

## **Curriculum for the academic year 2022-2023 Exchange students**

The curriculum comprises a confirmed overall description of the learning objectives (learning outcomes) of a degree program, the goals and contents of study modules, the offering of courses and the organisation of teaching within a given period of time. (Aalto University General Regulations on Teaching and Studying, Section 2). The curriculum design shall follow the Aalto University strategy, the strategic action plans of the Aalto schools and the university's curriculum policies. Curriculum design is based on the feedback received on courses and programs (course feedback, feedback from graduating students, the report on the student well-being survey, and the program director's report).

1. BScBA Curriculum 2022-2023 on one page (page 2), courses offered for the exchange students are highlighted on yellow.
  - Note, for some basic courses, we have only limited number of places reserved for the exchange students. If you need such a course, please, contact us early advance!
  
2. Course descriptions and learning outcomes (pages 3-)

<b>BScBA CURRICULUM 2022-20231</b>			
<b>MODULE</b>	<b>REQUIRED COURSES (BScBA22, 1st year)</b>	<b>REQUIRED COURSES (BScBA21, 2nd year)</b>	<b>ELECTIVE COURSES</b>
<b>2022</b>			
<b>1</b> 29/8-16/9	<b>GLOBAL BUSINESS ENVIRONMENT (A&amp;B)</b> <i>Joan Lofgren</i> <b>ORIENTATION TO UNIVERSITY STUDIES</b> begins (A&B), 1 cr <i>Joan Lofgren</i>	<b>INTERCULTURAL MANAGEMENT (A&amp;B; group 1)</b> <i>Jacek Mironski</i> <b>PRINCIPLES OF FINANCE (A&amp;B; group 1)</b> <i>Kathleen Henebry</i>	<b>INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b> <i>Russell Warhurst</i> <b>COMPARATIVE CONSUMER BEHAVIOR</b> <i>Paurav Shukla</i>
<b>2</b> 19/9-7/10	<b>BUSINESS MATHEMATICS WITH EXCEL APPLICATIONS (A)</b> <i>Roman Stepanov</i> <b>INTRODUCTION TO MANAGEMENT (B)</b> <i>Patrick Simek</i>	<b>INTERCULTURAL MANAGEMENT (A&amp;B; group 2)</b> <i>Josiane Peltier</i> <b>PRINCIPLES OF FINANCE (A&amp;B; group 2)</b> <i>David Volkman</i>	<b>INTEGRATED MARKETING COMMUNICATIONS</b> <i>Jaywant Singh</i> <b>DIGITAL DISRUPTION</b> <i>Kari Koskinen</i>
<b>3</b> 10/10-28/10	<b>INTRODUCTION TO MANAGEMENT (A)</b> <i>Patrick Simek</i> <b>BUSINESS MATHEMATICS WITH EXCEL APPLICATIONS (B)</b> <i>Roman Stepanov</i>	<b>INTERCULTURAL MANAGEMENT (A&amp;B; group 3)</b> <i>Vlad Vaiman</i> <b>PRINCIPLES OF FINANCE (A&amp;B; group 3)</b> <i>Graham Mitenko</i>	<b>GLOBAL GAME INDUSTRY</b> <i>Lobna Hassan</i> <b>MANAGERIAL ACCOUNTING FOR GLOBAL BUSINESS</b> <i>David Derichs</i>
<b>4</b> 31/10-18/11	<b>Academic Writing (A; groups A1 and A2)</b> <i>Sophia Butt and Beryl Pittman</i> <b>INTRODUCTION TO STATISTICS (B)</b> <i>Michael Toma</i>	<b>RESEARCH METHODS IN INTERNATIONAL BUSINESS (A)</b> <i>Philipp Kappen</i> <b>INTRODUCTION TO BUSINESS LAW (B)</b> <i>Ross Kamarul-Baharin</i>	<b>INTERNATIONAL BUSINESS STRATEGY</b> <i>Andrew Bradley</i> <b>STRATEGIC DESIGN MANAGEMENT</b> <i>Paulo Dziobczanski</i>
<b>5</b> 21/11-9/12	<b>INTRODUCTION TO STATISTICS (A)</b> <i>Sri Beldona</i> <b>Academic Writing (B; groups B1 and B2)</b> <i>Sophia Butt and Beryl Pittman</i>	<b>INTRODUCTION TO BUSINESS LAW (A)</b> <i>Ross Kamarul-Baharin</i> <b>RESEARCH METHODS IN INTERNATIONAL BUSINESS (B)</b> <i>Suzanne Altobello</i>	<b>INTERNATIONAL MARKETING</b> <i>Sergio Carvalho</i>
<b>2023</b>			
<b>6</b> 2/1-20/1	<b>Business Communication (A)</b> <i>Christa Uusi-Rauva, Mark Badham</i> <b>PRINCIPLES OF ECONOMICS (B)</b> <i>Jason Beck</i>		<b>BRAND MANAGEMENT</b> <i>Marcio Mota</i> <b>ENTREPRENEURSHIP IN THE GLOBAL ECONOMY</b> <i>Gregory O'Shea</i> <b>INVESTMENTS AND PORTFOLIO MANAGEMENT</b> <i>Ahmet Can Inci</i>
<b>7</b> 23/1-10/2	<b>PRINCIPLES OF ECONOMICS (A)</b> <i>Oleg Pavlov</i> <b>Business Communication (B)</b> <i>Christa Uusi-Rauva, Mark Badham</i>	<b>BACHELOR'S THESIS (A&amp;B)</b> <i>Joan Lofgren</i>	<b>BUSINESS CONSULTING IN THE GLOBAL ECONOMY</b> <i>Naomi Birdthistle</i>
<b>8</b> 13/2-3/3	<b>PRINCIPLES OF ACCOUNTING (A)</b> <i>David Derichs</i> <b>PRINCIPLES OF ACCOUNTING (B)</b> <i>Willie Reddic</i>		<b>DATA VISUALIZATION AND STORYTELLING FOR BUSINESS</b> <i>Dale Fodness</i> <b>CORPORATE FINANCE</b> <i>Roman Stepanov</i> <b>AGILE PROJECT MANAGEMENT</b> <i>Serkan Ceylan</i>
<b>9</b> 6/3-24/3	<b>Swedish Business Communication (A&amp;B)</b> <i>Hannele Airio</i> <b>FINNISH FOR FOREIGNERS 1 (A&amp;B)</b> <i>Tarja Isokääntä</i>		<b>TRAVEL, TOURISM AND HOSPITALITY MARKETING</b> <i>Dale Fodness</i> <b>INTERMEDIATE MICROECONOMICS</b> <i>Christopher Decker</i> <b>INTERNATIONAL BUSINESS STRATEGY</b> <i>Hannu Seristö</i>
<b>27/3-31/3</b> <b>BREAK WEEK</b>			
<b>10</b> 3/4-21/4	<b>INTRODUCTION TO MARKETING (A)</b> <i>Paurav Shukla</i> <b>OPERATIONS MANAGEMENT (B)</b> <i>Bruno Silvestre</i>	<b>CAPSTONE COURSE (A&amp;B)</b> <i>Joan Lofgren, Kevin McIntire, Alexander Settles</i>	<b>INNOVATION MANAGEMENT IN THE GLOBAL ECONOMY</b> <i>Henrik Dellestrand</i>
<b>11</b> 24/4-12/5	<b>FINNISH BUSINESS COMMUNICATION (A&amp;B)</b> <i>Kaisa Pekkala</i>		<b>SUSTAINABILITY IN BUSINESS</b> <i>Sheila Killian</i> <b>FINANCIAL ACCOUNTING FOR GLOBAL BUSINESS</b> <i>Nina Sormunen</i> <b>SOCIAL MEDIA ANALYTICS</b> <i>Suzanne Altobello</i>
<b>12</b> 15/5-2/6	<b>OPERATIONS MANAGEMENT (A)</b> <i>Max Finne</i> <b>INTRODUCTION TO MARKETING (B)</b> <i>Srdan Zdravkovic</i>		<b>GREEN VENTURES</b> <i>Finbarr Bradley</i> <b>INTERMEDIATE MACROECONOMICS</b> <i>Oleg Pavlov</i>
<b>13</b> 5/6-22/6	<b>Basics in Business French 1</b> <i>Josiane Peltier</i> <b>Basics in Business Spanish 1</b> <i>Ana Maria Monterde Rey</i> <b>Basics in Business German 1</b> <i>Hans-Joachim Schulze</i> <b>Finnish for Foreigners 2</b> <i>Tarja Isokääntä</i>		<b>MANAGEMENT INFORMATION SYSTEMS IN INTERNATIONAL BUSINESS</b> <i>Michael Lapke</i> <b>CONSUMER CULTURE</b> <i>Maurice Patterson</i>
<b>14</b> 26/6-14/7	<b>Basics in Business French 2</b> <i>Josiane Peltier</i> <b>Basics in Business Spanish 2</b> <i>Ana Maria Monterde Rey</i> <b>Basics in Business German 2</b> <i>Hans-Joachim Schulze</i> <b>Finnish for Foreigners 3</b> <i>Tarja Isokääntä</i>		<b>ENVIRONMENTAL ECONOMICS</b> <i>Richard McGrath</i> <b>INTERNATIONAL ARTS MANAGEMENT</b> <i>Rustin Greene</i>
<b>17/7-21/7</b> <b>BREAK WEEK</b>			
<b>15</b> 24/7-11/8	<b>French Business Communication 1a + 1b</b> <i>Josiane Peltier</i> <b>Spanish Business Communication 1a + 1b</b> <i>Ana Maria Monterde Rey</i> <b>German Business Communication 1a + 1b</b> <i>Hans-Joachim Schulze</i> <b>Finnish for Foreigners 4</b> <i>Tarja Isokääntä</i>		<b>INTERNATIONAL BUSINESS TO BUSINESS MARKETING</b> <i>Sanjit Sengupta</i> <b>TOOLS FOR DATA ANALYSIS</b> <i>Dustin White</i>
<b>14/8-18/8</b> <b>BREAK WEEK</b>			
<b>21/8-25/8</b> <b>ORIENTATION WEEK FOR THE NEW STUDENTS</b>			

1 The types of the courses are marked with following fonts: **REQUIRED CORE COURSES**  
**COURSES IN MAJOR AND METHODOLOGICAL STUDIES**  
Language and communication courses

## MLI-A1201 - Sustainability in Business

### Basic fields

**Scope:** 6

**Level:** Basic studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 11 / 2023-2024 Module 6, Module 7, Module 8

**Responsible person(s):** Lofgren Joan

**Responsible person(s) without Aalto ID:** Killian Sheila

**Prerequisite (EN):** none

### Description Fields

**Learning outcomes (EN):** Learning outcomes for this course, upon successful completion, include the ability to: 1) understand how economic, environmental and social sustainability are an integral, interrelated and complex part of the landscape in which business organizations operate, 2) understand sustainability at three levels: societal, organizational and individual, 3) critically analyze the sustainability performance of an organization on a range of relevant dimensions, 4) reconcile complex ethical dilemmas based in domestic and international organizational contexts, and 5) examine sustainable business practices as a value driver for business and society.

**Content (EN):** This course explores the relationship between business and sustainability, which encompasses environmental, economic, and social factors. Students are introduced to the key frameworks, concepts and tools of sustainability in business, including ethics and corporate social responsibility. Particular emphasis is placed on the role of the UN Sustainable Development Goals as well as contemporary best practices, cases and applications. In that context, students are encouraged to think creatively about potential responses by profit-based organizations to global sustainability challenges.

**SDG goals:** Comprehensive approach to sustainability

## MLI-C1200 - International Arts Management

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 14 / 2023-2024 Module 14

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Rustin Greene

**Equivalences (EN):**

**Prerequisite (EN):** none

### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the distinct challenges and opportunities of managing arts organizations, especially international organizations, 2) engage in program and artist management, 3) develop and manage marketing and PR initiatives in the arts, 4) explore how arts

organizations can increase tourism and enhance local and regional economic activity, 5) evaluate funding and revenue models relevant to the arts, and 6) identify entrepreneurial opportunities within arts organizations.

**Content (EN):**

Arts organizations, ranging from art galleries to regional theaters to international music festivals, to name just a few examples, add significant value to their communities, regions and countries. They define and enhance cultural and national identity, provide significant employment, and generate considerable income. At some level, all arts organizations must focus on their local communities, but developing effective international appeal and scope presents increasing opportunities and challenges. This course will study the principles and practices of managing arts organizations. Emphasis will be placed on program and artist management, leadership, arts organizational structure, marketing and public relations, and financial management. Branding, audience development, and fundraising will also be addressed.

**SDG goals:**

## MLI-C1201 - Data Visualization and Storytelling for Business (6 cr)

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 8 / 2023-2024 No teaching

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Fodness Dale

**Equivalences (EN):**

**Prerequisite (EN):** none

### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) Describe the purpose, importance, uses and ethics of data visualization for successful data-driven decision-making in international business, 2) Find, access and prepare data for use in visualization, 3) Apply visual analytics best practices to select and create interactive data visualizations (including charts, dashboards and data stories) that accurately and effectively communicate the data's trends, patterns and insights, 4) Use visual, perceptual and aesthetic concepts and practices for user-oriented design of data visualizations that tell stories with numbers across cultural boundaries, and 5) Prepare and present interactive data visualizations using globally recognized software.

**Content (EN):**

The rapidly increasing amount, speed and variety of data available to business today can either overwhelm or drive breakthrough decision-making. Data visualization is used in all functional areas of business to transform data into fuel for effective decision-making through the powerful medium of telling stories with data. Creating and communicating data visualizations are key to data literacy and are essential for success in international business as well as lifelong learning. This course provides an introduction as well as hands-on experience in data visualization and storytelling.

**SDG goals:** Industry, innovation and infrastructure

## MLI-C1202 - Integrated Marketing Communications

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 2 / 2023-2024 Module 2

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Jaywant Singh

**Equivalences (EN):**

**Prerequisite (EN):** recommended: basic course in marketing

### Description Fields

#### Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) appreciate the scope of marketing communications and tools available to marketers, 2) identify the structure of the communications industry and the complexities involved in media management, 3) formulate strategic responses to key issues in marketing communications and gain understanding of ethical considerations, 4) identify and evaluate marketing information required to plan and manage integrated marketing communications campaigns, and 5) analyze and evaluate data and present articulate recommendations that inform creative and effective marketing communications decisions.

#### Content (EN):

Marketing communications allow businesses to engage with consumers in order to fulfil their marketing and business objectives. Developing and implementing an effective marketing communications campaign is vital for the survival and growth of the companies in the digital age. An in-depth understanding of the tools and strategies of marketing communications is, therefore, crucial for business students. In this course, students will explore and understand the scope of marketing communications. The course will help them become well-versed in key terms, definitions, concepts, current theories and practices used in Integrated Marketing Communications. The course will cover the communication process, the main promotional tools of advertising, public relations, sales promotion, direct marketing, event marketing, and online communications. The course will also include topical areas such as media planning, influencer marketing, and crisis communications.

**SDG goals:** Industry, innovation and infrastructure

## MLI-C1203 - Strategic Design Management

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 4 / 2023-2024 Module 4

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Nicoletti Dziobczenski Paulo

**Equivalences (EN):**

**Prerequisite (EN):** none

#### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand how design has shifted from making things beautiful to serving as a strategic resource, 2) critically analyze design management and leadership practices in organizations already utilizing design principles, 3) reflect on how design-driven organizations create positive and negative value not only for their immediate stakeholders but for the broader societal context, 4) through hands-on learning, develop a solid understanding of how to collaborate with and learn from design professionals, and 5) apply design tools and methodologies to a real-life project.

**Content (EN):**

Business organizations today are quite different from what they used to be, and the pace of change will only accelerate in the future. Previously dominant organizations across industries are being replaced by more agile, customer-oriented challengers, and in this context, design has been one of the main drivers fundamentally disrupting our assumptions about how competitive advantages are created, sustained, and transformed. Understanding how design operates as one of the most critical sources for new competitive advantages is essential for students of international business.

This course focuses on design as a source of innovations and competitive advantages from a managerial perspective. Zooming in on design practices, processes, and outcomes, students will collaboratively construct a solid understanding of how design can be seen as a strategic resource, through the use of case studies, hands-on learning, and projects.

**SDG goals:** Industry, innovation and infrastructure, Sustainable cities and communities

## MLI-C1204 - Agile Project Management

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 8 / 2023-2024 Module 8

**Responsible person(s):** Lofgren Joan

**Responsible person(s) without Aalto ID:** Serkan Ceylan

### Description Fields

**Learning outcomes (EN):** Learning outcomes for this course, upon successful completion, include the ability to:

1) understand and evaluate the differences and synergies between a typical “business as usual” context and implementing change through agile project management, 2) apply agile principles and approaches within complex projects in the context of digital transformation, 3) understand the agile management of quality, risks, time, cost, scope and benefit to deliver successful transformation outputs, and 4) define management products and critically evaluate their use within iterative projects.

**Content (EN):** The future success of businesses will require firms and individuals to change and adapt in a rapidly evolving and highly competitive environment. Hence, any

change process within a business will need to embrace the full spectrum of competences and approaches. Businesses must be agile and quick in creating temporary organization structures to implement such changes to survive, compete or lead. This course will introduce students to the study of agile project management in order to tackle increasing complexities and the need for adaptability. Agile methodologies encourage continuous user involvement, providing higher visibility and transparency within the agile project life cycle. This results in a sharper focus on creating business value. In addition, agile approaches are more iterative compared to traditional approaches, and thus better suited to projects with high complexity and shorter planning horizons. Students will be engaged in a variety of activities to understand the importance, challenges, and best practices of agile project management.

**SDG goals:** Industry, innovation and infrastructure

## **MLI26C010 - International Marketing**

### **Basic fields**

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 5 / 2023-2024 Module 5

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Sergio Carvalho

**Equivalences (EN):**

**Prerequisite (EN):** recommended: basic course in marketing

### **Description Fields**

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) know and understand fundamental concepts of international marketing, 2) know and understand diverse methods and practices of international marketing, 3) assess import and export marketing strategies, 4) perform competitive analyses of international markets, 5) develop and assess comprehensive international marketing plans, 6) understand ethical and cultural dimensions of international marketing, and 7) understand legal and political environment and challenges of international marketing.

**Content (EN):**

An exploration of concepts, practices, and research in international marketing. Topics in the course focus on the methods and practices of international marketing, planning for international marketing, developing cross-cultural approaches to marketing, the challenges of political and legal conditions, and cultural and ethical considerations in marketing.

**SDG goals:** Decent work and economic growth

## **MLI26C202 - Financial Accounting for Global Business**

### **Basic fields**

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 11 / 2023-2024 Module 11

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Sormunen Nina

**Equivalences (EN):**

**Prerequisite (EN):** basic course in accounting

#### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the conceptual framework for financial reporting, 2) understand a broad range of global accounting standards (IAS & IFRS), their requirements and practical use in the preparation of financial statements, 3) understand consolidated financial statements, i.e. accounting requirements for business combinations, joint arrangements and investments in associates, and 4) identify and explain selected components of sustainability information provided by companies.

**Content (EN):**

This course will provide students with knowledge on the formation and adoption of international financial reporting standards and their basic concepts. Students will also learn to how fulfill the requirements for the preparation and content of the financial statements used in international practice. The course will address practical issues in the implementation of financial reporting standards.

**SDG goals:**

## MLI26C600 - Entrepreneurship in the Global Economy

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 6 / 2023-2024 Module 6

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** O'Shea Gregory

**Equivalences (EN):**

**Prerequisite (EN):** none

#### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) evaluate your own entrepreneurial tendencies, 2) appraise what it takes for a business idea to become an opportunity, and 3) prepare a business model including pro forma financial projections for sustainable operations.

**Content (EN):**

This course is designed to foster an understanding of entrepreneurship in the context of innovation and the global economy. The course provides the knowledge and skills to develop a business model and an understanding of feasibility analysis and business plans. The course includes idea formation, opportunity identification, industry and competitor analysis, funding and financial stability, intellectual property, and other forms of new venture creation.

**SDG goals:** Decent work and economic growth, Industry, innovation and infrastructure



## MLI26C633 - Brand Management

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 6 / 2023-2024 Module 6

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Marcio Mota

**Equivalences (EN):**

**Prerequisite (EN):** recommended: basic course in marketing

### Description Fields

#### Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) know and understand concepts of brand management, 2) understand the relationship between brand management and brand equity, 3) know and understand the process of building brand equity, particularly in international contexts, 4) understand how brands are valued as an intangible asset, and 5) know and understand the challenges of how brands are managed in a turbulent global business environment.

#### Content (EN):

An exploration of the characteristics, valuation, and management of brands in international business. The course examines brands as a strategic intangible asset, drawing on managerial, consumer, and cultural perspectives.

**SDG goals:** Decent work and economic growth, Responsible consumption and production

## MLI26C651 - International Human Resource Management

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 1 / 2023-2024 Module 1

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Russell Warhurst

**Equivalences (EN):**

**Prerequisite (EN):** none

### Description Fields

#### Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand HR concepts and activities in an international environment, 2) develop the management capabilities required to acquire, select, maintain, and grow an international workforce, 3) learn how to design jobs and assess talent for high performance working in diverse enterprises, 4) create processes to evaluate employee performance and to grow superior workforce talent, 5) manage approaches designed to motivate staff through involvement and participation to perform exceptionally, 6) develop management skills for ethical effectiveness in multicultural environments.

**Content (EN):**

Human Resource Management deals with the activities by which organizations acquire, maintain, and effectively utilize human resources to achieve sustainable strategic objectives. The following topics are addressed critically with both a strong global perspective and a policy-maker - professional practitioner perspective being adopted throughout: The scope and development of HRM as a professional function; Strategic alignment and orientations of HRM; Enhancing the value-added by HRM activities; Strategic resourcing: to employ or to contract? Talent management for high performance working; Strategic recruitment and systematic selection; Learning and development for individual growth and organizational transformation; Performance management; Motivation and reward management; Communication, involvement and participation: towards the consensual organization. A range of professional simulations will enable the application of concepts to thereby prepare students for leadership roles in international human resource management.

**SDG goals:****MLI26C653 - International Business Strategy****Basic fields****Scope:** 6**Level:** Intermediate studies**Teaching language:** English**Language of study attainment:** English**Grading scale:** 0-5**Teaching Periods:** 2022-2023 Module 4, Module 9 / 2023-2024 Module 4, Module 9**Responsible person(s):** Joan Lofgren**Responsible person(s) without Aalto ID:** Seristö Hannu, Bradley Andrew**Equivalences (EN):****Prerequisite (EN):** none**Description Fields****Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) conduct industry and country analyses, 2) evaluate company strengths, weaknesses, and competitive capabilities in an international context, 3) recognize strategic patterns of multinational firms, 4) determine the most appropriate entry mode for a firm in an international context, and 5) discuss the challenges and opportunities of operating in emerging markets.

**Content (EN):**

This course focuses on the strategic management issues faced by firms that compete in the global environment. Topics include country competitive advantages, industry structures, firm competencies in an international context, management of entry modes, and headquarters-subsidiary relationships.

**SDG goals:****MLI26C662 - Comparative Consumer Behavior****Basic fields****Scope:** 6**Level:** Intermediate studies**Teaching language:** English**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 1 / 2023-2024 Module 1

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Shukla Paurav

**Equivalences (EN):**

**Prerequisite (EN):** recommended: basic course in marketing

#### Description Fields

#### Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the basic concepts and issues in consumer behavior, 2) recognize consumer issues as business problems and challenges in different markets, 3) learn how consumer behavior and marketing strategies influence each other, 4) understand how to make strategic recommendations based on consumer psychology and sociology, focusing on varying consumer segments, and 5) develop a deeper understanding of the role of culture in diverse parts of the world as it relates to consumer behavior.

#### Content (EN):

In order to create successful and sustainable marketing strategies managers first need to understand the complex way in which people behave as consumers. There is a significant body of knowledge that draws on research into understanding what human behavior underlies the processes involved in consumer decision making and behavior. This course provides an exploration of the complex dynamics of consumer behavior in diverse cultures around the globe. It is designed to develop an understanding of the psychological, social, and cultural influences on consumer behavior. Theoretical perspectives are employed to predict consumer response to different marketing stimuli in various parts of the world.

**SDG goals:** Decent work and economic growth, Responsible consumption and production

## MLI26C664 - Intercultural Management

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 1, Module 2, Module 3 / 2023-2024 Module 1, Module 2, Module 3

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Mironski Jacek, Peltier Josiane, Vaiman Vlad

**Equivalences (EN):**

**Prerequisite (EN):** none

### Description Fields

#### Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand why employees at all levels need to manage cultural differences, 2) communicate more effectively with a multicultural workforce, 3) understand the challenges associated with international assignments, 4) learn cross-cultural negotiation strategies, 5) understand the theory and practice of conflict resolution

across cultures, 6) develop strategies for collaboration across cultures, and 7) manage the communication of multicultural teams.

**Content (EN):**

The course examines the complex challenges and opportunities that international managers face in the global business environment today. Among the topics covered are: theories of intercultural management, culture's influence on conducting global business, managing the global workforce, building trust across cultures, cross-cultural negotiation, global leadership and ethics across borders.

**SDG goals:** Gender equality

## **MLI26C680 - Management Information Systems in International Business**

### **Basic fields**

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 13 / 2023-2024 Module 13

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Lapke Michael

**Equivalences (EN):**

**Prerequisite (EN):** none

### **Description Fields**

#### **Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) know and understand the concepts and language of management information systems and implications for international business, 2) understand, evaluate, and assess the financial viability of IT projects, 3) understand and use basic project management tools, 4) comprehend the role played by telecommunication in the IT management process, 5) evaluate IT asset acquisition and disposal strategies, 6) know and understand how IT systems are acquired, developed, and managed to achieve specific organizational objectives, 7) understand information security concerns in an organization and their respective resolution, and 8) understand the implications of emerging IT for organizations and society.

#### **Content (EN):**

An examination of information technology (IT) concepts, trends, and management. The course provides an overview of essential technical aspects of IT hardware, software, telecommunications, and databases as background to advanced applications. The overall focus of the course is to demonstrate and cultivate an understanding of how information technology is used and managed in international business.

**SDG goals:** Industry, innovation and infrastructure

## **MLI26C681 - International Business to Business Marketing**

### **Basic fields**

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 15 / 2023-2024 Module 15

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Sengupta Sanjit

**Equivalences (EN):**

**Prerequisite (EN):** recommended: basic course in marketing

#### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand distinctions between business marketing and consumer marketing, 2) comprehend the theoretical and practical knowledge of understanding business buyers, purchasing practices, and buyer-seller relationships in organizational and cultural contexts, 3) apply general marketing principles and systems to business marketing, and 4) identify and assess solutions to business marketing problems.

**Content (EN):**

An examination of the formulation and implementation of marketing strategies for non-consumer products and services. Encompasses marketing practices that enable a supplier firm to understand, create, and deliver value to other businesses and to capture some of that value for their own organization.

**SDG goals:** Industry, innovation and infrastructure

## MLI26C704 - Business Consulting in the Global Economy

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 7 / 2023-2024 Module 7

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Birdthistle Naomi

**Equivalences (EN):**

**Prerequisite (EN):** none

#### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the principles and processes of management consultancy, 2) employ analytical frameworks when approaching business opportunities and challenges, 3) develop, conduct, and integrate secondary research with primary research, 4) understand the value of effective communication in business consulting and 5) develop and improve skills in report writing, time management, negotiation, and project management.

**Content (EN):**

The focus of this course is on the nature and role of business consulting, along with specific issues common to business consulting. It is an applied course in which students act as consultants for businesses that may have an international focus and have identified a problem or opportunity that needs solving. Specific attention is given to understanding and developing the unique skills required for entering the consulting profession. The course develops competencies and skills in problem diagnosis, solution development, solution communication and solution implementation.

**SDG goals:** Decent work and economic growth

## **MLI26C707 - Environmental Economics**

### **Basic fields**

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 14 / 2023-2024 Module 14

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** McGrath Richard

**Equivalences (EN):**

**Prerequisite (EN):** basic course in economics

### **Description Fields**

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) know essential concepts and dynamics in environmental economics, 2) develop basic and critical appreciation of economics as applied to the environment and natural resources, 3) understand the connection between environmental quality and the economic behavior of individuals and other key economic agents, 4) relate environment and resource analysis to real world issues and circumstances through the use of practical problems and policies.

**Content (EN):**

The primary focus of the course is to understand the nature, scope and key concepts of environmental economics and the relationship between the economy and the environment, including the notion of optimal level of pollution. The tools of environmental analysis, the principles of demand and cost and the elements of economic efficiency in market and in non-market activities are also explored, a key notion here is that of Market failure . Key techniques of environmental analysis (like cost benefit analysis) are addressed. Attention is also given to concepts and dynamics of Polluter Pays Principle and public policy instruments (e.g. environmental taxes, subsidies, permits). Theories on the optimal allocation of renewable resources with specific application to forestry and fisheries are developed. This is followed by an investigation of the main theoretical and practical issues relating to exhaustible resources (e.g. energy). The analytical tools and principles developed earlier are applied to current developments in environmental policy in the EU and globally.

**SDG goals:** Clean water and sanitation, Affordable and clean energy, Sustainable cities and communities, Responsible consumption and production, Climate action, Life below water

## **MLI26C720 - Investments and Portfolio Management**

### **Basic fields**

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 6 / 2023-2024 Module 6

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Ahmet Can Inci

**Equivalences (EN):**

**Prerequisite (EN):** basic course in finance

#### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) formulate a description of the overall investment process, 2) demonstrate knowledge of various financial instruments and asset classes, including trading aspects, 3) present basic capital market information and compare the historical risk-return experiences from a global markets perspective, and 4) implement and evaluate various portfolio performance measures.

**Content (EN):**

This hands-on course examines the valuation, selection and management of financial assets in a global market context. Including: concepts associated with efficient capital markets; behavioral finance; modern portfolio theory; asset pricing models; security valuation principles and practices; introductory analysis and management of different asset classes such as bonds, common stocks, FX, commodities and derivative securities; portfolio performance evaluation procedures; and a review of current trends in securitization and innovations such as Social Impact Bonds and Crowd Funding.

**SDG goals:** Decent work and economic growth

## MLI26C726 - Managerial Accounting for Global Business

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 3 / 2023-2024 Module 3

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Derichs David

**Equivalences (EN):**

**Prerequisite (EN):** basic course in accounting

#### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand and apply basic concepts of costs and profitability, 2) employ basic and advanced cost tracing and assignment methods (job costing, process costing, traditional costing, ABC) to accurately determine profitability, 3) use tools for profitable operational and strategic decision making (cost volume profit analysis, pricing and product mix decisions, customer analysis), and 4) design a performance measurement system to implement strategy.

**Content (EN):**

Managing costs (understood as capacity and material inputs to the implementation of organizational strategy) is essential for achieving product and service profitability and ultimately organizational profitability. Understanding what gives rise to costs is hence essential for the survival of any kind of organization. This course focuses on developing an actionable understanding of profitability from the costing perspective. Students will

gain an intermediate-level understanding of profitability and profitability management from the costing perspective. They will also explore various cost assignment and tracing techniques, and discuss their applications, as well as their strengths and weaknesses. After arriving at a basic understanding of costing, we explore uses of cost information for profitable decision-making performance management.

**SDG goals:**

## MLI26C727 - Innovation Management in the Global Economy

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 10 / 2023-2024 Module 10

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Dellestrand Henrik

**Equivalences (EN):**

**Prerequisite (EN):** none

### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the concept of innovation, 2) learn how to enhance and manage organization s creativity, innovation-based competitiveness and superior performance in the global economy, 3) know and understand the fundamentals of the innovation process, 4) be aware of the various institutions that may influence the innovation process, 5) learn how to manage the creation, protection, commercialization and capture of value from intellectual property rights (IPRs) and innovations, 6) gain insight and competency how to lead and design innovation initiatives at international companies.

**Content (EN):**

An examination of the essential institutional frameworks (innovation systems), concepts, methods and practices in the context of innovation management and the global economy. The focus of innovation management is to allow both the small and large organizations to respond to an external or internal opportunity, and use its creative (intrapreneurial/entrepreneurial) efforts to introduce new ideas, processes or products in order to gain and maintain a competitive advantage in the global business world. The flow of technology and information and the interaction between people, enterprises and institutions is the key to an innovative process in order to turn an idea into a process, product or service on the market.

**SDG goals:** Industry, innovation and infrastructure

## MLI26C730 - Consumer Culture

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5



**Teaching Periods:** 2022-2023 Module 13 / 2023-2024 Module 13

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Patterson Maurice

**Equivalences (EN):**

**Prerequisite (EN):** recommended: basic course in marketing

#### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the key concepts, theories, and frameworks of consumer culture theory and interpretive consumer behavior; 2) apply these concepts, theories, and frameworks in critically examining and analyzing consumption in different international contexts 3) conduct consumer/market research and interpret the results for managerial implications.

**Content (EN):**

This course takes a multidisciplinary approach to the study of consumption, describing key theories from such fields as sociology, social psychology, social theory, cultural studies, material culture and cultural anthropology, as they relate to consumer culture. Distinct from psychologically oriented and experimentally driven sub-fields of consumer research (e.g. consumer psychology; consumer behavior), Consumer Culture research is mainly qualitative in its methodologies and methods, and relatively critical in its perspectives. Central streams of inquiry seek to advance consumer research knowledge by illuminating sociocultural processes and structures related to 1) consumer identity projects, 2) marketplace cultures, 3) the socio-historic patterning of consumption, and 4) mass-mediated marketplace ideologies and consumers' interpretive strategies.

**SDG goals:** Responsible consumption and production

## MLI26C738 - Global Game Industry

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 3 / 2023-2024 Module 3

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Hassan Lobna

**Equivalences (EN):**

**Prerequisite (EN):** none

### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) gain an up-to-date overview of the dynamics and trends of the game industry, its historical origins and future directions, 2) understand managerial practices in game companies and analyze specific matters associated with global games distribution, 3) evaluate game company internationalization strategies through platforms, 4) analyze game design and customer service from an ethical point of view, and design alternative, improved solutions based on this, and 5) experiment, through prototyping, with how

gameful elements can be integrated across different organizational functions and industries.

**Content (EN):**

Since the beginning of the 21st century, the game industry has grown rapidly, surpassing the film and music industries in global revenue. Located at the intersection of technological innovation and artistic creativity, the game industry is constantly renewing itself and pushing forward existing business models. With the proliferation of Internet and digital distribution, the game industry is truly global, innovative and digital, providing a rich context for revisiting international business studies. This course will address various issues that are central to managing successfully a gaming firm, such as: business model and business development strategy; fundamentals of monetization and analytics of games, user acquisition approaches and marketing; localization and global expansion as well as ethical game design.

**SDG goals:** Industry, innovation and infrastructure

## MLI26C739 - Social Media Analytics

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 11 / 2023-2024 Module 11

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Altobello Suzanne

**Equivalences (EN):**

**Prerequisite (EN):** none

### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the key metrics used for measurement in social media analytics and how they vary by platform, 2) evaluate the effectiveness and return on investment in a social media marketing campaign, 3) demonstrate knowledge of various ways to analyze and visualize data from social media platforms using Excel, SPSS, and/or other analytic tools, and 4) apply these analytic concepts to a company analysis and relate them to broader business outcomes.

**Content (EN):**

This course focuses on how to analyze data from social media networks in order to serve the strategic needs of business organizations. The course will begin with the basics of social media listening and the types of metrics used in social media platforms. Students will evaluate the effectiveness of social media ad campaigns using statistical analysis. Students perform analyses in Excel, SPSS, or other free online analysis tools on data from Facebook, Twitter, Instagram, Snapchat and/or other social media platforms. Students will also perform sentiment/content analysis and influencer analysis. Students will use real world data to practice analytic methods to convert social media data to insights into market structure, consumers perceptions of the brand, and marketing strategy. This course will help students prepare for professional analytics certifications.

**SDG goals:** Industry, innovation and infrastructure

## MLI26C740 – Digital Disruption

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 2 / 2023-2024 Module 2

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Koskinen Kari M.

**Equivalences (EN):**

**Prerequisite (EN):** none

### Description Fields

#### Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand how ICT has changed the basis of competition in various industries, 2) understand how digitization can affect and transform any business, not only the traditional computing and telecommunications industries, 3) recognize how to meet and exceed customer expectations in a digital world, 4) understand how ICT can drive strategic change within a firm and across industries, and 5) recognize some of the larger trends in society to which ICT is contributing, from unemployment to the unequal distribution of wealth.

#### Content (EN):

This course focuses on the rapid change from autonomous vehicles to Artificial Intelligence and the Internet of Things and everything in between that has been brought about by Information and Communications Technologies (ICT) over the past few years. We are now living during a turning point in society, when individuals, firms and societies are becoming rapidly digitized, and thanks to the exponential nature of change in ICT, these changes will only accelerate over time. The adoption of digital methods of doing business has become a prerequisite for success for firms in the digital age. Any firm that fails to respond appropriately to this paradigm shift will succumb to competition in the digital age. In this course, we explore how to manage and ride this change as individuals, as a firm or as a society. The course will address topics such as: Moore's Law and the second half of the chessboard; digitization and competitive advantage; infrastructure and e-commerce; cloud computing and Big Data; Internet of Things; artificial intelligence and the implications of all these changes in business and society.

**SDG goals:** Industry, innovation and infrastructure

## MLI26C742 - Travel, Tourism and Hospitality Marketing

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 9 / 2023-2024 Module 9

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Fodness Dale

**Equivalences (EN):****Prerequisite (EN):** recommended: basic course in marketing**Description Fields****Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) explain the global impact and implications that result from nature of the travel, tourism and hospitality industry structure, its diverse stakeholders and service-based products, 2) research key consumer characteristics and behaviors related to the consumption of travel, tourism and hospitality products to support decision making by tourism planners and marketers, 3) describe how the unique nature of the industry influences the marketing mix for travel, tourism and hospitality products, 4) identify the critical components in the industry value chain and how to incorporate that insight into service quality, customer satisfaction and loyalty initiatives, and 5) describe how digital disruption creates opportunities in the travel, tourism and hospitality industry.

**Content (EN):**

This course involves both a strategic and tactical survey of the world's largest employer, the travel, tourism and hospitality industry. From a strategic perspective, the nature of the industry, its stakeholders and global role (i.e., in sustainable development) are explored. From a tactical perspective, the marketing implications of the unique nature of the travel, tourism and hospitality products and customers are highlighted.

**SDG goals:** Decent work and economic growth, Sustainable cities and communities, Responsible consumption and production

**MLI26C743 - Green Ventures****Basic fields****Scope:** 6**Level:** Intermediate studies**Teaching language:** English**Language of study attainment:** English**Grading scale:** 0-5**Teaching Periods:** 2022-2023 Module 12 / 2023-2024 Module 12**Responsible person(s):** Joan Lofgren**Responsible person(s) without Aalto ID:** Bradley Finbarr**Equivalences (EN):****Prerequisite (EN):** none**Description Fields****Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand how a green venture is imagined, set up and operates in practice, 2) analyze how such ventures may lead to a purposeful life by helping move towards a flourishing society and planet, 3) appreciate how a regenerative local economy powered by green innovative ventures can result in a thriving self-reliant community, and 4) plan an imaginative green project in order to create and share value.

**Content (EN):**

There is an urgent need for a paradigm shift in the mission, purpose and values of enterprises to counter a range of social and environmental problems. This course aims to help students understand how value, both monetary and non-monetary, is created and shared through the development of purpose-driven green or sustainable ventures. A range of concepts such as real value, regenerative innovation, materialism, eco-design,

impact investment and circular economy, are covered. Opportunities for entrepreneurs to flourish by developing meaningful solutions to reduce waste, foster conscious consumerism and limit biodiversity loss are discussed. The course also delves into the critical role that authenticity, belonging, rootedness and identity play in community-owned and place-based enterprises. Emphasis is on examining inspiring and creative ventures in sectors such as food, arts, crafts, tourism and renewable energy.

**SDG goals:**

## MLI26C744 - Tools for Data Analysis

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 15 / 2023-2024 Module 15

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** White Dustin

**Equivalences (EN):**

**Prerequisite (EN):** none

### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand principles of programming using the Python programming language, 2) use Python to collect data from various sources for analysis, 3) employ Python for data cleaning, 4) implement statistical and predictive models in Python using business data, 5) understand how to choose the correct statistical or predictive model based on the available data and business context, and 6) understand how the information resulting from data analysis leads to improved business decision-making.

**Content (EN):**

This course is intended to introduce the student to programming languages as tools for conducting data analysis, focusing on Python in particular. The course will cover basic principles of programming languages, as well as libraries useful in collecting, cleaning and analyzing data in order to answer research questions. Students will learn to use Python to apply forecasting tools and predictive models to business settings. The course will be divided between lecture and lab time, and labs will be focused on teaching students how to implement the programming techniques and statistical models discussed in lectures.

**SDG goals:**

## MLI28A020 - Principles of Finance

### Basic fields

**Scope:** 6

**Level:** Basic studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 1, Module 2, Module 3 / 2023-2024 Module 1, Module 2, Module 3

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Henebry Kathleen, Volkman David, Mitenko Graham

**Equivalences (EN):**

**Prerequisite (EN):** none

#### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) know and understand basic concepts and vocabulary of finance, 2) identify and assess the financial health of a company, 3) predict the financial position of a company in short-term frameworks, 4) understand and incorporate time value of money in decision making, 5) understand and evaluate expected benefits and risks of investment decisions, 6) understand and estimate a company's cost of funds, 7) evaluate capital expenditures proposals, and 8) understand valuation models of corporate securities.

**Content (EN):**

This course is intended to be a comprehensive introduction to the principles of financial management. Emphasis is given to major functions of financial management as they pertain to valuation, risk and risk-return trade-off, financial analysis and planning, and capital budgeting. The course will begin with discussions of the various fields of finance, the basic concepts of financial statements, security markets, interest rates, taxes, risk analysis and the time value of money. That knowledge will then be used to discuss several topics including, but not limited to, bond and stock valuation, the cost of capital, capital budgeting, capital structure and debt and equity valuation.

**SDG goals:**

## MLI28C060 - Corporate Finance

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 8 / 2023-2024 Module 8

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Stepanov Roman

**Equivalences (EN):**

**Prerequisite (EN):** basic course in finance

#### Description Fields

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) show a detailed understanding of the decisions facing the financial management of a business enterprise, 2) understand and incorporate payout policy in decision making, 3) have advanced understanding of valuation techniques, 4) have advanced understanding of capital structure decisions effect on firm business and financial position, 5) understand the key criteria in capital budgeting and project evaluation, 6) show advanced understanding of working capital management, 7) become familiar with the essential content of mergers and acquisitions, and 8) gain insight and competency concerning corporate control and governance.

**Content (EN):**

This course examines the theory and practice of corporate finance. Emphasis is given to topics covered in the field of corporate finance such as dividend policy, capital structure, debt financing, financial planning, credit and cash management, mergers, acquisitions and corporate control and governance.

**SDG goals:** Industry, innovation and infrastructure

## MLI31A002 - Principles of Economics

### Basic fields

**Scope:** 6

**Level:** Basic studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 6, Module 7 / 2023-2024 Module 6, Module 7

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Beck Jason, Pavlov Oleg

**Equivalences (EN):**

**Prerequisite (EN):** none

### Description Fields

#### Learning outcomes (EN):

Learning outcomes for this course, upon successful completion, include the ability to: 1) know and understand the key principles of economics underlying the market and the economy, 2) calculate real economic variables, such as real GDP, inflation and unemployment rates and be familiar with important international economic databases, 3) know and understand how fundamental economic theory applies to international business, 4) understand how aggregate variables such as inflation and unemployment behave and how the government and Central Banks can influence their behavior, 5) understand the impact of economic fluctuations at a domestic and international level, and 6) use economic principles to analyze the problems that arise from the usage of finite resources, and explore efficient and sustainable solutions consistent with long-run goals.

#### Content (EN):

The purpose of this course is to introduce students to the principles of economics. It distinguishes between microeconomics and macroeconomics with a stronger emphasis on the latter. The microeconomics section addresses the topics of scarcity, opportunity cost, demand and supply, elasticity, cost theory and market structures. The macroeconomics section addresses topics such as trends in real economic variables, production and growth, theory of income determination, the consumption function, fiscal policy and monetary policy. The course will address issues of sustainability presuming that resources are finite and should be used with a view to long-term priorities and consequences.

**SDG goals:** Decent work and economic growth, Industry, innovation and infrastructure, Peace, justice and strong institutions

## MLI31C020 - Intermediate Microeconomics

### Basic fields

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 9 / 2023-2024 Module 9

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Decker Christopher

**Equivalences (EN):**

**Prerequisite (EN):** basic course in economics

#### **Description Fields**

#### **Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) apply standard microeconomic tools to explain and predict the behavior of individual consumers and firms, 2) apply microeconomic theory to explain market structures and the behavior of firms within specific industries, and 3) compare how markets are organized under perfect competition versus a monopoly, duopoly or oligopoly and the outcomes of decisions made in these markets.

#### **Content (EN):**

This course builds on the basic knowledge gained in an introductory economics course and develops further microeconomic topics and theories using standard microeconomic models. The topics covered include: consumer theory, utility and indifference curve analysis; the theory of the firm and cost analysis; market structures, including models of monopoly, duopoly and oligopoly; and pricing strategies. The course will also introduce students to public economics and the concept of externalities. The efficient allocation of resources is emphasized throughout the course.

**SDG goals:** Decent work and economic growth, Peace, justice and strong institutions

## **MLI31C030 - Intermediate Macroeconomics**

### **Basic fields**

**Scope:** 6

**Level:** Intermediate studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 12 / 2023-2024 Module 12

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Pavlov Oleg

**Equivalences (EN):**

**Prerequisite (EN):** basic course in economics

#### **Description Fields**

#### **Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) apply macroeconomic models to problems of short-term and medium-term equilibrium, 2) analyze the determinants of output, employment, and growth in the long run, 3) critically appraise the influence of policy on the economy, and 4) understand the significance of developments in the international system, for example economic and monetary union.

#### **Content (EN):**

This course builds on knowledge gained in an introductory economics course by deepening students competence in using macroeconomic models to explain the determination of aggregate output, money, prices, inflation, interest rates, employment



and growth. The impact of monetary and fiscal policy on the economy will also be discussed. Other topics addressed include short-, medium- and long-term equilibrium models, international trade and borrowing, open economy, exchange rate theory, economic and monetary union, and Keynesian versus neoclassical economic theories. The course is intended to complement microeconomics, the study of the economic behavior of individual consumers, firms, and industries.

**SDG goals:** Decent work and economic growth, Peace, justice and strong institutions

## **MLI32A130 - Introduction to Business Law**

### **Basic fields**

**Scope:** 6

**Level:** Basic studies

**Teaching language:** English

**Language of study attainment:** English

**Grading scale:** 0-5

**Teaching Periods:** 2022-2023 Module 4, Module 5 / 2023-2024 Module 4, Module 5

**Responsible person(s):** Joan Lofgren

**Responsible person(s) without Aalto ID:** Kamarul-Baharin Ross

**Equivalences (EN):**

**Prerequisite (EN):** none

### **Description Fields**

**Learning outcomes (EN):**

Learning outcomes for this course, upon successful completion, include the ability to: 1) identify the origins, concepts and legal basis of Finnish and European Union law, 2) understand the principles and applications of contract law, 3) understand the principles and applications of the law of obligations, 4) understand the principles and applications of commercial law, 5) understand the principles and applications of competition law, 6) identify the fora and procedures for commercial dispute settlement, damages and liability, 7) understand the principles and applications of the law on employment, provision of service and intellectual property, 8) understand the general principles of national and international taxation.

**Content (EN):**

The course objective is to deliver the basics of business law within the context of Finnish national law and its relationship to the European Union as well as implications for international business. The student will be able to understand the legal structure relevant to business and to develop competence in seeking and applying legal knowledge in business practice.

**SDG goals:** Peace, justice and strong institutions