

STUDY GUIDE

INTRODUCTION TO INTERNATIONAL BUSINESS 26-27 S2

Organised by
University of Vaasa

1. IDENTIFYING DATA.		
· Course Name.	Introduction to International Business 26-27 S2	
· 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 self-study
· Language of Instruction.	English
· Course Dates.	15 January 2027 – 30 April 2027
· Precise Schedule of the Lectures.	N/A
· Key Words.	International Management, IHRM, Cross-Cultural Interaction, International Marketing, International Entrepreneurship
· Catchy Phrase.	After this course, you will understand the elements and features of the international business environment.

· Prerequisites and co-requisites.	- English B2 - Be enrolled as a Bachelor level student at any EUNICE member university.
· Number of EUNICE students that can attend the Course.	54
· Number of EUNICE students that can attend the course per institution.	6 (UVA students are referred to Peppi)
· Course inscription procedure(s).	Enrolment via the EUNICE website

2. CONTACT DETAILS.

· Department.	School of Management
· Name of Lecturer.	Rodrigo Mello
· E-mail.	eunice@uwasa.fi

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.	What is International Business and International business environment
2.	International management
3.	International entrepreneurship
4.	International marketing
5.	International human resource management
6.	Guest speaker

LEARNING RESOURCES AND TOOLS.

The course will be online on Moodle

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

It will be a self-paced course, with different learning materials available.

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 0 (fail). In addition, in order to be eligible to take the exam, a number of assessments need to be delivered, with a pass or fail assessment type.

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:

International Business: The New Realities, Global Edition
Fifth Edition
Published by Pearson (September 2, 2019) © 2020
S. Cavusgil | Gary Knight | John Riesenberger