DP in International Business (BBIBNU14A7)

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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BBIBN14AYDIN-1000 Ydinosaaminen: 140 op

BBIBN14AIB01-1000 Competencies related to work, work community and IT tools: 15 op

Osaamistavoitteet
The student:
• Is able to integrate into the study environment of UAS
• Is able to self-evaluate and develop his/her own competence and learning style orientation
• Is capable of taking responsibility for collaborative learning and sharing knowledge in multicultural teams and projects and is able to build his/her own professional identity
• Is able to express himself fluently and correctly in English and in a second language, both in orally and in written form (mm. ruotsi, julkisyhteisöjen henkilöstöltä vaadittava kielitaito (laki 424/2003)
• Is able to apply the principles of organizational management and leadership in working life including networking and has abilities to perform as a valuable employee (sub-ordinate skills, employment contracts/main principles of Finnish Labour Law), in an ethical and efficient way.
• Is able to effectively use the wide range of business software and other IT tools available

IB0101 HAMK Study Environment: 3 op

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IB0102 Computer Skills: 1 op

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IB0103 Business Functions: 2 op

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IB0104 Internal Communication: 9 op

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BBIBN14AIB02-1000 Customer & eBusiness: 15 op

Osaamistavoitteet
The student

-understands the meaning of marketing as an essential function and competence factor in a
company’s business operations.
-is able to analyze consumer behavior and customer relationships.
-is able to build and maintain customer relationships.
-is able to serve customers and sell in a profitable way.

IB0201 Basics of Marketing: 3 op

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IB0202 Consumer Behaviour and Customer Relationship: 3 op

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IB0203 Customer Relationship Management & Enterprise Resource Planning System: 3 op

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IB0204 Organizational Communication: 3 op

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

IB0205 Customer Service and Personal Selling: 3 op

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BBIBN14AIB03-1000 Finance: 15 op

Osaamistavoitteet
The student:
• 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 analyze the national, regional and global environment in which a business enterprise operates and appreciates economic interdependencies
• Is able to understand the importance of business mathematics in everyday business operations

IB0301 Principles of Accounting: 3 op
Sisältö

IB0302 Business Environment: 6 op

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IB0303 Finnish Judicial System: 3 op

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IB0304 Business Mathematics: 3 op

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

BBIBN14AIB04-1000 Innovation and Entrepreneurship: 15 op

Osaamistavoitteet
The Student
• 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 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 and set objectives in an entrepreneurial way utilizing modern information communication technology and software.
• 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 anticipate changes in the operational environment, recognize new business opportunities and observe the demand and competition situation of the markets
• is able to act in an innovative and creative way together with the internal and external interest groups in a multicultural service industry and business environment.

IB0401 Innovation and Business Opportunities: 8 op

Sisältö

IB0402 Legal Environment of an Entrepreneur: 2 op

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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.

BBBN14AIB05-1001 Business Operations Project: 17 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 (A1.2) (non-Finnish)
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

IB0501 Project Management: 3 op

Osaamistavoitteet
Business Operations Project, 15 CR

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 (A1.2) (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

Sisältö
This Theme is a part of the Module Business Operations Project.

IB0502 Operations Project: 5 op

Sisältö
This Theme is a part of the Module Business Operations Project.

IB0503 Promotion and Personal Selling: 5 op

Sisältö
This Theme is a part of the Module Business Operations Project.

IB0505 Yritysviestintä: 2 op

Sisältö
This Theme is a part of the Module Business Operations Project.

IB0504 Practical Finnish 4: 2 op

Sisältö
This Theme is a part of the Module Business Operations Project.

BBIBN14AIB06-1001 Business Competences: 18 op

Osaamistavoitteet
This module provides the student with the competencies to operate in an international environment where communication and understanding of different cultures is required, including the necessary processes and documentation.

The student

Understands the reasons and conditions for the internationalization of a company and becomes familiar with the various methods of international entry and operation.
Understands the meaning of probability and expectation, can use normal and binomial distributions as mathematical models, basic statistical methods, and software tools to make statistical analysis
Is capable of drafting a marketing plan and understands the main principles of planning and implementing market research.
Is able to assess different methods of collecting data, drafting a market research plan and questionnaire, and has the ability to choose the best possible methods for acquiring the appropriate information in the international market.

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.

Is able to communicate in a cross cultural environment.

Finns: Osaa viestiä suullisesti ja kirjallisesti asiantuntijuutta vaativissa tilanteissa ja tehtävissä.

Non-Finns: Is able to adequately manage in plain Finnish in situations related his/her own field of studies and work (A2.1).

**IB0601 Business Statistics: 3 op**

**Osaamistavoitteet**

Business Competences, 15 CR

This module provides the student with the competencies to operate in an international environment where communication and understanding of different cultures is required, including the necessary processes and documentation.

The student

Understands the reasons and conditions for the internationalization of a company and becomes familiar with the various methods of international entry and operation.

Understands the meaning of probability and expectation, can use normal and binomial distributions as mathematical models, basic statistical methods, and software tools to make statistical analysis.

Is capable of drafting a marketing plan and understands the main principles of planning and implementing market research.

Is able to assess different methods of collecting data, drafting a market research plan and questionnaire, and has the ability to choose the best possible methods for acquiring the appropriate information in the international market.

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.

Is able to communicate in a cross cultural environment.

Finns: Osaa viestiä suullisesti ja kirjallisesti asiantuntijuutta vaativissa tilanteissa ja tehtävissä.

Non-Finns: Is able to adequately manage in plain Finnish in situations related his/her own field of studies and work (A2.1).

**Sisältö**

This Theme is a part of the Module Business Competences.

**IB0602 Management Accounting: 3 op**

**Sisältö**

This Theme is a part of Module: Business Competences.

**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.

IB0605 Asiantuntijaviestintä: 3 op
Sisältö
This Theme is a part of Module: Business Competences.

IB0606 Practical Finnish 5: 3 op
Sisältö
This Theme is a part of Module: Business Competences.

BBIBN14AIB07-1000 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
Sisältö
This is a part of the Module Work Placement.

BBIBN14AIB10-1001 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 students can apply an analytical, investigative and reflective working method in order to develop their professional skills. The student is familiar with the thesis process. Based on these competences the student can write a description of the thesis topic.

The student knows the main principles of planning and implementing market research. The student is able to assess different methods of collecting data. The student is capable of drafting a market research plan and questionnaire. The student is able to choose the best possible methods for acquiring the appropriate information in international markets.

The student should achieve an oral and written level of English with which he/she can communicate in a demanding field specific working environment. The student also has knowledge of his/her own field-specific terminology and is able to utilize his/her language skills in tasks requiring expertise.

The student masters research and development methods as well as the most common forms of oral, written or visual presentations and reports needed for research and development in their field. Based on these competences the student is able to write a thesis plan.

**IB1001 Research and Development: 3 op**

**Osaamistavoitteet**

Research and Development, 15 CR

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 students can apply an analytical, investigative and reflective working method in order to develop their professional skills. The student is familiar with the thesis process. Based on these competences the student can write a description of the thesis topic.

The student knows the main principles of planning and implementing market research. The student is able to assess different methods of collecting data. The student is capable of drafting a market research plan and questionnaire. The student is able to choose the best possible methods for acquiring the appropriate information in international markets.

The student should achieve an oral and written level of English with which he/she can communicate in a demanding field specific working environment. The student also has knowledge of his/her own field-specific terminology and is able to utilize his/her language skills in tasks requiring expertise.

The student masters research and development methods as well as the most common forms of oral, written or visual presentations and reports needed for research and development in their field. Based on these competences the student is able to write a thesis plan.

**Sisältö**

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

**IB1002 Research Project (mini Thesis): 5 op**

**Sisältö**

This Theme is a part of the Module Research and Development.
IB1003 Professional English: 4 op

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

IB1004 Marketing Research: 3 op

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

BBIBN14APROFILOIVA-1000 PROFILOIVA: 60 op

BBIBN14AIB08-1001 Industrial Service Business: 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 students can apply an analytical, investigative and reflective working method in order to develop their professional skills. The student is familiar with the thesis process. Based on these competences the student can write a description of the thesis topic.

The student knows the main principles of planning and implementing market research. The student is able to assess different methods of collecting data. The student is capable of drafting a market research plan and questionnaire. The student is able to choose the best possible methods for acquiring the appropriate information in international markets.

The student should achieve an oral and written level of English with which he/she can communicate in a demanding field specific working environment. The student also has knowledge of his/her own field-specific terminology and is able to utilize his/her language skills in tasks requiring expertise.

The student masters research and development methods as well as the most common forms of oral, written or visual presentations and reports needed for research and development in their field. Based on these competences the student is able to write a thesis plan.

IB0801 Industrial Services: 4 op

Osaamistavoitteet
Industrial Service Business, 15 CR

This module provides the student with the competencies to develop and market industrial services in an international business environment where understanding and skills of conceptualization/commercialization of the services, methods to do international trade and supply chain management is required.

The student
Understands the crucial role of service business as a competitive tool in today's manufacturing industry
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 supply chain and suppliers and recognize the value of supply chain management for the company success.
Is able to implement project management as an effective tool

Sisältö
This Theme is a part of the Module Industrial Service Business.

**IB0802 International Trade: 3 op**

Sisältö
This Theme is a part of the Module Industrial Service Business.

**IB0803 Organizational Behaviour: 3 op**

Sisältö
This Theme is a part of Module: Industrial Service Business.

**IB0804 Supply Chain Management: 3 op**

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

**IB0805 Digital Marketing: 2 op**

Sisältö
This Theme is a part of the Module Industrial Service Business.

**BBIBN14APROFILOIVA-1001 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.

**BBIBN14APROFILOIVA-1002 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 1 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.

BBIBN14APROFILOIVA-1003 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.

IB00BE98 Strategic Management Accounting: 5 op

Sisältö
This is a part of the Module Strategic Management.

BBIBN14APROFILOIVA-1004 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 its 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.

BBIBN14APROFILOIVA-1005 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 Työllänsäädäntö 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
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 Työväenlainsäädäntö 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
BBIBN14APROFILOIVA-1006 Global Fashion Business II: 15 op

Osaamistavoitteet

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.

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.

BBIBN14APROFILOIVA-1007 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.

**BBIBN14A99991206-1000 Professional Skills: 0 op**

**BBIBN14A7777-1000 Opinnäytetyö: 15 op**

**99991203 Final Thesis: 15 op**