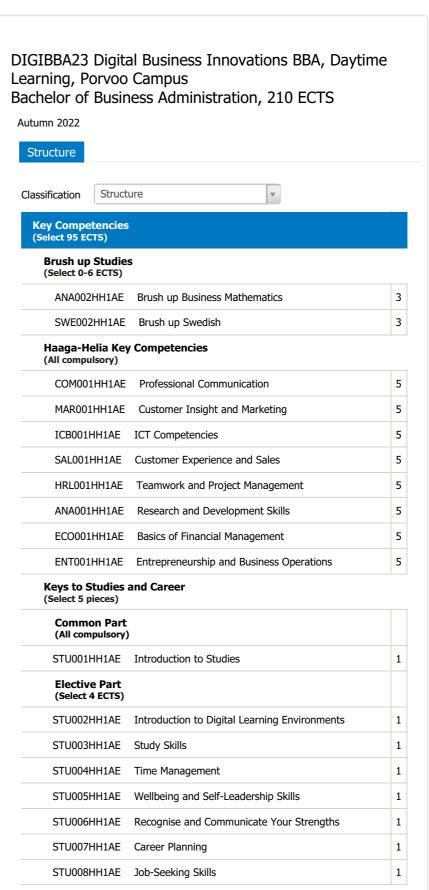


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STU009HH1AE	Speed Up Your Career with Alumni	1
STU010HH1AE	Studies and Entrepreneurship	1
STU011HH1AE	Employment in Finland	1
Key Competence (All compulsory)	ies in Business Administration Studies	
ECO001TR1AE	Principles of Economics	5
HRL001TR1AE	People and Culture	5
LAW001TR1AE	International Business Law	5
ECO002TR1AE	Principles of Accounting and Finance	5
ANA001TR1AE	Introduction to Data Analytics for Business	5
ENT002TR1AE	Expanding to Foreign Markets	5
(Select 20 ECTS)		
GER001AS2AE	German 1	5
GER002AS2AE	German 2	5
SPA001AS2AE	Spanish 1	5
SPA002AS2AE	Spanish 2	5
RUS001AS2AE	Russian 1	5
RUS002AS2AE	Russian 2	5
FIN001AS2AE	Finnish Language and Culture 1	5
FIN002AS2AE	Finnish Language and Culture 2	5
ENG009AS2AE	Academic Writing	5
INT004AS2AE	Finnish Business Culture and Society	5
SWE001HH1A	Professional Swedish	5
FIN014AS2AE students)	Finnish Business Communication (for Finnish-speaking	5
SWE001AS2A	Conversation in Swedish	5
SWE003AS2A	Swedish for Marketing Communication	5
CHI006AS2AE	Chinese-speaking Market and Culture Studies	5
FRE008AS2AE	French-speaking Market and Culture Studies	5
RUS006AS2AE	Russian-speaking Market and Culture Studies	5
Professional Comp (Select 70 ECTS)	petencies	
Major Studies (Select 45 ECTS)		
Digital Busine (Select 45-60 E	ss Innovations CTS)	
DIG013AS2AE	Digital Business Ecosystems	5
MAR002AS2AE	Data-Driven Marketing	5
DIG014AS2AE	Futures Thinking in Digital Business	5
LAW009AS2AE	Ethics and IPR in Digital Business	5
DIG002AS2AE	Innovation and Prototyping	5
COR008AS2AE	Circular Economy and Supply Chain Management	5

HRL012AS3AE Technologies in People Management

5

SER020AS2AE	Service Design and Co-Innovation	5
MAR001AS2AE	Strategic Branding	5
Complementary (Select 10-25 ECTS	Professional Competencies	
Marketing and (Select 0-25 ECT	Communication (S)	
COM004AS2AE	Basics of Graphic Design and Tools	5
COM003AS2AE	International Business Communication with Impact	5
COM002AS3AE	Website Design and Development	5
MAR012AS3AE	Sustainable Marketing	5
MAR003AS2AE	Integrated Marketing Communication	5
MAR004AS3AE	KREA Strategic Concept Design and Storytelling	10
Minor Package (Select 0-25 ECTS)		
Work Placement (Select 30 ECTS)		
PLA001HH1AE	Basic Work Placement	15
PLA001HH2AE	Professional Work Placement	15
PLA001HH2AE Thesis (Select 15 ECTS)	Professional Work Placement	15
Thesis (Select 15 ECTS)	Professional Work Placement hesis Phase 1	15
Thesis (Select 15 ECTS) THE7HH801 TI		
Thesis (Select 15 ECTS) THE7HH801 TI	hesis Phase 1	+