

Business Management

Autumn 2021

Component code	Component Title	ECTS
BMK1022	Customer Relationship Management	3
<p>The outcome of the course is a student has the ability to build, develop and sustain customer relationships. The student knows the importance of strong customer relationships and their influence on the competitive advantage of companies.</p> <p>The content of the course is answers for such questions as What is customer relationship management? Why is it important for companies to create strong relationships with their customers? How can companies achieve strong relationships with their customers?</p>		
BMK1065	Environmental Management Tools	4
<p>The objective of the course is a student can evaluate and report on the emerging role of environmental management as it integrates the environmental questions into the decision-making process of factors such as environmental marketing management and its required tools, environmentally friendly manufacturing process, new changes in the organizational cultural and the informational role of marketing. The student should also be able to use the EMT tools, information, economic and legal tools, in practice.</p> <p>The content of the course is: What is meant by environmentally friendly markets, products and operations? What does responsibility for environment mean in business? How to be ethically strong in business?</p>		
YY1071	Intercultural Competence	3
<p>The objective of the course is a student recognizes and can describe his own cultural background and is able to encounter persons who represent other cultures. The student can interact and utilize approaches which promote business co-operation between representatives of different cultures. The course answers such questions as: What do understand with culture and how do we interpret culture? Why is intercultural competence important in business life? How do we broaden our cultural understanding?</p>		
IT00AE93	Scripting and Functional Programming	3
<p>In this course a student learns what is difference between scripting and functional programming. It is also explained how to make simple scripts and how to write simple functional programs. Students can evaluate when to use scripting and when to create functional program.</p>		
ITK1034	Relational Databases & SQL	4
<p>The objective of the course is a student knows the role of a database in an information system, SQL-language and also database design skills.</p>		

The course answers such questions as: What is a database? The fundamentals of relational databases. SQL language and its use. Fundamentals of database design. Case-examples.

IT00AE93	Advanced Business Intelligence - SAP Analytics Cloud	4
<p>Business Intelligence (BI) is a broad field of data warehousing, mining and progression into the needs of company management decision phase. Also, visual reporting is vital part of business intelligence communication output. The objective of the course is to provide student capabilities to integrate business warehousing (BW) to business intelligence (BI) and business objects (BI, SAP) as means to produce practical, managerial level reports, documents and data communication. The course includes: Business intelligence as a concept; Literature & research results on BI; SAP Analytics Cloud; Data visualization with the SAC.</p>		

BMK1050	International Marketing & Sales	3
<p>The objective of the course is a student has basic knowledge of factors influencing international marketing, market information gathering and the marketing tools for international marketing. The course deals with the international marketing environment and international marketing tools.</p>		

BMK1092	Data Analysis and Visualisation - SAP Lumira	4
<p>The goals of Data Analysis and Visualisation – SAP Lumira Learning Goals are: Recognizing the difference between SAP Lumira Discovery and SAP Lumira Designer; Getting to know the essential components of SAP Lumira Designer; Learning to integrate and deal with different data sources; Integrating styles using Cascading Style Sheets (CSS); Creating on-demand interactions with BI Action Language; Using responsive web design.</p>		

BMK1093	Business Process Modeling - SAP Solution Manager	4
<p>The goals of the course include the understanding the role of SAP Solution Manager within the SAP environment. Students will also be able to navigate through the system and know how to utilize the project management skills to create working models in the system. The course contains an overall view of different project management ideologies and structures. The main platform for the course is SAP Solution Manager 7.2 where student will get familiar with the different aspects of the environment. The main topics within the system are business process modeling, solution documentation, and project & portfolio management.</p>		

BMK1024	Financial Statement Analysis	3
<p>The objective of the course is designed to provide skills of profound financial statement analysis. Student will be able to analyze profitability, liquidity, solvency and efficiency of a company. A student will be equipped in the skills to Read and interpret basic financial statements; Analyze typical business transactions using the balance sheet equation; Distinguish between the accrual basis of accounting and the cash basis of accounting; Relate the measurement of expenses to the expiration of assets; Explain the nature of dividends and retained earnings; Select relevant items from a set of data and assemble them into a balance sheet, and an income statement; Identify activities that affect cash, and classify them as operating, investing, or financing activities; Understand the definition and importance of working capital; Explain and use a variety of popular financial ratios in financial statement analyses; Apply the studies in software – programme of financial statement</p>		

BMK1086	SAP BW – Enterprise Data Warehousing	5
<p>The Objective of this course is to give ability for the student to gain basic understanding of business intelligence, the data warehousing architecture, and its concepts. The main focus is on building the ETL model with SAP Business Information Warehouse (SAP BW) business case.</p> <p>The course consists of the basic aspects and concepts of data modeling with SAP BW. Also, the basic aspects and concepts of query and reporting with SAP BW are covered during the course.</p> <p>After completing the course, the student can: create data sources, info objects, data flows, advanced data store objects, composite providers and queries; build a basic ETL model; know the most important elements of a query and how to use them in reporting.</p>		

BMK1035	International Economics	4
<p>The outcome of the course is a student can define the basic reasons for international trade. The student can draw conclusions on the consequences of globalization in his/her own life. The student can interpret the global economic regions and economic integration. The student can perceive economic correlations between different states and continents.</p> <p>The content of the course is to answer such questions as Why countries trade with each other? What are the reasons, preconditions and consequences of globalization? What international economic organizations we have in the world and how do they operate? What kind of economic integration goes on now in the different continents? How and why the economic fluctuations spread from country to country? What kind of economic situation is it now in the biggest economies in the world?</p>		

AVA1016	Logistics	5
<p>The purpose of the course is that a student is able to plan, develop and manage a company's logistics activities, e.g. procurement and production logistics, warehousing and transportation. In addition, the student examines the significance of logistics on a company's business practice, as well as on the recycling and re-use of raw materials. The course will also cover the paperless information flow of the company and the legislation and decrees connected with logistics.</p>		

BMK1030	Marketing Research	4
<p>After completing the course, a student has the ability to plan and conduct a marketing research. The student knows the difference between alternative research methods. The student knows how to use the SPSS-program in analyzing the research data.</p> <p>The content of the course: What is marketing research? Why is it important to do research? What kinds of research methods are available? How to do a research and analyse the research material.</p>		

BMK1034	International Trade Law	3
<p>The outcome of the course is a student is able to demonstrate their ability to investigate, report on and analyse an issue of international trade law.</p> <p>The content of the course is law of agency and aspects of agency and distribution contracts, corporate ethics and liability of directors, concept of tort and its application to business areas, EU as a business law maker, consumer law, marketing law, legal aspects of carriage by sea, air and road.</p>		

BMK1029	Practices and Procedures of International Trade	5
<p>The outcome of the course is a student has a good understanding of how and why a market and customers therein are targeted and know how to manage customer credit, commodity, currency and payment risks and will be familiar with delivery terms and documentation used in international trade.</p> <p>The content of the course is common procedures and practices undertaken to ensure success in the business of trading internationally; management procedures for customer credit risk – assessment and risk transfer; procedures for commodity and currency risk; payment and delivery risk – steps to ensure contract performance; issues concerning choice of delivery terms; common documentation required and its purpose. These specific issues are examined against a background of a general overview of how markets are chosen and the nature of the customer relationships established.</p>		

Spring 2022

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BMK1028	Supply Chain Management & Logistics	3
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The objective of the course is to give information on supply chain so a student has knowledge about supply chain networks and supply chains, controlling of material flow, measuring and improving performance. The student will be able to understand planning resources, decisions about logistics facilities. After finishing the course, the student should be able to: Define the objectives of supply chain management, Understand the various component activities of supply chain management, Understand some of the trends and recent changes in supply chains, Be able to describe the various types of relationship with supply chains, Understand some aspects of supply chain behavior. The content of the course is Introduction to supply chain management Important trends in supply chain management; Supply network design; Capacity management; Inventory management; Sourcing decisions, E- Commerce and Supply Chain Management.

YH1029	Leading, Organizing and Marketing the Global Enterprise	5
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After completing the course, a student is able to appreciate the importance of leadership in global corporations, understands the distinction between 'managing' and 'leading' in a multicultural environment, knows the standpoint that people are the most valuable asset of any organization, knows different business models integrating both global and local perspectives, understands the importance of change management in rapidly changing global environments, is able to understand marketing strategies in global corporations. The content of the course is: Management and leadership; Managing people across cultures; Cultural and emotional intelligence; Balance between global standardization and local flexibility; Business models; Change management; Understanding the global marketplace; Approaching global markets; The global marketing mix.

BMK1055	Global Business Seminar	3
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The outcome of the course is a student has professional knowledge of different global business sectors. The student knows the importance of global business for society and he/she is in command of acquiring, analyzing and interpreting scientific information of global business activities. The student can produce reports that are professionally written as well as linguistically proficient. The aim is that the student knows how to use his/her reporting and information acquisition skills in global business. The content of the course is Individual seminar work related to global business; Information acquisition related to the topic; Academic writing; Purpose, objectives and approaches of professional reporting; Time management and process planning; Cooperation with companies and organizations operating in the global market.

BMK1082	Business Simulation Game	3
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The course offers students the possibility to practice team work in a competitive environment, to improve their decision-making capacity in an uncertain environment within short time frames and facing information overload, to apply theories and concepts from their previous studies. Students will work in small teams and they will demonstrate their ability to develop a business strategy for their company, operationalize the developed strategy consistently in the different

enterprise functions (marketing, sales and distribution, production, purchasing, finance and controlling etc.), run and manage integrated business processes, develop a balanced scorecard and KPIs that reflect their business strategy and analyze firm performance.
The course uses a simulation tool developed for pedagogical purposes by HEC Montréal: ERPSim (erpsim.hec.ca). This tool builds on a SAP ERP system. Gaming improves also student's practical skills on SAP ERP system.

BMK1097	Advanced Financial Accounting and Management Accounting	5
<p>The course aims into understanding the most essential principles of the FI and CO modules as well as the organizational structure/units in the S/4HANA ERP system. It focuses also on being able to complete FI and CO transactions and processes through hands-on exercises in the system. The content of the course is: Introduction to some of the most essential principles of the Financial Accounting (FI) and Management Accounting (CO) modules in the S/4HANA ERP system; Explanation of the organizational structure/units in FI and CO; Studying and hands-on exercises in the S/4HANA ERP system in common FI transactions and processes; Studying and hands-on exercises in the S/4HANA ERP system in common CO transactions and processes</p>		

BM00AA95	Regional Studies in International Business I	3
<p>After the course students should be familiar with the methodologies used to examine business opportunities on a global regional basis. They should be able to apply such to examine specific business areas within regions and on the basis of such study suggest appropriate market entry strategies. The content of the course is template step by step stages for generic macro-economic analysis and subsequent industry analysis on a regional basis, market entry strategies suitable for the findings of such analysis and case studies from the past both successful and failed.</p>		

BM00AA96	Regional Studies in International Business 2	3
<p>After the course a student has an overview of Macroeconomic analysis of Global Economy and different Economic regions and the role of Free trade and Trade organizations. Geographical and cultural approach to globally important business regions. The content of the course is: How the Corona virus outbreak is affecting the Global Economy; David Ricardo's theory of Comparative advantage; WTO, IMF and World bank; The most important Free trade agreements; Introduction of Chosen Economic regions in the world and special features of those regions from Macroeconomics and Business economics point of view; Cultural dimensions in different part of the world and cultural impact on business</p>		

BMK1037	Developing the Business towards a Learning Organization	5
<p>The outcome of the course is a student learns to understand the meaning of organisational learning and development of intangible assets as a source of competitive advantage of a business. The student learns theoretical ideas of learning organisations, and knows examples of how to implement them in practice. Related to the development of a learning organisation, the student also understands the basics of successful change management and the idea of certain development tools, such as a Balanced Scorecard. The content of the course is Background theories of learning organisations, examples and case analyses, different development tools; Change management theories and practices supported by examples; Balanced Scorecard and its use as a measurement and development tool.</p>		

BMK1033	Business Communication	3
<p>The outcome of the course is a student can communicate efficiently and fairly fluently in various situations in international business. The student can write clear messages related to their own field, e.g. different documents of the purchasing process. Minor inaccuracies and grammatical shortcomings do not compromise understanding. The student is aware of different cultural backgrounds and their influence on communication. The student can present and represent a business organization.</p> <p>The content of the course is answers for such questions as Why is it essential for a business bachelor to be able to communicate in various situations in business? Which communication skills are needed in international business? How do I communicate courteously? Which documents of the purchasing process do I have to be able to write in business?</p>		