



# eCAMPUS

## COURSE LIST AND CONTENT SUMMARIES

Distance Learning Study Program



## GENERAL COURSE STRUCTURE

By joining the eCampus students have the chance to attend additional distance learning courses in the fields of Economics, Marketing, Sociology and Politics. All the courses taught from distance, can be joined independent from place and time, which gives you the ultimate flexibility to combine your study abroad experience with a great variety of academic courses.

All courses are based on the same learning methods, assessed in the same way, taught by international professors from all around the world and require the same workload.

### LEARNING METHODS

You will study with CLANED, a leading distance learning platform developed in Finland, Europe. In CLANED, you will enter a virtual classroom and learn with the aid of articles, online presentations, video presentations, interactive workshops, and project work. In addition to that, you will engage in interactive quizzes and assignments.

### ASSESSMENT AND EVALUATION

Throughout the student journey in the distance learning study course, students will encounter weekly quizzes and assignments. In addition to that, they will face midterm exams after the first six sessions, and the final exam after the last online class has been completed. To complete a distance learning course, students must pass all quizzes and exams as students must pass examinations to unlock the following study contents.

The assessment and evaluation in each distance learning course include detailed performance analytics and grades, given in %. In addition, each student will receive certification about study behavior analytics, including weekly study times, information about the study frequency, measured attendance, and total accumulated study time.

### WORKLOAD

#### 14 Sessions

		Sessions per semester														TOTAL hrs		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments	2	2	2	2	2	2			2	2	2	2	2	2	2		26
	Workshops											4						4
	Exam preparation							5								5		10
	Case Studies					4												4
	Self Study		2		2					2		2		2				10
	Preparation for class	2	2	2	2	2	2			2	2	2	2	2	2	2	2	26
	Follow-up for class	1	1	1	1	1	1			1	1	1	1	1	1	1	1	14
	Final essay paper																10	10
	Course evaluation																2	2
																		<b>106</b>
HRS OF EXAMS									2							2	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~2	2	2	2	2	2	2	2		2	2	2	2	2	2	2	28	
		<b>TOTAL WORKLOAD PER COURSE (HOURS)</b>														<b>138</b>		
		<b>TOTAL ECTS</b>														<b>5</b>		

## **COURSE SUMMARIES**

### **ECF1C01 Economic Development and Growth Challenges**

The course "Economic development and growth challenges" deals with the fundamental issues in economic development. The emphasis will be on the economy-wide aspects of economic growth and development, referencing the international dimensions of national development policymaking. Part of the course deals with the basic approach to presenting relevant theories, examining their validity, and investigating alternative models while drawing out their policy implications. Students will learn about significant policy issues discussed with case studies in selected developing countries. An integral part of the course is mentoring students to collect and interpret data on developing economies.

### **ECF1C02 International Trade, Finance and Monetary Systems**

The course concentrates on the microeconomics and macroeconomics of international trade. First, students will examine the gains from trade, the determinants, and global trade patterns. This will be followed up by the effects of trade on income distribution, all in dimensional models and with the support of case studies. Students will have discussions about extensions to higher dimensions. In the last focus areas of the course, students will turn to trade policies and analyze a set of arguments, both traditional and more recent, for active trade and industrial policies.

### **ECF1C03 Operations Management in the 21st century**

This course will introduce the concepts, principles, problems, and operations management practices in daily business. The emphasis will be on managerial processes for effective operations in both goods-producing and service-rendering organizations. Topics include inventory control, operations strategy, capacity planning, process design, forecasting, production scheduling, quality assurance, facilities location and design, and project management. The topics are integrated using a systems model of the operations of an organization.

### **ECF1C04 Human Capital Management**

The course "Human Capital Management" (HCM) investigates the relationship between the management of people and the effect on an organization's strategic targets and objectives. Specific topics covered include job analysis and job design, human resource planning and strategy, performance appraisal and performance-related compensation models, employee equipment and selection, learning and career management, employment relations, international human resource management, and diversity management.

### **ECF1C05 Supply Chain Management and Digitalization**

Global economic integration and global business competition require firms to design products for global markets, rationalize their purchasing decisions, and take production and

distribution accordingly. Logistics play an essential role in the international supply chain strategies of today's businesses and organizations to facilitate such business activities. The course will investigate the main issues in global logistics and supply chain management to teach a comprehensive understanding of their strategic importance to firms. During the course, students will place international logistics and supply chain management in international business. After discussing core concepts, supply chain strategies, and international logistics operations, the student will be introduced to the operational aspects of global logistics, the roles of inventory management, international payment, and information systems in an organization's international operation.

### **ECF2C06 Advertising and Creativity in Consumer Societies**

This course, "Advertising and creativity in consumer societies" introduces the theoretical framework of advertising and links the role of advertising to the broader marketing communications context. Specific topics include effective brainstorming, creativity, integrating marketing communication, identifying promotional opportunities, corporate and brand image, advertising management, advertising design, media selection, consumer promotions, and public relations.

### **ECF2C07 Branding Strategies and Reputation Building**

The course "Branding strategies and reputation building" aims to enable students to gather the knowledge and capacities to understand and analyze brand and branding management from a corporate and consumer perspective. Students will be carefully studying the key concepts surrounding the subject of branding, such as corporate perspectives, the development of a brand and brand architecture, the definition and role of the marketing mix, integrated marketing communication, brand management, and consumer perception in branding; etc.

### **ECF2C08 Digital Marketing**

The ever-evolving Internet has become substantial for a business to integrate digital marketing efforts into its overall marketing strategy. Students in this course will explore the development, production, and implementation of digital marketing strategies including, email marketing, web-based marketing, search engine optimization, paid online advertising, and social media management. In addition, the course will introduce tools to measure and evaluate the effectiveness of digital marketing campaigns that are designed to improve the consumer experience. New trends and key opportunities for innovation will be investigated with the help of case studies.

### **ECF2C09 Public Relations**

The course "Public Relations" introduces internationally recognized and major theoretical concepts and applications of marketing in subfields of Public Relations. Hence, this course will address multidisciplinary theoretical issues related to PR, echoing in relationship development with stakeholders in an organizational context. The course is designed to

encourage students to critically consider PR practices and apply the theories in real-life scenarios.

### **ECF2C10 Visual Storytelling**

In this course, students will explore visual storytelling techniques for the attainment of desired storytelling effects. It includes character development, using shot techniques, camera, lights, props and background elements, master plots and marketing planning, one and multi-panel cartoons, comics, storyboards, animations, and story-reels in social media.

### **ECF3C11 International Political Economics**

In the course “International Political Economics,” students will investigate situations that arise when the interaction between politics and economics. Instead of understanding the impact of different policies on the economy, students will also consider how other economic conditions shape policies. Furthermore, the course introduces the most used strategies to model the relationship between economics and politics.

### **ECF3C12 Public Affairs and Non-market Strategies**

The course “Public affairs and non-market strategies” explores communication structures and habits and their relation to government structure and other socio-political elements within societies. Students will investigate responsibilities and relationships between government departments and understand processes of decision and policymaking. The course considers concepts related to influence, power, norms and values, and political involvement.

### **ECF3C13 Global Governance and International Organizations**

The course “Global governance and international organizations” aims to introduce students to global governance as an expression of sets of international rules that govern the functioning of international relations. These rules derive mostly from global organizations, such as the United Nations, the G20, the International Monetary Fund, etc. Therefore, students will take a deeper look into political, financial, economic, and commercial factors, determine the impact of actions by certain persons, institutions, or markets.

### **ECF3C14 Public Opinion and Political Communication**

The course “Public opinion and political communication” will provide an overview of communication techniques and their role in business. This course showcases how communication skills affect human interaction. Special attention will be paid to topics such as intercultural communication skills, interpersonal communication, group communication. Another integral element of this course is to elaborate on how to interpret verbal and nonverbal communication.

## **ECF3C15 Climate Change and Environmental Politics**

Climate change is an essential topic as it affects every human on our planet. This course aims to address the complexity of climate change as one problem by bringing together the economics and policy solutions currently in place. Through this course, students will address several important topics, such as the scientific basis of climate change, the impact of climate change on human well-being and the global flora and fauna, international climate change policies, and the sources of climate change. At the end of this course, students will investigate several future scenarios, depending on the development of climate change in the near future.

## **ECF4C16 Building Powerful Relationships**

The course “Building powerful relationships” is designed to investigate the correlation of great leadership and business relationships. Students will learn how to think and act effectively to build high quality relationships with stakeholders. The course will understand that in today's fast paced world, high quality relationships enable effective individual growth and adaptation to change. Supported by case studies, students will get insights into organizations where knowledge is the basis for competitive advantage and where high-quality relationships between people enable more effective individual and organizational learning. Another crucial element of this course is to get the understanding of how high-quality relationships in organizations build individual commitment and cooperation. Thus, create job security.

## **ECF4C17 Aid Development and Social Entrepreneurship**

Social entrepreneurs are change ambassadors that use social enterprises and social innovations to address vast social problems. In the course “Aid development and social entrepreneurship,” students will examine the practice of identifying, starting, and growing successful mission-driven social ventures that thrive by innovations. Among other topics, students will learn about poverty alleviation, energy, health, and sustainability issues and about strategies to overcome these challenges.

## **ECF4C18 Consumer Behavior and Decision Making**

Decision-making plays a fundamental role in both our business and personal lives. It is one of the most essential business skills, regardless of your position at work. Decision-making means change, improvement, development, or enhancement of people, processes, products, and outcomes. At work, it is a crucial component of problem-solving which is a challenge that is repeatedly faced. Employees who can master the skill of making the right decisions take the businesses forward and consequently develop their careers faster than others. The course “Decision Making” aims to give students the skills that will help them to understand decisions, define problems, evaluate options, and make the best choices.

## **ECF4C19 Consumer Societies**

We commonly hear that modern societies place extreme significance on money and material possessions - that we live in a "consumer society." The course "consumer societies" takes an approach to studying consumerism by reviewing academic research from various theoretical and applied perspectives. Students will investigate how consumerism influences individual behaviors, economic performance, social welfare, culture, and environmental quality. Students will learn about consumerism's positive and negative impacts on individuals and societies and understand the differences in different economic systems. Lastly, students will explore personal choices as members of a consumer society.

## **ECF4C20 Human Rights**

The course "Human Rights" has been designed to address the study of peace and conflict resolution, international law, international politics, and international development. At the beginning of the course, students will get insights into the global human rights movement's philosophical and political foundations and discuss universality, culture, and human rights. Students will learn about the methodology of human rights fact-finding. The course will challenge students to think as human rights advocates in examining specific foreign policy. They will discuss the use of military force to promote human rights, the development of international criminal courts, truth commissions, and other attempts at justice. Lastly, they will learn about humanitarian and human rights law, get an introduction war crime, crimes against humanity, and the human rights dimensions of terrorism.