Hämeen Ammattikorkeakoulu

Degree Programme in International Business

DESCRIPTION OF FUTURE CAREER OPPORTUNITIES:

The Degree Programme in International Business provides education leading to the Bachelor of Business Administration (BBA) degree. The language of instruction in the programme is English.

The study programme prepares students for careers of professional expertise where the competence areas are marketing in global markets and managerial processes in the international business field.

The career positions for the graduates can be obtained both in Finland and abroad. The professional positions may include: Marketing Assistant, Assistant Controller, HRD Coordinator, Project Manager, Sales Manager, Department Manager, Regional Manager, Category Manager as well as Entrepreneur.

DESCRIPTION OF COMPETENCES:

The objective of the Degree Programme in International Business is to provide the students with the professional competencies needed in an international work environment. This promotes the internationalisation of the region’s economy by helping firms to utilize the opportunities provided by the open markets and to compete successfully with other international firms. The degree programme implements this objective by preparing competent multi-skilled and creative practitioners of international business.

BBA’S PROFESSIONAL PROFILE IS AS FOLLOWS:

BBA is international, customer-oriented, analytical and profit-conscious. BBA is able to create and develop long-term, profitable customer relationships as well as other networks in an international and multi-cultural business environment. BBA is able to plan, organise and manage international business operations in a responsible, efficient, and profitable way, both as an individual and as a team member. BBA is able to communicate in more than one language and using multiple communication tools and media. In his or her actions, a BBA is aware of the importance of continuous personal development and ethical responsibility.

STUDY PATHS:

The development of competences is expressed in the study plan on an annual basis. The development objects during the first academic year are for example: learning skills and information search (meta skills), basic business concepts (economic thinking, marketing), social skills and team working skills (organisation behaviour), language and communication skills, knowledge of various cultures, customer-orientation, basics of accounting, flexibility, openness, creativity, high degree of initiative and adaptability.

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**BBIB16A-1034 Innovative Industrial Business** 15

- IB00BE85  Digital Industrial Service Business 3 3
- IB00BE86  Circular Economy 3 3
- IB00BE87  Collaborative Customer Relationship Management 3 3
- IB0804    Supply Chain Management 3 3
- IB00BE88  Digital Marketing 3 3

**BBIB16A-1032 Marketing Dynamics** 15

- LT00BG12  Marketing Trends 5 5
- LT00BG13  Creating Value for Customer 5 5
- LT00BG14  Intercultural Business Competence 5 5

**BBIB16A-1030 Global Fashion Business I** 15

- MU2801    From idea to product in fashion business 0
- MU2802    Management of fashion supply chain 0
- MU2803    International fashion branding and marketing 0

**BBIB16A-1012 Strategic Management** 15

- IB00BE95  Concepts and Models of Strategic Thinking 5 5
- IB00BE96  Process of Strategy Work 5 5
- IB00BE97  Organic and External Growth Strategies 0
- IB00BE98  Strategic Management Accounting 5 5

**BBIB16A-1026 Doing Business in Europe** 15

- IB00BG24  European Markets 5 5
- IB00BG25  Market Entry Project 5 5
- IB00BG26  European Markets Project 5 5

**BBIB16A-1011 Human Resource Management** 15

- IB00BE89  Human Resource Management 5 5
- IB00BE90  Leadership and Organizational Development 5 5
- IB00BE91  Change Management 5 5
- LT00BG07  Työlläisäädäntö ja palkanlaskenta 0

**BBIB16A-1031 Global Fashion Business II** 18

- MU00BE99  Entrepreneurship in Fashion 3 3
- MU00BF01  Retail Management 6 6
- MU00BF02  Marketing in Fashion Retail 6 6
- MU00BF04  Digital Marketing 3 3

**BBIB16A-1027 Doing Business with the Chinese** 15

- IB00BF00  Basics of the Chinese Markets 4 4
Osaamistavoitteet
The student will be capable of taking responsibility for his own as well as collaborative learning and sharing information in teams. The student understands the basic concepts behind the operations of business enterprise.

Sisältö
This Theme is a part of Module: Working Community Competences.

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BBIB16A-1000 Ydinosaaminen: 135 op

BBIB16A-1033 Working Community: 15 op

Osaamistavoitteet
The student will be capable of taking responsibility for his own as well as collaborative learning and sharing information in teams. The student understands the basic concepts behind the operations of business enterprise.

Sisältö
This Theme is a part of Module: Working Community Competences.

IB00BE41 Study and Working Life: 3 op

Sisältö
Working Community, 15 CR

The student will be capable of taking responsibility for his own as well as collaborative learning and sharing information in teams. The student understands the basic concepts behind the operations of business enterprise.

Sisältö
This Theme is a part of Module: Working Community Competences.

IB00BE42 Business Functions: 2 op

Sisältö
This Theme is a part of Module: Working Community Competences.

IB00BE43 Principles of Marketing: 3 op

Sisältö
This Theme is a part of Module: Working Community Competences.

IB00BE44 Practical Finnish 1: 3 op

Sisältö
This Theme is a part of Module: Working Community Competences.

IB00BE45 Swedish 1: 3 op
Sisältö
This Theme is a part of Module: Working Community Competences.

IB0304 Business Mathematics: 3 op
Sisältö
This Theme is a part of Module: Working Community Competences.

IB00BE46 Finnish Judicial System: 1 op
Sisältö
This Theme is a part of Module: Working Community Competences.

BBIB16A-1021 International Operations: 15 op

Osaamistavoitteet
This module provides the student with the competencies to operate in an international environment. This comprises sophisticated e-business and ERP solution deployed in an international trade context as well as skills to utilize advanced methods addressing globalization challenges. The module will also prepare the student to utilize diverse languages.

The Student
* Is able to recognize and develop sophisticated e-business and ERP solutions
* Is able to proactively manage globalization challenges
* Is able to develop successful engage in international trade activities
* Is able to negotiate and discuss in English during diverse business situations
* Is able to negotiate and discuss in Swedish during diverse business situations
* Non-Finns: Is able to communicate in Finnish in simple social situations related to his/her immediate daily life (A1)

IB00BE53 Introduction to e-business and ERP: 3 op

Osaamistavoitteet
International Operations, 15 CR

This module provides the student with the competencies to operate in an international environment. This comprises sophisticated e-business and ERP solution deployed in an international trade context as well as skills to utilize advanced methods addressing globalization challenges. The module will also prepare the student to utilize diverse languages.

The Student
* Is able to recognize and develop sophisticated e-business and ERP solutions
* Is able to proactively manage globalization challenges
* Is able to develop successful engage in international trade activities
* Is able to negotiate and discuss in English during diverse business situations
* Is able to negotiate and discuss in Swedish during diverse business situations
* Non-Finns: Is able to communicate in Finnish in simple social situations related to his/her immediate daily life (A1)
Sisältö
This Theme is a part of Module: International Operations.

IB00BE54 Globalization: 3 op

Sisältö
This Theme is a part of Module: International Operations.

IB00BE55 International Trade: 3 op

Sisältö
This Theme is a part of Module: International Operations.

IB00BE56 Working English: 3 op

Sisältö
This Theme is a part of Module: International Operations.

IB00BE57 Practical Finnish 2: 3 op

Sisältö
This Theme is a part of Module: International Operations.

IB00BE58 Swedish 2: 3 op

Sisältö
This Theme is a part of Module: International Operations.

BBIB16A-1020 Operational Environment: 15 op

Osaamistavoitteet
The student becomes familiar with business environment, and in particular entrepreneurship, including such areas as: innovation, creativity, argumentation, finance and economics.

Student
• Is able to analyze the national, regional and global environment in which a business enterprise operates and appreciates economic interdependencies
• Is able to comprehend different company modes and understands the entrepreneurial process and activities, as well as the importance of entrepreneurship to the economy.
• Is able to act in an innovative and creative way
• Is able to understand the principles of accounting and the practical implementation of financial accounting, and is able to prepare the journal, ledger and financial statements of a small firm.

IB00BE48 Economics: 3 op
Osaamistavoitteet
Operational Environment, 15 CR

The student becomes familiar with business environment, and in particular entrepreneurship, including such areas as: innovation, creativity, argumentation, finance and economics.

Student
• Is able to analyze the national, regional and global environment in which a business enterprise operates and appreciates economic interdependencies
• Is able to comprehend different company modes and understands the entrepreneurial process and activities, as well as the importance of entrepreneurship to the economy.
• Is able to act in an innovative and creative way
• Is able to understand the principles of accounting and the practical implementation of financial accounting, and is able to prepare the journal, ledger and financial statements of a small firm.

Sisältö
Is part of Operational Environment module

IB00BE49 Innovation and Business Opportunities: 4 op

Sisältö
Is part of Operational Environment module

IB00BE50 Principles of Accounting: 3 op

Sisältö
Is part of Operational Environment module

IB00BG27 Argumentation: 2 op

Sisältö
Is part of Operational Environment module

IB00BE52 Professional English: 3 op

Sisältö
Is part of Operational Environment module

BBIB16A-1022 Entrepreneurial Environment: 15 op

Osaamistavoitteet
The student understands the entrepreneurial processes and activities from business and legal perspectives. The student absorbs entrepreneurial and managerial skills.

Student
* is able to comprehend different company modes and understand the entrepreneurial process and
activities, as well as the importance of entrepreneurship to the economy
* is able to manage the business planning process; plan and organize profitable business
  operations, set objectives, serve customers and sell in a profitable way
* is able to develop core entrepreneurial and intrapreneurial skills like ethical, communicative and
  social, problem solving, decision making, risk taking competencies and international business
  awareness within the legal framework
* is able to identify and implement leadership and managerial skills, understand and use the various
  forms of formal and informal communication, and fine-tune the meeting, presentation and feedback
  skills necessary for effective communication within an organization

IB0403 Business Planning Process: 5 op

Osaamistavoitteet
Entrepreneurial Environment, 15 CR

The student understands the entrepreneurial processes and
activities from business and legal perspectives. The student
absorbs entrepreneurial and managerial skills.

Student
* is able to comprehend different company modes and understand the entrepreneurial process and
  activities, as well as the importance of entrepreneurship to the economy
* is able to manage the business planning process; plan and organize profitable business
  operations, set objectives, serve customers and sell in a profitable way
* is able to develop core entrepreneurial and intrapreneurial skills like ethical, communicative and
  social, problem solving, decision making, risk taking competencies and international business
  awareness within the legal framework
* is able to identify and implement leadership and managerial skills, understand and use the various
  forms of formal and informal communication, and fine-tune the meeting, presentation and feedback
  skills necessary for effective communication within an organization

Sisältö
This Theme is a part of Module: Entrepreneurial Environment.

IB00BE61 Legal Environment of an Entrepreneur: 3 op

Sisältö
This Theme is a part of Module: Entrepreneurial Environment.

IB00BE62 Negotiations: 2 op

Sisältö
This Theme is a part of Module: Entrepreneurial Environment.

IB0204 Organizational Communication: 3 op

Sisältö
This Theme is a part of Module: Entrepreneurial Environment.
IB00BL19 IT-Tools: 2 op

Sisältö
Is part of Operational Environment module

BBIB16A-1023 Business Operations: 15 op

Osaamistavoitteet
The student gets familiar with business functions such as marketing, selling, team working and business communication by planning, implementing and analyzing a real business project.

The student

• Is capable to plan, execute, document and control business projects
• Is capable to work as a project team member and a project leader
• Is capable to examine human behaviour in a work environment and determine its impact on job structure, performance, communication, motivation, leadership
• Is able to communicate in a cross cultural environment
• Is familiar with the principles of marketing an event by using advanced communication tools
• Is capable to assess as an individual; problem handling, career development, and professional growth

IB00BE65 Business Operations Project 1: 6 op

Sisältö
This Theme is a part of Module: Business Operations.

IB00BL42 Organizational Behaviour: 3 op

Sisältö
This Theme is a part of Module: Business Operations.

IB0603 Cross Cultural Communication: 3 op

Sisältö
This Theme is a part of Module: Business Operations.

IB0604 Professional Skills: 3 op

Sisältö
This Theme is a part of Module: Business Operations.

BBIB16A-1006 Business Competences: 15 op

Osaamistavoitteet
The student gets familiar with business functions such as marketing, selling, financing, team working and business communication by planning, implementing and analyzing a real business project.

The student
* Is capable to plan, execute, document and control business projects
* Is capable to work as a project team member and a project leader
* Is able to plan and implement business communication
  (Finns)
* Is able to use plain Finnish in daily social situations e.g. in transactions and is familiar with the business theme vocabulary and contents (A1.3) (non-Finns)
* Is familiar with the principles of marketing an event by using advanced communication tools
* Has profound selling skills
* Has financial awareness of costs and budgeting
* Comprehends the basic concepts of cost accounting, cost behavior, and product costing, and can use managerial accounting techniques to assist decision making, can prepare the master budget of the company

**IB00BE66 Business Operations Project 2: 9 op**

**Sisältö**
This Theme is a part of Module: Business Competences.

**IB0602 Management Accounting: 3 op**

**Sisältö**
This Theme is a part of Module: Business Competences.

**IB00BE67 Practical Finnish 3: 3 op**

**Sisältö**
This Theme is a part of Business Competences.

**IB0605 Asiantuntijaviestintä: 3 op**

**Sisältö**
This Theme is a part of Module: Business Competences.

**BBIB16A-1024 Research and Development: 15 op**

**Osaamistavoitteet**
The student will understand the principles of research work and is able to write scientific articles using professional English language and applying diverse sophisticated research tools.

The student
* can apply an analytical, investigative and reflective working method in order to develop their professional skills
* knows the main principles of planning and implementing a research project
* is capable of drafting a research plan and questionnaire
* is able to assess different methods of collecting and analyzing data
* is able to choose the best possible methods for acquiring the appropriate information in markets
* has knowledge of his/her own field-specific terminology and is able to utilize his/her language skills
* is able to achieve an oral and written level of English with which he/she can communicate

**IB00BE74 Introduction to Research and Development: 2 op**

Sisältö
This is a part of the Module Research and Development.

**IB00BL20 Business Statistics: 3 op**

Sisältö
This is a part of the Module Research and Development.

**IB00BE75 Research Writing Skills: 3 op**

Sisältö
This is a part of the Module Research and Development.

**IB00BE76 Research Project: 7 op**

Sisältö
This is a part of the Module Research and Development.

**BBIB16A-1007 Work Placement: 30 op**

**Osaamistavoitteet**
Training is supervised learning with the client. The aim is to utilize professional skills and to increase practical skills.
• be able to obtain a traineeship and / or locations, and possibly combined with the thesis placements
• are able to work in the workplace using workplace practices
• be able to use the information systems operations
• are able to work in their work guided by the employee

**IB00BF09 Work Placement 1: 15 op**

Sisältö
This is a part of the Module Work Placement.

**IB00BF10 Work Placement 2: 15 op**
This is a part of the Module Work Placement.

**BBIB16A-1009 Profiloiva osaaminen: 123 op**

**BBIB16A-1034 Innovative Industrial Business: 15 op**

**Osaamistavoitteet**
This module provides the student with the competencies to develop and market industrial services in an international business environment and in a circular economy where understanding and skills of conceptualization/commercialization of services, digital marketing and supply chain management is required.

The student

* Understands the crucial role of digital industrial service business as a competitive tool in today's business operations
* Is able to develop and market globally industrial services as a part of a product offer
* Recognizes the central role and the opportunities of circular economy
* Identifies the importance of Collaborative Customer relationship management in which the various departments of a company, such as sales, technical support, and marketing, share information collected from interactions with customers.
* Is able to analyze and develop supply chain and suppliers and recognizes the value of supply chain management for the company’s success.
* Is able to use digital technologies for targeted, measurable, and interactive marketing activities to reach and convert leads into customers and to retain them.

**IB00BE85 Digital Industrial Service Business: 3 op**

**Sisältö**
This is a part of the Module Innovative Industrial Business.

**IB00BE86 Circular Economy: 3 op**

**Sisältö**
This is a part of the Module Innovative Industrial Business.

**IB00BE87 Collaborative Customer Relationship Management: 3 op**

**Sisältö**
This is a part of the Module Innovative Industrial Business.

**IB0804 Supply Chain Management: 3 op**

**Sisältö**
This is a part of the Module Innovative Industrial Business.
IB00BE88 Digital Marketing: 3 op

Sisältö
This is a part of the Module Innovative Industrial Business.

BBIB16A-1032 Marketing Dynamics: 15 op

Osaamistavoitteet
The module is available for both Liiketalous and IB students. It consists of multichannel implementation part (10 ECTS) and contact class part (5 ECTS): Marketing Trends and Creating Value for Customer courses are implemented in contact classes and online learning environments.

Student
• will acquire in-depth knowledge and understanding of international marketing and be able to outline the current trends in international marketing.
• will understand and assess the dynamics of modern marketing.
• will be able to evaluate and design marketing strategies, utilize analytical skills and apply digital marketing tools.
• will understand how to create and deliver value to the customers.
• will be able to interpret the special characteristics of value chains and their role in marketing.
• will enhance cultural sensitivity and recognize the influence of culture in business
• will review cross-cultural concepts, intercultural incidents and cultural relativity
• will develop a global, market-oriented mindset

LT00BG12 Marketing Trends: 5 op

Osaamistavoitteet
Marketing Dynamics, 15 CR

The module is available for both Liiketalous and IB students. It consists of multichannel implementation part (10 ECTS) and contact class part (5 ECTS): Marketing Trends and Creating Value for Customer courses are implemented in contact classes and online learning environments.

Student
• will acquire in-depth knowledge and understanding of international marketing and be able to outline the current trends in international marketing.
• will understand and assess the dynamics of modern marketing.
• will be able to evaluate and design marketing strategies, utilize analytical skills and apply digital marketing tools.
• will understand how to create and deliver value to the customers.
• will be able to interpret the special characteristics of value chains and their role in marketing.
• will enhance cultural sensitivity and recognize the influence of culture in business
• will review cross-cultural concepts, intercultural incidents and cultural relativity
• will develop a global, market-oriented mindset

Sisältö
This is a part of the Module Marketing Dynamics.
LT00BG13 Creating Value for Customer: 5 op

Sisältö
This is a part of the Module Marketing Dynamics.

LT00BG14 Intercultural Business Competence: 5 op

Sisältö
This is a part of the Module Marketing Dynamics.

Esitietovaatimukset
Requirement for Intercultural Business Competence course is knowledge obtained in Cross-Cultural Communication and HR courses.

BBIB16A-1030 Global Fashion Business I: 15 op

Osaamistavoitteet
Student will learn how to create a brand based on sustainable thinking and base production on suppliers. In this module emphasis is on b-to-b operations, different aspects to design, manufacture and sourcing in fashion industry.

MU2801 From idea to product in fashion business: 4 op

Osaamistavoitteet
Global Fashion Business I 15 op

Student will learn how to create a brand based on sustainable thinking and base production on suppliers. In this module emphasis is on b-to-b operations, different aspects to design, manufacture and sourcing in fashion industry

Sisältö
This is a part of the Module Global Fashion Business I.

MU2802 Management of fashion supply chain: 6 op

Sisältö
This is a part of the Module Global Fashion Business I.

MU2803 International fashion branding and marketing: 5 op

Sisältö
This is a part of the Module Global Fashion Business I.

BBIB16A-1012 Strategic Management: 15 op

Osaamistavoitteet
The student learns strategic thinking and is able to apply the tools and methods of strategy work in
real-life business cases. The module consists of a common part (10 cr for both BA and IB) and a separate part (5 cr independently for BA and IB).

The student knows
• concepts and perspectives of strategic thinking
• how to think and act proactively
• how to apply the tools and models of strategy work in practice
• how to formulate strategies for organic and external growth through innovations, networking and marketing. (BA only)
• how to analyse the connection between company strategy and financial management (IB only)
• how to apply tools and models of strategic management accounting (IB only)

IB00BE95 Concepts and Models of Strategic Thinking: 5 op

Osaamistavoitteet
Strategic Management, 15 CR

The student learns strategic thinking and is able to apply the tools and methods of strategy work in real-life business cases. The module consists of a common part (10 cr for both BA and IB) and a separate part (5 cr independently for BA and IB).

The student knows
• concepts and perspectives of strategic thinking
• how to think and act proactively
• how to apply the tools and models of strategy work in practice
• how to formulate strategies for organic and external growth through innovations, networking and marketing. (BA only)
• how to analyse the connection between company strategy and financial management (IB only)
• how to apply tools and models of strategic management accounting (IB only)

Sisältö
This is a part of the Module Strategic Management.

IB00BE96 Process of Strategy Work: 5 op

Sisältö
This is a part of the Module Strategic Management.

IB00BE97 Organic and External Growth Strategies: 5 op

Sisältö
This is a part of the Module Strategic Management.

IB00BE98 Strategic Management Accounting: 5 op

Sisältö
This is a part of the Module Strategic Management.
BBIB16A-1026 Doing Business in Europe: 15 op

Osaamistavoitteet
The student understands the business environment of the European internal market and the effect of different cultures in business environments in Europe. He/she is able to analyze these markets and conduct a market entry project on a professional way.

Student
• is able to analyze and plan necessary business activities for a market entry
• is able to conduct and report on a market entry project; write a project plan, manage, control and present his/her project as well as analyze and evaluate the process and it's outcomes, with development suggestions, in a professional way.
• is able to communicate in a professional way with company contacts and work responsible and self-initiative as a member of a cross-cultural team.
• knows the legal and business environment of the internal market of Europe and understands how it functions.
• is able to analyze how the different cultures effect on business environment in Europe

IB00BG24 European Markets: 5 op

Osaamistavoitteet
Doing Business in Europe, 15 CR

The student understands the business environment of the European internal market and the effect of different cultures in business environments in Europe. He/she is able to analyze these markets and conduct a market entry project on a professional way.

Student
• is able to analyze and plan necessary business activities for a market entry
• is able to conduct and report on a market entry project; write a project plan, manage, control and present his/her project as well as analyze and evaluate the process and it's outcomes, with development suggestions, in a professional way.
• is able to communicate in a professional way with company contacts and work responsible and self-initiative as a member of a cross-cultural team.
• knows the legal and business environment of the internal market of Europe and understands how it functions.
• is able to analyze how the different cultures effect on business environment in Europe

Sisältö
This is a part of the Module Doing Business in Europe.

IB00BG25 Market Entry Project: 5 op

Sisältö
This is a part of the Module Doing Business in Europe.

IB00BG26 European Markets Project: 5 op
Sisältö
This is a part of the Module Doing Business in Europe.

BBIB16A-1011 Human Resource Management: 15 op

Osaamistavoitteet
The student understands the role and importance of HRM, leadership and organizational development. He/she learns to apply the tools and methods related in the real business environment. The module consists of a common part (10 cr for both BA and IB) and a separate part (5 cr independently for BA and IB). The separate part for BA is Työlainsäädäntö ja palkanlaskenta and for IB Change Management.

Common for BA and IB – 10 cr
The student knows
• the role and importance of HRM
• the principles and processes of human resource management
• leadership theories and how to develop his/her leadership competencies

IB’s separate part of the module – 5 cr
The student knows
• how to recognize and plan different change processes in organizations
• the principles and process of change management and psychological reaction to change
• the tools, methods and variables of organizational development

Eriytetty /Liiketalous Hämeenlinna 5 op
Opiskelija osaa
• tunnistaa ja käyttää työsuhteessa ja työyhteisöissä noudatettavia lakeja
• osaa käyttää henkilöstöhallinnon ja palkanlaskennan tietojärjestelmiä

IB00BE89 Human Resource Management: 5 op

Osaamistavoitteet
Human Resource Management, 15 CR

The student understands the role and importance of HRM, leadership and organizational development. He/she learns to apply the tools and methods related in the real business environment. The module consists of a common part (10 cr for both BA and IB) and a separate part (5 cr independently for BA and IB). The separate part for BA is Työlainsäädäntö ja palkanlaskenta and for IB Change Management.

Common for BA and IB – 10 cr
The student knows
• the role and importance of HRM
• the principles and processes of human resource management
• leadership theories and how to develop his/her leadership competencies

IB’s separate part of the module – 5 cr
The student knows
• how to recognize and plan different change processes in organizations
• the principles and process of change management and psychological reaction to change
• the tools, methods and variables of organizational development

Eriytetty /Liiketalous Hämeenlinna 5 op
Opiskelija osaa
• tunnistaa ja käyttää työsuhteessa ja työyhteisöissä noudatettavia lakeja
• osaa käyttää henkilöstöhallinnon ja palkanlaskennan tietojärjestelmiä

Sisältö
This is a part of the Module Human Resource Management.

Lisätiedot
ONKO NIMI OIKEIN - MANAGEMENT?

IB00BE90 Leadership and Organizational Development: 5 op

Sisältö
This is a part of the Module Human Resource Management.

IB00BE91 Change Management: 5 op

Sisältö
This is a part of the Module Human Resource Management.

LT00BG07 Työlainsäädäntö ja palkanlaskenta: 5 op

Sisältö
Tämä on osa moduulia: Human Resource Management.

BBIB16A-1031 Global Fashion Business II: 18 op

Osaamistavoitteet

MU00BE99 Entrepreneurship in Fashion: 3 op

Osaamistavoitteet
Global Fashion Business 2 15op

To develop a business plan for fashion business idea: from customer segmentation to revenue streams. Learn how to create value for the customers. To identify opportunities from the potential market segments.
To learn how to create appealing fashion collection. Study the elements needed beside the own brand. Legal issues need to be considered in global fashion business operations.
Learn which channels customers want to be reached. What kind of relationships customers expect. How to wake up good fuzz around your business in social media. Participate in international fashion
fair.

**Sisältö**
This is a part of the Module Global Fashion Business II.

**MU00BF01 Retail Management: 6 op**

**Sisältö**
This is a part of the Module Global Fashion Business II.

**MU00BF02 Marketing in Fashion Retail: 6 op**

**Sisältö**
This is a part of the Module Global Fashion Business II.

**MU00BF04 Digital Marketing: 3 op**

**Sisältö**
This is a part of the Module Global Fashion Business II.

**BBIB16A-1027 Doing Business with the Chinese: 15 op**

**Osaamistavoitteet**
The student learns to apply his theoretical, professional knowledge of Chinese markets to solve practical marketing and market entry problems. The Student can write a market Entry plan, manage, control and present his project as well as analyze and evaluate the process and the outcomes, with development suggestions, in a professional way.

The student

- is capable to plan, execute, document and control business projects
- is capable to work as a project team member and a project leader
- is capable to examine human behaviour in a work environment and determine its impact on job structure, performance, communication, motivation, leadership
- is able to communicate in a cross cultural environment
- is familiar with the principles of marketing an event by using advanced communication tools
- is capable to assess as an individual; problem handling, career development, and professional growth

**IB00BF00 Basics of the Chinese Markets: 4 op**

**Osaamistavoitteet**
Doing Business with the Chinese, 15 CR

The student learns to apply his theoretical, professional knowledge of Chinese markets to solve practical marketing and market entry problems. The Student can write a market Entry plan, manage, control and present his project as well as analyze and evaluate the process and the outcomes, with
development suggestions, in a professional way.

The student

• Is capable to plan, execute, document and control business projects
• Is capable to work as a project team member and a project leader
• Is capable to examine human behaviour in a work environment and determine its impact on job structure, performance, communication, motivation, leadership
• Is able to communicate in a cross cultural environment
• Is familiar with the principles of marketing an event by using advanced communication tools
• Is capable to assess as an individual; problem handling, career development, and professional growth

Sisältö
This is a part of the Module Doing Business with the Chinese.

IB00BF03 Chinese Business Cultures: 4 op

Sisältö
This is a part of the Module Doing Business with the Chinese.

IB00BF05 Market Entry to the Chinese Market: 7 op

Sisältö
This is a part of Module Doing Business with the Chinese.

BBIB16A-1018 Professional Skills: 0 op

BBIB16A-1019 Thesis: 15 op

99991203 Final Thesis: 15 op