

Appendix 1

Selection of courses available at SUAS

Courses for German Students in SUAS:

German Students shall take the following modules offered which are accredited to the curriculum of the AUAS, Faculty of Business, study programme International Management. The numbers in brackets are the credits assigned by SUAS.

AUAS students have to take two of the three study foci below.

Study focus 1: Marketing Management (12)

- Business to business marketing, 3rd year (3)
- Service marketing, 3rd year (3)
- Customer Journey – from target group to a profitable customer, 2nd year (3)
- Productization and branding, 2nd year (3)

Study focus 2: Logistics and Marketing (12)

- Developing high quality supply chains, 3rd year (3)
- Global sourcing and purchasing, 2nd year (3)
- Customer service and marketing logistics, 2nd year (3)
- Business and logistic cases, 3rd year (3)

Study focus 3: Managing people and organizations (12)

- Managing organisations, 2nd year (3)
- Leadership skills, 2nd year (3)
- Business negotiations, 2nd year (3)
- Human Resource management , 3rd year (3)

Project cases (6 AUAS, 7 SUAS)

- Implementing practical projects, 2nd year (4)
- Option 1: Marketing cases, 3rd year (3)
- Option 2 (not available for study focus 2): Business and logistics cases, 3rd year (3)

Strategic Management (6 AUAS)

Seminar study focus (4 AUAS, 6 SUAS)

Social media in business, 2nd year (3)

Article analysis, 2nd year (3)

Praxisseminar (6)

Entrepreneurship and business plan, 2nd year (3)

Corporate social responsibility, 2nd year (3)

Please check the list of courses from www.saimia.fi>Studies>Study Guide>Sole Ops