



INTERNATIONAL STUDENTS AS A RESOURCE

Added value from academic research

Are you losing customers? Cannot figure out how your business could benefit from social media? Got a request for an offer from abroad and need someone to evaluate the best way to start internationalization?

Would you consider a young and business-oriented mind as an answer?

The core of the Savonia University of Applied Sciences' Business Degree Programme deals with the practicalities of global business and internationalisation of SMEs. The thesis is the capstone of the programme, meant to develop and demonstrate the knowledge and skills acquired during the studies by a hands-on, practical project.

Our students are internationally oriented future business movers and makers, and have a lot to give. A thesis by one of them could be a marketing development project, survey on personnel satisfaction, evaluation of investment alternatives or something that needs deeper background information search. Each student will also be nominated with a substance supervisor from the school to make sure of the validity of the work.

- The contract is signed by the student, the thesis topic provider and a supervisor representing the school.
- The scope of thesis is 15credits, meaning 400 hours of student work, including reporting.
- No legal employer obligations are involved.
- Compensation for the student can be negotiated, but no fees are charged by the school.
- The student will get ECTS points for the work, and details of the thesis will appear in the diploma.



Student researchers are a great opportunity for businesses in development or other projects. A fresh outlook on things, backed up by an expert teacher.

**Typical topics may be for example:**

- Marketing campaign planning
- Evaluation of market potential abroad
- Planning distribution channels
- Customer satisfaction survey
- Benchmarking competitors' social media behavior
- Brand image survey
- Comparing new business modes
- Website development

What we would ask of you:

- Proper introduction of the company, business field and the goal of the research
- Guidance and access to relevant members of staff and information
- Permission to publish the work in the national thesis data base
- Possible feedback discussion with the student at the end of thesis process



Got interested?

Do not hesitate to contact us at any time!

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