

Code	Name	Credits
<b>BBIB23A-1002</b>	<b>Basic Business Competences</b>	<b>15</b>
IB00EI89	Study Essentials	2
IB00DV09	Digital and Technological Skills	2
IB00DV11	English in a Global Context	3
IB00DV08	Business Mathematics	3
IB00EI84	Global Business Environment	5
<b>BBIB23A-1003</b>	<b>Discovering Global Markets</b>	<b>15</b>
IB00DU69	Introduction to Research	3
IB00DU70	Foundations of Economics	3
IB00DU71	Legal Environment	3
IB00DU72	Marketing Essentials	4
IB00DU73	Study Environment in Swedish	2
IB00EI85	Finnish 1	2
<b>BBIB23A-1004</b>	<b>Operating in Business Environment</b>	<b>15</b>
IB00DU75	Organizational Communication	3
IB00DU76	Principles of Accounting	5
IB00DU77	Introduction to Business Information Management	4
IB00DU78	Business Environment in Swedish	3
<b>BBIB23A-1005</b>	<b>Sustainability in Management</b>	<b>15</b>
IB00EI86	Principles of Sustainability	3
IB00DU83	Management Essentials	3
IB00DW50	Project Management	3
IB00DU85	Sales and Customer Service	3
IB00DU86	Sustainability Project and Communication	3
<b>BBIB23A-1006</b>	<b>Optional Core Competence</b>	<b>5</b>
IB00DL72	Finnish 3	3
IB00DY45	Finnish 4	2
<b>BBIB23A-1026</b>	<b>Toisen kotimaisen kielen osaaminen</b>	<b>2</b>
VR00BU93	Ruotsin suullinen osaaminen	0
VR00BU94	Ruotsin kirjallinen osaaminen	0
VR00BU95	Suomen suullinen osaaminen	0
VR00BU96	Suomen kirjallinen osaaminen	0
<b>BBIB23A-1007</b>	<b>Entrepreneurial Thinking through Innovation</b>	<b>15</b>
IB00DU87	Finding Business Opportunities through Innovation	5
IB00DU88	Business Planning Process	5
IB00DU89	Legal Environment of an Entrepreneur	3
IB00DU90	Negotiation Skills	2
<b>BBIB23A-1008</b>	<b>Developing Future Management Skills</b>	<b>15</b>
IB00DU91	Cross Cultural Communication	3
IB00DU92	Organizational Behaviour	3
IB00DU95	Supply Chain Management	3
IB00EI87	Management Accounting	3
IB00EI88	Circular Economy	3
<b>BBIB23A-1009</b>	<b>Implementing Marketing Dynamics</b>	<b>15</b>
IB00DU96	Positioning and Branding	4
IB00DU97	Digital Marketing Expressions	3
IB00DU98	Marketing with Data	4
IB00DU99	Customer Relationship Management	4
<b>BBIB23A-1010</b>	<b>Advancing Professional Profile</b>	<b>15</b>

IB00DV00	Developing Professional Profile	2
IB00DV01	Business Ethics	3
IB00DV02	Specialization Unit	5
IB00DV03	Practical Implementation of Analytics	5
<b>BBIB23A-1011</b>	<b>Work Placement</b>	<b>30</b>
IB00DL74	Work Placement	30
<b>BBIB23A-1012</b>	<b>Profiling Competence</b>	<b>45</b>
<b>BBIB23A-1013</b>	<b>Business Analytics and Business Intelligence</b>	<b>3</b>
LT00DE98	Business Analytics	5
LT00DE99	Business Intelligence	5
LT00DF00	Financial Business Analysis	5
<b>BBIB23A-1029</b>	<b>Corporate Social Responsibility</b>	<b>15</b>
IB00EJ10	Corporate Social Responsibility	15
<b>BBIB23A-1014</b>	<b>Doing Business in China</b>	<b>3</b>
IB00DH89	China's Foreign Trade System	5
IB00DH90	Business Environment in China	5
IB00DH91	Market Entry in China	5
<b>BBIB23A-1015</b>	<b>Esports Business Management</b>	<b>3</b>
LT00DJ74	Sports Management	5
LT00DJ75	Marketing and Events	5
LT00DJ76	Esports Projects	5
<b>BBIB23A-1016</b>	<b>Future Marketing Applications</b>	<b>20</b>
LT00DE95	Marketing Trends	5
IB00DM27	Content Laboratory	5
IB00EJ13	Applying Diversity Marketing	5
IB00EJ14	Marketing for Sustainability	5
<b>BBIB23A-1017</b>	<b>Global Fashion Business</b>	<b>15</b>
MU00DL63	From Idea to Product Concept in Fashion Business	5
MU00DL64	Management of Fashion Supply Chain	5
MU00DL65	International Fashion Branding and Marketing	5
<b>BBIB23A-1018</b>	<b>Human Resource Management</b>	<b>15</b>
IB00DH83	Human Resource Development	5
IB00DH84	Change Management	5
IB00DH85	Leadership	5
<b>BBIB23A-1020</b>	<b>Strategic Management</b>	<b>3</b>
IB00DH87	Process of Strategy Work	5
IB00DH88	Concepts and Models of Strategic Thinking	5
IB00EJ12	Financial Analysis of a Company Performance	5
<b>BBIB23A-1021</b>	<b>Exploring European Business</b>	<b>3</b>
IB00DH92	European Markets	5
IB00DH94	Brussel's Project	5
IB00EJ11	Market Entry Project	5
<b>BBIB23A-1022</b>	<b>Startup Business School</b>	<b>0</b>
30114300	Startup Business School	15
<b>BBIB23A-1023</b>	<b>Strategy Concepts and Processes</b>	<b>2</b>
IB00DL12	Concepts and Models of Strategy Process	10
IB00DL14	Strategy Project Work	5
<b>BBIB23A-1027</b>	<b>Vapaasti valittavat opinnot</b>	<b>15</b>
<b>BBIB23A-1025</b>	<b>Bachelor's Thesis</b>	<b>15</b>
9900CQ19	Opinnäytetyö – Suunnittelu	5

9900CQ20	Opinnäytetyö – Toteutus	5
9900CQ21	Opinnäytetyö – Viimeistely	5
9900CQ22	Opinnäytetyö – Kypsyysnäyte	0