

Executive MBA

in International Business Management

Meeting the needs of work life



COLLECT YOUR 90 CREDITS FROM

- Previous well-founded work experience and further educational merits (40 cr)
- Additional module training and distance learning (35 cr)
- Written final thesis in International Business (15 cr)

TIME SPAN

Total duration: about 12–18 months

Lectures: Friday and Saturday, from 9.00 – 17.00.

The studies are carried out on a part-time basis alongside one's regular work.

The duration of each module is one month, consisting of:

- two-day intensive classroom learning
- distance learning: independent information search, written and practical project assignments and presentations.

PRICE

14 900 € (VAT 24 % INC.)

(books, travel and accommodation expenses are not included)

BEFORE APPLYING

Before being accepted in to the eMBA Programme, all students go through **an auditing process** where one's prior working experience, education and training are evaluated and counted into credits.

FURTHER INFORMATION

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eMBA Programme Manager

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TAMK.FI/MBA



Compulsory Modules and Content

11. – 12.1.2019

STRATEGIC THINKING AND MANAGEMENT

– *MSc (Econ.) Hasse Kvist*

Main objectives:

- understanding why strategic thinking, analysis and strategy execution are important in the modern VUCA environment
- learning to use different approaches to strategy development; classical and contemporary methods
- understanding the strategic mindset, skillset and toolset needed for new businesses and markets
- learning to be coached by other participants and team tasks.

15. – 16.2.2019

CONTEMPORARY PERSPECTIVES TO MARKETING

– *D.Sc. (Econ. and Bus.Adm.) Mr. Timo Rintamäki*

Main objectives:

- understanding key developments in marketing research and practice
- adopting customer value as a key concept for understanding customers
- using customer value propositions as tools for strategic positioning (competitive advantage) and operational management
- discovering the potential of new media and multi-channel marketing.

5. – 6.4.2019

FINANCIAL MANAGEMENT IN BUSINESS

– *LSc Ms. Ritva Väinönpää*

Main objectives:

- gaining an overview of the fundamentals of both financial and management accounting
- understanding the role of financial measures in business decisions
- increasing knowledge of financial management in international business environment.

13.4.2019

THESIS SEMINAR

7. – 8.6.2019

CONTEMPORARY LEADERSHIP SKILLS

– *D.Sc. (Econ. and Bus.Adm.) Ms. Päivi Mayor*

Main objectives:

- learning contemporary leadership theories
- motivating and leading different people
- carrying out effective team management in multicultural and global setting
- understanding the work of a line manager as a coach
- learning best practices from complex leadership cases.

23. – 24.8.2019

CHANGE AND CONFLICT MANAGEMENT

– *MSc Mr. Kai Hintsanen*

Main objectives:

- describing the process of organisational change from multiple theoretical vantage points
- identifying what drives organisational change and problems associated with it
- improving the participants' ability to manage, implement and critically examine organisational change
- identifying fundamentals of conflict situations and taking action accordingly
- understanding the behavior of the participants' in a conflict situation and learn to take action accordingly.

27. – 28.9.2019

SUCCEEDING WITH INNOVATIONS AND INNOVATION NETWORKS

– *D.Sc (Tech.) Hanna Pihlajarinne*

Main objectives:

- understanding the concept of innovation
- understanding the concept of innovation networks and its special characteristics and dimensions
- applying operative planning, risk and project management in innovation networks.

26.10.2019

THESIS SEMINAR

22. – 23.11.2019

VALUE-ADDED SALES AND CUSTOMER-CENTRIC CRM

– *DI, Mr. Mauri Ranta*

Main objectives:

- gaining practical knowledge of agile CRM and CPM
- improving the participants' sales management and coaching skills
- advancing participants' own sales skills to the next level.