



GENERAL INFORMATION	
DEGREE PROGRAMME	Degree Programme in International Business
PERIOD OF EXECUTION	2013-2016
SCOPE	210 ECTS credits
DESCRIPTION	<p>The EPAS-accredited Degree Programme in International Business helps to prepare students with the skills that they will need to be able to start a career as a qualified manager for a global businesses, not only in multinational companies, but also in fast-paced or entrepreneurial organisations of any size. The common business platform in the first two years of study offers you profound academic and applied knowledge in global business and its operations.</p> <p>The student will gain real-life business experience, such as in terms of developing business plans in a multicultural environment through company assignments, projects and a bachelor's thesis. The international experience one gains can be widened through studying at internationally-accredited partner universities, including taking options for a double degree.</p>
LANGUAGE OF STUDY	English
CODE	HIB13S1
DEGREE	Bachelor of Business Administration
DEGREE LEVEL	National Qualifications Framework level 6
THE TARGET GROUP AND THE ADMISSION CRITERIA	<p>Eligibility to apply can be obtained with the following:</p> <ul style="list-style-type: none">- general upper secondary school- vocational qualification- International Baccalaureate or Reifeprüfung or European Baccalaureate examination- a vocational college diploma or higher vocational diploma- a foreign degree/qualification which provides eligibility for higher education in the country in which it was awarded. <p>No work experience is required.</p> <p>Non-EU/EAA citizens must provide an English language proficiency certificate.</p> <p>All applicants are invited to the entrance examination either in Finland or in a number of locations in which this is organised by the FINNIPS-network (see more in www.finnips.fi).</p> <p>Applicants with non-Finnish certificates or a vocational qualification will be admitted on the basis of the entrance examination only. Others are admitted on the basis of combined school performance and entrance examination.</p> <p>See for more in www.admissions.fi</p>



STUDIES

KEY LEARNING OUTCOMES

Upon on the completion of the programme the student will have the following skill set:

Knowledge and Understanding

- Demonstrate theoretical and conceptual knowledge to identify and analyse business problems in global contexts.
- Apply information-based decision making approaches in business and managerial problems.
- Recognise opportunities in the global business environment in order to formulate strategic choices.
- Possess the ability to apply idea generation and design to be able to test new product and service concepts.

Intellectual Skills

- Select, analyse, and evaluate business data and information and transform raw data into useful and actionable information
- Analyse, interpret and justify business issues from multiple perspectives
- Select and apply appropriate approaches to analyse business problems and devise and evaluate solutions to these problems
- Critically review academic literature and other information sources.

Practical Skills:

- Apply proven management principles in a global and multicultural business context.
- Operate effectively within a team environment to demonstrate team building and management skills.
- Demonstrate competence in terms of collecting, analysing, interpreting and presenting operational numerical business data in a logical and accurate manner.
- Apply appropriate quantitative and/or qualitative methods and analytical techniques and software to conduct and report independent investigations.

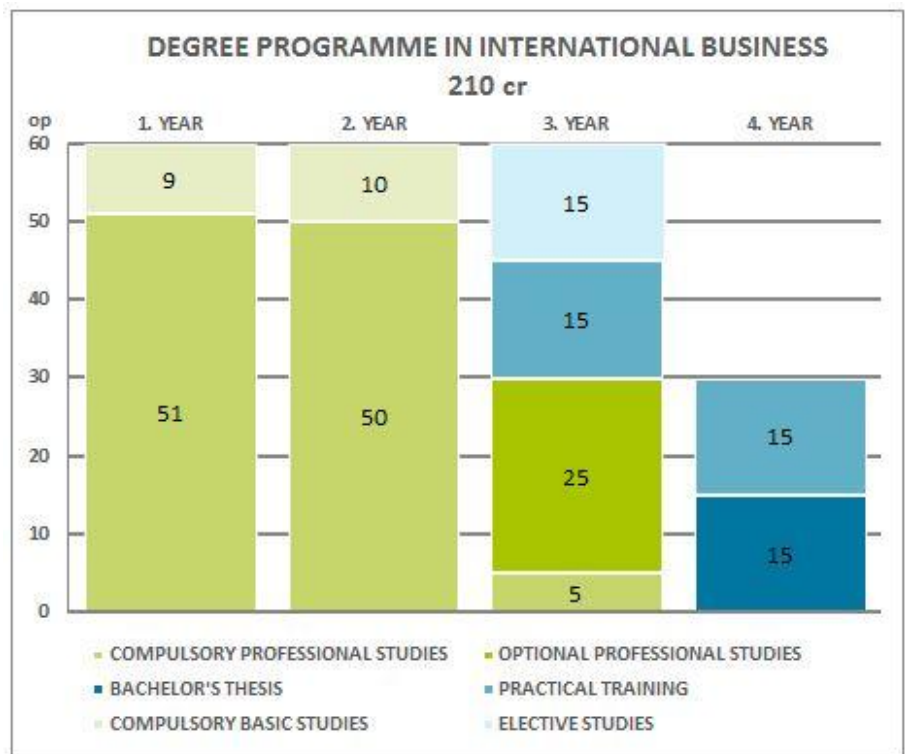
Transferable skills:

- Communicate effectively in English in oral, written and electronic formats using communications and information technology for business applications and prepare and present reports.
- Communicate and interact competently in international or multicultural contexts in order to be able to develop leadership and interpersonal skills.
- Take a creative, innovative, adaptable and entrepreneurial approach to the ever-changing business environment.
- Work and learn independently, exercise initiative, and take personal responsibility of one's own work in terms of time, behaviour, motivation and planning.

PROFILE

Representative careers include: Global Business and Sales Manager, Trade Consultant, International Project Manager, International Marketing Manager, Human Resource Manager, Artist Manager, Promotor, Agent, Publisher, Production Manager, Entrepreneur

COURSE STRUCTURE



COURSE CONTENT AND PERFORMANCE

Studies include basic and vocational studies, elective studies, practical training and the final thesis. The first four semesters guarantee a solid basis in marketing and sales, management, financials and economics and law. The remaining three semesters are reserved for individual specialisations.

The course must be completed in no more than two full semesters from the start thereof. The exception is for the thesis and practice, as well as for extensive courses completed in a number of semesters. If a course is not completed, the student shall re-start it.

In the first contact lesson of a course, the learning outcomes and the content of the course are reviewed, along with the various procedures and evaluation criteria. In addition, a potential examination date is agreed upon (the immediate performance time) and the course completion date is announced, after which attempts are no longer accepted. Students have the opportunity to try and achieve the completion of a course a total of three times: during the immediate performance time for the course or in two specially determined re-examination times.

LEARNING ASSESSMENT

Learning outcomes are assessed in relation to the learning objectives of the course. Assessment decisions are based on the assessment criteria provided in the course descriptions. Courses are assessed on the assessment scale specified in the course description. According to its purpose, the scale may be either of five steps: 5 (excellent), 4 (very good), 3 (good), 2 (satisfactory) and 1 (adequate) or a pass (P)/fail (0). Completion of the course has been failed (fail (0)) if the student does not achieve the minimum outcomes set for completion of the course.

The student has the right to know how the criteria apply to him or her. Course performance is recorded in the transcript of records no later than one month after the declared time of completion of the course and always before the end of the year.



ACCREDITATION AND RECOGNITION OF PRIOR LEARNING (RPL)	The procedures for accreditation are described in the Degree Regulations and in the Study Guide.
MODE OF STUDY	<p>The principle methods of carrying out the studies include a nice mix of various methods, like</p> <ul style="list-style-type: none">• contact studies• online studies• blended studies• case studies• assigned research and development projects with corporate world• independent studies• team based assignments• independent company projects• Activities in the Living Lab environment• Ideation and product development in Concept Lab• required study period abroad
PROFESSIONAL GROWTH AND KNOW-HOW	The solid basis for mastering and applying professional concepts and theories in terms of global business in real world cases are provided during the required study modules between 1st to 4th semester. Semester 5 to 7 are reserved for individual specialisation at JAMK utilising our various partner institutions abroad. Personal tutoring and guidance is provided throughout your studies. Integrated practical training and a bachelor's thesis will open doors to business life.
QUALIFICATION REQUIREMENTS AND REGULATIONS	There are no degree-specific qualification requirements and regulations.
ADDITIONAL INFORMATION	<p>All students have an opportunity for an exchange period abroad at least for one semester.</p> <p>Opportunities for double degree are offered in collaborations with our Russian, German, Dutch and French partner universities.</p> <p>The students may be charged separately for any material costs corresponding to real acquisition or production costs of study material, tools, equipment, or supplies that remain in the student's possession after the education is completed. If a student obtains similar material from other sources, he or she will not be charged the material costs (Government Decree 1230/2009 § 2).</p> <p>Bachelor's degree programme is free for the students.</p>
GRADUATION	<p>The prerequisite for receiving the certificate of Bachelor's degree is that students complete the studies of their degree programme during the study period in accordance with the personal learning plan (PLP).</p> <p>JAMK University of Applied Sciences provides students with a certificate of completion of the Bachelor's degree (210, 240, or 270 ECTS credits). To the certificate are attached the academic transcripts.</p>



EMPLOYMENT AND FURTHER STUDIES

EMPLOYMENT OPPORTUNITIES

The programme provides excellent opportunities to start a career in global business. Company projects, practical training and bachelor' thesis offer great opportunities to open doors in desired industries or organisations. Based on our Alumni Survey 2011, graduates are working as entrepreneurs or as managers in fields that are close to the focus of the programme.

OPPORTUNITIES FOR POST-GRADUATE STUDIES

After graduation and after about three years of a phase of normal working life phase, the students of a bachelor's degree programme can continue their studies in a master's degree programme. The master's degree at the University of Applied Sciences is a University Master's degree. Students can also continue their studies by applying for areas such as, for example, the Master's degree programmes in universities or for an equivalent training programme. After one's Bachelor's studies have been completed, it is, of course, also possible to continue in foreign institutions of higher education on the various Master level degree programmes.

JAMK University of Applied Sciences also offers continuing education opportunities for specialisation studies, Learning agreement type in-service training as well as in working life based continuing education. If a student graduates from the Master's degree programme, he or she can get the opportunity to continue their studies in the scientific or artistic studies of universities (§ 37/558/2009). All further studies must be applied for separately.

OTHER INFORMATION

HEAD OF THE DEGREE PROGRAMME

Head of Department Matti Hirsilä, +358 405 215 637, matti.hirsila@jamk.fi

PROGRAMME PLANNING PROCESS

The programme works closely with the surrounding business community. Dozens of projects are annually implemented in collaboration with the corporate world. The Advisory Board actively provides feedback on future trends. All of these are taken into account in the formal annual planning process of the programme according to the processes in operation at JAMK.

SCHOOL

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

QUALITY MANAGEMENT

JAMK University of Applied Sciences uses the quality management system audited by the Finnish Higher Education Evaluation Council (FINHEEC). The education is developed on the basis of feedback gathered from students.

Degree Programme in International Business is **EPAS**-accredited by the European Foundation for Management Development, the EFMD.

The principles of the curriculum are approved by the JAMK University of Applied Sciences Board of Education and the Vice Rector of the degree programme specific curriculum.

PEDAGOGICAL PRINCIPLES

The degree programme is implemented in accordance with the pedagogical principles established by the University of Applied Sciences Academic Board. More information: <http://www.jamk.fi/english/aboutus/facts/pedagogical-principles>

ETHICAL PRINCIPLES

The students and staff of the University of Applied Sciences operate jointly in accordance with accepted ethical ideas (Academic Board 5.12.2007). More information: <http://www.jamk.fi/english/aboutus/facts/ethicalprinciples>



LAST UPDATE	20 December 2012
CURRICULUM APPROVED	21 December 2012 Heikki Malinen, Vice Rector