

## INTERNATIONAL SEMESTER 2018–2019

### International Business

#### Guidelines:

- These are preliminary course lists and some changes might occur
- You can choose courses from one module only
- You cannot select courses from several modules
- You can choose additional courses from the optional course list
- Please note that there is an allotment of 20 exchange students for each module. It is therefore recommended to select a second option for your module.

## SPRING SEMESTER 2019

### BUSINESS ACADEMY MODULE 2

The courses are implemented within the Business Academy (BA) Junior Startup Business Incubator and in context of BA's regional and global entrepreneurial ecosystems. [Learning in BA](#) is inspired by Innovation Pedagogy principles, a well-balanced self-driven and team learning environment under the support and guidance of the team coach. [Business Academy](#) learning way. Business Academy is an exceptional learning environment, where students can reach entrepreneurial and teamwork capabilities by doing real business.

Course name	ECTS
Responsible and innovative working teams 2 (see the last page)*	5
<a href="#">Team leadership and management 2</a>	5
<a href="#">Project management 2</a>	5
<a href="#">Intercultural networking 2</a>	5
<a href="#">International marketing and selling 2</a>	5
<a href="#">Marketing project 2</a>	5

### BUSINESS MODULE 1

Course name	ECTS
<a href="#">Research methods</a>	5
<a href="#">Innovation project</a> (continues from autumn 2018**)	10
<a href="#">Emerging markets</a>	5
<a href="#">Creativity and innovativeness</a>	5
<a href="#">Customer oriented product development</a>	5
<a href="#">Brand Management</a>	5
<a href="#">Experience management</a>	5
<a href="#">Open studies in business</a> The following modules (worth of 1-5 ECTS) are offered in English for the spring semester 2019: Marketing, Digital Marketing, Success stories.	1-5

\*\* Exchange students staying for the whole academic year 2018-2019 will have the possibility to continue working on their Innovation project during the spring 2019 (15 ECTS altogether).

## Optional courses

Optional courses	ECTS
<a href="#">Finnish for exchange students</a>	3
<a href="#">Get Finternational</a>	3

\* Description for course **Responsible and innovative working teams**

*BusinessAcademy is an innovative entrepreneurial learning environment in Turku University of Applied Sciences. Team Coaches are Senior Advisors or Professional Business Mentors to coach the students in team entrepreneurship. In BusinessAcademy learning is based on working in business and joint project, not forgetting theoretical learning. Responsible and Innovative Working Teams course in BusinessAcademy covers the theoretical learning process using training sessions and book clubs. The teams are able to deepen their learning by personalizing their learning path and by applying theories to the real-life projects right away.*

Outcomes:

Students who successfully complete this course should be able to:

- *present ideas that are suitable for the tasks*
- *take active role in the teamwork*
- *contribute to group functioning and performing*
- *take initiative and to work towards the goals set by the team*
- *give feedback to others and reflect own learning*
- *work in multi-cultural teams*
- *run business ethically and responsibly*

Course topics:

*Students run training sessions and book clubs where the learning is shared in the team and new knowledge is developed taking into account responsible business and consumption. Students learn to give feedback to other team members and to reflect their learning with learning diary and portfolio.*