

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 2008

STUDY MODULE		Academic year/Scope, cr.				*) FI/EN
		1.	2.	3.	4.	
BASIC STUDIES						80 cr
000078	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
000079	LANGUAGE- AND COMMUNICATION STUDIES					18 cr
	KEN0061 Managerial English	-	3	-	-	EN
	KRU0036 Swedish Business Communication	-	3	-	-	FI
	KLI0684 Business Documents	3	-	-	-	FI
	KSU0019 Meetings and Negotiation Skills	-	3	-	-	FI
	KSU0037 Oral Finnish Communication for Business	3	-	-	-	FI
	KLI0801 Business Correspondence and Negotiations	-	-	3	-	EN
305871	BASIC STUDIES OF BUSINESS ADMINISTRATION					51 cr
	KLI0783 Basics of Business	12	-	-	-	FI
	<i>KLI078306 Introduction to Marketing, 3 cr</i>					FI
	<i>KLI078307 Basics of Law, 3 cr</i>					FI
	<i>KLI078308 Basics of Accounting, 3 cr</i>					FI
	<i>KLI078309 Basics of Business, 3 cr</i>					FI
	KLI0802 Principles of Marketing	6	-	-	-	FI
	KLI0569 Company Law	3	-	-	-	FI
	KLI0269 National Economy	3	-	-	-	FI
	KMA0082 Business Mathematics I	3	-	-	-	FI
	KMA0083 Business Mathematics II	-	3	-	-	FI
	KMA0003 Statistical Methods	-	3	-	-	FI
	KLI1014 Introduction to Information Systems	3	-	-	-	FI
	KLI1015 Office Tools	-	3	-	-	FI
	KLI0799 Business Simulation	-	-	3	-	FI
	KMR0357 Management and Organizations	-	-	9	-	FI
	<i>KMR035707 Management, 3 cr</i>					
	<i>KMR035708 Human Resource Management, 3 cr</i>					
	<i>KMR035709 Organizational Behaviour, 1,5 cr</i>					
	<i>KMR035710 Strategic Management, 1,5 cr</i>					

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PROFESSIONAL STUDIES		70 cr				
305855	MARKETING AND SELLING	47 cr				
	KLI0044 Consumer Behavior	-	3	-	-	EN
	KLI0780 Marketing Planning	-	3	-	-	FI
	KLI1016 Marketing Communications	-	4	-	-	FI
	KLI1017 Marketing Communication Materials	-	4	-	-	FI
	KLI0518 Retail Marketing	-	3	-	-	FI
	KLI0937 Selling and Sales Promotions	-	6	-	-	FI
	KLI0603 Customer Relationship Management	-	3	-	-	EN
	KLI0940 eCommerce and Internet Marketing	-	-	3	-	FI
	KLI0942 Marketing Research	-	-	6	-	FI
	KLI0832 Market Law	-	-	3	-	FI
	KLI0941 Organising Events and Fairs	-	-	3	-	FI
	KLI0366 International Marketing Management	-	-	3	-	EN
	KLI1018 Marketing Management and Project Management	-	3	-	-	FI
305856	LIIKETALOUS	23 cr				
	KLI1033 From Bookkeeping to Balancing of the Accounts	4	-	-	-	FI
	KLI1019 Profitability Accounting	4	-	-	-	FI
	KLI0106 Budgeting and Financial Planning	-	3	-	-	FI
	KLI0930 Introduction to Logistics and Supply Chain	-	3	-	-	FI
	KLI0933 Purchasing and Incoming Logistics	-	3	-	-	FI
	KLI0939 Customer Service and Marketing Logistics	-	-	3	-	FI
	KPE0005 Entrepreneurship and Establishing a Company	-	3	-	-	FI
ELECTIVE STUDIES		15 cr				
PLACEMENT		30 cr				
BACHELOR'S THESIS		15 cr				
TOTAL		210 cr				

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