



AUTUMN SEMESTER 2016 (September – December)

COURSES

ECTS

International Business, Marketing and Management

International Marketing Management and Research	6
International Business Operations and Strategies	6
Cross-cultural Business and Marketing Communication	6

Industrial Management

Business to Business Marketing	3
Logistics	3

E-Business

Introduction to E-business	4
Social Media in Business and Marketing Communication	3
E-commerce Web Design	6
Visual Marketing Tools	3

Electives

International Negotiations	2
Business in the EU	3
Business in Latin America	3
Business in North America	3
Business in Japan	2
Seminar on Business in Scandinavia	3

Developing Research and Professional Skills

Introduction to Project Work	3
Research Methods	3

Language studies

Finnish Language and Culture	3
Doing Business in English	3