



EXECUTIVE MBA IN INTERNATIONAL BUSINESS AND MARKETING 120 CR

In co-operation with Tampereen ammattikorkeakoulu University of Applied Sciences and Tallinn College of Tallinn University of Technology

Collect modular credits from your:

Prior working experience

Prior education and training (non diploma oriented)

Prior written project work assignments

Additional module training and distance learning

Superior price quality relation

Time span for total Executive MBA about 12-18 months

Previous founded work experience inputs and further education merits (max 45 cr)

Final written thesis of International Business (30 cr)

Compulsory modules

(required 7 modules - common for all = 45 cr)

1. Real Game	7 cr	6. - 8.5.2010
2. International Marketing & Strategy	7 cr	18.-20.6.2010
3. Strategic Thinking & Management	7 cr	20. - 22.8.2010
4. Change Management	7 cr	17. - 19.9.2010
5. Thesis Seminar	1,5 cr	15.10.2010
6. Basics of Financial Management	7 cr	5. - 7.11.2010
7. Human Performance Improvement	7 cr	? - ?.12.2010

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Executive MBA Structure

1. Auditing

Before entering the MBA Programme, all the students go through an auditing process where person's

- 1) Prior working experience
- 2) Prior education and training (non diploma oriented)

will be evaluated and counted into credits, max. 45 cr.

2. Start and participation

Executive MBA is modular and circulatory by nature. The module cycle can be entered at any month of the year. The studies are carried out on part-time basis alongside one's regular work. Each module is usually one month long. The whole MBA

Programme can be completed in an average of about 12-18 month's period. The yearly module list will be provided by request.

Executive MBA has been designed for experts and managerial personnel in business and public administration, for people seeking entry to international business and administrative tasks.

Executive MBA is designed to certify, audit and provide managers, technology-focused personnel, entrepreneurs and other professionals with a level of awareness, knowledge and strategic understanding which is necessary to compete and succeed in the rapidly evolving information technology economy.

3. Learning process

The rest of the credits will be accumulated by additional classroom module training, distance education, thesis seminar applied project work/written thesis or appointed literal material.

Module (á 7 cr): All the students have to include at least six modules into their individual learning plan. Each module consists of a three-day intensive classroom teaching period once a month (mostly at weekends), distance working assignments, independent search for information, practical project assignments, project presentations and examinations.

Tampereen ammattikorkeakoulu University of Applied Sciences is responsible for the modules.

The lecturers are visiting professors, managing directors and consultants from universities, polytechnics, corporations, consulting companies and governmental agencies.

Teaching language is English.

Applied project work/written thesis, 30 cr; Thesis Seminar, 3 cr: Together with an expert the student will choose the topic of the project work, which will be written under the guidance of the expert.



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Executive MBA Programme -course module schedule

Friday 10.00 - 17.00

10.00 – 12.00

Examination of the previous module

12.00 – 13.00

Lunch

13.00 – 17.00

Theme lecture

Saturday 9.00 - 17.00

9.00 – 11.30

Theme lecture

11.30 – 12.30

Lunch

12.30 – 17.00

Theme lecture continues

Sunday 9.00 - 16.00

9.00 – 12.00

Theme lecture

12.30 – 13.30

Lunch

13.00 – 16.00

Theme lecture continues

The timetable of first modul is out of line.



Real Game

Contents:

- RealGame is a business simulation game in which up to eight participant groups compete against each other in real-time, over a local area computer network
- During the game, the participants make different decisions within the company and manage the material flows, make ordering and manufacturing decisions based on projected sales and react to competitor market actions. The participants make also longer term decisions like machine investments, information systems investments and strategic market decisions.
- The game gives the participants a higher level systemic view of how business organizations work as a whole.

Objectives

- Decision-making in RealGame starts from the operational level. This gives a bottom-up view of business activities instead of the normal top-down view of business games. This lets managers see the dynamics between different business tasks in the form of business processes.
- As the game proceeds, the game clock speed increases, giving urgency to decisions and outcomes. The game, therefore, builds on business operations and continues gradually towards strategic decision-making. This means that the participants are able to develop a more holistic view of the company with a longer time span, as it is possible to see the outcome of decisions.
- RealGame shows business processes at a transactional level as opposed to traditional business games which show a summary level. This gives the players a holistic process-based view of the functioning of a business by showing a continuous flow of single business transactions through the whole system, rather than a monthly summary. It also shows the functioning of a business in the form of materials processes, continuous cash flow and information processes.

Target group:

- Managers, business experts, team leaders, foremen

Instruction:

- Instruction is given in English by PhD Timo Lainema, Magisys Ltd.

Location:

- Classroom teaching is given at TAMK University of Applied Sciences, Teiskontie 33, 33520 Tampere. In addition to this examinations and project work presentations will be executed at a set date and location.

Further information:

Leeni Tuovila, 0400 209907, leeni.tuovila@tamk.fi



Basics of Financial Management

Contents:

- Interpreting Financial Statements
- Evaluating Financial Performance
- Planning future Financial Performance
- Financial Decisions
- Evaluating Investment Opportunities

Objectives:

- To learn to understand financial statements and evaluate financial performance of a firm
- To learn business planning and forecasting
- To manage the growth
- To learn how to take financial decisions
- To train participants to estimate investment risk

Target group:

- The module is aimed at MBA-level students who are interested in the practice of financial management and want to improve their knowledge in standard techniques of financial analysis and decision-making.

Instruction:

- Instruction is given in English by eMBA Ester Vahtre, Tallinn College of Tallinn University of Technology.

Location:

- Classroom teaching is given at College of Tallinn University of Technology, Tõnismäki 14, Tallinn. In addition to this examinations and project work presentations will be executed at a set date and location.

Futher information:

Leeni Tuovila, 0400 209907, leeni.tuovila@tamk.fi

Human Performance Improvement

Contents:

- What is HPI? A brief and very useful introduction to HPI and the HPI Model.
- Business analysis - The first step in any HPI Process and vital for the final evaluation stage.
- Performance analysis - How to link business goals to performance goals
- Gap analysis - Evaluating the difference between the desired and actual performance levels.
- Cause analysis - Why do performance gaps exist? This chapter emphasizes the need to address root causes and not symptoms.
- Selecting an HPI project - Now that you understand the basics, select your first HPI project.
- Motivational interventions.
- Designing & developing structure/process interventions
- Knowledge interventions
- Stakeholder involvement - Guidelines for identifying stakeholders and ensuring their involvement and buy-in
- Evaluation - Using the Results-based approach of HPI, - the steps needed to demonstrate the value-added to the organization through the HPI project. Discover and capitalize on behavioural strengths

Objectives:

- Enhance individual, team and organizational performance through understanding yourself and others

Target group:

- The module is aimed at MBA-level students who seek to improve their interpersonal communication and leadership skills

Instruction:

- Instruction is given in English by Raul Vatsar

Location:

- Classroom teaching is given at College of Tallinn University of Technology, Tõnismäki 14, Tallinn. In addition to this examinations and project work presentations will be executed at a set date and location.

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International Marketing and Strategy

Course Description:

- Methods applied to estimate market potential and to select pricing and distribution strategies
- Communications to serve markets, review of marketing and distributions methods, and international marketing strategy and planning.

Objectives:

- To increase your understanding in the field of international marketing strategy and planning;
- To understand the basic concepts of international marketing strategy and planning: to able to speak the "language of marketing strategy and planning";
- Communicate clearly and accurately in writing; and present efficiently your assignments before a peer group.
- Introduce you to the dynamic and creative environment of international marketing strategy and planning.

Target group:

- The module is aimed at MBA-level students who seek to improve skills in international marketing and strategy.

Instruction:

- Instruction is given in English by Dr. Matti J. Haverila, TAMK University of Applied Sciences

Location:

- Classroom teaching is given at TAMK University of Applied Sciences, Teiskontie 33, 33520 Tampere. In addition to this examinations and project work presentations will be executed at a set date and location.

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Strategic Thinking and Management

Contents:

- What is Strategy ?
- Strategic Thinking

Strategic Capability

- Core competence of a Company Strategic Purpose
- Prescriptive vs. Emergent Strategy
- Strategy Formulation
- Corporate/Business Level Strategy
- Organization structure and human resources according to Strategy in Action

Objectives:

- To learn how to identify a company's strategic profile, to choose company's driving forces, areas of excellence and implementation plans
- To introduce differing perspectives and theories of leading strategic approaches of our time
- To provide a comprehensive treatment of both rational and creative approaches to the fast moving subject area of strategic management

Target group:

- The module is aimed at MBA-level students who seek to improve skills in strategic Management

Instruction:

- Lecturer Veikko Somersalmi, M.Sc.econ, Department of Management Studies, UTA

Location:

- Classroom teaching is given at TAMK University of Applied Sciences, Teiskontie 33, 33520 Tampere. In addition to this examinations and project work presentations will be executed at a set date and location.

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Change Management

Contents:

Upon completion of this course students should be able to:

- Describe the steps involved in managing organizational change in a variety of settings.
- Describe the process of organizational change from multiple theoretical vantage points
- Identify what drives organizational change.
- Identify problems associated with organizational change
- Explain organizational change processes from multiple perspectives
- Improve your ability to deal with and implement organizational change. Changes are critically examined.

Objectives:

- In today's economy, organizations ranging from multinational corporations to small and medium size enterprises need to change in order to succeed and survive.

This module focuses on developing a better understanding of the challenge and success connected with initiating and executing major changes within organizations.

Target group:

- The module is aimed at MBA-level students who seek to understand and implement successful organizational changes.

Instruction:

- Instruction is given in English by Dr. Mikel Garant, TAMK University of Applied Sciences

Location:

- Classroom teaching is given at TAMK University of Applied Sciences, Teiskontie 33, 33520 Tampere. In addition to this examinations and/or project work presentations will be executed at a set date and location.

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