

## CURRICULUM

### **Bachelor of Business Administration, Degree Programme in International Business**

The Degree Programme in International Business enables you to develop competences required in global business. Your studies focus on international marketing and service mindedness as a part of successful business. Studying in a multicultural environment in close cooperation with companies enhances your communication and interaction skills. It also provides you with an excellent starting point for the development of your organisational, self-management and leadership skills.

#### **Degree**

Degree Title	Bachelor of Business Administration
Extent	210 cr / 3.5 years

#### **Typical Tasks for Graduates**

Those who have graduated with a Bachelor of Business Administration (BBA) degree are equipped with the skills to work in the international business environment and global labour market. You can use your competence to create an interesting career in international companies or to establish your own business. There are international companies and several growing SME's in the region that use English as their common corporate language and that cooperate with us. Furthermore, the closeness of Russia provides excellent work opportunities for those interested in business between Finland and Russia.

The graduates can work in assistant and expert positions in export business, marketing or sales. Additionally, you are able to develop such abilities and skills that enable you to carry out management and leadership duties.

#### **Implementation of Studies**

Karelia University of Applied Sciences offers a multicultural learning environment where you can develop your competences with a special focus on international business, marketing and sales. The course supply also includes studies in communication, financial administration and management. Moreover, you can choose complementary studies from other programmes of Karelia UAS. A part of your studies is conducted abroad, and the practical training placement is carried out in an international company either in or outside Finland. You cooperate closely with companies, e.g. in projects and assignments commissioned by our working life partners. In teaching, various appropriate study methods, such as lectures, group work and visits are employed.

#### **Structure and Content of Studies**

The degree programme contains common core and complementary studies enhancing your key and specialised competences. The extent of basic studies is 180 cr. and that of complementary studies 30 cr.

The first-year studies familiarise you with the basic elements of business and strengthen your communication skills so that you can effectively operate in a multicultural environment. The second-year studies take you to the level of international business. You are able to get a broad perspective on business and analyse operative environments and corporate activities. During the third year of studies you will deepen your knowledge in marketing and sales. You can also complement your studies by taking courses in foreign partner universities. Moreover, the third-year studies contain practical training in a company where you can apply your knowledge and skills to international tasks.

The complementary studies mostly contain modules of 15 credits. The following modules suit especially well those who study in the Degree Programme in International Business:

- Intercultural Studies
- Expertise Pertaining to Russia
- Environmental Management
- Renewable Energy
- International Studies 1
- International Studies 2
- Optional language studies (German, Russian, Spanish)
- Preparatory Language and Mathematics Studies
- Training programme of Joensuu Sports Academy
- Participation in peer tutoring and student union activities

The complementary studies are scheduled to take place in the autumn semesters of the third and fourth year (i.e. in the fifth and seventh semesters). Additionally, complementary studies can be taken during summer months. Participation in Sports Academy training, peer tutoring or student union activities can be spread over several semesters. If the studies mentioned above do not match with your professional objectives, you can discuss other alternatives with your teacher tutor or counsellor.

# 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

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

3. year

## SPECIALIST IN BUSINESS

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

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

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

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

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

## Competence Requirements

Area of Competence	Description of Competence A Bachelor of Business Administration
Business Competence	<ul style="list-style-type: none"> <li>- understands business operations and principles in a holistic way.</li> <li>- is able to work economically and develop business processes in a manner that is systematic, profitable and socially responsible.</li> </ul>
Financial and Economic Competence	<ul style="list-style-type: none"> <li>- understands and is able to prepare financial calculations.</li> <li>- is able to evaluate information analytically, draw conclusions and provide rationale.</li> </ul>
Marketing and Sales Competence	<ul style="list-style-type: none"> <li>- understands the importance of holistic marketing in business.</li> <li>- is able to create, maintain and develop customer relationships.</li> <li>- manages various customer encounters.</li> <li>- is able to sell products in a way that is profitable and satisfactory to both parties.</li> </ul>
Leadership Competence	<ul style="list-style-type: none"> <li>- understands the meaning of leadership and immediate supervisors in organisations.</li> <li>- is able to support and motivate personnel.</li> <li>- is able to give and receive feedback and evaluate one's own actions.</li> </ul>
Ethical Competence	<ul style="list-style-type: none"> <li>- is able to assume responsibility for one's own actions and their consequences.</li> <li>- is able to work according to the code of professional ethics of one's field.</li> <li>- is able to take different parties into account.</li> <li>- is able to apply the principles of equality.</li> <li>- is able to apply the principles of sustainable development.</li> </ul>
Internationalisation Competence	<ul style="list-style-type: none"> <li>- has the language competence necessary for the work in the field and its development.</li> <li>- is able to cooperate with people from different cultural backgrounds.</li> <li>- is able to take into account the opportunities and effects of internationalisation.</li> </ul>
Learning Skills	<ul style="list-style-type: none"> <li>- is able to assess and develop one's competences and learning methods.</li> <li>- is able to retrieve/ search, process and analyse information critically.</li> <li>- can assume responsibility for team learning and knowledge sharing.</li> </ul>
Innovation Competence	<ul style="list-style-type: none"> <li>- is able to solve problems and develop working methods innovatively.</li> <li>- is able to work in projects.</li> <li>- is able to carry out research and development projects and to apply existing knowledge and methods of one's field.</li> <li>- is able to find customer-oriented, sustainable and profitable solutions.</li> </ul>

Work Community Competence	<ul style="list-style-type: none"><li>- is able to function as a member of a work community and contribute to its work well-being.</li><li>- is able to function in various communication and interaction situations at work.</li><li>- is able to use information and communication technology in the tasks of one's field.</li><li>- is able to establish personal occupational contacts and to work in networks.</li><li>- is able to make decisions in new and unforeseen situations.</li><li>- is able to manage one's work and to work independently in tasks requiring expertise.</li><li>- has developed entrepreneurial skills/ abilities.</li></ul>
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