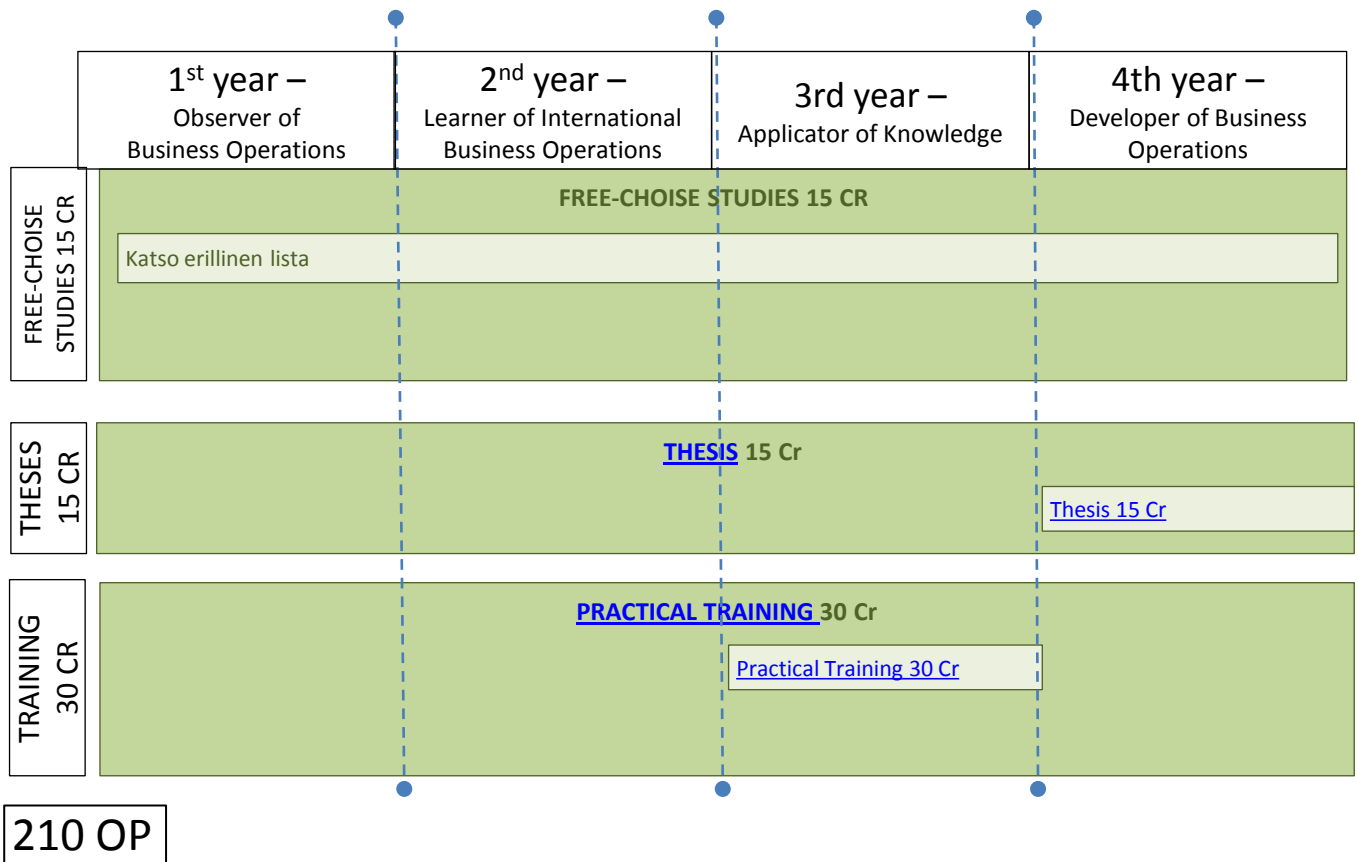


# KBI12S Structure of Studies

	1 <sup>st</sup> year – Observer of Business Operations	2 <sup>nd</sup> year – Learner of International Business Operations	3 <sup>rd</sup> year – Applicator of Knowledge	4 <sup>th</sup> year – Developer of Business Operations
<b>Basic Studies (61 cr)</b>	<b><u>BUSINESS ACTIVITIES</u> 27 Cr</b>			
	<a href="#">Introduction to Business Operations 3 Cr</a>			
	<a href="#">Introduction to Management Accounting 5 Cr</a>			
	<a href="#">Introduction to Business Law 3 Cr</a>			
	<a href="#">Introduction to Marketing 4 Cr</a>			
	<a href="#">Introduction to Management 5 Cr</a>			
	<a href="#">Project Management 3 Cr</a>			
	<a href="#">Supply Chain Management 4 Cr</a>			
	<b><u>OPERATIONAL ENVIRONMENT</u> 7 Cr</b>			
	<a href="#">Economics 4 Cr</a>			
	<a href="#">International Economics 3 Cr</a>			
	<b><u>METHODOLOGICAL STUDIES</u> 10 Cr</b>			
	<a href="#">Basics of Hardware and Software 4 Cr</a>			
	<a href="#">Office Applications 3 Cr</a>			
	<a href="#">Business Mathematics 3 Cr</a>			
	<b><u>COMMUNICATION STUDIES</u> 14 Cr</b>			
	<a href="#">English: Basics of Business English 3 Cr</a>			
	<a href="#">Business Finnish 3 Cr</a>			
	<a href="#">Swedish: Svenska i affärlivet 1 3 Cr</a>			
	<a href="#">Finnish for Foreigners I 6 Cr</a>			
	<b><u>PERSONAL DEVELOPMENT PROGRAMME</u> 3 Cr</b>			
	<a href="#">Personal Development Programme 3 Cr</a>			

Professional Studies (89 cr)

1 <sup>st</sup> year – Observer of Business Operations	2 <sup>nd</sup> year – Learner of International Business Operations	3 <sup>rd</sup> year – Applicator of Knowledge	4 <sup>th</sup> year – Developer of Business Operations
<p style="text-align: center;"><b><u>INTERNATIONAL BUSINESS ACTIVITIES</u> 37 Cr</b></p> <p>International Management 3 Cr</p> <p>Financial Accounting 4 Cr</p> <p>Strategic Management 3 Cr</p> <p>International Marketing 5 Cr</p> <p>International Business Law 3 Cr</p> <p>Business Projects 6 Cr</p> <p>Export and Import Routines 3 Cr</p> <p>Strategic Marketing Management 3 Cr</p> <p>Finance 4 Cr</p> <p>Product Development 1 3 Cr</p>			
<p style="text-align: center;"><b><u>METHODOLOGICAL STUDIES</u> 7 Cr</b></p> <p>Applied Research Techniques 4 Cr</p> <p>Statistics 3 Cr</p>			
<p style="text-align: center;"><b><u>COMMUNICATION STUDIES</u> 18 Cr</b></p> <p>Academic Writing 3 Cr</p> <p>Finnish for Foreigners II 3 Cr</p> <p>Intercultural Communication 3 Cr</p> <p>Business Communication Skills 3 Cr</p> <p>Swedish: Svenska i affärlivet 2 3 Cr</p> <p>Academic Finnish 3 Cr</p> <p>Finnish for Foreigners III 3 Cr</p>			
<p style="text-align: center;"><b><u>FURTHER SPECIALISATION STUDIES</u> 27 Cr</b></p> <p>European Business 4 Cr</p> <p>Russian Business 5 Cr</p> <p>Consumer Buyer Behaviour 3 Cr</p> <p>Services Marketing 3 Cr</p> <p>Selling and Sales Management 3 Cr</p> <p>Marketing Research 3 Cr</p> <p>Advertising and Marketing Communications 3 Cr</p> <p>Quality Management 3 Cr</p>			



## Annual Themes – Study Progress Description

### 1<sup>st</sup> year – Observer of Business Operations

The student

- has the basic information needed to understand the fundamental processes of business operations, their impact on society, working life and the internationalisation process.
- understands the basis of entrepreneurship and the principles of profit making.
- gains knowledge of the theoretical models applied in business operations.
- has the necessary computer skills and methodological tools needed for data collection, analysis and reporting.

### 2<sup>nd</sup> year – Learner of International Business Operations

The student

- is able to outline and evaluate the key patterns and trends in international business activities
- is able to assess differences between cultures
- knows the strategies of international marketing

### 3<sup>rd</sup> year – Applicator of Knowledge

The student

- is able to apply knowledge in practice
- learns to plan research and business activities
- deepens his/her knowledge of international business

### 4<sup>th</sup> year - Developer of Business Operations

The student

- is able to develop business activities by implementing the latest findings in the field

