



KAJAANIN
AMMATTIKORKEAKOULU
UNIVERSITY OF APPLIED SCIENCES

Bachelor's Degree in International Business 2016 (210 CR)

Nimi	210
BASIC STUDIES	
BASIC BUSINESS COMPETENCE	15
Business Operations	5
Introduction to Marketing	5
Management Accounting	5
OPERATIONAL ENVIRONMENT	10
Law Studies	5
Economics	5
METHODOLOGICAL STUDIES	10
IT and Office Applications	5
Business Mathematics	5
COMMUNICATION STUDIES	25
Personal Development Programme	2
Academic and Business English	5
Business Communication Skills	3
Swedish	5
Business Finnish	5
Academic Finnish	5
Finnish for Foreigners 1	5
Finnish for Foreigners 2	5
Finnish for Foreigners 3	5
PROFESSIONAL STUDIES	
MANAGING INTERNATIONAL OPERATIONS	20
Introduction to Management	5
International Management	5
Financial Accounting	5
Strategic Management	5
WORK COMMUNITY COMPETENCE	10
Leadership and Human Resource Management	5
Intercultural Communication	5
METHODOLOGICAL COMPETENCE	10
Project Management	5
Research Methods	5
ADVANCED MARKETING STUDIES	30
Integrated Marketing Communication	5
Services Marketing	5
International Networking and Collaboration	5
Product, Brand and Price Management	5
Selling and Sales Management	5
Advanced Project in Integrated Marketing Communications	5
Advanced Project in Services Marketing	5

BUSINESS COMPETENCE DEVELOPMENT	20
Quality and Risk Management	5
International Marketing	5
Marketing Research	5
Strategic Marketing Management	5
FREE CHOICE STUDIES	15
Consumer Buyer Behaviour	5
Asian Business	5
Russian Business	5
European Business	5
Product Development	5
New Trends in Leadership and Management	5
Management Procedures and Strategies	5
Organizational Psychology	3
Risk Management	3
Business Plan	3
Commercialisation	5
Export and Import Routines	3
THESIS	15
PRACTICAL TRAINING	30

