Häme University of Applied Sciences

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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Objectives
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.

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

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

**IB00BE46 Finnish Judical System: 1 op**

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

**BBIB16A-1021 International Operations: 15 op**

**Objectives**
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**

**Objectives**
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)

**Content**
This Theme is a part of Module: International Operations.
IB00BE54 Globalization: 3 op

Objectives
The course introduces student to the global environment in which a business enterprise operates. The student understands the influence of global and national economy on business and appreciates their interdependencies. He/she is able to assess the reasons for conducting international business and is able to evaluate the benefits and disadvantages of globalization. Student understands the macroeconomic and as well as political environment of a firm.

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

IB00BE55 International Trade: 3 op

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

IB00BE56 Working English: 3 op

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

IB00BE57 Practical Finnish 2: 3 op

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

IB00BE58 Swedish 2: 3 op

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

BBIB16A-1020 Operational Environment: 15 op

Objectives
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

Objectives
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.

Content
Is part of Operational Environment module

IB00BE49 Innovation and Business Opportunities: 4 op

Content
Is part of Operational Environment module

IB00BE50 Principles of Accounting: 3 op

Content
Is part of Operational Environment module

IB00BG27 Argumentation: 2 op

Content
Is part of Operational Environment module

IB00BE52 Professional English: 3 op

Content
Is part of Operational Environment module

BBIB16A-1022 Entrepreneurial Environment: 15 op

Objectives
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**

**Objectives**
Entrepreneurial Environment, 15 CR

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

**Content**
This Theme is a part of the Module Innovation and Entrepreneurship.

**IB00BE61 Legal Environment of an Entrepreneur: 3 op**

**Content**
This Theme is a part of Module: Entrepreneurial Environment.

**IB00BE62 Negotiations: 2 op**

**Content**
This Theme is a part of Module: Entrepreneurial Environment.

**IB0204 Organizational Communication: 3 op**
**Content**
This Theme is a part of Module: Entrepreneurial Environment.

**IB00BL19 IT-Tools: 2 op**

**Content**
Is part of Operational Environment module

**IB00BR89 Business Operations Project I: 15 op**

**Objectives**
The student will get familiar with project management, project management tools and basic business functions such as marketing, selling, HR, financing, logistics, team working, business communications by planning, implementing and analyzing a real business project.

The Student:
• is capable to plan, execute, document, control and manage business projects with project management tools
• is capable to work as a project team member and as a project leader in a business project organization
• 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 by using advanced communication tools

**Content**
Operations Project
Project Management
English Communication
Cross Cultural Communication
Digital Project Management (MS project)

**Evaluation criteria**

**Satisfactory (1-2)**
• Participation in the team and project meetings
• Performing for assigned tasks and goals
• Ability to organize own work

**Good (3-4)**
• Commitment to work on the project in order to all team to succeed, participation in the team and project meetings
• Ability to work independently with little need for supervision
• Performing appropriately results for assigned tasks and reaching named goals
• Ability to organize the work as a team member
• Positive responsiveness towards request and ideas by other organization members and to constructive criticism and advises

**Excellent (5)**
• Commitment and enthusiasm to work on the project in order to all team to succeed, active participation in the team and project meetings
• Self-sufficiency and ability to work independently with little need for supervision
• Performing very well with good results for assigned tasks and reaching named goals
• Ability to organize the work in an effective way and handling a team
• Positive responsiveness towards request and ideas by other organization members and to constructive criticism and advises
• Ability and desire to solve conflicts professionally

IB00BR90 Business Operations Project II: 15 op

Objectives
The student will get familiar with basic business functions such as marketing, selling, HR, financing, logistics, team working, business communications by planning, implementing and analyzing a real business project.

The Student:
• is capable to plan, execute, document, control and manage business projects
• is capable to work as a project team member and as a project leader in a business project organization
• is capable to examine human behaviour in a work environment and determine its impact on job structure, performance, communication, motivation, leadership
• is capable to assess as an individual; problem handling, career development, and professional growth
• 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

Content
Operations Project Implementation
Professional Skills
Management Accounting
Organizational Behaviour

Evaluation criteria
Satisfactory (1-2)
• Participation in the team and project meetings
• Performing for assigned tasks and goals
• Ability to organize own work

Good (3-4)
• Commitment to work on the project in order to all team to succeed, participation in the team and project meetings
• Ability to work independently with little need for supervision
• Performing appropriately results for assigned tasks and reaching named goals
• Ability to organize the work as a team member
• Positive responsiveness towards request and ideas by other organization members and to constructive criticism and advises

Excellent (5)
• Commitment and enthusiasm to work on the project in order to all team to succeed, active
participation in the team and project meetings
• Self-sufficiency and ability to work independently with little need for supervision
• Performing very well with good results for assigned tasks and reaching named goals
• Ability to organize the work in an effective way and handling a team
• Positive responsiveness towards request and ideas by other organization members and to constructive criticism and advises
• Ability and desire to solve conflicts professionally

IB00BR91 Research and Development: 15 op

Objectives
The purpose of this module is to introduce students to the field of research and development and prepare them in the skills, techniques, and knowledge necessary to undertake independent research. The module provides the students with the required tools to plan and implement research activities.

The student
- is able to define research problems and research objectives
- is able to select appropriate research methods, both quantitative and qualitative
- understands the purpose marketing research and is capable of applying it in the context of business development
- can contrast alternative research designs and their relative strengths and weaknesses
- is able to do basic analysis of qualitative and quantitative data
- is able to utilize appropriate statistical calculations for analyzing data
- is capable of writing academic research reports

Content
Introduction to Research and Development

Business Statistics

Research Writing Skills

Research Project (mini Thesis)

Evaluation criteria
Satisfactory (1-2)
1-2. The student has the basic knowledge of the most important areas of the subject. The student has participated in the minimum required amount of contact lectures.

Good (3-4)
3. The student has good knowledge of (the most important areas of) the subject and knows how to implement that knowledge. The student has participated in most of the contact lectures.
4. The student has a good - very good knowledge of the subject and how to implement it. The student has contributed and participated in all of the contact lectures.

Excellent (5)

5. The student has an excellent knowledge of the subject and knows how to implement this in the correct context. The student has attended and actively participated in all of the contact lectures.

**IB00BR92 Innovative Service Management: 15 op**

**Objectives**

This module provides the student with the competencies and awareness to design, develop, deliver and market both B2B and B2C services, within the in an international business environment where understanding and skills of conceptualization/commercialization of services, digital marketing and the circular supply chain are required.

The student

* Understands the crucial role of digital B2B and B2C 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

* Is able to evaluate the various methods of international entry and operation and can carry out the formalities in export and import transactions

* Is able to recognize the differences between consumer and industrial buying behavior

* Is able to analyze and develop the circular economy model supply chain approach

* Has skills in digital marketing

**Content**

Circular Economy

Customer Relationship Management

Circular Supply Chain

e-business and Digital Marketing (B2B)

**Evaluation criteria**

Satisfactory (1-2)

* student uses concepts and approaches systematically

* student can apply techniques and models that he/she has learnt

* student can work independently and act in both customer-oriented and business-orientated manner and both sets of needs

Good (3-4)
* student uses concepts and approaches in an expert way
* student can select techniques and models that are suitable for the activity in question and justify his/her choices
* student can work systematically and prioritise and maintain customer relationships

Excellent (5)
* student uses concepts and approaches expertly and extensively
* student can select, combine and develop techniques and models that are suitable for the activity in question
* student can act innovatively and with initiative with the customers and understand the significance of customer relationships for the whole

**IB00BR93 Work Placement: 30 op**

**Objectives**
The student learns to apply his theoretical and professional knowledge and skills to the work environment while familiarizing with the most important practical work tasks, especially in his own field. The aim is to promote the students' career development, familiarise them with the status of employees and with the work environment, and to improve their job prospects.

At HAMK International Business degree programme, work placement accounts for 30 credits. This means 5 months (20 weeks) full-time work in Finland, abroad or in student’s own company. 35 hours is equal to one full-time work week.

Work placement is recommended to complete in 2 periods. Work placement can be completed also in a part-time job.

The student who has acquired competence in line with the aims of the work placements elsewhere, may apply to have their prior competence and learning recognised and accredited through the RPL procedure.

**BBIB16A-1009 Profiloiva osaaminen: 120 op**

**BBIB16A-1018 Professional Skills: 0 op**

**IB00BR94 Human Resource Management: 15 op**

**Objectives**
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 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
• 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

Content
Human Resource Management
Organizational Development
Change Management

Evaluation criteria
Satisfactory (1-2)

1-2. The student has the basic knowledge of the most important areas of the subject. The student has participated in the minimum required amount of contact lectures.

Good (3-4)

3. The student has good knowledge of (the most important areas of) the subject and knows how to implement that knowledge. The student has participated in most of the contact lectures.
4. The student has a good - very good knowledge of the subject and how to implement it. The student has contributed and participated in all of the contact lectures.

Excellent (5)

5. The student has an excellent knowledge of the subject and knows how to implement this in the correct context. The student has attended and actively participated in all of the contact lectures.

LT00BQ87 Strategic Management: 15 op

Objectives
The student learns strategic thinking and is able to apply the tools and methods of strategy work in real business cases.
The module consists of a common part (10 cr) and a separate part (5 cr independently for Business Administration and International Business).

The common part for both BA and IB students covers the following learning objectives:
Student knows the key concepts and perspectives of strategic thinking, knows how to think and act proactively through visioning, creativity and foresight during strategy formulation and implementation. Student also knows how to proceed systematically in the analysis of external and internal environment and how to apply the tools and models of strategy work in strategic positioning, strategic choices and strategy implementation.

The separate part for BA students covers the following learning objectives:
Student knows how to formulate strategies for organic and external growth through innovations, networking and marketing.

The separate part for IB students covers the following learning objectives:
Student knows how to analyse the connection between company strategy and financial management and how to apply tools and models of strategic management accounting.
**IB00BR97 Doing Business in Europe: 15 op**

**Objectives**
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

**Content**
European Markets

**Market Entry Project**

**European Markets Project**

**Evaluation criteria**

- **Satisfactory (1-2)**
  1.-2. The student has the basic knowledge of the most important areas of the subject. The student has participated in the minimum required amount of contact lectures and project meetings.

- **Good (3-4)**
  3. The student has good knowledge of (the most important areas of) the subject and knows how to implement that knowledge. The student has participated in most of the contact lectures and project meetings.
  4. The student has a good - very good knowledge of the subject and how to implement it. The student has contributed and participated in all of the contact lectures and project meetings.

- **Excellent (5)**
  The student has an excellent knowledge of the subject and knows how to implement this in the correct context. The student has attended and actively participated in all of the contact lectures and project meetings.

**TK00BR31 Business Analytics and Business Intelligence: 15 op**

**Objectives**
This module covers topics on Big Data, Business Analytics (BA) and Business Intelligence (BI). Big Data as a phenomena and its implications to Business is studied. Data-driven marketing in different digital channels is discussed and analysed. Business related IT system data is analyzed with dashboards to give insight to business. Aspects of large databases are discussed both from
business and technical point of view. Business analytics and various methods like predictions and recommendations are covered to give insight how and why these techniques are used in analyzing business. Various BI-tools which are used for analyzing business information and automating the processes of information visualization and reporting are introduced. The module contains a small project where he/she applies the skills learned during the module. Part of the studies are of seminar-type with invited speakers and learning assignments given in advance concerning the speakers presentation.

- The student can understand the potential of various tools and methods to support business when analyzing business information of potentially large datasets
- The student can apply some tools and methods to support business when analyzing business information of potentially large datasets

Content
Big Data
Business Intelligence
Project in Business Analytics

Evaluation criteria
Satisfactory (1-2)

The student...
- is able to use the given tools to analyze data to some extent
- is able to recognise different methods for digital marketing and the reasons for using them?
- is able to use the given tools for business intelligence purposes to some extent
- knows how to use the basic tools of a spreadsheet program smoothly and to make summary reports, tables and charts from a large amount of business data
- make a presentation of the subject area

Good (3-4)
In addition to the previous, the student...
- is able to use the given tools to analyze data to accomplish given tasks
- can analyse and select the most effective methods for data-driven marketing and evaluate its return on investment
- is able to use the given tools for business intelligence purposes to accomplish given tasks
- is able to import and link information from different data sources for analysis and reporting
- the student can make a comprehensive presentation of the subject area

Excellent (5)
In addition to the previous, the student...
- the student can use the given tools to analyze data to accomplish given tasks with creative solutions
- can actively take digital marketing tools into use and modify the data for business needs
- is able to use the given tools for business intelligence purposes to accomplish given tasks with creative solutions
- is able to import and link information from different data sources for analysis and reporting?
- the student can make a professional level presentation of the subject area

IB00BR96 Marketing Dynamics: 15 op
Objectives
Welcome to learn more about the vivid world of marketing! This module will go through the current trends of modern, international marketing and how to create value for customer. We will also discuss doing business in an intercultural world. You will learn how to evaluate and design marketing strategies and use digital marketing tools.

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

Content
Marketing Trends

Creating Value for Customer

Intercultural Business Competence

Evaluation criteria
Satisfactory (1-2)

The student understands the trends in modern, international marketing and the dynamic forces driving them.
The student understands the impact of cultural communication and interaction, and recognizes the influence of culture in business.
The student is an active team worker.

Good (3-4)

The student understands the trends in modern, international marketing and the dynamic forces driving them. He/she understands the relevant concepts and is able to utilize them. The student is able to evaluate and design marketing strategies, utilizes analytical skills and can apply digital marketing tools.
The student understands the impact of cultural communication and interaction, and recognizes the influence of culture in business.
The student analyzes his own and also his team's communication and interaction. The student analyzes his own and also his team's communication and interaction.

Excellent (5)

The student understands the trends in modern, international marketing and the dynamic forces driving them. He/she is able to analyze and identify skills and competences required in digital marketing. He/she understands the relevant concepts and is able to utilize them. The student is able to evaluate and design marketing strategies, utilizes analytical skills and can apply digital marketing tools.
The student understands the impact of cultural communication and interaction, enhances cultural sensitivity and recognizes the influence of culture in business.
The student analyzes his own and also his team's communication and interaction. He/she develops teamwork actively.

**MU00BP58 Global Fashion Business 1: 15 op**

**Objectives**
Global Fashion Business 1 (From Idea to Product 1)
Content on Module, Student learns;
• learns spotting trends and opportunities
• learns custom related concept design and new product development
• learns ethics and sustainable thinking in fashion business
• learns how to create ethical collection and production in fashion business
• learns how to create value for the customer
• learns to use BMC (Business Model Canvas)
• learns management of supply chain in fashion business and to combine BMC to supply chain
• learns versatile perspectives for the management of global fashion supply chain
• learns purchasing in fashion business
• learns fashion brand building and image, digital marketing, international marketing planning process
• learns international selling process

**MU00BP61 Global Fashion Business 2: 15 op**

**Objectives**
Global Fashion Business 2 (From Production to Customer)
Content on Module, Student learns;
• learns about value chain and entrepreneurship in fashion business
• learns to use BMC (Business model Canvas) and connect BMC to business functions
• learns different company forms and distribution channels for fashion business
• learns retail customer service and CRM retail
• learns about custom related communication and advertising campaigns
• learns managing retail assortment, selection planning and collection building; retail buying, product lines and ranges
• learns support the sale, retail communication and advertising, digital marketing, ecommerce and social media use in Fashion
• learns obligatory issues in retail, retail pricing, store economics, inventory control, HR issues, legal issues

**IB00BR95 Doing Business with the Chinese: 15 op**

**Objectives**
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.

Student knows
• The role and importance of the Mainland and Overseas Chinese as major players in the world economy
• The role and importance of the Chinese history, philosophies, religions and values to today's business cultures
• The key variables of the Chinese markets in the transformation process with Chinese characteristics
• The economical, political and demographic differences of the Chinese markets in general as well as certain regions
• The key elements of the Chinese legal and decision-making
• Chinese business manners and negotiation strategies
• The strengths and weaknesses of the various Chinese markets in general, as well as certain regions
• Business opportunities for a Finnish firm planning to enter the Chinese markets

Student is able to
• Assess company's resources especially from the marketing mix point of view when entering the Chinese markets
• Draft an effective market entry plan to the Chinese markets

Content
Basic of the Chinese Markets

Chinese Business Cultures

Market Entry to the Chinese Market

Evaluation criteria
Satisfactory (1-2)
• student uses Chinese business manners and negotiation strategies systematically
• student can assess company's resources especially from the marketing mix point of view when entering the Chinese markets
• student can draft a market entry plan to the Chinese markets

Good (3-4)
• student uses Chinese business manners and negotiation strategies in an expert way
• student can assess company's resources especially from the marketing mix point of view when entering the Chinese markets in question and justify his/her choices
• student can draft an effective market entry plan to the Chinese markets

Excellent (5)
• student uses Chinese business manners and negotiation strategies expertly and extensively
• student can assess company's resources especially from the marketing mix point of view when entering the Chinese markets expertly
• student can draft an extremely effective market entry plan to the Chinese markets

BBIB16A-1019 Thesis: 15 op

99991203 Final Thesis: 15 op

Objectives
DESCRIPTION
Thesis is a project in which you utilise your professional key areas. It is an independently produced research, product development or other development project.

**LEARNING OUTCOMES**

The student

• is able to put forward well-grounded, workplace-related development proposals
• is able to find and use source materials critically with respect to the source material’s intellectual property rights
• is able to conceptualize workplace-related phenomena based on research
• is able to use suitable development and research methods for producing new knowledge
• is capable of working together and responsibly with others in the workplace development projects and in other development projects
• is able to assess his/her own actions and decisions critically
• is able to manage entities and present his/her case logically and justifying
• is able to manage appropriate written, visual, and oral expression