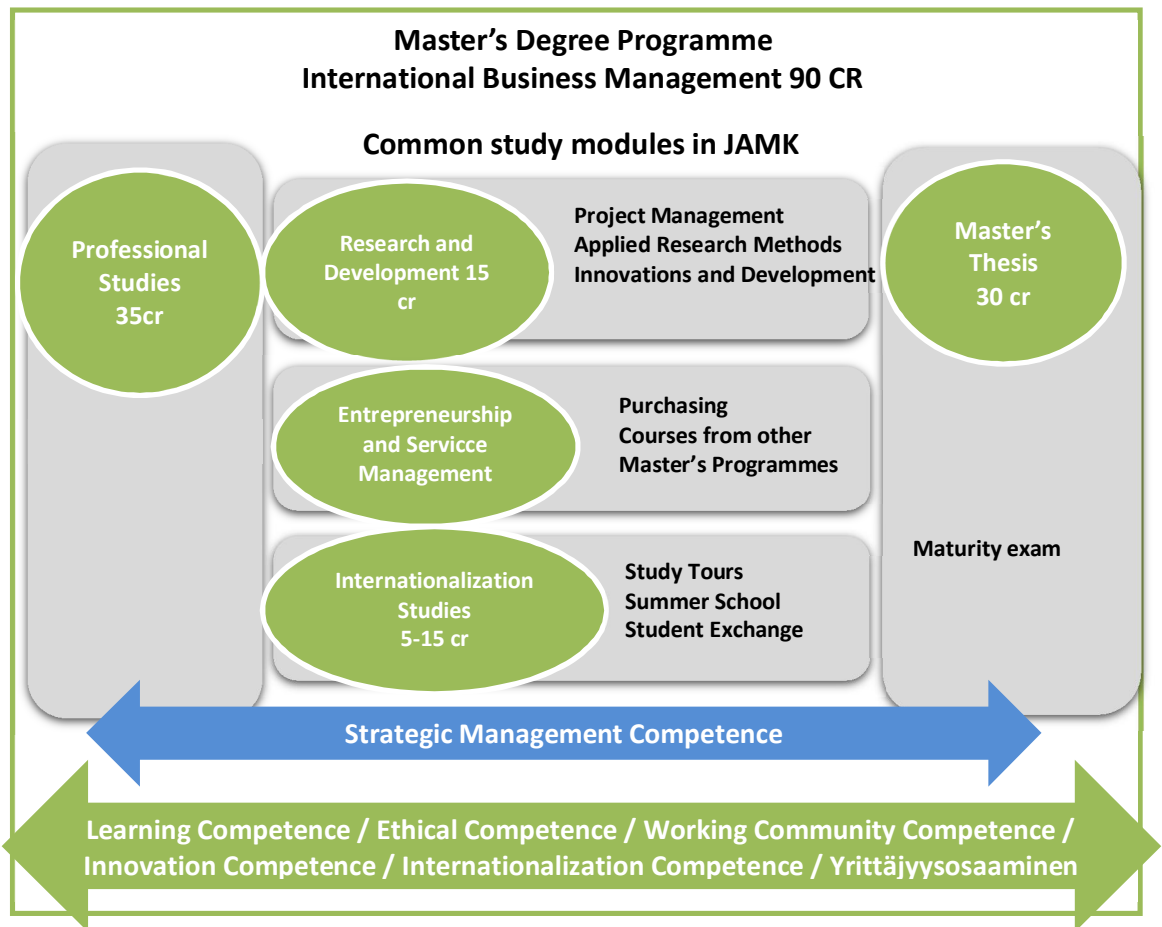


FIGURE 1. Common study modules in JAMK.

Students can include these modules in to the elective studies or professional studies according to their personal study plans.

The programme is designed under modules. Programme-specific modules are strategic management in global environment and new business development in global environment. Key learning outcomes for these modules are presented in the description column of Table 1 below.

TABLE 1. The programme specific modules.

Modules	Description
Professional outcomes (35 cr)	
Strategic Management in Global Environment 15 cr	The student <ul style="list-style-type: none"> • is able to forecast and analyze changes in national and international environment ▪ is able to define aims, core competences and strategies of an organization and is able manage according to them



Entrepreneurship and Service Management 5 -10 cr	The student <ul style="list-style-type: none">• is able to adapt and utilize innovations in business and commercialize them in global markets.• modules are common with other Master's Programmes in JAMK
Internationalization studies 5 -10 cr	The student <ul style="list-style-type: none">▪ is able to operate in a global environment.▪ sets objectives according to his own needs of internationalization.▪ decides how to develop his skills and knowledge in the of his own expertise.▪ is able to choose courses from other programmes in JAMK

OCCUPATIONAL PROFILES OF GRADUATES WITH EXAMPLES

The students are able to perform managerial duties in demanding development projects, promote the competitive ability of enterprises in business planning and management tasks on domestic and global markets, as well as acting as growth-oriented and innovative entrepreneurs.

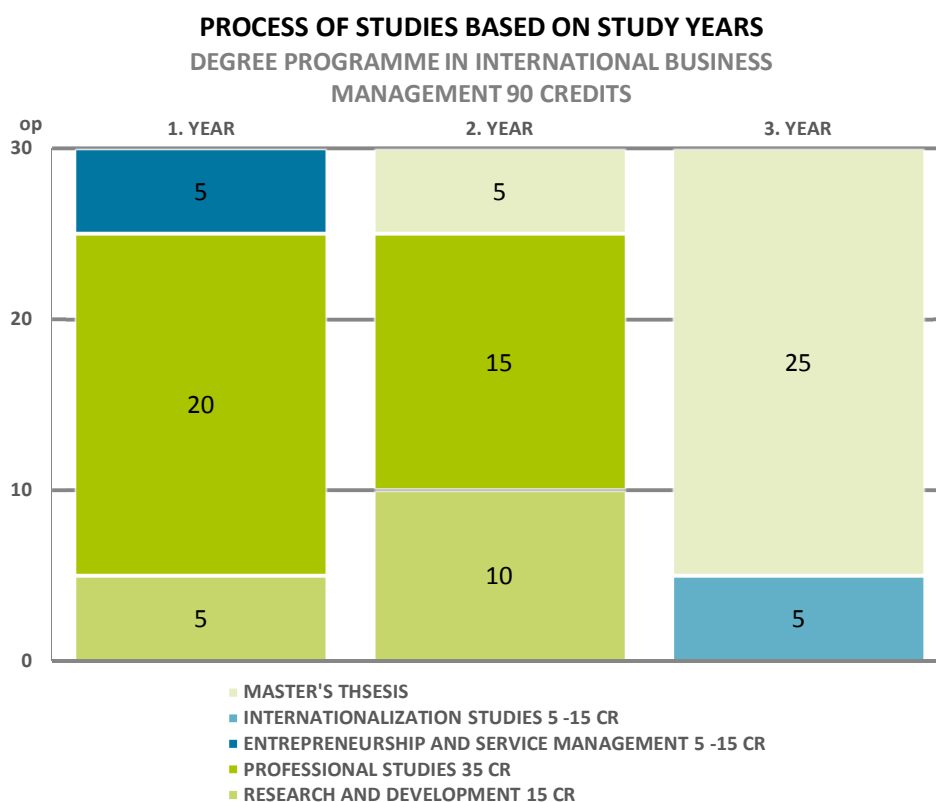
ACCESS TO FURTHER STUDIES

A Master's degree earned at a university of applied sciences is equivalent to a Master's degree earned at university. The student who has earned a Master's degree may be given the opportunity to enrol in academic or artistic post-graduate studies at university (Section 37 of the Universities Act 558/2009). Studies may also be continued by applying to, for example, post-graduate programs at foreign universities.

JAMK also offers opportunities for continuing education in professional specialisation studies, higher education level apprenticeship training and professional development studies. 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.

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 Master's degree is that the student completes the studies (courses, 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

Combined face-to-face and distant learning

The programme can be completed in approximately two and a half years of part-time study through intensive periods from September to November and February to April. It is also possible to build a full-time study programme through a personalized study plan.

HEAD OF THE DEGREE PROGRAMME

Head of Department Anne Mäntysaari, +358400 697 258

Academic tutor, principal lecturer Murat Akpınar +358400 924 664

PROGRAMME PLANNING PROCESS

The curricula and learning objectives 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 Department in open cooperation with the principal lecturer responsible for the implementation of the programme and the education planner. Industry experts, visiting expert professors from partner universities, members of the board of advisors in the School of Business and Services Management all contribute to the planning process.

SCHOOL

JAMK University of Applied Science
School of Business and Services Management
Master's Degree Programme in International Business Management
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. More information:
www.jamk.fi/english/aboutus/facts/pedagogical-principles

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. More information:
www.jamk.fi/english/aboutus/facts/ethicalprinciples

LAST UPDATE

21.12.2011