

Academic Year 2016-2017

IB01 Working Community - Study and working life - Business functions - Principles of Marketing - Practical Finnish/Swedish 1 - Business Mathematics - Finnish Judicial System	IB02 International Operations - Introduction to e-business and erp - Globalization - International Trade - Working English - Practical Finnish / Swedish 2	IB03 Operational Environment - Economics - Innovation and Business Operations - Principles of Accounting - Argumentation - Professional English	IB04 Entrepreneurial Environment - Business Planning Process - Legal Environment of an Entrepreneur - Negotiations - Organization Communication - IT-Tools	BBIBP16, BBIBM16
--	--	---	--	---------------------

IB05 Business Operations Project - Project Management - Operations Project - Promotion and Personal Selling - Yrittysviestintä/Practical Finnish 4	IB06 Business Competences - Business Statistics - Management Accounting - Cross Cultural Communication - Professional Skills Asiantuntijaviestintä/Practical Finnish 5	IB07 Reserch and Development - Research and Development - Research Prject (Mini Thesis) - Professional English - Marketing Research	IB08 Industrial Service Business - Industrial Services - International Trade - Organizational Behaviour - Supply Chain Management - Digital Marketing	BBIBNU15 Work Placement, 15 cr
---	--	--	---	-----------------------------------

Core Competences

IB09 Human Resource Management - Human Resource Management. - Leadership and Org. Development - Change Management	IB10 Strategic Management - Concepts and Models of Strategic Thinking - Process of Strategy Work - Strategic Management Accounting	IB12 Marketing Dynamics - Marketing Trends - Creating Value for Customer - Intercultural Business Competence	Thesis BBIBNU14
---	--	--	--------------------

Optional studies (4 modules have to be chosen)

	IB11 Doing Business in Europe - European Markets - Market Entry Project - European Markets Project	IB13 Global Fashion Business I - From idea to product in fashion business - Management of fashion supply chain - International fashion branding and marketing	IB14 Doing Business with the Chinese - Basics of the Chinese Markets - Chinese Business Cultures - Market Entry to the Chinese Market Work Placement, 15 cr
--	--	---	--

IB09 Human Resource Management - Human Resource Management. - Leadership and Org. Development - Change Management	IB10 Strategic Management - Concepts and Models of Strategic Thinking - Process of Strategy Work - Strategic Management Accounting	IB12 Marketing Dynamics - Marketing Trends - Creating Value for Customer - Intercultural Business Competence	IB14 Doing Business with the Chinese - Basics of the Chinese Markets - Chinese Business Cultures - Market Entry to the Chinese Market BBIBAI14
---	--	--	---

Thesis	Thesis BBBINU13, BBIBAI12
--------	---------------------------------

Professional Skills

Module X from other degree programme

Summer studies