

DEGREE REQUIREMENTS AND CURRICULUM FOR ACADEMIC YEAR

DEGREE PROGRAMME IN BUSINESS ADMINISTRATION, Specialisation of Marketing

Unit of Business Administration/Lappeenranta, valid for students enrolled in 2007

STUDY MODULE		Academic year/scope, cr				*)	
Code	Course	1.	2.	3.	4.	Lang.	
CORE STUDIES OF POLYTECHNIC		11 CR					
KPE0042	Orientation Studies	2	-	-	-	FI	
KSU0036	Finnish Communication at Work	3	-	-	-	FI	
KRU0042	Swedish Communication at Work	3	-	-	-	FI	
KEN0076	English Communication at Work	3	-	-	-	EN	
COMMUNICATION STUDIES OF DEGREE PROGRAMME		18 CR					
KEN0061	Managerial English	-	3	-	-	EN	
KRU0036	Swedish Business Communication	-	3	-	-	FI	
KLI0684	Finnish Business Communication	3	-	-	-	FI	
KSU0019	Meetings and Negotitation Skills	-	3	-	-	FI	
KSU0037	Oral Finnish Communication for Business	3	-	-	-	FI	
KLI0801	Business Correspondence and Negotiations	-	-	3	-	EN	
BASIC AND PROFESSIONAL STUDIES OF DEGREE PROGRAMME		51 CR					
KLI0783	Basics of Business	12	cr	-	-	-	FI
	<i>Introduction to Marketing</i>	3		-	-	-	FI
	<i>Basics of Law</i>	3		-	-	-	FI
	<i>Basics of Accountancy</i>	3		-	-	-	FI
	<i>Introduction to Business Economics</i>	3		-	-	-	FI
KLI0802	Marketing Mix Decisions	6		-	-	-	FI
KLI0569	Company Law	3		-	-	-	FI
KLI0269	Macroeconomics	3		-	-	-	FI
KMA0082	Business Mathematics I	3		-	-	-	FI
KMA0083	Business Mathematics II	-		3	-	-	FI
KMA0003	Statistics	-		3	-	-	FI
KLI0972	Information Technology I	3		-	-	-	FI
KLI0973	Information Technology II	-		3	-	-	FI
KLI0799	Business Simulation	-		-	3	-	FI
KMR0357	Management and Organizations	-		-	9	-	FI

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BASIC AND PROFESSIONAL STUDIES OF SPECIALISATION		70		CR		
305855	MARKETING AND SALES PROMOTIONS	44		cr		
	KLI0970 "Me as a Marketer" portfolio	2	-	-	-	FI
	KLI0044 Consumer Behavior	-	3	-	-	EN
	KLI0934 Marketing Planning and Management	-	3	-	-	FI
	KLI0935 Planning Integrated Marketing Communications, ICM	-	3	-	-	FI
	KLI0936 Planning and Creating Marketing Communications Material	-	6	-	-	FI
	KLI0518 Retail Marketing	-	3	-	-	FI
	KLI0937 Selling and Sales Promotions	-	6	-	-	FI
	KLI0938 CRM	-	3	-	-	EN
	KLI0940 E-Commerce and Internet Marketing	-	-	3	-	FI
	KLI0942 Marketing Research	-	-	6	-	FI
	KLI0809 Market Law I	-	-	3	-	FI
	KLI0941 Organising Events and Fairs	-	-	3	-	FI
305856	BUSINESS ADMINISTRATION	26		cr		
	KLI0403 Basics of Accountancy	3	-	-	-	FI
	KLI0784 Basics of Management Accounting I	3	-	-	-	FI
	KLI0847 Basics of Management Accounting II	-	3	-	-	FI
	KLI0930 Introduction to Logistics and Supply Chain Management	-	3	-	-	FI
	KLI0933 Purchasing and Incoming Logistics	-	3	-	-	FI
	KLI0939 Customer Service and Marketing Logistics	-	-	3	-	FI
	KLI0466 Project Management	-	3	-	-	FI
	KLI0969 Pricing	-	2	-	-	FI
	KPE0005 Entrepreneurship and Establishing a Company	-	3	-	-	FI
ELECTIVE STUDIES		15		cr		
PLACEMENT		30		cr		
BACHELOR'S THESIS		15		cr		
TOTAL		210		cr		

*) Language; FI = in Finnish, EN = in English, RU = in Russian