

CURRICULUMS EXECUTIVE MBA

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Note: there are not German versions for Bio & IT- Specialisations.



TURUN AMMATTIKORKEAKOULU
TURKU UNIVERSITY OF APPLIED SCIENCES

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New modification on IT Specialisation

TUAS ENGLISH MODULES

C o m m o n O b l i g a t o r y	Module	Code	Courses	Credits	total	Lecturer	Leader of Module
	Methodological Studies	E399101	Research Methods		5	Laura Heinonen, DSc (Econ.)	Laura Heinonen, DSc (Econ.)
	Marketing I	E399102	Introduction to Marketing	2,5	5	Ajaya Joshi, MSc	Ajaya Joshi, MSc
			Consumer Behaviour	2,5		William Degbey, MSc	
	Management I	E399103	Introduction to Business	2	5	Nicolas LeGrand, MBA	Nicolas LeGrand, MBA
			Organizational Behaviour	2		Otieno Mbare, PhD (Econ & BA)	
			Training& Coaching	1		Harvey Goldberg	
	Business Law	E399104	Commercial Law	2,5	5	Peter Sandell, MSI	Peter Sandell, MSI
			Company Law	2,5			
	Information Technology	E399105	Information Technology I	2,5	5	Otieno Mbare, PhD (Econ & BA)	Otieno Mbare, PhD (Econ & BA)
		Information Technology II	2,5				
Accounting & Controlling	E399106	Accounting	2,5	5	Zahir Kasi, MSc (Econ.)	Zahir Kasi, MSc (Econ.)	
		Controlling	2,5				



WWEDU GERMAN MODULES						
C o m m o n O b l i g a t o r y	Module	Code	Courses	Credits total	Lecturer	Leader of Module
	Methodological Studies	15104	Scientific Working	5	Mag. Dr. Martin Stieger, MBA	Mag. Dr. Martin Stieger, MBA
	Marketing I	15110	Services Marketing	2,5	Mag. Dr. Christa Zuberbühler, MBA MPA MSc	Mag. Dr. Christa Zuberbühler, MBA MPA MSc
		15106	Customer-oriented Behavior	2,5		
	Management I	15100	Introduction to Business and Organizational Behaviour	5	Prof. Dr. Christian Pracher	Prof. Dr. Christian Pracher
	Business Law	15102	Business Law	2	Mag. Dr. Siegfried Lachmair	
		15119	Company Law	1	Mag. Dr. Eva Wagner	
		15111	Tax Law	2	Mag. Dr. Martin Stieger, MBA	
	Information Technology		IT Basics	5	Manfred Peyer Mag. Reinhard Schröckner Thomas Greschitz	
Accounting & Controlling		Introduction to Accounting Introduction to Balance Sheet Analysis & in- Company Controlling	2,5 2,5 5	Mag. Dr. Johannes Brunner		



TUAS ENGLISH MODULES: GENERAL MANAGEMENT SPECIALISATION

C	Module	Code	Courses	Credits	total	Lecturer	Leader of Module
C o r e	Strategic Management	E399107	Strategic Management		5	Otieno Mbare, PhD (Econ & BA) William Degbey, MSc	Otieno Mbare, PhD (Econ & BA)
	International Marketing	E399108	International Marketing		5	Kati Antola Erja Haltia	Kati Antola
	Strategic Human Resource Management	E399109	Strategic Human Resource Management		5	Otieno Mbare, PhD Econ & BA	Otieno Mbare, PhD Econ & BA
E l e c t i v e s	E-business	E399135	E-business		5	Ajaya Joshi, MSc	Ajaya Joshi, MSc
	Global Logistics Management		Global Logistics Management		5	Nicolas LeGrand, MSc	Nicolas LeGrand, MSc
	Project Management	E399140	Project Management		5	Otieno Mbare, PhD (Econ & BA)	Otieno Mbare, PhD (Econ & BA)
	Marketing II	E399113	Integrated Marketing Business Marketing Psychology of Advertising	2 2 1	5	Ajaya Joshi, MSc Ajaya Joshi, MSc Harvey Goldberg	Ajaya Joshi, MSc
	Communication Studies	E399114	Cross-cultural Communications International Business Negotiations	2,5 2,5	5	Nihayla Viljainen, Erja Haltia Harvey Goldberg	Nihayla Viljainen,
	International Law	E399115	Introduction to International Law International Trade Law	2 3	5	Peter Sandell, MSI. Peter Sandell, MSI.	Peter Sandell, MSI.
	Leadership	E399116	Leadership		5	Otieno Mbare, PhD (Econ & BA)	Otieno Mbare, PhD (Econ & BA)
	International Business Strategies	E399117	International Business Strategies		5	William Degbey, MSc Foster Ofosu, MSc	William Degbey, MSc
	Marketing III	E399118	Strategic Mktg Mgt Social Marketing	3 2	5	William Degbey, MSc Otieno Mbare, PhD (Econ & BA)	William Degbey, MSc
	International Political Economy	E399119			5	Foster Ofosu, MSc	Foster Ofosu, MSc
	Managing non-profit Org.	E399120			5	Pia Nurmi, MSc.	Pia Nurmi, MSc.
	Disaster and Relief Mgt	E399121			5	Otieno Mbare, PhD (Econ & BA)	Otieno Mbare, PhD (Econ & BA)
	Innov. & Tech Management	E399122	Innovation Systems Innov. Developm P	2,5 2,5	5	Laura Heinonen, DSc William Degbey, MSc Foster Ofosu, MSc	William Degbey, MSc

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WWEDU GERMAN MODULES: GENERAL MANAGEMENT SPECIALISATION

C	Module	Code	Courses	Credits	total	Lecturer	Leader of Module
o	Strategic Management	15118	Strategic Management			Dipl. Ing. Dr. Alfred Wagner PhD	Dipl. Ing. Dr. Alfred Wagner PhD
					5		
	International Marketing	15122	International Marketing			Mag. Dr. Martin Stieger, MPA MBA	Mag. Dr. Martin Stieger, MPA MBA
					5		
	Strategic Human Resource Management	15109	Human Resource Management			Mag. Elfriede Furtmüller, MBA	Mag. Elfriede Furtmüller, MBA
					5		
E	Logistics	15123	Logistics			Dr. Siegmund Priglinger	Dr. Siegmund Priglinger
					5		
	Project Management	15120	Project Management			Dr. Frank Edelkraut	Dr. Frank Edelkraut
					5		
	Public Relations	15105	Public Relations			Mag. Dr. Claudia Ulamec	Mag. Dr. Claudia Ulamec
					5		
	Information & Process Management	15112	Information and Process Management			Dr. Siegmund Priglinger	Dr. Siegmund Priglinger
					5		
	International Law	15103	EU and International Relations I	2,5		Univ. Prof. Dr. Sigmar Stadlmeier, LL.M.	Univ. Prof. Dr. Sigmar Stadlmeier, LL.M.
		15107	EU and International Relations II	2,5			
				5			
Corporate Governance Management Consulting	15117	Corporate Governance Management Consulting			Mag. Dr. Siegfried Lachmair	Mag. Dr. Siegfried Lachmair	
				5			
Social Management	15124	Social Management			Mag. Dr. Claudia Ulamec	Mag. Dr. Claudia Ulamec	
				5			
Non-profit Organisations	15116	Managing non-profit organisations			Mag. Dr. Claudia Ulamec	Mag. Dr. Claudia Ulamec	
				5			
Crisis and Disaster Management	15121	Crisis and Disaster Management			Prof. Dr. Alexander Siedschlag, MA	Prof. Dr. Alexander Siedschlag, MA	
				5			
Technics and Technology	15115	Technics and Technology Management			Dr. Siegmund Priglinger	Dr. Siegmund Priglinger	
				5			

TUAS ENGLISH: BIO-BUSINESS SPECIALISATION

C	Module	Code	Courses	Credits	total	Lecturer	Leader of Module
C o r e	Innovation Systems		Innovation Systems		5	Laura Heinonen, DSc (Econ.)	Laura Heinonen, DSc (Econ.)
	Innovation and New Venture Creation		Innovation and New Venture Creation		5	Laura Heinonen, DSc (Econ.)	Laura Heinonen, DSc (Econ.)
	Intellectual Property Rights in Biotechnology		IPR in Biotechnology		5	Tim Sampson, MSI	Tim Sampson, MSI
E l e c t i v e s	International Technology Transfer		International Technology Transfer		5	Foster Ofosu, MSc	Foster Ofosu, MSc
	Strategic Management	E399107	Strategic Management		5	Otieno Mbare, PhD (Econ & BA) William Degbey, MSc	Otieno Mbare, PhD (Econ & BA)
	Life Science Studies		Life Science Studies		5	Margita Engström, DSc	Margita Engström, DSc
	High- Tech Marketing	E399128	High-Tech Marketing		5		
	Leading a Biotech Firm		Corporate Governance Leadership	2,5 2,5	5	Piia Nurmi, Msc Otieno Mbare, PhD (Econ & BA)	Otieno Mbare, PhD (Econ & BA)
	The Science of Drug Development		Drug Development Process The Bus of Drug Development	2,5 2,5	5	Sanna Paakkonen, MSc	Sanna Paakkonen, MSc
	The Business of Pharma and Biotech Industries		The Business of Pharma and Biotech Industries		5	Margita Engström, DSc	Margita Engström, DSc



TUAS ENGLISH: IT-BUSINESS SPECIALISATION

	Module	Code	Courses	Credits	total	Lecturer	Leader of Module
C o r e	Global Innovation Development in IT	E399138	Global Innovation Development in IT		5		
	Information Technology II	E399134	Information Technology II		5	Otieno Mbare, PhD (Econ & BA)	Otieno Mbare, PhD (Econ & BA)
	Intellectual Property Rights for IT	E399133	IPR for IT		5	Tim Sampson, MSI	Tim Sampson, MSI
E l e c t i v e s	E-business	E399135	E-Business		5	Ajaya Joshi, MSc	Ajaya Joshi, MSc
	The Giant of Telecommunications	E399136	The Giant of Telecommunications		5		
	High-Tech Marketing	E399128	High-Tech Marketing		5		
	Knowledge Management	E399137	Knowledge Management		5	Nicolas LeGrand, MSc	Nicolas LeGrand, MSc
	Software Development Process	E399132	Software Development Process		5		
	Outsourcing IT Services	E399139	Outsourcing IT Services		5		
	International Business Strategies	E399117	International Business Strategies		5	Foster Ofosu, MSc William Degbey, MSc	William Degbey, MSc
	Project Management	E399140	Project Management		5	Otieno Mbare, PhD (Econ & BA)	Otieno Mbare, PhD (Econ & BA)



CURRICULUM Emba - General Management

		TUAS ENGLISH MODULES			WWEDU GERMAN MODULES			
C o m m o n O b l i g a t o r y	Module	Courses	Credits total	Module	Courses	Credits	total	
	Methodological Studies	Research Methods	5	Methodological Studies	Scientific Working	5	5	
	Marketing I	Intro to Marketing Consumer Beh	2,5 2,5	Marketing I	Services Marketing Customer-oriented Beh	2,5 2,5	5	
	Management I	Intro to Business Orgzational Beh Training& Coach	2 2 1	Management I	Intro to Bus. & Org. Beh (no T&C available)	5	5	
	Business Law	Commercial Law Company Law (no Tax available)	2,5 2,5	Business Law	Commercial Law Company Law Tax Law	2 1 2	5	
	IT	IT I IT II	2,5 2,5	IT	IT Basics	5	5	
	Accounting& Controlling	Accounting Controlling	2,5 2,5	Accounting& Controlling	Intro to Acctg Intro to Bce Sheet Ana- lysis & in-Co Controlling	2,5 2,5	5	
	Strategic Management		5	Strategic Management			5	
	Intl Marketing		5	Intl Marketing			5	
	SHRM		5	HRM			5	

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E l e c t i v e s	E-business		5		Not available		
				5			
	Global Logistics Management		5		Logistics		5
				5			5
	Project Management		5		Project Management		5
				5			5
	Marketing II	Integrated Mktg	2		Public Relations		5
		Business Mktg	2				5
		Psycho of Ad	1	5			
	Communication Studies	Cross-cult Comm.	2,5		Info & Process Mgt		5
		Intl. Bus. Neg.	2,5				5
				5			
	International Law	Intro to Intl Law	2		International Law	EU & Intl Relations I	2,5
		Intl Trade Law	3			EU & Intl Relations II	2,5
				5			5
Leadership	Leadership	5		Corporate Governance Management Consulting		5	
			5			5	
Intl Business Strategies		5		Not available			
			5				
Marketing III	Strategic Mktg Mgt	3		Social Management		5	
	Social Marketing	2				5	
			5				
International Political Economy		5		Not available			
			5				
Managing non-profit Org.		5		Non-profit Organisations		5	
			5			5	
Disaster and Relief Mgt		5		Crisis and Disaster Mgt		5	
			5			5	
Innov. & Tech Management	Innovation Systems	2,5		Technics and Technology		5	
	Innov. Developm P	2,5				5	
			5				