

**Aalto University School of Business  
Mikkeli Campus**

**Bachelor's Program in International Business  
(BScBA Program)**

**Curriculum for exchange students  
for the academic year  
2020-2021**

**Including:**

**Course schedule on one page (page 1)**

**Contents of the curriculum (page 2)**

**The structure of the Bachelor's Program in International Business (page 6)**

**Courses in 2020-2021 (page 7-)**

- Course Codes and Names
- Course Credits
- Instructor
- Course Descriptions
- Course Learning Outcomes

**The credits follow the ECTS system.**

**Note! Only those courses are listed in this schedule, which are offered for the exchange students during the academic year 2020-2021.**

**Subject to change.**

# BScBA CURRICULUM 2020-2021 <sup>1</sup>

MODULE	BScBA CURRICULUM 2020-2021 <sup>1</sup>		
2020	REQUIRED COURSES (BScBA20, 1st year)	REQUIRED COURSES (BScBA19, 2nd year)	ELECTIVE COURSES
1 31/8-18/9	<b>GLOBAL BUSINESS ENVIRONMENT (A&amp;B)</b> Joan Lofgren <i>ORIENTATION TO UNIVERSITY STUDIES begins (A&amp;B), 1 cr</i> Joan Lofgren	<b>INTERCULTURAL MANAGEMENT (A&amp;B; group 1)</b> Jacek Mironski <b>PRINCIPLES OF FINANCE (A&amp;B; group 1)</b> Kathleen Henebry	<b>COMPARATIVE CONSUMER BEHAVIOR</b> Paurav Shukla <b>INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b> Russell Warhurst
2 21/9-9/10	<b>BUSINESS MATHEMATICS WITH EXCEL APPLICATIONS (A)</b> Roman Stepanov <b>INTRODUCTION TO MANAGEMENT (B)</b> Patrick Simek	<b>INTERCULTURAL MANAGEMENT (A&amp;B; group 2)</b> Ian Michael <b>PRINCIPLES OF FINANCE (A&amp;B; group 2)</b> David Volkman	<b>DIGITAL DISRUPTION</b> Serkan Ceylan <b>INTEGRATED MARKETING COMMUNICATIONS</b> Jaywant Singh
3 12/10-30/10	<b>INTRODUCTION TO MANAGEMENT (A)</b> Elysabeth Leigh <b>BUSINESS MATHEMATICS WITH EXCEL APPLICATIONS (B)</b> Eric West	<b>INTERCULTURAL MANAGEMENT (A&amp;B; group 3)</b> Josiane Peltier <b>PRINCIPLES OF FINANCE (A&amp;B; group 3)</b> Graham Mitenko	<b>GLOBAL GAME INDUSTRY</b> Miikka Lehtonen <b>MANAGERIAL ACCOUNTING FOR GLOBAL BUSINESS</b> Barbara Edwards
4 2/11-20/11	<b>Academic Writing (A, 2 groups)</b> Beryl Pittman and Sophia Butt (group 2) <b>INTRODUCTION TO STATISTICS (B)</b> Michael Toma	<b>RESEARCH METHODS IN INTERNATIONAL BUSINESS (A)</b> Phillip Kappen <b>INTRODUCTION TO BUSINESS LAW (B)</b> Ross Kamarul-Baharin	<b>INTERNATIONAL BUSINESS STRATEGY</b> Andrew Brady <b>GENDER AND COMMUNICATION IN THE INTERNATIONAL WORKSPACE</b> Josiane Peltier
5 23/11-11/12	<b>CRITICAL THINKING begins (A&amp;B; modules 5-6), 2 cr</b> Dale Fodness <b>INTRODUCTION TO STATISTICS (A)</b> Sri Beldona <b>Academic Writing (B; 2 groups)</b> Beryl Pittman and Sophia Butt (group 2)	<b>INTRODUCTION TO BUSINESS LAW (A)</b> Ross Kamarul-Baharin  <b>RESEARCH METHODS IN INTERNATIONAL BUSINESS (B)</b> Suzanne Altobello	<b>INTERNATIONAL MARKETING</b> Sergio Carvalho
<b>2021</b>	<b>2021</b>	<b>2021</b>	<b>2021</b>
6 4/1-22/1	<b>Business Communication (A), 3 cr (4/1-13/1)</b> Mark Badham <b>COMMUNICATION AND PROJECT MANAGEMENT (A), 3 cr (14/1-22/1)</b> Patrick Simek <b>PRINCIPLES OF ECONOMICS (B)</b> Jason Beck		<b>INVESTMENTS AND PORTFOLIO MANAGEMENT</b> Ahmet Can Inci <b>BRAND MANAGEMENT</b> Marcio Mota <b>STRATEGIC DESIGN MANAGEMENT</b> Miikka Lehtonen
7 25/1-12/2	<b>PRINCIPLES OF ECONOMICS (A)</b> Oleg Pavlov <b>COMMUNICATION AND PROJECT MANAGEMENT (B), 3 cr (25/1-2/2)</b> Patrick Simek <b>Business Communication (B), 3 cr (3/2-12/2)</b> Mark Badham	<b>BACHELOR'S THESIS (A &amp; B)</b> Joan Lofgren	<b>BUSINESS CONSULTING IN THE GLOBAL ECONOMY</b> Naomi Birthistle
8 15/2-5/3	<b>PRINCIPLES OF ACCOUNTING (A)</b> Willie Reddic  <b>PRINCIPLES OF ACCOUNTING (B)</b> David Derichs		<b>CORPORATE FINANCE</b> Roman Stepanov <b>DIGITAL MARKETING STRATEGIES</b> Dale Fodness <b>INTERNATIONAL BUSINESS STRATEGY</b> James Kennelly
9 8/3-26/3	<b>Swedish Business Communication, 3 cr (A&amp;B)</b> Hannele Airio  <b>FINNISH FOR FOREIGNERS begins (A&amp;B; cont. in mod 11), 3 cr</b> Tarja Isokääntä		<b>INTERMEDIATE MICROECONOMICS</b> Christopher Decker <b>ENTREPRENEURSHIP IN THE GLOBAL ECONOMY</b> Jeff Vanevenhoven <b>TRAVEL, TOURISM AND HOSPITALITY MARKETING</b> Dale Fodness
29/3-2/4	<b>BREAK WEEK</b>		
10 6/4-23/4	<b>INTRODUCTION TO MARKETING (A)</b> Paurav Shukla <b>OPERATIONS MANAGEMENT (B)</b> Bruno Silvestre	<b>CAPSTONE COURSE (A&amp;B)</b> Joan Lofgren, Kevin McIntire and Alexander Settles  <b>BACHELOR'S THESIS SEMINAR (A &amp; B)</b>	<b>INNOVATION MANAGEMENT IN THE GLOBAL ECONOMY</b> Henrik Dellestrand
11 26/4-14/5	<b>FINNISH BUSINESS COMMUNICATION (A&amp;B; 26/4-7/5), 3 cr</b> Annamari Huovinen <b>FINNISH FOR FOREIGNERS cont. (A&amp;B; cont. from mod 9; 26/4-7/5), 3 cr</b> Tarja Isokääntä <b>CORPORATE RESPONSIBILITY AND ETHICS, 3 cr (A; 10/5-14/5)</b> Sheila Killian <b>CORPORATE RESPONSIBILITY AND ETHICS, 3 cr (B; 10/5-14/5)</b> Carole Parkes		<b>FINANCIAL ACCOUNTING FOR GLOBAL BUSINESS</b> Barbara Edwards  <b>GREEN VENTURES</b> Finbarr Bradley
12 17/5-4/6	<b>OPERATIONS MANAGEMENT (A)</b> Lillian Fok <b>INTRODUCTION TO MARKETING (B)</b> Srdan Zdravkovic		<b>SOCIAL MEDIA ANALYTICS</b> Suzanne Altobello <b>INTERMEDIATE MACROECONOMICS</b> Subhadra Ganguli
13 7/6-24/6	<b>Basics in Business French 1</b> Josiane Peltier <b>Basics in Business Spanish 1</b> Ana María Monterde Rey <b>Basics in Business German 1</b> Michael Möbius		<b>CONSUMER CULTURE</b> Maurice Patterson <b>MANAGEMENT INFORMATION SYSTEMS IN INTERNATIONAL BUSINESS</b> Michael Lapke
14 28/6-16/7	<b>Basics in Business French 2</b> Josiane Peltier <b>Basics in Business Spanish 2</b> Ana María Monterde Rey <b>Basics in Business German 2</b> Michael Möbius		<b>INTERNATIONAL ARTS MANAGEMENT</b> Rustin Greene <b>ENVIRONMENTAL ECONOMICS</b> Rita Buckley
19/7-23/7	<b>BREAK WEEK</b>		
15 26/7-13/8	<b>French Business Communication 1a + 1b</b> Josiane Peltier <b>Spanish Business Communication 1a + 1b</b> Ana María Monterde Rey <b>German Business Communication 1a + 1b</b> Gesa Zinn		<b>TOOLS FOR DATA ANALYSIS</b> Dustin White <b>INTERNATIONAL BUSINESS TO BUSINESS MARKETING</b> Sanjit Sengupta
16/8-20/8	<b>BREAK WEEK</b>		
23/8-27/8	<b>ORIENTATION WEEK FOR THE NEW STUDENTS</b>		
<p style="text-align: center;">1 The types of the courses are marked with following fonts:    <b>REQUIRED CORE COURSES</b>  <b>COURSES IN MAJOR AND METHODOLOGICAL STUDIES</b>  Language and communication courses</p>			

# Contents of the Curriculum

The curriculum comprises a confirmed overall description of the learning objectives (learning outcomes) of a degree program, the goals and contents of study modules, the offering of courses and the organisation of teaching within a given period of time. (Aalto University General Regulations on Teaching and Studying, Section 2). The curriculum design shall follow the Aalto University strategy, the strategic action plans of the Aalto schools and the university's curriculum policies. Curriculum design is based on the feedback received on courses and programs (course feedback, feedback from graduating students, the report on the student well-being survey, and the program director's report).

## 1. Information on the Bachelor's Program in International Business

### **The name of the program:**

Bachelor's Program in International Business/International Business -kandidaattiohjelm

**The scope of studies:** International Business

**The language of the degree:** English

**The degree of the program:** Bachelor of Science in Economics and Business Administration

**The director of the program:** Joan Lofgren

### Learning goals and objectives of the program

#### **Degree Goal 1: Business knowledge**

By graduation our students will demonstrate knowledge of the fundamentals of economics and business administration, very good knowledge of the area of specialization, and good knowledge of the minor subject or corresponding study entities included in the degree.

##### **Program Learning Objectives**

By graduation our students will demonstrate knowledge and understanding of:

- the basic concepts, principles and techniques of accounting, business law, corporate communication, economics, finance, management, marketing, and operations management;
- essential theories, concepts and principles in the field of international business and be able to apply them to business cases.

#### **Degree Goal 2: Problem-solving skills**

By graduation our students will demonstrate analysis and problem-solving skills.

##### **Program Learning Objectives**

By graduation our students will be able to:

- identify, analyze and solve international business problems;
- analyze critically the economic, cultural, institutional and technological environment of international organizations in order to develop strategies and professional practices for them;
- engage in innovative and entrepreneurial activities.

#### **Degree Goal 3: Scientific thinking**

By graduation our students will demonstrate the knowledge and skills needed for scientific thinking and the use of scientific methods in Economics and Business Administration, and knowledge and skills needed for studies leading to a higher university degree and for continuous learning.

##### **Program Learning Objective**

By graduation our students will be able to understand key research approaches and methods and use them in the study of international business.

#### **Degree Goal 4: Ethics, sustainability, internationality**

By graduation, our students will demonstrate an ability to address ethics, sustainability and the international context of business.

##### **Program Learning Objectives**

By graduation our students will be able to:

- identify and analyze ethical, social, and environmental issues in the field of international business;
- apply knowledge of cultural values to the evaluation and implementation of alternative management practices.

## **Degree Goal 5: Communication and Team-working Skills**

By graduation, our students will demonstrate good communication, language and team-working skills.

### **Program Learning Objectives**

By graduation our students will be able to:

- demonstrate good communication skills in English in diverse contexts;
- demonstrate
  - effective communication skills in both the national languages, Finnish and Swedish (required of those who have finished their upper secondary education in Finland in Finnish or Swedish); or
  - basic knowledge of the Finnish language and culture (required of those who do not fulfill the criteria mentioned above).
- demonstrate communication skills in at least one more foreign language in addition to English;
- work collaboratively in multicultural teams to address business problems.

## The structure of the programme

See page 7.

## The normative timetable for completing the degree studies

The Bachelor's degree (180 cr) in the Mikkeli Program is normally completed in three years including the mandatory study abroad period for one semester.

## **2. Information on the Minor Studies in International Business**

BIZM0310 Minor Studies in International Business (24 cr)

- Offered at Aalto University School of Business Mikkeli Campus, Bachelor's Program in International Business
- Designed for students from other programs in the School of Business and other Schools of Aalto University

### **Goals of the Mikkeli IB Minor**

The Aalto University School of Business Bachelor's Program in International Business at the Mikkeli Campus (Aalto Mikkeli) prepares students to meet the demands of business in the global marketplace and advanced study. Offering the program entirely in English, the curriculum facilitates individual and collaborative learning in a multicultural context, while ensuring basic literacy in the field of international business.

Upon completion of the minor, students will have the following competences — they will be able to:

1. understand the key theories and concepts of international business and link them to their major fields of study and expertise;
2. analyze the political, legal, economic, and cultural environment of international companies and other organizations;
3. work effectively in international business, for example: recognizing international business opportunities; managing internationalization and international market development; and dealing with diverse cultural contexts; and
4. engage in an international learning community by developing presentation, communication and teamwork skills.

## Courses required for the Minor Studies in International Business (24 cr):

### 1. One basic course in the field of business (6 cr)

The student must have completed one Bachelor's level basic course in the field of business before attending the other courses for the IB Minor in Mikkeli. The student can also complete the basic course in Mikkeli. The basic course should support the other studies completed for the IB Minor. The course can be for example one of the following basic courses:

- Introduction to Management, 6 cr
- Introduction to Marketing, 6 cr
- Operations Management, 6 cr
- Principles of Finance, 6 cr

### 2. The student must also complete three courses (18 cr) from the list of the elective courses in International Business offered in Mikkeli during the academic year in question.

## 3. Information on courses

Basic information, course descriptions and the learning outcomes are confirmed in the curriculum for each course. This information is intended to be a fixed part of the curriculum and is therefore not meant to be changed for as long as the curriculum remains in force. Any desired change in the basic information requires discussions and justifications at the programme level when the next curriculum is being prepared.

As course descriptions concern the implementation of teaching and are also used by students for planning their studies, such information should also remain unchanged during the curriculum's period of validity.

Improvements in teaching and in course implementation should be continual and goal-oriented. Course description information entered into the curriculum should therefore be left sufficiently open-ended.

## GENERAL INFORMATION ON COURSES OFFERED IN THE BScBA PROGRAM

Field	Explanation
<b>Code</b>	The course code is composed of the following: ABBREVIATION – LETTER – SERIES NUMBER; Example: MLI26C001 Global Business Environment The letter indicates the status and level of the course as follows: A = core studies, bachelor's level C = intermediate studies, bachelor's level
<b>Status of the course</b>	The table Degree Requirements on page 6 gives information on which courses are compulsory, alternative or elective.
<b>Level of the course</b>	All courses are at the Bachelor's level.
<b>CEFR level</b>	Applies only to language courses and is marked with the course descriptions.
<b>Language of instruction and language of study attainment</b>	All other the courses than language courses are taught in English. The language of the study attainments for each course follow the same principle.
<b>Grading scale</b>	Courses are evaluated on a scale of 0 to 5 or in some cases pass/fail. The oral and written tests of the second national language of Finland are graded <i>tt</i> (Satisfactory), <i>ht</i> (Good) or <i>hylätty</i> (Fail).
<b>Teaching period</b>	Teaching periods can be seen from the table on page 7.
<b>Teacher-in-Charge (instructor)</b>	The Bachelor's Program in International Business at the Mikkeli Campus is carried out using primarily visiting instructors. The instructor is responsible for grading student work in the course and organising it in accordance with the curriculum and academic timetable and in consultation with the Program Director. The instructors participate in preparing the curriculum, but the process is coordinated by the Program Director and the Manager of Academic Operations in consultation with the Program Committee. The School of Business Committee on Academic Affairs approves the curriculum. Individual instructors are responsible for ensuring both that the course implementation promotes the intended learning outcomes and that the credits awarded correspond to the workload. However, the Program Director also reviews all syllabi before the start of the

	courses as a quality check on the implementation. After the course, the Program Quality Committee reviews all feedback and agrees on follow-up steps, usually by the Program Director and instructor concerned. Finally, the Program Committee reviews course feedback for the previous year in its fall meeting.														
<b>Prerequisites</b>	If needed, listed with the course description.														
<b>Course homepage</b>	Created automatically on the MyCourses system.														
<b>Workload (by course implementation)</b>	Attendance to courses is mandatory – except to the online courses. 6 cr courses: 45 contact hours + other work (average student workload 160 hrs) 1-3 cr courses: workload adjusted to cover the average student workload per credit The calculation of workload is given in more detail in each course syllabus.														
<b>Assessment methods and criteria</b>	<p>The teaching and study methods used are to support the student to achieve the learning outcomes. Student learning is supported by having a diverse range of teaching and study methods available, and this adds variety to the studying.</p> <p>The purpose of assessment is to measure how well students have achieved the learning outcomes. Concrete and evaluative (measurable) learning outcomes facilitate grading and assessment.</p> <p>Descriptions of a specific implementation of a course is described in detail in each course syllabus. The distribution of student workload (see a typical example below) and the main assessment criteria (e.g. examinations 60%, project work 30% and report 10%) may also vary between different implementations of the same course.</p> <p><u>ECTS Student Workload</u>    <u>Number of working hours</u></p> <table> <tr> <td><b>Classroom contact hours</b></td> <td><b>45</b></td> </tr> <tr> <td><b>Out-of-class hours</b></td> <td><b>115</b></td> </tr> <tr> <td>- Work with course materials, eg required reading</td> <td>50</td> </tr> <tr> <td>- Exam preparation</td> <td>25</td> </tr> <tr> <td>- Individual research &amp; writing</td> <td>25</td> </tr> <tr> <td>- Team projects (meetings, research, preparation, etc.)</td> <td>15</td> </tr> <tr> <td><b>Total student workload hours</b></td> <td><b>160</b></td> </tr> </table>	<b>Classroom contact hours</b>	<b>45</b>	<b>Out-of-class hours</b>	<b>115</b>	- Work with course materials, eg required reading	50	- Exam preparation	25	- Individual research & writing	25	- Team projects (meetings, research, preparation, etc.)	15	<b>Total student workload hours</b>	<b>160</b>
<b>Classroom contact hours</b>	<b>45</b>														
<b>Out-of-class hours</b>	<b>115</b>														
- Work with course materials, eg required reading	50														
- Exam preparation	25														
- Individual research & writing	25														
- Team projects (meetings, research, preparation, etc.)	15														
<b>Total student workload hours</b>	<b>160</b>														
<b>Study materials</b>	Information on the study materials is available in each course syllabus.														
<b>Registration for courses</b>	Registration is done via Mikkeli study office with the study plan process. The registration is open only for the students who have some kind of study right for the IB Program and for the open university students. The order in which students are admitted to courses: <ul style="list-style-type: none"> <li>- degree students who should complete the course during the current year</li> <li>- degree students who are missing the course from the previous year</li> <li>- exchange students</li> <li>- open university students and IB Minor students</li> <li>- degree students who would like to redo the course</li> </ul>														

## COURSE SYLLABUS

A syllabus is prepared by the instructor for every course and published on MyCourses no later than three weeks before the course begins. The course syllabus must be consistent with the information given in the curriculum. The syllabus describes the implementation of the course in detail including the following information:

- Course Title and Code
- Instructor
- Office Hours
- Course Description and Learning Outcomes
- Required Reading
- Course Schedule (content of the sessions + daily assignments)
- Grading Principles (including weights of different assessment methods)
- ECTS Student Workload (distribution of student workload hours)
- Academic Policy Statements
  - Textbook Policy
  - Class Attendance and Participation
  - Codes of Conduct
- Faculty Profile
- Additional Information

## The structure of the Bachelor's Program in International Business, Mikkeli Campus (DR2013, 180 credits)

<b>Courses</b>	<b>Number of credits</b>	
<b>Required Core Courses</b>		
Orientation to University Studies	1	
Corporate Responsibility and Ethics	3	
Critical Thinking	2	
Business Mathematics with Excel Applications	6	
Introduction to Management	6	
Communication and Project Management	3	
Finnish Business Communication <u>or</u> Finnish for Foreigners*	3	
Principles of Economics	6	
Principles of Accounting	6	
Operations Management	6	
Introduction to Marketing	6	
Principles of Finance	6	
Introduction to Business Law	6	<b>60</b>
<b>Methodological Studies</b>		
Introduction to Statistics	6	
Research Methods in International Business	6	<b>12</b>
<b>Courses in Major</b>		
Global Business Environment	6	
Intercultural Management	6	
Elective Courses in International Business**	12	
Capstone Course	6	
Bachelor's Thesis	10	
Bachelor's Thesis Seminar	2	
Maturity Test	0	<b>42</b>
<b>Minor Subject Studies</b>		
Study abroad period***		<b>30</b>
<b>Language and Communication Courses</b>		
<b>English</b>		
Business Communication	3	
Academic Writing	6	
<b>Other Foreign Language Courses</b>		
Spanish, French, German or other foreign language	6	
Swedish Business Communication****	3	<b>18</b>
<b>Elective Studies</b>		
different options*****		<b>18</b>
<b>Total Credits</b>		<b>180</b>

- \* Finnish Business Communication is required of those who have finished their upper secondary education in Finland in Finnish or Swedish. The other students are required to complete the course Finnish for Foreigners.
- \*\* The student must complete 12 cr of electives in International Business offered in the BScBA Program.
- \*\*\* A minimum of 24 of the study abroad credits must be in the field of business. Six (6) of the study abroad credits may be in humanities, social sciences or related areas that focus on historical, cultural, political or sociological studies.
- \*\*\*\* Swedish Business Communication is required of those who have finished their upper secondary education in Finland in Finnish or Swedish. For others, the missing 3 cr can be earned by taking other language and communication courses.
- \*\*\*\*\* Examples of options to be considered:
- more language studies offered by the Mikkeli BScBA program
  - elective courses offered by the Mikkeli BScBA program

## COURSES IN 2020-2021

### *MLI-C1200 - International Arts Management*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Greene Rustin

**SDG goals:**

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the distinct challenges and opportunities of managing arts organizations, especially international organizations, 2) engage in program and artist management, 3) develop and manage marketing and PR initiatives in the arts, 4) explore how arts organizations can increase tourism and enhance local and regional economic activity, 5) evaluate funding and revenue models relevant to the arts, and 6) identify entrepreneurial opportunities within arts organizations.

**Content:** Arts organizations, ranging from art galleries to regional theaters to international music festivals, to name just a few examples, add significant value to their communities, regions and countries. They define and enhance cultural and national identity, provide significant employment, and generate considerable income. At some level, all arts organizations must focus on their local communities, but developing effective international appeal and scope presents increasing opportunities and challenges. This course will study the principles and practices of managing arts organizations. Emphasis will be placed on program and artist management, leadership, arts organizational structure, marketing and public relations, and financial management. Branding, audience development, and fundraising will also be addressed.

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

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Singh Jaywant

**SDG goals:** Industry, innovation and infrastructure

**Prerequisite:** recommended: basic course in marketing

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) appreciate the scope of marketing communications and tools available to marketers, 2) identify the structure of the communications industry and the complexities involved in media management, 3) formulate strategic responses to key issues in marketing communications and gain understanding of ethical considerations, 4) identify and evaluate marketing information required to plan and manage integrated marketing communications campaigns, and 5) analyze and evaluate data and present articulate recommendations that inform creative and effective marketing communications decisions.

**Content:** Marketing communications allow businesses to engage with consumers in order to fulfil their marketing and business objectives. Developing and implementing an effective marketing communications campaign is vital for the survival and growth of the companies in the digital age. An in-depth understanding of the tools and strategies of marketing communications is, therefore, crucial for business students. In this course, students will explore and understand the scope of marketing communications. The course will help them become well-versed in key terms, definitions, concepts, current theories and practices used in Integrated Marketing Communications. The course will cover the communication process, the main promotional tools of advertising, public relations, sales promotion, direct marketing, event marketing, and online communications. The course will also include topical areas such as media planning, influencer marketing, and crisis communications.

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

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Lehtonen Miikka

**SDG goals:** Industry, innovation and infrastructure

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand how design has shifted from making things beautiful to serving as a strategic resource, 2) critically analyze design management and leadership practices in organizations already utilizing design principles, 3) reflect on how design-driven organizations create positive



and negative value not only for their immediate stakeholders but for the broader societal context, 4) through hands-on learning, develop a solid understanding of how to collaborate with and learn from design professionals, and 5) apply design tools and methodologies to a real-life project.

**Content:** Business organizations today are quite different from what they used to be, and the pace of change will only accelerate in the future. Previously dominant organizations across industries are being replaced by more agile, customer-oriented challengers, and in this context, design has been one of the main drivers fundamentally disrupting our assumptions about how competitive advantages are created, sustained, and transformed. Understanding how design operates as one of the most critical sources for new competitive advantages is essential for students of international business. This course focuses on design as a source of innovations and competitive advantages from a managerial perspective. Zooming in on design practices, processes, and outcomes, students will collaboratively construct a solid understanding of how design can be seen as a strategic resource, through the use of case studies, hands-on learning, and projects.

#### *MLI26C010 - International Marketing*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Carvalho Sergio

**SDG goals:** Decent work and economic growth

**Prerequisite:** recommended: basic course in marketing

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) know and understand fundamental concepts of international marketing, 2) know and understand diverse methods and practices of international marketing, 3) assess import and export marketing strategies, 4) perform competitive analyses of international markets, 5) develop and assess comprehensive international marketing plans, 6) understand ethical and cultural dimensions of international marketing, and 7) understand legal and political environment and challenges of international marketing.

**Content:** An exploration of concepts, practices, and research in international marketing. Topics in the course focus on the methods and practices of international marketing, planning for international marketing, developing cross-cultural approaches to marketing, the challenges of political and legal conditions, and cultural and ethical considerations in marketing.

#### *MLI26C202 - Financial Accounting for Global Business*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Edwards Barbara

**SDG goals:** Decent work and economic growth

**Prerequisite:** basic course in accounting

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) perform basic double-entry bookkeeping, 2) prepare financial statements, 3) report and analyze long-term and current assets, 4) report and analyze debt and equity, 5) perform and interpret financial statement analysis, 6) identify accounting issues in multinational firms, and 7) recognize ethical issues in financial accounting.

**Content:** This course presents a conceptual framework for financial reporting. Students will learn basic bookkeeping and how to prepare, present and analyze financial statements.

#### *MLI26C203 - Business and Management of Digital Media Production*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Greene Rustin

**SDG goals:**

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) identify business priorities and practices of digital media production, and their impact upon the creative development process, 2) analyze the management of digital media production, 3) examine digital media project management practices, 4) recognize the importance of collaboration in digital media production, and 5) trace the impact of cultural difference on arts management.

**Content:** In this course, students will explore the principles and practices of managing digital media production. The themes addressed include the structures and practices of digital media

industries, creative project and client development, media economics, electronic media business practices, and financial management. New trends in production and distribution will also be considered. Students will examine the principles and practices of digital media management through lectures, discussion, reading, demonstration, exercises and projects. Students will collaborate in teams to respond to a creative brief, develop a proposal (including a prototype, schedule, and budget), and present that proposal. No experience in the arts nor special equipment is required.

#### *MLI26C600 - Entrepreneurship in the Global Economy*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Vanevenhoven Jeff

**SDG goals:** Decent work and economic growth, Industry, innovation and infrastructure

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) evaluate your own entrepreneurial tendencies, 2) appraise what it takes for a business idea to become an opportunity, and 3) prepare a business model including pro forma financial projections for sustainable operations.

**Content:** This course is designed to foster an understanding of entrepreneurship in the context of innovation and the global economy. The course provides the knowledge and skills to develop a business model and an understanding of feasibility analysis and business plans. The course includes idea formation, opportunity identification, industry and competitor analysis, funding and financial stability, intellectual property, and other forms of new venture creation.

#### *MLI26C633 - Brand Management*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Mota Marcio

**SDG goals:** Decent work and economic growth, Responsible consumption and production

**Prerequisite:** recommended: basic course in marketing

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) know and understand concepts of brand management, 2) understand the relationship between brand management and brand equity, 3) know and understand the process of building brand equity, particularly in international contexts, 4) understand how brands are valued as an intangible asset, and 5) know and understand the challenges of how brands are managed in a turbulent global business environment.

**Content:** An exploration of the characteristics, valuation, and management of brands in international business. The course examines brands as a strategic intangible asset, drawing on managerial, consumer, and cultural perspectives.

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

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Warhurst Russell

**SDG goals:**

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand HR concepts and activities in an international environment, 2) develop the management capabilities required to acquire, select, maintain, and grow an international workforce, 3) learn how to design jobs and assess talent for high performance working in diverse enterprises, 4) create processes to evaluate employee performance and to grow superior workforce talent, 5) manage approaches designed to motivate staff through involvement and participation to perform exceptionally, 6) develop management skills for ethical effectiveness in multicultural environments.

**Content:** Human Resource Management deals with the activities by which organizations acquire, maintain, and effectively utilize human resources to achieve sustainable strategic objectives. The following topics are addressed critically with both a strong global perspective and a policy-maker - professional practitioner perspective being adopted throughout: The scope and development of HRM as a professional function; Strategic alignment and orientations of HRM; Enhancing the value-added by HRM activities; Strategic resourcing: to employ or to contract? Talent management for high performance working; Strategic recruitment and systematic selection;

Learning and development for individual growth and organizational transformation; Performance management; Motivation and reward management; Communication, involvement and participation: towards the consensual organization. A range of professional simulations will enable the application of concepts to thereby prepare students for leadership roles in international human resource management.

#### *MLI26C653 - International Business Strategy*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Bradly Andrew, Kennelly James

**SDG goals:**

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) conduct industry and country analyses, 2) evaluate company strengths, weaknesses, and competitive capabilities in an international context, 3) recognize strategic patterns of multinational firms, 4) determine the most appropriate entry mode for a firm in an international context, and 5) discuss the challenges and opportunities of operating in emerging markets.

**Content:** This course focuses on the strategic management issues faced by firms that compete in the global environment. Topics include country competitive advantages, industry structures, firm competencies in an international context, management of entry modes, and headquarters-subsidiary relationships.

#### *MLI26C662 - Comparative Consumer Behavior*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Shukla Paurav

**SDG goals:** Decent work and economic growth, Responsible consumption and production

**Prerequisite:** recommended: basic course in marketing

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the basic concepts and issues in consumer behavior, 2) recognize consumer issues as business problems and challenges in different markets, 3) learn how consumer behavior and marketing strategies influence each other, 4) understand how to make strategic recommendations based on consumer psychology and sociology, focusing on varying consumer segments, and 5) develop a deeper understanding of the role of culture in diverse parts of the world as it relates to consumer behavior.

**Content:** In order to create successful marketing strategies managers first need to understand the complex way in which people behave as consumers. There is a significant body of knowledge that draws on research into understanding what human behavior underlies the processes involved in consumer decision making and behavior. This course provides an exploration of the complex dynamics of consumer behavior in diverse cultures around the globe. It is designed to develop an understanding of the psychological, social, and cultural influences on consumer behavior. Theoretical perspectives are employed to predict consumer response to different marketing stimuli in various parts of the world.

#### *MLI26C664 - Intercultural Management*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, mandatory course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Mironski Jacek, Michael Ian, Peltier Josiane

**SDG goals:** Gender equality

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand why employees at all levels need to manage cultural differences, 2) communicate more effectively with a multicultural workforce, 3) understand the challenges associated with international assignments, 4) learn cross-cultural negotiation strategies, 5) understand the theory and practice of conflict resolution across cultures, 6) develop strategies for collaboration across cultures, and 7) manage the communication of multicultural teams.

**Content:** The course examines the complex challenges and opportunities that international managers face in the global business environment today. Among the topics covered are: theories of intercultural management, culture's influence on conducting global business, managing the global workforce, building trust across cultures, cross-cultural negotiation, global leadership and ethics across borders.

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

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Lapke Michael

**SDG goals:** Industry, innovation and infrastructure

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) know and understand the concepts and language of management information systems and implications for international business, 2) understand, evaluate, and assess the financial viability of IT projects, 3) understand and use basic project management tools, 4) comprehend the role played by telecommunication in the IT management process, 5) evaluate IT asset acquisition and disposal strategies, 6) know and understand how IT systems are acquired, developed, and managed to achieve specific organizational objectives, 7) understand information security concerns in an organization and their respective resolution, and 8) understand the implications of emerging IT for organizations and society.

**Content:** An examination of information technology (IT) concepts, trends, and management. The course provides an overview of essential technical aspects of IT hardware, software, telecommunications, and databases as background to advanced applications. The overall focus of the course is to demonstrate and cultivate an understanding of how information technology is used and managed in international business.

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

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Sengupta Sanjit

**SDG goals:** Industry, innovation and infrastructure

**Prerequisite:** recommended: basic course in marketing

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand distinctions between business marketing and consumer marketing, 2) comprehend the theoretical and practical knowledge of understanding business buyers, purchasing practices, and buyer-seller relationships in organizational and cultural contexts, 3) apply general marketing principles and systems to business marketing, and 4) identify and assess solutions to business marketing problems.

**Content:** An examination of the formulation and implementation of marketing strategies for non-consumer products and services. Encompasses marketing practices that enable a supplier firm to understand, create, and deliver value to other businesses and to capture some of that value for their own organization.

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

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Birdthistle Naomi

**SDG goals:** Decent work and economic growth

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the principles and processes of management consultancy, 2) employ analytical frameworks when approaching business opportunities and challenges, 3) develop, conduct, and integrate secondary research with primary research, 4) understand the value of effective communication in business consulting and 5) develop and improve skills in report writing, time management, negotiation, and project management.

**Content:** The focus of this course is on the nature and role of business consulting, along with specific issues common to business consulting. It is an applied course in which students act as consultants for businesses that may have an international focus and have identified a problem or opportunity that needs solving. Specific attention is given to understanding and developing the unique skills required for entering the consulting profession. The course develops competencies and skills in problem diagnosis, solution development, solution communication and solution implementation.

### *MLI26C707 - Environmental Economics*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Buckley Rita

**SDG goals:** Clean water and sanitation, Affordable and clean energy, Sustainable cities and communities, Responsible consumption and production, Climate action, Life below water, Life on land

**Prerequisite:** basic course in economics

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) know essential concepts and dynamics in environmental economics, 2) develop basic and critical appreciation of economics as applied to the environment and natural resources, 3) understand the connection between environmental quality and the economic behavior of individuals and other key economic agents, 4) relate environment and resource analysis to real world issues and circumstances through the use of practical problems and policies.

**Content:** The primary focus of the course is to understand the nature, scope and key concepts of environmental economics and the relationship between the economy and the environment, including the notion of optimal level of pollution. The tools of environmental analysis, the principles of demand and cost and the elements of economic efficiency in market and in non-market activities are also explored, a key notion here is that of Market failure. Key techniques of environmental analysis (like cost benefit analysis) are addressed. Attention is also given to concepts and dynamics of Polluter Pays Principle and public policy instruments (e.g. environmental taxes, subsidies, permits). Theories on the optimal allocation of renewable resources with specific application to forestry and fisheries are developed. This is followed by an investigation of the main theoretical and practical issues relating to exhaustible resources (e.g. energy). The analytical tools and principles developed earlier are applied to current developments in environmental policy in the EU and globally.

### *MLI26C714 - Gender and Communication in the International Workplace*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Peltier Josiane

**SDG goals:** Gender equality, Reduced inequalities

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand basic theories and concepts related to gender and diversity, 2) examine how gender is implicated in the roles assigned to, and played out by, men and women in work and other areas of life, 3) evaluate ways in which organizations can reconfigure existing structures to better achieve gender equity, and 4) recognize how gender is differently constructed and perceived across cultures.

**Content:** This course considers diversity in the international workplace from a gender perspective. It examines ways in which men and women are socialized, and may differently enter, and participate in, work life. Topics to be covered may include some or all of the following: gender construction, employment decisions, sex segregation of occupations, communication preferences, gender gap in earnings, confidence gap, work-life balance, cross-cultural diversity, gender and managerial behavior, leadership, best practices in gender equity, team work, the inclusion of non-gender-conforming individuals, and the intersection of gender and race. Case studies may be used to problematize gender issues in specific organizational contexts, and in society at large.

### *MLI26C720 - Investments and Portfolio Management*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Inci Can

**SDG goals:** Decent work and economic growth

**Prerequisite:** basic course in finance

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) formulate a description of the overall investment process, 2) demonstrate knowledge of various financial instruments and asset classes, including trading aspects, 3) present basic capital market information and compare the historical risk-return experiences from a global markets perspective, and 4) implement and evaluate various portfolio performance measures.



**Content:** This hands-on course examines the valuation, selection and management of financial assets in a global market context. Including: concepts associated with efficient capital markets; behavioral finance; modern portfolio theory; asset pricing models; security valuation principles and practices; introductory analysis and management of different asset classes such as bonds, common stocks, FX, commodities and derivative securities; portfolio performance evaluation procedures; and a review of current trends in securitization and innovations such as Social Impact Bonds and Crowd Funding.

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

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Edwards Barbara

**SDG goals:**

**Prerequisite:** basic course in accounting

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) apply terminology and concepts that describe the behavior of costs and profits, 2) analyze the decision usefulness of information from traditional management accounting methods, including job costing, cost allocation, and standard costs, 3) identify relevant costs for decisions such as outsourcing, products, and customers, 4) prepare a master budget and evaluate the reasons for budget variances, 5) assess the relevance and behavioral implications of alternative performance measures, and 6) evaluate performance measures, taking into account potentially competing goals.

**Content:** This course introduces the accounting information used inside an organization to make decisions, evaluate performance, and control operations. The course will develop skills for evaluating the relevance and usefulness of information measured using different management accounting methods for a variety of business purposes. The course will also introduce the internal use of nonfinancial information, including measures related to an organization's strategic, ethical, social, and environmental goals. The focus of this course is on the use of accounting information rather than the preparation of that information.

#### *MLI26C727 - Innovation Management in the Global Economy*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Dellestrand Henrik

**SDG goals:** Industry, innovation and infrastructure

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the concept of innovation, 2) learn how to enhance and manage organization's creativity, innovation-based competitiveness and superior performance in the global economy, 3) know and understand the fundamentals of the innovation process, 4) be aware of the various institutions that may influence the innovation process, 5) learn how to manage the creation, protection, commercialization and capture of value from intellectual property rights (IPRs) and innovations, 6) gain insight and competency how to lead and design innovation initiatives at international companies.

**Content:** An examination of the essential institutional frameworks (innovation systems), concepts, methods and practices in the context of innovation management and the global economy. The focus of innovation management is to allow both the small and large organizations to respond to an external or internal opportunity, and use its creative (intrapreneurial/entrepreneurial) efforts to introduce new ideas, processes or products in order to gain and maintain a competitive advantage in the global business world. The flow of technology and information and the interaction between people, enterprises and institutions is the key to an innovative process in order to turn an idea into a process, product or service on the market.

#### *MLI26C730 - Consumer Culture*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Patterson Maurice

**SDG goals:** Responsible consumption and production

**Prerequisite:** recommended: basic course in marketing

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the key concepts, theories, and frameworks of consumer culture theory and

interpretive consumer behavior; 2) apply these concepts, theories, and frameworks in critically examining and analyzing consumption in different international contexts 3) conduct consumer/market research and interpret the results for managerial implications.

**Content:** This course takes a multidisciplinary approach to the study of consumption, describing key theories from such fields as sociology, social psychology, social theory, cultural studies, material culture and cultural anthropology, as they relate to consumer culture. Distinct from psychologically oriented and experimentally driven sub-fields of consumer research (e.g. consumer psychology; consumer behavior), Consumer Culture research is mainly qualitative in its methodologies and methods, and relatively critical in its perspectives. Central streams of inquiry seek to advance consumer research knowledge by illuminating sociocultural processes and structures related to 1) consumer identity projects, 2) marketplace cultures, 3) the socio-historic patterning of consumption, and 4) mass-mediated marketplace ideologies and consumers' interpretive strategies.

#### *MLI26C738 - Global Game Industry*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Lehtonen Miikka

**SDG goals:** Industry, innovation and infrastructure

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) gain an up-to-date overview of the dynamics and trends of the game industry, its historical origins and future directions, 2) understand managerial practices in game companies and analyze specific matters associated with global games distribution, 3) evaluate game company internationalization strategies through platforms, 4) analyze game design and customer service from an ethical point of view, and design alternative, improved solutions based on this, and 5) experiment, through prototyping, with how gameful elements can be integrated across different organizational functions and industries.

**Content:** Since the beginning of the 21st century, the game industry has grown rapidly, surpassing the film and music industries in global revenue. Located at the intersection of technological innovation and artistic creativity, the game industry is constantly renewing itself and pushing forward existing business models. With the proliferation of Internet and digital distribution, the game industry is truly global, innovative and digital, providing a rich context for revisiting international business studies. This course will address various issues that are central to managing successfully a gaming firm, such as: business model and business development strategy; fundamentals of monetization and analytics of games, user acquisition approaches and marketing; localization and global expansion as well as ethical game design.

#### *MLI26C739 - Social Media Analytics*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Altobello Suzanne

**SDG goals:** Industry, innovation and infrastructure

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the key metrics used for measurement in social media analytics and how they vary by platform, 2) evaluate the effectiveness and return on investment in a social media marketing campaign, 3) demonstrate knowledge of various ways to analyze and visualize data from social media platforms using Excel, SPSS, and/or other analytic tools, and 4) apply these analytic concepts to a company analysis and relate them to broader business outcomes.

**Content:** This course focuses on how to analyze data from social media networks in order to serve the strategic needs of business organizations. The course will begin with the basics of social media listening and the types of metrics used in social media platforms. Students will evaluate the effectiveness of social media ad campaigns using statistical analysis. Students perform analyses in Excel, SPSS, or other free online analysis tools on data from Facebook, Twitter, Instagram, Snapchat and/or other social media platforms. Students will also perform sentiment/content analysis and influencer analysis. Students will use real world data to practice analytic methods to convert social media data to insights into market structure, consumers perceptions of the brand, and marketing strategy. This course will help students prepare for professional analytics certifications.

### *MLI26C740 - Digital Disruption*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Ceylan Serkan

**SDG goals:** Industry, innovation and infrastructure

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand how ICT has changed the basis of competition in various industries, 2) understand how digitization can affect and transform any business, not only the traditional computing and telecommunications industries, 3) recognize how to meet and exceed customer expectations in a digital world, 4) understand how ICT can drive strategic change within a firm and across industries, and 5) recognize some of the larger trends in society to which ICT is contributing, from unemployment to the unequal distribution of wealth.

**Content:** This course focuses on the rapid change from autonomous vehicles to Artificial Intelligence and the Internet of Things and everything in between that has been brought about by Information and Communications Technologies (ICT) over the past few years. We are now living during a turning point in society, when individuals, firms and societies are becoming rapidly digitized, and thanks to the exponential nature of change in ICT, these changes will only accelerate over time. The adoption of digital methods of doing business has become a prerequisite for success for firms in the digital age. Any firm that fails to respond appropriately to this paradigm shift will succumb to competition in the digital age. In this course, we explore how to manage and ride this change as individuals, as a firm or as a society. The course will address topics such as: Moore's Law and the second half of the chessboard; digitization and competitive advantage; infrastructure and e-commerce; cloud computing and Big Data; Internet of Things; artificial intelligence and the implications of all these changes in business and society.

### *MLI26C742 - Travel, Tourism and Hospitality Marketing*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Fodness Dale

**SDG goals:** Decent work and economic growth, Sustainable cities and communities, Responsible consumption and production

**Prerequisite:** recommended: basic course in marketing

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) explain the global impact and implications that result from nature of the travel, tourism and hospitality industry structure, its diverse stakeholders and service-based products, 2) research key consumer characteristics and behaviors related to the consumption of travel, tourism and hospitality products to support decision making by tourism planners and marketers, 3) describe how the unique nature of the industry influences the marketing mix for travel, tourism and hospitality products, 4) identify the critical components in the industry value chain and how to incorporate that insight into service quality, customer satisfaction and loyalty initiatives, and 5) describe how digital disruption creates opportunities in the travel, tourism and hospitality industry.

**Content:** This course involves both a strategic and tactical survey of the world's largest employer, the travel, tourism and hospitality industry. From a strategic perspective, the nature of the industry, its stakeholders and global role (i.e., in sustainable development) are explored. From a tactical perspective, the marketing implications of the unique nature of the travel, tourism and hospitality products and customers are highlighted.

### *MLI26C743 - Green Ventures*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Bradley Finbarr

**SDG goals:** Affordable and clean energy, Industry, innovation and infrastructure, Sustainable cities and communities, Responsible consumption and production, Climate action, Life below water, Life on land, Peace, justice and strong institutions

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand how a green venture is imagined, set up and operates in practice, 2) analyze how such ventures may lead to a purposeful life by helping move towards a flourishing society and planet, 3) appreciate how a regenerative local economy powered by green innovative ventures



can result in a thriving self-reliant community, and 4) plan an imaginative green project in order to create and share value.

**Content:** This course aims to help students understand how value, both monetary and non-monetary, is created and shared through the development of purpose-driven green or sustainable ventures. A range of concepts such as real value, regenerative innovation, materialism, eco-design and circular economy, are covered. Opportunities for entrepreneurs to develop meaningful solutions to reduce waste, foster ethical consumerism and limit biodiversity loss are discussed. The course also delves into the critical role that belonging, rootedness and identity play in community-owned and place-based enterprises. Emphasis is on examining inspiring and creative ventures in sectors such as food, arts, crafts, tourism and renewable energy.

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

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** White Dustin

**SDG goals:**

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand principles of programming using the Python programming language, 2) use Python to collect data from various sources for analysis, 3) employ Python for data cleaning, 4) implement statistical and predictive models in Python using business data, 5) understand how to choose the correct statistical or predictive model based on the available data and business context, and 6) understand how the information resulting from data analysis leads to improved business decision-making.

**Content:** This course is intended to introduce the student to programming languages as tools for conducting data analysis, focusing on Python in particular. The course will cover basic principles of programming languages, as well as libraries useful in collecting, cleaning and analyzing data in order to answer research questions. Students will learn to use Python to apply forecasting tools and predictive models to business settings. The course will be divided between lecture and lab time, and labs will be focused on teaching students how to implement the programming techniques and statistical models discussed in lectures.

#### *MLI28A020 - Principles of Finance*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, mandatory course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Henebry Kathleen, Volkman David, Mitenko Graham

**SDG goals:**

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) know and understand basic concepts and vocabulary of finance, 2) identify and assess the financial health of a company, 3) predict the financial position of a company in short-term frameworks, 4) understand and incorporate time value of money in decision making, 5) understand and evaluate expected benefits and risks of investment decisions, 6) understand and estimate a company's cost of funds, 7) evaluate capital expenditures proposals, and 8) understand valuation models of corporate securities.

**Content:** This course is intended to be a comprehensive introduction to the principles of financial management. Emphasis is given to major functions of financial management as they pertain to valuation, risk and risk-return trade-off, financial analysis and planning, and capital budgeting. The course will begin with discussions of the various fields of finance, the basic concepts of financial statements, security markets, interest rates, taxes, risk analysis and the time value of money. That knowledge will then be used to discuss several topics including, but not limited to, bond and stock valuation, the cost of capital, capital budgeting, capital structure and debt and equity valuation.

#### *MLI28C060 - Corporate Finance*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Stepanov Roman

**SDG goals:** Industry, innovation and infrastructure

**Prerequisite:** basic course in finance

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) show a detailed understanding of the decisions facing the financial management of a business enterprise, 2) understand and incorporate payout policy in decision making, 3) have advanced understanding of valuation techniques, 4) have advanced understanding of capital structure decisions effect on firm business and financial position, 5) understand the key criteria in capital budgeting and project evaluation, 6) show advanced understanding of working capital management, 7) become familiar with the essential content of mergers and acquisitions, and 8) gain insight and competency concerning corporate control and governance.

**Content:** This course examines the theory and practice of corporate finance. Emphasis is given to topics covered in the field of corporate finance such as dividend policy, capital structure, debt financing, financial planning, credit and cash management, mergers, acquisitions and corporate control and governance.

#### *MLI31A002 - Principles of Economics*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, mandatory course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Beck Jason, Pavlov Oleg

**SDG goals:** Decent work and economic growth, Industry, innovation and infrastructure, Peace, justice and strong institutions

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) know and understand the key principles of economics underlying the market and the economy, 2) calculate real economic variables, such as real GDP, inflation and unemployment rates and be familiar with important international economic databases, 3) know and understand how fundamental economic theory applies to international business, 4) understand how aggregate variables such as inflation and unemployment behave and how the government and Central Banks can influence their behavior, and 5) understand the impact of economic fluctuations at a domestic and international level.

**Content:** The purpose of this course is to introduce students to the principles of economics. It distinguishes between microeconomics and macroeconomics with a stronger emphasis on the latter. The microeconomics section addresses the topics of scarcity, opportunity cost, demand and supply, elasticity, cost theory and market structures. The macroeconomics section addresses topics such as trends in real economic variables, production and growth, theory of income determination, the consumption function, fiscal policy and monetary policy.

#### *MLI31C020 - Intermediate Microeconomics*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Decker Christopher

**SDG goals:** Decent work and economic growth, Peace, justice and strong institutions

**Prerequisite:** basic course in economics

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) apply standard microeconomic tools to explain and predict the behavior of individual consumers and firms, 2) apply microeconomic theory to explain market structures and the behavior of firms within specific industries, and 3) compare how markets are organized under perfect competition versus a monopoly, duopoly or oligopoly and the outcomes of decisions made in these markets.

**Content:** This course builds on the basic knowledge gained in an introductory economics course and develops further microeconomic topics and theories using standard microeconomic models. The topics covered include: consumer theory, utility and indifference curve analysis; the theory of the firm and cost analysis; market structures, including models of monopoly, duopoly and oligopoly; and pricing strategies. The course will also introduce students to public economics and the concept of externalities. The efficient allocation of resources is emphasized throughout the course.

#### *MLI31C030 - Intermediate Macroeconomics*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, elective course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Ganguli Subhadra

**SDG goals:** Decent work and economic growth, Peace, justice and strong institutions

**Prerequisite:** basic course in economics

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) apply macroeconomic models to problems of short-term and medium-term equilibrium, 2) analyze the determinants of output, employment, and growth in the long run, 3) critically appraise the influence of policy on the economy, and 4) understand the significance of developments in the international system, for example economic and monetary union.

**Content:** This course builds on knowledge gained in an introductory economics course by deepening students' competence in using macroeconomic models to explain the determination of aggregate output, money, prices, inflation, interest rates, employment and growth. The impact of monetary and fiscal policy on the economy will also be discussed. Other topics addressed include short-, medium- and long-term equilibrium models, international trade and borrowing, open economy, exchange rate theory, economic and monetary union, and Keynesian versus neoclassical economic theories. The course is intended to complement microeconomics, the study of the economic behavior of individual consumers, firms, and industries.

#### *MLI32A130 - Introduction to Business Law*

**Scope:** 6 cr

**Status:** Bachelor's Programme in International Business, mandatory course

**Grading scale:** 0-5

**Teacher-in-Charge without an Aalto ID:** Kamarul Baharin Ross

**SDG goals:** Peace, justice and strong institutions

**Prerequisite:** none

**Outcome:** Learning outcomes for this course, upon successful completion, include the ability to: 1) identify the origins, concepts and legal basis of Finnish and European Union law, 2) understand the principles and applications of contract law, 3) understand the principles and applications of the law of obligations, 4) understand the principles and applications of commercial law, 5) understand the principles and applications of competition law, 6) identify the fora and procedures for commercial dispute settlement, damages and liability, 7) understand the principles and applications of the law on employment, provision of service and intellectual property, 8) understand the general principles of national and international taxation.

**Content:** The course objective is to deliver the basics of business law within the context of Finnish national law and its relationship to the European Union as well as implications for international business. The student will be able to understand the legal structure relevant to business and to develop competence in seeking and applying legal knowledge in business practice.