Curricula

**Degree programme**

YBU Business Management and Entrepreneurship

**Group**

YBU20KR

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Name** | **Code** | **Extent** | **1. academic year** | **2. academic year** | **3. academic year** |
|  | ADVANCED PROFESSIONAL STUDIES |  | 55,00 |  |  |  |
|  | ANALYSING BUSINESS ENVIRONMENT |  | 25,00 |  |  |  |
|  | Business Networks and Relationship Management | YBU130101 | 5,00 | 5,00  |  |  |
|  | International Business Environment | YBU130102 | 5,00 | 5,00  |  |  |
|  | Research and Development Methods | YBU130103 | 5,00 | 5,00  |  |  |
|  | Strategy Work and Corporate Governance | YBU130104 | 5,00 | 5,00  |  |  |
|  | Business Processes and Activity Based Management | YBU130105 | 5,00 |  | 5,00  |  |
|  | COMPETENT INDIVIDUALS AND LEARNING ORGANISATIONS |  | 10,00 |  |  |  |
|  | Successful Cross-Cultural Teamwork and Leadership | YBU130201 | 5,00 |  | 5,00  |  |
|  | Developing Human Resources and Organisations | YBU130203 | 5,00 |  | 5,00  |  |
|  | DEVELOPING INNOVATIVE BUSINESS STRATEGIES AND OPERATIONS |  | 20,00 |  |  |  |
|  | Strategic Marketing Management | YBU130301 | 5,00 |  | 5,00  |  |
|  | International Marketing Communication | YBU130302 | 5,00 |  | 5,00  |  |
|  | Innovation and Change | YBU130303 | 5,00 |  | 5,00  |  |
|  | International Entrepreneurship and New Venture Management | YBU130304 | 5,00 |  |  | 5,00  |
|  | ELECTIVE STUDIES |  | 5,00 |  |  |  |
|  | Vapaasti valittavat |  | 5,00 |  |  |  |
|  | Entering the Emerging Markets | VY00014 | 3,00 |  |  |  |
|  | Business-to-Business Marketing, literature | VY00020 | 3,00 |  |  |  |