Häme University of Applied Sciences

Degree Programme in International Business

WHAT IT MEANS TO STUDY INTERNATIONAL BUSINESS AT HAMK:

Our Degree Program in International Business provides education leading to a Bachelor of Business Administration (BBA) Degree. The program is taught entirely in English.

Our degree program offers a truly multinational setting, providing students with a solid foundation to be the global leaders of the future. Through working in diverse teams and multicultural contexts, students obtain the necessary expertise and competencies to be successful in the world of international business.

Graduates of our program find employment opportunities both in Finland and globally. The fields in which they make their careers are, for example: Marketing, Finance, Logistics, Human Resources, Banking, IT, Sales and Entrepreneurship.

DESCRIPTION OF COMPETENCES:

The objective of our degree program in International Business is to equip our students with the professional competencies needed in an international work environment, thus benefiting potential employers with a skilled international labor force. Moreover, our degree program implements this objective by preparing competent multi-skilled candidates who have a solid base in the principles of international business, global strategy, international marketing, cross-cultural communication, digitalization and entrepreneurship.

THE PROFESSIONAL PROFILE OF A BACHELOR OF BUSINESS ADMINISTRATION DEGREE GRADUATE:

A Bachelor of Business Administration Degree graduate is international, customer-oriented, analytical and profit-conscious. They are able to create and develop long-term, profitable customer relationships as well as other networks in an international and multi-cultural business environment. In addition they are able to plan, organize and manage international business operations in a responsible, efficient, and profitable way, both as an individual and as a team member. Moreover, they are multilingual, and can use multiple communication tools and media. As a professional, a BBA graduate 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 objectives during the first academic year are for example: learning and research skills, digitalization, basic business concepts, social and team working skills, 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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**BBIB17A-1000 Core Competence: 150 op**

**IB00BR85 Business Essentials: 15 op**

**Objectives**

Students will be introduced to and integrated into the study environment of HAMK as well as to the international business study and working life. The module provides essential knowledge and experimentation about business functions and operations, as well as the concepts behind the operations.

The digital study and working environment will be mastered by familiarizing and practicing using a wide range of IT tools and digital communication services.

A mathematical perspective of business actions will be studied. Language studies provide the students with a possibility to enhance their essential communication abilities.

The student

* Is able to evaluate and develop his/her own competence and learning style

* Is able to use a wide range of business software and other IT tools

* Is able to understand and follow the business mathematical laws and regularities in business operations
* Is aware of the basic concepts and legal regime behind the operations of a business enterprise

* Is able to communicate in Finnish in simple everyday situations in study and other social environments (non-Finns, A1)

* Is trained to communicate in Swedish according to the requirements of the Act 424/2003 (Finns)

**Content**

**Study and Working Life**

**IT Skills**

**Business Mathematics**

**Business and Legal Environment**

**Finnish I / Swedish I**

**Evaluation criteria**

**Satisfactory (1-2)**

* student can use international business related concepts adequately

* student can apply the concepts, techniques and models he/she has learned

* student can communicate satisfactorily according to the requirements of the target language

**Good (3-4)**

* student can use international business related concepts and approaches in a proficient way

* student can appropriately select, combine and develop the techniques and models essential to business that are suitable for the activity in question

* student can communicate competently according to the requirements of the target language

**Excellent (5)**

* student can use international business related concepts and approaches expertly and extensively

* student can select, combine and develop the techniques and models essential to business that are suitable for the activity in question

* student can act innovatively and with initiative

* student can communicate effectively according to the requirements of the target language

**IB00BR86 Global Markets: 15 op**

**Objectives**

In this module, students will be introduced to the economic way of thinking and learn about the functioning of a modern market economy. The module will examine globalization in all its diverse
forms of worldwide interconnection and international trade. The module focuses on the identification of marketing mix components and covers the environmental factors which influence consumer and organizational decision-making processes. The module explores multiple forms of digital and non-digital communication within a business environment.

The student
- is able to demonstrate knowledge of fundamental economic concepts and theories.
- is able to identify and apply the key aspects of international.
- comprehends the fundamental concepts and theories of marketing and how they may be applied to the marketplace in a modern and dynamic environment.
- is capable of using appropriate technology which enables him/her to cooperate in an international digitalized working environment.
- is able to communicate and to operate internationally in English

Content
Principles of Economics

Globalization and international trade

Principles of Marketing

English

Digital co-operation

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.

IB00BR87 Operational Environment: 15 op

Objectives
The student will understand the principles of the financial environment in which a business enterprise. The student absorbs managerial skills.
The student:
• is able to manage business opportunities, financial, environmental effects and risks related to business operations as well as search for different sources of funding
• 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
• 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, including the legal perspective
• Is able to produce and interpret financial reports and knows the basics of value added taxation and company taxation in Finland using different software associated with this discipline
• is able to identify and implement leadership and managerial skills, understand and use various forms of formal and informal communication, fine-tune meeting, presentation and feedback skills necessary for effective communication within an organization
• Non-Finns: Is able to communicate in Finnish in everyday situations related to study and other environments (non-Finns, A1)
• Finns: Is able to communicate in Swedish according to requirements of the Act 24/2003

Content
Organizational Communication

Principles of Accounting

Argumentation

Finnish II / Swedish II

Evaluation criteria
Satisfactory (1-2)

* student uses the given concepts and approaches systematically

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

* student can work independently and act in a customer-oriented manner and understand customer 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 prioritize 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 act initiatively with the customers, and understand the significance
of customer relationships for the whole

* student has an innovative mindset

**IB00BR88 Innovation and Entrepreneurship: 15 op**

**Objectives**
The purpose of the module is to introduce students the entrepreneurial mindset and skills as well as guide students to manage entrepreneurial ecosystems and adapt the major building blocks of the business planning process equally from start-up, entrepreneurial and business development perspectives.

The student

• Is able to generate new ideas and turn them into innovation and potential product/service concepts by using the business environment and opportunity analyzing tools and methods.

• is able to anticipate changes in the operational environment, recognize new business opportunities and observe the demand and competition situation of the markets

• is able to evaluate and manage business opportunities, financial, environmental effects and risks related to business operations as well as search for different sources of funding

• is able to plan and organize profitable business operations, set objectives, serve customers and sell in a profitable way.

• is able to act in an innovative and creative way together with the internal and external interest groups in a cross-cultural service industry and business environment

• is able to understand the entrepreneurial process and functions as well as the importance of entrepreneurship to the economy

• is able to develop core entrepreneurial and intrapreneurial skills and mindset within the international and legal framework

• is able to manage the entrepreneurial ecosystems and master the tools and methods of business planning and development process and organization of profitable business operations in international business environment

**Content**
Innovation and Business Opportunities

Business Planning Process

Legal Environment of an Entrepreneur

Negotiations

**Evaluation criteria**
Satisfactory (1-2)

* student has understanding of entrepreneurial way of working
* student takes care of some given tasks

* student can manage business planning and development processes

* student can identify and implement some managerial skills in organizational communication

Good (3-4)

* student understands entrepreneurial way of working and acts innovatively

* student takes care of given tasks actively

* student can manage business planning and development processes in legal and international framework appropriately

* student can competently identify and implement managerial skills in organizational communication

Excellent (5)

* student shows real entrepreneurial attitude, acts innovatively and initiative

* student takes responsibility of given tasks proactively

* student can manage business planning and development processes in legal and international framework expertly and extensively

* student can effectively identify and implement managerial skills in organizational communication

**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

Collaborative 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.
**BBIB17A-1001 Profiling competence: 45 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 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 (Valinnainen moduuli): 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 (Valinnainen moduuli): 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
Basics 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

BBIB17A-1003 Professional Skills: 0 op

BBIB17A-1002 Final Thesis: 15 op

IB00BR98 Final Thesis: 15 op

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

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