

International Business studies for academic year 2022-2023

Autumn semester

Spring semester

1. year	Basic Business Competences 15 cr Global Business Environment 4 cr Business Mathematics 3 cr Digital and Technological Skills 2 cr Study Essentials 3 cr English in a Global Context 3 cr		Discovering Global Markets 15 cr Foundations of Economics 3 cr Legal Environment 3 cr Marketing Essentials 4 cr (research) Introduction to Research 3 cr Study Environment in Swedish 2 cr Finnish 1 2 cr		Operating in Business Environment 15 cr Organizational Communication 3 cr Introduction to Business Information Management 4 cr (research included) Principles of Accounting 5 cr Business Environment in Swedish 3 cr Finnish 2 3 cr Finnish 3 3 cr		Sustainability in Management 15 cr Principles of Sustainability 3 cr Management Essentials 3cr Project Management 3cr Sales and Customer Service 3 cr Sustainability Project and Communication 3 cr Finnish 4 2 cr				
	2. year	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 Management Accounting 3 cr Organizational Behaviour 3 cr Circular Economy 3 cr Cross Cultural Communication 3 cr Supply Chain Management 3 cr		Implementing Marketing Dynamics 15 cr Positioning and Branding 4 cr Digital Marketing Expressions 3 cr Marketing with Data 4 cr (quant. research included) Customer Relationship Management 4 cr		Advancing Professional Profile 15 cr Communication 2 cr Project Management 3cr Specialization Unit 5 cr Practical Implementation of Analytics 5 cr			
3. year		Strategic Management 15 cr Financial Analysis of a Company Performance 5 cr		Process of Strategy Work 5 cr Concepts and Models of Strategic Thinking 5 cr		Human Resource Management 15 cr Human Resource Development 5 cr		Change Management 5 cr Leadership 5 cr			
	Exploring European Business 15 cr European Markets 5 cr		Market Entry Project 5 cr Brussel's Project 5 cr		Future Marketing Applications 15 op Sustainable Marketing 5 cr, Marketing Trends 5 cr		Diversity Marketing 5 cr Content Laboratory 5 cr (at campus)				
	Corporate Social Responsibility 15 cr		Business Analytics and Business Intelligence 15 cr Business Analytics 5 cr Business Intelligence 5 cr Financial Business Analysis 5 cr		Esports Business Management 15 cr Sports Management 5 cr		Marketing and Events 5 cr Esports Projects 5 cr		Global Fashion Business 15 cr		
	Startup Business School 15 cr		Startup Business School 15 cr		Startup Business School 15 cr		Startup Business School 15 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						
	Strategy Concepts and Processes 15 cr		Concepts and Models of Strategy Process 10 cr			Strategy Project Work 5 cr					
	Human Resource Management 15 cr		Human Resource Development 5 cr		Change Management 5 cr		Leadership 5 cr				
	Work Placement 30 cr										
4. year	Thesis and maturity test 15 cr										
							24/7 online				
							online				
							at campus				