

STUDY GUIDE

INTRODUCTION TO INTERNATIONAL BUSINESS

Organised by

University of Vaasa (UVA)

1. IDENTIFYING DATA.	
· Course Name.	<i>Introduction to International Business</i>
· Coordinating University.	<i>University of Vaasa</i>
· Partner Universities Involved.	-
· Course Field(s).	<i>International Business</i>
· Related Study Programme.	<i>International Business, Bachelor of Economics Digital Marketing, Bachelor of Economics Accounting and Finance, Bachelor of Economics</i>
· ISCED Code.	<i>0418</i>
· SDG.	<i>SDG 4: Quality Education SDG 8: Decent work and economic growth</i>
· Study Level.	<i>Bachelor</i>
· Number of ECTS credits allocated.	3
· Mode of Delivery.	<i>Online live</i>
· Language of Instruction.	<i>English</i>
· Course Dates.	<i>10 Mar 2025 - 21 Mar 2025</i>
· Schedule of the course.	<i>*Time zone: Europe/Helsinki*</i> <i>10.03 13:00-16:00 Lecture 1: Introduction to the course + Cross Cultural Management 12.03 14:00-16:00 Lecture 2: International Management 14.03 14:00-16:00 Lecture 3: International Human Resource Management 17.03 14:00-16:00 Lecture 4: International Marketing 19.03 14:00-16:00 Lecture 5: International Entrepreneurship 21.03 14:00-16:00 Lecture 6: International Sustainability</i>
· Key Words.	<i>International Management, IHRM, Cross-Cultural Interaction, Marketing, Entrepreneurship</i>
· Catchy Phrase.	<i>After this course, you will understand the elements and features of the international business environment.</i>
· Prerequisites and co-requisites.	<i>-English B2 -Bachelor's student</i>
· Number of EUNICE students that can attend the Course.	54

	<i>(BTU, IPV, KAU, PUT, UC, UMONS, UNIC, UOP, UPHF: 6 each. UVA: Check Peppi)</i>
• Course inscription procedure(s).	<i>Enrolment via the EUNICE website</i>

2. CONTACT DETAILS.

• Department.	<i>School of Management</i>
• Name of Lecturer.	<i>Rodrigo Mello</i>
• E-mail.	<i>rodrigo.mello@uwasa.fi</i>
• Other Lecturers.	-

3. COURSE CONTENT.

The subjects covered in the course include international management, cross-cultural management, international human resource management, international marketing and international entrepreneurship. Also, there will be one session given by a representative from an international company; this will help students to connect the different aspects of international business.

4. LEARNING OUTCOMES.

By the end of this course students should be able to:

- *Identify and explain the elements and features of international business environment.*
- *Identify and explain the basic concepts, theories, and approaches in the areas of international management, cross-cultural management, international human resource management, international marketing and international entrepreneurship.*
- *Understand how the above-mentioned basic concepts, theories and approaches related to specific business cases and company strategies; The course will also support the development of students' general lifelong skills such as Digital communication, Curiosity, Analytical thinking*

5. OBJECTIVES.

In this course, students will address how global business environments challenge the management of companies, including marketing and human resource functions, and how they can develop new international business opportunities under uncertainty.

6. COURSE ORGANISATION.

UNITS

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| 1. | <i>International Management</i> |
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2.	<i>International Human Resource Management</i>
3.	<i>Cross-Cultural Management</i>
4.	<i>International Marketing</i>
5.	<i>International Entrepreneurship</i>
LEARNING RESOURCES AND TOOLS.	
<i>Video lectures. Reading package provided by the lecturer.</i>	
PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.	
<i>Students have to participate in course sessions actively, carry out individual or group tasks, and go through the learning materials. Students complete the course by taking the final exam.</i>	
<i>The course is worth 3 ECTS credits, which implies 81 hours of work. This includes 11 hours of online sessions in Zoom and 70 hours of preparation for the final exam. Attendance in Zoom will not be tracked; however, attending the sessions is important for the exam preparation.</i>	

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

To pass the course, students need to complete the online multiple-choice test/quiz, which will be graded automatically on a scale of 1-5, or fail (0).

OBSERVATIONS.

Recognition-related issues:

Please contact your home university's International Relations Office if you encounter any issues related to the recognition of the ECTS at the end of the course. Lecturers are not in charge of the recognition process.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

To be provided by the lecturer.