

HSE

MIKKELI CAMPUS

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# THE INTERNATIONAL SUMMER TERM 2007

Bachelor's Degree Program in International Business





# Welcome to

## the international summer term 2007

### at the Helsinki School of Economics, Mikkeli Campus

The Helsinki School of Economics in Mikkeli offers a distinctive international business program, the only one of its kind in Finland. Taught entirely in English, the program offers a curricular structure in which students study one course at a time, thus focusing intensely on each subject.

The program is international in every respect – the curriculum, students and faculty. Degree students come from Finland as well as many other parts of the world. HSE Mikkeli degree students study abroad for one semester at one of our 50 partner universities and, in return, exchange students from these universities study in Mikkeli. The curriculum is delivered by distinguished visiting professors from universities and organizations around the globe.

Perhaps the most outstanding feature of HSE Mikkeli's distinctiveness is our approach to teaching and learning that offers students opportunities for professional development. Thus, academic study is integrated with methods that simulate tasks encountered in the workplace. While pursuing different subjects and knowledge in international business, students also engage in a variety of team-building projects, develop presentations using contemporary methods of communication, and apply analytical skills in problem-solving and decision-making.

We welcome you to join us at the Helsinki School of Economics in Mikkeli for a challenging and enjoyable summer of study.

David Atkinson

Dean

HSE Mikkeli



## The academic program at the Helsinki School of Economics in Mikkeli

The Helsinki School of Economics in Mikkeli focuses on International Business at the bachelor's degree level. Throughout the year, including summer, the campus is dedicated to teaching degree students and exchange students from other universities around the world. Thus, summer students enjoy their courses in a diverse international environment as they would at other times of the year.

All courses are taught in English by visiting professors from Europe, North America, China, and other regions of the world. Courses are offered in three-week modules, meeting three hours a day, five days a week. The intense modular format of the classes provides a dynamic interaction among students and professors.

The learning environment in Mikkeli not only helps students develop a knowledge base and set of professional skills, it provides a firm foundation for advanced academic study (in Master's programs in Finland or abroad) or for entering the global marketplace. At the core of the learning environment is the curriculum, with its foundation in international business and concentrations in global business, business culture and communications, marketing, and management.



# International summer term courses 2007

**April 30 – May 18**

## **Information Systems for Project Management and Change**

Professor Suprateek Sarker,  
Washington State University, USA

An examination of management of information system projects in business organizations. Emphasis is given to project planning, information system projects, factors affecting project success and failure, and project management software.

## **International Business Strategy**

Professor J. Ronald Collins,  
University of Prince Edward Island, Canada

An exploration of the concepts and processes of the development and maintenance of long-range planning and vision for conducting international business.

**May 21 – June 8**

## **Doing Business in the EU**

Professor Hannu Seristö,  
Helsinki School of Economics, Finland

An examination of conducting business in the European Union. Topics to be covered include: Europe in the world economy, the development of the EU, EU legal framework for business, EU competition policy, and strategies for European industries and companies.

## **International Finance**

Professor Sheila Killian,  
University of Limerick, Ireland

An examination of principles of international finance in multinational enterprises. Topics include the role of foreign exchange, analysis of risks and benefits, international sources of funds, and international financial strategies.

**June 11 – 29**

## **Intercultural Negotiations**

Professor Jill Purdy,  
University of Washington - Tacoma, USA

An exploration of communication and management approaches to intercultural negotiation in international business. Focus is on the assessment, development and application of communications in intercultural negotiations with diverse contexts.

## **International Business in Film and Literature**

Professor Christine Grosse,  
Thunderbird, USA

A critical assessment of international business as portrayed in film and literature. The purpose of the course is to offer alternative views and perspectives on globalization and the conduct of international business.

**July 2 – 20**

## **Emerging Economy of China**

Professor Li-Qun Wei,  
Hong Kong Baptist University, China

An intensive examination of the opportunities and challenges of the emerging markets of China. As the largest potential world market, China is examined as a transitional and emerging economy in international trade.

## **Demographic Analysis and International Business**

Professor David Swanson,  
University of Mississippi, USA

An exploration and application of demographic analysis in international business. Implications of demographic analysis demonstrate the relationship between business decisions and a wide variety of economic issues including wealth and income distribution, market analysis and market segments, and business strategy.

**July 23 – August 10**

## **Entrepreneurship in the Global Economy**

Professor Frank Hoy,  
University of Texas at El Paso, USA

Provides understanding of entrepreneurship in the context of innovation and open markets. Examines the theoretical and practical knowledge needed for the preparation of business plans.

## **Marketing of High-Technology Products and Innovations**

Professor Sanjit Sengupta,  
San Francisco State University, USA

The course will expose participants to the opportunities and challenges of high-tech marketing and will focus on tools and techniques essential for marketing decisions in an uncertain technology environment.

**August 13 – 31**

## **Marketing in Russia**

Professor Valery Funtov,  
International Management Institute of St. Petersburg, Russia

An examination of marketing and marketing management in Russia. Marketing in Russia offers unique challenges and opportunities for inquiry, reflecting the application of traditional marketing practices to formidable and developing new markets. Course also includes a visit to St. Petersburg.

**Each course has 45 contact hours and is worth 6 ECTS credits (equivalent to 3 US semester credits). More information on the courses can be found on our website: [www.hse.fi/mikkeli](http://www.hse.fi/mikkeli) → Academic Program**

# Admission information



Please fill in the application forms for the HSE Mikkeli summer term 2007 and for housing and send them to us so that they arrive at the latest by Friday, March 30, 2007. Application forms and further details can be found on our website: [www.hse.fi/mikkeli](http://www.hse.fi/mikkeli)

- Students from HSE Mikkeli partner universities are not required to pay a course fee.
- Students from non-partner universities pay EUR 90 per course. Fees are paid in Mikkeli to the HSE Mikkeli Open University.
- Non-EU students should contact the embassy of Finland in their home country to check the visa requirements that apply to them. Non-EU students should also familiarize themselves with Finland's visa regulations by visiting the following website: [www.formin.fi/english/](http://www.formin.fi/english/) → **services**

## Accommodation

HSE Mikkeli works in collaboration with MOAS (Mikkeli student housing organization), which provides apartments for students. The monthly rent varies from EUR 250 for a shared apartment to EUR 320 for a single apartment. However, there may be some variation in the rents due to the location of the apartments. The apartments are located near the campus and the city center. Local hotels also have summer offers for students.

More information on housing and application form are available on our website: [www.hse.fi/mikkeli](http://www.hse.fi/mikkeli)

## Living costs

Living costs vary depending on your lifestyle. During the weekdays the Campus restaurant offers lunch at a reasonable price for students. For other standard expenses (textbooks, food and transportation) you will need approximately EUR 350 per month. If you wish to travel in Finland while you are studying in Mikkeli, be sure to include travel expenses when preparing your budget. For example, a round trip train ticket to Helsinki costs with student card approximately EUR 40. For other prices, see the state railway website: [www.vr.fi](http://www.vr.fi)



# Mikkeli and Finland

in summer 2007



Finland enjoys the beauty and grandeur of all four seasons. Summer is particularly beautiful and inviting. The weather is warm and sunny and the days are long. The scenery is breathtaking. Summer festivals abound in almost every town and city.

Mikkeli, located in eastern Finland, is a modern provincial and commercial center with 47,000 inhabitants. It offers a combination of active domestic and international businesses, institutions of higher education, and numerous cultural events. Mikkeli can be reached in 2.5 hours by car or train from Helsinki. For more information on Mikkeli, visit these websites:

**[www.mikkeli.fi](http://www.mikkeli.fi)**

**[www.travel.mikkeli.fi](http://www.travel.mikkeli.fi)**

Mikkeli is situated on the shores of Lake Saimaa, the largest lake in Finland. You'll find many summer activities here; for example, taking a cruise on Lake Saimaa or renting a canoe or rowboat for your own trips. Other outdoor activities include golf, tennis, bicycling and other sports. The average summer temperatures in Finland from June to August are about 15-18 °C / 59-65 °F.

Traveling around Finland is easy by car, train, bus, or plane. Mikkeli is situated at the crossroads of five highways with good connections to other parts of eastern Finland as well as to southern and central Finland, offering many opportunities for travel. Travel to nearby countries – Sweden, Russia, Estonia – is also easy. Mikkeli is near the eastern border of Finland with easy access to St. Petersburg (please note that a visa is needed when you travel to Russia). Estonia and Sweden can be reached by ferry from Helsinki or by air. Many other European destinations are easily accessible within just a few hours by plane.

For more information about Finland, check the following links:

**<http://virtual.finland.fi>**

**<http://www.visitfinland.com>**

**<http://www.lapinmatkailu.fi>**



Contact:

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