

LTT, KANSAINVÄLINEN LIKETOIMINTA

(International Business)

The business environment is becoming more and more international. In order to succeed in this competing environment, firms need access to personnel well-trained in international business skills. Not only are foreign languages essential, but employees and managers also need to understand foreign cultures and ways of doing business.

Students majoring in IB learn, for instance, business strategies, foreign operations and international business management. This enables graduates to work as managers or experts in globally operating firms or organisations, international entrepreneurs or qualified researchers in the international business environment. Central themes of the study program are, among others:

- choices of foreign entry modes and internationalisation strategies
- business management in cross-cultural settings
- international business relations
- international mergers and acquisitions
- European transition economies

The studies rely on active participation by the students, both individually and in smaller groups. Frequently visiting guest lecturers bring a real-life business perspective into the classrooms. In addition, groups also visit companies to get hands-on experience from skilled professionals. The majority of lectures are given in English and the classroom is a mixture of Finnish and international students. Additionally, the majority of IB students complete a part of their studies abroad, in some of our partner universities. In other words, international business offers interactive, international and academic atmosphere close to the professional business environment.

The teaching staff act as facilitators and advisors in the learning process of the student, but the responsibility to achieve the learning objectives of each individual student lies within him/herself. The learning objectives for courses in international business have been aligned on four levels: introductory, basic, intermediate and advanced level. On introductory level the emphasis is on knowledge and understanding of a defined subject area. The intermediate level builds on successful students' development from the introductory level. The focus on this learning level is to facilitate students' ability to analyse phenomena, methods and theories and to apply useful knowledge to a variety of situations. The advanced level builds on the previous two levels with the focus to develop students' capability from being able to use knowledge to being able to create knowledge. Additionally, we pay attention to the development of students' skills in communication, research and inquiry, and information literacy, among others.

Detailed course descriptions are compiled on the following pages. Additionally, for Finnish degree students, some additional remarks concerning the choice of individual courses are given below. Also the structure of their degree is described. More detailed information of the structure of the degree can be obtained from the departmental coordinators at the Department of Marketing.

Lisähuomautuksia:

- Kansainvälistä liiketoimintaa opiskelemaan valitaan erillisen haastattelun perusteella (Kauppätieteet, kv. liiketoiminta) ja vain tämän hakukohteen kautta hyväksytyillä opiskelijoilla on oikeus suorittaa tutkintonsa kansainvälinen liiketoiminta pääaineena.

- Jos opiskelija haluaa vaihtaa pääaineekseen kansainvälisen liiketoiminnan, tulee hänen osallistua hyväksytysti erillisiin haastatteluihin, jotka käydään samanaikaisesti kansainvälisen liiketoiminnan valintahaastattelujen kanssa kesäkuussa. Jotta opiskelija saa kutsun haastatteluihin, tulee hänen täyttää pääaineenvaihtohakemus hyvissä ajoin.
- Itä-Eurooppaan erikoistuville on tarjolla opintojaksot KV21–KV24, KVS10. Laajemmin Euroopan siirtymätalouksiin paneutuville opiskelijoille suositellaan ko. alueen valtakielten (venäjän ja/tai saksan) opiskelua.
- Euroopan siirtymätalouksiin erikoistuvilla opiskelijoilla on lisäksi mahdollisuus hakea opiskelemaan Venäjän ja Itä-Euroopan tutkimuksen maisterikouluun. Lisätietoja Aleksanteri-instituutin kotisivuilta www.helsinki.fi/aleksanteri/.
- Itä- ja Kaakkois-Aasiaan liittyviä opintoja voi suorittaa suomalaisten yliopistojen yhteisessä verkostoyliopistossa. Lisätietoja: www.asianet.fi.
- Eurooppa-opinnoista kiinnostuneet opiskelijat voivat suorittaa opintoja Turun yliopiston European Studies -opintokokonaisuudesta (tarkempia tietoja <http://www.soc.utu.fi/laitokset/poliittinenhistoria/ajankohtaista/europeanstudies/index.html>). Vastaavasti Turun yliopiston European Studies -ohjelman opiskelijat voivat hakea suorittamaan opintojaksoja KV21 ja KVS10.
- Pro gradu -tutkielman aloittamisen edellytyksenä on vähintään 30 opintopisteen suoritukset (sisältäen kandidaatintutkielman) kansainvälisessä liiketoiminnassa.

Opintojen rakennetta koskevilla kysymyksillä voi tarvittaessa käännyä markkinoinnin laitoksen opintoamanuenssin tai amanuenssin puoleen.

KTK-tutkinnon ltt, kansainvälisen liiketoiminnan pääaineopinnot

Perus- ja aineopinnot	60 op
Pakolliset opintojaksot (27 op)	
KVY Kansainvälisen liiketoiminnan perusteet	3 op
KV1 International Business Management	6 ECTS cr
MAY Markkinoinnin perusteet	4 op
tai JOY Johtaminen ja liiketoiminta	4 op
KVK Kandidaatintutkielma	10 op
KV2 Business Intelligence and the Global Business Environment	4 ECTS cr
Vaihtoehtoiset opintojaksot (väh. 33 op)	
KV3 Business Marketing	6 ECTS cr
KV4 Exports and SME Internationalisation	6 ECTS cr
KV5 Managing International Business Strategies	6 ECTS cr
KV6 Business in the Information Age (BIA) (ei opetustarjonnassa lv 10-11)	6 ECTS cr
KV12 The European Business Environment	3 ECTS cr
KV14 Sijoittajaviestintä (ei opetustarjonnassa lv 10-11)	4 op
KV16 Ethical Issues in International Business (ei opetustarjonnassa lv 10-11)	3 ECTS cr
KV21 Eastern Europe and Central Asia Twenty Years Later	3 ECTS cr
KV22 The Russian Market Economy	3 ECTS cr
KV23 Business in the Baltic Sea Region	6 ECTS cr
KV24 Investment Opportunities in Eastern Europe	6 ECTS cr
KV30 Culture and International Negotiations	2/4/6 ECTS cr
KV31 Doing Business in Asia-Pacific	6 ECTS cr

KTM-tutkinnon ltt, kansainvälisen liiketoiminnan pääaineopinnot

Syventävät opinnot	60 op
Pakolliset opintojaksot (48 op)	
KVPG Pro gradu –tutkielma	30 op
KVS1 International Business Strategies	6 ECTS cr
tai KVS4 International Mergers and Acquisitions	6 ECTS cr
KVS2 Markkinointitutkimuksen kvantitatiiviset menetelmät	6 op
YSM/KV Tutkimusprosessi ja kvalitatiiviset tutkimusmenetelmät	6 op
Vaihtoehtoiset opintojaksot (väh. 12 op)	
KVS1 International Business Strategies	6 ECTS cr
KVS3 Business to Business Relationships and Networks	6 ECTS cr
KVS4 International Mergers and Acquisitions	6 ECTS cr
KVS5 Managing International Innovation Development	6 ECTS cr
KVS52 Innovative Marketing and Firm's Growth	6 ECTS cr
KVS53 Project Management and Innovation	6 ECTS cr
KVS54 Special Themes in Innovation Management	2/4/6 ECTS cr
KVS55 Developing Service Business (not offered in 2010-2011)	6 ECTS cr
KVS6 Strategy and Business Competence	3/6 ECTS cr
KVS10 The Development of the EU-Russia Economic Relations	6 ECTS cr
KVS13 New Challenges of Global Business	6 ECTS cr
KVS16 Perspectives to the Finnish Innovation System	6 ECTS cr
KVS17 Strategic International Human Resource Management	6 ECTS cr
KVS18 International Management (not offered in 2010-2011)	6 ECTS cr

Ltt, kansainvälinen liiketoiminta sivuaineena

Kansainvälistä liiketoimintaa sivuaineenaan lukevat opiskelijat valitsevat sekä KTK-tutkinnossa että KTM-tutkinnossa vähintään 25 op kansainvälisen liiketoiminnan opintoja.

Perus- ja aineopinnot	25 op
Pakolliset opintojaksot (13 op)	
KVY Kansainvälisen liiketoiminnan perusteet	3 op
MAY Markkinoinnin perusteet	4 op
tai JOY Johtaminen ja liiketoiminta	4 op
KV1 International Business Management	6 ECTS cr
Vaihtoehtoiset opintojaksot (väh. 12 op)	
Valittavissa vapaasti kv. liiketoiminnan perus- ja aineopintotarjonnasta	

Lisähuomautuksia

- Markkinointia pääaineena opiskeleville opintojakso MAY kuuluu pääaineopintoihin, eikä opiskelija voi sisällyttää tätä jaksoa kansainvälisen liiketoiminnan sivuaineopintoihinsa. Opintojaksoa MAY ei voida sisällyttää kansainvälisen liiketoiminnan sivuaineopintoihin, mikäli se sisällytetään markkinoinnin pää- tai sivuaineopintoihin. Myöskään jaksoa KVY ei voi sisällyttää kansainvälisen liiketoiminnan sivuaineopintoihin, mikäli se sisällytetään markkinoinnin pää- tai sivuaineopintoihin.

- Johtamista ja organisointia pää- tai sivuaineena lukeva opiskelija ei voi sisällyttää kansainvälisen liiketoiminnan sivuaineeseen opintojaksoa JOY, sillä se luetaan johtamisen ja organisoinnin opintoihin.
- KTM-tutkinnoissa tehtäviin sivuaineopintoihin ei voi sisältyä kaikille yhteisten opintojen jaksoja, kun ne on suoritettu KTK-tutkinnoissa. Tämän johdosta KTM-tutkinnon sivuaine koostetaan muista ko. aineen jaksoista huomioiden sivuaineen mahdolliset pakollisuudet.

Opintokokonaisuudet:

- Kansainvälisen liiketoiminnan opintojaksot KV14/MA15/LT15 Sijoittajaviestintä ja KV30/JO7 Culture and International Negotiations kuuluvat Yritysviestinnän opintokokonaisuuteen. Katso lisätietoja Yritysviestinnän opintokokonaisuuden kohdalta.
- Kansainvälisen liiketoiminnan aineen opintojaksot KV16 Ethical Issues in International Business sekä KVS13 New Challenges of Global Business kuuluvat Vastuullisen liiketoiminnan opintokokonaisuuteen. Katso lisätietoja Vastuullisen liiketoiminnan opintokokonaisuuden kohdalta.

Vastaavuustaulukko

Uusi opintojakso		op	ov	Vanha opintojakso
KV3/MA14	Business Marketing	6	5	KV8/MA6
KV4/MA13/ YR10	Exports and SME Internationalisation	6	5	KV9/MA5/ YR11
KVS2	Kvantitatiivinen markkinatutkimus	6	5	KV4/MA11
KV5	Managing International Business Strategies	6	5	KV10
KV6/MA17	Business in the Information Age (BIA)	6	5	KV29/MA19/LOG9
KV14/MA15/ LT15	Sijoittajaviestintä	4	3	KV14/MA14/LT15
KV16	Ethical Issues in International Business	3	2	KV28
KV21	Eastern Europe and Central Asia Twenty Years Later	3	3	KV20,1/ KTT7
KV22	The Russian Market Economy	3	3	KV20, 2
KV23	Business in the Baltic Sea Region	6	5	KV21
KVS1/ LOGS5	International Business Strategies	6	5	KVS1,KVS2/LOGS3
YSM/KV	(Tutkimusrosessi ja) kvalitatiiviset tutkimusmenetelmät	6	4	YLM
KVS3/MAS14/ LOGS7	Business to Business Relationships and Networks	6	5	KVS3/MAS10/LOGS4
KVS4	International Mergers and Acquisitions	3/6	5	KVS6
KVS5/ MAS17	Managing International Innovation Development	6	5	KVS7
KV24	Investment Opportunities in Eastern Europe	6	5	KVS11

Huom! Opiskelijan tulee vastaavuustaulukosta tarkistaa vanhojen ja uusien opintojaksojen vastaavuudet ja verrata uusien opintojaksojen sisältöä jo suorittamiensa opintojaksojen sisältöihin. Samansisältöisiä jaksoja ei voi suorittaa päällekkäin.

200001	KVY Kansainvälisen liiketoiminnan perusteet
Laajuus	3 op
Vastuhenkilö	Niina Nummela
Ajankohta	1. vsk I
Sisältö ja osaamistavoitteet	Opintojaksolla perehdytään kansainvälisen liiketoiminnan keskeisiin käsitteisiin ja ilmiöihin sekä tehdään yleiskatsaus maiden rajat ylittävän yritystoiminnan pääpiirteisiin. Opintojakson suoritettuaan opiskelija osaa (1) kertoa kansainvälisen liiketoiminnan keskeisistä

Opetus	<p>kehityssuunnista, (2) selittää miten ja miksi yritykset ryhtyvät ja osallistuvat kansainväliseen liiketoimintaan, (3) kuvata kansainvälisten yritysten vuorovaikutussuhteita globaalissa taloudessa, ja (4) kertoa miten ja mistä syistä eri maiden liiketoimintaympäristöt ovat erilaisia sekä kuinka nämä asiat vaikuttavat yritystason toimintaan.</p> <p>Opintojakso voidaan suorittaa kahdella vaihtoehtoisella tavalla. Molempiin vaihtoehtoihin kuuluu pakollinen tentti.</p> <p>KVY VAIHTOEHTO A: Vaihtoehto A sisältää luentokurssin KVY "Kansainvälisen liiketoiminnan perusteet" 14 t. Opintojaksoon kuuluu kirjallinen kuulustelu, joka perustuu luentoisiin ja kirjaan 1.</p> <p>KVY VAIHTOEHTO B: Vaihtoehto B:n suorittaminen perustuu opiskelijan itsenäiseen työskentelyyn. Opintojaksoon ei kuulu opetusta. Sen sijaan opiskelija tenttii kirjat 1 ja 2.</p>
Suoritustapa	<p>KVY VAIHTOEHTO A: Kirjallinen kuulustelu. KVY VAIHTOEHTO B: Kirjallinen kuulustelu.</p>
Kirjallisuus	<p>200001 KVY Kansainvälisen liiketoiminnan perusteet, 3 op. 1. Global Shift: Mapping the Changing Contours of the World Economy. Sage, London, Dicken, Peter (2007), 9781412929554. 2. International business environment: global and local marketplace in a changing world. 2nd ed., New York, Palgrave Macmillan, Morrison, Janet (2006), 1403936919.</p>
Muu kuulustelu- ja oppimateriaali	<p>KVY VAIHTOEHTO A: Luentomateriaali.</p>

202010	KV1 International Business Management
Credits	6 ECTS cr
Person responsible	William Degbey
Term	2nd year I
Content and objectives	<p>The aim of the course is to develop students' knowledge and understanding of international business core theories related to planning, implementation and organization of business operations from a management perspective. The students' readiness to analyze and apply this knowledge in real-life type situations is also developed through the exercise work.</p> <p>After completing the course the students should be able to: (1) describe and explain challenges imposed on business decision makers operating in an international business context, (2) explain and compare related courses of action regarding internationalisation, market selection and entry, and the organisation and management of international business operations, (3) analyse the strategic choices, operations and organisation of given situations, as well as (4) apply the discussed theories and concepts to different situations.</p>
Contact hours	Lectures and exercises in English (lectures 14 h and compulsory group work seminars and case exercises 18 h (6*3 h), groups 1-3, Degbey).
Mode of assessment	Written exam (50 %) and attendance and successful completion of exercises (50 %).
Literature	202010 KV1 International Business Management, 6 ECTS cr. International Business. Competing in the Global Marketplace. New York, McGraw-Hill, Hill, Charles (2009), 0071287982.
Notes	The course is not part of the JOO (flexible right to study) -system.

202030	KV2/TM34 Business Intelligence and the Global Business Environment
Credits	4 ECTS cr
Person responsible	Eriikka Paavilainen-Mäntymäki
Term	2nd year IV
Content and objectives	The course develops a systemic understanding of the global business environment from a firm's perspective by applying a strategic mindset and the principles of business intelligence. The learning objectives of the course are to provide the students the basic understanding about the global business environment and the company information needs concerning their environment. Students will learn how to observe and analyze the business environment, to acquire such information from secondary sources, and to analyze the business environment for the purposes of managerial decision-making. During the course students will work in groups on challenges that require a thorough evaluation of a given situation and synthesizing provided with new knowledge. The course will foster a number of behavioral learning outcomes; research and inquiry skills, ethical approach to data collection and research, information literacy and critical stance to information sources, personal and intellectual autonomy, leadership and team work capabilities through the group work assignment, and the ability to enhance and practice various means of communication including presentation skills.
Prerequisites	This course is recommended to be taken before the Bachelor's Thesis.
Contact hours	Lectures and exercises in English (lectures 14 h and compulsory workshop 6 h (2*3 h), groups 1-3, Paavilainen-Mäntymäki).
Mode of assessment	Written exam (40 %) and international business environment analysis (60 %). 202030 KV2 Business Intelligence and the Global Business Environment, 4 ECTS cr. 062180 TM34 Business Intelligence and the Global Business Environment, 4 ECTS cr.
Literature	Strategic intelligence: business intelligence, competitive intelligence, and knowledge management. Boca Raton, Auerbach Publications, Liebowitz, Jay (2006), 0849398681.
Supplementary material for the exam or for the course	A collection of articles.
Notes	The course is not part of the JOO (flexible right to study) -system.
202040	KV3/MA14 Business Marketing
Credits	6 ECTS cr
Person responsible	Elina Pelto
Term	2nd year III
Content and objectives	After the completion of the course, students will have a firm theoretical grounding in business marketing in an international context. Students will develop their capabilities for understanding the environment and nature of decision-making in international business markets. They will, for instance, be aware of the characteristics of international business networks and organisational buying behavior, as well as of the differences between B2B and B2C marketing.

	<p>During the course, up-to-date knowledge about business marketing is offered and practical skills related to problem-solving and personal selling are developed.</p> <p>Attendance at the first lecture is obligatory.</p>
Contact hours	<p>The course involves independent reading, active participation in interactive lectures, group work and written reports.</p> <ol style="list-style-type: none"> 1. Lectures in English 12 h (2 h/week, Pelto). 2. Group work. 3. a) Personal selling course by Mercuri International, 24 h (3 days, 8 h/day) in Finnish. <p>Please note that the number of participants to the Personal selling course is limited. Students majoring in International Business have priority over others.</p> <p>OR</p> <ol style="list-style-type: none"> 3. b) A written report on personal selling based on articles on the topic.
Mode of assessment	<p>The grade for the course is based on active participation in the lectures and a written exam (70 %), group work (20 %) and either the Mercuri International Personal Selling course OR a report based on articles (10 %).</p> <p>202040 KV3 Business Marketing, 6 ECTS cr. 032090 MA14 Business Marketing, 6 ECTS cr.</p>
Literature	<ol style="list-style-type: none"> 1. Management of International Business Networks. Routledge Studies in Business Organizations and Networks, Todeva, Emanuela (2010), 978-0-415-36839-1. 2. Business-to-business marketing relationships, systems and communications. Harlow, Prentice Hall, Fill, Chris; Fill Karen (2004), 0273682792.
Supplementary material for the exam or for the course	<p>A collection of articles, supplementary reading.</p>

202050	KV4/MA13/YR10 Exports and SME Internationalisation
Credits	6 ECTS cr
Person responsible	Niina Nummela
Term	2nd year IV
Content and objectives	<p>During the course students learn the basic concepts and theories related to exports and internationalisation. After the course they understand how internationalising small- and medium-sized enterprises operate and based on this they are able to plan the internationalisation of these firms and make the strategic choices required.</p> <p>Attendance at the first lecture is obligatory.</p>
Contact hours	Lectures in English 14 h (2 h/week, Nummela).
Mode of assessment	<p>The grade for the course is based on a written exam and a paper on the internationalisation of a small firm. For further information, please see the course website.</p> <p>202050 KV4 Exports and SME Internationalisation, 6 ECTS cr. 032080 MA13 Exports and SME Internationalisation, 6 ECTS cr. 222100 YR10 Exports and SME Internationalisation, 6 ECTS cr.</p>
Literature	<ol style="list-style-type: none"> 1. International marketing and export management. 6th ed., Pearson Education, Albaum, Gerald; Duerr, Edwin (2008), 9780273713876. 2. International entrepreneurship: Theoretical foundations and practices. Houndmills, Palgrave Macmillan, Zuchella, Antonella; Scabini, Paolo (2007), 0230515479.

Supplementary material for the exam or for the course A collection of articles.

Notes The course is not part of the JOO (flexible right to study) -system.

202060 KV5 Managing International Business Strategies

Credits 6 ECTS cr

Person responsible Peter Zettinig ja Martti Salo

Term 3rd year II

Content and objectives The objective for students is to learn to deal with the complexities of planning the strategies of a Multinational Corporation; organize a management team around major tasks and responsibilities; implement strategies in globally expanding operations; and manage the attainment of organizational objectives.

The course uses a hands-on approach for analysing complex business settings and provides the playground to apply business theory, skill and creativity in a competitive and exciting setting. Students are organized in teams through which they compete and cooperate with other teams in an industry. While the course uses INTOPIA software to compute business simulation outcomes over multiple periods the majority of learning will take effect in intensive discussions among management team members, in planning sessions and during negotiations with diverse stakeholders. This course also provides students with an opportunity to integrate their business and management knowledge which they have previously acquired.

Contact hours Lectures, class discussions and group exercises on the simulation programme (56 h, Salo and Zettinig).

Mode of assessment Evaluation is based on the performance of the team in the simulation plus written memos (Company mission and strategy, plans etc.) and two quizzes.

202060 KV5 Managing International Business Strategies, 6 ECTS cr.

Supplementary material for the exam or for the course Executive Guide to INTOPIA

Notes The course is not part of the JOO (flexible right to study) -system.

202070 KV6/MA17/TJ18/YR17 Business in the Information Age (BIA)

Credits 6 ECTS cr

Term The course is not offered in academic year 2010-2011.

Notes See course YR17. See course description in WebOodi.

202130 KV12 The European Business Environment

Credits 3 ECTS cr

Person responsible Esa Stenberg

Term 2nd year I

Content and objectives The aim of the course is to analyse the EU economy and internal market. The course concentrates on the competitiveness of EU companies in the internal and global markets. European business environment, business clusters, market place and factors influencing the competitiveness of European companies are discussed. After completing the course the students should be able to:

1. Define the institutional framework of the EU economy,
2. Analyse the competitiveness of the EU and
3. Describe the European businesses/industries.

Contact hours	Lectures 14 h (2 h/week, Stenberg).
Mode of assessment	Written exam 202130 KV12 The European Business Environment, 3 ECTS cr.
Literature	European Business. 2nd ed. Routledge, Johnson, Debra; Turner, Colin (2006), 0-415-35134-0.
Supplementary material for the exam or for the course	A collection of articles.

202140	KV13 Strategic Issues in International Business Negotiations
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Credits	3 ECTS cr
Term	The course is not offered starting from autumn 2010.

202150	KV14/MA15/LR15 Sijoittajaviestintä
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Laajuus	4 op
Ajankohta	Ei opetustarjonnassa lv 2010–11.
Huomautuksia	Ks. MA15. Kurssikuvaus löytyy WebOodista.

202160	KV15/KT22 Globaali toimintaympäristö ja kansainväliset instituutiot
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Laajuus	3 op
Ajankohta	Kurssi poistuu opetustarjonnasta syksystä 2010 alkaen.

202170	KV16 Ethical Issues in International Business
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Credits	3 ECTS cr
Term	The course is not offered in academic year 2010-2011.
Notes	See course description on WebOodi.

202220	KV21/TM37 Eastern Europe and Central Asia Twenty Years Later
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Credits	3 ECTS cr
Person responsible	nn
Term	2nd or 3rd year
Content and objectives	The course will provide students an introduction to the prior development and current economic situation in Central and Eastern Europe and in the Former Soviet Union twenty years after the disintegration of the centrally planned system.
Contact hours	No lectures.
Mode of assessment	Written examination based on the literature 202220 KV21 Eastern Europe and Central Asia Twenty Years Later, 3 ECTS cr. 062044 TM37 Eastern Europe and Central Asia Twenty Years Later, 3 ECTS cr.
Literature	1. Turmoil at Twenty: Recession, Recovery, and Reform in Central and Eastern Europe and the Former Soviet Union. Washington D.C., World Bank, Mitra, Pradeep; Selowsky, Marcelo; Zalduendo, Juan (2010), 0821381137. Also available at www.worldbank.org . 2. Central Asian economies since independence. Princeton, Princeton University Press, Richard Pomfret (2006), 0691124655. 3. How capitalism was built: the transformation of Central and Eastern Europe, Russia, and Central Asia. Cambridge, Cambridge University Press, Åslund, Anders (2007), 0521683823.

202230	KV22/TM32 The Russian Market Economy
Credits	3 ECTS cr
Person responsible	Kari Liuhto
Term	2nd or 3rd year
Content and objectives	The course gives an overview on the historic development and the current state of Russia.
Contact hours	No lectures.
Mode of assessment	Written examination based on the literature.
Literature	<p>202230 KV22 The Russian Market Economy, 3 ECTS cr. 062041 TM32 The Russian Market Economy, 3 ECTS cr.</p> <ol style="list-style-type: none"> 1. Russian and Soviet economic performance and structure. New York, Harper Collins College Publishers, Gregory, Paul R.; Stuart, Robert C. (2001), 0321078160. 2. Russia's capitalist revolution: why market reform succeeded and democracy failed. Institute for International Economics, Åslund, Anders (2007), 0881324094. 3. Venäjän historia suomalaiselle yritysjohtajalle. Finemor Oy, Ketola, Kari; Vihavainen, Timo (2008), 9789529246564.
202240	KV23/TM33 Business in the Baltic Sea Region
Credits	6 ECTS cr
Person responsible	nn
Term	2nd or 3rd year III
Content and objectives	Students learn about the economic state and the business development in the Baltic Sea region. The course focuses on the intensification of the economic relations between the countries within the region as a result of the enlargement of the EU. Students practice their skills to analyse independently the business possibilities and competition in the region.
Prerequisites	It is highly recommended to complete at least one of the following: (KV20), KV21, KV22, before taking this course.
Contact hours	Lectures 24 h (4 h/week, nn (12 h), Liuhto (8 h) and nn (4 h)). Information on a second book or report will be announced later at the beginning of the course.
Mode of assessment	Active participation in the lectures, written assignment on a selected topic and written examination based on the lectures and literature.
Literature	<p>202240 KV23 Business in the Baltic Sea Region, 6 ECTS cr. 062042 TM33 Business in the Baltic Sea Region, 6 ECTS cr.</p> <ol style="list-style-type: none"> 1. Baltic Sea region as Finland's economic environment. Prime Minister's Office Publications, Kivikari, Urpo (2007), 9789525631517. 2. State of the Region Report. Ketels, Christian. Newest edition, available at http://www.bdforum.org/.
202251	KV24/TM36 Investment Opportunities in Eastern Europe
Credits	6 ECTS cr
Person responsible	Kari Liuhto
Term	3rd or 4th year II
Content and objectives	Students learn about business opportunities and political risks of Eastern Europe. A particular emphasis is placed on the market development in Belarus, Ukraine, Russia, and some Central Asian countries. Students specialise in real cases through independent analyses.
Prerequisites	It is highly recommended to complete (KV20), KV21 or KV22, before taking this course.
Contact hours	Lectures 24 h (4 h/week, Liuhto and guest lecturers).

Mode of assessment Active participation in the lectures, written assignment on a selected topic and written examination based on the lectures and literature.
203101 KV24 Investment Opportunities in Eastern Europe, 6 ECTS cr.
063032 TMS33 Investment Opportunities in Eastern Europe 6 ECTS cr.

Literature

1. Acquisition strategies in European emerging markets. Palgrave Macmillan, Meyer, Klaus; Estrin, Saul (2007), 140399854X.
2. From Nyet to Da: Understanding the new Russia, Intercultural Press, Richmond, Yale (2008), 1931930597.
3. The rise of transnational corporations from emerging markets: Threat or opportunity? Edward Elgar Publishing, Sauvart, Karl P. (ed.) (2008), 9781847207661.
4. Genesis of economic nationalism in Russia. Liuhto, Kari (2008). Available at: www.tse.fi/pei.
5. World investment report, New York and Geneva, UNCTAD (the most recent annual publication). Available at: www.unctad.org.
6. Political risk for foreign firms in the Western CIS: An analysis on Belarus, Moldova, Russia and Ukraine. Liuhto, Kari; Heikkilä Marika; Laaksonen, Eini (2009) Available at: www.tse.fi/pei.

202263	KV30/JO7 Culture and International Negotiations
Credits	2, 4 or 6 ECTS cr
Mode of assessment	202261 KV30.1/JO7.1 International Negotiations: There is no written examination for 202261 KV30.1 International Negotiations, 4 ECTS cr. Instead students are expected to participate in all the exercises and class discussions, keep a learning journal, be familiar with some of the literature on the reading list and to write a final reflective essay on their learning experience. 202262 KV30.2/JO7.2 Cross-cultural Communication: Written case, group-work assignment, questions on course contents 202262 KV30.2 Cross-cultural Communication, 2 ECTS cr. The final grade of the course consists of a written case (1/3) groupwork assignment (1/3) and questions on course contents (1/3). See course JO7.
Notes	

202265	KV31/TM35 Doing Business in Asia-Pacific
Credits	6 ECTS cr
Person responsible	Esa Stenberg
Term	2nd or 3rd year IV
Content and objectives	The course introduces students to the economic, political, and social forces that are shaping business in the Asia-Pacific region. Taking a broadly interdisciplinary approach, the overall dynamics of international competition and cooperation in Asia-Pacific, as well as the distinctive features of business systems in various countries in the region are discussed. After completing the course the students should be able to: <ol style="list-style-type: none"> 1. Describe the changes in the Asian economies, 2. Have basic knowledge of how to do business in Asian cultures and 3. To collect and analyze information of Asian economies.

Contact hours Lectures 14 h, (2 h/week, Stenberg and guest lecturers).

Mode of assessment	Written exam 202265 KV31 Doing Business in Asia-Pacific, 6 ECTS cr. 062190 TM35 Doing Business in Asia-Pacific, 6 ECTS cr.
Literature	Strategies for Asia Pacific: meeting new challenges. Palgrave Macmillan: New York, Lasserre, Philippe; Schütte, Helmut (2006), 1403916950.
Supplementary material for the exam or for the course	A collection of articles.
Notes	The course is not part of the JOO (flexible right to study) -system.

202800	KVK Kandidaatintutkielma
Laajuus	10 op
Ajankohta	3. vsk sl. tai 3. vsk kl.
Sisältö ja osaamistavoitteet	Kandidaatintutkielma on kauppatieteiden kandidaatin tutkinnon lopputyö. Kauppatieteiden maisterin tutkintoa suorittavalle se on esivaihe kohti pro gradu -tutkielmaa. Kandidaatintutkielmatyöskentelyssä opiskelija hankkii, arvioi ja raportoi tietoa itsenäisesti ja harjoittaa esiintymis- ja keskustelutaitojaan. Kandidaatintutkielmatyöskentelyn avulla pyritään kehittämään valmiuksia tieteellisen tutkimusprosessin suorittamiseen. Tavoitteeseen pyritään laatimalla ja esittämällä pääasiassa olemassa olevaan lähdeaineistoon perustuva tutkimusraportti, jota kutsutaan kandidaatintutkielmaksi.
Edeltävät opinnot	Opiskelijoille, jotka aikovat tehdä tutkielmansa englanniksi, suositellaan opintojaksojen EN8 ja/tai EN10 suorittamista.
Opetus	Ryhmiä kandidaatintutkielmatyöskentelyä varten järjestetään sekä syys- että kevätlukukaudella. Huom! Kandidaatintutkielmatyöskentelyn osana opiskelijan tulee osallistua informaationlukutaidon perusteiden opetukseen. Tutkielmaryhmän työskentelyyn integroidussa opetuksessa tiedonhakua ja tiedonlähteitä tarkastellaan siten, että lähtökohtana on opiskelijan tutkielman aihe.
Suoritustapa Huomautuksia	202800 KVK Kandidaatintutkielma, 10 op. Kaikkien opiskelijoiden on tehtävä kandidaatin tutkielman yhteydessä kypsyysnäyte (painoton), joka tarkastetaan sekä suomen kielen että asiasisällön osalta. Keväällä 2011 alkaviin kandidaatintutkielmaryhmiin ilmoittaudutaan sähköisen kurssi-ilmoittautumisjärjestelmän kautta 4.–17.10.2010 ja syksyllä 2011 alkaviin ryhmiin 14.–27.2.2011. HUOM! Myöhästyneitä ilmoittautumisia ei oteta huomioon! Ilmoittautumisten perusteella opiskelijat jaetaan ryhmiin kandidaatintutkielman aiheen ja opiskelijoiden kiinnostusalueiden mukaan. Ilmoittautumisyhteyshenkilö on markkinoinnin laitoksen opintoamanuenssi ja varahenkilö amanuenssi. Opintojakso ei ole JOO-tarjonnassa. Jakson voivat suorittaa vain kansainvälisen liiketoiminnan pääaineopiskelijat.

203001	KVS1 International Business Strategies
Credits	6 ECTS cr
Person responsible	Peter Zettinig
Term	3rd year I-II

Content and objectives	The course builds on three fundamental views on strategy: (1) the resource-based view of the firm; (2) industrial organisation and transaction cost economics; and (3) institutional theory. These three levels of analysis are applied to the internationalisation of the firm in general. Subsequently students are required to synthesise these conceptual ideas to generate explanations and possible courses of action for the internationalisation of firms, in specific (i.e. multinational corporations, small and medium-sized enterprises, early internationalising firms, non-profit organisations). The course has the objective to form students' strategic mindsets and cognitive capacities in regard to the question: 'What determines success and failure of the internationally operating firm?'
Contact hours	Lectures: I period, 20 h (4 h/week, weeks 37-41, Zettingig) Seminars: II period, 12 h (2 h/week, weeks 43-48, Zettingig and Ahen), 3 groups.
Mode of assessment	Mandatory Requirements: 1. Attend lectures (exam questions will be based on syntheses derived during lectures); 2. Case research project: Group work based on specific challenges or problem settings assigned during the first part (Period I) of the course (25% weighting); 3. Reflective essay: Individual reflective essay (weight: 10 %). 4. Leading a seminar: During the second part of the course (Period II) each group will lead a seminar extending the work from the case research project (weight 25 %). 5. Final examination (40 % weight). It is mandatory to pass the exam to receive an overall passing grade for KVS1.
Literature	Global strategy. Mason, Thomson/South-Western, Peng, Mike W. (2006), 0-324-31648-8.
Supplementary material for the exam or for the course	A collection of articles is used in the seminars. The case research project gives you an opportunity to develop your information literacy by developing your own pool of supplementary materials (especially via eLibrary).
Notes	The course is not part of the JOO (flexible right to study) -system.

203010	KVS2/MAS2 Markkinointitutkimuksen kvantitatiiviset menetelmät
Laajuus	6 op
Vastuhenkilö	Harri Terho, Martti Salo, Satu-Päivi Kantola
Vastuhenkilö	Jouko Katajisto
Ajankohta	4. vsk III-IV
Sisältö ja osaamistavoitteet	Opintojakson tavoitteena on perehdyttää opiskelija kvantitatiivisen markkinointitutkimuksen hyväksikäyttöön yrityksen ongelmien ratkaisemisessa ja kehittää opiskelijan tutkimusvalmiuksia käytännön markkinointitutkimuksia ja pro gradu - tutkielmatyöskentelyä ajatellen. Markkinointitutkimuksen I osassa keskitytään markkinointitutkimuksen rooliin yrityksen päätöksenteossa, tutkimustehtävän asetteluun ja aineiston hankintaan. I osa koostuu uento-opetuksesta ja tutkimuksen ohjauksesta. Ilmoittautuminen KVS2.1-koodilla luento-osioon ja tutkimuksen ohjausryhmään. Toteutus III-periodissa.

	<p>Markkinointitutkimuksen II osassa käsitellään aineiston kvantitatiivista analyysia ja tulosten raportointia erityisesti tutkimuksen hyödyntäjän näkökulmasta. II osa pohjautuu vahvasti TKMY2 ja TKMSY kurssien luomalle pohjalle ja osiosta on vastuussa TKM-laitos. Ilmoittautuminen tulee tehdä kahteen vapaasti valittavaan TKMS7a-f moduuliin. Viikon kestoiset moduulit a-e toteutetaan III-periodissa ja moduuli f IV-periodin ensimmäisellä viikolla, katso tarkempi aikataulu TKMS7.</p> <p>Markkinointitutkimuksen III osassa tehdään I & II osioissa käsiteltyjen kokonaisuuksien perusteella tutkimusraportti. Ilmoittautuminen KVS2.3 koodille. Toteutus IV-periodissa.</p> <p>Vastuuhenkilö I-osa: Martti Salo Vastuuhenkilö II-osa: Satu-Päivi Kantola ja Jouko Katajisto Vastuuhenkilö III-osa: Harri Terho ja Satu-Päivi Kantola</p>
Opetus	<p>Markkinointitutkimus I</p> <p>1. Luentokurssi KVS2.1 “Markkinointitutkimus I” 16 t (4 vt, III per., vkot 3-6, Salo). 2. Tutkimuksen ohjausta KVS2.1 “Markkinointitutkimus I” 18 t (3 vt, III per. ryhmät 1-4, Salo). Ilmoittautuminen KVS2.1 luento-osioon ja tutkimuksen ohjausryhmään.</p> <p>Markkinointitutkimus II</p> <p>Luentokurssi TKMS7 “Monimuuttujamenetelmien soveltaminen taloustieteissä” luennot 15 t (3*5 t) ja harjoitukset 6 t (3*2 t, Kantola, Katajisto). Opiskelija valitsee kaksi viikon kestoista moduulia, joiden lisäksi kurssiin kuuluu pakollisena osana myös kaikille moduuleille yhteinen johdanto-osuus III-periodin ensimmäisellä viikolla. Ilmoittautuminen TKMS7-koodilla kahteen vapaavalintaiseen moduuliin. Katso lisätietoja opintojaksosta opiskelijoiden intrasta, opintojakson internetsivulta. Moduulit a-e toteutetaan III-periodissa ja f IV-periodin ensimmäisellä viikolla, katso tarkempi aikataulu TKMS7.</p> <p>Markkinointitutkimus III</p> <p>Raportin ohjausta KVS2.3 “Markkinointitutkimus III” 14 t (2 vt, IV per., ryhmät 1-4. Kantola ja Terho). Ilmoittautuminen KVS2.3 koodille.</p>
Suoritustapa	<p>Kirjallinen kuulustelu 203011 KVS2.1 Markkinointitutkimus I, luennot, kirjat ja harjoitukset, 3 op. Kirjallinen kuulustelu 203012 KVS2.2/TKMS7 a-f, Markkinointitutkimus II, Luennot ja kirjat, 2 op. Raportti 203013 KVS2.3 Markkinointitutkimus III, tutkimusraportti, 1 op.</p>
Kirjallisuus	<p>1. Marketing research: An applied approach, Third European edition, Essex, Pearson Education Limited, Malhotra, Naresh K.; Birks, David F (2007), 0-273-70689-6. 2. SPSS perusopas markkinatutkijoille. Turku, Turun kauppakorkeakoulu, Olkkonen, Rami; Saastamoinen Kaisa (2005), 951-564-276-0.</p>
Muu kuulustelu- ja oppimateriaali	<p>Valittujen TKMS7 a-f moduulien kirjallisuus.</p>
Huomautuksia	<p>Opintojakso ei ole JOO-tarjonnassa. Opintojakson voivat suorittaa vain markkinoinnin ja kansainvälisen liiketoiminnan pääaineopiskelijat.</p>

203152	YSM/KV Tutkimusprosessi ja kvalitatiiviset tutkimusmenetelmät
Laajuus	6 op
Vastuhenkilö	Niina Nummela
Ajankohta	4. vsk sl tai kl
Suoritustapa	Kirjallinen kuulustelu 203150 YSM/KV Tutkimusprosessi ja kvalit. tutkimusmenetelmät, luennot ja kirjat, 0 op. Tutkimusraportti 203151 YSM/KV Tutkimusprosessi ja kvalit. tutkimusmenet., harj. kv. liiketoiminta, 6 op.
Huomautuksia	Ks. tarkemmin YSM-kurssin yleiskuvaus.
203020	KVS3/MAS14/LOGS14 Business to Business Relationships and Networks
Laajuus	6 ECTS cr
Ajankohta	See course MAS14.
203030	KVS4 International Mergers and Acquisitions
Credits	6 ECTS cr
Person responsible	Mélanie Raukko
Term	4th year II
Content and objectives	International mergers and acquisitions represent an important strategy for growth and internationalization. Based on the learning outcomes the students should understand the reasons behind this phenomenon and apply critically various M&A approaches, evaluate the motives and strategies, as well as the specific needs related to the integration process on real-life cases both during the lecture and in their written assignment. In addition, as a learning objective the students should have the capability to independently recommend and design an M&A strategy for managers. Students should also improve their ability to debate during classes and writing in an academic manner.
Contact hours	Attendance at the first lecture obligatory. Lectures in English. Intensive course. Lectures 12 h (3*4 h, Raukko). Deadline for written assignments on III period.
Mode of assessment	The final grade of the course consists of a written case assignment (50 %) and exam (50 %), altogether 6 ECTS cr.
Literature	203030 KVS4 International Mergers and Acquisitions, 6 ECTS cr. 1. Global acquisitions: strategic integration and the human factor. Houndmills, Palgrave Macmillan, Lees, Stan (2003), 0-333-77629-1. 2. Mergers and acquisitions: Creating integrative knowledge. Malden, Blackwell Publishing, Pablo, Amy; Javidan, Mansour (eds.) (2004), 1405116234. 3. International mergers and acquisitions: a reader. London: Thomson, Peter J. Buckley, Pervez N. Ghauri (eds.) (2002), 1-86152-800-0.
Supplementary material for the exam or for the course	A collection of articles.
Notes	Restricted attendance! In case of excess demand, TSE students majoring in International Business have priority over others. The course is not part of the JOO (flexible right to study) -system.

203040	KVS5/MAS17 Managing International Innovation Development
Credits	6 ECTS cr
Person responsible	Birgitta Sandberg
Term	3rd or 4th year I
Content and objectives	In the course students learn to understand how the innovation development process is managed in an international firm. Students will learn to know the following key themes and also understand the connections between them: innovation clusters, management of the international resource base, international knowledge management strategies, management of cross border R&D activities, and international innovation launch. Attendance at the first lecture and panel discussion is obligatory.
Prerequisites	It is recommended that the students have previous studies related to innovation management, for example the course MA4 (in Finnish), before entering into this course.
Contact hours	Lectures 16 h, 2*2 h /week (weeks 35-38) (Sandberg, Eriksson, Heinonen & Zettinig) and a panel discussion (4 h).
Mode of assessment	The final grade is based on the exam (40 %), the written assignment (40 %) and the regular and active participation in the lectures (20 %).
	203040 KVS5 Managing International Innovation Development, 6 ECTS cr. 033101 MAS17 Managing International Innovation Development, 6 ECTS cr.
Literature	1. Management of technological innovation: strategy and practice, Dodgson, Mark; Gann, David; Salter, Ammon (2008), 978 0 19 920853 1. 2. Managing and Marketing Radical Innovations, London, Routledge, Sandberg, Birgitta (2008), 041543307X.
Supplementary material for the exam or for the course	A collection of articles.
Notes	Restricted attendance! GIM Master's Degree Programme students, and TSE degree students majoring in international business or marketing are given priority. The course is not part of the JOO (flexible right to study) -system.
203220	KVS52/MAS4 Innovative Marketing and Firm's Growth
Credits	6 ECTS cr
Term	See course MAS4.
203230	KVS53 Project Management and Innovation
Credits	6 ECTS cr
Person responsible	Birgitta Sandberg ja Krys Markowski
Term	4th year IV
Content and objectives	Recent studies suggest that up to 35% of company activity takes place in project mode. The figure is higher for innovation centred organisations, where RTD (research, technology, development) projects are increasingly organised internationally. In this course students learn competences for managing international innovative projects. Prior to the course students will be required to complete a self-assessment based on the IPMA ICB competence baseline. During the course, students learn classic single project management concepts, tools and practices. Multi project management will also be discussed. Special attention will be paid to the management of

Contact hours	research, exploration and development projects as well as to agile approaches, to Actor Network Theory and to the "Nordic" school of project management. Participants will be able to focus on specific areas of interest through their assignments or projects.
Mode of assessment	Intensive course (16 h, week 10). The grade consists of two parts: final written exam (50 %) and a written assignment or project based on the IPMA ICB V3 (50 %).
Literature	203230 KVS53 Project Management and Innovation, 6 ECTS cr. 1. Project management: Strategic design and implementation, 4th edition, New York, McGraw-Hill., Cleland, David; Ireland, Lewis (2002), 0071229698. 2. Advanced project management: Best practices on implementation, 2nd edition, Chichester, Wiley, Kernzer, Harold (2003), 0471472840. 3. Managing innovation: integrating technological, market and organizational change, 3rd ed., Chichester, Tidd, Joseph; Bessant, John; Pavitt, Keith (2005), 0470093269.
Supplementary material for the exam or for the course	Selected articles and website links. The IPMA ICB competence baseline can be downloaded at http://www.ipma.ch/certification/standards/Pages/ICBV3.aspx .
Notes	Restricted attendance! GIM Master's Degree Programme students and TSE degree students majoring in international business are given priority. Course is not part of the JOO (flexible right to study) -system.

203240	KVS54 Special Themes in Innovation Management
Credits	2, 4 or 6 ECTS cr
Person responsible	Birgitta Sandberg ja Mari Ketolainen
Term	3rd or 4th year I-IV
Content and objectives	The objective of the course is to familiarise oneself with the topical issues in innovation management. The course enhances student's analytical and writing skills. The course consists of separate themes. Each theme accounts for two credits. Themes may vary annually. In 2010-2011 the course includes three themes: Enhancing Creativity in an International Firm (2 ECTS cr) Contact: Birgitta Sandberg Students learn to contemplate the concept of creativity and analyse how it can be increased in an organization. Special attention is paid to the challenges and opportunities that the international business setting creates for the creativity enhancement. Innovation Project Management (2 ECTS cr) Contact: Mari Ketolainen Focus is on understanding the patterns in and the differences between two approaches of innovation projects; radical and incremental innovation project and being able to apply the right management practices to different types of innovation projects. International R&D and New Product Development (2 ECTS cr) Contact: Mari Ketolainen Students become familiar with the complex nature of managing R&D projects in an international context, and examine the link between R&D process and new product development process. More detailed instructions can be found at the course website.
Prerequisites	KVS1 and/or KVS5.
Contact hours	No lectures.

Mode of assessment The final grade is based on a written report.
 203244 Enhancing Creativity in an International Firm, 2 ECTS cr.
 203245 Innovation Project Management, 2 ECTS cr.
 203246 International R&D and New Product Development, 2 ECTS cr.

Literature Articles specified by the contact person.

Supplementary material for the exam or for the course **Restricted attendance!** GIM Master's Degree Programme students, and TSE degree students majoring in international business are given priority.
 The course is not part of the JOO (flexible right to study) -system.

203250 KVS55/MAS9 Developing Service Business

Credits 6 ECTS cr
Notes The course is not offered in academic year 2010-2011.
 See course MAS9.

203053 KVS6/LOGS13/LRS15 Strategy and Business Competence

Credits 6 ECTS cr
Term See course LOGS13.

203090 KVS10/TMS32 The Development of the EU-Russia Economic Relations

Credits 6 ECTS cr
Person responsible Kari Liuhto
Term 4th or 5th year IV
Content and objectives Students learn about the background, the development and the current state of EU-Russia economic relations. Special emphasis is placed on the energy dialogue, Kaliningrad, and the future scenarios. Visiting experts both from the EU and Russia also analyse the current status of the economic relations. Students practise their ability to analyse independently the implications of EU-Russia economic relations for business.

Prerequisites It is highly recommended to complete KV20, KV21 or KV22, before taking this course.

Contact hours Intensive course (lectures 4*4 h, Liuhto and guest lecturers).

Mode of assessment Participation in the lectures, written assignment on a selected topic and written examination based on the lectures and literature.
 203090 KVS10 The Development of the EU-Russia Economic Relations, 6 ECTS cr.
 063031 TMS32 The Development of the EU-Russia Economic Relations, 6 ECTS cr.

Literature

1. EU-Russian energy dialogue: Europe's future energy security. Aldershot: Ashgate, Aalto, Pami (ed.) (2007), 9780754648086.
2. The EU-Russia Strategic Partnership: The Limits of Post-Sovereignty in International Relations, Routledge, Haukkala, Hiski (2010), 978-0-415-55901-0.
3. EU-Russian relations - Alternative futures. Medvedev, Sergei (2006). Available at: <http://www.upi-fiia.fi/>.
4. A collection of articles.

Information on additional material will be announced in the beginning of the course.

203120	KVS13 New Challenges of Global Business
Credits	6 ECTS cr
Person responsible	Esa Stenberg
Term	3rd or 4th year II
Content and objectives	The aim of the course is to provide the students with capabilities to manage the companies in high-risk environments. New approaches and solutions are analysed for operating in developing and conflict-prone areas. The economics and business of the climate change is the newest topic to be discussed. Also the challenges of Latin America as a business region are analyzed. After completing the course the students should be able to 1. Identify the critical changes of the global economy, 2. Analyse high-risk business environments and 3. To develop solutions to new global business challenges.
Contact hours	Lectures 12 h (Stenberg).
Mode of assessment	Written exam 203121 KVS13 New Challenges of Global Business, lectures and literature, 3 ECTS cr. Report on a selected topic 203122 KVS13 New Challenges of Global Business, report, 3 ECTS cr.
Literature	1. International business-society management, New York, Routledge., Tulder, Rob van; Zwart, Alex van der (2006), 0415342406. 2. Sustainability challenges and solutions at the base of the pyramid: business, technology and the poor, Kandachar, Prabhu & Halme, Minna (eds.) (2008), 9781906093112.
Notes	The course is not part of the JOO (flexible right to study) -system. Not offered to students of Logistics anymore.
203130	KVS15 A Review of International Business Theories
Credits	6 ECTS cr
Term	The course is not offered starting from autumn 2010.
203140	KVS16/TMS47/JOS13/TUTUS30 Perspectives to the Finnish Innovation System
Credits	6 ECTS cr
Notes	See course TMS47.
203060	KVS17/JOS3 Strategic International Human Resource Management
Credits	6 ECTS cr
Notes	See course JOS3.
Mode of assessment	Written exam based on the literature. 203060 KVS17 Strategic International Human Resources, 6 ECTS cr.
203070	KVS18/JOS5 International Management, lectures and literature
Credits	6 ECTS cr
Term	The course is not offered in academic year 2010-2011.
Notes	See course JOS5. See course description in WebOodi.
203150	KVS19/LOGS22/TMS44 Trade and Transport Facilitation
Credits	4 ECTS cr
Notes	See course LOGS22.

203800	KVPG Pro gradu -tutkielma
Laajuus	30 op
Ajankohta	4. vsk kl - 5. vsk sl tai 5. vsk sl-kl.
Sisältö ja osaamistavoitteet	Pro gradu -tutkielma on kauppatieteiden maisterin tutkinnon lopputyö. Tutkielmatyöskentelyn aloittamisen edellytyksenä on vähintään 30 opintopisteen (mukaan lukien kandidaatintutkielma) edeltävät suoritukset pääaineessa. Pro gradu -työskentelyssä opiskelija tekee itsenäisesti tieteellisen tutkimustyön, ts. muodostaa tutkimusongelmat, laatii teoreettisen viitekehyksen, kerää ja analysoi aineistoa sekä harjoittaa tieteellisiä argumentointi- ja keskustelutaitojaan. Pro gradu -työskentely kestää kaksi lukukautta. Ensimmäisen lukukauden aikana keskitytään tutkimuksen ongelmanasetteluun ja teoreettisen viitekehyksen laatimiseen. Toisen lukukauden aikana kerätään tutkimusaineisto ja ratkaistaan tutkimusongelma. Tavoitteena on, että tutkielmatyöskentelyn päättyessä kaikkien tutkielma on joko valmis tai sellaisessa vaiheessa, että opiskelija voi sen itsenäisesti tehdä loppuun lähitulevaisuudessa. Opiskelijalla tulisi olla tutkielman aihepiiri tiedossa ensimmäisellä tapaamiskerralla. Työskentely on hyvin intensiivistä ja edellyttää opiskelijan aktiivista osallistumista. Opiskelija voi ainoastaan poikkeustapauksessa olla poissa tutkielmaistunnoista. Mahdolliset poissaolot on korvattava. Korvaavista suorituksista sovitaan tutkielmaryhmän ohjaajien kanssa.
Edeltävät opinnot	Opiskelijoille, jotka aikovat tehdä tutkielmansa englanniksi, suositellaan opintojaksojen EN8 ja/tai EN10 suorittamista.
Opetus	Huom! Pro gradu-työskentelyn osana opiskelijan tulee osallistua informaationlukutaitoa syventävään opetukseen sekä siihen sisältyvään tekijänoikeuskoulutukseen . Tutkielmaryhmän työskentelyyn integroidussa opetuksessa tiedonhakua ja tiedonlähteitä tarkastellaan siten, että lähtökohtana on opiskelijan tutkielman aihe.
Suoritustapa Huomautuksia	203800 KVPG Pro gradu -tutkielma, 30 op. Kaikkien opiskelijoiden on tehtävä pro gradu tutkielman yhteydessä kypsyysnäyte (painoton), josta tarkistetaan asiasisältö. Huom! Vain maisteritutkinnon TuKKK:ssa suorittavien kypsyysnäytteestä tarkastetaan myös kieliasu. Keväällä 2011 alkaviin pro gradu -tutkielmaryhmiin ilmoittaudutaan sähköisen kurssi-ilmoittautumisjärjestelmän kautta 4.–17.10.2010 ja syksyllä 2011 alkaviin tutkielmaryhmiin 14.–27.2.2011. Huom! Myöhästyneitä ilmoittautumisia ei oteta huomioon. Ilmoittautumisten perusteella opiskelijat jaetaan ryhmiin tutkielman aiheen ja opiskelijoiden kiinnostusalueiden mukaan. Ilmoittautumisyhteyshenkilö on markkinoinnin laitoksen opintoamanuenssi ja varahenkilö amanuenssi. Opintojakso ei ole JOO-tarjonnassa. Jakson voivat suorittaa vain kansainvälisen liiketoiminnan pääaineopiskelijat.