

STUDY GUIDE

INTRODUCTION TO INTERNATIONAL BUSINESS

Organised by

UNIVERSITY OF VAASA
(UVA)



1. IDENTIFYING DATA.

· Course Name.	Introduction to International Business
· Coordinating University.	University of Vaasa
· Partner University Involved.	-
· Course Field(s).	Sustainable Development Goal
· Related Study Program.	-
· Course Code.	INTB1001
· ISCED Code.	0418
· SDG.	List the most important SDG that the course relates to.
· Study Level.	B/M

· Number of ECTS credits allocated.	3
· Mode of Delivery.	Online
· Language of Instruction.	English
· Delivery Period.	1 semester
· Course Dates.	April 26 th – May 11 th 2022
· Precise Schedule of the Lectures.	26.04 – 13:00 – 14:00 26.04 – 14:00 – 16:00 28.04 – 13:00 – 15:00 03.05 – 13:00 – 15:00 05.05 – 13:00 – 15:00 09.05 – 13:00 – 16:00 11.05 – 13:00 – 16:00 CET
· Key Words.	International Management of: IHRM, Cross-Cultural Interaction, Marketing, Entrepreneurship
· Catchy Phrase.	After this course, you will understand the elements and features of the international business environment.
· Link to Course Guide.	https://opas.peppi.uvasa.fi/fi/opintojakso/INTB1001/3579

· Prerequisites and co-requisites.	None
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· Number of EUNICE students that can attend the Course.	50
· Course inscription procedure(s).	Contact your International Relations Office
· Applications Deadline.	1.12.2021-31.3.2022

2. CONTACT DETAILS.

· Department.	School of Management
· Name of Lecturer.	Rodrigo Mello
· E-mail.	Rodrigo.mello@uwasa.fi
· Office.	-
· Other Lecturers.	-

3. COURSE CONTENT.

The subjects covered on the course include international management, international marketing, international human resource management, and international entrepreneurship. Also, there will be one session given by the representative from the an international company; this will help students to connect different aspects of international business together.

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 international management, international human resource management and cross-cultural 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.

Provide a list of the main objectives that are aimed to be achieved during the course of these studies.

6. COURSE ORGANISATION.



UNITS.	
1.	International management
2.	International Human Resource Management and Cross-Cultural Management
3.	International Marketing
4.	International Entrepreneurship
LEARNING RESOURCES AND TOOLS.	
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PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.	
List the most important learning activities for this course, e.g. lectures, group work, seminars, tutorials, etc.	

7. ASSESSMENT METHODS AND CRITERIA.
To pass the course, students need to complete the on-line multiple-choice test/quiz, which will be graded automatically on the scale 1-5.
OBSERVATIONS.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.
Reading package (book chapters/articles)

