

DEGREE REQUIREMENTS AND CURRICULUM FOR ACADEMIC YEAR

DEGREE PROGRAMME IN BUSINESS ADMINISTRATION, Specialisation of Marketing

Unit of Business Administration/Lappeenranta, valid for the students enrolled in 2006

1st Year			
KLI0783 Basics of Business 12 cr/FI		KLI0802 Marketing Mix Decisions, 6 cr/FI	
		KLI0932 "Me as a Marketer" portfolio, 3 cr/FI	
		KLI0403 Basics of Financial Accounting, 3 cr/FI	
KPE0042 Orientation Studies 2 cr/FI	KMA0082 Business Mathematics I, 3 cr/FI		KLI0784 Management Accounting I 3 cr/FI
KSU0036 Finnish Communication at Work, 3 cr/FI	KLI0269 Macroeconomics 3 cr/FI	KEN0076 English Communication at Work, 3 cr/EN	
Elective Studies 3 cr	KTI0001 Information Technology I 3cr/FI	KRU0042 Swedish Communication at Work 3 cr/FI	
	Elective Studies 3 cr	KSU0037 Oral Finnish Communication for Business, 3 cr/FI	
		KLI0569 Company Law 3 cr/FI	KLI0930 Intorduction to Logistics and Supply Chain Management, 3 cr/FI
		KLI0684 Finnish Business Communications, 3 cr/FI	

2nd Year			
KLI0044 Consumer Behavior, 3 cr/EN		KLI0933 Purchasing and Incoming Logistics, 3 cr/FI	KMA0003 Statistics 3 cr/FI
KLI0934 Marketing Planning and Management 3 cr/FI	KLI0935 Planning Integrated Marketing Communications, 3 cr/FI	KLI0936 Planning and Creating Marketing Communications Material, 6 cr/FI	
KLI00847 Management Accounting II 3 cr/FI	KLI0466 Project Management 3 cr/FI	KLI0937 Selling and Sales Promotions, 6 cr/FI	
KTI0022 Information Technology II, 3 cr/FI		KSU0019 Meetings and Negotiation Skills, 3 cr/FI	
KEN0061 Managerial English, 3 cr/EN		KRU0036 Swedish Business Communication, 3 cr/FI	
KLI0518 Retail Marketing 3 cr/FI	Elective Studies 3 cr	KLI0938 CRM, 3 cr/EN	KPE0005 Entrepreneurship and Establishing a Company 3 cr/FI
KMA0083 Business Mathematics II, 3 cr/FI			

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3rd Year		
KMR0357 Management and Organisations, 9 cr/FI		On-the-Job Training 12 cr
KLI0939 Customer Service and Marketing Logistics 3 cr/FI	KLI0940 E-Commerce and Internet Marketing 3 cr/FI	
KLI0941 Organising Events and Fairs, 3 cr/FI		
KLI0799 Business Simulation 3 cr/FI		
KLI0942 Marketing Research, 7 cr/FI		
KLI0801 Business Correspondence and Negotiations 3 cr/EN	KLI0832 Market Law 3 cr/FI	
Elective Studies 3 cr	Elective Studies 3 cr	

4th Year	
Bachelor's Thesis 15 cr	

BASIC STUDIES OF POLYTECHNIC	11 cr
BUSINESS STUDIES	139 cr
ELECTIVE STUDIES	15 cr
PRACTICAL TRAINING	30 cr
BACHELOR'S THESIS	15 cr

FI = in Finnish, EN = in English