

Häme University of Applied Sciences

Degree Programme in International Business

LEARNING OUTCOMES

As a graduate of a Bachelor of Business Administration degree, you will have an abundance of experience and competences that are essential in a global business environment. The strength of studying at HAMK is our genuine multicultural atmosphere, with more than 50 nationalities both in students and staff.

Upon graduation you will have mastered multi-skilled competences with a solid base in international business, cross-cultural communication, digitalization, and project-based working. You will have experience doing teamwork in multi-cultural teams including digital teams, problem solving and critical thinking, and will develop a proactive mindset throughout your studies.

Furthermore, you will have the possibility to learn through real life cases how business activities are the combination of innovation, attitude, skills and creativity. We offer you an authentic entrepreneurial mindset, and the essential skills that you need for operating your own business. In addition, you will gain skills to foster innovation and creativity, and skills to identify key ways to renew and/or develop existing businesses. As a graduate you are able to plan, organize and manage international business operations and create value for your employer in a responsible, efficient, and profitable way, both as an individual and as a team member.

After graduation you will have the required competencies to continue your studies towards a master's degree.

Sustainability will be emphasized throughout your studies. After graduation you will have skills and abilities to adapt sustainable thinking to your work. The starting point of your sustainability studies will be UN Sustainable Development Goals which will guide the innovation and business planning processes. As you go further with the topic, in the Final Thesis you can deepen your competences by choosing a topic from the area of sustainability.

In addition, you will have the possibility to learn through real life cases how entrepreneurship is a combination of innovation, attitude, skills and creativity. We offer you an authentic entrepreneurial mindset, and the essential skills that you need for operating your own business. Also, you will gain skills to foster innovation and creativity, and skills to identify key ways to renew and develop existing businesses.

We offer innovation-based courses through the integration of data science in international business and thereby use business data to discover insights. The multidisciplinary approach will give you the opportunity to conceive, acquire and implement the necessary tools through a variety of industry settings. You will also be developing your analytical and business skills during your studies. This unique value addition of learning digital practices and applying international business theories to drive data decisions will be leading you to have a career in several industries.

As the current business environment is rapidly changing, managing organizations responsibly and sustainably is crucial for professionals working in different organizations or when establishing your own business. Management related studies are part of your International Business degree throughout the study path. A practical approach to project management will be provided during the project, in which the you will be organizing and managing a full semester project. As International

Degree student you are also able to profile your studies to management by choosing one of plenty management choices to your 3rd year modules.

Digital marketing has become a must-have tool for most brand leaders. Our International Business Program's marketing path builds on all those pillars and echo the need to develop a more sustainable and ethical world, where brands co-create with their customer and partners a better future. You will start your marketing journey by understanding the essence of value-driven marketing and how it works as a crosscutting discipline across the whole organization already in the first year. The IB program's marketing path closes in the third year with a profiling opportunity, where we will look at that trends and megatrends that will lead you to become a specialized competitive professional, developing a portfolio of projects that move from how technological innovations are reshaping the relationship with the consumer to the exploration of sustainability, diversity, and inclusion as the pillars of that relationship—closing the offer with advance digital narratives in a content laboratory.

Entrepreneurship is a combination of attitude, skills and actions needed to find and take advantage of possibilities. The goal is to encourage entrepreneurial mindset and improve skills needed for running your own company. Also, create entrepreneurship that is based on higher education, and renew and develop existing businesses.

CORE COMPETENCE AND PROFILING COMPETENCE

Module is a 15 credit study unit with learning outcomes built around some real-life phenomenon from the world of work. The module learning outcomes and assessment criteria define the competences that should be taken into account when assigning module grades. Core competence studies and thesis are compulsory for all degree students.

Work placement also belongs to core competence. Profiling studies are optional modules that the student can use for steering their competence towards their career goals. You may take optional studies from HAMK's module selection, but also from other higher education institutions in Finland or abroad.

DEGREE REQUIREMENTS AND STRUCTURE

Compulsory Core Competences are 150 cr of which you will complete 120 cr during your first two study years. Work placements can be done during the summer.

As an International Business graduate from HAMK you have experience in working in multicultural teams and projects, you are capable of using modern digital tools and business models, and you are used to solving problems and learnt to thinking critically and analytically. You have also developed an innovative, proactive and entrepreneurial mindset. As a graduate you are able to plan, organize and manage international business operations and create value for your employer in a responsible, efficient, and profitable way, both as an individual and as a team member.

In your Profiling Competences 30 cr you can follow your own path by choosing at least two of the various modules that our degree programme has on offer. Moreover, it is possible to modify your degree based on your own interests, and take 15 cr optional studies from some of HAMK's other degree programmes. Also, you have the opportunity to take courses from other higher education institutions in Finland and from our partner universities abroad.

In addition, you have the opportunity to do a half or full year exchange during your second or third

year of study in one of our many partner universities throughout the world! We also offer you the chance to do a double degree during your third year of study in one of our wonderful partner universities in Europe.

After your graduation you are able to develop your career in digital and social media marketing, market entry projects, international sales, customer service, logistics, human resources, banking, purchasing, finance or risk management. As a professional, a graduate from our business degree program you will be aware of the importance of continuous personal development, strives to be ethical, sustainable, and responsible, and have excellent written and verbal communication skills in English.

DEGREE REQUIREMENTS

REQUIRED LANGUAGE AND COMMUNICATION STUDIES

Swedish 5 cr for students whose language in secondary education is Finnish

Finnish 5 cr for students whose language in secondary education is Swedish

Finnish 10 cr for students whose language in secondary education is other than Finnish or Swedish

Communication in English 6 cr

OTHER COMPETENCES

Accounting 8 cr

Marketing 15 cr

Management 15 cr

Research Methods 15 cr

Entrepreneurship 15 cr

Project Implementation 15 cr

BACHELOR'S THESIS AND MATURITY TEST

A Bachelor's degree requires a 15-credit thesis. The purpose of the thesis is to strengthen your generic skills and professional competences needed for working in the field of study. Creating a thesis is a learning process that teaches you analytical and development-oriented way of working.

In Maturity Test you will demonstrate your proficiency in the degree's field of study and your skills in Finnish or Swedish language. In the case your language of secondary education has not been Finnish or Swedish you can write your maturity test also in English.

Code	Name	1	2	3	4	Sum
BBIB21A-1029	Core Competence					145-150
BBIB21A-1002 Basic Business Competences						13-15
IB00DH43	Global Business Environment	5				5
IB00DH45	Business Mathematics	3				3
IB00DH46	Digital and Technological Skills	2				2
IB00DH47	Study Essentials	3				3
IB00DH48	Study Environment	3				3
IB00DH49	Finnish 1	2				2
BBIB21A-1003 Discovering Global Markets						15
IB00DH50	Foundations of Economics	4				4
IB00DH51	Legal Environment	3				3

IB00DH52	English in a Global Context	3		3
IB00DH53	Sales and Customer Service	2		2
IB00DH54	Marketing Essentials	3		3
BBIB21A-1004 Operating in Business Environment				12-15
IB00DH55	Organizational Communication	3		3
IB00DH56	Principles of Accounting	5		5
IB00DH57	Introduction to Business Information Management	4		4
IB00DH58	Business Environment	3		3
IB00DH59	Finnish 2	3		3
BBIB21A-1005 Innovation and Entrepreneurial Thinking				15
IB00DH60	Business Planning Process	5		5
IB00DH61	Legal Environment of an Entrepreneur	3		3
IB00DH62	Negotiation Skills	2		2
IB00DH63	Finding Business Opportunities Through Innovation	5		5
BBIB21A-1006 Applied Research Methods				15
IB00DH64	Research Writing Skills	3		3
IB00DH65	Qualitative Methods	3		3
IB00DH66	Quantative Methods	4		4
IB00DH67	Introduction to Research Methods	5		5
BBIB21A-1007 Implementing Marketing Dynamics				15
IB00DH68	Positioning and Branding	4		4
IB00DH69	Digital Marketing Expressions	3		3
IB00DH70	Marketing with Data	4		4
IB00DH71	Customer Relationship Management	4		4
BBIB21A-1008 Developing Future Management Skills				15
IB00DH72	Cross Cultural Communication	3		3
IB00DH73	Management Accounting	3		3
IB00DH74	Organizational Behaviour	3		3
IB00DH75	Circular Economy	3		3
IB00DH76	Supply Chain Management	3		3
BBIB21A-1009 Managing Project SISU				15
IB00DH77	Operational Project	9		9
IB00DH79	Communication in Project SISU	3		3
IB00DH80	Project Management	3		3
BBIB21A-1010 Work Placement				30
IB00DL74	Work Placement	15	15	30
BBIB21A-1030	Profiling Competence			45
BBIB21A-1022 Business Analytics and Business Intelligence				15
LT00DE98	Business Analytics		5	5
LT00DE99	Business Intelligence		5	5

LT00DF00	Financial Business Analysis			5	5
BBIB21A-1015 Doing Business in China				15	
IB00DH89	China's Foreign Trade System			5	5
IB00DH90	Business Environment in China			5	5
IB00DH91	Market Entry in China			5	5
BBIB21A-1020 Esports Business Management				15	
LT00DJ74	Sports Management			5	5
LT00DJ75	Marketing and Events			5	5
LT00DJ76	Esports Projects			5	5
BBIB21A-1023 Future Marketing Applications				15-20	
LT00DE95	Marketing Trends			5	5
IB00DL70	Sustainable Marketing			5	5
IB00DL71	Diversity Marketing			5	5
IB00DM27	Content Laboratory			5	5
BBIB21A-1026 Global Fashion Business				5-15	
MU00DL63	From Idea to Product Concept in Fashion Business			5	5
MU00DL64	Management of Fashion Supply Chain			5	5
MU00DL65	International Fashion Branding and Marketing			5	5
BBIB21A-1012 Human Resource Management				15	
IB00DH83	Human Resource Development			5	5
IB00DH84	Change Management			5	5
IB00DH85	Leadership			5	5
BBIB21A-1013 Corporate Social Responsibility				0	
IB00DL27	Corporate Social Responsibility			15	15
BBIB21A-1014 Strategic Management				15	
IB00DH86	Financial Analysis of a Company Performance			5	5
IB00DH87	Process of Strategy Work			5	5
IB00DH88	Concepts and Models of Strategic Thinking			5	5
BBIB21A-1016 Exploring European Business				15	
IB00DH92	European Markets			5	5
IB00DH93	Markets Entry Project			5	5
IB00DH94	Brussel's Project			5	5
BBIB21A-1028 Startup Business School				0	
30114300	Startup Business School			15	15
BBIB21A-1019 Strategy Concepts and Processes				15	
IB00DL12	Concepts and Models of Strategy Process				0
IB00DL14	Strategy Project Work				0
BBIB21A-1025 Professional Skills				0	
VR00BU93	Swedish language, oral				0
VR00BU94	Swedish language, written				0

VR00BU95	Finnish language, oral				0
VR00BU96	Finnish language, written				0
IB00DL72	Finnish 3	3			3
IB00DL73	Finnish 4	2			2
BBIB21A-1001	Bachelor's Thesis				15
9900CQ19	Thesis – Planning			5	5
9900CQ20	Thesis – Implementation			5	5
9900CQ21	Thesis – Finishing			5	5
9900CQ22	Thesis – Maturity Test				0

BBIB21A-1029 Core Competence: 85 op

BBIB21A-1002 Basic Business Competences: 15 op

Objectives

International Business Degree Programme, 1st year module

Compulsory courses

Global Business Environment 4 cr

Business Mathematics 3 cr

Digital and Technological Skills 2 cr

Study Essentials 3 cr

Elective courses:

Swedish for Study 2 cr (virkamiesruotsi)

Finnish 1 3 cr

Finnish for Finns 5 cr (virkamiessuomi)

The student is able to

- evaluate and develop their own competence and learning style
- understand the entity of business and entrepreneurial functions
- use a wide range of business software and other IT tools
- understand and follow the business mathematical laws and regularities in business operations
- communicate in Finnish in simple everyday situations in study and other social environments (non-Finns, A1)
- communicate in Swedish according to the requirements of the Act 424/2003 (Finns)

Students will be introduced to and integrated into the study environment of HAMK as well as to International Business study and entrepreneurial co-operation. The module provides essential knowledge and experimentation about business functions and operations, as well as the concepts behind the operations. The digital study and working environment will be mastered by familiarizing and practicing using a wide range of IT tools and digital communication services. A mathematical perspective of business actions will be studied. Language studies provide the students with a possibility to enhance their essential communication abilities.

IB00DH43 Global Business Environment: 5 op

Objectives

International Business Degree Programme, 1st year, part of Basic Business Competences module

Learning outcomes

- Becoming familiar with local businesses through HAMK Diili challenge
- Understanding the composition of a business organization and identify the roles of different departments and business functions
- Defining and recalling basic concepts in relation to the operations of a business enterprise
- Demonstrating teamwork and knowledge of business environments through group work

Content

This course is designed to impart knowledge to students on business fundamentals and various factors involved in the functioning of a business organization. Students will start by exploring one local company, who has a challenge which needs to be solved. After that, they will revise basic knowledge and form a foundation of basic principles and concepts in the business environment. The course covers an introduction to the functions of marketing, accounting and finance, human resources, operations, and management as well as issues linked to ethics, corporate social responsibility, and the global context of business environments.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

student can use international business-related concepts adequately

student can apply the concepts, techniques and models for the activities in question

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

Good (3-4)

Good (3-4):

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

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

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

Excellent (5)

Excellent (5):

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

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

student can act innovatively and with initiative

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

IB00DH45 Business Mathematics: 3 op

Objectives

International Business Degree Programme, 1st year, part of Basic Business Competences module

Learning Outcomes:

- Applying Formulas
- Using Percentages (e.g. taxes, growth, inflation)
- Understanding Interest & Loans (e.g. simple interest, compound interest, annuity)
- Interpreting Indices
- Applying Exchange Rates
- Deciding on Investments (e.g. instalments, net present value)
- Using Excel

Content

After completing the course, the student knows the principal concepts of business mathematics. The student is familiar with the calculation methods most frequently used in the business world and can perform simple practical work duties in business mathematics. The student is familiar with the digital environments and tools of business mathematics, in particular Excel.

Evaluation criteria

Satisfactory (1-2)

The student

- knows the essential concepts of business mathematics
- is familiar with the calculation methods most frequently used in the business world
- is capable of performing simple practical work duties in business mathematics
- is familiar with the simple digital environments and tools of business mathematics

Good (3-4)

Good (3-4):

The student

- understands the general concepts of business mathematics and the differences between them.
- can select the appropriate method for solving business problems
- has general knowledge of digital tools to support executing complex calculation

Excellent (5)

Excellent (5):

The student is

- able to develop the company's business by utilising the appropriate calculation methods of business mathematics
- Has a high level of proficiency with digital tools for complex calculations
- able to substantiate, compare, explain and interpret the methods being used

IB00DH46 Digital and Technological Skills: 2 op

Objectives

International Business Degree Programme, 1st year, part of Basic Business Competences module

Learning outcomes:

- Having access to the HAMK IT-environment and able to navigate in it.
- Working with basic applications (Office 365, Teams, Zoom, Moodle)
- Demonstrating themselves and skills digitally.

Content

The course introduces and gives the first practical experience of several digital tools needed when studying and working, like the Office 365 suite, Electronic Learning Environment, and online information sources about your studies, as well as tools to present yourself and competences. The students will conduct parts of the Starter Kit of Digital Skills package as a part of this course.

IB00DH47 Study Essentials: 3 op**Objectives**

International Business Degree Programme, 1st year, part of Basic Business Competences module

Learning Outcomes:

Understanding the structure and the content of the studies, curricula and PSP.

Understanding the practicalities and the requirements of studying in university of applied sciences.

Ability to plan and take responsibility of their own studies.

Recognizing the importance of teamwork and learning to work with diverse cultures.

Content

The course will orientate the students to HAMK International Business study environment.

International Business curricula and planning own studies will be introduced. Taking responsibility of own studies and planning the studies will be emphasized. Various study methods, especially teamworking will be introduced. Support services offered to students including IT services, library services and well-being services will be presented. The norms and values of International Business degree programme and professional, academic way of studying will be introduced. The part-time students will have a full day of orientation and in addition they will conduct parts of the Starter Kit of Digital Skills package as a part of this course. The full-time students will participate in orientation camp and organize International Day.

IB00DH48 Study Environment: 2 op**Objectives**

International Business Degree Programme, 1st year, part of Basic Business Competences module

The student can

present him-/herself and education at the university of applied sciences

communicate in situations related to customer service e.g. e-mail and telephone

Content

Goals

The goal is to utilize basic vocabulary used in everyday language, studying and own field of profession. The student can also use basic structures of Swedish language. He/ She reaches knowledge comparable with CEFR B1 level.

IB00DH49 Finnish 1: 2 op**Objectives**

International Business Degree Programme, 1st year, part of Basic Business Competences module

You can introduce yourself in Finnish and to ask and answer simple questions about matters of personal relevance. You can understand very simple Finnish phrases when people speak slowly and clearly. You can count in Finnish and recognize numbers from 1 to 100. You can ask and answer both questions starting with question words (Mikä, mitä, missä...) and yes/no-questions (Puhutko, asutko...). Target level: CEFR level A1.2.-

Content

- interactive speaking exercises in pairs and groups
- short writing and grammar tasks
- listening comprehension exercises
- short lectures on grammar topics (the basics of pronunciation, basic sentences, forming questions, verb conjugation in verb types 1 and 2)

BBIB21A-1003 Discovering Global Markets: 5 op

Objectives

International Business Degree Programme, 1st year module

Foundations of Economics 4 cr
 Legal Environment 3 cr
 English in a Global Context 3 cr
 Sales and Customer Service 3 cr
 Marketing Essentials 3 cr

Learning Outcomes (Module):

- Understanding of the principles of marketing, law, and economics.
- Having the knowledge about the main concepts of the international business world.
- The ability to communicate and to operate internationally in English.

The aim of this module is for the student to discover the concepts of the international business world and the studies to focus on the international context.

The students will be introduced to the economic way of thinking and learn about the functioning of a modern market economy and the Finnish and European legal environment. The module covers the environmental factors which influence consumer and organizational decision-making processes. The student will practice the essential elements of the marketing matrix and understand the audiences that matter most. The students will learn the basics of strategic and tactical marketing practically.

IB00DH50 Foundations of Economics: 4 op

Objectives

International Business Degree Programme, 1st year, part of Discovering Global Markets module

Learning Outcomes:

After the course, the student will:

- know the history of Economics, and what has led to current topics
- understand how supply & demand influence each other, and the role utility and elasticity play in it
- be able to recognise and make use of competition, and how it shapes business

- be able to analyse a market, an industry, as well as understand what information is relevant there.

Content

This course covers the basic of Economics. It provides an overview of how Economics came into being, and covers the topics of Supply & Demand, Elasticity, Utility, Competition, and how they affect the decisions you take in business. Alongside various analysis techniques are taught, like SWOT, PESTEL, and Porter's 5 forces.

The students will apply this knowledge on the one hand by analysing the Economy of a country, and on the other hand by applying the reasoning of decision making to the Global Markets project.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

- Having a basic notice of the history of Economics
- Recognizing the forces of competition and markets
- Finding relevant information for decision making.

Good (3-4)

Good (3-4):

- Knowing the history of Economics
- Analysing the forces of competition and markets
- Understanding the concept of Supply & Demand
- Making relevant decisions

Excellent (5)

Excellent (5):

- Practising sound economic decision-making
- Understanding economic analysis and is able to find relevant information
- Preparing for economic competition
- Explaining and applying key concepts on supply, demand, and elasticity.

IB00DH51 Legal Environment: 3 op

Objectives

International Business Degree Programme, 1st year, part of Discovering Global Markets module

Learning outcomes:

- Understanding the main legal traditions and how culture, history and religion effect on content and implementations of the laws
- Understanding the importance of validity sources and critical thinking when utilizing sources
- Familiarizing with Finnish constitutional law
- Familiarizing with Finnish contractual law and briefly international contract law
- Familiarizing with EU legal system, main legal sources and EU as a legal entity
- Applying the legal framework into the joint project

Content

The course is integrated with the joint project of the module. During the course the students will be introduced to the main legal traditions and how culture, history and religion effect on content and

implementations of the laws. The students will learn to utilize several valid sources, they will also understand why validity of sources is so important and what critical thinking means when utilizing the sources. The students will familiarize themselves with Finnish constitution and judicial system. They will familiarize themselves with Finnish contract law, including consumer protection. They will also briefly study what are the main differences in contract law in an international context and what are the most important clauses utilized in international contracts. The students will study the basics of EU law, its main structure, legislation and concepts related with internal market area. The students will apply the knowledge gained from the legal perspective into the joint project.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

- Having a basic notice of the history of Economics
- Recognizing the forces of competition and markets
- Finding relevant information for decision making.

Good (3-4)

Good (3-4):

- Knowing the history of Economics
- Analysing the forces of competition and markets
- Understanding the concept of Supply & Demand
- Making relevant decisions

Excellent (5)

Excellent (5):

- Practising sound economic decision-making
- Understanding economic analysis and is able to find relevant information
- Preparing for economic competition
- Explaining and applying key concepts on supply, demand, and elasticity.

IB00DH52 English in a Global Context: 3 op

Objectives

International Business Degree Programme, 1st year, part of Discovering Global Markets module

Learning outcomes:

- Improving English fluency both written and verbal
- Fine-tuning of presentation skills
- Understanding the role of teamwork and how to be a valuable team member
- Becoming more culturally aware and knowledgeable of diversity

Content

As the world gets smaller the number of people speaking English as a 2nd, 3rd even 4th language is increasing rapidly. It is estimated that 1.5 billion people speak English and 360 million speak it as their first language.

The main objectives of English in a Global Context are to improve fluency through speaking, listening, reading and writing. A topic-based syllabus is used to help promote participation in the classroom. Topics included in the course are: presentation skills, report writing (both formal and reflective), cultural awareness, vocabulary for expressing opinions, team building skills, global issues

and English for social media. Flipped classroom method is used to promote learning.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (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)

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)

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.

IB00DH53 Sales and Customer Service: 2 op

Objectives

International Business Degree Programme, 1st year, part of Discovering Global Markets module

Learning Outcomes:

- recognizing the basic elements of sales and customer service in Finland and in a global context
- communicating and to operate internationally in the area of customer service
- building a sales pitch and customer survey
- knowing the basics of complaint process

Content

Today, customers have much higher expectations than ever and businesses face greater challenges than ever to keep customers happy. The major questions for this course are, how to take care of customers, how to sell and how to keep them? During this course the basic elements of sales and customer service are introduced via practical examples. For those students, who are going to work in customer service-based tasks in Finland, we offer an opportunity to make a hygiene pass test, accredited by Evira.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

- student can use international business-related concepts adequately
- student can apply the concepts, techniques and models for the activities in question
- student can communicate satisfactorily according to the requirements of the target language

Good (3-4)

Good (3-4):

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

- student can appropriately select, combine and develop the techniques and models essential to business that are suitable for the activities in question
- student can communicate competently according to the requirements of the target language

Excellent (5)

Excellent (5):

- student can use international business-related concepts and approaches expertly and extensively
- student can select, combine and develop the techniques and models essential to business that are suitable for the activities in question
- student can act innovatively and with initiative

IB00DH54 Marketing Essentials: 3 op

Objectives

International Business Degree Programme, 1st year, part of Discovering Global Markets module

Learning outcomes:

- Understanding the 4Ps of Marketing
- Identifying Marketing Segmentation
- Creating a Brand Manifesto
- Recognizing marketing opportunities
- Creating a Marketing Plan
- Designing a Marketing Campaign

Content

This course is thought as an integration with the other courses of the module. The student will access to the learning in a practical and reflective manner.

The course is designed as an immersion in the critical functions and strategies of today's marketer's role, offering an opportunity to understand the industry in a holistic way and start build expertise as a foundation of a future career in Marketing. The course will provide the students with the basic concepts of marketing. It will explain what marketing is and will do so, from the point of view of a global organization.

The students will be assigned a brand and a brief that, in groups, will need to be unpacked from the marketing perspective. The learning by doing in a real case approach will allow moments of research, reflection and creative thinking. Those will be structured through a series of tasks and micro assignments, designed as a scaffold of students learning.

First, they will get familiar with the internal dynamics of marketing within an organization and its context and a strategy. Only then, they will move to the execution of the essentials in a series of tactical actions that will show in the development of their own case study under the name of the assigned global brand.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

The student has a basic knowledge of the marketing dynamics and understands the difference between strategic and tactical marketing. The student uses some marketing jargon. The student has participated at a minimal level in the course activities.

Good (3-4)

Good (3-4):

The student has good or very good knowledge of the marketing dynamics and clearly distinguishes the difference between strategic and tactical marketing. The student recognizes the key moments in both and apply them to a real case practice (segmentation, customer journey, distribution channels, advertisement and communication, the marketing plan, the marketing campaign, evaluation). The student has actively participated in all the course activities.

Excellent (5)**Excellent (5):**

The student has an excellent knowledge of the marketing dynamics and knows how to implement it correctly. The student recognizes the key moments in both and apply them to a real case practice (segmentation, customer journey, distribution channels, advertisement and communication, the marketing plan, the marketing campaign, evaluation). The student shows strategic decision making in the related assignments. The student has actively participated in all the course activities.

BBIB21A-1004 Operating in Business Environment: 15 op**Objectives**

International Business Degree Programme, 1st year module

Compulsory courses:

Organizational Communication 3 cr

Principles of Accounting 5 cr

Introduction to Business Information Management 4 cr

Elective courses:

Swedish for Study 3 cr

Finnish 2 3 cr

Upon completion of this module, the student is able to:

- manage business opportunities, financial, environmental effects and risks related to business operations as well as search for different sources of funding
- develop core entrepreneurial and intrapreneurial skills like ethical, communicative and social skills, problem solving, decision making, risk taking competencies and international business awareness
- 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
- 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
- identify and implement leadership and managerial skills, understand and use various forms of formal and informal communication, fine-tune meeting, presentation and feedback skills necessary for effective communication within an organization
- understand and use a selection of systems and tools for managing data and decision making
- Non-Finns: Is able to communicate in Finnish in everyday situations related to study and other

environments (non-Finns, A1)

-Finns: Is able to communicate in Swedish and can operate in a business environment in the Swedish language according to requirements of the Act 24/2003

This module provides the student with the competencies to understand the principles of the financial environment and information management systems from a holistic business perspective. The student learns about financial accounting, communication and data management of an organization as well as situating organizational processes in business studies. The student learns how to effectively communicate within an organization and further enhances their Finnish / Swedish language capabilities.

IB00DH55 Organizational Communication: 3 op

Objectives

International Business Degree Programme, 1st year, part of Operating in Business Environment module

Upon successful completion of this course, the student is able to:

- understand the importance of open communication within an organization
- analyze best practices with regards to formal and informal communication
- recognize the differences between leaders and managers and the roles each play within an organization
- understand the complexities of cultural awareness and how to work effectively in diverse settings
- embrace the role of teamwork and how to be a successful team member

Content

The aim of this course is to analyze different means of communicating effectively within an organization. The student will gain knowledge of the characteristics of verbal and non-verbal communication, formal and informal communication, communication within social media, and will gain cultural awareness to aid with communication in diverse cultural backgrounds.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

- the student can use related concepts adequately
- the student can apply the concepts/techniques/models for the activities in question
- the student can communicate satisfactorily according to the requirements of the target language

Good (3-4)

Good (3-4):

- the student can use related concepts and approaches in a proficient way
- the student can appropriately select/combine/develop the techniques and models suitable for the activities in question student can communicate competently according to the requirements of the target language

Excellent (5)

Excellent (5):

- the student can use related concepts and approaches expertly and extensively
- the student can select, combine and develop the techniques/models for the activities in question

-the student can act innovatively and with initiative student can communicate effectively according to the requirements of the target language

IB00DH56 Principles of Accounting: 5 op

Objectives

International Business Degree Programme, 1st year, part of Operating in Business Environment module

Upon successful completion of this course, the student is able to:

- demonstrate a wide understanding of accounting systems
- apply a range of accounting calculations, using Excel sheets
- record basic accounting transactions
- prepare financial statements
- analyze, interpret, and communicate the resulted accounting information

Content

The course will introduce the fundamentals of accounting that are used within the business environment and give students a comprehensive explanation of financial reporting. Students will learn how financial data is registered and accounted; they will get the skills on compiling financial statements and gain fundamental knowledge on what type of accounting registrations are used in a financial department of any operating business.

Evaluation criteria

Satisfactory (1-2)

(1-2) Satisfactory:

- Students can explain main concepts in a clear way.
- Students can apply the learnt methods and perform calculations correctly.
- Students have worked on all given questions/exercises.

Good (3-4)

(3-4) Good:

- Students can explain the concepts in a skilled way.
- Students have selected to apply methods that are suitable for the activity in question.
- Students have given clear exemplification and justification of their choices and have performed analysis and interpretations of financial statements.

Excellent (5)

(5) Excellent:

- Students have used the learnt concepts extensively.
- Students can combine and develop techniques that are best applicable to the activity in question and give a throughout evaluation of the resulted accounting information.
- Students have used expert analysis and have given impressive justification of their choices, while using Excel at masterly level

IB00DH57 Introduction to Business Information Management: 4 op

Objectives

International Business Degree Programme, 1st year, part of Operating in Business Environment

module

Upon successful completion of this course, the student is able to:

- relate the role of Information Systems to corporate missions in the digital age.
- explain the process and framework of formulating Information Systems Strategies and Portfolio.
- understand both the traditional life cycle and prototyping approaches to systems development and implementation from the management point of view.
- evaluate the effectiveness of an Information System and applications like AI.
- participate in developing a strategic plan for Information Systems from a management perspective.
- appreciate the impact of technological development and automation on organizations and the future of work.
- develop their problem-solving and decision-making skills.

Content

This course focuses on the organizational and technical foundations of management information systems. It introduces the concepts of systems, IS, and IT and their applications in organizational context. Management of information, knowledge management, and systems development will be discussed to provide an understanding of the integration of IT into business processes. This course aims to further develop the students' understanding of the use, implications and potential of information systems in organizations. It also aims to help students understand transformational changes within and across industries.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2)

the student uses concepts and approaches systematically

- the student can apply techniques and models that he/she has learnt
- the student can work independently and act in an IT enabled environment with a business information systems orientated mindset and address requisite sets of business needs

Good (3-4)

Good (3-4)

-the student uses concepts and approaches in an expert way

- the student can select techniques and models that are suitable for the activity in question and justify his/her choices
- the student can work systematically and prioritise use of knowledge management and maintain customer relationships in an IT enabled environment

Excellent (5)

Excellent (5)

-the student uses concepts and approaches expertly and extensively

- the student can select, combine and develop techniques and models that are suitable for the activity in question
- the student can act innovatively and with initiative with business analytics and understand the significance of business intelligence and information systems management for the whole enterprise

IB00DH58 Business Environment: 3 op

Objectives

International Business Degree Programme, 1st year, part of Operating in Business Environment

module

Learning outcomes

Upon successful completion of this course, the student is able to:

- describe their competence in the field and work experience
- communicate in situations related to work communities e.g. online meetings
- present companies and organizations, services and/ or products in the field

Content

The objective of this course is to know vocabulary in the field of student's own profession and in working life. Students will also learn central structures in the Swedish language. The student will acquire knowledge which is comparable with CEFR B1 level.

IB00DH59 Finnish 2: 3 op

Objectives

International Business Degree Programme, 1st year, part of Operating in Business Environment module

You can interact orally and in writing in some of the most frequent everyday situations, and to discuss, with prompts, several everyday topics (eg. food, the weather, hobbies, studies). You can describe your daily and weekly routines and schedules in a very simple way. Target level: CEFR level A1.3.

Content

- interactive oral exercises
- short grammar lectures and exercises on grammar topics (eg. Finnish verb conjugation types and location cases)
- writing, reading, and listening comprehension exercises

BBIB21A-1005 Innovation and Entrepreneurial Thinking: 4 op

Objectives

International Business Degree Programme, 1st year module

Business Planning Process 5 cr

Legal Environment of an Entrepreneur 3 cr

Negotiation Skills 2 cr

Finding Business Opportunities Through Innovation 5 cr

Learning outcomes:

- Generating new business ideas via innovation tools and have skills to establish own business
- Understanding the entrepreneurial process and functions
- Understanding the legal environment of an entrepreneur including labor and company law
- Recognizing and overcoming wider megatrends and ethical concerns, anticipate changes in the operational environment
- Mastering the tools and methods of business planning and development process and organization of profitable business operations
- Evaluating and managing business opportunities, financial, environmental effects and risks related to business operations
- Developing skills specific to collaborative problem solving and acting in an innovative and creative

way together with the internal and external interest groups

- Pitching business idea to the target group
- Starting own business

Creativity and innovation are often evoked in company mission statements, but more often than not, companies fail at fostering either of them within their ranks. In this course the students are encouraged to think of themselves as future entrepreneurs or change agents within organizations taking into consideration the legal aspects. This is an activity-based course with the focus on group creativity and innovation, its importance for functions such as new product development and new opportunity conceptualization.

IB00DH60 Business Planning Process: 5 op

Objectives

International Business Degree programme, 1st year, part of module Innovation and Entrepreneurial Thinking

Learning outcomes:

- building a business plan
- identifying profitable business ideas
- defining customers and segments
- designing products and/or services
- building first-line budgets (investment- and funding budget + profitability)
- thinking about risks and how to cover them
- defining stakeholder groups

Content

The business planning process is concerned with defining a company's goals and determining the resources necessary to achieve those goals. To meet business goals, managers or future entrepreneurs develop business plans not only to reach targets but also to strengthen and change public perception of the company's brand. Core of this module is in business idea, customers, marketing and budgeting processes.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

The student has the basic knowledge of the most important areas of the subject. The student has participated at a minimal level in the course activities.

Good (3-4)

Good (3-4):

The student has good / very good knowledge of (the most important areas of) the subject and knows how to implement that knowledge

Excellent (5)

Excellent (5):

The student has an excellent knowledge of the subject and knows how to implement this innovatively in the correct context. The student has actively participated in all course activities.

IB00DH61 Legal Environment of an Entrepreneur: 3 op

Objectives

International Business Degree programme, 1st year, part of module Innovation and Entrepreneurial Thinking

Learning Outcomes:

- Understanding and applying the most important areas of Company Law
- Understanding and applying the most important areas of Labor Law
- Being able to identify legal areas and requirements related to different business ideas
- Understanding the importance of knowing and following the legal requirements for risk management
- Understanding the importance of valid of sources and critical thinking

Content

The course will provide the students' knowledge of the most important legal areas related with entrepreneurship and students' own business ideas. The main content of Company law effecting the choice of a company form and risk taking will be studied based on the students' own business plan. Labor law and legal responsibilities of an employer will be studied via practical cases. In addition, students will identify variety of different legal areas depending on their own business plan. The importance of following and understanding the requirements of law and ethical and responsible way of conducting business will be emphasized.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

The student has the basic knowledge of the most important areas of the subject. The student has participated at a minimal level in the course activities.

Good (3-4)

Good (3-4):

The student has good / very good knowledge of (the most important areas of) the subject and knows how to implement that knowledge. The student has participated at most of the course activities.

Excellent (5)

Excellent (5):

The student has an excellent knowledge of the subject and knows how to implement this innovatively in the correct context. The student has actively participated in all course activities.

IB00DH62 Negotiation Skills: 2 op

Objectives

International Business Degree programme, 1st year, part of module Innovation and Entrepreneurial Thinking

Learning Outcomes:

- building a sales pitch
- defending your choices in real-life negotiation
- working as a team in negotiations

Content

Good negotiations contribute significantly to business success. Negotiation skills are needed everywhere, and this is the skill what comes in handy every day. The ability to negotiate effectively is highly appreciated in today's competitive market.

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

Satisfactory (1-2):

The student has the basic knowledge of the most important areas of the subject. The student has participated at a minimal level in the course activities.

Good (3-4)

Good (3-4):

The student has good / very good knowledge of (the most important areas of) the subject and knows how to implement that knowledge

IB00DH63 Finding Business Opportunities Through Innovation: 5 op**Objectives**

International Business Degree programme, 1st year, part of module Innovation and Entrepreneurial Thinking

Learning outcomes:

- Using design thinking and innovation tools to research, identifying and executing on a prototype your new business opportunity
- Building a concept prototype through business model canvas
- Acquiring the key concepts related to business design thinking and business innovation.
- Using a process to produce and enact your own solutions that are unique to your context.
- Delivering a prototype of a business concept

Content

This course is designed as a race into a very agile and immersive experience. During the course period the student will get hands on a broad challenge – for instance, adjusting the 17 UN goals for sustainable development - and distil it into a business opportunity. The student will be expected to do that with a fair amount of creative thinking and research. The student will learn by doing how to identify market opportunities, business gaps and social driven business models. The student will collaborate with external stakeholders to explore value driven opportunities for a future business proposition and design business under the principles of sustainable development and for the social good.

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

Satisfactory (1-2):

The student has the basic knowledge of the most important areas of the subject. The student has participated at a minimal level in the course activities.

Good (3-4)

Good (3-4):

The student has good / very good knowledge of (the most important areas of) the subject and knows

how to implement that knowledge

Excellent (5)

Excellent (5):

The student has an excellent knowledge of the subject and knows how to implement this innovatively in the correct context. The student has actively participated in all course activities.

BBIB21A-1006 Applied Research Methods: 4 op

Objectives

International Business Degree programme, 2nd year module

Introduction to Research Methods 5 cr

Research Writing Skills 3 cr

Qualitative Methods 3 cr

Quantative Methods 4 cr

Learning outcomes

Ability to define research problems and research objectives with a purpose to develop a research proposal in order to write a thesis

Ability to select appropriate research methods and conduct basic analysis of both quantitative and qualitative data

Understanding the purpose of applied research and capability of applying it in the context of business and organizational development

Ability to contrast alternative research designs and their relative strengths and weaknesses

Ability to able to utilize appropriate statistical calculations for analyzing data

Capable of writing academic research reports in English, using HAMK thesis template and given APA style referencing

The purpose of this module is to develop applied research skills to support final thesis procurement. The module introduces students to the field of research methods and prepare them in the skills, techniques, and knowledge necessary to undertake independent research. The module provides the students with the required tools to plan and implement research activities. While the course mainly focuses on the research methodology, all the research phases will be considered: finding the idea, choosing the research paradigm, searching sources, designing research, data collection and analysis (quantitative and qualitative data), presenting the results, research standards and the best research practices. Special emphasis will be placed on research ethics, differences in intercultural perspectives, academic writing and referencing, and research time management.

Learning outcomes

Ability to define research problems and research objectives with a purpose to develop a research proposal in order to write a thesis

Ability to select appropriate research methods and conduct basic analysis of both quantitative and qualitative data

Understanding the purpose of applied research and capability of applying it in the context of business and organizational development

Ability to contrast alternative research designs and their relative strengths and weaknesses

Ability to able to utilize appropriate statistical calculations for analyzing data

Capable of writing academic research reports in English, using HAMK thesis template and given APA style referencing

The purpose of this module is to develop applied research skills to support final thesis procurement. The module introduces students to the field of research methods and prepare them in the skills, techniques, and knowledge necessary to undertake independent research. The module provides the students with the required tools to plan and implement research activities. While the course mainly focuses on the research methodology, all the research phases will be considered: finding the idea, choosing the research paradigm, searching sources, designing research, data collection and analysis (quantitative and qualitative data), presenting the results, research standards and the best research practices. Special emphasis will be placed on research ethics, differences in intercultural perspectives, academic writing and referencing, and research time management.

IB00DH64 Research Writing Skills: 3 op

Objectives

International Business Degree programme, 2nd year module, part of Applied Research Module

Learning outcomes

Understanding the need for clear, correct and concise writing

Gaining the necessary vocabulary to create text which flows and strikes the correct tone

Focusing on correct grammatical structures, lexis and syntax

Using correctly APA style referencing and understanding the necessity of citing sources.

Content

This course will provide the students with the written language skills to conduct their final thesis in English. The students will become familiar with how to write effectively, concentrating on academic style and composition, grammar, and writing both clearly and correctly with the proper tone and structure. APA style referencing is explored in detail.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

1-2. The student has the basic knowledge of the most important areas of academic writing. The student can produce academic text on a basic level.

Good (3-4)

Good (3-4):

3. The student has good/very good knowledge of the areas of academic writing and knows how to implement that knowledge. The student can produce good/very good academic text.

Excellent (5)

Excellent (5):

5. The student has an excellent knowledge of academic writing and knows how to implement this in the correct context. The student can produce excellent academic text.

IB00DH65 Qualitative Methods: 3 op

Objectives

International Business Degree programme, 2nd year module, part of Applied Research Module

Learning outcomes

- Understanding the requirements for an exploratory study
- Getting familiar with the main concepts of qualitative research
- Understanding the nature of data collection process in qualitative research
- Applying different data collection methods for qualitative research and understanding the importance of rich data and valid references
- Understanding the main analysis methods for qualitative research

Content

This course will offer the students understanding of the characteristic and requirement for explanatory studies and conducting qualitative research. The course will begin by explaining the main concepts of qualitative research. During the course it will be studied in practice which kind of studies qualitative research could be used for. The students will get familiar with data collection process and different methods for qualitative research. They will be introduced to the main analyzing methods for qualitative research. The importance of rich data and valid references will be emphasized.

Evaluation criteria

Satisfactory (1-2)

1-2 Satisfactory

- * student uses concepts and approaches systematically
- * student can apply techniques and models that they have learnt
- * student can work independently and is able to acquaint with the variety of qualitative concepts and methods

Good (3-4)

3-4 Good

- * student uses concepts and approaches in an expert way
- * student can select methods that are suitable for the activity in question and justify their choices
- * student can work systematically and is able to provide a clear demonstration of ability to employ qualitative research methods

Excellent (5)

5 Excellent

- * student uses concepts and methods expertly and extensively
- * student can select, combine and develop methods that are suitable for the activity in question and is able to analyze qualitative case problems and prepare managerial recommendations
- * student can act innovatively and is able to demonstrate logical development of results and recommendations with an appropriate depth of qualitative analysis

IB00DH66 Quantative Methods: 4 op

Objectives

International Business Degree programme, 2nd year module, part of Applied Research Module

Learning outcomes

Getting acquainted with the variety of quantitative concepts, tools and techniques relevant in

business data analysis and decision making. The emphasis will be on the application rather than on the mathematical proofs.

Understanding of the underlying relationships and ability to apply the same in new situations

Acquiring a foundation, based upon common sense, for checking accuracy and evaluating reasonableness of any answer calculated or computed.

Communicating intelligently with professionals and specialists in the field with an understanding and perspective of the situation as seen through their eyes.

Analyzing quantitative case problems and prepare managerial recommendations.

Content

This course will provide an overview of quantitative methods used for modeling of business problems, whose solutions are then sought using mathematical and statistical tools. In addition, a study of Quantitative Methods and Business Analysis approaches in an organization will be examined. The objective of the course is to familiarize the student with advanced quantitative approaches and mathematical techniques used to address managerial and industrial problems and to successfully write their thesis. As a prerequisite, the students will be assumed to have attained a level of knowledge equivalent to that from the foundation courses, such as, business mathematics and use of basic excel techniques. The following topics will be examined in detail: Measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques.

Evaluation criteria

Satisfactory (1-2)

1-2 Satisfactory

- * student uses concepts and approaches systematically
- * student can apply techniques and models that they have learnt
- * student can work independently and is able to acquaint with the variety of quantitative concepts, tools and techniques relevant in business data analysis and decision making.

Good (3-4)

3-4 Good

- * student uses concepts and approaches in an expert way
- * student can select techniques and models that are suitable for the activity in question and justify their choices
- * student can work systematically and is able to provide a clear demonstration of ability to employ quantitative research concepts, methods, and techniques

Excellent (5)

5 Excellent

- * student uses concepts and approaches expertly and extensively
- * student can select, combine and develop techniques and models that are suitable for the activity in question and is able to analyze quantitative case problems and prepare managerial recommendations
- * student can act innovatively and is able to demonstrate logical and sequential development of results and recommendations with an appropriate depth of quantitative analysis

IB00DH67 Introduction to Research Methods: 5 op

Objectives

International Business Degree programme, 2nd year module, part of Applied Research Module

Learning outcomes

Managing research information (search for, store, analyze, read critically and cite information)

Communicating and presenting the research findings

Selecting proper methodology (problem analysis and research design)

Using critical thinking and developing the research question

Teamworking

Understanding basics of qualitative and quantitative data analysis

Content

The course is competence-oriented and designed to help students develop their own research style. It also helps plan, design, organize research and analyze data and presents the outputs of a research project in the international business area. During the course students should revise their own academic competencies and become familiar with research creation with emphasis on proper referencing. The practical outcome of the course is a research proposal, which will help the student to write the thesis during the third year. The student will follow the same structure with milestones as the final thesis follows. The course is primarily aimed at helping students master their academic competencies, which will allow them to plan, design, and conduct international research projects. The course focuses on the following competencies: critical thinking, academic reading and writing, time management, data analysis, communication and presentation in management science.

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

Evaluation criteria

Satisfactory (1-2):

The student has shown the basic knowledge of the most important areas of the subject in their research proposal. The student has participated in the minimum required amount of contact lectures.

Good (3-4)

Good (3-4):

The student has shown good/very good knowledge of the subject and knows how to implement that knowledge in their research proposal. The student has participated in the majority contact lectures.

Excellent (5)

Excellent (5):

The student has shown an excellent knowledge of the subject and knows in-depth how to implement this in their research proposal. The student has attended and actively participated in all of the contact lectures.

BBIB21A-1007 Implementing Marketing Dynamics: 4 op**Objectives**

International Business Degree Programme, 2nd year module

Courses:

Positioning and Branding 4 cr

Digital Marketing Expressions 3 cr

Marketing with Data 4 cr
Customer Relationship Management 4 cr

Learning Outcomes:

- Identifying brand opportunities and gaps in the market of launch as well as the prospect's mind
- Developing brand narratives and executions that help a business succeed in new and highly competitive landscapes
- Evaluating and analyzing existing data that would make the business more effective in their marketing decisions and refining strategies into a more meaningful relationship with the consumer.
- Understanding the relevance of a customer-centric approach in marketing and developing the right strategy for leveraging customer value in every touchpoint.

This module is dedicated to helping the students acquire the competencies and skills required to successfully navigate the latest business trends in marketing and customer relationship. The module aims to develop forward-thinking professionals who will help brands expand their reach in a crowded online marketplace, adding the must-haves digital marketing and social media proficiencies to their future professional profiles and the understanding of customers and how to attract them with value-driven strategies.

The four courses that constitute this module will be dedicated to designing, developing, delivering, and marketing B2B and B2C services and strategies within an international business environment. This framework requires the skills and full understanding of conceptualization/commercialization of services, customer relationships, digital marketing, digital expression, branding and positioning propositions, and the necessary knowledge of reading and understanding the key principles of marketing-related data analytics.

IB00DH68 Positioning and Branding: 4 op

Objectives

International Business Degree Programme, 2nd year module, part of module Implementing Marketing Dynamics

- Learning outcomes =covering the issues with which the student can evaluate if she/he is able to accredit the study unit

During this course, you should arrive at a consensus on the brand's main differentiators, identify your customers, and how their emotional and functional needs are related to your brand positioning. Furthermore, you will be able to unfold your brand mission, vision, values and personality through a series of archetypes. Finally, you will design the different creative elements that represent your brand visually and sonically.

Content

Positioning is the heart of any brand strategy, the essence and the key to customers recognition. Explore the opportunities hidden in the value gap, reshape your products and services narratives by designing an unbeatable positioning which will put you ahead of competitors. Moreover, utilize that positioning as a trigger to an identity that enhances your brand narrative, understand the principles of visual and audio storytelling, develop your own company's branding and exercise it while learning what works best for your brand. These 2 elements, tightly connected, will be the heart and soul of this course, created as learn by doing, designing and developing while you practice your creative and strategic thinking in a marketing framework.

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

Satisfactory (1-2):

The student has a basic knowledge of positioning and branding concepts and understands the different elements that take part in both processes. The student has participated at a minimal level in the course activities.

Good (3-4)

Good (3-4):

The student has good or very good knowledge of positioning and branding and clearly distinguishes the different elements that take part in both processes. The student recognizes the key moments in both and applies them to a real case practice. The student has actively participated in all the course activities.

Excellent (5)

Excellent (5):

The student has an excellent knowledge of positioning and branding and clearly distinguishes the different elements that take part in both processes and knows how to implement them correctly. The student recognizes the key moments in both, applies them to a real case practice, and shows strategic decision making in the related assignments. The student has actively participated in all the course activities.

IB00DH69 Digital Marketing Expressions: 3 op**Objectives**

International Business Degree Programme, 2nd year module, part of module Implementing Marketing Dynamics

Learning Outcomes:

- Understanding the principles of UX
- Developing a coherence narrative across platforms where the brand and the consumer meet
- Identifying the opportunities to appeal to the audience with a well-researched content plan dedicated to increasing SEO traffic
- Expanding the brand's digital footprint with a clear content marketing and branded content strategy

Content

Marketing channels have proliferated in the digital world, adding complexity to any product or brand proposition. This course will help you navigate the virtual and the analogic worlds by paying attention to the integration and customer experience.

The students will work with brand style-guides to execute assets and the outlook of the platforms to represent the offering. The students will evaluate the most relevant touchpoints and assess the brand strategy's needs before developing a content strategy that successfully appeals to the user, consumer, or final audience of the product or service.

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

Satisfactory (1-2):

The student has a basic knowledge of User Experience and the minimum requirements of a content strategy. The student has participated at a minimal level in the course activities.

Good (3-4)

Good (3-4):

The student has good or very good knowledge of User Experience and clearly distinguishes a content strategy's different elements. The student can make decisions that affect the brand representation and apply them to a real case practice. The student has actively participated in all the course activities.

Excellent (5)

Excellent (5):

The student has an excellent knowledge of User Experience and clearly distinguishes the different elements of a content strategy and knows how to implement it correctly. The student can make decisions that affect the brand representation and apply them to a real case practice while showing strategic decision making in the related assignments. The student has actively participated in all the course activities.

IB00DH70 Marketing with Data: 4 op**Objectives**

International Business Degree Programme, 2nd year module, part of module Implementing Marketing Dynamics

Learning Outcomes:

- Understanding the most relevant indicators in google analytics
- Exploring and practicing the principal social media and web indicators
- Understating the principles and main strategies of SEM and growth hacking

Content

Digital has become almost a synonym of data, and CMOs are using it to present results. This course will help students integrate their soft skills, the critical understanding of marketing data, social media analytics, web performance, and display add KPIs. The student will learn how to identify the most relevant indicators for an SEM strategy and across channels, even in coordination with the brand messages outside of the digital platforms. The students will get some of the leading google garage certifications and learn the latest growth hacking strategies through a dedicated workshop.

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

Satisfactory (1-2):

The student has been awarded the google analytics certification. The student shows a basic understanding of growth hacking strategies. The student has participated at a minimal level in the course activities.

Good (3-4)

Good (3-4):

The student has been awarded the google analytics and digital marketing certification. The student has a good or very good understanding of growth hacking strategies. The student has actively participated in all the course activities.

Excellent (5)

Excellent (5):

The student has been awarded the google analytics and digital marketing certification. The student has a very good understanding of growth hacking strategies and can implement them successfully. The student has actively participated in all the course activities.

IB00DH71 Customer Relationship Management: 4 op

Objectives

International Business Degree Programme, 2nd year module, part of module Implementing Marketing Dynamics

Learning Outcomes:

- Understanding the role CRM plays in the effective planning, implementation and control of relationship marketing strategies, i.e. customer centricity.
- Understanding the specific role CRM modules, play in this process, e.g. sales force automation, call center operations, marketing automation, etc.
- Understanding how customer lifetime value is calculated and used in CRM.
- Understanding how CRM can aid in the attraction, growth and retention of customers.
- Understanding the key factors in the successful implementation of CRM.
- Understanding how CRM is used in a variety of industries facing dynamic market conditions.
- Understanding how CRM is adapting to and leveraging evolving technologies available to customers.

Content

This course aims to help students understand that profitability and long-term success can only be achieved via effective customer relationship management (CRM). CRM is an enterprise approach to understanding and influencing customer acquisition, customer retention, and customer value -current and lifetime- through interactive, relevant information exchange. CRM is a collection of business application modules which will be covered in this course. This course would examine several applications of CRM by varying business types facing various market conditions. Implementation issues will also be emphasized as they are critical factors in the success or failure of CRM to deliver the promised benefits like increased customer satisfaction, reduced direct marketing costs, more effective marketing, and lower costs for customer acquisition and retention.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

The student uses concepts and approaches systematically. The student can apply techniques and models that he/she has learnt. The student can work independently and act in both customer-oriented and business-orientated manner and both sets of needs.

Good (3-4)

Good (3-4):

The student uses concepts and approaches in an expert way. The student can select techniques and models that are suitable for the activity in question and justify his/her choices. The student can work systematically and prioritize and maintain customer relationships.

Excellent (5)

Excellent (5):

The student uses concepts and approaches expertly and extensively. The student can select, combine and develop techniques and models that are suitable for the activity in question. The

student can act innovatively and with initiative with the customers and understand the significance of customer relationships for the whole.

BBIB21A-1008 Developing Future Management Skills: 5 op

Objectives

International Business Degree Programme, 2nd year module

Courses

Cross Cultural Communication 3 cr

Management Accounting 3 cr

Organizational Behaviour 3 cr

Circular Economy 3 cr

Supply Chain Management 3 cr

Learning Outcomes:

Upon successful completion of this module, the student is able to:

- communicate in a cross-cultural environment by using advanced communication tools
- examine human behavior in a work environment and determine its impact on job structure, performance, communication, motivation, leadership
- apply lessons from circular economy to international business
- gain knowledge of strategic, tactical and operational issues of supply chain management and understand the tools needed to be able to analyse, develop and change supply chains.
- assess as an individual; problem handling and professional growth
- cultivate awareness of costs and budgeting, concepts of cost accounting, cost behavior and product costing
- understand managerial accounting techniques to assist decision making, and prepare the master budget of the company

The purpose of this module is to facilitate learning so that the student will become familiar with future management skills that support project management, such as: Cross-Cultural Communication, Human Resource Management, Financing, Logistics, Sustainability, Teamwork, and Business Communication. In addition, the student will take a practical approach to learning by applying theory-based sessions to a real-life project. Lecturers act as facilitators and guide the students on how to use the knowledge they have gained in a practical environment.

IB00DH72 Cross Cultural Communication: 3 op

Objectives

International Business Degree Programme, 2nd year, part of Developing Future Management Skills module

Learning outcomes:

Upon successful completion of this course, the student is able to:

- analyze key cultural terms and theories
- take stock of ones' own culture and potential bias or ethnocentrism
- work effectively in multicultural teams and settings
- use theoretical knowledge to recommend best business practices when doing business in a culturally diverse environment

Content

The purpose of this course is to examine various cultures and their communication styles through analysis of current cross-cultural theory. Students will gain knowledge about cultural diversity while developing awareness of individual cultures and how to effectively work in a multi-lingual, multicultural environment. In addition, students will analyze their own culture, develop insight into their own cultural bias and unconscious cultural conditioning.

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

Satisfactory (1-2):

The student has the basic knowledge of the most important areas of cross-cultural communication. The student has completed all task at a basic level.

Good (3-4)

Good (3-4):

The student has good/very good knowledge of the areas of cross-cultural communication and understands how to implement that knowledge. The student has completed all tasks at a good/very good level.

Excellent (5)

Excellent (5):

The student has an excellent knowledge of the areas of cross-cultural communication and knows how to implement this in the correct context. The student has completed all tasks at an excellent level.

IB00DH73 Management Accounting: 3 op**Objectives**

International Business Degree Programme, 2nd year, part of Developing Future Management Skills module

Upon successful completion of this course, students will be able to:

- calculate different costs using several cost approaches
- use analysis to compare financial reports
- assess financial issues and have them solved profitably
- integrate budgetary controls according to cost objects
- evaluate how the management accounting systems are integrated within the businesses' organizational processes

Content

In this course the student will be introduced to the fundamentals of management accounting and will learn how to make use of financial data to support decision making, how to calculate costing and prepare analysis, how to prepare budgets and produce financial reports, and will feel confident in applying a range of management accounting techniques.

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

(1-2) Satisfactory:

- Students can explain main concepts in a clear way.
- Students can apply the learnt methods and perform calculations correctly.

- Students have worked on all given questions/exercises.

Good (3-4)

(3-4) Good:

- Students can explain the concepts in a skilled way.
- Students have selected to apply methods that are suitable for the activity in question.
- Students have given clear exemplification and justification of their choices and have performed analysis of integrated situations.

Excellent (5)

(5) Excellent:

- Students have used the learnt concepts extensively.
- Students can combine and develop techniques that are best applicable to the activity in question and give a throughout evaluation of business situations.
- Students have used expert analysis and have given impressive justification of their choices and expected results.

IB00DH74 Organizational Behaviour: 3 op

Objectives

International Business Degree Programme, 2nd year, part of Developing Future Management Skills module

Upon successful completion of this course, the student is able to:

- Understand themselves, and have the tools to understand others.
- Act on what is needed to motivate people
- Create functioning teams
- Tell apart Leadership from Management
- Direct Organizational Processes

Content

Organizational Behaviour creates understanding about the various sides of the human in an organizational context. The journey starts with the person, and slowly expands the circle to eventually how to operate in a business organization, and knowing how to lead others. Using various theories, the course also involves many personal experiences of the participants.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

- Understanding the basic concepts of Organizational Behaviour.
- Analysing the dynamics of project work on a basic level.

Good (3-4)

Good (3-4):

- Recognizing the challenges of working within an organization.
- Able to organize their own work.
- Communicating what is needed to succeed.

Excellent (5)

Excellent (5):

- Understanding the concept of Organizational Behaviour at a deep level.
- Able to take on responsibility for leading and managing their own, as well as, the team's work.
- Reflecting upon own, and team member's behavior in an open and elaborated way.

IB00DH75 Circular Economy: 3 op

Objectives

International Business Degree Programme, 2nd year, part of Developing Future Management Skills module

Upon successful completion of this course, the student is able to:

- to understand the background of circular economy and identify the different topic areas related to the subject
- to identify the different approaches to circular economy, the cycle and value in materials and products and how they are produced and transported using renewable energy
- to design a tangible outcome using a different approach to product and system design, focusing on product reuse, recycling and cascading (waste from one product becomes an input for another)

Content

The purpose of this course is to broaden the students minds and achieve theoretical and empirical knowledge about how Circular Economy affects our societies, markets and companies. The course will include topics within Circular Economy to broaden knowledge and to understand the effects of moving from a Linear Economy to a Circular Economy. Moreover, students must demonstrate their command of research strategy and methodology and the ability to produce a practical outcome with sound and convincing conclusions.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

student uses concepts and approaches systematically
 student can apply techniques and models that they have learned
 student can work independently

Good (3-4)

Good(3-4)

student uses concepts and approaches in an expert way
 student can select techniques and models that are suitable for the activity in question and justify their choices
 student can work systematically and prioritize

Excellent (5)

Excellent (5)

student uses concepts and approaches expertly and extensively
 student can select, combine and develop techniques and models that are suitable for the activity in question

IB00DH76 Supply Chain Management: 3 op

Objectives

International Business Degree Programme, 2nd year, part of Developing Future Management Skills module

Upon successful completion of this course, the student is able to:

- Use a cross-functional and multi-disciplinary approach to the resolution of problems and the exploitation of opportunities as they apply to firms operating at the various stages in the supply chain from the production of raw materials to the sale of processed products
- Apply fundamental aspects of economics, management, marketing and logistics to analyze the structure, conduct and performance of supply chains.

Complete a supply chain audit with a view to developing a supply chain strategy for a chosen organization.

Content

This course provides an in-depth understanding of strategic, tactical and operational issues relating to management of supply chains. The course offers a broad base on which students can develop later studies and specialize in the field of logistics and supply chain management. The course studies classic and contemporary issues in supply chain strategy and management. The course develops a framework to examine what capabilities a supply chain must have to support a firm's business strategy and how the desired capabilities relate to the structure of a supply chain. Topics will include the strategic role of the supply chain, methodologies for designing and planning a supply chain, and issues in the management of supply chains. Case studies will examine domestic and global supply chains in a variety of industries.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2)

- * student uses concepts and approaches systematically
- * student can apply techniques and supply chain management models that he/she has learnt
- * student can work independently and act in both customer-oriented and business-orientated manner and both sets of needs in a supply chain environment

Good (3-4)

Good (3-4)

- * student uses concepts and approaches in an expert way
- * student can select techniques and supply chain management models that are suitable for the activity in question and justify his/her choices thereby delivering value
- * student can work systematically and prioritize and maintain supply chain relationships with a cross-functional and multi-disciplinary approach to the resolution of problems

Excellent (5)

Excellent (5)

- * student uses concepts and approaches expertly and extensively
- * student can select, combine and develop techniques and supply chain management models that are suitable for the activity in question
- * student can act innovatively and with initiative with the supply chain partners and gain an in-depth understanding of strategic, tactical and operational issues relating to management of supply chains

BBIB21A-1009 Managing Project SISU: 3 op

Objectives

International Business Degree Programme, 2nd year module

Courses:

Operational Project 9cr

Communication in Project SISU 3 cr

Project Management 3cr

Upon completion of the module, the student will:

- Be capable to plan, execute, document, control and manage projects
- Be able to work according to current project management methodologies
- Be able to work as a project team member or project leader in an intercultural organization
- Have comprehension of human behaviour in a work environment and determine its impact on job structure, performance, communication, motivation, leadership
- Understand how to work with colleagues; handle problems, establish goals in career development and professional growth

The purpose of this module is to familiarize students with the application, development and management of a project. The student will become familiar with project management, project management tools and communication strategies for implementing and analyzing a real-life project.

IB00DH77 Operational Project: 9 op

Objectives

International Business Degree Programme, 2nd year, part of module Managing Project SISU

- Be capable to plan, execute, document, control and manage projects
- Be able to work according to current project management methodologies
- Be able to work as a project team member or project leader in an intercultural organization
- Have comprehension of human behaviour in a work environment and determine its impact on job structure, performance, communication, motivation, leadership

Content

The purpose of this module is to familiarize students with the application, development and management of a project. The student will become familiar with project management, project management tools and communication strategies for implementing and analyzing a real-life project.

Evaluation criteria

Satisfactory (1-2)

Grade 1-2:

- Participation in the team and project meetings
- Performing for assigned tasks and goals
- Ability to organize own work

Good (3-4)

Grade 3-4:

- Commitment to work on the project in order to have the team succeed, participation in the team and project meetings
- Ability to work independently with little need for supervision
- Performing with appropriate results for assigned tasks and reaching named goals

- Ability to organize work as a team member
- Positive responsiveness towards requests and ideas by other organization members and able to give constructive criticism and advice

Excellent (5)

Grade 5:

- Commitment and enthusiasm to work on the project in order to have the team succeed, active participation in the team and project meetings
- Self-sufficiency and ability to work independently with little need for supervision
- Performing very well and with good results for assigned tasks and reaching named goals
- Ability to organize work in an effective way and handling a team?
- Positive responsiveness towards requests and ideas by other organization members and able to give constructive criticism and advice?
- Ability and desire to solve conflicts professionally

IB00DH79 Communication in Project SISU: 3 op

Objectives

International Business Degree Programme, 2nd year, part of module Managing Project SISU

Communication in Project Sisu (3cr)

- Understand how to work with colleagues; handle problems, establish goals in career development and professional growth
- Be able to work as a project team member or project leader in an intercultural organization
- Have comprehension of human behaviour in a work environment and determine its impact on job structure, performance, communication, motivation, leadership

Content

The purpose of this course is to pro-actively practice the skills necessary for communication within an organization. This course is fully integrated to Project Sisu and because of this, students will learn how to write and present project plans, communicate effectively in a multicultural environment, and through feedback, evaluate their performance as well as that of their peers.

Evaluation criteria

Satisfactory (1-2)

Grade 1-2:

- Participation in the team and project meetings
- Performing for assigned tasks and goals
- Ability to organize own work

Good (3-4)

Grade 3-4:

- Commitment to work on the project in order to have the team succeed, participation in the team and project meetings
- Ability to work independently with little need for supervision
- Performing with appropriate results for assigned tasks and reaching named goals
- Ability to organize work as a team member
- Positive responsiveness towards requests and ideas by other organization members and able to give constructive criticism and advice

Excellent (5)

Grade 5:

- Commitment and enthusiasm to work on the project in order to have the team succeed, active participation in the team and project meetings??
- Self-sufficiency and ability to work independently with little need for supervision??
- Performing very well and with good results for assigned tasks and reaching named goals
- Ability to organize work in an effective way and handling a team?
- Positive responsiveness towards requests and ideas by other organization members and able to give constructive criticism and advice?
- Ability and desire to solve conflicts professionally

IB00DH80 Project Management: 3 op**Objectives**

International Business Degree Programme, 2nd year, part of module Managing Project SISU

Learning Outcomes:

- Be capable to plan, execute, document, control and manage projects
- Be able to work according to current project management methodologies
- Be able to work as a project team member or project leader in an intercultural organization
- understand the project methodology
- understand the aspect, risk management stake holder management etc.

Content

Project Management aims at making the students understand the necessity for Project Management, prepares them for setting up, planning, and executing a project, and makes them familiar with the concepts of Risk Management, Stakeholder Management, as well as contemporary methodologies of Project Management. The student learns how to work with tools that support these aspects, and is prepared to be a valuable and professional project team member or leader at the end of the course.

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

Grade 1-2:

- Participation in the team and project meetings
- Performing for assigned tasks and goals
- Ability to organize own work

Good (3-4)

Grade 3-4:

- Commitment to work on the project in order to have the team succeed, participation in the team and project meetings
- Ability to work independently with little need for supervision
- Performing with appropriate results for assigned tasks and reaching named goals
- Ability to organize work as a team member
- Positive responsiveness towards requests and ideas by other organization members and able to give constructive criticism and advice

Excellent (5)

Grade 5:

- Commitment and enthusiasm to work on the project in order to have the team succeed, active participation in the team and project meetings??
- Self-sufficiency and ability to work independently with little need for supervision??
- Performing very well and with good results for assigned tasks and reaching named goals
- Ability to organize work in an effective way and handling a team?
- Positive responsiveness towards requests and ideas by other organization members and able to give constructive criticism and advice?
- Ability and desire to solve conflicts professionally

BBIB21A-1010 Work Placement: 30 op

Objectives

After completing this course you will be able to:

- apply your theoretical and professional knowledge and skills to the work environment while familiarizing with the most important practical work tasks, especially in his own field.

Bachelor's degrees completed at a University of Applied Sciences include studies that increase student's professional competence. The purpose of the work placement is to gain work experience and to teach, how to apply knowledge and skills in their own field. The aim is to promote their career development and to improve job prospects. 30 credits work placement in practice means 20 weeks full-time work. One week full time work accounts for 1,5 credits. Student will complete the work placement included in their degree during the course of their studies, as supervised work placement in Finland, abroad or in their own companies.

IB00DL74 Work Placement: 30 op

Objectives

After completing this course you will be able to:

- apply your theoretical and professional knowledge and skills to the work environment while familiarizing with the most important practical work tasks, especially in his own field.

Content

Bachelor's degrees completed at a University of Applied Sciences include studies that increase student's professional competence. The purpose of the work placement is to gain work experience and to teach, how to apply knowledge and skills in their own field. The aim is to promote their career development and to improve job prospects. 30 credits work placement in practice means 20 weeks full-time work. One week full time work accounts for 1,5 credits. Student will complete the work placement included in their degree during the course of their studies, as supervised work placement in Finland, abroad or in their own companies.

BBIB21A-1030 Profiling Competence: 45 op

BBIB21A-1022 Business Analytics and Business Intelligence: 3 op

Objectives

International Business Degree Programme, 3rd year module

Business Analytics 5 cr,
Business Intelligence 5 cr,

Financial Business Analysis 5 cr

The module introduces the concepts of business analytics and business intelligence. The student will learn about related technologies, tools and theories. Connections with e.g. business development are covered from business administration perspective. Data-driven marketing in different digital channels is discussed and analysed. Business related ITsystem data is analyzed with dashboards to give insight to business. Aspects of large databases are discussed business 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.

There is also a project work that gives practical examples about the business applications of these themes.

LT00DE98 Business Analytics: 5 op

Objectives

The student will learn about business related technologies, tools and theories. Connections with e.g. business development are covered from business administration perspective. Data-driven marketing in different digital channels is discussed and analysed.

Module: Business Analytics and Business Intelligence

Evaluation criteria

Satisfactory (1-2)

Student is familiar with the Business Analytics concepts and tools.

Good (3-4)

Student is familiar with the key features of Business Analytics tools and is able to apply them to analyze and interpret information which gives insight into business.

Excellent (5)

Student can utilize Business Analytics tools in breadth and depth at an expert level, and is able to apply them to analyze, interpret and evaluate information which gives added value to business.

LT00DE99 Business Intelligence: 5 op

Objectives

Participating student knows how to extract, transform and load data into various Business Intelligence tools used for analyzing business information, and student gets familiar with dashboards and other forms of visualization in business reporting.

Module: Business Analytics and Business Intelligence

Evaluation criteria

Satisfactory (1-2)

Student is familiar with the main features of Business Intelligence tools and is able to apply them at the basic level.

Good (3-4)

Student is familiar with the key features of Business Intelligence tools and is able to apply them to analyze and interpret information which gives insight into business.

Excellent (5)

Student is familiar with the content of Business Intelligence tools in breadth and depth at an expert level, and is able to apply them to analyze, interpret and evaluate information which gives added value to business.

LT00DF00 Financial Business Analysis: 5 op

Objectives

During this theme students will familiarize themselves with BI Reporting, Income Statement, Balance Sheet and Ratios based on these Reports and other business data.

Module: Business Analytics and Business Intelligence

Evaluation criteria

Satisfactory (1-2)

Student is familiar with the financial data and knows the main financial Ratios based on Balance Sheet and Income Statement.

Good (3-4)

Student is familiar with the financial data, able to find the data and interpret it.

Excellent (5)

Student is familiar with the content of Financial Business Analysis, is able to make evaluations and comparisons and is able to do reasonable decisions based on the BI data.

BBIB21A-1015 Doing Business in China: 3 op

Objectives

International Business Degree Programme, 3rd year module

Doing Business in China Module Distribution, 15 credits:

Part 1. Business Environment in China (5 credits)

Part 2: Market Entry in China (5 credits)

Part 3: China's Foreign Trade System (5 credits)

Objectives

The aim of the module is to introduce to the participants some of the vital and indispensable information related to 'Doing Business in China and China's Foreign Trade System'. China being the most exciting place to do business in today's world and it being the world's largest economy in terms of its market size, still remains an area of huge potential but largely untapped by the foreign businessmen and entrepreneurs. The causes of the same can be attributed to linguistic barriers to lack of authentic sources of information and huge trust deficits. The American and Japanese MNCs has capitalized on the huge Chinese market with tremendous success and any major international brand (worth its name) in the international business today accords a very high priority (most cases, highest priority) to China. MNCs choose their most experienced and skilled people to man their offices in China. No wonder they have reaped rich dividends after lot of investment. It is high time

that the foreign entrepreneurial and business class realize the importance of China. Any endeavour in this direction needs to be preceded by a preliminary exercise to be familiar with what one would call “Pre-requisites of Doing Business in China”.

By the end of this course, students should gain an in-depth understanding of China’s major characteristics, development path, latest business opportunities, and internationalization strategies. This module will also introduce an overall theoretical framework to enable students to understand how political, legal, economic, and socio-cultural aspects can affect international business in China. Students shall also gain an in-depth knowledge of negotiation process and strategies and the impact and role of various cultural aspects in international business negotiations in China.

Learning Outcomes:

On successful completion of the module students will be able to:

1. Gain some knowledge of the market and business climate in China. The students will be able to identify and describe the latest developments in China.
2. Understand some of the cultural forces in China. The students will be able to analyze the environment of international business in China from political, legal, cultural, and economic perspectives.
3. Conduct simple conversations in pidgin Mandarin.
4. Understand the difficulties that foreign firms have in doing business in and with China. The students will be able to recognize business opportunities and threats in China.
5. Understand, evaluate, and improve the operations of a Chinese firm during collaboration. The students will be aware of the various methods and strategies used by international businesses when gaining entry into China, and to be able to choose the most appropriate entry mode in entering Chinese market.
6. Understand the influence of Chinese SOEs and multinational companies in the global scenario.
7. Experience the problems of working in a team with Chinese colleagues. The students will be able to analyse and handle issues and problems related to international business negotiations in China.
8. Produce a well written report and present to class those conclusions. The students will be able to integrate all that has been learned in the course while working on a project in a team, and demonstrate their presentation and problem-solving skills by participating in class discussion and group work presentation.

Module Background

The China of today is one of the largest emerged economies of the world. China’s current position on the global landscape makes it extremely important for students in the globalized economy to understand key players including India in addition to China, as well as understand proper practice and 'How to do Business in China'.

The course attempts to create an understanding of China as an emerged market, the present scenario and future growth potential – giving practical insights into some key sectors in China. The course also gives participants a smattering of essential Mandarin words that allow basic conversation in China, together with an insight into the general culture of China.

The Chinese economy, though buoyant, faces grave challenges and the 'feel good factor' may not be shared by all stakeholders in the world's largest population.

Module Summary

The eighteen week module will create an understanding of the Chinese culture and economy, the present scenario and the future growth potential. It will orient the learners on key sectors and the political framework of doing business in China. We will investigate that though China managed to display resilience during the recent global slowdown, it does face certain grave challenges. We will also visit the rejuvenation of the Chinese businesses post covid-19, the progress and influence of

Belt Road Initiative and the emergence of China as a global superpower.

IB00DH89 China's Foreign Trade System: 5 op

Objectives

International Business, 3rd year Profiling Competences, part of Doing Business in China module

The main aim of this course is to provide insights in China's international trade and financial policy, and how they affect the world. Students will be acquainted with China's foreign trade including the development of China's foreign trade, cross-border E-commerce in China, China's position in trade-related regulations, China's role in global economic governance, China's trade strategy, the effect of China's foreign trade to the world, etc. With the discussion of Chinese financial market, financial institutions, monetary policy, etc., this course provides students with financial cognition and perspective, comprehensive understanding of financial theories and practical financial transaction, basic approaches of financial analysis, ability of realizing financial theories and solving financial problems in practice in the Chinese context. Special attention will be given to current developments, concerning real estate, retail, the Internet and the financial sector (particularly banking and securities).

An introduction of conceptual knowledge and terms is discussed as regards to Globalising business. A prelude from Business Environment in China course is also included as an insight for the students.

Content

China's Foreign Trade System is the first part course of the Doing Business in China Module. It is highly recommended that as a learner you complete all the three parts, so that you can develop a comprehensive understanding and gain a wealth of insight and practical advice on doing business in China and be prepared to successfully navigate the country's unique economic systems and communication and cultural styles.

It is highly recommended that as a learner you complete all the three parts, so that you can develop a comprehensive understanding and gain a wealth of insight and practical advice on doing business in China and be prepared to successfully navigate the country's unique economic systems and communication and cultural styles. Thank you.

Evaluation criteria

Satisfactory (1-2)

Evaluation criteria:

1-2

* student uses concepts and approaches systematically

* student can apply techniques and models that he/she has learnt and gained insights in China's international trade and financial policy, and how they affect the world.

* student has gained some knowledge and understanding of the influence of Chinese SOEs and multinational companies in the global scenario.

Good (3-4)

3-4

* student uses concepts and approaches in an expert way

* student can select techniques and models that are suitable for the activity in question and justify

his/her choices and gained some knowledge about the foreign trade and investment laws in China.

* student can understand the financial cognition and perspective and has comprehensive understanding of financial theories and practical financial transaction, banking system, basic approaches of financial analysis, ability of realizing financial theories and solving financial problems in practice in the Chinese context.

Excellent (5)

5

* student uses concepts and approaches expertly and extensively

* student can select, combine and develop techniques and models that are suitable for the activity in question and gained a comprehensive understanding of Chinese trade treaties and Belt and Road Initiative.

* student can act innovatively and understand innovation opportunities in China, the Chinese Legislative System, the recent developments in the Chinese legal System and the legislation concerning foreign investors and the ethical challenges of doing business in China.

IB00DH90 Business Environment in China: 5 op

Objectives

International Business, 3rd year Profiling Competences, part of Doing Business in China module

This course aims to:

1. Help the students get some basic information about China and Chinese culture.
2. Understand Chinese Political Economy and Economic Development of China.
3. Xi Jinping Thought on Socialism with Chinese characteristics for a New Era
4. Understand Chinese Business Culture and Negotiations in China
5. Understand the role of Guanxi and networks of relationships in China at various levels
6. Lay a solid foundation for the students to further study Chinese culture at a higher level.
7. Open a window through which the students can gain a deeper understanding of the true essence of Chinese culture and Chinese society.
8. Offer the students a better understanding of life in China and different perspective of doing business in China.
9. Give the students some basic Chinese language skills, practical skills to succeed in China.
10. Discuss the impact of COVID-19 on foreign businesses in China and exports of Chinese companies.

Content

Business Environment in China is the first part course of the Doing Business in China Module. It is highly recommended that as a learner you complete all the three parts, so that you can develop a comprehensive understanding and gain a wealth of insight and practical advice on doing business in China and be prepared to successfully navigate the country's unique economic systems and communication and cultural styles.

It is highly recommended that as a learner you complete all the three parts, so that you can develop a comprehensive understanding and gain a wealth of insight and practical advice on doing business in China and be prepared to successfully navigate the country's unique economic systems and communication and cultural styles. Thank you.

Part 1. Business Environment in China (5 credits)

Part 2: Market Entry in China (5 credits)

Part 3: China's Foreign Trade System (5 credits)

Business Environment in China (5 credits)

This course explores doing business in the People's Republic of China. General themes of China's economic development will be examined, with emphasis on the opportunities and challenges faced by foreign investors and entrepreneurs in China.

The course of Business Environment in China further provides basic information of China, showing the students the outline of China. The teacher will illustrate and exemplify the inner world of Chinese people and their perspectives, so that the students will gain a deep understanding of China and Chinese people. The course is designed to offer students some information about the essence of China and Chinese culture. Besides, some functional information will be given. For example, the students will learn how to prepare themselves for negotiations with the Chinese and understand the role of Guanxi and trust and how to appreciate traditional Chinese culture and hierarchy, and so on. This is a course combining theoretical and practical knowledge.

Evaluation criteria

Satisfactory (1-2)

Evaluation criteria:

1-2

- * student uses concepts and approaches systematically
- * student can apply techniques and models that he/she has learnt
- * student has gained some knowledge of the market and business climate in China and is able to identify and describe the latest developments in China.

Good (3-4)

3-4

- * student uses concepts and approaches in an expert way
- * student can select techniques and models that are suitable for the activity in question and justify his/her choices
- * student can understand some of the cultural forces in China and is able to analyze the environment of international business in China from political, legal, cultural, and economic perspectives.

Excellent (5)

5

- * student uses concepts and approaches expertly and extensively
- * student can select, combine and develop techniques and models that are suitable for the activity in question
- * student can act innovatively and understand how Guanxi is an ingredient to business success, but varies by sector and even geography, and consider guanxi on three levels: personal, corporate and governmental and try to understand and manage the downsides of guanxi.

IB00DH91 Market Entry in China: 5 op

Objectives

International Business, 3rd year Profiling Competences, part of Doing Business in China module

In this segment, we'll discuss about how companies from foreign countries can enter the Chinese market; the various factors they need to consider if they enter into a collaborative arrangement, and some of the tactical steps they need to take in the early stages of their Chinese operations. There are four ways to enter the Chinese market: viz; exporting to China, licensing, including franchising, Equity joint ventures, Wholly owned foreign enterprises (WOFEs or Woofies). We will discuss the four ways to enter the Chinese market in detail.

Content

Market Entry in China is the second part course of the Doing Business in China Module. It is highly recommended that as a learner you complete all the three parts, so that you can develop a comprehensive understanding and gain a wealth of insight and practical advice on doing business in China and be prepared to successfully navigate the country's unique economic systems and communication and cultural styles.

It is highly recommended that as a learner you complete all the three parts, so that you can develop a comprehensive understanding and gain a wealth of insight and practical advice on doing business in China and be prepared to successfully navigate the country's unique economic systems and communication and cultural styles. Thank you.

Part 1. Business Environment in China (5 credits)

Part 2: Market Entry in China (5 credits)

Part 3: China's Foreign Trade System (5 credits)

Evaluation criteria

Satisfactory (1-2)

1-2

* student uses concepts and approaches systematically

* student can apply techniques and models that he/she has learnt and be able to recognize business opportunities and threats in China

* student has gained some understanding about the difficulties that foreign firms have in doing business in and with China.

Good (3-4)

3-4

* student uses concepts and approaches in an expert way

* student can select techniques and models that are suitable for the activity in question and justify his/her choices by understanding the market segmentation, the logistics and payment terms.

* student can understand market entry modes in China, the success drivers for market entry and the different ways of purchasing, engaging and selling in China

Excellent (5)

5

* student uses concepts and approaches expertly and extensively

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

question

* student can act innovatively and understand, evaluate, and improve the operations of a Chinese firm during collaboration and is aware of the various methods and strategies used by international businesses when gaining entry into China, and to be able to choose the most appropriate entry mode in entering Chinese market.

BBIB21A-1020 Esports Business Management: 3 op

Objectives

During this Esports Business Management module students will have a closer look into electronic gaming and especially its business perspectives. This module is a part of HAMK Gaming Academy operations.

Student understands esports business environment, ecosystems, and can define the main operators in it. They can explain terms related to esports as a business function and apply those terms into practice. Student is able to build knowledge based on the theoretical framework and analyze and evaluate esports organizations' success.

LT00DJ74 Sports Management: 5 op

Objectives

Students understand esports business models, environment, ecosystems, and can define the main operators in it. They are able to explain terms related to esports as a business function and apply those terms into practice. Students can analyze esports organizations' success and develop operations.

Module: Esports Business Management

Evaluation criteria

Satisfactory (1-2)

Student understands, remembers, and can explain key concepts of sports management.

Good (3-4)

Student understands, remembers, can explain, can apply, analyse and evaluate key concepts of sports management.

Excellent (5)

Student understands, remembers, can explain, can apply, analyse, evaluate key concepts and creates new meaningful information related to sports management.

LT00DJ75 Marketing and Events: 5 op

Objectives

Students understand the uniqueness of electronic gaming industry and can define selling points based on that. Students can define event as a concept and apply esports related specialties into it. They can identify networks and event cluster elements. Students understand what developing an esports event requires and are able to plan an event. Students can plan a marketing campaign in the esports industry.

Module: Esports Business Management

Evaluation criteria

Satisfactory (1-2)

Student understands, remembers, and can explain key concepts of esports events and marketing.

Good (3-4)

Student understands, remembers, can explain, can apply, analyse and evaluate key concepts of esports events and marketing.

Excellent (5)

Student understands, remembers, can explain, can apply, analyse, evaluate key concepts and creates new meaningful information related to esports events and marketing.

LT00DJ76 Esports Projects: 5 op

Objectives

Students understand the operational behaviors that are embedded in the organizations relating to esports. Students understand the business principles that drive the organizations and base their development projects on those principles. Students use theory when creating their solutions in the project cases presented to them. Student is an active member in their study group and in contact with real customers. Student actively seeks new solutions based on the theories presented in the course.

Module: Esports Business Management

Evaluation criteria

Satisfactory (1-2)

Student understands, remembers, and can explain key concepts relating to their project. Student has passively participated in the student project.

Good (3-4)

Student understands, remembers, can explain, can apply, analyse and evaluate key concepts relating to their project. Student can explain the business environment and use the information in their advantage during the project. Student has participated actively in the project.

Excellent (5)

Student understands, remembers, can explain, can apply, analyse, evaluate key concepts and creates new meaningful information. Student has understood the business environment in the case and created new, innovative solutions based on their understanding and applied relevant theories to their solution. Student has been a proactive member in their project group.

BBIB21A-1023 Future Marketing Applications: 20 op

Objectives

Welcome to learn more about the vivid world of marketing! This module will go through the current trends, sustainability and versatility in marketing. You will learn how to evaluate and design marketing strategies and use digital marketing tools.

Student

- will acquire in-depth knowledge and understanding of marketing.
- will be able to evaluate and design marketing strategies, utilize analytical skills and apply digital tools.
- will develop a global, market-oriented mindset.

LT00DE95 Marketing Trends: 5 op

Objectives

In this course we will discuss trends in modern, international marketing and the dynamic forces driving them. We will evaluate and design marketing strategies, utilize analytical skills and apply digital marketing tools.

Student

- will be able to outline the current megatrends and trends
- will understand and assess the dynamics of modern marketing.
- will be able to evaluate and design marketing strategies, utilize analytical skills and apply digital tools.

Module: Future Marketing Applications

Evaluation criteria

Satisfactory (1-2)

The student understands the trends in modern, international marketing and the dynamic forces driving them.

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 and can apply digital marketing tools.

Excellent (5)

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 and can apply digital marketing tools on a professionally recognized manner.

IB00DL70 Sustainable Marketing: 5 op

Objectives

International Business, 3rd year, part of Module Future Marketing Applications

Student

- will understand how to support and create sustainability with marketing.
- will understand how marketing and communications can inform and discuss social and behavioral change initiatives
- will understand how marketing can be planned and used in practice to adapt and apply marketing principles to a range of current and emerging social and environmental challenges.
- will understand the possibilities of marketing beyond its commercial role in the economy

Content

The need for marketing to inform social and behavioral change initiatives is growing. This course has

been designed to equip the students with the tools to practically adapt and apply marketing principles to a range of current and emerging social and environmental challenges. The course explores marketing beyond its commercial role in the economy by highlighting its capacity to leverage fundamental frameworks to achieve pro-social and pro-environmental behavior change to enable sustained positive outcomes for society.

Evaluation criteria

Satisfactory (1-2)

Student is familiar with the main characteristics of sustainable marketing and is able to apply them at the basic level.

Good (3-4)

Student is familiar with the key features of tools, processes and possibilities to drive economically, environmentally and socially sustainable marketing is able to apply them to analyze and interpret information which gives insight into business.

Excellent (5)

Student is familiar with the content of sustainable marketing in breadth and depth at an expert level, and is able to apply them to analyze, interpret and evaluate information which gives added value to business.

IB00DL71 Diversity Marketing: 5 op

Objectives

International Business, 3rd year, part of Module Future Marketing Applications

Student:

- Will understand how to overcome individual- and organizational-level barriers for creating diversity-driven communications
- Will learn how to come up with own solutions that are unique to the context.
- Will understand how to evaluate the impact of marketing strategies

Content

The relationships between diversity and innovation and diversity and performance have been researched and documented, yet it is only now that we are starting to embrace it in marketing communication globally. During this course, the student will explore the barriers and potential solutions to creating and maintaining a diverse and inclusive brand representation and a healthy and respectful customer relationship.

Evaluation criteria

Satisfactory (1-2)

The student demonstrates basic knowledge about diversity in marketing contexts, has acquired some of the concepts around inclusion, and participated in the course as required.

Good (3-4)

The student demonstrates good or very good knowledge about diversity in marketing contexts, has acquired most of the concepts around inclusion, and participated in the course actively and professionally.

Excellent (5)

The student demonstrates excellent knowledge about diversity in marketing contexts, has acquired the presented concepts around inclusion, and participated in the course proactively and professionally.

IB00DM27 Content Laboratory: 5 op

Objectives

International Business, 3rd year, optional course in module Future Marketing Applications

Learning outcomes:

- Understanding the requirements of a content marketing strategy
- Developing sponsored, branded, and creative content for business purposes
- Designing a content strategy
- Selecting the right format and how to repurpose it for efficiency
- Handling a client
- Presenting results

Content

The Content Laboratory offers an opportunity to learning and mastering the skills of a content marketing professional. This course aims to be a space where creativity and strategy meet and where students will experience, firsthand, the creation and planning of content to promote a brand and increase sales.

Building on the knowledge acquired on the second year's course named Digital Marketing Expression and with an innovative and exploratory DNA, this course's goal is to increase the student's opportunities in the field of marketing. It operates, miming a creative agency's structure, allowing the student to practice and developing the required skills to succeed in today's marketing world.

The student will also develop a portfolio of real cases, using IB's Digital Studio to serve the region's business needs. Among some of the main activities, the participant will handle the demands of branded content, client's requirements of creative execution, execute a brand, and repurpose the content for every platform, including managing talents, scripts, and how to use the technical equipment available.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

The student has a basic knowledge of content marketing formats and processes and can execute a content strategy's minimum requirements. The student has contributed with their ideas, occasionally in the course activities.

Good (3-4)

Good (3-4):

The student has good or very good knowledge of content marketing formats and processes and can professionally execute a content strategy's requirements. The student can make decisions that affect the brand representation and apply them to a real case practice. The student has actively participated in all the course activities.

Excellent (5)

Excellent (5):

The student has an excellent knowledge of content marketing formats and processes and can execute a content strategy's requirements, handling client satisfaction and professionally delivering results. The student can make decisions that affect the brand representation and apply them to a real case practice while showing strategic decision-making in the related assignments. The student has proactively participated in all the course activities.

BBIB21A-1026 Global Fashion Business: 15 op

Objectives

Global Fashion Business

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

MU00DL63 From Idea to Product Concept in Fashion Business: 5 op

Objectives

The course is part of Global Fashion Business module.

The student

- 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

Content

- spotting trends and opportunities
- concept design and product development
- sustainable thinking in fashion design/business
- designing of ethical collection and production

Evaluation criteria

Satisfactory (1-2)

There are shortcomings in the student's professional work. The student knows the working methods of the profession satisfactorily. The student has limited knowledge of fashion design and business. The student has poorly carried out presentations of design, manufacture and process as well as documentation.

Good (3-4)

The student works professionally. The student has worked independently and actively participated. The student masters the practices in the profession. The student knows well knowledge of fashion design and business. The student has well implemented the presentations of the design, manufacture and process as well as the documentation.

Excellent (5)

The student works responsibly and professionally during the course. The student has worked independently and participated very actively. The student masters well the practices in the profession. The student has excellent knowledge of fashion design and business. The student has admirably carried out the presentations of the design, manufacture and process according to the assignments, as well as the documentation.

MU00DL64 Management of Fashion Supply Chain: 5 op

Objectives

The course is part of Global Fashion Business module.

The student

- 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

Content

- ethical fashion design
- value creation
- Business Model Canvas
- supply chain management
- purchasing in fashion business

Evaluation criteria

Satisfactory (1-2)

here are shortcomings in the student's professional work. The student knows the working methods of the profession satisfactorily. The student has limited knowledge of fashion design and business. The student has poorly carried out presentations of design, manufacture and process as well as documentation.

Good (3-4)

The student works professionally. The student has worked independently and actively participated. The student masters the practices in the profession. The student knows well knowledge of fashion design and business. The student has well implemented the presentations of the design, manufacture and process as well as the documentation.

Excellent (5)

The student works responsibly and professionally during the course. The student has worked independently and participated very actively. The student masters well the practices in the profession. The student has excellent knowledge of fashion design and business. The student has admirably carried out the presentations of the design, manufacture and process according to the

assignments, as well as the documentation.

MU00DL65 International Fashion Branding and Marketing: 5 op

Objectives

The course is part of Global Fashion Business module.

The Student

- learns fashion brand building and image, digital marketing, international marketing planning process
- learns international selling process.

Content

- fashion brand building
- digital and international marketing
- international selling process

Evaluation criteria

Satisfactory (1-2)

There are shortcomings in the student's professional work. The student knows the working methods of the profession satisfactorily. The student has limited knowledge of fashion design and business. The student has poorly carried out presentations of design, manufacture and process as well as documentation.

Good (3-4)

The student works professionally. The student has worked independently and actively participated. The student masters the practices in the profession. The student knows well knowledge of fashion design and business. The student has well implemented the presentations of the design, manufacture and process as well as the documentation.

Excellent (5)

The student works responsibly and professionally during the course. The student has worked independently and participated very actively. The student masters well the practices in the profession. The student has excellent knowledge of fashion design and business. The student has admirably carried out the presentations of the design, manufacture and process according to the assignments, as well as the documentation.

BBIB21A-1012 Human Resource Management: 15 op

Objectives

Face to face teaching to full time students. 24/7 online study module for part time students.

Learning outcomes

- Understanding the role and importance of HRM
- Applying the principles and processes of human resource management and human resource development
- Understanding leadership theories and connecting them in development of student's own leadership competencies
- Recognizing and planning different change processes in organizations

- Understanding the principles and process of change management and psychological reaction to change
- Implementing the tools, methods and variables of organizational development in the real business environment

In the current rapidly changing work life understanding the role and importance of human resource management including human resource development, leadership and change management is crucial. In this module the strategic approach to human resource management as well as human resource management's role as business partner will be emphasized. The students will explore current themes and challenges in the different areas of HRM, and they will be introduced variety of materials to be studied more in detail according to their own interest. In addition, the students will be encouraged to share material they have found themselves with each other. Students' own future professional development and connection to real work life development requirements will be in the center. Students will be introduced several theories, methods and tools and they will learn how to apply them into different real-life cases.

IB00DH83 Human Resource Development: 5 op

Objectives

International Business Degree Programme, 3rd year, part of module Human Resource Management

Learning outcomes

- Understanding the strategic approach to HR and the role of HRM as a business partner
- Understanding and competence development both on individual and organizational level and its importance to business
- Ability to require and utilize theoretical knowledge in order to develop human resources in the organizations in real life situations
- Understanding the need for continuous learning in the area of human resources

Content

strategic human resource management and competence development. During the course one of the main approaches is to encourage the students' own interest and understanding by giving them possibility to select the areas which they want to study more in-depth. The students will be provided with theoretical models and practical understanding in order to work effectively and on a development-oriented way in the area of human resources. Main emphasizes will be in the requirements related with the constantly changing work environment.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

1- 2. The student has the basic knowledge of the most important areas of the subject and how to implement it.

Good (3-4)

Good (3-4):

3.The student has good- very good knowledge of the subject and knows how to implement that knowledge.

Excellent (5)

Excellent (5):

The student has an excellent knowledge of the subject and knows how to implement this knowledge innovatively and proactively.

IB00DH84 Change Management: 5 op

Objectives

International Business Degree Programme, 3rd year, part of module Human Resource Management

Learning outcomes

- Knowing the theories behind the change
- Understanding how to handle resistance behind it
- Creating practical tools for change

Content

Change management focuses on the people impacted by the change. Any change to processes, systems, organization structures and/or job roles will have a technical side and a people side. Change Management is planning, managing and reinforcing the change and after this course, student can analyze the topic from different points of view.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

The student has the basic knowledge of the most important areas of the subject.

Good (3-4)

Good (3-4):

3. The student has good knowledge of (the most important areas of) the subject and knows how to implement that knowledge.

4. The student has a good - very good knowledge of the subject and how to implement it.

Excellent (5)

Excellent (5):

The student has an excellent knowledge of the subject and knows how to implement this in the correct context.

IB00DH85 Leadership: 5 op

Objectives

International Business Degree Programme, 3rd year, part of module Human Resource Management

Learning outcomes

- Understanding different leadership theories including coaching, team leadership and motivating employees and applying them into real-life cases
- Understanding the main organizational development methods and tools and how to apply them as an effective leader
- Evaluating and developing own leadership competences

- Understanding the need for continuous learning in the area leadership

Content

The students will be introduced variety of theories and materials in the area of leadership and organizational development. During the course the different theories will be discussed and implemented into different real-life cases. The students will be encouraged to evaluate the different theories and material introduced and to research the topic areas further. One of the main emphasis areas will be analyzing, evaluating and developing the students' own leadership skill.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

1- 2. The student has the basic knowledge of the most important areas of the subject and how to implement it.

Good (3-4)

Good (3-4):

3.The student has good- very good knowledge of the subject and knows how to implement that knowledge.

Excellent (5)

Excellent (5):

The student has an excellent knowledge of the subject and knows how to implement this knowledge innovatively and proactively.

BBIB21A-1013 Corporate Social Responsibility: 0 op

Objectives

Corporate Social Responsibility has only limited amount of places, for HAMK students there is 10. The selection criteria for the module is following:

Amount of credits: 120-170cr

All 1st and 2nd year modules completed

GPA in descending order

The student understands how companies can prioritize their strategic importance in the present business environment, facing notable challenges on social responsibility and how to adjust their strategic planning and management processes to maximize the long-term viability of the organization. Targets of sustainable corporate actions and their real impacts can be systemized by the recently published 17 Sustainable Development Goals (SDGs), which will be focused.

IB00DL27 Corporate Social Responsibility: 15 op

Objectives

The student learns by evaluating the consequences of personal actions based on the individual values, the company they are working, the direct and indirect business environment and society as a whole.

In Strategic CSR block, the student learns

- the basic concepts and driving forces of CSR and Sustainable Development Goals (SDGs)
- what is the impact of the challenges in sustainable development in our society and what is their impact on the business
- how sustainability relates to the strategic corporate level and familiarizing with CSR, core business strategies and business models in practice
- how the perspectives of the various stakeholders influence the integration of the sustainability into the strategic corporate level

In the CSR Management block, the student gets insights into various parts of CSR Management like

- the 7 CSR principles: accountability, transparency, ethical behaviour, respect of stakeholder requests, respect of legislation and law, respect international code of conduct, respect human rights
- fundamental methods of CSR, highlighting, in particular, the threshold of the identification of CSR and the identification of stakeholder interests and engagement;
- core aspects regarding corporate governance including the fields of human rights, labor rights, environment, fair business practice, customer requests, corporate citizenship
- implementation of CSR and related practices like communication, interpretation of the benefits for the organization, voluntary initiatives
- sustainable development goals

In the Sustainable Consumption block, the student learns to

- identify the current unsustainable consumer behavior
- understand the impact of the consumer behavior
- understand how to influence the consumer towards the sustainable consumption
- understand how the improvement of the consumer behavior can be upscaled and measured/quantified
- identify what are the potential positive effects of the shift towards the sustainable consumer behavior

The learning goal of the project group work on Corporate Social Responsibility is to engage with a global sustainable challenge of our society and develop solutions towards a more sustainable world.

BBIB21A-1014 Strategic Management: 3 op

Objectives

Only one of modules Strategy Concepts and Processes and Strategic Management can be included into a International Business degree

International Business, 3rd year module: Strategic Management

Courses

Financial Analysis of a Company Performance 5 cr

Process Strategy of Work 5 cr

Concepts and Models of Strategic Thinking 5 cr

1. identify and classify different practices of corporate strategy formulation, implementation and control into relevant theoretical frameworks;
2. apply the relevant theoretical frameworks of strategy formulation, implementation and control in practical business settings;
3. analyse the strategic management of any given corporation, drawing on sources of publicly available information;
4. develop an understanding of a range of business problems that a corporation in any given industry may face;
5. exercise judgement over a range of strategic solutions in order to overcome such problems.

IB00DH86 Financial Analysis of a Company Performance: 5 op

Objectives

International Business Degree Programme, 3rd year, part of Strategic Management module

The students will be able to:

- Identify, gather, and analyse accounting data to assess organisational effectiveness
- Use different techniques to pre-plan strategies of development
- Determine profitability of different monetary investments
- Build long-term plans for achieving strategy execution
- Use strategic tools for performance refinement

Content

The course will introduce the evaluation of businesses' projects, budgets, and other finance-related transactions to determine their performance and stability but also of their competitors for use in developing and formulation of strategies. Students will be taught how to use accounting data to develop integrated approaches for performance measurement.

Evaluation criteria

Satisfactory (1-2)

(1-2) Satisfactory:

- Students can explain main concepts in a clear way.
- Students can apply the learnt methods and perform measurements correctly.
- Students have worked on all given situations/exercises.

Good (3-4)

(3-4) Good:

- Students have gathered information in a skilled way.
- Students have analysed financial information and built strategic plans.
- Students have given clear exemplification and justification of their choices and have performed analysis and professional interpretations of financial data.

Excellent (5)

(5) Excellent:

- Students have used strategic tools measurements extensively.

- Students have developed strategies with a detailed overview of execution planning.
- Students have used expert analysis and refined future business plans with a masterly expertise.

IB00DH87 Process of Strategy Work: 5 op

Objectives

International Business, 3rd year, part of module Strategic Management

Learning outcomes: Participating student is capable to identify, analyze and evaluate relevant parts of external and internal environment and to apply acquired knowledge in the analysis, development, and evaluation of business and corporate strategy.

Content

This theme deals with the progress of strategy work in business organisations. The focus is on the process of strategic planning, i.e., how to proceed in the formulation of a viable strategic plan for the future activities. This theme develops the skills of applying various forms of external and internal analysis in strategy work.

This theme is completed by making a report based on the given assignment and presenting it in a breakout session. The assignment is made in small student groups (max 5 students per group). Working individually is possible, but working in small groups is preferred.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2): student knows how to apply specific techniques and models of strategy and student can act in a strategy-oriented manner during strategy process.

Good (3-4)

Good (3-4): student can select techniques and models of strategy which are suitable for the activity in question and give reasons to the choices making student capable to prioritise and work systematically in strategy process.

Excellent (5)

Excellent (5): student can select, combine, and develop techniques and models of strategy work that are suitable for the activity in question so as to facilitate innovatively and initiative contribution in strategy process.

IB00DH88 Concepts and Models of Strategic Thinking: 5 op

Objectives

International Business 3rd year, part of module Strategic Management

- 1. identify and classify different practices of corporate strategy formulation, implementation and control into relevant theoretical frameworks;
- 2. apply the relevant theoretical frameworks of strategy formulation, implementation and control in practical business settings;
- 3. analyse the strategic management of any given corporation, drawing on sources of publicly available information;
- 4. develop an understanding of a range of business problems that a corporation in any given

industry may face;

- 5. exercise judgement over a range of strategic solutions in order to overcome such problems.

Content

- Description of fundamental contents of the module
- This theme deals with the fundamental concepts and models of strategic thinking. It covers the strategic perspectives and ways of thinking about the future of business. Strategic orientation entails visioning, creativity and foresight in combination with systematic and logical forms of analytic work. The course provides students with a theoretical and practical understanding of how strategic management is conducted and how corporate strategy can be formulated in the light of external and internal environmental conditions. The course equips students with a framework for understanding strategic management and corporate strategy as interdisciplinary activity within the context of competitive markets, leading to insights to corporate decision-making. This course further provides the student with the competencies and awareness to design, develop, deliver and learn the fundamental concepts and models of strategic thinking. It covers the strategic perspectives and ways of thinking about the future of business.

Evaluation criteria

Satisfactory (1-2)

- student uses concepts and approaches systematically
- student can apply techniques and models that he/she has learnt
- student can identify and name strategy concepts and models and is capable to use these concepts and models in accordance with relevant source material.

Good (3-4)

- student uses concepts and approaches in an expert way
- student can select techniques and models that are suitable for the activity in question and justify his/her choices
- student knows the content of strategy concepts and models and is capable to apply these concepts and models in an expert way.

Excellent (5)

- student uses concepts and approaches expertly and extensively
- student can select, combine and develop techniques and models that are suitable for the activity in question
- student is able to analyse and evaluate strategy concepts and models in breadth and depth and is capable to apply these concepts and models as an expert.

BBIB21A-1016 Exploring European Business: 3 op

Objectives

In general, the module requires high for commitment for its all participants. Also, there is only limited amount of places for students in this module. The required amount of credits to join the module is 100-150 cr. Unfortunately if you have more credits you cannot enroll to this module. No more than 10 part time students will be taken to Exploring European Business module.

International Business Degree Programme, 3rd year module

Courses:

European Markets 5 cr

Market's Entry Project 5cr

Brussels Projects 5 cr

Learning outcomes:

- Analyzing and planning the necessary business activities for a market entry
- Conducting and reporting on a market entry project; in which the students will 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
- Communicating professionally with company contacts and work responsible and self-initiative as a member of a cross-cultural team
- Knowing the legal and business environment of the internal market of Europe and understanding how it functions
- Familiarizing and understanding complexities and dynamics of the European Union and other stakeholders in European business
- Analyzing how the different cultures affect the business environment in Europe

IB00DH92 European Markets: 5 op

Objectives

International Business Degree Programme, 3rd year, part of Exploring European Business module

Learning outcomes

- Understanding the development and structure of the European Union
- Understanding the meaning of European internal market area also from a legal perspective
- Getting interested in and researching current topics affecting business in European markets
- Ability to visualize information
- Ability to work in teams and take responsibility as a team member
- Managing time in a project environment
- Understanding the importance of critical thinking, professional research, and validity of sources in the business environment
- Ability to define the concepts utilized

Content

This course is highly integrated with the rest of the courses in this module. During the course, the students will study how the European Union is created, developed, and structured. The course will provide an understanding of the European internal market and its meaning for business, here legal rules and their effects will be discussed. The students will select, research and present different current topics that affect business in the European region. The students will also support the market entry project by studying the external environment related to their own market entry case company.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

The students have the basic knowledge of the legal and business environments in Europe. They can select and research a current topic area affecting European businesses and understand the external environment affecting their own case.

Good (3-4)

Good (3-4):

The students have good or - very good knowledge of the legal and business environments in Europe. They can select and research a current topic area affecting European businesses and understand the external environment affecting their own case. They can identify risks and opportunities and implement that knowledge with a fair amount of critical thinking, professionally presenting outcomes.

Excellent (5)

Excellent (5):

The students have excellent knowledge of the legal and business environments in Europe. They can select and research a current topic area affecting European businesses and understand the external environment affecting their own case. They can identify risks and opportunities and implement that knowledge in the correct context, with successful critical thinking and professionally presenting outcomes.

IB00DH93 Markets Entry Project: 5 op

Objectives

International Business Degree Programme, 3rd year, part of Exploring European Business module

Learning outcomes

- Transitioning from study context to professional settings acting as a consultant
- Understanding the needs and tools of research in market evaluation.
- Evaluating business needs in an agile manner.
- Delivering strategic decisions that better fit the business goals and the new market's shifts and requirements.
- Using creative thinking and an innovation mindset to identify opportunities for a market entry

Content

This is a practical course, highly integrated with the rest of the courses in the module. Each student will work with a small group on a real company's requirement of exploring opportunities to launch their business, product, or services on a new market. The students act as consultants looking at expanding the business outside the country of origin. The market could be in Europe, but we also look outside the region, when the company is part of the European Union. The student will conduct market research, look for competitive and consumer insights and generate a series of strategic recommendations that the group will pitch to the company at the end of the module.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

The student demonstrates basic knowledge about conducting business research for a European context and can make some decisions for the market entry project that shows that professionally.

Good (3-4)

Good (3-4):

The student demonstrates good or very good knowledge about conducting business research for a European context, identifies risks and opportunities, and implements that with a fair amount of critical thinking, professionally presenting outcomes. The student can make some decisions for the market entry project that shows that professionally.

Excellent (5)

Excellent (5):

The student demonstrates excellent knowledge about conducting business research for a European context, identifies risks and opportunities, and implements that with a fair amount of critical thinking, professionally presenting outcomes. The student can make the right decisions for the market entry project and shows that professionally.

IB00DH94 Brussel's Project: 5 op

Objectives

International Business Degree Programme, 3rd year, part of Exploring European Business module

Learning outcomes

- Understanding the complexities and dynamics of European Union and European Business
- Practicing professional meeting standards, behavior, and etiquette
- Understanding the principles of reputation
- Reflecting and communicating on the learning in a professional manner

Content

This course is an immersion into the complexities of the European Union's structures, relationships, and dynamics. The students will conduct a one-week trip to Brussels where they will have firsthand experience to meet the stakeholders and receive crucial information about the planning and the development of European Business. The students will participate in an intercultural project with our partner university in Brussels.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

The student has participated, behaved, and reflected professionally.

Good (3-4)

Good (3-4):

The student has participated, behaved, and reflected actively and professionally.

Excellent (5)

Excellent (5):

The student has participated, behaved, and reflected proactively and professionally.

BBIB21A-1028 Startup Business School: 0 op

Objectives

Student's own business, renewing the business and entrepreneurship skills

30114300 Startup Business School: 15 op

Objectives

Student can explore, identify and evaluate business opportunities and create solutions for them.

Student can design and develop solution in practice for the identified opportunity.

Student can transform product, service and business ideas into a customer driven serviceproducts

and commercialise it.

Student can commercialise solution concept in to new product, service and business.

Student can design business models, evaluate profitability and feasibility.

Content

Exploring and evaluating business opportunities

- searching and knowing business environment: markets, industry, key trends and macro economical factors
- searching and creating development challenges
- learning to use service and business design processes and methods
- generating ideas for solutions
- defining solution concept

Commercialising idea

- identifying and segmenting different customer groups
- profiling customers job-to-done, needs and gains
- designing value proposition: features of serviceproduct / product, pain relievers and gain creators
- competetive analyses and defining competetive advantge
- personal selling skills

Desging bussiens model

- service blueprint for customer journey
- designing business model for customer value proposition
- personal selling skills for business model
- defining service value for for customer as increased sales, improved profitability and cost savings
- pricing strategy for the service product
- projecting and evaluatong elements of profitable business model.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (grades 1 and 2): student understand, remember and can explain key concepts in the learning assignment.

Good (3-4)

Good (grades 3 and 4): student understand, remember, can explain, can apply, analyse and evaluate key concepts in learning assignments.

Excellent (5)

Excellent (grade 5): student understand, remember, can explain, can apply, analyse, evaluate key concepts and create new in learning assignments.

BBIB21A-1019 Strategy Concepts and Processes: 2 op

Objectives

Participating student acquires knowledge of strategy concepts and processes and is able to apply strategic tools and methods in real-life business assignments and cases. The conceptual course of the module is based on independent work, whereas an opportunity for supervision is provided for the course of project work at the beginning of every period.

IB00DL12 Concepts and Models of Strategy Process: 10 op

Objectives

International Business Degree Programme, 3rd year, part of Strategy Concepts and Processes module

Learning outcomes: Participating student identifies the key phases in strategy work and understands the content of strategy concepts and models.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2): student can identify and name strategy concepts and models and is capable to use these concepts and models in accordance with relevant source material.

Good (3-4)

Good (3-4): student knows the content of strategy concepts and models and is capable to apply these concepts and models in an expert way.

Excellent (5)

Excellent (5): student is able to analyse and evaluate strategy concepts and models in breadth and depth and is capable to apply these concepts and models as an expert.

IB00DL14 Strategy Project Work: 5 op

Objectives

International Business Degree Programme, 3rd year, part of module Strategy Concepts and Processes

Learning outcomes: Participating student is capable to identify, analyze and evaluate relevant parts of external and internal environment and to apply acquired knowledge in the analysis, development, and evaluation of business and corporate strategy.

Evaluation criteria

Satisfactory (1-2)

Satisfactory (1-2):

Student knows how to apply specific techniques and models of strategy and student can act in a strategy-oriented manner during strategy process.

Good (3-4)

Good (3-4):

Student can select techniques and models of strategy which are suitable for the activity in question and give reasons to the choices making student capable to prioritize and work systematically in strategy process.

Excellent (5)

Excellent (5)

Student can select, combine, and develop techniques and models of strategy work that are suitable for the activity in question so as to facilitate innovatively and initiative contribution in strategy

process.

BBIB21A-1025 Professional Skills: 0 op

VR00BU93 Swedish language, oral: 0 op

Objectives

This course is part of the Nursing, Profiling Competence module

VR00BU94 Swedish language, written: 0 op

Objectives

This course is part of the Nursing, Profiling Competence module

VR00BU95 Finnish language, oral: 0 op

VR00BU96 Finnish language, written: 0 op

IB00DL72 Finnish 3: 3 op

Objectives

Learning goals: You will cope in Finnish in the most frequent everyday situations. You will learn to write and respond to short messages. You find the core information in simple texts, such as advertisements and timetables. Target level: CEFR A2.1.

Content

- interactive speaking exercises, with the focus on practicing Finnish in several everyday situations
- short lectures and exercises on grammar topics (eg, verb conjugation, noun types, sentence structures)
- interactive writing, reading and listening exercises

Finnish 3 is assessed 0-5.

Evaluation criteria

Satisfactory (1-2)

Grades 1-2

- you can introduce yourself in Finnish and say a few things about yourself
- you can answer very simple questions (Mitä kuuluu? Mikä sinun nimesi on?), but cannot keep the conversation going yourself
- you recognize familiar names, words and numbers in Finnish when people speak very slowly
- you can describe your daily routines in a few sentences
- you can say where you are, where you come from, and where you are going
- you have learned the basics of Finnish pronunciation

Good (3-4)

Grades 3-4

In addition to what is required for the grades 1-2

- you recognize and can use several frequent words and phrases needed for everyday communication, if the other person is willing to give you verbal/non-verbal prompts
- you can ask and answer simple questions about daily routines
- you can write a list or several isolated sentences without the help of a translator
- understand the main point in a predictable short text

Excellent (5)

Grades 5

In addition to what is required for the grades 1-4

- you can talk about yourself, your everyday routines, and say a couple of things about your past and your future, if the other person is willing to help
- you can write a simple message (for example asking for help or informing someone about your plans)

IB00DL73 Finnish 4: 2 op

Objectives

Learning goals:

The focus of this course is on reading and listening comprehension. You will practice finding the core content in short authentic audio and written materials. The course also includes grammar exercises to strengthen your command of some of the basic grammar structures (verb conjugation, genitive, partitive and the location cases). Target level CEFR A2.1-A2.2. or above (according to your personal study plan).

Content

Course contents:

You will either study independently on the Learn platform or participate in face-to-face teacher. The course consists of reading, listening and grammar exercises. You are also encouraged to use Finnish in your everyday life and assess your own language skills.

BBIB21A-1001 Bachelor's Thesis: 15 op

9900CQ19 Thesis – Planning: 5 op

Objectives

The Bachelor's thesis is a comprehensive design, development or product development assignment completed independently by the student where they utilise the most essential areas of their vocational field.

The students are able to:

- seek information and use source material
- apply the design and research methods in their work and produce new information
- work with a goal-oriented approach
- critically assess activities and solutions
- present matters logically and with justifications
- in factual text with written, visual and verbal expression and is able to model the process

Further information

In the planning phase, the student becomes acquainted with data collection methods and works on

the knowledge base of the thesis.

9900CQ20 Thesis – Implementation: 5 op

Objectives

The Bachelor's thesis is a comprehensive design, development or product development assignment completed independently by the student where they utilise the most essential areas of their vocational field.

The students are able to:

- seek information and use source material
- apply the design and research methods in their work and produce new information
- work with a goal-oriented approach
- critically assess activities and solutions
- present matters logically and with justifications in factual text with written, visual and verbal expression and is able to model the process

Further information

The implementation phase focuses on the core contents of the thesis, or data collection and analysis.

9900CQ21 Thesis – Finishing: 5 op

Objectives

The Bachelor's thesis is a comprehensive design, development or product development assignment completed independently by the student where they utilise the most essential areas of their vocational field.

The students are able to:

- seek information and use source material
- apply the design and research methods in their work and produce new information
- work with a goal-oriented approach
- critically assess activities and solutions
- present matters logically and with justifications
- in factual text with written, visual and verbal expression and is able to model the process

Further information

In the final phase of the thesis process, the student focuses on writing the report and finalising the research results. The students write their conclusions, the reflection section, and an abstract to the thesis report.

9900CQ22 Thesis – Maturity Test: 0 op

Objectives

The Bachelor's thesis is a comprehensive design, development or product development assignment completed independently by the student where they utilise the most essential areas of their vocational field.

The students are able to:

- seek information and use source material
- apply the design and research methods in their work and produce new information
- work with a goal-oriented approach
- critically assess activities and solutions
- present matters logically and with justifications
- in factual text with written, visual and verbal expression and is able to model the process

Further information

The thesis process includes a compulsory maturity test. In order to obtain a Bachelor's degree, the students shall sit a maturity test on the field of their thesis to demonstrate familiarity with the field and language skills.