

All for
the future.



Intensive 8-week Business Management Programme

Welcome to Xamk!

South-Eastern Finland University of Applied Sciences, Xamk, is a higher education institution with focus on responsible wellbeing, technology, and creative industries. We train skilled professionals for the needs of the future and promote entrepreneurship, international activities, as well as solutions to develop business life. Xamk offers over 40 Bachelor's degree programmes as well as over 30 Master's degree programmes.

Facts about Xamk

12 000 Community of student and staff members

4 Campuses 

48 Degree programmes on Bachelor's level

32 Degree programmes on Master's level

5 Bachelor's Degree Programmes in English **3** Master's Degree Programmes in English

Partner institutions around the world **300** 

GO FOR A VIRTUAL
CAMPUS TOUR

360.xamk.fi

11 458

Xamk students
in campus towns

Mikkeli
Students
4 462
Population
53 000

Savonlinna
Students
1 300
Population
33 000

Kouvola
Students
2 398
Population
81 000

Kotka
Students
3 298
Population
52 000





Programme content and course descriptions

During the eight weeks, students will explore a wide range of topics including:

Digital marketing and sales 4 cr (40 h contact lessons)

After completing this course, students are able to:

understand the digital marketing environment and the possibilities it offers to multichannel sales and marketing.

understand and describe customers' online purchasing behaviour.

use digital marketing tools and channels to support customers' decision making process and evaluate their effectiveness.

create effective content and find audiences for them by means of digital marketing.

Course Contents:

What are the components of multichannel digital marketing and sales?

How can customers' online purchasing and decision making process be supported by means of digital marketing and sales?

What has to be taken into account when creating effective content and how to find audiences for them?

What is a well-functioning website of a company like and how is traffic created and measured?

What is a well-functioning webstore like: layout, usability and implementation?

International Human Resources 4 cr (40 h contact lessons)

After completing this course, students are able to:

describe the human resources procedures in multicultural/international organisations

define the HRM development strategies for companies in an international context.

explain the processes of planning, recruitment, orientation, and training of employees in the international environment.

Course Contents:

What is the history of human resources management in different global regions?

How has the international nature of companies affected the growth and development of human resources?

How to recruit and select employees in the global environment?



Entrepreneurship 3 cr (30 h contact lessons)

After completing this course, students are able to:

- recognize the importance of entrepreneurship in the national economy
- evaluate the necessary personal skills and attitudes to be an entrepreneur
- identify the essential parts of the entrepreneurial process

Course Contents:

- Entrepreneurship challenge
- Business opportunities: business idea identification and development
- Building the business plan: financial, risk and marketing considerations
- Practices of creating a new enterprise

Business English, 4 cr (40 h contact lessons)

After completing this course, students are able to:

- use business English vocabulary actively
- use business vocabulary in presentations, meetings and negotiations with confidence
- find information and apply it in different work-related communication situations

Course Contents:

- English vocabulary and particular grammatical structures in business contexts
- International trade, commerce, marketing as well as finance, insurance and banking
- Presentations and pitching
- Meetings and negotiations
- Professional business communication, spoken and written

Example of the schedule

WEEK 1	Monday	Tuesday	Wednesday	Thursday	Friday
Module 1	Free	Business English 4 hours	Business English 4 hours	Entrepreneurship 3 hours	Entrepreneurship 3 hours
WEEK 2	Monday	Tuesday	Wednesday	Thursday	Friday
Module 1	Free	Business English 4 hours	Business English 4 hours	Entrepreneurship 3 hours	Entrepreneurship 3 hours
WEEK 3	Monday	Tuesday	Wednesday	Thursday	Friday
Module 1	Free	Business English 4 hours	Business English 4 hours	Entrepreneurship 3 hours	Entrepreneurship 3 hours
WEEK 4	Monday	Tuesday	Wednesday	Thursday	Friday
Module 1	Free	Business English 4 hours	Business English 4 hours	Entrepreneurship 3 hours	Entrepreneurship 3 hours
WEEK 5	Monday	Tuesday	Wednesday	Thursday	Friday
Module 2	Free	Digital Marketing and Sales 4 hours	Digital Marketing and Sales 4 hours	International Human Resources 4 hours	International Human Resources 4 hours
WEEK 6	Monday	Tuesday	Wednesday	Thursday	Friday
Module 2	Free	Digital Marketing and Sales 4 hours	Digital Marketing and Sales 4 hours	International Human Resources 4 hours	International Human Resources 4 hours
WEEK 7	Monday	Tuesday	Wednesday	Thursday	Friday
Module 2	Free	Digital Marketing and Sales 4 hours	Digital Marketing and Sales 4 hours	International Human Resources 4 hours	International Human Resources 4 hours
WEEK 8	Monday	Tuesday	Wednesday	Thursday	Friday
Module 2	Free	Digital Marketing and Sales 4 hours	Digital Marketing and Sales 4 hours	International Human Resources 4 hours	International Human Resources 4 hours



Free time activities

During the eight weeks, Xamk will provide students with a range of activities, including guided tours to Helsinki, the capital of Finland, and the second oldest town Porvoo. The tours will combine cultural activities and company visits. The exact dates of the tours will be announced shortly before the program starts.

Kotka - the city by the sea!

The programme will take place in one of our campus towns, Kotka.

Kotka is located in the Kymenlaakso region of southern Finland, 130km east of Helsinki. Kotka is defined by the Kymijoki river, which runs through it, the Gulf of Finland and the unique Finnish archipelago. Kotka is also one of the most important port towns in Finland.

With its rich maritime history, numerous attractions, breathtaking natural landscapes and diverse leisure activities, Kotka is one of the most attractive towns in Finland.

Contact person:
Oxana Alexandra Turko
oxana.turko@xamk.fi