

## Degree Programme in International Business, Bachelor of Business Administration, 210 cr

### Core Competence (Compulsory modules) 120 cr

Basic Business Competences 15 cr  
Operating in Business Environments 15 cr  
Discovering Global Markets 15 cr  
Innovation and Entrepreneurial Thinking 15 cr

Applying Research Methods 15 cr  
Implementing Marketing Dynamics 15 cr  
Developing Future Management Skills 15 cr  
Managing Project SISU 15 cr

Work Placement  
(Core Competence) 30 cr

### Profiling Competence (Advanced modules) 30 cr

Choose two modules

Business Analytics and Business Intelligence 15 cr	Future Marketing Applications 15 cr
Corporate Social Responsibility 15 cr	Global Fashion Business 15 cr
Doing Business in China 15 cr	Human Resource Management 15 cr
Esports Business Management 15 cr	Startup Business School 15 cr
Exploring European Business 15 cr	Strategic Concepts and Processes 15 cr
	Strategic Management 15 cr

Professional Skills 15 cr  
Choose one profiling competence  
module

Bachelor Thesis and Maturity Test 15 cr