



Itä-Suomen ICT-polku

COURSE DATA

BASIC INFO

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|------------------------|---|----------------|-------|
| Name | ICT – Introduction to Business Economics | | |
| Code | Savonia: ETY7000 Karelia: LTD7007 UEF: 3621428 | | |
| Name in Finnish | ICT – liiketoiminta ja yrittäjyys | | |
| Credits (ECTS) | 5 | Grading | 0 - 5 |
| Teaching period | 2S | | |
| Language | Finnish | | |
| Type | Savonia: mandatory course Karelia: elective course UEF/TKT: elective course | | |



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DESCRIPTION

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| Objectives | The student understands how an economy works and masters the basic concepts of economics. Economy as a target of analysis, consumer's and firm's behavior and the operation of markets. Macroeconomic phenomena such as unemployment, inflation, business cycles and economic policy. The student is able to describe the basic concepts and foundations of strategic management and explain how they are interrelated. The student can outline current issues and emerging trends in strategic management. Skills related: The student can define strategy, discuss the participants in the strategic management process, select appropriate strategic management tools to diagnose internal and external factors facing organization, explain the most commonly used corporate strategies, synthesize strategic management theory and concepts to explain competitive advantage in the era of globalization. |
| Content | Business processes; material and financial processes. Enterprise Types and business modes, structuring the business plan, business risk management. Auditing concepts and principles, auditing standards, auditor's legal liability and responsibilities, report, understanding of internal control. Financial markets and instruments, investments, principles of valuation, investment decision rules, financial structure of the firm. ICT-entrepreneurship; international ICT-business, acting in EU internal and external markets. Managing business knowledge: business model description. Business knowledge in organizational management. Business knowledge management: principles, practices and tools. |
| Modes of study | Lectures and theory related applied individual and group exercises, exam/s and mandatory project. Student will present group exercises at the lectures. |
| Study materials | To be announced at the start of the course. |
| Teaching methods | Contact and multimodal teaching. |
| Prerequisites | |
| Other issues | |