# 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

- Professional Skills 15 cr
  - Choose one profiling competence module
- Bachelor Thesis and Maturity Test 15 cr

## Profiling Competence (Advanced modules) 30 cr

- Choose two modules

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