

Degree Programme in International Business, study modules for 2021-2022

1. year	Basic Business Competences 15 cr Global Business Environment 5 cr Business Mathematics 3 cr Digital and Technological Skills 2 cr Study Essentials 3 cr Study Environment in Swedish 2 cr Finnish 1 2 cr	Discovering Global Markets 15 cr Foundations of Economics 4 cr Legal Environment 3 cr English in a Global Context 3 cr Sales and Customer Service 2 cr Marketing Essentials 3 cr	Operating in Business Environment 15 cr Organizational Communication 3 cr Principles of Accounting 5 cr Introduction to Business Information Management 4 cr Business Environment in Swedish 3 cr Finnish 2 3 cr	Innovation and Entrepreneurial Thinking 15 cr Business Planning Process 5 cr Legal Environment of an Entrepreneur 3 cr Negotiation Skills 2 cr Finding Business Opportunities Through Innovation 5 cr	
	Implementing Marketing Dynamics 15 cr Positioning and Branding 4 cr Digital Marketing Expressions 3 cr Marketing with Data 4 cr Customer Relationship Management 4 cr	Applied Research Methods 15 cr Research Writing Skills 3 cr Qualitative Methods 3 cr Quantitative Methods 4 cr Introduction to Research Methods 5 cr	Developing Future Management Skills 15 cr Cross Cultural Communication 3 cr Management Accounting 3 cr Organizational Behaviour 3 cr Circular Economy 3 cr Supply Chain Management 3 cr	Managing Project SISU 15 cr Operational Project 9 cr Communication in Project SISU 3 cr Project Management 3 cr	
2. year	Human Resource Management 15 cr Human Resource Development 5 cr				
	Exploring European Business 15 cr European Markets 5 cr		Future Marketing Applications 15 cr Marketing Trends 5 cr		
	Corporate Social Responsibility 15 cr		Strategic Management 15 cr Financial Analysis of a Company Performance 5 cr		
	Business Analytics and Business Intelligence 15 cr Business Analytics 5 cr Business Intelligence 5 cr Financial Business Analysis 5 cr		Sustainable Marketing 5 cr Diversity Marketing 5 cr Content Laboratory 5 cr		
	Esports Business Management 15 cr Sports Management 5 cr		Process of Strategy Work 5 cr Concepts and Models of Strategic Thinking 5 cr		
	Doing Business in China 15 cr China's Foreign Trade System 5 cr Business Environment in China 5 cr Market Entry in China 5 cr		Global Fashion Business 15 cr		
	Strategy Concepts and Processes 15 cr Concepts and Models of Strategy Process 10 cr Strategy Project Work 5 cr		Work Placement 30 cr		
Human Resource Management 15 cr Human Resource Development 5 cr		Marketing and Events 5 cr Esports Projects 5 cr			
3. year	Thesis and maturity test 15 cr				
	Change Management 5 cr Leadership 5 cr				
4. year	Change Management 5 cr Leadership 5 cr				
	Change Management 5 cr Leadership 5 cr				