Häme University of Applied Sciences

DP in International Business (BBIBNU15A7)

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.

<table>
<thead>
<tr>
<th>code</th>
<th>name</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBIBN15AYDIN-1000</td>
<td>Ydinosaaminen</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>147</td>
</tr>
<tr>
<td>BBIBN15AIB17-1000</td>
<td>Working Community Competences</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>Code</td>
<td>Course</td>
<td>Credits</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>---------------------------------------------</td>
<td>---------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1701</td>
<td>Study Environment</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1702</td>
<td>Computer Skills</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1703</td>
<td>Working English</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1704</td>
<td>Practical Finnish 1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1705</td>
<td>Ruotsi 1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0304</td>
<td>Business Mathematics</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBIBN15AIB18-1000</td>
<td>Customer and eBusiness</td>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1801</td>
<td>Data Processing</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1802</td>
<td>Basics of Marketing</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0203</td>
<td>Customer Relationship Management &amp; Enterprise Resource Planning System</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1803</td>
<td>Practical Finnish 2</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1804</td>
<td>Ruotsi 2</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1805</td>
<td>Yhteisöviestintä</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBIBN15AIB19-1000</td>
<td>Finance</td>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1901</td>
<td>Principles of Accounting</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0302</td>
<td>Business Environment</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0303</td>
<td>Finnish Judicial System</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1902</td>
<td>Practical Finnish 3</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1903</td>
<td>Ruotsi 3</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBIBN15AIB20-1000</td>
<td>Innovation and Entrepreneurship</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0403</td>
<td>Business Planning Process</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB2001</td>
<td>Innovation and Business Opportunities</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB2002</td>
<td>Selling Techniques and Negotiation</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBIBN15AIB05-1000</td>
<td>Business Operations Project</td>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0501</td>
<td>Project Management</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0502</td>
<td>Operations Project</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0503</td>
<td>Promotion and Personal Selling</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0505</td>
<td>Yritysviestintä</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0504</td>
<td>Practical Finnish 4</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBIBN15AIB06-1000</td>
<td>Business Competences</td>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0601</td>
<td>Business Statistics</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0602</td>
<td>Management Accounting</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0603</td>
<td>Cross Cultural Communication</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0604</td>
<td>Professional Skills</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0605</td>
<td>Asiantuntijaviestintä</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0606</td>
<td>Practical Finnish 5</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBIBN15AIB10-1000</td>
<td>Research and Development</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1001</td>
<td>Research and Development</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1002</td>
<td>Research Project (mini Thesis)</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Code</td>
<td>Title</td>
<td>Credits</td>
<td>Credits</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>------------------------------------------------------</td>
<td>---------</td>
<td>---------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1003</td>
<td>Professional English</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB1004</td>
<td>Marketing Research</td>
<td>3</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB00BR93</td>
<td>Work Placement</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBIBN15APROFILOIVA-1000 PROFILOIVA</td>
<td>60</td>
<td>60</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBIBN15APROFILOIVA-1009 Industrial Service Business</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0801</td>
<td>Industrial Services</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0802</td>
<td>International Trade</td>
<td>3</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0803</td>
<td>Organizational Behaviour</td>
<td>3</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0804</td>
<td>Supply Chain Management</td>
<td>3</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB0805</td>
<td>Digital Marketing</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB00BR94</td>
<td>Human Resource Management</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LT00BQ87</td>
<td>Strategic Management</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB00BR97</td>
<td>Doing Business in Europe</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TK00BR31</td>
<td>Business Analytics and Business Intelligence</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB00BR96</td>
<td>Marketing Dynamics</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MU00BP58</td>
<td>Global Fashion Business 1</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MU00BP61</td>
<td>Global Fashion Business 2</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB00BR95</td>
<td>Doing Business with the Chinese</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBIBN15A99991206-1000 Professional Skills</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBIBN15A7777-1000 Opinnäytetyö</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>99991203</td>
<td>Final Thesis</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BBIBN15AYDIN-1000 Ydinosaaminen: 147 op**

**BBIBN15AIB17-1000 Working Community Competences: 15 op**

**Objectives**
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**

**Content**
IB1702 Computer Skills: 2 op

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

IB1703 Working English: 3 op

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

IB1704 Practical Finnish 1: 2 op

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

IB1705 Ruotsi 1: 2 op

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

IB0304 Business Mathematics: 3 op

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

BBIBN15AIB18-1000 Customer and eBusiness: 20 op

Objectives
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 competende 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 therequirements ofthe 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**

*Content*
This Theme is a part of the Module Customer and eBusiness.

**IB1802 Basics of Marketing: 3 op**

*Content*
This Theme is a part of the Module Customer and eBusiness.

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

*Content*
This Theme is a part of the Module Customer and eBusiness.

**IB1803 Practical Finnish 2: 5 op**

*Content*
This Theme is a part of the Module Customer and eBusiness.

**IB1804 Ruotsi 2: 2 op**

*Content*
This Theme is a part of the Module Customer and eBusiness.

**IB1805 Yhteisöviestintä: 3 op**

*Content*
This Theme is a part of the Module Customer and eBusiness.

**BBIBN15AIB19-1000 Finance: 17 op**

*Objectives*
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**

**Content**
This Theme is a part of the Module Finance.

**IB0302 Business Environment: 6 op**

**Content**
This Theme is a part of the Module Finance.

**IB0303 Finnish Judicial System: 3 op**

**Content**
This Theme is a part of the Module Finance.

**IB1902 Practical Finnish 3: 2 op**

**Content**
This Theme is a part of the Module Finance.

**IB1903 Ruotsi 3: 2 op**

**Content**
This Theme is a part of the Module Finance.

**BBIBN15AIB20-1000 Innovation and Entrepreneurship: 15 op**

**Objectives**
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**

**Objectives**
Entrepreneurial Environment, 15 CR

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

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

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

**IB2001 Innovation and Business Opportunities: 5 op**

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

**IB2002 Selling Techniques and Negotiation: 5 op**

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

**BBIBN15AIB05-1000 Business Operations Project: 17 op**

**Objectives**
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**

**Objectives**
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

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

**IB0502 Operations Project: 5 op**

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

**IB0503 Promotion and Personal Selling: 5 op**

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

**IB0505 Yritysviestintä: 2 op**

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

**IB0504 Practical Finnish 4: 2 op**

**Content**
This Theme is a part of the Module Business Operations Project.
BBiBN15AIB06-1000 Business Competences: 18 op

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

IB0601 Business Statistics: 3 op

Objectives
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).

Content
This Theme is a part of the Module Business Competences.

**IB0602 Management Accounting: 3 op**

Content
This Theme is a part of Module: Business Competences.

**IB0603 Cross Cultural Communication: 3 op**

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

**IB0604 Professional Skills: 3 op**

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

**IB0605 Asiantuntijaviestintä: 3 op**

Content
This Theme is a part of Module: Business Competences.

**IB0606 Practical Finnish 5: 3 op**

Content
This Theme is a part of Module: Business Competences.

**BBIBN15AIB10-1000 Research and Development: 15 op**

**Objectives**
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**

**Objectives**
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.

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

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

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

**IB1003 Professional English: 4 op**

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

**IB1004 Marketing Research: 3 op**
Content
This Theme is a part of the Module Research and Development.

**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.

**BBIBN15APROFILOIVA-1000 PROFILOIVA: 60 op**

**BBIBN15APROFILOIVA-1009 Industrial Service Business: 15 op**

**Objectives**
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**

**Objectives**
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

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

IB0802 International Trade: 3 op

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

IB0803 Organizational Behaviour: 3 op

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

IB0804 Supply Chain Management: 3 op

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

IB0805 Digital Marketing: 2 op

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

IB00BR94 Human Resource Management: 15 op

Objectives
The student understands the role and importance of HRM, leadership and organizational development. He/she learns to apply the tools and methods related in the real business environment.
The student knows
- the role and importance of HRM
- the principles and processes of human resource management
- leadership theories and how to develop his/her leadership competencies
- how to recognize and plan different change processes in organizations
- the principles and process of change management and psychological reaction to change
- the tools, methods and variables of organizational development

Content
Human Resource Management
Organizational Development
Change Management

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

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

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

LT00BQ87 Strategic Management: 15 op

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

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

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

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

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

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

Content
European Markets

Market Entry Project

European Markets Project

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

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

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

TK00BR31 Business Analytics and Business Intelligence: 15 op

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

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

**Content**

Big Data
Business Intelligence
Project in Business Analytics

**Evaluation criteria**

**Satisfactory (1-2)**

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

**Good (3-4)**

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

**Excellent (5)**

In addition to the previous, the student...
- the student can use the given tools to analyze data to accomplish given tasks with creative solutions
- can actively take digital marketing tools into use and modify the data for business needs
- is able to use the given tools for business intelligence purposes to accomplish given tasks with creative solutions
- is able to import and link information from different data sources for analysis and reporting?
- the student can make a professional level presentation of the subject area
IB00BR96 Marketing Dynamics: 15 op

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

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

Content
Marketing Trends
Creating Value for Customer
Intercultural Business Competence

Evaluation criteria
Satisfactory (1-2)
The student understands the trends in modern, international marketing and the dynamic forces driving them.
The student understands the impact of cultural communication and interaction, and recognizes the influence of culture in business.
The student is an active team worker.

Good (3-4)
The student understands the trends in modern, international marketing and the dynamic forces driving them. He/she understands the relevant concepts and is able to utilize them. The student is able to evaluate and design marketing strategies, utilizes analytical skills and can apply digital marketing tools.
The student understands the impact of cultural communication and interaction, and recognizes the influence of culture in business.
The student analyzes his own and also his team's communication and interaction. The student analyzes his own and also his team's communication and interaction.

Excellent (5)
The student understands the trends in modern, international marketing and the dynamic forces driving them. He/she is able to analyze and identify skills and competences required in digital marketing. He/she understands the relevant concepts and is able to utilize them. The student is able to evaluate and design marketing strategies, utilizes analytical skills and can apply digital marketing tools.
The student understands the impact of cultural communication and interaction, enhances cultural sensitivity and recognizes the influence of culture in business.
The student analyzes his own and also his team's communication and interaction. He/she develops teamwork actively.

MU00BP58 Global Fashion Business 1: 15 op

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

MU00BP61 Global Fashion Business 2: 15 op

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

IB00BR95 Doing Business with the Chinese: 15 op

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

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

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

Content
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

BBIBN15A99991206-1000 Professional Skills: 0 op

BBIBN15A7777-1000 Opinnäytetyö: 15 op
**99991203 Final Thesis: 15 op**

**Objectives**

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

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