

INTERNATIONAL BUSINESS

Bachelor of Business Administration | 210 cr / 3.5 years



Business Competence | Financial and Economic Competence | Marketing and Sales Competence | Leadership Competence | Internationalisation Competence | Learning Skills | Innovation Competence | Working Community Competence

4. year

SPECIALIST IN GLOBAL BUSINESS

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| Thesis | 15 cr |
| Complementary Studies | 15 cr |
| Career Planning and Development | 1 cr |

3. year

SPECIALIST IN BUSINESS

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| Complementary Studies | 15 cr |
| Marketing and Management Studies | 10 cr |
| Research Seminar | 3 cr |
| Career Planning and Development | 1 cr |

Work Placement 30 cr

2. year

PROFESSIONAL IN INTERNATIONAL MARKETING

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| International Business | 5 cr |
| Business Communication in Finnish/ Business in Nordic Countries | 3 cr |
| International Marketing | 4 cr |
| Consumer Behaviour | 3 cr |
| Global Business Environment | 4 cr |
| International Logistics and Legislation | 5 cr |
| Basics of Finnish/German/Russian 3 | 5 cr |
| Career Planning and Development | 1 cr |

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| Research Methods | 3 cr |
| Managerial Accounting | 5 cr |
| International Market Research | 3 cr |
| Leadership Skills | 3 cr |
| Personal Selling | 5 cr |
| Exhibitions, Shows and Fairs | 3 cr |
| Global Business Communication | 3 cr |
| Affärer i Norden/Working in Finland | 5 cr |

1. year

PROFESSIONAL IN ELEMENTS OF BUSINESS

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| Marketing | 9 cr |
| Business IT Skills | 2 cr |
| Academic English | 3 cr |
| Financial Calculations | 4 cr |
| Elements of Business | 5 cr |
| Basics of Finnish/German/Russian 1 | 5 cr |
| Career Planning and Development | 2 cr |

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| Business Environment | 7 cr |
| Organisation and Management | 5 cr |
| Business Legislation | 3 cr |
| Intercultural Communication | 5 cr |
| Project Management | 5 cr |
| Basics of Finnish/German/Russian 2 | 5 cr |