

THE EXCHANGE STUDY PROGRAMME IN

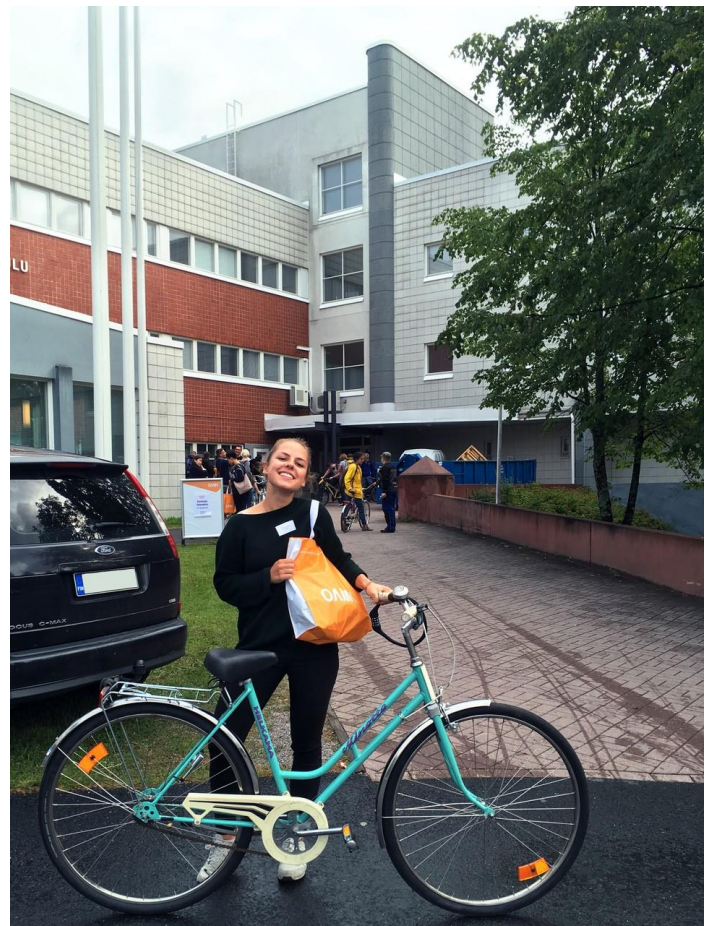
Business

The exchange study programme in Business focuses on developing various skills required in the field of innovative international business providing students the ability to work in international environment. In addition to numerous exchange students from our partner universities worldwide, you will be working with our Degree Students of both Finnish and international origins.

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During your studies in the Autumn, you will be able to develop your creative competencies and apply them in business - be it developing current practices or innovating new solutions. Moreover, you will learn about professional selling skills and service marketing. The knowledge of how to create, develop and maintain profitable customer relationships, as well as the ability to understand financial statements, budgeting and the principles of profitability accounting will enhance your value in the labour market. As a special skill, you will be able to learn the basics of the local language.

During your studies in the Spring, you will be able to develop your international marketing competences with the second or third year degree students. You will be able to increase your competences in job search, career planning and learn to market those recognized competences accordingly. Additionally, you will learn to manage in various situations requiring negotiation skills and be able to design visual communication to support your interaction with another party. Finally, you will understand the phenomena related to e-business, digital marketing and the principles of related legal issues in the digital era.



"My Semester abroad in Finland was amazing! Beside from learning a lot about group work with international students, the finish culture and the education, I met a lot of interesting and inspiring people and made friends for a lifetime all over the world. By doing a lot of practical projects in Oamk I gained experience how to communicate with people from different cultures. The whole exchange semester in Finland was an adventure I will never forget!"

**Katharina Kozel,
University of Applied Sciences St. Pölten, Austria**



Welcome to do business with us!

Our courses for the Autumn 2019 are:

- 3B00BC49-3006, Intermediate German, 4 ECTS
- K1037IB-3004, Doing Business in Asia, 3 ECTS
- K1052IB-3005, Project Studies DIB, 3 ECTS
- KB00BP29-3003, Financial Analysis and Management Accounting, 6 ECTS
- KB00BP29-3004, Financial Analysis and Management Accounting, 6 ECTS
- KB00BP30-3003, Creative Competences, 10 ECTS
- KB00BP30-3004, Creative Competences, 10 ECTS
- KB00BP33-3003, International Sales Competences, 10 ECTS
- KB00BP33-3004, International Sales Competences, 10 ECTS
- KB00CH20-3002, Corporate Communications, 3 ECTS
- KL00BR68-3006, Project Studies of Terwa-academy, 15 ECTS
- YY00BH24-3011, Description and Evaluation of a Business Idea, 3 ECTS (You need to have a business idea of your own which you start to develop.)
- YY00BH24-3012, Description and Evaluation of a Business Idea, 3 ECTS (You need to have a business idea of your own which you start to develop.)
- YY00BH25-3009, Incubation of Business Ideas, 7 ECTS (You need to have a business idea of your own which you start to develop.)

Our courses for the Spring 2020 are:

- 3L00BI74-3008, English for Team Leaders, 3 ECTS
- K1124LI-3012, English Business Communication, 3 ECTS
- K1115YY-3008, InnoWeek Innovation project, 3 ECTS
- K1034BI-3008, Image Editing, 3 ECTS
- K1035IB-3005, Doing Business in Russia, 3 ECTS
- K1038IB-3004, Business Etiquette, 3 ECTS
- K1052IB-3007, Project Studies DIB, 3 ECTS
- KB00BP34-3002, International Marketing Competence, 10 ECTS
- KB00BP35-3002, Business Interaction and Design Competences, 10 ECTS
- KB00BP36-3003, eBusiness and Digital Marketing Competences, 10 ECTS
- KB00BP37-3001, Supply Flows and Documentation in International Trade, 12 ECTS
- KB00BP38-3001, Business Process Competences, 10 ECTS
- KB00BP39-3001, Research Competences, 8 ECTS
- KB00BR05-3004, Luxury Marketing, 3 ECTS
- KB00BW20-3001, Basic German I, 4 ECTS
- KB00BW21-3001, Basic German II, 4 ECTS
- KL00BR68-3006, Project Studies of Terwa-academy, 15 ECTS
- YY00BH24-3013, Description and Evaluation of a Business Idea, 3 ECTS (You need to have a business idea of your own which you start to develop.)
- YY00BH24-3014, Description and Evaluation of a Business Idea, 3 ECTS (You need to have a business idea of your own which you start to develop.)
- YY00BH25-3011, Incubation of Business Ideas, 7 ECTS (You need to have a business idea of your own which you start to develop.)