Business Management

Autumn 2023 (For spring, scroll down!)

Component code	Component Title	ECTS
BM00AM40-3002	**Enterprise Resource Planning System and Leadership**	5
Goal: The Objective of the course is to provide student with an ability to apply concepts, principles, procedures and techniques of an ERP system, the business processes it controls and associate those concepts in the leadership framework and principles. Student can combine the benefits of ERP and leadership and be prepared to act proactively by avoiding the general or stereotypical errors observed in practice. After the completing the course, student is able to define and evaluate the benefits of ERP and leadership outcomes.		
Content: Orientation to ERP, business processes and leadership; Media coverage and academic research results; SAP Business One ERP System (alternatively S/4HANA); Navigation and System exercises in ERP software; Exercises and case in leadership field.		
BM00AL81-3005	**Advanced Writing Skills**	3
Goal: The student can write grammatically correct, fluent, coherent and well-structured texts appropriate in the written communication situation, especially in university settings. The student can write texts that are easy to read and to understand. The student can understand, summarize and paraphrase texts of their own field and also of other fields. The student is aware of different cultural backgrounds and their influence in communication. The student can look for information and analyze which information is needed for problem solving.CEFR B2		
Content: both general writing skills and academic writing skills; recognizing typical mistakes in writing and reasons for them; improving writing techniques; structure of text: introduction – body – conclusion; coherent text and connectives; summarizing, paraphrasing, reporting		
BM00AL86	**Economics and International Economics**	4
Goal: The student can describe the basic concepts of economics and perceive different economic correlations. The 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.		
Content: After completing the course, the student knows: What kind of economic systems and markets exist? How demand and supply affect to prices? How the public economics work? What is money, interest and inflation? How the economic fluctuations develop and what kind of consequences they have? What kind of economic policies can be carried out in different states of economy? 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?		
n interpret and pay attention to the state of the economy and fluctuations in his/her own life.		
BMK1099-3004	**Knowledge Management and Business Intelligence**	3
Goal: The course provides the students with a basic understanding of theoretical and practical aspects of knowledge management (KM) in companies and other organizations. The students learn about the development and implementation of KM systems and practices both at the strategic and the operational levels. Students learn to understand the importance of knowledge as a strategic asset.		

Content: Theoretical and practical aspects of knowledge management (KM) both at the strategic and the operational levels. Ideas on and models for efficient acquisition, use and creation of knowledge, as well as basic frameworks/models of knowledge management strategies and practices. Practical challenges of knowledge management and potential solutions to problems are also discussed and analysed by the help of articles and cases.

BM00AM35-3001	Supply Chain Management	5

Goal: After completing this course, the students will have the competence to: discuss the fundamental principles and professional practices within all functional areas of supply chain management; demonstrate skills to design, analyze, implement and evaluate supply chain activities of companies; identify and investigate challenges and opportunities in companies' supply chain management; make justified recommendations to relevant business decision-makers for the identified challenges and opportunities

Content: This course provides students with an understanding of fundamental concepts of supply chain management. All functional areas of supply chain management are explored, which include procurement, demand management, order management, production and operations management, transportation and logistics, facility location, inventory management, packaging and material handling, and warehousing management. Additionally, this course will also cover relevant management issues in supply chain management that are related to strategic management, financial management, organizational structure, information technology, ethics and corporate social responsibility.

BM00AM20-3001	Customer Relationship Management	5

Goal: The student acquires an understanding of the importance of strong customer relationships and their influence on the competitive advantage of companies. After completing the course, the student: 1) can explain the role of strong customer relationships; 2) can describe and manage the customer life-cycle; 3) can use customer data to understand customers behavior and gain customer insight; 4) can apply ideas to improve customer experience

Content: Customer relationships and their influence on the competitive advantage of companies.

BM00AM37-3001	Solving problems with programming	4

Goal: Student can identify problems which can be solved through programming; Student can plan programmatic solution for given problem; Student knows foundational concepts of programming; Student can implement simple programs

Content: Basics of programming, problem description, program implementation.

BM00AM43-3001	Data Warehousing – SAP BW	4

Goal: The objective of this course is to cover the basic topics in 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. 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. After completing the course the student learn how to: create data sources, info objects, data flows, advanced data store objects, composite providers and queries; build a basic ETL model; identify the most important elements of a query and how to use them in reporting

Content: _IntroGlobalBikeInc; A1_CasePivot; A2_Case_Olap_Basic; A3_Combination_OlapAdvanced; A4_CaseStudy_Designing a Query Basic Features; A5_Case_Query_Advanced; A6_Abc_Analysis; A7_Case_Dashboard; 3_BWonHANABasics; 4_ETLonHANA; B1_Case_Modeling_Tools; B2_BW4_Case_Data_Acquisition; B2_Case_Data_Acquisition; B3_Case_ModelingBasics; B4_Case_MasterData; B5_Case_EDW; 5_Query; B6_Case_Hierarchies; 6_SCDonHANA; B7_Case_SCD

BM00AM22-3001	Marketing Research	5

Goal: During the course, the student acquires an understanding of different marketing research methods and ways of utilizing marketing research in marketing management. After completing the

course, the student: 1) can explain the role of marketing information, data analytics and customer insights in decision-making; 2) is able to describe the process of marketing research; 3) can distinguish and choose between different marketing research methods to solve a problem; 4) can plan and execute a marketing research project in practice; 5) can make basic analysis of research data and integrate results into decision-making; 6) can report the results of a marketing research
Content: Different marketing research methods; Utilizing marketing research in marketing management; Reporting the results of research; Marketing Excperienge Management

BM00AL90-3006	Marketing, Sales and Customer Service	3
Goal: The student can explain the role of marketing. The student can analyze marketing opportunities and make necessary decisions concerning market segmentation, product positioning, marketing programs and campaigns. The student is able to describe the process of selling. The student can implement different sales techniques and create a sales plan. The student understands the importance of customer service and can describe the customer journey. Content: Customer relationships and their influence in the competitive advantage of companies. The role of marketing; Marketing in practice; Sales process; Sales techniques; The role of customer service; Customer journey; Modern customer service (AI etc.)		

Spring 2024

Component code	Component Title	ECTS
BM00AM29-3002	**Enterprise Resource Planning System and Leadership**	**5**
Goal: The Objective of the course is to provide student with an ability to apply concepts, principles, procedures and techniques of an ERP system, the business processes it controls and associate those concepts in the leadership framework and principles. Student can combine the benefits of ERP and leadership and be prepared to act proactively by avoiding the general or stereotypical errors observed in practice. After the completing the course, student is able to define and evaluate the benefits of ERP and leadership outcomes. Content: Orientation to ERP, business processes and leadership; Media coverage and academic research results; SAP Business One ERP System (alternatively S/4HANA); Navigation and System exercises in ERP software; Exercises and case in leadership field.		
code unknown	**Professional Speaking Skills**	**3**
Goal: The student can communicate efficiently and fairly fluently in various communication situations and roles both facing an audience and online. The student can organize meetings and act in different roles in meetings. The student can successfully participate in negotiations and in social situations. The student can give a presentation on a professional topic. The student is aware of different cultural backgrounds and how culture can influence communication. The student can look for information and analyze which information is needed for problem solving. The course will help students perform well both in their studies and in the working life. CEFR B2 Content: presenting skills; negotiating skills; meeting skills; general social communication skills		
BM00AM27-3001	**Customer Experience Management**	**5**
Goal: The student acquires an understanding of the importance of strong customer relationships and their influence on the competitive advantage of companies. After completing the course, the student: 1) can explain the role of strong customer relationships; 2) can describe and manage the customer life-cycle; 3) can use customer data to understand customers behavior and gain customer insight; 4) can apply ideas to improve customer experience Content: The role of strong customer relationships; Customer life-cycle; Analyzing customer data; Emergenging of customer experience		
BM00AM30-3001	**Developing the Business Towards a Learning Organization**	**5**
Goal: The student learns to understand the meaning of organizational learning and development of intangible assets as a source of competitive advantage of a business. The student becomes familiar with the main theoretical ideas of learning organizations, and by examples learns about how to implement them in practice. Related to the development of a learning organization, the student also learns to understand the basics of successful change management and change leadership, and learns to apply these ideas and selected change management frameworks in different cases. The student also becomes familiar with selected development tools, and how to use them. Content: Ideas and theories of a learning organization and organizational learning; The meaning of learning as a source of competitive advantage; Learning organization development frameworks and tools; Development of a learning organization in practice; Change management and change leadership that support organizational learning and development; Change management and change leadership theories, frameworks and tools; Implementation of a successful change in practice; Selected case studies, examples, etc.		
BM00AM03	**Intercultural Competence**	**3**
Goal: The purpose of this course is to provide skills and tools for the student to act professionally and to be more comfortable in their work in global and intercultural markets. The student can develop and practice their skills in the interaction with economic agents and business partners from different		

cultures in various contexts. After completing the course, the student: knows the definitions of culture and how cultures differ; can explain and compare some key concepts related to culture; can describe the relations of culture, identity and stereotypes; can utilize approaches that promote intercultural business; is able to undertake professional encounters with persons from other cultures and market environments with confidence.

Content: Part A. Constituent elements of intercultural competence: definition of culture; recognizing and describing different cultural backgrounds; participating in, and facilitating for, intercultural meetings; developing intercultural competences. Part B. Cultural competence and communication: distinguishing how cultures differ from each another; Hoefstede's theory of Cultural dimensions; the role of culture in different political and legal environments; handling situations to overcome barriers to cross-cultural communication in face-to-face and online modes; communication in a multiethnic and multilingual context. Part C. Cross-cultural competence in international business: the meaning of cultural identity; revisiting the facts, habits and ways of doing businesses in a major economic region (e.g. the characteristics of Asian business cultures); skills for planning the internationalization process of a firms; developing international business through the analysis of culture.

code unknown	Business Communication	3

Goal: The student can communicate efficiently and fairly fluently in various situations in international business using the correct register. The student can write clear and understandable messages in business, eg. different documents of the purchasing process. The student can present and represent a business organization. The student is aware of different cultural backgrounds and their influence in communication. The student can look for information and analyze which information is needed for problem solving. CEFR B2

Content: essential communication skills (written and oral) for various situations in international business; polite communication; rules and best practices of business communication; documents needed in the purchasing process: sales letter, inquiry / request for quotation, quotation, negative / persuasive messages and dealing with them: complaint, collection.

BM00AM36-3001	Financial Statement Analysis and Business Simulation	5

Goal: The student learns to use financial Statement Analysis for decision making and measuring the efficiency, profitability, financial soundness and future prospects of the business units

Content: The tudents do run a simulated company, which is used as a case to practice financial statements analysis techniques and tools

BM00AM39-3001	Data-driven programming	3

Goal: Students knows different ways and programs to manage data; Student can design and implement simple database; Student can use database in their programs

Content: Data management, database implementation, data utilization

BM00AM46-3001	Advanced Business Intelligence – SAP Analytics Cloud	4

Goal: The aim is to provide students abilities to handle principles, procedures and techniques of Business Intelligence and what is offered by SAP in that area. After the course, student is able to form visual presentation based on given raw data, which is progressed, cleaned and modified into SAP Analytics Cloud with needed adjustments and with a logical and analytical story including recommendations.

Content: data import; data modeling; visualization; analytical story

BM00AM47-3001	Advanced Financial Accounting and Management Accounting – SAP S/4HANA	5

Goal: The aim is to provide student with an understanding of the concepts, principles, procedures and techniques of the most essential principles of the FI (Financial) and CO (Cost control or management accounting) modules as well as the organizational structure/units in the S/4HANA ERP system. After the course, the student is able to input and analyze different FICO related transactions in SAP S/4HANA ERP system.

Content: The course consists of explaining and exercising of some of the most essential principles of the Financial Accounting (FI) and Management Accounting (CO) modules both in theoretical framework as well as in the S/4HANA ERP system. Also, the organizational structure/units in FI and CO are discussed. Lecturing exercises and distant exercises regarding hands-on method both in logical (pen, paper, excel) and in the S/4HANA ERP system in common FI and CO transactions and processes are included and mandatory.

BM00AR09-3001	Design Thinking and Digitalization	2

Goal: Student is able to define the main principles of Design Thinking, and apply it to different planning and work processes, especially in the context of digitalization. Student can apply the learned principle in modern development processes, which are associated with agile methods (e.g. scrum, SAFe) and in generic principles of change management. Student identifies the elements of digitalization in Design Thinking framework and can separate those from more conservative frameworks. The course focuses also on different digitalization paths and recent research literature.
Content: Design Thinking -method, digitalization, agility, water fall, research results

BM00AR10-3001	Advanced Project Management	3

Goal: As organizations are ever evolving with a rapid speed, this course focuses on modern project management skills, by which student can define change management principles when planning and executing project processes. Specialization is targeted on advanced methods where organization is applying agility, fast response levels in the environment or internal developments. Student can determine the differences between water fall methods and agile methods (e.g. scrum, SAFe). In a case study, student solves some critical issues regarding projects in development in technological steps. Finally, student participates the simulated business game, SAP ERPsim, where student teams compete in a simulated real-time responsive market.
Content: Project management principles, modern project management processes, agile, scrum, SAFe, recent research literature, case, SAP ERPsim simulated business game.

BM00AQ94-3001	Entrepreneurship and innovation	4

Content unknown yet