# DP in International Business (BBIBNU15A7)

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

The student:
• is able to evaluate and develop his own competence and learning style
• is able to effectively use a wide range of business software and IT tools available
• is able to take responsibility for one’s actions and for the consequences of those actions
• is able to apply relevant quantitative methods to basic business decisions
• can utilize English oral and written communication skills academically, professionally and socially (A1-C2)

Non Finns: can use Finnish language in very simple everyday social situations (A1)

IB1701 Study Environment: 3 op

Sisältö
This Theme is a part of the Module Working Community Competencies.

IB1702 Computer Skills: 2 op

Sisältö
This Theme is a part of the Module Working Community Competencies.
IB1703 Working English: 3 op

Sisältö
This Theme is a part of the Module Working Community Competencies.

IB1704 Practical Finnish 1: 2 op

Sisältö
This Theme is a part of the Module Working Community Competencies.

IB1705 Ruotsi 1: 2 op

Sisältö
This Theme is a part of the Module Working Community Competencies.

IB0304 Business Mathematics: 3 op

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

BBIBN15AIB18-1000 Customer and eBusiness: 20 op

Osaamistavoitteet
The student attains practical skills in using the most common data systems and applications utilized in studies as well as in professional business processes. S/he is aware of the meaning of marketing as essential factor in business operations. S/he strengthens his/her language and communication skills related to requirements of acting in a community and company.

The student

• Is able to use and utilize the office IT tools and applications in studies and at work
• Is aware of the IT systems used in integrating and managing a company’s processes and is able to utilize ERP system in planning and managing the future practical business projects
• Understands the meaning of marketing as an essential function and competend factor in a company’s business operations
• Finns: Is aware of the company’s and community’s internal communication principles and is able to behave and communicate responsibly in team projects as well as individually
• Finns: Is training and able to use Swedish language according to the requirements of the Act 424/2003.
• Non-Finns: Is able to communicate in Finnish in simple social situations related to his/her immediate daily life (A1)

IB1801 Data Processing: 4 op

Sisältö
This Theme is a part of the Module Customer and eBusiness.
IB1802 Basics of Marketing: 3 op
Sisältö
This Theme is a part of the Module Customer and eBusiness.

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

IB1803 Practical Finnish 2: 5 op
Sisältö
This Theme is a part of the Module Customer and eBusiness.

IB1804 Ruotsi 2: 2 op
Sisältö
This Theme is a part of the Module Customer and eBusiness.

IB1805 Yhteisöviestintä: 3 op
Sisältö
This Theme is a part of the Module Customer and eBusiness.

BBIBN15AIB19-1000 Finance: 17 op
Osaamistavoitteet
The student will understand the principles of the financial, national, regional and global environment in which a business enterprise operates, including the structure of the Finnish judicial system.

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 appreciate economic interdependencies
• Non-Finns: Is able to communicate in Finnish in everyday social situations related to his/her daily life at school and in the local society.
• Finns: Is able to use Swedish language according to the requirements of the Act 424/2003.

IB1901 Principles of Accounting: 4 op
IB0302 Business Environment: 6 op

Sisältö
This Theme is a part of the Module Finance.

IB0303 Finnish Judicial System: 3 op

Sisältö

IB1902 Practical Finnish 3: 2 op

Sisältö
This Theme is a part of the Module Finance.

IB1903 Ruotsi 3: 2 op

Sisältö
This Theme is a part of the Module Finance.

BBIBN15AIB20-1000 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 anticipate changes in the operational environment, recognize new business opportunities and observe the demand and competition situation of the markets
• is able to 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 act in an innovative and creative way together with the internal and external interest groups in a crosscultural service industry and business environment

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.

IB2001 Innovation and Business Opportunities: 5 op

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

IB2002 Selling Techniques and Negotiation: 5 op

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

BBIBM15AIB05-1000 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-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

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.

BBIBN15AIB06-1000 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**
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.
BBIBN15AIB10-1000 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.

BBIBN15APROFILOIVA-1000 PROFILOIVA: 60 op

BBIBN15APROFILOIVA-1009 Industrial Service Business: 15 op

Osaamistavoitteet
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

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.

BBIBN15APROFILOIVA-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, utilizes 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.

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

BBIBN15APROFILOIVA-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.

**BBIBN15APROFILOIVA-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.

IB00BE97 Organic and External Growth Strategies: 5 op

Sisältö
This is a part of the Module Strategic Management.

IB00BE98 Strategic Management Accounting: 5 op

Sisältö
This is a part of the Module Strategic Management.

BBIBN15APROFILOIVA-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 it's outcomes, with development suggestions, in a professional way.
- is able to communicate in a professional way with company contacts and work responsible and self-initiative as a member of a cross-cultural team.
- knows the legal and business environment of the internal market of Europe and understands how it functions.
- is able to analyze how the different cultures effect on business environment in Europe

**Sisältö**

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

**IB00BG25 Market Entry Project: 5 op**

**Sisältö**

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

**IB00BG26 European Markets Project: 5 op**

**Sisältö**

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

**BBIBN15APROFILOIVA-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 Työlänsäädäntö ja palkanlaskenta and for IB Change Management.

**Common for BA and IB – 10 cr**

The student knows

- the role and importance of HRM
- the principles and processes of human resource management
- leadership theories and how to develop his/her leadership competencies
IB’s separate part of the module – 5 cr

The student knows
• how to recognize and plan different change processes in organizations
• the principles and process of change management and psychological reaction to change
• the tools, methods and variables of organizational development

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

IB00BE89 Human Resource Management: 5 op

Osaamistavoitteet
Human Resource Management, 15 CR

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

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

IB’s separate part of the module – 5 cr

The student knows
• how to recognize and plan different change processes in organizations
• the principles and process of change management and psychological reaction to change
• the tools, methods and variables of organizational development

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

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

Lisätiedot
ONKO NIMI OIKEIN - MANAGEMENT?

IB00BE90 Leadership and Organizational Development: 5 op

Sisältö
IB00BE91 Change Management: 5 op

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

LT00BG07 Työllänsäädäntö ja palkanlaskenta: 5 op

Sisältö
Tämä on osa moduulia: Human Resource Management.

BBIBN15APROFILOIVA-1006 Global Fashion Business II: 18 op

Osaamistavoitteet
kesken

MU00BE99 Entrepreneurship in Fashion: 3 op

Osaamistavoitteet
Global Fashion Business 2 15op

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

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

MU00BF01 Retail Management: 6 op

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

MU00BF02 Marketing in Fashion Retail: 6 op

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

MU00BF04 Digital Marketing: 3 op
BBIBM15APROFILOIVA-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
IB00BF05 Market Entry to the Chinese Market: 7 op

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

BBIBN15A99991206-1000 Professional Skills: 0 op

BBIBN15A7777-1000 Opinnäytetyö: 15 op

99991203 Final Thesis: 15 op