

# STUDY GUIDE

## *INTRODUCTION TO INTERNATIONAL BUSINESS*

Organised by

*University of Vaasa*

1. IDENTIFYING DATA.		
• Course Name.	Introduction to International Business	
• Coordinating University.	University of Vaasa	
• Partner Universities Involved.	-	
• Course Field(s).	International Business	
• Related Study Programme.	International Business, Bachelor of Economics Digital Marketing, Bachelor of Economics Accounting and Finance, Bachelor of Economics	
• ISCED Code.	0418	
• SDG.	SDG 4: Quality Education SDG 8: Decent work and economic growth	
• Study Level.	Bachelor	
• EUNICE Key Competencies	Problem solving	Strongly
	Teamworking	Strongly
	Communication	Strongly
	Self-management	Moderately
	Cognitive flexibility	Strongly
	Digital competence	Partially
	Technical competence	Partially
	Global intercultural competence	Strongly

• Number of ECTS credits allocated.	3
• Mode of Delivery.	Online live
• Language of Instruction.	English
• Course Dates.	9 March 2026 – 20 March 2026
• Precise Schedule of the Lectures.	<p><b>*Time zone: Europe/Helsinki/EET*</b></p> <p>9 March 14:00-17:00 Lecture 1: Introduction to the course + Cross Cultural Management</p> <p>11 March 14:00-16:00 Lecture 2 International Management</p> <p>13 March 14:00-16:00 Lecture 3: International Human Resource Management</p> <p>16 March 14:00-16:00 Lecture 4: International Marketing</p> <p>18 March 14:00-16:00 Lecture 5: International Entrepreneurship</p> <p>2 March 14:00-16:00 Lecture 6: International Sustainability</p>
• Key Words.	International Management, IHRM, Cross-Cultural Interaction, Marketing, Entrepreneurship
• Catchy Phrase.	After this course, you will understand the elements and features of the international business environment.

• Prerequisites and co-requisites.	<p>- English B2</p> <p>- Be enrolled as a Bachelor level student at any EUNICE member university.</p>
• Number of EUNICE students that can attend the Course.	<p>54</p> <p>(BTU, IPV, KAU, PUT, UC, UMONS, UNIC, UOP, UPHF: 6 each. UVA: Check Peppi)</p>
• Course inscription procedure(s).	Enrolment via the EUNICE website

## 2. CONTACT DETAILS.

• Department.	School of Management
• Name of Lecturer.	Rodrigo Mello
• E-mail.	<a href="mailto:eunice@uwasa.fi">eunice@uwasa.fi</a>

## 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

1.	Cross-Cultural Management
2.	International Management
3.	International Human Resource Management
4.	International Marketing
5.	International Entrepreneurship
6.	International Sustainability

##### LEARNING RESOURCES AND TOOLS.

Video lectures. Reading package provided by the lecturer.

##### PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

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.

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.

## 7. ASSESSMENT METHODS AND CRITERIA.

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.

Upon successful completion of the course, students will be awarded with a EUNICE certificate issued by the University of Vaasa.

Recognition-related issues:

**Recognition of this course's ECTS into the student's records is subject to approval** by the International Relations Office, EUNICE Office or other relevant departments at the student's home university. Please contact such department(s) if you encounter any issues related to the recognition of the ECTS at the end of the course. Neither lecturers nor the University of Vaasa are in charge of the recognition process at the student's home university.

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Needed coursebook:

**Essentials of Operations Management (3rd edition)**

Published by Pearson (March 1, 2023) © 2023

Nigel Slack - Warwick Business School, Warwick University

Alistair Brandon-Jones - University of Bath , School of Management

Nicola Burgess - University of York