

## **BACHELORS DEGREE IN BUSINESS ADMINISTRATION**

- Business Administration Degree Programme
- Business Information Technology Degree Programme
- International Business

### **Address:**

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The Degree Programme in Business Administration prepares undergraduates for professional careers in business finance, production economics, law, and business information management in managerial or expert posts and as independent entrepreneurs.

Graduating students will be awarded a Bachelors Degree in Business Administration. There are 120 study places available in this school, 40 in the Business Information Technology Degree Programme, 60 in the Business Administration Degree Programme and 20 in the International Business Degree Programme. The Degree qualification is worth 210 credits and takes 3.5 years to complete with a maximum completion time of 4.5 years.

## **THE DEGREE PROGRAMMES**

### **GENERAL OBJECTIVES**

The aim of the **degree programmes** is to ensure that students gain high-level, comprehensive knowledge of their own chosen professional field and the ability to apply such knowledge in real life. The degree programmes also ensure that students will be able to understand how business, trade and industry is regulated by law and how business relies on and affects other networks, organizations, and society as a whole and how society relies on business.

## Bachelor of Business Administration Language Studies

During this degree programme Swedish studies are compulsory and the following language studies must be completed:

\* According to major in the Business Administration degree programme

- marketing, practical business operations,  
business administration and law studies

at least 2 languages 21 cr

- Production economics major

at least 2 languages 16 cr

\* Business Information Technology

at least 2 languages 17 cr

## BUSINESS INFORMATION TECHNOLOGY DEGREE PROGRAMME 210 CR

The skills and knowledge that correspond to the learning objectives of the degree programme include the following competences:

**Information systems competence**, with the aim that the business administration graduates:

- understand information systems and their production, acquisition methods and commissioning as a whole as well as the principles of information management from a development point of view
- will be able to define, plan and debug software, databases and user interfaces bearing in mind data security
- will be proficient in programming
- will be able to file and interpret documents for the purposes of maintaining software

**ICT infrastructure competence**, with the aim that the business administration graduates:

- will understand the importance and operating principles of different components (hardware and software components)
- will be able to exploit information networks and their different components to create solutions
- will be able to construct and maintain basic network solutions
- will take data security into account in an organisation's ICT infrastructure solutions

**ICT project competence**, with the aim that the business administration graduates:

- will understand the nature of ICT projects and the overall role of project based activities within an organisation
- will understand the importance of a systematic approach to project work and will be able to participate responsibly in ICT projects
- will be able to use and supply ICT project planning and management methods
- will be able to identify and be prepared for risks involved in ICT project activities

**Business competence**, with the aim that the business administration graduates:

- will understand central business processes and operations
- will understand the significance of IT as part of an organisation's activities and its role in developing operations
- will know how to develop business processes and to use IT to support development solutions
- will understand the significance of contracts, offers, licenses and copyright in their own work
- will know how to serve customers

**Specialised ICT competence**, with the aim that the business administration graduates:

- will be able to apply acquired knowledge and skills to a specific area of ICT and to analyse, evaluate and develop operations in this area

The progression of professional development during the degree programme is described below:

#### **1<sup>st</sup> yr: IT competence**

Business information administration students will be competent computer users with the ability to use computers for their everyday work. They will understand and be proficient in basic business concepts and be able to communicate and operate in groups.

#### **2<sup>nd</sup> yr: IT professionals**

Students will gain the professional skills and knowledge needed in their own specialist field. Students can complete major studies in either software design or systems maintenance. Students will be able to utilise acquired teamwork skills in their professional studies.

#### **3<sup>rd</sup> yr: IT applicator**

Students will develop expertise in their own major field, using different information retrieval methods and they will also be able to work as part of a team and to train others.

#### **4<sup>th</sup> yr: IT specialist**

Students will be able to apply their acquired professional skills and knowledge in practice. They will also be able to produce a small-scale research and development project.

<b>BASIC STUDIES</b>	<b>65 cr</b>
Basic Studies in Information Technology	36 cr
Business operations I	7 cr
Communication Skills I	8 cr
Methodological Studies I	14 cr
<b>COMPULSORY PROFESSIONAL STUDIES</b>	<b>70 cr</b>
Information Technology Studies	36 cr
Business operations II	13 cr
Communication Skills II	21 cr
<b>OPTIONAL PROFESSIONAL STUDIES</b>	<b>15 cr</b>
Students must select 3 study modules worth 5 cr from the selection offered that year.	
<b>PRACTICAL TRAINING</b>	<b>30 cr</b>
5-month practical training period abroad or in Finland	
<b>FREE-CHOICE STUDIES</b>	<b>15 cr</b>
<b>THESIS</b>	<b>15 cr</b>

It is possible to major in Software Design or Systems Maintenance in the Business Information Technology Degree Programme. Students will select their major during their first year of studies.

### **SOFTWARE DESIGN**

Those majoring in Software Design will gain comprehensive and in depth knowledge of software design tools and programming language as well as software production processes. Students are also entitled to focus of game programming within the software design major. This major provides the skills needed to work in software design, game programming, programming, or as a trainer.

### **SYSTEMS MAINTENANCE**

The Systems Management major focuses more on hardware and the installation and management of user systems, and the functioning and maintenance of information networks and servers. Students majoring in Systems Management will be qualified to work as systems experts, system managers or trainers.

## **BUSINESS INFORMATION TECHNOLOGY MODULES**

### **BASIC STUDIES 65 CR**

<b>Information Technology Basic Studies</b>	<b>36 cr</b>
Basic Use of Micro-computers	5 cr
Use of Computer Tools Programmes	5 cr
Introduction to Programming	5 cr
Introduction to Object Oriented Programming	5 cr
Introduction to Systems Development	3 cr
WWW and the Internet	3 cr
Introduction to Information Networks	3 cr
Data Security	4 cr
ADP project work	3cr
<b>Business Activities I</b>	<b>7 cr</b>
Planning Business Operations and Economics	4 cr
Contract and Corporate Law	3 cr
<b>Communication Skills I</b>	<b>8 cr</b>
Presentation Skills and Oral Communication	3 cr
Business and ICT English	5 cr
<b>Methodological Studies I</b>	<b>14 cr</b>
Logic and Probability	3 cr
Mathematical Models and Statements	3 cr
Business Communication and Office Work	5 cr
Personal Development Programme	3 cr

**COMPULSORY PROFESSIONAL STUDIES 70 CR**

<b>Information Technology Studies</b>	<b>36 cr</b>
Information Networks Continuation Course	5 cr
Relational Databases and SQL	5 cr
Database Management and Programming	4 cr
Systems Development Continuation Course	3 cr
Current Affairs Seminar	3 cr
<u>Systems Maintenance:</u>	
User System Management and the intranet	6 cr
User Support	3 cr
Hardware Continuation Course	3 cr
SQL Server Management	4 cr
<b>or</b>	
<u>Software Design:</u>	
Software algorithms	3 cr
C#-programming	3 cr
C++-programming	6 cr
C Language	4 cr
 <b>Business Activities II</b>	 <b>13 cr</b>
Leadership	4 cr
The Software Business and Marketing	5 cr
Management Accounting	4 cr
 <b>Communication Skills II</b>	 <b>21 cr</b>
Meetings and Negotiations	3 cr
Instructor Course	3 cr
ICT-English I	3 cr
ICT-English II	3 cr
Svenska i affärslivet	3 cr
IT Swedish	3 cr
Research and Academic Writing	3 cr

# COURSE DESCRIPTIONS OF DEGREE PROGRAMME IN BUSINESS INFORMATION TECHNOLOGY

## BASIC STUDIES

### (KTPT1Z) INFORMATION TECHNOLOGY BASIC STUDIES 36 cr

Students will be proficient computer and tools programme users. Students will also gain knowledge of programming, planning and information networks.

#### (KTPT001) Introduction to Microcomputers

Credits: 5 cr                      Timing: 1st yr

Objective: This course enables students to use the university's own local network and microcomputers, while providing a sound grasp of computer and peripheral equipment structure.

Contents: Computer structure and principles of use  
Operating systems  
Peripheral equipment  
Basic use of Windows and Linux  
Use of Internet and e-mail

Learning Strategies: Lectures and small group teaching, compulsory laboratory assignments

Assessment: Exam and compulsory laboratory assignments

Bibliography: Paananen J., Tietotekniikan peruskirja

#### (KTPT002) Computer Software Toolkits

Credits: 5 cr                      Timing: 1st yr

Objective: Students will be able to make independent use of toolkits programmes and choose an appropriate programme to aid their own work.

Contents: Spreadsheet calculation  
Data bank software  
Presentation graphics  
Shared software use

Learning Strategies: Small group teaching

Assessment: Exams, assignments and assignments

Bibliography: Sipola A. Tietokoneen käyttötaito  
Manu, Pulkkinen Excel 2003 - taulukkolaskenta

#### (KTPT003) Introduction to Programming

Credits: 5 cr                      Timing: 1st yr

Objective:	This course covers basic computer programming skills and programming techniques.
Contents:	programming language and methods Basic structures of programming Documentation techniques Programme design and testing
Learning Strategies:	Small group teaching
Assessment:	Exams, exercises and assignments
Bibliography:	Kosonen P., Peltomäki J., Silander S. Java 2: Ohjelmoinnin peruskirja

### **(KTPT004) Object Oriented Programming**

Credits:	5 cr	Timing:	1st yr
Objective:	This course covers the principal concepts of object-oriented programming and how to use them in practice.		
Contents:	Principal concepts, systems and languages for object-oriented programming Creating and testing Java language object-classes Programming a graphic user interface		
Learning Strategies:	Small group teaching		
Assessment:	Exams, exercises and assignments		

### **(KTPT005) Introduction to Systems Development**

Credits:	3 cr	Timing:	1st yr
Objective:	Students will gain basic skills and know-how required in systems development.		
Contents:	Introduction to developing an information system An information system's stages of development Object-oriented modelling of data systems (UML): use case diagram, use case description, class diagram, sequence diagram and state transition diagram		
Learning Strategies:	Lectures and group work		
Assessment:	Exam and assignments		

Bibliography:	Haikala, I., Merijärvi, J., Ohjelmistotuotanto Pohjonen, R., Tietojärjestelmien kehittäminen
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### **(KTPT006) WWW and Internet**

Credits:	3 cr	Timing:	1st yr
Objective:	Students will be able to design and create web sites and understand the basic functioning of the Internet.		
Contents:	Basic concepts and services of the Internet and WWW Browsers and editors Creating Web pages for the Internet HTML		



Designing Web sites  
FrontPage Programme

Learning Strategies: Small group teaching

Assessment: Exam, assignments

Bibliography: Handouts  
Korpela, J., Linjama, T., WEB-suunnittelu

**(KTPT007) Introduction to Information Networks**

Credits: 3 cr                      Timing: 1st yr

Objective: Students will understand how networks - particularly LANs work.

Contents: Basic concepts of networks  
LAN active devices  
Using and managing a peer-to-peer network  
Internet basics

Learning Strategies: Lectures and group work, compulsory laboratory assignments

Assessment: Exam and compulsory laboratory assignments

Bibliography: Paananen J., Tietotekniikan peruskirja

**(KTAT008) Data Security**

Credits: 4 cr                      Timing: 1st yr

Objective: Students will be conversant with current data security technology, devices and procedures.

Contents: History and background  
Basic concepts  
User data security  
E-commerce and safe Internet use  
Encryption and authentication  
Access control and databank security  
Software and network security  
Data security policy and risk management  
Data security psychology

Learning Strategies: Lectures, assignments - Collaborative course with the University of Oulu

Assessment: Exam and assignments

Bibliography: Lecture and assignment material

**(KTAT005) Computer Aided Project Work**

Credits: 3 cr                      Timing: 1st yr

Objective: To develop a modern goal-oriented way of working for data processing developmental tasks.

Contents: Project activities  
Project planning and management  
Project planning  
Use of the MS Project programme (assignment includes producing a project plan for a system maintenance project/software/own project)

Learning Strategies: Lectures, group work

Assessment: Exam and assignments

Bibliography: Pelin, R., Projektihallinnan käsikirja  
McConnell, S., Ohjelmistotuotannon hallinta  
Forsman, L., Atk-projektin läpivienti  
Anttonen, K., Tehosta projektityötä

## **(KTPB2Z) BUSINESS ACTIVITIES I 7 cr**

Students will gain an overview of the principles and different areas of business. Students will also get to know the basic concepts of business activities with the aim of developing a business oriented way of thinking.

### **(KTPB001) Introduction to Business Economics**

Credits: 4 cr                      Timing: 1st yr

Objective: This course covers the foundations on which business operations are based and business planning.

Contents: Basic concepts  
External and internal entrepreneurship  
Operational process and environment  
Finances and monitoring profitability  
Business planning

Learning Strategies: Lectures and assignments

Assessment: Exam and compiling a business plan

Bibliography: Isokangas, J. & Kinkki, S. Yrityksen perustoiminnot, WSOY

### **(KTPB003) Contract and Corporate Law**

Credits: 3 cr                      Timing: 2nd - 3rd yr

Objective: Students will be conversant with the main principles of contract law and contract types.

Contents: The legal system  
Making contracts  
Company forms  
Contract of employment, work time and annual holiday  
ADP contracts

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: Suojanen, K. Opi oikeutta. Tradenomin käsikirja

**(KTPV2Z) COMMUNICATION SKILLS I 8 cr**

This module equips students with skills required to manage business and public administration communication situations in Finnish and foreign languages.

**(KTPV003) Presentation Skills and Oral Communication**

Credits: 3 cr                      Timing: 1st yr

**Objective:** Students will learn the art of public speaking and to express themselves clearly and in a goal-oriented fashion, in different communicative situations.

Contents:

- Interaction skills as a basis for instruction
- Cultural communication and expert performance
- Situation analysis and preparation
- Presentation structure and implementation
- Academic speeches and stage fright
- Use of voice, wordless communication

Learning Strategies: Small group teaching

Assessment: Book exam, group work, exercises and assignments

Bibliography: Repo-Nuutinen:viestintätaito  
Engeström, Perustietoa opetuksesta  
Kansanen: Puheviestinnän perusteet

**(KTPV002) English/Basics of Business and ICT English**

Credits: 5 cr                      Timing: 1st yr

**Objective:** This course covers business and ICT English and provides a grounding in human interaction and inter-cultural communication skills.

Prerequisite: Proficiency test

Contents:

- Commercial education
- Central professional grammar and vocabulary
- Cross-cultural interaction and international issues in working life

**Learning Strategies:** Small group teaching (66 - 106 h)

**Assessment:** Continuous assessment, oral presentation and written assignments and exams

Bibliography:                      Handouts

**(KTPM3Z) METHODOLOGICAL STUDIES I 14 cr**

Students will learn to plan and assess their own work, while being able to use modern tools and methods in a business administration environment and for their own professional studies.

**(KTPM001)      Logic and Probability**

Credits:	3 cr	Timing:	1st yr
Objective:	This course provides proficiency in the mathematical operations of a microcomputer, the logical expressions needed in programming, mathematical models and the basics of probability calculation.		
Prerequisite:	Proficiency test		
Contents:	Reduction of Boolean expressions Number systems and their conversions Boolean algebra Set theory Probability calculation with applications		
Learning Strategies:	Lectures and exercises		
Assessment:	Examm and exercises		
Bibliography:	To be announced		

### **(KTPM002) Mathematical Models and Expressions**

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will learn to use and apply different mathematical models and improve their calculation skills.		
Prerequisite:	Logic and Probability		
Contents:	Numbers and calculations Logarithms and index functions Number sequence Interest and compound interest calculation models Probability distribution		
Learning Strategies:	lectures and exercises		
Assessment:	Exam		
Bibliography:	To be announced		

### **(KTPM003) Office Techniques and Business Communication Skills**

Credits:	5 cr	Timing:	1st yr
Objective:	Students will be proficient in the 10-finger system and word processing while being able to compile negotiative business letters and manage routine office tasks and the use of a financial administration application.		
Contents:	Keyboard exercises, numbers and special characters Word processing Document work: business letters and negative answers, memos and report Claim for refund, answers Job applications, CV, portfolio The office environment Filing Main peripheral devices Contract of employment issues		

## Financial administration ADP applications

Learning Strategies: Small group teaching

Assessment: Participation, exam, assignments

Bibliography: Handouts  
 Kärkkäinen H., Schroderus H., Tehoa tekstinkäsittelyyn  
 Kylänpää, Piirainen, Liike-elämän kirjallinen viestintä  
 Husu, Tarkoma, Vuorijärvi, Ammattisuomen käsikirja  
 Kortetjärvi-Nurmi S., Kuronen M-L., Ollikainen M., Yrityksen viestintä  
 Kosonen K., Pekkanen L., Toimiston työt

## **(KTPM004) Personal Development Programme**

Credits: 3 cr                      Timing: 1st - 4th yr

Objective: Students will get to know the Kajaani University of Applied Sciences, their own particular field of study and how to use student services. The course also covers study planning, self-assessment and provides the tools for monitoring professional development.

Contents: Study skills and environment  
 Students services  
 Grouping  
 Study planning  
 Becoming an expert in your field  
 The bridge to working life

Learning Strategies: lectures, group work, e-learning, planning and personal progress sessions

Assessment: Participation and accomplishment of all tasks set

Bibliography: Study Guide, e-material

## **COMPULSORY PROFESSIONAL STUDIES**

### **(KTAT2Z) IT STUDIES 36 cr**

Students will deepen and develop their skills and knowledge in different areas of IT to gain the professional expertise required of an IT expert.

### **(KTAT001) Continuation Course in Information Networks**

Credits: 5 cr                      Timing: 2nd yr

Objective: Students will know the starting points of network design and be able to carry out an organisation's IT network development and planning tasks.

Prerequisite: Introduction to Information Networks

Contents: Introduction to information and local area networks  
 Signal electrophysics  
 LAN architecture  
 Network communications  
 Network services and management

Learning Strategies: Lectures and laboratory work

Assessment: Exam, reports

Bibliography: Hakala, M., Vainio, M., Tietoverkon rakentaminen  
Puska, M., Lähiverkkojen tekniikka (Pro Training)

## **(KTAT002) Relational Database Use and SQL**

Credits: 5 cr                      Timing: 2nd yr

Objective: This course covers the principles of relational databases while enabling students to design and implement a simple database, use relational database software and prepare a database using query language.

Contents: Basic concepts of databases  
ER modelling  
Normalisation  
Use of relational database software  
SQL basic operations

Learning Strategies: Small group teaching

Assessment: Exam and assignment

Bibliography: Hernandez, Tietokannat - Suunnittelu ja toteutus käytännössä  
Hovi, A., SQL-opas  
Sainio, ACCESS 2000  
Callahan, ACCESS 2000 ohjelmointi

## **(KTAT003) Database Management and Programming**

Credits: 4 cr                      Timing: 3rd yr

Objective: Students will conversant with information management system components and how to build-up and develop an database management system.

Contents: Creating a relational database  
Keys, foreign keys, referential integrity  
Programming interface  
Database management

Learning Strategies: Small group teaching

Assessment: Exam and assignment

Bibliography: Rantanen ym., Relaatiotietokannat  
Hovi, A., SQL-ohjelmointi  
Delaney, Kalen, Inside Microsoft SQL Server 2000 / Kalen Delaney  
William R. Stanek, Microsoft SQL server 2000

## **(KTAT006) Further Studies in Systems Management**

Credits: 3 cr                      Timing: 2nd yr

Objective: This course will cover the main methods and documentation used in systems

planning for application in practical design tasks.

Prerequisite:	Introduction to Systems Development, Computer-aided Project Work
Contents:	Life-cycle models and development methods for data systems Requirement specification Software plan and software architectures Software testing and testing plan Version management Software maintenance (Assignment e.g. to plan software/Web-pages from project plan stage to testing plan, not implementation)
Learning Strategies:	Lectures and group work
Assessment:	Exam and assignments
Bibliography:	To be announced

### **(KTAT007) Computing Today Workshop**

Credits:	3 cr	Timing:	3rd yr
Objective:	Students will be conversant with the latest applications and data processing methods, while being able to present data taken from professional journals and other sources.		
Contents:	Choosing a seminar presentation topic Use of source material Seminar presentation (compilation and participation)		
Learning Strategies:	Small group teaching		
Assessment:	Seminar presentation, active and critical participation in seminar		
Bibliography:	Current material		

## **SYSTEMS MAINTENANCE**

### **(KTAT017) SQL Server Management**

Credits:	4 cr	Timing:	3rd yr
Objective:	Students will be conversant with the principles of SQL server management and how to maintain it within the server environment of an organisation.		
Prerequisite:	Relational databases and SQL		
Contents:	<ul style="list-style-type: none"> <li>- SQL server architecture, versions and installation</li> <li>- Management tools</li> <li>- Databases</li> <li>- Users and rights</li> <li>- Faults and recovery</li> <li>- Data transfer</li> <li>- Automation functions</li> <li>- Replication</li> </ul>		

Learning Strategies: Lectures, exercises and independent assignments

Assessment: Assignments and exam

Bibliography: To be announced

## **(KTAT010) Operating System Management and Intranet**

Credits: 6 cr                      Timing: 2nd yr

Objective: Students will be conversant with the most common work station operating systems and Intranet systems.

Contents: Windows XP and Linux (for work stations) management  
Structure and functions of the Intranet  
Constructing a simple Intranet system

Learning Strategies: Small group teaching and group work

Assessment: Assignments, group work and exam

Bibliography: Casselberry, R., Intranet  
Latest reading material to be announced at outset of course

## **(KTAT009) User Support**

Credits: 3 cr                      Timing: 2nd yr

Objective: Equips students with the know-how to develop data processing at work and to solve data processing problems.

Contents: Computer support tasks and development  
User support  
Staff, architecture and work load distribution development  
Acquisitions  
Problem solving

Learning Strategies: Lectures and small group teaching

Assessment: Exam

Bibliography: To be announced

## **(KTAT011) Advanced Hardware**

Credits: 3 cr                      Timing: 2nd and 3rd yr

Objective: To equip students with the in depth knowledge and skill needed to develop the dataprocessing systems of their work place and to make acquisitions.

Prerequisite: Introduction to Microcomputers

Contents: Basic hardware technology  
Central processing unit, buses, memory types  
Peripheral devices and their installation  
Acquiring servers, work stations and hardware



Getting the best out of your hardware  
Solving and foreseeing problems  
Hardware room solutions

Learning Strategies: Lectures, small group teaching

Assessment: Exam and assignments

Bibliography: Flyktman, R., Inside PC-laitetekniikka. IT Press 2002

## **SOFTWARE PLANNING**

### **(KTAT018) C - Programming Language**

Credits: 4 cr                      Timing: 1st yr

Objective: Students will be conversant with the basics of C language so that they can plan, compile and test a computer programme using C programming language.

Prerequisite: Basics of Programming

Contents: Data type and variables  
Tables and character strings  
Control structures and functions  
Pointers  
Records and files

Assessment: Lectures and assignment

Bibliography: Lecture and assignment material

### **(KTAT012) Software Algorithms**

Credits: 3 cr                      Timing: 2nd yr

Objective: Students will be able to create and implement simple sort and data entry algorithms.

Prerequisite: Introduction to Programming

Contents: Sorting  
Collections  
Stacks and queues  
Linked lists and tree structures

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: Kokkarinen ja Alamutka, Tietorakenteet ja algoritmit  
Kolehmainen Kauko, C++ ohjelmointi - Algoritmit ja mallit

### **(KTAT013) C#-Programming**

Credits: 3 cr                      Timing: 2nd yr

Objective:	Students will be able to compile, plan, test and document a .NET application using the C# programming language.
Prerequisite:	C++ or Programming with Java
Contents:	.NET architecture and .NET Framework Basics of C# WinForms
Learning Strategies:	Lectures and exercises
Assessment:	Exam and assignment
Bibliography:	Buono, Salvatore A., C# and Game Programming Haukilehto, Ahti, Visual C#.NET

### **(KTAT014) Programming C++**

Credits:	6 cr	Timing:	2nd yr
Objective:	Students will be conversant with C++ language and will be able to plan, compile, test and document a C++ program.		
Prerequisite:	Introduction to Programming, Object-oriented Programming, Basics of C Programming		
Contents:	Introduction Classes Encapsulation, aggregation and inheritance Operator overloading Templates Exception handling		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam and assignment		
Bibliography:	Hietanen Päivi, C++ ja olio-ohjelmointi Yuzwa, Erik and Laramée, Francois, Learn C++ by Making Games		

### **(KTAB3Z) BUSINESS ACTIVITIES II 13 cr**

Students will gain basic knowledge of leadership by becoming familiar with the business operations and marketing of an ICT company.

#### **(KTAB001) Leadership**

Credits:	4 cr	Timing:	2nd yr
Objective:	This course covers management and leadership issues and provides students with knowledge of different leadership cultures and human resources.		
Contents:	Administration and leadership as functions of an organisation Organisation theory and leadership models Groups and teams Motivation Organisation cultures, values and ethics		



**(KTAV001) Meetings and Negotiation Skills**

Credits:	3 cr	Timing:	1st - 2nd yr
Objective:	Students will be conversant with meeting and negotiation procedure and duties.		
Contents:	This course covers group communication Meeting and negotiation techniques Making an impact, justification and decision-making Documents: invitation, agenda, memos, minutes, applications, statement, bulletin		
Learning Strategies:	Lectures, small group work, visits		
Assessment:	Wide-scale project, writing documents, sample meeting, exercises and exam		
Bibliography:	Heiska, Kontio, Majapuro, Valtonen, Korkeakouluopiskelijan kokoustaito Jattu-Wahlström, Kallio, Neuvottelutaito Kylänpää, Viestintätilanteet		

**(KTAV002) Computer Trainer Skills**

Credits:	3 cr	Timing:	3rd yr
Objective:	Students will be able to organise a training course.		
Contents:	The course covers the role of the instructor, course planning, and leading the training session (45 min)		
Learning Strategies:	Small group teaching		
Assessment:	Continuous assessment, assesses training session and exam on lecture and reading material		
Bibliography:	Engeström, Perustietoa opetuksesta		

**(KTAV003) ICT English I**

Credits:	3 cr	Timing:	2nd yr
Objective:	This course equips students with the courage and skills to actively make use of their ICT vocabulary, create instructions for use, project descriptions, applications, business letters and other written documents.		
Prerequisite:	Basics of Business and ICT English		
Contents:	ICT texts and listening comprehension exercises Written exercises, vocabulary exercises Introduction to business communication Oral presentation (training session, sales talk etc)		
Learning Strategies:	Small group teaching		
Assessment:	Continuous assessment, portfolio of written exercises, oral presentation, exam		
Bibliography:	handouts, Internet		

**(KTAV004) ICT English II**

Credits:	3 cr	Timing:	3rd yr
Objective:	This course will activate presentation skills in English for use in meetings, other presentation situations, internal and external business communication.		
Prerequisite:	ICT English 1		
Contents:	Meetings and documents for meetings, negotiations Academic writing: reports, memos, instructions, abstracts etc Presentations - company, work, project, sales		
Learning Strategies:	Small group teaching		
Assessment:	Meeting drills and test meeting, written and oral assignments		
Bibliography:	Handouts, Internet		

**(KTAV005) Swedish in Business Life I**

Credits:	3 cr	Timing:	2nd yr
Objective:	This course will maintain and develop previously acquired Swedish skills for use in daily business tasks.		
Prerequisite:	Proficiency test		
Contents:	Grammar revision Education, structure of studies and content Work place communication Scandinavian business Job applications		
Learning Strategies:	Small group teaching (contact teaching 40 - 80 hours)		
Assessment:	Continuous assessment and written exam		
Bibliography:	To be announced		

**(KTAV006) ICT-Swedish**

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will have the skills required for the use of Swedish in different work related tasks in IT and to follow development of this business area in the media.		
Prerequisite:	Svenska i affärlivet		
Contents:	ADP terminology ADP applications for use in administration, commerce, accounting and engineering. Current trends Company/product presentation		
Learning Strategies:	Small group teaching		
Assessment:	oral presentation and written exam		

Bibliography: Ohinen, M., Data och dokument

## **(KTAV007) Research and Academic Writing**

Credits: 3 cr                      Timing: 3rd yr

Objective: Students will be conversant with the research process, information gathering and how to compile a clear, well-organised piece of research.

Prerequisite: Must be accomplished prior to thesis

Contents: Forms of research  
Philosophy of science background  
Criteria of scientific research  
Research process and reporting  
Instructions for creating an academic text  
Accuracy, text analysis  
Semantics and syntax

Learning Strategies: Small group teaching, lectures and course-work

Assessment: Assignments, texts and exam

Bibliography: Hirsjärvi, Remes & Sajavaara, Tutki ja kirjoita  
Lappalainen, Opinnäytetyöohjeita  
Further reading/material to be announced

## **OPTIONAL PROFESSIONAL STUDIES**

### **(KTVT1Z) ALTERNATIVE STUDIES 15 cr**

#### **(KTVT001) Server Software Maintenance**

Credits: 5 cr                      Timing: 2nd yr

Objective: Students will be able to install and configure server operating systems and administrate user and access rights.

Contents: Installation of a server operating system  
Managing and configuring settings  
Managing users and access rights  
Managing discs and back-up copying  
DHCP and DNS services  
Active Directory

Learning Strategies: Lectures and laboratory exercises

Assessment: Exam and laboratory reports

Bibliography: Stanek William, MS Windows Server 2003 Asiantuntijan käsikirja

#### **(KTVT002) Software and Hardware Maintenance and Installation**

Credits: 5 cr                      Timing: 2nd yr

Objective:	Students will be conversant with different ways of installing (installing from the network, cloning, other mass installations) software and with the use of different computer peripheral devices and palmtop computers.
Contents:	Installing software Editing and automating Internet Explorer MS Office Administrative distribution point creation Creation of MSI installation packages Use of palmtop computers, smart phones, GPS with computers
Learning Strategies:	Small group teaching, laboratory work
Assessment:	Exam and laboratory work
Bibliography:	To be announced

### **(KTVT013) Digital Based Materials**

Credits:	5 cr	Timing:	2nd-4th year.
Objective:	Students will gain the necessary knowledge to plan and produce digital materials using different media.		
Contents:	Planning and production methods Media production: text, image, video and sound Compilation of multimedia		
Learning Strategies:	Lectures and exercises		
Assessment:	Exercises and essay		
Bibliography:	Material provided by lecturer.		

### **(KTVT007) ASP.NET and ADO.NET**

Credits:	5 cr	Timing:	2nd - 4th yr
Objective:	Students will be able to plan, compile, test and document a database Web application using C# programming language and ASP.NET and ADO.NET techniques.		
Prerequisite:	C# Programming		
Contents:	ADO.NET ASP.NET and WebForms XML Web services and SOAP		
Learning Strategies:	Lectures and exercises		
Assessment:	Participation in group work and assignment		
Bibliography:	Shepherd, George, ASP.NET 2.0 Step by Step Reilly, Douglas J., Programming Web Forms		

**(KTVT008) Java Client/Server Programming**

Credits:	5 cr	Timing:	2nd - 4th yr
Objective:	Students will understand how client/server applications work and they will be able to create simple distributed applications.		
Prerequisite:	Planning User Interfaces and UML		
Contents:	Thread control Data communication Client/server programming RMI EJB		
Learning Strategies:	Small group work		
Assessment:	Exam and assignments		
Bibliography:	Wutka, M., Inside Java J2EE Latest literature to be announced		

**(KTVT011) Basics of User Interface design**

Credits:	5 cr	Timing:	2nd - 4th yr
Objective:	Students will gain a comprehensive overview of user interface design.		
Contents:	Types of user interfaces Usability of graphic user interfaces		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam and assignment		
Bibliography:	To be announced		

**(KTVT010) Usability Testing**

Credits:	4 cr	Timing:	2nd - 4th yr
Objective:	This course equips students with the skills required to plan and carry out the usability testing process, form test scenarios, choose test persons and plan the test situation and tasks, carry out the usability tests and analyse, report on and present the results.		
Contents:	What is usability testing and how is it carried out? Implementation of tests in groups of 3 - 4. Course-work assignment includes the planning and implementation of a usability test process under laboratory conditions or in the field. Students will compile a report containing the main findings and suggestions for improvement that will be presented during the final seminar.		
Learning Strategies:	Lectures, assignment, final seminar		
Assessment:	Participation in lectures and assignment supervision sessions. Accomplishment of group assignment and its presentation during the seminar.		
Bibliography:	Dumas, J. S. & Redish, J. C. (1993), A Practical Guide to Usability Testing		



Rubin, J. (1994), Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests

### **(KTWT001) Internet Programming**

Credits:	5 cr	Timing:	2nd - 4th yr
Objective:	Students will gain the skills to create an interactive Internet application and to use the WWW server for information system work. Students will also possess skills in JavaScript language use.		
Contents:	WWW server management WWW application planning Servlet programming Programming with JavaScript		
Learning Strategies:	Small group teaching		
Assessment:	Exam and assignments		
Bibliography:	Wutka, M., Inside Java J2EE, Peltomäki J., JavaScript Latest reading to be announced at the outset of the course		

### **(KTWT012) Data Base Systems**

Credits:	6 cr	Timing:	3rd yr
Objective:	Students will deepen their transaction based database knowledge.		
Prerequisite:	Database Management and Programming		
Contents:	Transactions, indexing and recovery techniques Distributed databases Object and XML databases Data warehouses and data excavation		
Learning Strategies:	Lectures and Course-work		
Assessment:	Exam and assignment		
Bibliography:	Hovi, Huotari ja Lahdenmäki, Tietokantojen suunnittelu & indeksointi Elmasri R., Navathe S.B., Fundamentals of Database Systems, 4th edition		

### **(KTVT016) Software Debugging**

Credits:	5 cr	Timing:	3rd - 4th yr
Objective:	Students will be familiar with the basic concepts and testing processes for debugging, as well as with the different stages of debugging and they will also be able to plan and report on debugging.		
Prerequisite:	An understanding of software development and knowledge of Java-language		
Contents:	Basic concepts of debugging Planning and reporting debugging sessions Debugging techniques and automation		

Learning Strategies: Lectures and exercises

Assessment: Lecture and exercise diary and other separately agreed assignments

Bibliography: to be announced during the first lecture

## **(KTVT014) Introduction to Game Programming**

Credits: 5 cr                      Timing: 2nd yr

Objective: Students will be able to plan, compile, test and document a small game using the C++ programming language, SDL, OpenGL and DirectX interface

Prerequisite: C++ programming

Contents: An introduction to 2D graphics programming  
Introduction to SDL  
Introduction to OpenGL  
Introduction to 3 D graphics programming  
Direct X interface  
Introduction to game engines  
Programming game mechanics

Learning Strategies: Lectures and course-work

Assessment: Assignment: Creating a small-scale game

Bibliography: Harbour, Jonathan S., Beginning Game Programming

## **(KTVT015) Advanced Game Programming**

Credits: 5 cr                      Timing: 2nd yr

Objective: Students will be able to plan and programme a simple 3 d game engine using the DirectX interface.

Prerequisite: Introduction to Game Programming

Contents: 3 D game engine architecture  
3 D graphics lighting models  
Programming graphics circuits

Learning Strategies: Lectures and exercises

Assessment: Assignment: a simple game engine

Bibliography: Sherrod, Allen, Ultimate 3D Game Engine Design & Architecture

## **(VAPAAZ) FREE-CHOICE STUDIES 15 cr**

Students can freely select 15 cr of studies that will support their professional development, from their own field/degree programme or from another degree programme in their own university of applied sciences, from another university of

applied sciences or science university. Students will achieve wide-ranging business expertise.

### **(KTWT010) Linux Server**

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will be conversant with the use of the Linux operating system in the most common server roles.		
Contents:	Apache www-server Processing files and directories Installing the Java development environment and CVS version management Linux firewall Samba file distribution server and winbind (BDC-engine in Windows area)		
Learning Strategies:	Laboratory work, compulsory laboratory work		
Assessment:	Laboratory work and reports		
Bibliography:	To be announced		

### **(KTWT007) Flash-animation**

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	This course introduces students to the opportunities of Flash software for producing suitable, interactive multi and hypermedia and animations in the Net.		
Contents:	Animation basics Flash info Drawn and producing text Symbols Animations and voice processing Interaction Publishing		
Learning Strategies:	Lectures, small group teaching		
Assessment:	Exercises and assignment		
Bibliography:	Handouts Lyytikäinen M., Hyttinen M., Flash MX		

### **(KTWT015) Games and Game Production**

Credits:	3 cr	Timing:	
Objective:	Students will gain knowledge of different types of games and the game software product manufacturing process.		
Contents:	Game types and genres Introduction to game production		
Learning Strategies:	Lectures, course-work, group work		
Assessment:	Assignment: Creating a game plan		

Bibliography: To be announced

### **(KTWT009) Effective Spreadsheet and VBA-Programming**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: Students will be conversant with all the features of spreadsheet accounting and be able to programme VBA macros.

Contents: Creation and use of functions  
Macros  
Use of database  
Creating a user interface  
Inter-application data transfer  
Creating a user interface  
Data transfer between applications

Learning Strategies: Small group teaching

Assessment: Exam, course-work and assignments

Bibliography: Manu, Pulkkinen , EXCEL 2003

### **(KTWT004) Application Generators**

Credits: 5 cr                      Timing: 2nd - 4th yr

Objective: Students will know how to use computer aided tools for generating applications and how to use application generators in programming.

Contents: Application generators  
Main functions of application generator in use  
Data base processing using an application generator  
Constructing an application

Learning Strategies: Small group teaching

Assessment: Exam and assignment

Bibliography: Latest reading to be announced at outset of the course

### **(KTWT006) Software Development Management**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: Students will become aware of the problems and methods of rapid software development.

Contents: Effective development  
The principles of rapid development  
Good procedure

Learning Strategies: Independent work

Assessment: Book exam, assignment



working life and promote professional development.

Prerequisite:	Research and Academic Writing
Contents:	Thesis start-up seminar (During practical training) Approval of own topic and topic analysis Thesis plan Thesis Seminar and acting as opponent Maturity test - (Dates announced in advance)
Bibliography:	Hirsjärvi, P., Remes, P., Sajavaara, P., Tutki ja kirjoita

## **(KTHH1Z) PRACTICAL TRAINING 30 cr**

### **(KTHH001) Practical Training**

Credits:	30 cr	Timing:	3rd yr
Objective:	The aim of the practical training session is to provide a supervised opportunity for students to gain knowledge of work tasks associated with their own specialised area, in Finland or abroad.		
Prerequisite:	Basic Studies At least 90 cr		
Contents:	Practical training seminars before and a feedback seminar after the practical training period 800 working hours (about 5 months) of continuous practical training Practical training report and assignments		

## BUSINESS ADMINISTRATION DEGREE PROGRAMME

The competences according to the objectives of the business administration degree program are:

**Wide-ranging business economics competence:** Business administration graduates recognize how the different areas of business economics and the operational environment affect each other and will adopt an entrepreneurial way of working and entrepreneurship as a whole. They will understand the significance of profitability and be able to operate in a profit-oriented manner. They will also understand the importance of each individual's contribution within the working community, as well as the significance of communication – being able to actively create new interactive business relationships at home and abroad.

**In-depth business economics competence:** Business administration graduates will possess in depth know-how and knowledge of their major subject (financial administration, marketing, law studies, and production economics).

**Business economics methodological competence:** Business administration graduates will be conversant with the principles of research and development tasks required to gain in depth know-how. They will be able to apply business mathematics and statistical methods using IT. They will also possess a sufficient amount of skill to apply quantitative and qualitative research methods.

**Business economics applied competence:** Business administration graduates will be able to apply business theory and creative problem solving in their work. They will also apply the newest business theories in their own working community. They will be able to develop business processes and to apply quality-oriented thinking.

**The progress of professional competence development is described using the following year themes:**

### 1<sup>st</sup> yr

Business observer

- will understand business procedures
- will be conversant with the basic principles of business
- will be able to plan the start-up of business operations

### 2<sup>nd</sup> yr

Business apprentice learner

- will be conversant with the main contents of the major
- will be conversant with the main working methods of the major
- will develop information retrieval and teamwork skills

### 3<sup>rd</sup> yr

Applicator of knowledge

- will apply knowledge in practice
- will become an expert in his/her major subject
- will gain research and development skills

### 4<sup>th</sup> yr

Business developer

- will know how to apply the newest theories for the benefit of the working community

<b>BASIC STUDIES</b>	<b>60 cr</b>
Introduction to Business Activities	22 cr
Operational Environment	9 cr
Methodological Studies I	20 cr
Communication Skills I	9 cr
<b>COMPULSORY PROFESSIONAL STUDIES</b>	<b>50 cr</b>
Continuation Studies in Business Activities	24 cr
Communication Skills II	13 cr
Methodological Studies II	13 cr
<b>OPTIONAL PROFESSIONAL STUDIES</b>	<b>40 cr</b>
Students opt for study modules of which 25cr must comprise courses confirmed and offered each year as part of their major.	
<b>PRACTICAL TRAINING</b>	<b>30 cr</b>
5 months of practical training in a company or public organisation in Finland or abroad	
<b>FREE-CHOICE STUDIES</b>	<b>15 cr</b>
<b>THESIS AND SEMINAR</b>	<b>15 cr</b>

Students will select their major during their first year of study – from Business Administration, Marketing, Production Economics or Law Studies.

### **BUSINESS ADMINISTRATION**

The business administration major emphasises accounting i.e. bookkeeping and management accounting, taxation and auditing studies and related software applications. This major provides students with the required skills and in depth knowledge to carry out demanding and varied business and financial planning, control and analysis tasks and to operate in human resource management and internal business control and accounts auditing posts. Within this major students will also be able to complete courses required of the Certified HTM-auditor qualification.

### **MARKETING**

In the Marketing major students select optional studies in order to deepen their marketing skills in the fields of communication, sales, marketing and promotion planning, project work and leadership. In their capacity as marketing professionals students will come to understand the importance of profitable business operations and possess comprehensive IT skills for use in their work that will include demanding customer services and other communication situations. This major opens doors to a variety of sales and customer service posts, marketing planning, implementation and follow-up, advertising, pr and relationship building, trade fairs, briefing and information dissemination and posts in foreign trade and commerce. Students will be able to pick and choose posts in different fields of commerce and industry, tourism and the public sector.



## PRODUCTION ECONOMICS MAJOR

The Production Economics major combines technical and commercial knowledge with the aim of providing business administration expertise and technical knowledge to enable graduates to manage the operations and processes of a manufacturing company.

This major will enable graduates to work within the following production oriented fields: materials management, tendering, operational planning, marketing and sales, quality management and project work. Posts may be linked to planning, development, research and services as part of a group, as an expert or manager.

Business Administration graduates who have majored in Production Economics will be able to work independently and actively in different commercial and industrial posts world-wide while possessing the know-how and knowledge to set up and run their own companies.

## LAW STUDIES MAJOR

The aim of the Law major is to provide students with an overview of the Finnish legal system in different operational environments. Having completed this major, graduates will be able to find appropriate legal guidelines for application to specific legal problems enabling them to apply such guidelines in decision-making processes required of their work. Graduates will be qualified to work in law administration posts (the courts, prosecutor's office, debt recovery office, legal aid and the magistrate's office), or in posts that require legal expertise in tax administration, banking, insurance and business.

## BUSINESS ADMINISTRATION COURSES

<b>BASIC STUDIES</b>	<b>60 CR</b>
<b>Introduction to Business Activities</b>	<b>22 cr</b>
Introduction to Business Economics	3 cr
Planning a Business	3 cr
Introduction to Bookkeeping	5 cr
Contract and Corporate Law	5 cr
Customer-oriented Marketing	6 cr
<b>Operational Environment</b>	<b>9 cr</b>
Introduction to Economics	6 cr
Finnish Economic Geography	3 cr
<b>Methodological Studies I</b>	<b>20 cr</b>
Introduction to Data Processing	3 cr
Introduction to Spreadsheet Accounting	3 cr
Business Mathematics	5 cr
Word Processing	6 cr
Personal Development Programme	3 cr
<b>Communication Skills I</b>	<b>9 cr</b>
Business Communications	3 cr
Svenska I affärlivet I	3 cr
Basics of Business English	3 cr

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**Compulsory professional studies****50 cr****Further Studies in Business Activities****24 cr**

Relationship and Services Marketing	4 cr
Management Accounting	5 cr
Financial Operations	3 cr
Introduction to Production and Logistics	3 cr
Leadership	3 cr
Commercial Law	3 cr
Project Activities	3 cr

**Communication Skills II****13 cr**

Meetings and Negotiations	3 cr
English (course according to major)	3 cr
English (course according to major)	4 cr
Svenska i affärlivet 2	3 cr

**Methodological Studies II****13 cr**

Introduction to Statistics	4 cr
Further Studies in Data Processing	3 cr
Academic Writing	3 cr
Quantitative and Qualitative Research	3 cr

## LAW MAJOR

Studies leading to a law major at Kajaani University of Applied Sciences in the Business Administration degree programme.

**Basic Studies** **60 cr**

**Professional Studies** **105 cr**

- compulsory 50 cr  
- optional law studies 40 cr  
- free-choice studies 15 cr

**Practical Training** **30 cr**

**Thesis** **15 cr**

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**Total** **210 cr**

### Law Studies

In Basic Studies  
Contract and Corporate Law 5 cr  
In Compulsory Professional Studies  
Commercial Law 3 cr

### Optional Professional Law Studies

**40 cr**

Labour and Civil Servants Law 3 cr  
Family and Law of Inheritance 3 cr  
Data Protection and Security 3 cr  
Administration Law 3 cr  
Criminal Law 4 cr  
Procedural Law 6 cr  
Public Law 5 cr  
Public Finances and Administration 5 cr  
European Law 3 cr  
Corporate and Community Law 5 cr

### Recommended Free-Choice Studies (minimum 15 cr)

Planning Taxation and Financial Statements 5 cr  
Auditing 5 cr  
Company Forms and Taxation 5 cr  
Bookkeeping Continuation Course 5 cr  
Document and File Management 3 cr  
Securities 3 cr  
Risk Management 3 cr  
Personal Taxation 3 cr  
Value Added Tax 3 cr  
Good Bookkeeping Procedure 3 cr  
Real Estate Agency 3 cr  
Finance Mathematics 3 cr  
Academic Writing 3 cr

**The course descriptions for Law Studies begin on page 59.**

## PRODUCTION ECONOMICS MAJOR

Studies leading to a Production Economics major in the Business Administration Degree Programme:

<b>Basic Studies</b>	<b>60 cr</b>
<b>Professional Studies</b>	<b>105 cr</b>
- Compulsory (School of Business)	50 cr
- optional Studies (School of Engineering)	40 cr
- Free-choice Studies	15 cr
<b>Practical Training</b>	<b>30 cr</b>
<b>Thesis</b>	<b>15 cr</b>
<b>Total</b>	<b>210 cr</b>

<b>Technology Studies</b>	<b>40 cr</b>
Production Technology	4 cr
Technical Drawing	3 cr
Introduction to Cad Drawing	3 cr
Introduction to Mechanics and Electronics	3 cr
Material and Machine Technology	4 cr
Production Automation	4 cr
Quality Management Technology	4 cr
Production Planning	6 cr
Project Technology	3 cr
Production Maintenance and development	3 cr
Import and Export	3 cr

**The course description for Engineering studies begin on page 63.**



Contents: Introduction to financial statement and management accounting  
 Financial business activities and accounting  
 Double-entry bookkeeping  
 Profit calculation  
 ADP bookkeeping  
 The basics of VAT  
 Introduction to financial statement analysis

Learning Strategies: Lectures and exercises

Assessment: Exam and assignments

Bibliography: Tomperi, S., Käytännön kirjanpito - oppikirja  
 Tomperi, S. & Keskinen V., Käytännön kirjanpito -harjoituskirja

### **(KLPB003) Contract and Corporate Law**

Credits: 5 cr                      Timing: 1st yr

Objective: Students will know the general principles of contract law and the central types of agreement used in business.

Contents: The law system  
 Contracts how to make them  
 Company form  
 Work contract, working time and annual holidays  
 Commercial agreements  
 Debt relationship and securities

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: Suojanen, K. Opi oikeutta. Tradenomin käsikirja

### **(KLPB004) Customer Oriented Marketing**

Credits: 6 cr                      Timing: 1st yr

Objective: Students will gain a general overview of the concepts, content and implementation of customer-oriented marketing.

Contents: The basic concepts of marketing  
 The development of marketing thinking  
 Marketing operational environments  
 Segmentation  
 Basics of buyer behaviour  
 An general overview of competitive strategy in marketing  
 Implementing customer oriented marketing  
 Customer Service requirements and prerequisites  
 Customer service and occupational safety

Learning Strategies: Lectures and group work

Assessment: Exam and assignments

Bibliography: Bergström, Leppänen: Yrityksen asiakasmarkkinointi Edita 2003

**(KLPT1Z) OPERATIONAL ENVIRONMENT 9 cr**

Students will comprehend the business environment and how a company interacts with other organisations. They will be aware of the socio-economic connections in business and of the opportunities and effects of internationalisation.

**(KLPT001) Introduction to Economics**

Credits:	6 cr	Timing:	2nd yr
Objective:	Students will be conversant with the basic concepts of economics, micro and macro economics and current issues in international economics.		
Contents:	The basic concepts of economics Microeconomic theory, macroeconomic theory International economic issues		
Learning Strategies:	lectures, completed partly as e-studies, supervised report, completed partly as e-studies		
Assessment:	Test, exam and report		
Bibliography:	Handout Pekkarinen, J., Sutela, P., Mikrosta makroon		

**(KLPT002) Finnish Economic Geography**

Credits:	3 cr	Timing:	1st yr
Objective:	Students will know the basic concepts of regional economics and the factors affecting regional economic development.		
Contents:	An introduction to regional economic structures The world as an operational environment Population theory factors and their effect on the economy Europe as an economic area and EU development The structure and capability and capacity of production in Finland Energy issues in economic decision making		
Learning Strategies:	Lectures and group work		
Assessment:	Exam and assignments		
Bibliography:	Vuoristo, K.-V., Maailman talousalueet, WSOY 2001 Hautala, Heikki, Suomen talouselämän rakenne ja kehitys (ss.1-148), WSOY 2003 Further reading/material provided by lecturer		

**(KLPM2Z) METHODOLOGICAL STUDIES I 20 cr**

Students learn how to use information and communication technology in their work as well as business mathematics using the necessary information systems.

**(KLPM001) Introduction to Data Processing**

Credits:	3 cr	Timing:	1st yr
Objective:	Students will gain a comprehensive overview of the opportunities and effects of		

information technology in business. Students will be able to utilise a microcomputer and communication technology.

Contents: Introduction to data processing  
Internet and e mail  
Computer hardware and peripheral devices  
Using the Windows environment  
Using presentation graphics software

Learning Strategies: Lectures and group work

Assessment: Exam, assignments

Bibliography: To be announced

## **(KLPM002) Introduction to Spreadsheet Accounting**

Credits: 3 cr                      Timing: 1st yr

Objective: Students will be conversant with the basic functions of spreadsheet accounting and how to use them in their work.

Contents: Basic concepts and data input  
Using formulae and functions  
Graphical presentation of information  
Data separation and filtering

Learning Strategies: Group work

Assessment: Exam, assignments

Bibliography: Handouts  
Pulkkinen, H., Excel 2003

## **(KLPM003) Business Mathematics**

Credits: 5 cr                      Timing: 1st yr

Objective: This course provides the necessary maths skills that students will be able to use and apply in business.

Prerequisite: Proficiency test

Contents: Revision of basic mathematical topics and providing mathematical skill  
Margin and VAT  
Indexes  
Currencies  
Interest calculation and its applications  
Compound interest calculation and its applications  
Periodic performance and its applications  
Credit  
Economic functions (use, optimisation)

Learning Strategies: Lectures and exercises

Assessment: Exam and assignments

Bibliography: Karjalainen, L., Optimi -matematiikkaa talouselämän ammattilaisille, 2005



**(KLPM004) Word Processing**

Credits:	6 cr	Timing:	1st yr
Objective:	Students will be proficient in the 10-finger typing system and the most important features of word processing, documentation and business letters. This course also covers data transfer and management devices and the main office calculation and financial management software.		
Contents:	Typing exercises, numbers and special characters The most central features of word processing Essay/assignment layouts, an introduction to documentation and business correspondence The office environment and data transfer systems Office calculator exercises Case study using financial management ADP application		
Learning Strategies:	Small group teaching		
Assessment:	Exams, assignments, independent work		
Bibliography:	Kärkkäinen H., Schroderus H., Tehoa tekstinkäsittelyyn Handouts		

**(KLPM005) Personal Development Programme**

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	Students will get to know Kajaani University of Applied Sciences, their chosen field and how to use student services. Students will learn to plan their studies, assess their own learning and gain the tools to monitor their own professional development.		
Contents:	Studying at Kajaanin ammattikorkeakoulu, study skills and learning environments Student services Forming groups Study planning Developing expertise Transfer to working life		
Learning Strategies:	Lectures, group work, e-learning, planning and personal progress discussions.		
Assessment:	Participation and completing all course work set		
Bibliography:	Study Guide, e-material		

**(KLPM006) COMMUNICATION SKILLS I 9 cr**

Students will learn how to listen to others and to present issues orally and in written form. They will be able to function in typical business communication and interaction situations while developing the language proficiency required for duties in their own professional field.

**(KLPM007) Finnish/Business Communication Skills**

Credits:	3 cr	Timing:	1st yr
Objective:	Students will gain knowledge of the principles of communication and learn to		

express themselves clearly and in a modern goal-oriented way in writing and in speech.

Prerequisite: Word Processing

Contents: Oral and written communication:  
The structure and implementation of a presentation  
Speeches, use of voice, wordless communication  
The features of a good document  
Business correspondence for problem situations  
Applications and portfolio

Learning Strategies: Contact teaching/groups

Assessment: Book exam, participation in group work, oral and written exercises and assignments

Bibliography: Kansanen, Puheviestinnän perusteet  
Kylänpää, Viestintätilanteet  
Kylänpää & Piirainen, Liike-elämän kirjallinen viestintä

### **(KLPV004) Swedish/Svenska i affärslivet 1**

Credits: 3 cr                      Timing: 1st yr

Objective: Students will maintain and develop existing Swedish language skills for use in daily business tasks.

Prerequisite: Proficiency test

Contents: Spoken Swedish in the work place  
Training, structure of studies and contents  
Nordic business  
Company presentations  
Job applications

Learning Strategies: Small group teaching

Assessment: Continuous assessment, written exam

Bibliography: To be announced

### **(KLPV003) English/Introduction to Business English**

Credits: 3 cr                      Timing: 1st yr

Objective: Students will be proficient in basic business English and they will come to understand the significance of language and interaction skills in international business relations.

Prerequisite: Proficiency test

Contents: Commercial training  
The central grammar and vocabulary of business English  
Internationalisation and cultural interaction in working life  
Job applications

Learning Strategies: Small group teaching (40 - 80 hours)

Assessment: Continual assessment, oral presentation, written exercises and exam

Bibliography: to be announced

## COMPULSORY PROFESSIONAL STUDIES

### (KLAB0Z) FURTHER STUDIES IN BUSINESS ACTIVITIES 24 cr

Students will gain knowledge of an organisation's operations, the main principles of leadership and their own competence in management and leadership. They will be able to plan projects. Students will also understand the principles of profitable business undertakings and be competent in analysing a company's operations and risks while gaining an in depth understanding of how different areas of business affect each other.

#### (KLAB001) Relationship and Services Marketing

Credits: 4 cr                      Timing: 2nd yr

Objective: This course covers the contents of customer relationship marketing and the special features of marketing services. The course emphasises customer satisfaction to create profitable business operations.

Contents: The special features of services  
Services marketing model  
Customer viewpoint and quality according to customers  
Developing customer relationships  
Managing customer relationships

Learning Strategies: Contact teaching

Assessment: Exam and assignments

Bibliography: Anna-Maija Lämsä Palvelujen markkinointi esimiestyön haasteena

#### (KLAB002) Management Accounting

Credits: 5 cr                      Timing: 2nd - 3rd yr

Objective: Students will be conversant in management accounting as well as the compilation and use of financial and profitability accounting.

Contents: Planning activities  
Monitoring profitability  
Cost accounting  
Investment accounting  
An introduction to activity-based accounting

Learning Strategies: Lectures, e-learning and exercises

Assessment: Exam and assignments

Bibliography: Alhola, K. , Lauslahti, S., Laskentatoimi ja kannattavuuden hallinta

**(KLAB003)      Financing**

Credits:	3 cr	Timing:	1st yr
Objective:	Students will gain an in depth overview of the structure and services of the financing, insurance and investment markets from a company standpoint.		
Contents:	Company funding and financing services and operational environment The Finnish financing system Risk management and insurance activities		
Learning Strategies:	Lectures		
Assessment:	Exam and assignments		
Bibliography:	Leppiniemi, J., Rahoitus Lecture handouts		

**(KLAB004)      Introduction to Production and Logistics**

Credits:	3 cr	Timing:	1st yr
Objective:	Students will gain knowledge of logistics required in their further studies.		
Contents:	The basic concepts of production activities The basic concepts of logistics Warehouse and storage Deliveries and terms of delivery ID numbers Planning and developing logistics		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam and exercises or e-learning		
Bibliography:	Handout Sakki J., Tilaus-toimitusketjun hallinta (2001) Karrus K., Logistiikka		

**(KLAB005)      Leadership**

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will be conversant with the main tasks of management and leadership in an organisation, different leadership cultures and human activity as the backbone of an organisation.		
Contents:	Management and leadership as part of an organisations' activities Leadership theories Individual and group behaviour in the working community Organisation theories Professional ethics		
Learning Strategies:	Lectures and assignments, WebCt -assignments		
Assessment:	Exam or portfolio		

Bibliography: Joutsenkunnas, T., Heikurainen, P., Esimiehenä palveluyrityksessä  
Further reading on professional ethics to be announced

**(KLAB006)      Marketing Law**

Credits: 3 cr Timing: 3rd yr

Objective: Students will be conversant with regulations concerning promotion of competition and marketing.

Contents:

- Consumer protection
- Entrepreneur protection
- Competition restrictions
- Authorities

Learning Strategies: Lectures and exercises

Assessment: Exam and assignments

Bibliography: To be announced

**(KLAB007) Project Management Skills**

Credits: 3 cr Timing: 1st yr

Objective: Students will adopt a modern, goal-oriented way of working for application in temporary administrative and production tasks.

Contents:	The project as a concept
	Project organisation
	Project planning
	Documentation
	Finishing a project
	Developing activities in project form

Learning Strategies: Lectures and project plan assignment

Assessment: Project plan assignment

Bibliography: To be announced.

**(KLAV1Z) COMMUNICATION SKILLS II 13 cr**

Students will understand the significance of communication and actively create interactive relationships. They will also be aware of cultural differences and be able to make use of international sources of information in their own field. They will also deepen their competence for operating in business communication and interaction situations.

**(KLA V001) Finnish/Meeting and Negotiation Skills**

Credits: 3 cr Timing: 2nd yr

Objective: Students will be conversant with meeting and negotiation procedures and how to function in different tasks for meetings and negotiations.

Contents:	Different forms of group communication Meeting and negotiation techniques Influence, justification and decision making Documents
Learning Strategies:	Lectures, group work, visits
Assessment:	Writing documents, sample meeting, exercises, exam
Bibliography:	Heiska, Kontio, Majapuro, Valtonen: Korkeakouluopiskelijan kokoustaito Jattu-Wahlström, Kallio: Neuvottelutaito Kylänpää: Viestintätilanteet Repo-Nuutinen: viestintätaito

### **(KLA V009) English/Business Communication Skills**

Credits:	4 cr	Timing:	3rd yr
Objective:	This course provides students with the proficiency to cope with written and spoken business communication in English using different communication devices.		
Contents:	An introduction to business communications Routine correspondence, PR letters, complaints and returns Invoicing and collection Meetings and documents for meeting		
Learning Strategies:	Small group teaching		
Assessment:	Continual assessment, spoken exercises, written exercises, exam		
Bibliography:	Handout		

### **(KLA V002) English/English for Marketing**

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will be proficient in the vocabulary required for different marketing situations and they will also activate their spoken presentation skills through product presentations and other marketing and sales promotion exercises.		
Prerequisite:	Basics of Business English		
Contents:	Customer service, Network sales Product presentation, trade fairs Marketing communication, sales promotion Distribution		
Learning Strategies:	Small group teaching		
Assessment:	Continual assessment, product presentation, written exercises and exam		
Bibliography:	To be announced		

### **(KLA V003) English/English for Accounting**

Credits:	3 cr	Timing:	2nd yr
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Objective:	This course provides students with a sound proficiency in the terminology and central topics related to business activities and financing, as well as in giving a written and spoken company presentation.
Contents:	A company, its operations and company forms Restructuring Funding Accounting
Learning Strategies:	Small group teaching
Assessment:	Continual assessment, written and spoken presentations and written exam
Bibliography:	Hannukainen, A., Fraser, D., Koivusalo, K., Big Deal Handout

### **(KLA V004) English/English for Production Economics**

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	Students will activate and practise their written and spoken presentation skills in English and be conversant with the central topics vocabulary of production economics.		
Prerequisite:	Basics of Business English		
Contents:	Product life-cycle issues - from idea to the market Describing a production process Resolving problem situations Logistics Occupational safety		
Learning Strategies:	Small group teaching		
Assessment:	Continual assessment, written and spoken presentations and exam		
Bibliography:	Handout		

### **(KLA V018) English/English for Law Studies**

Credits:	3 cr	Timing:	3rd yr
Objective:	Students will activate their written and spoken English for use in judicial service customer service situations.		
Prerequisite:	Basics of Business English English for Accounting		
Contents:	The system of law Legal vocabulary Different stages of a court case Presentation of a crime, e.g. from TV series Contracts Customer service		
Assessment:	Continual assessment, oral presentations, written exam		
Bibliography:	Handout		





Basic concepts and table  
 Statistical numbers  
 Dependence: cross tabling, correlation analysis and regression analysis  
 Test theory and statistical tests  
 Use of statistics programme  
 Individual assignment

Learning Strategies: Lectures, exercises and e-studies

Assessment: Exams, exercises and assignment

Bibliography: Karjalainen, L., Tilastomatemiikka, 2004

### **(KLAM002) Further Studies in Data Processing**

Credits: 3 cr                      Timing: 2nd yr

Objective: Students will be conversant with the central features of data base programmes for the purposes of acquisition and development and the functioning of data networks.

Contents: The central concepts of databases  
 Acquisition and maintenance of data bases  
 Basic concepts of networks and their use  
 Current data processing issues

Learning Strategies: Lectures and small group teaching

Assessment: Exam, assignments

Bibliography: To be announced

### **(KLAM003) Academic Writing**

Credits: 3 cr                      Timing: 2rd - 4th yr

Objective: Students will be able to compile a well planned and clear academic text.

Prerequisite: This course must be accomplished prior to the thesis.

Contents: Meaning and syntax  
 Accuracy and text analysis  
 Guidelines on creating a text

Learning Strategies: Small group teaching

Assessment: Text analyses and exercises

Bibliography: Hirsjärvi, Remes, Sajavaara, Tutki ja kirjoita  
 Lappalainen, Opinnäytehjeita

### **(KLAM004) Quantitative and Qualitative Research**

Credits: 3 cr                      Timing: 2nd yr

Objective: Students will be conversant with the structures and concepts of research and how to read development scheme texts and reports critically, plan and implement studies,

surveys and development schemes during their studies and at work; this course also provides the required skills for the thesis that combines professional knowledge and know-how and practical development problems and their solutions.

**Contents:** The concepts and structure of qualitative and quantitative research, planning and implementing such research, action research and developmental work analysis.

**Learning Strategies:** Compulsory lectures and course work

**Assessment:** Essay

**Bibliography:** Lecture handouts

## OPTIONAL PROFESSIONAL STUDIES

### **(KLVH0Z) BUSINESS ADMINISTRATION 40 cr**

Students will gain an in depth proficiency in Business Administration.

#### **(KLVH001) Corporate Taxation and Result Planning**

**Credits:** 5 cr **Timing:** 2nd yr

**Objective:** Students will gain in depth knowledge of direct corporate taxation and the methods used in financial statement planning.

**Contents:** Taxation in different company forms  
Calculating taxable income  
Financial statement/result planning

**Learning Strategies:** Lectures and assignments

**Assessment:** Exam and assignments

**Bibliography:** Tomperi, S., Yritysverotus ja tilinpäätössunnittelu  
Further reading material e.g. articles from taxation and accounting journals/magazines

#### **(KLVH002) Auditing**

**Credits:** 5 cr **Timing:** 2nd yr

**Objective:** Students will know how to audit administration, bookkeeping and financial statements.

**Prerequisite:** Introduction to Bookkeeping

**Contents:** Auditing administration and bookkeeping  
Auditing financial statements  
Reporting and documentation

**Learning Strategies:** Lectures and assignments

**Assessment:** Exam and assignments

**Bibliography:** To be announced

**(KLVH003) Company Forms and Taxation**

Credits:	5 cr	Timing:	2nd yr
Objective:	Students will know how taxation is affected when a company changes form, undergoes a generation change or is restructured. This course also introduces students to international taxation.		
Prerequisite:	Corporate Taxation and Result Planning		
Contents:	Differences in taxation of different types of companies Changing company form Capital transfer tax Consequences of value added tax Consequences of direct taxation Generation changes in business - taxation issues Restructuring Introduction to international taxation		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam and assignments		
Bibliography:	Alhola, K., Koivikko, A. & Rätty, P., Tilinpäätöksen suunnittelu - Yritysverotus ja yritysjärjestelyt Articles - to be announced by lecturer		

**(KLVH004) Public Finances and Administration**

Credits:	5 cr	Timing:	2nd yr
Objective:	This course covers public finances, particularly municipal accounting. Students will also gain knowledge of the Finnish political system, government and local authorities, decision-making in the public sector and the contents of the regional development programme.		
Contents:	Local authority strategic planning Municipal finances (budget, financial statement, VAT, financial monitoring, internal accounting) Parish finances The basic principles of a political system Government administration Municipal administration The significance of the EU in public administration An overview of a regional development programme		
Learning Strategies:	Lectures and course-work		
Assessment:	Exam, assignments, netcourse in Public Administration		
Bibliography:	Handouts		

**(KLVH005) Follow-up Course in Bookkeeping**

Credits:	5 cr	Timing:	2nd yr
Objective:	Students will deepen their knowledge of bookkeeping and concentrate on separate		

aspects of this discipline. By the end of the course students will be able to cope with demanding bookkeeping tasks.

Prerequisite: Introduction to Bookkeeping

Contents: Good bookkeeping  
Valuation of current assets and the principles of entering as an income item

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: Tomperi, S., Kehittyvä kirjanpitolaitto - oppikirja  
Tomperi, S., Kehittyvä kirjanpitolaitto - harjoituskirja  
Leppiniemi, Pettersson, Tuominen, Heikkilä, Tuomala, Wiklund, Wahlroos, Suomela, Tikkanen & Hakkala, Kirjanpitolaki käytännössä  
KHT-yhdistys tai vastaava, Osakeyhtiön tilinpäätösmalli  
Newspaper articles

## **(KLVY066) Finance**

Credits: 5 cr                      Timing: 2nd-4th year

Prerequisite: Finanssitoiminnot

Learning Strategies: lectures, exercises

Assessment: exam, case study

Bibliography: to be announced

## **(KLVY024) Accounting for Housing Corporations**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: Students will be able to handle internal and external accounting for building corporations.

Contents: Budget and charges  
Bookkeeping  
Financial statement and actual cost calculations  
Taxation

Learning Strategies: Lectures and exercises

Assessment: Exam and assignments

Bibliography: Manner, K., Asunto- ja kiinteistöosakeyhtiön kirjanpito ja tilinpäätös

## **(KLVY025) Special Issues in Auditing**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: This course will deepen students' knowledge of auditing and auditing special issues.

Prerequisite: Introduction to Auditing

Contents: Auditing reports  
Bankruptcy  
Changes in company form  
Auditing a corporate financial statement

Learning Strategies: Lectures and exercises

Assessment: Exam and assignments

Bibliography: To be announced

## **(KLVY026) Activity-based Cost Accounting**

Credits: 3 cr                      Timing: 2nd - 3rd yr

Objective: students will be conversant with activity-based cost accounting routines and benefits and with the use of an appropriate ADP-application.

Prerequisite: Management Accounting

Contents: Activity-based thinking  
Allocating costs and activity-based calculations  
Activity-based leadership  
Using activity-based accounting  
Resource thinking  
Management information system

Learning Strategies: Lectures and exercises

Assessment: Exam and assignments

Bibliography: Alhola, K., Toimintolaskenta, perusteet ja käytäntö

## **(KLVY027) Value Added Taxation**

Credits: 3 cr                      Timing: 2nd - 3rd yr

Objective: Students will know and be able to cope with the material regulations and taxation procedures concerning value added tax.

Contents: Tax liability  
Sales taxation  
Deductions system  
Taxation procedure  
Special issues

Learning Strategies: Lectures and exercises

Assessment: Exam and assignments

Bibliography: Äärilä, L. & Nyrhinen, R., Arvonlisäveroitus käytännössä

## **(KLVY028) Financial Statement Analysis**

Credits: 3 cr                      Timing: 3rd - 4th yr

Objective:	Students will learn to draw conclusions concerning the profitability, liquidity and solvency of a company from financial statement information published by companies.
Prerequisite:	Introduction to Bookkeeping
Contents:	Quick-analysis Traditional financial statement analysis Cash-flow analysis Interpretation of business ratios ADP-analysis programme
Learning Strategies:	Lectures and exercises
Assessment:	Exam and exercises
Bibliography:	Niskanen, J. , Niskanen, M., Tilinpäätösanalyysi Yritystutkimusneuvottelukunta, Yritystutkimuksen tilinpäätösanalyysi

### **(KLVY061) Consolidated Financial Statement**

Credits:	3 cr	Timing:	Autumn of 3rd yr
Objective:	Students will be conversant with the principles of compiling a consolidated financial statement.		
Prerequisite:	Introduction to Bookkeeping		
Contents:	Consolidated financial statement		
Learning Strategies:	lectures and exercises		
Assessment:	Exam and assignments		
Bibliography:	Tomperi, S., Kehittyvä kirjanpitolaitto - oppikirja ja harjoituskirja		

### **(KLVY030) Generally Accepted Accounting Principles**

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	Students will be able to apply rules and laws of accounting in practical situations.		
Prerequisite:	Introduction to Bookkeeping		
Contents:	Good accounting principles: Accountancy act Accountancy statutory order Accountancy Standards Board guidelines Good accountancy principles		
Learning Strategies:	Book exam		
Assessment:	Book exam		
Bibliography:	Leppiniemi, Hyvä kirjanpitolaitto - Mikä on sallittua, mahdollista, kiellettyä? (uusin painos) Articles provided by lecturer		



**(KLVM003) Advertising**

Credits:	5 cr	Timing:	2nd yr
Objective:	Students will gain comprehensive knowledge of different forms of advertising and the varied field of advertising both within research and the world of work.		
Contents:	The history of advertising Forms of advertising and selecting a form of advertising Advertising research Advertising office co-operation Advertising supporting strategic planning in marketing Advertising laws and regulations		
Learning Strategies:	Lectures, assignments and written exercises		
Assessment:	Exam, assignments and written exercises		
Bibliography:	Handout Related reading list provided by lecturer		

**(KLVM006) Planning in Marketing and Management**

Credits:	5 cr	Timing:	3rd yr
Objective:	Students will gain an overview of marketing leadership, planning and implementation and they will compile a marketing plan.		
Contents:	The different areas of marketing management Starting points in planning marketing The planning process Compiling a marketing plan		
Learning Strategies:	Lectures, assignments and exercises		
Assessment:	Exam and given assignments		
Bibliography:	Reading list/material provided by lecturer at beginning of course		

**(KLVM008) Market and Focus Group Research**

Credits:	5 cr	Timing:	2nd or 3rd yr
Objective:	This course provides skills in information gathering using market research that are required at management level. Students will then be able to plan and carry out a piece of research.		
Contents:	Management data requirements in decision making The concepts and stages of conducting market research Planning, conducting and reporting a piece of focus group research (whole project)		
Learning Strategies:	Contact teaching and assignments, project		
Assessment:	Exam and completion of research project		
Bibliography:	Solatie, Jim: Focusryhmät - kvalitatiiviset ryhmäkeskustelut strategisen markkinointitutkimuksen apuna, 2001.		



Reading list/material provided by lecturer

### **(KLVY003) Learning by Projects**

Credits:	5 cr	Timing:	1st - 4th yr
Objective:	This course grounds students in the art of team and project work while providing high level theory as back-up for perfecting professional skills. Projects can also be implemented in the Intotalo business incubator. The amount of study points gained from this course depends on the size of the project and the amount of time spent on theory.		
Prerequisite:	Introduction to Project Work		
Contents:	Project idea and planning Project contents-based theory back-up Project implementation Project assessment Self-assessment		
Learning Strategies:	Learning by doing, project work, reflection		
Assessment:	learning the theory, compiling a project plan, active participation in the implementation of the project, reporting, assessment of own learning		
Bibliography:	Kajaani University of Applied Sciences tool pack on the Internet Reading based on the project subject area		

### **(KLVM004) Campaign Design**

Credits:	5 cr	Timing:	2nd - 3rd yr
Objective:	Students will learn how to plan, implement and assess different types of advertising campaigns.		
Contents:	The stages of campaign planning and the main points of the commission The aims of the campaign Customer and focus group analysis Media advertising and selecting a form of advertising Communication target graduated models Schedule and action programme/budget Sales promotion supporting the campaign Direct marketing and advertising letters 2 cr(accomplished independently using the Web)		
Learning Strategies:	Contact teaching, e-learning		
Assessment:	Course-work and written assignments, independent study on the Web		
Bibliography:	Handouts and e-material		

### **(KLVM007) Graphic Design and Printing Technology**

Credits:	5 cr	Timing:	3rd yr
Objective:	Students will gain the skills and know-how to plan and produce a variety of printed		

products for companies and organisations.

Prerequisite: InDesign and/or PhotoShop

Contents: Typography and typographical planning  
Layout and visual elements  
Design management/house style  
Pictorial expression in printed products  
Colour structure and properties  
Printing house commissions  
The manufacturing process of a printed product  
Publishing

Learning Strategies: Contact teaching, study visits

Assessment: All assignment portfolio

Bibliography: Handouts

### **(KLV003) Corporate Communications**

Credits: 5 cr                      Timing: 2nd - 4th year

Objective: Students will be able to handle external and internal briefings for a public organisation/company/project. The course emphasises the significance of providing information as part of wider integrated communication.

Contents: Forms and channels of internal and external briefing  
Communication in an organisation  
Creating a company image using communication  
Informative writing  
Communication culture  
Telecommunications and video

Learning Strategies: Group work

Assessment: Participation in group work, exercises, interest group analysis, exam/communications plan

Bibliography: Juholin Elisa, Communicare!

### **(KLVY005) Management Communication**

Credits: 5 cr                      Timing: 2nd - 4th yr

Objective: Students will become familiar with a range of management communication forms and how to recognise and assess them.

Contents: Managing communication and interactive situations.  
Spoken and wordless communication in management  
Fear and uncertainty in communication.  
Internal and external communication  
Interest group analysis

Learning Strategies: Group teaching and e-learning

Assessment: Assignments, exercises and exam

Bibliography: Puro, Esimiehen viestintätaidot, Juholin, communicate!

## **(KLVY006) Editorial Work in Different Media**

Credits: 5 cr                                      Timing: 2nd - 4th yr

Objective: Students will become familiar with different means of communication in editing.

Contents: Newspaper and radio work  
How to write a good newspaper article.  
Editing in radio  
Editing in e-communication  
Planning a community newspaper  
Pictorial communication

Learning Strategies: lectures, course-work and written assignments

Assessment: Exam, course-work and written assignments

Bibliography: Handouts and further related reading provided by lecturer

## **(KLVO0Z) LAW STUDIES 40 cr**

Students will gain in depth knowledge and proficiency in the field of law.

### **(KLVO001) Labour and Civil Service Law**

Credits: 3 cr                                      Timing: 2nd yr

Objective: This course covers the laws and regulations concerning work and official post contracts, the special features, differences and similarities between them, the rights and duties of each partner, the most significant legal procedures and work and collective bargaining agreement systems.

Contents: Work and official post contract  
The creation, conditions and termination of a work and official post contract  
Work and collective bargaining agreements  
Equality and confidentiality issues  
Joint action procedures

Learning Strategies: Lectures and course-work

Assessment: Exam and assignments

Bibliography: To be announced

### **(KLVO002) Family and Inheritance Law**

Credits: 3 cr                                      Timing: 1st - 4th yr

Objective: Students will gain knowledge of laws and regulations concerning marriage, cohabitation, a child's legal status, property of the deceased, inheritance and gift taxation for application in practical situations.

Contents: Engagement, marriage, the legal status of the spouses, common law marriage  
The legal status of children, maintenance (affiliation), custody and visiting rights

Testate succession  
 Legacy law  
 Drawing up deed of inventory, distribution of the estate, inheritance tax

Learning Strategies: Lectures and course-work

Assessment: Exam and course-work

### **(KLVO003) Data Privacy and Data Security**

Credits: 3 cr                      Timing: 3rd yr

Objective: Students will be conversant with the procedures and regulations governing privacy and the protection of personal information as well as the legal regulations concerning data security. This course also covers different threats to the functioning of society, services, applications and IT solutions and how to combat these threats with applied technologies, devices and methods.

Contents: Data, data privacy and data security  
 Legal regulations concerning privacy and personal data  
 Handling personal information  
 E-transactions and communication  
 The different areas of data security: administrative, human resource, physical, communications, software, data material and operational security  
 Legal regulations concerning data security  
 Threats to data security and securing against threats

Learning Strategies: e-course

Assessment: Assignments for assessment and exam

Bibliography: To be announced at the outset of the course

### **(KLVO004) Administrative Law**

Credits: 3 cr                      Timing: 3rd yr

Objective: Students will have wide-ranging knowledge of the structure, general principles, procedures, responsibility issues and legal protection in administration

Contents: The legal status and functions of administration  
 The principles of general and special administration  
 Administration publicity  
 Administrative procedure

Learning Strategies: Lectures and course-work

Assessment: Exam and course-work

Bibliography: To be announced

### **(KLVO005) Criminal Law**

Credits: 5 cr                      Timing: 2nd yr

Objective: Students will gain knowledge of the general doctrines and concepts of criminal law and of preliminary investigation and criminal trial procedure, the system of

punishment and the most common

Contents: The most common doctrines of criminal law  
Preliminary investigation and coercive means  
Sanctions/legal consequences  
A criminal trial  
The essential elements of an offence

Learning Strategies: Lectures and course-work

Assessment: Exam and exercises

Bibliography: To be announced

## **(KLVO006) Procedural Law**

Credits: 5 cr                      Timing: 2nd yr

Objective: Students will gain knowledge of trial procedure concerning civil action and disputes, the handling, decision-making and procedural regulations for petitions and the set of norms governing enforcement.

Contents: Petitions  
Civil action  
Appeal  
Recovery  
Bankruptcy

Learning Strategies: Lectures and course-work

Assessment: Exam and assignments

Bibliography: To be announced

## **(KLVO007) Public Law**

Credits: 5 cr                      Timing: 2nd yr

Objective: Students will be conversant with the basic mechanisms of the legal system within the sphere of public law and the norms concerning the legal safeguard of individuals. This course also covers public power and official activities (government, municipalities), decision-making and appeal rules.

Contents: Basic rights  
The structure and activities of an authority  
Government and municipal administration  
Legal protection for citizens

Learning Strategies: Lectures and assignments

Assessment: Exam and exercises

Bibliography: To be announced

## **(KLVO008) Public Sector Economy and Administration**

Credits:	5 cr	Timing:	3rd yr
Objective:	Students will gain comprehensive knowledge of public sector accounting while at the same time becoming conversant with the activities of the Finnish political system, government and municipal administration, public sector decision-making and the contents of the regional development programme.		
Contents:	Municipal strategic planning Municipal economy (budget, financial statement, VAT, financial monitoring, internal accounting) Parish finances The basic principles of a political system Government administration Municipal administration The significance of the EU in public administration The regional development programme (an overview)		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam and assignments, (Public Administration, eLearning)		
Bibliography:	Handout Sääski, Vornanen & Asikainen. Yhteiskunta ja hallinto		

### **(KLVO009) EU Law**

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will gain an overview of the birth of the EU and its decision-making bodies, functions and their power. Students will be conversant with the main aims and leading principles of European law and its links with the Finnish legal system.		
Contents:	The birth and development of the EU Functioning bodies and their responsibilities The principles of European law and legal procedure		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam and assignments		
Bibliography:	To be announced		

### **(KLVO010) Corporate Law**

Credits:	5 cr	Timing:	2nd yr
Objective:	Students will be conversant the principles of corporate law for different company forms and the legal problems associated with changes in company form and restructuring.		
Contents:	Company forms Setting up a company Board and representation Liability Changes in company form Other restructuring issues		
Learning Strategies:	Lectures and course-work		

Assessment: Exam and course-work

Bibliography: To be announced

## **(KLVT1Z) TECHNICAL AND MECHANICAL ENGINEERING SKILLS 40 cr**

Students will deepen their knowledge of production activities, procedures, methods and overall financial management.

### **(KLVT001) Production Technology**

Credits: 4 cr                      Timing: 2nd yr

Objective: Students will gain an overview of production plants, production systems and methods as well as of the machines and devices used the most significant areas of production.

Contents: The production process  
Forms of production  
Manufacturing systems and methods

Learning Strategies: Lectures and study visits

Assessment: Exam

Bibliography: Ihalainen, Aaltonen, Aromäki, Sihvonen, Valmistustekniikka  
Handout

### **(KLVT002) Technical Drawing**

Credits: 3 cr                      Timing: 2nd yr

Objective: Students will understand the significance of technical drawing as a basic element of production activities. Additionally students will be able to read and draw technical drawings

Contents: Standards  
Projections and axonometry  
Sections/cutaways

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: Heikkilä M., Tekniset piirustukset  
Autio, A., Hasari, H., Koneenpiirustus ammattikorkeakouluille ja teknisille oppilaitoksille

### **(KLVT003) Introduction to CAD**

Credits: 3 cr                      Timing: 2nd yr

Objective: Students will learn the principles of CAD 2D use and be aware of the opportunities CAD offers.

Contents: CAD systems and their special features  
Basic functions and commands for drawing  
Object editing functions  
Measurement functions  
Symbols and their use  
Printing

Learning Strategies: Small group teaching and exercises

Assessment: exam and exercises

Bibliography: Illikainen, K., AutoCAD 2006  
Material as advised by lecturer

## **(KLVT004) Introduction to Mechanics and Electronics**

Credits: 3 cr                      Timing: 2nd yr

Objective: This course covers the physical foundations of planning, selection and manufacturing methods for production and provides students with a sound base for studying technical professional subjects.

Contents: Basic quantities  
Statics and dynamics  
Work, power and energy  
Electrostatics  
AC/DC

Learning Strategies: Lectures and calculation exercises

Assessment: Exam

Bibliography: Handout

## **(KLVT005) Material and Machine Technology**

Credits: 4 cr                      Timing: 2nd yr

Objective: Students will understand the principles of selecting the structural materials, machine parts and assembled devices used in mechanical constructions from an economic perspective.

Contents: Material trials and the general properties of materials  
Steels and other metals  
Technical plastics and composites  
General information on design of machine parts  
Machine parts and coupling  
Bearings and lubrication technology  
Production lines and plants

Learning Strategies: Lectures and calculation exercises

Assessment: Exam

Bibliography: Lepola P., Makkonen M., Materiaalit ja niiden käyttö  
Kivioja, Konetekniikka



**(KLVT006)      Manufacturing Automation**

Credits: 4 cr                      Timing: 3rd yr

**Objective:** Students will gain an in depth overview of transfer, conveying, turning, positioning and holding devices used in automated production as well as of their control systems equipment.

Contents:

- An introduction to NC control
- Sensors and control devices
- Linear and circular movement units
- Conveying, transfer and warehouse systems
- Programmable logic systems
- Industrial robots

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: Kotamäki, Nyberg, Koneautomaatio 2000  
Handout

**(KLVT007) Quality Technology**

Credits: 4 cr                      Timing: 3rd yr

**Objective:** Students will be conversant with the functioning, maintenance and development of quality control systems. Quality standards will be emphasised during the course as well as their application possibilities that change according to the situation. Students will also gain knowledge of statistical quality control methods and guidelines.

Contents:

- Company quality control system
- Quality control leadership
- Quality costs
- ISO 9000-quality control system
- Quality control philosophies
- Statistical quality control

Learning Strategies: Lectures and exercises

Assessment: Exam

Bibliography: To be announced

**(KLVT008) Production Planning**

Credits: 6 cr                      Timing: 3rd yr

**Objective:** Students will gain comprehensive overview of the operations and production process control of a manufacturing company. This course also covers basic ways of ensuring that production will be economically viable.

Contents:	The basic concepts and aims of production planning
	Production engineering planning
	Rough and detailed planning
	Material control and logistics
	Production planning philosophies

Production control simulation

Learning Strategies: Lectures and assignments

Assessment: Exam

Bibliography: Reading list/material provided by lecturer

## **(KLVT009) Project Management Skills**

Credits: 3 cr                      Timing: 2nd yr

Objective: Students will adopt a modern, systematic, goal oriented way of working that can be applied when planning, controlling working on temporary one-off tasks.

Contents: Leadership procedures  
The general principles of project activity  
The project plan  
Planning and control methods  
Monitoring schedule progress and finances  
Use of ADP in project management

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: Silfverberg, P., Ideasta projektiksi  
Virkki, P., Somermeri, A., Projektityö - kehittämisen moottori  
Pelin, R., Projektihallinnan käsikirja

## **(KLVT010) Production System Maintenance and Development**

Credits: 3 cr                      Timing: 3rd - 4th yr

Objective: This course underlines the importance of profitable development and maintenance activities to ensure successful business outcomes. Students will be aware of the demands and need for change that development activities create in the production system and organisation while adopting the varied principles of maintenance and gaining knowledge of occupational safety issues.

Contents: Development activities as part of business operations  
The product and production development process  
Organising and controlling development  
Maintenance philosophies  
Device level maintenance

Learning Strategies: Lectures and exercises

Assessment: Exam and assignments

Bibliography: Reading list/material provided by lecturer

## **(KLVT011) Export and Import**

Credits: 3 cr                      Timing: 2nd - 3rd yr

Objective:	Students will gain a basic overview of documents used in international trade and customs routines while being able to compile international trade documents and negotiate terms of delivery and payment.
Contents:	Contracts Quotations as a basis for commercial agreements Terms of delivery and delivery agreements Payment transactions in international trade Insurance Export and import customs routines International commercial documents
Learning Strategies:	e-learning course
Assessment:	Independent e-learning
Bibliography:	Pehkonen, E., Vienti- ja tuontitoiminta Other material linked to the subject

## **(KLVY0Z) OTHER PROFESSIONAL STUDIES 40 cr**

Students will deepen or widen their skills in different areas of business. They can deepen their entrepreneurial skills, leadership skills or project work proficiency.

### **(KLVY001) New Trends in Leadership and Management**

Credits:	5 cr	Timing:	2nd - 4th yr
Objective:	Knowledge capital providing a competitive edge will be emphasised during this course, while providing students with a grounding in quality leadership, activity-based management in business leadership and the significance of leadership and management in the implementation of an organisation's basic tasks.		
Contents:	Knowledge capital, quality leadership, activity-based management and accounting, leading and leadership		
Assessment:	Book exam and long essay		
Bibliography:	Students will choose three of the following works for the book exam: Stähle, Grönroos, Knowledge Management Viitala, R., Henkilöstöjohtaminen ss. 1-223 Lumijärvi ym., Toimintojohtaminen - Activity Based Managementin suomalaisia sovelluksia Ojala, L., Oppimisen etu - kilpailukykyä muutoksessa ss. 1-274		

### **(KLVY002) Management Procedures and Strategies**

Credits:	5 cr	Timing:	2nd - 4th yr
Objective:	Students will understand and be able to apply a business strategy control system.		
Contents:	Using the balanced scorecard, scores and assessment, information gathering and implementation.		
Assessment:	Long essay		
Bibliography:	Olve, N.-G., Roy, J., Wetter, M., Balanced scorecard - Yrityksen strateginen		

## Credits: 5 cr                      Timing: 1st - 4th yr

**Objective:** This course grounds students in the art of team and project work while providing high level theory as back-up for perfecting professional skills. Projects can also be implemented in the Intotalo business incubator. The amount of study points gained from this course depends on the size of the project and the amount of time spent on theory.

Prerequisite: Introduction to Project Work

Contents:

- Project idea and planning
- Project contents-based theory back-up
- Project implementation
- Project assessment
- Self-assessment

Learning Strategies: Learning by doing, project work, reflection

**Assessment:** learning the theory, compiling a project plan, active participation in the implementation of the project, reporting, assessment of own learning

Bibliography: Kajaani University of Applied Sciences tool pack on the Internet  
Reading based on the project subject area

## Credits: 3 cr                      Timing: 2nd - 3rd yr

**Objective:** Students will be conversant with different forms of innovation techniques and the role of creativity and innovation in creating and searching for business ideas. Students will be able to use business promotion networks, e.g. Intotalo. Created business ideas can then be developed during Project Based Learning or Business Plan courses KLVY015, KLVL002.

Contents:

- The birth of business ideas
- Innovation and creativity
- Creative techniques
- Networking as a source of creativity

**Learning Strategies:** Group work, project-based learning

Assessment: Portfolio

Bibliography: To be announced

## Credits: 6 cr                      Timing: 2nd - 3rd yr

Objective: Students will develop their own business idea in the form of a project while creating customer contacts with different companies and developing their business and

project skills in the Intotalo environment.

Prerequisite: Create business ideas

Contents: - leading customer-bases  
- Practical project leadership  
- Leading teams  
- Marketing and Innovation

Learning Strategies: Project learning, teamwork and reading

Assessment: Planning and carrying out a customer project and report

Bibliography: To be agreed at the beginning of the course

## **(KLVVL002) Business Plan Project**

Credits: 5 cr                      Timing: 3rd - 4th yr

Objective: Students will understand the significance of strategic planning. During the course students will produce a concrete business plan which can be used to start up a business during or after graduation. The Intotalo business incubator can be used during this course.

Prerequisite: All basic studies must be accomplished prior to enrolling on this course. A genuine business idea is also required.

Contents: Visioning skills  
Models of different business plans  
The different parts of a business plan

Learning Strategies: Expert visits, tutoring sessions, mentoring, learning together, reading

Assessment: Business plan in the form of a portfolio

Bibliography: To be announced

## **(KLVY044) New Trends in Leadership and Management**

Credits: 5 cr                      Timing: 2nd - 4th yr

Objective: Knowledge capital providing a competitive edge will be emphasised during this course, while providing students with a grounding in quality leadership, activity-based management in business leadership and the significance of leadership and management in the implementation of an organisation's basic tasks.

Prerequisite: Leadership

Contents: Knowledge capital, quality leadership, activity-based management and accounting, leading and leadership

Learning Strategies: Independent work

Assessment: long essay

Bibliography: Ståhle, Grönroos, Dynamic Intellectual Capital  
Juran's Quality Handbook (luvut 1 - 17, 35 ja 36)  
Cookins G., Activity Based Cost Management

Pirnes U., Enhancing Leadership. The Dynamics of Leadership

### **(KLVY049) Management Procedures And Strategies**

Credits:	5 cr	Timing:	2nd - 4th yr
Objective:	Students will understand and be able to apply a strategic business control system.		
Prerequisite:	Leadership		
Contents:	Use of the balanced scorecard, scores and assessment, information gathering and implementation		
Learning Strategies:	Independent study		
Assessment:	Book exam or long essay		
Bibliography:	Kaplan, Norton, The Balanced Scorecard Aaker D., Developing Business Strategies		

### **(VAPAAZ) FREE-CHOICE STUDIES 15 cr**

Students can freely select 15 cr of studies that will support their professional development, from their own field/degree programme or from another degree programme in their own university of applied sciences, from another university of applied sciences or science university. Students will achieve wide-ranging business expertise.

### **(KLVY031) Securities Trade**

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	Students will be conversant with the central principles and issues concerning investment decision-making, as well legal regulations concerning securities trade.		
Contents:	Stock exchange operating principles Choice of investment (shares, bonds, unit trusts, options and other securities)		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam		
Bibliography:	To be announced		

### **(KLVY021) Filing**

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	This course introduces methods of private and public sector document management and filing operations, e-document and information management.		
Contents:	Records and archives administration and management Organising private and public sector records and files		

Creating a filing plan as part of archive administration  
 Filing facilities  
 E-document management

Learning Strategies: Independent study

Assessment: Book exam and essay

Bibliography: Rastas, P., Arkistotoimi ja asiakirjahallinto  
 Further reading to be announced  
 Hanout

## **(KLVY058) Computer Graphics - Corel**

Credits: 3 cr Timing: 2nd - 4th year

Objective: To familiarize students with different kinds of computer graphics. Students will be able to use the CorelDraw program in various publications.

Contents: Drawing tools and drawing  
 Text tools and editing texts  
 Symbols and picture libraries  
 Picture manipulation and effects  
 Advertisements and publications  
 Basics of 3-D texts and objects

Learning Strategies: Lectures, group work, practical exercises, presentations

Assessment: Return tasks, computer based exam

Bibliography: Bain, S., Coreldraw 12: The Official Guide

## **(KLVY043) Consumer Buyer Behaviour**

Credits: 3 cr Timing: 2.-4. vuosikurssi

Objective: The aim of this 3 credits module, is to build on the knowledge gained in marketing management and provide students with a broader understanding of consumer buyer behaviour. In particular, its relevance to promotional communication and market research.

Prerequisite: Introduction to Marketing Management

Contents: Consumer behaviour model  
 Components of behaviour  
 Consumer behaviour in the marketing mix  
 Reference Groups  
 Consumer behaviour and market management

Learning Strategies: Lectures, case studies

Assessment: Group assignment and book examination

Bibliography: Blythe, Essence of Consumer Behaviour  
 Journal articles on specific issues

**(KLVY055) Digital Photo Manipulation**

Credits:	4 cr	Timing:	2nd - 4th yr
Objective:	This course comprehensively covers the principles of digital photo manipulation from legal issues to creating different kinds of leaflets, publications, adverts and web pages.		
Contents:	Colour theories Digital image manipulation programme features - basic, editing and drawing tools Masks and layers Special tools and effects Filming and scanning Planning, creating and assessing a publication Copyright Drawing and picture animation		
Learning Strategies:	Lectures, group work, practical exercises		
Assessment:	Exam, assignments, presentations		
Bibliography:	Laakso A., Paint Shop Pro X (+cd) Flyktman R, Digikuvaajan käsikirja Walker M., Barstow N., Digikuvan värinhallinta & -korjailu		

**(KLVY056) Digital Photo Manipulation**

Credits:	3 cr	Timing:	2nd - 4th year
Objective:	To familiarize students with basic photo manipulation so they learn how to use photos in publications, advertising and web sites		
Contents:	Color theories, vector- and bitmap graphics Basics of PaintShop Pro - basic-, editing- and drawing tools Layers, masks and effects Layout planning - photo design and composition Evaluating publications Digital cameras and scanners Panorama pictures Picture copyrights A lot of photo manipulation exercises		
Learning Strategies:	Lectures, group work, practical exercises and presentations		
Assessment:	Return tasks, computer based exam		
Bibliography:	Huss David, Davis Lori J., Corel Paint Shop Pro X The Official Guide		

**(KLVY032) Financial Mathematics**

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	Students will be conversant with investment calculation, different forms of funding and investment calculations and how to determine annual percentage rates of interest.		



Prerequisite:	Business Mathematics
Contents:	Investment procedures Interpreting and comparing results of different investment procedures Forms of funding Annual percentage rates of interest Investment calculations Determining investment annual percentage rates of interest Continuous compound interest calculation and payment flow Calculations using Excel
Learning Strategies:	Lectures and exercises
Assessment:	Exam and assignments
Bibliography:	Karjalainen, L., Optimi -matematiikkaa talouselämän ammattilaisille, 2005

### **(KLVY057) Computer Graphics - Corel**

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	Students will be conversant with the use of a drawing programme, being able to produce different types of picture series and publications.		
Contents:	Drawing tools and drawing Text tools and drawing Text tools and editing Symbols and picture libraries Special effects and 3D Planning and producing picture series and publications		
Learning Strategies:	Lectures, exercises and group work		
Assessment:	Return/presentation assignments, exam		
Bibliography:	Bain, S., Coreldraw 12: The Official Guide		

### **(KLVY037) Personal Taxation**

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	Students will be conversant with the principles, procedures and appeal in personal taxation.		
Contents:	Tax liability Proportional and graded taxation Taxable income (capital gains and earned income) Deductible outgoings Tax declaration and appeal		
Learning Strategies:	Lectures and course-work		
Assessment:	Exam and assignments		
Bibliography:	To be announced		

**(KLVY016) Effective Use of InDesign and Publisher**

Credits: 3 cr Timing: 2nd - 4th yr

Objective: Students will be conversant with the features of InDesign and Publisher desk-top publishing programmes, being able to make up newspaper announcements, adverts and other forms of publication.

Contents: Editing and paging texts, text frames, graphics  
Page format, models  
Paragraph and character style  
Tables  
Publication indexes, references and tables of contents  
Paging publications - different forms of presentation

Learning Strategies: Small group teaching

Assessment: Exam, assignments, independent tasks

Bibliography: Handouts

**(KLVY070) International Tutoring**

Credits: 3 cr Timing: 2nd - 4th yr

Objective: Students will develop interaction skills and knows how to perform and give good presentations. Students will be prepared to meet and interact with people from different countries. International tutoring develops organization skills and the courage to interact with others.

Contents: Tasks and responsibilities of a tutor, interaction, presentation and performance skills and confronting diversity.

Learning Strategies: Project learning

Assessment: Participation in international tutor training, working as an international tutor for one term, study diary and essay, participation in tutor meetings.

**(KLVY071) Organisation Activities**

Credits: 4 cr Timing: 2nd - 4th yr

Objective: Students will become competent, active members of society and the community, while at the same time developing their interaction skills, and learning the principles of being active in committees and associations

Contents: - membership and participation in the activities of the student union board  
- the UAS system and decision making  
- meeting and negotiation techniques  
- arranging events and meetings

Learning Strategies: Project learning

Assessment: Report on student activities, participating in the board's activities

Bibliography: Opiskelijakunnan säännöt ja ohjesäännöt, SAMOK ry:n  
Publications and training materials, rules and regulations of associations and UAS legislation SAMOK ry

**(KLVY041) Global Business Manners**

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	Students will become familiar with business manners, unwritten rules and representation in different cultures. This course also covers how to behave appropriately in an international setting and how to welcome visitors from different cultures. Students will also learn about business codes of dress, travel, dining, meetings and seminar procedure.		
Contents:	Why are manners required? Do as the Romans do - business dress Dining and business etiquette International politesse and the ways of your client		
Learning Strategies:	Contact teaching, e-learning period and exercises		
Assessment:	Active participation in contact teaching, completed e-learning period and written assignment		
Bibliography:	Fintra, Suomalainen ensivaikutelma, lehtileikkeet		

**(KLVY040) House and Estate Agency**

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	Students will be conversant with the legal regulations concerning house and estate agencies.		
Contents:	Industrial law Housing and property trade Consumer protection Special issues in house and estate agency		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam and assignments		
Bibliography:	To be announced		

**(KLVY035) Consumer Behaviour**

Credits:	3 cr	Timing:	2nd - 4th year
Objective:	Students will deepen their comprehension of consumer behaviour and of factors affecting the purchasing process.		
Prerequisite:	Customer-oriented marketing		
Contents:	Consumer behaviour model Factors affecting consumer behaviour Reference groups and their influence Consumer decision making processes The purchasing process of an organisation		
Learning Strategies:	Independent study		

Assessment:	Exam and essay
Bibliography:	Blythe, Essence of Consumer Behaviour

### **(KLVY034) Quality Management Tools**

Credits:	3 cr	Timing:	3rd yr
Objective:	Students will be conversant with the central principles of process leadership. They will be able to describe quality systems in terms of process and use quality management tools to assess and develop quality.		
Contents:	Core processes and business achievement capability Progress model for process leadership Ways of describing a process The Finnish prize for quality Benchmarking		
Learning Strategies:	Lectures and course-work		
Assessment:	Exam and assignments		
Bibliography:	Lecklin, Olli, Laatu yrityksen menestystekijänä		

### **(KLVY011) Logistics and Networking**

Credits:	3 cr	Timing:	2nd yr
Objective:	This course provides students with a grounding in business-oriented logistical thinking and the business opportunities involved in service networking and business co-operation.		
Contents:	The logistical chain in marketing Value chain operations to maximise added value for customers Business networking Co-operation between businesses for improved competitiveness and profitability		
Learning Strategies:	Lectures and course-work, possible company visits and visiting lecturers from different businesses		
Assessment:	Exam and assignments		
Bibliography:	Finne, S., Kokkonen, T., ECR-Asiakaslähtöinen tarjousketjun hallinta tai Asiakaskeskeisen kaupan arvoketju. Kilpailukykyä ecr-yhteistyöllä Finne, S., Kukkonen,		

### **(KLVY036) Economic Geography for Marketing Purposes**

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	Students will learn to recognise and understand market features based on geographical location.		
Contents:	Centres and catchment areas Consumer behaviour and a regional business model How location affects trade		

Development of commercial and business centres  
Regional spread of innovations

Learning Strategies: Contact teaching

Assessment: Exam and assignments

Bibliography: Reading list/material provided by lecturer

## **(KLVY042) Introduction to Tourism**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: Students will gain an overview of the history of tourism, current trends and future possibilities, while understanding tourism's significance in society and its effects on the environment.

Contents: Basic concepts of tourism, conditions and history  
Tourism as a form of income in Finland and the world  
Portrait of a tourist  
Tourism promotion and control  
The environment and tourism

Learning Strategies: Lectures and course-work completed in small groups

Assessment: Exam and assignments

Bibliography: Vuoristo K-V., Matkailun muodot (2002)  
Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2005)  
Other handouts

## **(KLVY012) Organizational Psychology**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: This course provides in depth knowledge of organisational behaviour.

Contents: Leadership tasks and responsibility in conflict situations, dealing with problems in the working community, work satisfaction, encouragement and rewards and skills development.

Assessment: Book exam or long essay

Bibliography: Järvinen, P., Esimiestyö ongelmatilanteissa  
Ruohotie, P., Honka, J., Palkitseva ja kannustava johtaminen

## **(KLVY050) Organizational Psychology**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: This course provides in depth knowledge of organisational behaviour.

Prerequisite: Leadership

Contents: The role and responsibility of leadership in conflict situations, dealing with

problems in the work community, work satisfaction, encouragement, reward and skills development.

Learning Strategies: Independent work

Assessment: Book exam or long essay

Bibliography: To be announced

### **(KLVY053) Payroll Administration**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: Students will be conversant with manual and computer-aided payroll calculation in the public and private sector.

Contents: Wage basis and formation  
Overtime  
Fringe benefits  
Reimbursement of expenses  
Annual holiday issues  
Employer's contributions  
Payroll administration documents  
Nova- wage calculation programme

Learning Strategies: Small group teaching

Assessment: Exams, assignments, independent task

Bibliography: Eskola, A., Palkka - Työsuhteen ja palkanlaskennan perusteet  
Handouts

### **(KLVY014) Risk Management**

Credits: 3 cr                      Timing: 2nd - 3rd yr

Objective: Students will gain knowledge of the different areas of risk management and be able to make a company risk management plan.

Contents: Risk analysis starting points, risk analysis, estimating commercial and other risks, risk management, methods and decision making-

Learning Strategies: Independent work in the Internet

Assessment: Virtual learning assignment - risk management plan and assignments

Bibliography: Suominen, A., Riskienhallinta

### **(KLVY067) Strategic Marketing**

Credits: 3 cr                      Timing: 3rd - 4th year

Objective: Students will become conversant with strategic marketing thinking as part of the development of a company's business operations strategy.

Prerequisite: Basic studies in marketing

Contents: Strategic marketing thinking as part of strategic business management:  
 - analysis of the business environment and competition analysis  
 - recognising customer needs  
 - developing customer oriented operations and products  
 - creating and implementing a competitive marketing strategy

Learning Strategies: independent study

Assessment: Book exam or essay

Bibliography: Aaker David: Strategic Marketing Management (2005)

### **(KLVY019) E-marketing**

Credits: 3 cr                      Timing: 3rd - 4th yr

Objective: This course covers the opportunities and limitations of the Internet and WWW for marketing purposes.

Contents: Features of network writing  
 Marketing in networks  
 E-commerce  
 Customer-orientation  
 E-advertising  
 Commerce using mobile communications

Learning Strategies: Lectures, course-work and group work

Assessment: Lectures and assignments, exam/essay

Bibliography: Handouts

### **(KLVY023) IT Applications for Business Administration**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: This course provides students with the wide-ranging skills required to make best use of the Nova business administration programme as well as business and material administration tasks. Students will also acquire skills and information for other similar software.

Contents: Setting up and maintaining a register for Nova software  
 Purchase and sales documents  
 Warehouse Inventory bookkeeping  
 Purchase and sales ledger  
 Invoicing documents  
 Inspecting and monitoring transactions  
 Survey and presentation of other similar business administration software.

Learning Strategies: Small group teaching

Assessment: Exam, assignments, independent task

Bibliography: Handouts

### **(KLVY022) Spreadsheet Accounting - Follow-up Course**

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	Students will be able to make effective use of computer tools programmes.		
Prerequisite:	Introduction to Spreadsheet Accounting		
Contents:	Editing work books and tables Designing and editing diagrams and charts Statistics, funding and search functions and logical functions Data base operations, filtering and compiling information, subtotals and pivot table Recording and editing functional macros Shared use of tools programmes		
Learning Strategies:	Exam and assignments		
Assessment:	Small group teaching		
Bibliography:	Kivimäki, Rousku, Excel - hyötykäyttäjän opas Manu, Pulkkinen, EXCEL 2003		

### **(KLVY009) Statistical Research**

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	Students will be conversant with the handling, analysis and outcome reporting of quantitative research material as well as with new methods of statistical research.		
Prerequisite:	Introduction to Statistics		
Contents:	All statistical material linked to a piece of research/thesis: Entering and handling material (SPSS) Statistical methods (SPSS) Interpretation of results Presenting and reporting on outcomes in written form		
Learning Strategies:	Lectures, exercises		
Assessment:	Assignments, exam		
Bibliography:	Handout		

### **(KLVY020) Effective Use of Word and Adobe Acrobat Professional**

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	This course covers how to use the Word- word processing programme and Adobe Acrobat professional for creating forms for the Internet effectively.		
Prerequisite:	Introduction to Word Processing		
Contents:	The special features of word: Group mail, Address books, Stickers, Tables, Network forms and protection, Columns, graphical features, hyperlinks, table of contents, thesis-related word processing issues Adobe Acrobat Professional programme - features for creating forms, different form field, option and protection features, creating function buttons, creating links, remarks and leading form.		



Learning Strategies: Small group teaching

Assessment: Exams, assignments, independent tasks

Bibliography: handouts

### **(KLVY062) Peer Tutoring**

Credits: 2 cr                      Timing:

Objective: Students will develop their interaction, presentation and group supervision skills and gain the confidence to work with different types of people, organise different affairs and to justify and defend their opinions.

Contents: The tasks and responsibilities in peer tutoring, tutoring, interaction and presentation skills, group supervision and advising.

Learning Strategies: Project-based learning

Assessment: Active participation in peer tutoring, learning diary and essay on an agreed topic.

Bibliography: To be agreed in conjunction with the essay.

### **(KLVY069) Communication in Student Recruitment**

Credits: 2 cr                      Timing:

Objective: Students will develop their interaction, presentation and group supervision skills. They will gain in depth knowledge of student recruitment and presentation skills.

Contents: The tasks and responsibilities of a peer to peer tutor, tutoring, interaction and presentation skills. Student recruitment.

Learning Strategies: Project Learning

Assessment: Active tutoring, learning diary and essay

Bibliography: To be agreed in conjunction with essay

### **(KLVY013) Export and Import Routines**

Credits: 3 cr                      Timing: 2nd - 3rd yr

Objective: Students will learn to interpret and compile international commercial documents and to negotiate terms of delivery and payment.

Contents: Contracts  
Quotations as a basis for commercial agreements  
Supply and delivery contracts  
Terms of payment  
Insurances  
Export and import customs routines  
International trade documents

Learning Strategies: E-learning

Assessment: Independent study in the Internet, completed and returned assignments

Bibliography: Pehkonen, E., Vienti- ja tuontitoiminta  
Other material linked to the subject

## **(KLVY059) WWW in English**

Credits: 3 cr                      Timing: 2nd - 4th year

Objective: Students will gain necessary knowledge of the World Wide Web to produce web pages.

Contents: WWW and Internet - history, terms, services  
Web page planning and web design  
HTML - modelling language  
Front Page program  
Personal web sites and evaluation

Learning Strategies: Lectures, group work, practical exercises

Assessment: Exam, return tasks

Bibliography: Matthews, M., Microsoft Office FrontPage 2003 QuickSteps

## **(KLVY018) WWW Page Production**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: Students will gain the necessary knowledge of the World Wide Web to plan and produce web pages.

Contents: Main concepts and services of the Web  
Planning Web pages and their structure  
Use of the FrontPage programme and HTML

Learning Strategies: Lectures and exercises

Assessment: Exam and assignments

Bibliography: Handouts  
Korpela, J., Linjama, T., WEB-suunnittelu

## **(KLVK002) Scandinavian Business Culture**

Credits: 3 cr                      Timing: 2nd - 3rd yr

Objective: This course takes an in depth look at scandinavian business culture and language.

Prerequisite: Passes in basic and professional Swedish studies

Contents: Special features of Scandinavian business culture

Learning Strategies: Independent study

Assessment: Independent assignments (reading comprehension, listening comprehension, short essay)



Negotiations, meetings  
 Reservations, appointments, Facts about Finland  
 Business gifts, speeches of thanks, goodwill-letters

Learning Strategies: Small group sessions

Assessment: Continuous assessment, oral and written tasks

Bibliography: Handout

### **(KLVK005) Academic Writing**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: To be able to write short academic texts in English, e.g. the abstract for the thesis and to be able to analyse source material and use help tools

Prerequisite: Basic and professional English studies

Contents: Sentence structure, fluent writing  
 Text analysis, style  
 Summaries, memos, reports  
 Thesis abstract

Learning Strategies: Small group sessions

Assessment: Continuous assessment, return tasks

Bibliography: Handout

### **(KLVK006) Speaking up!**

Credits: 3 cr                      Timing: 3rd - 4th year

Objective: To improve oral and presentation skills in English

Prerequisite: Basic and professional studies

Contents: Oral presentations  
 Pronunciation and intonation tasks  
 Negotiations and speeches

Learning Strategies: Small group sessions

Assessment: Oral tasks and oral exam

Bibliography: Handout

### **(KLVK007) English Conversation**

Credits: 3 cr                      Timing: 2nd-3rd year

Objective: The student will diversify his/her oral language skills and learn to use and recognise variations of the English language

Contents: Conversation exercises, topics from various fields

Foreign guests and discussion leaders

Learning Strategies: Small group sessions

Assessment: Oral tasks and oral group exam

Bibliography: To be agreed at the beginning of the course

### **(KLWK001) Spanish for Beginners**

Credits: 5 cr                      Timing: 1st - 4th yr

Objective: To equip a complete beginner with the skills needed in practical everyday situations and to give background information about Spain, its society and culture.

Contents: Basic grammar, pronunciation and written exercises  
Service situations  
Culture

Learning Strategies: Small group teaching

Assessment: Continuous assessment, written exam

Bibliography: Es español 1

### **(KLVK008) Continuation Course in Spanish**

Credits: 3 cr                      Timing: 1st - 4th yr

Objective: Students will improve their knowledge and skills in Spanish, including grammar, vocabulary, speaking skills and knowledge of Spanish culture and countries.

Prerequisite: Approved grade for 5 cr of basic studies in Spanish or earlier equivalent studies

Contents: Verbs, pronunciation  
travel, hobbies, trade  
Culture

Learning Strategies: Small group teaching

Assessment: Continuous assessment, written exam

Bibliography: Rodriguez et al., Nuevo Mundo

### **(KLVK009) Working Spanish**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: To equip the students with the required skills to communicate orally and in writing using Spanish and specialised vocabulary in different business situations.

Prerequisite: Basic and lower intermediate studies in Spanish or equivalent qualifications.

Contents: Job application  
Job interviews  
Routine correspondence



Contents: Travel - customer services  
Company and product presentations  
French table manners  
Pronunciation and grammar exercises

Learning Strategies: Small group teaching

Assessment: Continuous assessment, written exam

Bibliography: Truscott et al., Le français à grande vitesse  
Coultras, Business French

### **(KLVK011) Working French**

Credits: 3 cr                      Timing: 1st - 4th yr

Objective: To equip students with the skills to communicate orally and in writing, using specialised vocabulary in different business contexts.

Prerequisite: High School short course in French

Contents: Job applications and interviews  
Company presentations  
Routine correspondence

Learning Strategies: Independent study, supervised self-study

Assessment: Continuous assessment, written exam

Bibliography: Honkavaara et al., La France, notre affaire  
Delcos et al., Carte de visite

### **(KLVK022) Working French 2**

Credits: 2 cr                      Timing: 2nd - 4th yr

Objective: Students will be able to describe company operations and give a company presentation in French.

Prerequisite: High School Basic french course or equivalent studies

Contents: Company form, field of operations, location, services

Learning Strategies: Independent study, small group teaching, oral and written exercises

Assessment: Oral presentation, written exam

Bibliography: E-learning material

### **(KLWK003) Russian for Beginners**

Credits: 5 cr                      Timing: 1st - 4th yr

Objective: To equip a complete beginner with the skills needed to communicate in practical everyday service situations in Russian and to be able to read and write the Cyrillic alphabet.





Credits:	5 cr	Timing:	1st - 4th yr
Objective:	This course will equip students with the German skills required to cope in everyday communication situations, to understand simple business texts and to gain knowledge of the German speaking world and its culture.		
Prerequisite:	No previous German studies required or proficiency test results		
Contents:	Basic grammar travelling, at the hotel, in the bank, shopping Company visits, negotiations Giving instructions Everyday German		
Learning Strategies:	Small group teaching		
Assessment:	Continuous assessment and written test		
Bibliography:	Kudel-Kyyhkynen: Einverstanden 1		

### **(KLVK014) German for Beginners II**

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	This course covers basic German grammar and vocabulary enabling students to cope in business communication situations and to understand German culture. Students will also be able to talk about general issues, their own country and work place and understand simple, general texts concerning their own professional field.		
Prerequisite:	Anfängerstufe Deutsch im Beruf I or proficiency test		
Contents:	Basic grammar Everyday German Telephoning Trade fairs Finland in German Company and product presentations German culture and business etiquette		
Learning Strategies:	Small group teaching		
Assessment:	Continuous assessment and written exam		
Bibliography:	Luodeslampi, Steuer, Jawohl neu tai vastaava		

### **(KLVK015) German Grammar**

Credits:	3 cr	Timing:	1st - 3rd yr
Objective:	Students will gain in depth knowledge of German grammar and vocabulary enabling them to improve their speaking and writing skills.		
Prerequisite:	Earlier studies in German necessary		
Contents:	Verbs Adjectives Nouns Adverbs		

Pronouns  
Word Order  
Style

Learning Strategies: Independent study

Assessment: Independent study and written exam

Bibliography: Handout

## **(KLVK016) Advanced Business German**

Credits: 3 cr                      Timing: 1st - 3rd yr

Objective: This course comprehensively covers business etiquette in German-speaking countries and the German economy, enabling students to understand and discuss economic texts.

Prerequisite: Proficiency test or Anfängerstufe Deutsch im Beruf II

Contents: Everyday spoken German  
Education and training  
Telephoning  
Company visits and presentations  
Trade fairs  
Finland in German  
Landeskunde and German etiquette

Learning Strategies: Small group teaching

Assessment: Continuous assessment and written exam

Bibliography: Handout

## **(KLVK018) German/Facts about Finland**

Credits: 3 cr                      Timing: 1st, 2nd, 3rd and 4th yr

Objective: Students will improve their spoken and written German and their German vocabulary enabling them to provide varied information on Finland and to discuss Finland- related topics.

Prerequisite: Earlier studies in German are necessary

Contents: The history, nature, people and languages of Finland  
Economic life  
Culture  
Finland as a tourist destination  
Kainuu

Learning Strategies: Independent study

Assessment: Distance assignments and written exam

Bibliography: Handout

**(KLVK025) German Business Communication**

Credits:	3 cr	Timing:	2nd, 3rd and 4th yr
Objective:	This course enables students to cope with commercial related speaking and writing tasks in German.		
Prerequisite:	Geschäftsdeutsch für Fortgeschrittene or Deutsch im Tourismus		
Contents:	German layout Enquiries Offers Confirmations, cancellations, alterations Travel programmes Good-will correspondence		
Learning Strategies:	Independent study		
Assessment:	Distance learning assignments/spoken and/or		
Bibliography:	Handout		

**(KLVK026) German Business Communication in Tourism**

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	Students will be able to use German in different communicative situations in a tourism company.		
Prerequisite:	Deutsch im Tourismus		
Contents:	German word order Inquiries Offers Negative responses/counter offers Reservations and confirmation Cancellations, changes Payment correspondence Complaints, responses to complaints		
Learning Strategies:	Independent study		
Assessment:	Distance learning and spoken and written exam		
Bibliography:	Handout		

**(KLVK027) Landeskunde und Kultur**

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	Students will improve their German skills and their knowledge of German speaking areas and the main manners and etiquette of working life appropriate to the area.		
Prerequisite:	Geschäftsdeutsch für Fortgeschrittene		
Contents:	The special features of German etiquette and manners		
Learning Strategies:	Independent study		

Assessment: Distance learning and written exam

Bibliography: Handout

### **(KLWK005) Italian for Beginners**

Credits: 5 cr                      Timing: 1st - 4th yr

Objective: To equip a complete beginner with the skills needed to communicate in practical everyday situations in Italian and to give some background information about Italy and its society and culture.

Contents: Pronunciation, grammar and writing  
Service situations  
Culture

Learning Strategies: Small group teaching

Assessment: Continuous assessment and written exam

Bibliography: Conforti, C., - Cusiamo, L., Linea diretta 1  
De Rôme, D., Italianissimo 1

### **(KLVK19) Lower Intermediate Course in Italian**

Credits: 3 cr                      Timing: 1st - 4th yr

Objective: This course will reinforce students' Italian grammar skills, widen their vocabulary and develop their spoken Italian as well providing a variety of information on Italian culture.

Prerequisite: 5 cr of approved Italian studies or the equivalent

Contents: Culture and geography of Italy  
Tourism and tourist services  
Society

Learning Strategies: Small group teaching

Assessment: Continuous assessment, written exam

Bibliography: Katerinov, K., - Boriosi-Katerinov, M.C., Lingua italiana per stranieri 1

### **(KLVK020) Italian Business Communication**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: This course covers spoken and written communication in business and students will improve their capabilities to understand, speak and write Italian.

Prerequisite: Beginners and continuation studies in Italian

Contents: Job applications, job interviews  
Company presentations and routine correspondence.

Learning Strategies: Independent study, supervised distance learning

Assessment: Written exercises, written and spoken exam, listening comprehension test

Bibliography: Cherubini, N., L'italiano per gli affari

## **(KLOO1Z) FINAL YEAR PROJECT 15 cr**

### **(KLOO001) Thesis**

Credits: 15 cr                      Timing: 3rd - 4th yr

Objective: The aim of the thesis is to develop and demonstrate the students' ability to apply their knowledge and skills to a practical task requiring expertise related to their professional studies. The thesis can be either a piece of research or developmental project and it must promote the students' professional development and be of use in working life.

Prerequisite: Quantitative and qualitative Research Introduction to Statistics

Contents: Thesis start-up seminar (during practical training)  
Approval of topic and topic analysis  
Compilation of thesis plan, presentation and acting as an opponent  
Thesis  
Seminars  
Maturity test

Bibliography: Hirsjärvi, S., Remes, P., Sajavaara, P., Tutki ja kirjoita

## **(KLHH1Z) PRACTICAL TRAINING 30 cr**

### **(KLHH001) Practical Training**

Credits: 30 cr                      Timing: 3rd year

Objective: The aim of the practical training period is to provide a supervised opportunity for students to gain experience of the main work tasks associated with their own specialism either in Finland or abroad. The aim is to bridge the gap between theory and practice while developing the skills and courage to work independently.

Prerequisite: Approved accomplished basic studies and professional studies. Students are assumed to have - at least 90 cr (training in the autumn of the 3rd yr) - at least 115 cr (training period in the spring of the 3rd academic year).

Contents: Training information sessions before the training period and feedback session after the training period  
Uninterrupted training period in a working environment appropriate to students' field of study  
Practical training report and assignments

## DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

**Address** Kajaani University of Applied Sciences (UAS)  
 School of Business  
 Postal address: P.O.Box 52, 87101 Kajaani  
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**Head of School** Ms Heli Itkonen  
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**Head of the Degree Programme**  
 Ms Erja Karppinen  
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**Study Secretary** Visiting address: Ketunpolku 3 (Tieto 3), 87100 Kajaani  
 Tel. 08 – 6189 9616

### Objective of the Degree Programme

The objective of the Degree Programme in International Business is to provide both Finnish and international students with a high quality, practically orientated, academic education. The content of the programme has been designed to encourage the development of entrepreneurial skills within the fields of International Business. Upon completion of the required 210 credits within three and a half years, graduates are awarded a **Bachelor of Business Administration (BBA)**.

### Learning Environment

The learning environment at Kajaani University of Applied Sciences actively encourages the achievement of the stated objective by providing a:

- programme that is both responsive and flexible to the needs of students
- programme that is both challenging and supportive to students
- truly international atmosphere, achieved through the UAS's extensive links with partner colleges abroad
- co-operation with a network of local businesses
- professional, highly educated staff

### Learning Strategies

Because of the nature of the programme, the learning strategies employed to achieve its objectives are varied, depending on the subject they may include: lectures, seminars, individual tutorials, workshops, case study, group work, business projects, study trips, research, video conferencing and lectures given by international lecturers.

## Competences

Degree Programme in International Business covers the following six main competences:

Subject specific competences Degree programme in International Business	Description of the competence
<b>International Business Awareness</b>	<p>§ Ability to outline and evaluate the key patterns and trends in international business activity, the different approaches to internationalisation, the influence of increasing globalisation, international trade systems and financial relations and the role of several principal institutions (e.g. WTO, EU, IMF, World Bank) in international business.</p> <p>§ Ability to assess the impact of these trends of the international business environment on his own activities as well on the business policy.</p>
<b>Intercultural Adaptability</b>	<p>§ Ability to assess the differences between national, organisational and occupational cultures and to outline strategies for adapting to these differences in e.g. human resources management, marketing and intercultural communication.</p> <p>§ Identification of the relevant dimensions of cultures and development of self-awareness of his own cultural background.</p> <p>§ Ability to adapt his behaviour to the standards in other cultures and can maintain an international network essential to his tasks.</p>
<b>International Operations Management</b>	<p>§ Ability to assess processes and make decisions involved in developing international, i.e. export/import operations, focussing on supply chain management and to explain the meaning and application of key logistical concepts.</p>
<b>International Marketing Management</b>	<p>§ Ability to perform a country-analysis on macro, industry and micro level, to conduct an international market survey in order to assess foreign market opportunities and competition.</p> <p>§ Ability to formulate market-entry strategies, to draft an international marketing plan and to implement, co-ordinate and control the international marketing (and sales) programme and projects.</p> <p>§ Ability to create, develop and maintain profitable customer relationships.</p>
<b>International Strategic Management</b>	<p>§ Ability to use the conceptual and visionary skills to contribute to the development, evaluation and implementation of the internationalisation strategy of a company.</p> <p>§ Ability to pro-actively seek and commercially evaluate business opportunities for both new and existing products.</p> <p>§ Risk-taking ability in order to optimise business profit.</p> <p>§ Ability to write and defend a business plan for a (start-up) company.</p> <p>§ Ability to perform a variety of cost and revenue calculations and to transform these data into information needed for decision making and the budgeting process.</p> <p>§ Ability to contribute to and evaluate key accounting summaries and investment opportunities.</p>

<b>Organisational Development</b>	§ Ability to research and analyse relevant international business problems, to propose policy goals and objectives and to prepare alternative solutions in order to optimise business and human resources processes in order to strengthen the synergy between strategic, structural and cultural aspects of the organisation.
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### **Annual Themes – Description of Progress in Studies**

Each study year has its own theme which describes the main focus of the courses.

#### **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 his/her knowledge into practise
- learns to plan research and business activities
- deepens his/her knowledge of international business

#### **4th year - Developer of Business Operations**

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

### **Structure of Studies**

#### **Basic Studies (61 cr)**

Basic studies are compulsory studies that must be completed during the first year of study. These courses include basic courses in business activities, operational environment, methodological studies, and communication studies.

#### **Professional Studies (89 cr)**

These courses are carried out from the second year onwards and they include special study modules covering different areas of international business activities. The aim of professional studies is to equip students with both the theoretical and practical knowledge needed to function in international business and marketing arenas. The studies emphasise the framework and strategies of international business, international marketing, economics, finance, international management and communication skills.



### Free-choice Studies (15 cr)

The aim of the free-choice studies is to provide the student with the opportunity to deepen and widen knowledge related to his or her own professional field. These can be chosen from the degree programme or from another degree programme in the same UAS or from another UAS, university or elsewhere by prior agreement. The head of degree programme approves optional studies chosen by students.

### Practical Training (30 cr)

An essential part of studies is a five-month-long practical training, which takes place during the spring semester of the 3rd study year. It is recommended that practical training is accomplished in a foreign country, but it can also be done locally. Before starting practical training the student must have a minimum of 115 credits. The purpose of practical training is to offer students the opportunity to put into practice the knowledge acquired from their professional studies by carrying out practical expert tasks in companies.

### Thesis (15 cr)

The purpose of the thesis is to demonstrate the student's ability to adapt knowledge and skills acquired during professional studies. This can be accomplished in the form of project work, research work or applied research. Preparation of the thesis is accomplished towards the end of the student's studies; a minimum of 150 credits must be accomplished before starting work on the thesis. It can also be multi-disciplinary. The thesis also includes a maturity test which demonstrates the student's language skills and how familiar he or she is with the chosen subject of his/her thesis. Finnish students write the test in Finnish and foreign students in English. The test is taken under supervision with titles provided by the thesis supervisor.

### Foreign Studies

For Finnish students it is recommended that the 2nd year autumn semester is spent in a foreign university or polytechnic. Foreign students may choose not to go abroad and studies will be arranged at Kajaani University of Applied Sciences. Partner institutions and other opportunities will be presented in information meetings. More information can also be found from Kajaani UAS's internet pages. Kajaani UAS's partner institutions in different countries offer studies in English or in other languages. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. Each student makes a personal study plan with the school's international co-ordinator for the period of foreign studies. Studies completed abroad are approved as part of the degree programme within either further specialisation studies or free-choice studies.

### Language Studies

The Degree Programme in International Business includes 35 credits of compulsory language study. Language studies should comprise three different languages and students should acquire a minimum of 11 credits in the new foreign language studied (5 cr beginners course + 3 cr + 3 cr intermediate/advanced studies). English is the language of teaching in the degree programme. However, all students must also acquire a minimum of 12 credits in English taught/planned by professional language teachers. The 12 credits of English are part of compulsory studies. Language studies are therefore structured as follows in the Degree Programme in International Business (in English):

#### Finnish Students

English	12 cr
Finnish	6 cr
Swedish	6 cr
Foreign Language	11 cr (5 + 3 + 3)

#### Foreign Students

English	12 cr
Finnish	12 cr
Foreign Language	11 cr (5 + 3 + 3)

Foreign language courses which can be offered at this level are French, Spanish, Italian, Russian and German. Every student is expected to choose one language at the beginning of their studies.

Optional language studies that are taught in Finnish can be found on page **82.**

## Progress Chart

1 <sup>st</sup> year	2 <sup>nd</sup> year	3 <sup>rd</sup> year	4 <sup>th</sup> year
Business Activities Operational Environment Methodological Studies Communication Studies Personal Development Programme	International Business Activities Further Specialisation Studies Foreign Studies	Further Specialisation Studies Free-choice Studies Practical Training Thesis	Thesis and Maturity Test Further Specialisation Studies Free-choice Studies

# THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

## BASIC STUDIES 61 CR

<b>Business Activities</b>	<b>28 CR</b>
Introduction to Business Operations	3 cr
Introduction to Management Accounting	5 cr
Introduction to Business Law	3 cr
Introduction to Marketing Management	5 cr
Introduction to Human Resource Management	5 cr
Project Management	3 cr
Supply Chain Management	4 cr
<b>Operational Environment</b>	<b>6 CR</b>
Economics	3 cr
International Economics	3 cr
<b>Methodological Studies</b>	<b>10 CR</b>
Basics of Hardware and Software	4 cr
Office applications	3 cr
Business Mathematics	3 cr
<b>Communication Studies</b>	<b>14 CR</b>
English: Basics of Business English	3 cr
Foreign Language *	5 cr
<u>Finnish Students</u>	
Business Finnish	3 cr
Swedish: Svenska i affärlivet	3 cr
<u>Foreign Students</u>	
Finnish for Foreigners	6 cr
<b>Personal Development Programme</b>	<b>3 CR</b>

\* Note: Foreign language courses are optional courses. The courses, which can be offered at this level are French, Spanish, Italian, Russian and German languages. Every student is expected to choose one language at the beginning of their studies. Students' choices are binding! Please note that optional courses can only be offered if a course is selected by a minimum of 15 students.

**PROFESSIONAL STUDIES 89 CR**

<b>International Business Activities</b>	<b>34 CR</b>
International Management	3 cr
Financial Accounting	5 cr
Strategic Management	3 cr
International Marketing	5 cr
International Business Law	3 cr
Business Projects	6 cr
Export and Import Routines	3 cr
Strategic Marketing Management	3 cr
Finance	3 cr
<b>Methodological Studies</b>	<b>7 CR</b>
Applied Research Techniques	4 cr
Statistics	3 cr
<b>Communication Studies</b>	<b>21 CR</b>
English: Intercultural Communication	3 cr
English: Business Communication Skills	3 cr
English: Academic Writing	3 cr
Foreign Languages (continued studies)	6 cr
<u>Finnish students:</u>	
Swedish: Att sälja i Norden	3 cr
Academic Finnish	3 cr
<u>Foreign students:</u>	
Finnish for Foreigners II	3 cr
Finnish for Foreigners III	3 cr
<b>Further Specialisation Studies **</b>	<b>27 CR</b>
European Business	4 cr
Russian Business	5 cr
Consumer Buyer Behaviour	3 cr
Services Marketing	3 cr
Marketing Research	3 cr
Selling and Sales Management	3 cr
Advertising and Marketing Communications	3 cr
Quality Management	3 cr
<b>FREE-CHOICE STUDIES</b>	<b>15 CR</b>
<b>PRACTICAL TRAINING</b>	<b>30 CR</b>
<b>THESIS</b>	<b>15 CR</b>

\*\* Recommended to be taken abroad

# COURSE DESCRIPTIONS OF DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

## BASIC STUDIES

### **(KBBA2Z) BUSINESS ACTIVITIES 28 cr**

#### **(KBBA001) Introduction to Business Operations**

Credits:	3 cr	Timing:	1st yr
Objective:	Students will command the basic premises (concepts) of business economics and will understand the functions of an enterprise.		
Contents:	Basic premises of business operations Business process Operating environment of an enterprise Interest groups Review of marketing, management accounting and organisation of an enterprise Forms of ownership		
Learning Strategies:	Lectures, group work, Internet and exercises, prepared presentation strategies on a given issue		
Assessment:	Working paper on given topic (3-5 pages), exam		
Bibliography:	Kinkki, S., Isokangas, J., Yrityksen perustoiminnot-Basic Business Operations pp. 311- 448 Handouts provided by the lecturer		

#### **(KBBA002) Introduction to Management Accounting**

Credits:	5 cr	Timing:	1st year
Objective:	The student will understand the meaning of profitability and learn how to make calculations required by managers for planning, decision-making and control.		
Contents:	General terms and aims in management accounting Economic balance: profitability, solidity and liquidity Cost-volume-profit analysis Short-term calculations, planning and controlling methods Long-term calculations: investments Budgeting Balanced scorecard Activity based costing		
Learning Strategies:	Lectures, exercises, management accounting software		
Assessment:	Exercises and exam		
Bibliography:	To be announced		

#### **(KBBA003) Introduction to Business Law**

Credits:	3 cr	Timing:	1st year
Objective:	The course will provide students with a general knowledge of the legal framework of business operations with special focus on contract and trade laws. Apart from dealing with current legal rules and regulations affecting business operations students will be exposed to new developments and trends of the legal environments of business.		
Contents:	Sources of law The law of obligations Contract law Business law Labour law		
Learning Strategies:	Lectures, exercises		
Assessment:	Exam		
Bibliography:	To be announced		

### **(KBBA008) Introduction to Marketing**

Credits:	5 cr	Timing:	1st year / 1st period
Objective:	To provide students with a fundamental understanding of marketing, its role in business and the strategies available to achieve its objectives. It examines the origins of marketing and its development into a business philosophy in an international context. The module is central to the study of marketing and assumes no prior knowledge.		
Contents:	Marketing environment, marketing strategy/corporate strategy Consumers Segmentation, targeting and positioning Market research Marketing mix Services marketing Customer relationship marketing		
Learning Strategies:	Lectures, seminar presentations, case studies, class discussion, written exercises, reading assignments		
Assessment:	Group assignment consisting of presentation and a 1500 word report. An examination, of 1 hr duration Class assessed case studies		
Bibliography:	A.Kotler & Armstrong, 2004. Introduction to Marketing (6e), John Egan, 2001. "Relationship Marketing: exploring relational strategies in marketing", Prentice Hall. ADDITIONAL READING: J.Blythe, 2002, Essentials of Marketing A. Kotler, 2000, Principles of Marketing		

### **(KBBA009) Introduction to Management**

Credits:	5 cr	Timing:	1st year
Objective:	The course introduces the student to organization and management from an individual, group and organisational perspective, with the focus on human behavior		

and organizational structures and processes.

Contents: Foundations of management  
Cognitive processes of organizational behavior  
Dynamics of organizational behavior  
Organization design, change and innovation  
Managing and leading for high performance

Learning Strategies: Lectures, case study, and exercises

Assessment: Case study, exercises and exam

Bibliography: Pettinger, Introduction to Management; Luthans, Organizational Behavior

## **(KBBA006) Project Management**

Credits: 3 cr                      Timing: 1st year

Objective: The student will adopt the modern way of goal-oriented working used both in business and administration.

Contents: Project definition  
Project planning  
Managing a project  
Leadership, teamwork  
Progress, follow-up and evaluation  
Computer applications in Project Management

Learning Strategies: Lectures, practical exercises (Project Plan)

Assessment: Essay and Project Plan

Bibliography: Stanley E. Portny: Project Management for Dummies®  
Material provided by the lecturer

## **(KBBA010) Supply Chain Management**

Credits: 4 cr                      Timing: 1st year

Objective: This course is an introduction to the supply chain concept and an opportunity to explore the management of supply chains to improve an organization's overall supply efficiency.

Contents: The context of logistics  
Planning the supply chain  
Purchasing and quality management  
Inventory management  
Logistics strategies

Learning Strategies: Lectures, case study, and exercises

Assessment: Case study, exercises and exam

Bibliography: Waters, Logistics an Introduction to Supply Chain Management; Bowersox, Closs, Cooper, Supply Chain Logistics Management





Objective:	Students will become familiar with the essential functions of a word processing program and be able to make the layouts and contents of various business letters. They will understand the elementary functions of a microcomputer and will be able to use basic toolkit programs.
Contents:	Basic functions of word processor software (MS Word) Basic business letters Special characteristics of Word Introduction to data processing Hardware and operating system Toolkit software and presentation graphics (MS Power point) Internet and websites
Learning Strategies:	Lectures, practical exercises and individual use
Assessment:	Exercises, written exam
Bibliography:	Material provided by the lecturer

### **(KBBM002) Office Applications**

Credits:	3 cr	Timing:	1st yr
Objective:	Students will be able to use microcomputers as a common tool in everyday working life.		
Prerequisite:	Completion of Basic Studies		
Contents:	Spreadsheets: Sheets, formulas, functions and graphics Databases: Tables, forms, queries, reports Computing today The concept of networking		
Learning Strategies:	Lectures, practical exercises and individual use of the computer		
Assessment:	Exercises, written exam		
Bibliography:	Material provided by lecturer		

### **(KBBM004) Business Mathematics**

Credits:	3 cr	Timing:	1 st year
Objective:	To provide students with a sound command of business mathematics skills and the ability to apply them in different areas of business life.		
Contents:	Review of the basic mathematical operations needed in business mathematics Percentage calculation and its economic applications Index Currency calculation Simple interest calculation and its applications Compound interest calculation and its applications Credit Economic functions (formation and optimising)		
Learning Strategies:	Lectures and exercises		

Assessment:	Exam and exercises
Bibliography:	Pulkkinen P., Holopainen M., Keinänen K., Business Mathematics

## **(KBBC4Z) COMMUNICATION STUDIES 14 cr**

### **(KBBC003) English: Basics of Business English**

Credits:	3 cr	Timing:	1st yr autumn
Objective:	To practice and improve students' communication skills, both oral and written. The course introduces basic business vocabulary through a wide range of business settings and situations providing an overview of business activities in the English-speaking world.		
Contents:	Grammar surgery Report writing Application, CV Introduction to business English Describing graphs and trends Introduction to presentations		
Learning Strategies:	Pair work, group work, student presentations		
Assessment:	Continuous assessment, written assignments, oral presentation and written exam		
Bibliography:	Study material can be purchased from the student union cafe.		

### **(KBBC001) Business Finnish**

Credits:	3 cr	Timing:	1st yr (for Finnish speaking students)
Objective:	Students will be able to manage business and public administration communication situations with confidence both in writing and orally, in the Finnish language.		
Prerequisite:	Word Processing		
Contents:	Finnish oral and written communication for Finnish speaking students: Speeches and use of voice Academic and professional speeches Outlining a speech Job applications, CV and portfolio Memos Summaries Reporting		
Learning Strategies:	Lectures, practical exercises		
Assessment:	Oral and written exams, business letters and written exercises		
Bibliography:	Kylänpää, Viestintätilanteet Kansanen, Puheviestinnän perusteet		

### **(KBBC002) Swedish: Svenska i affärlivet**

Credits:	3 cr	Timing:	1st yr (for Finnish speaking students)
Objective:	Students will maintain and improve their communication skills in Swedish to meet the requirements set by daily business routines. Their awareness of business culture issues will also increase.		
Prerequisite:	Proficiency test		
Contents:	Education in Finland, structure, options Daily communication at work Job applications		
Learning Strategies:	Small group sessions (40 - 80 h)		
Assessment:	Active participation and written exam		
Bibliography:	To be announced		

### **(KBBC004) Finnish for Foreigners**

Credits:	6 cr	Timing:	1st year
Objective:	To teach students the skills needed in everyday communication in Finnish and to familiarise students with the Finns, their customs, the country and society.		
Contents:	Pronunciation, syllable division and other general things about the language Greeting and introductions Language skills, working, living, studying Numerals: time, prices, banking Asking simple questions and understanding instructions Travelling Food, making orders at a restaurant Shopping The school system Basic geography of Finland Finnish cuisine		
Learning Strategies:	Communicative, practical approach and group work		
Assessment:	Class work and written or/and oral exam		
Bibliography:	Facts about Finland, Hämäläinen, Aletaan Hämäläinen, Harjoitellaan Kenttälä, Kieli käyttöön		

### **(KBBD6Z) PERSONAL DEVELOPMENT PROGRAMME 3 cr**

#### **(KBBD002) Personal Development Programme**

Credits:	3 cr	Timing:	1st year
Objective:	The aim of this program is to provide students with the tools that will ensure a successful commencement of their studies leading to success in future careers by enabling students to identify their personal learning characteristics, whilst at the same time introducing specific study skills. The program aims to facilitate individual		

student development.

Contents: Initial assessment week (Boot Camp)  
Personal SWOT  
Learning styles  
Introduction to Reflective Practice  
Creative thinking/Problem solving  
Presentation Skills  
Personal Branding  
Portfolio Development

Learning Strategies: Lectures, activities, individual tutorials, practical work

Assessment: Portfolio - Course work of completed tasks throughout the program

Bibliography: Selected reading, handouts

## PROFESSIONAL STUDIES

### **(KBPI6Z) INTERNATIONAL BUSINESS ACTIVITIES 34 cr**

#### **(KBPI001) International Management**

Credits: 3 cr                      Timing: 2nd - 3rd year

Objective: This 3 credit course will provide students with a thorough understanding of how management practices are influenced by an international context.

Prerequisite: Introduction to Management

Contents: Ethics and stakeholders; cultural considerations;  
Implications for organisational systems and HRM.

Learning Strategies: Lectures, discussions, case studies, individual and group exercises

Assessment: Group work, exam

Bibliography: Hodgetts, Luthans: International Management, Culture, Strategy and Behaviour (6th edition); Hofstede G., Cultures Consequences; Trompenaars and Hampden-Turner; Riding the Waves of Culture

#### **(KBPI011) Financial Accounting**

Credits: 5 cr                      Timing: 2nd year

Objective: The course will provide an introduction to financial accounting in Finland and also a comparison between Finnish and foreign financial statements. Students will be acquainted with financial analyses and its techniques and usage in estimating companies' financial performance and position.

Contents: The role of accounting in business  
Financial statement overview  
Basics of double-entry bookkeeping  
Financial statements and closing entries; accounting cycle  
Financial statement documents' preparing and reading (understanding)  
Comparison between Finnish and foreign financial statements  
Analysing companies

Cash flow statements  
 Ratios and their interpretation  
 TA-model

Learning Strategies: Lectures, case studies, individual and group exercises, e-learning

Assessment: Exam, case-study

Bibliography: To be announced

## **(KBPI012) Strategic Management**

Credits: 3 cr                      Timing: 2nd year

Objective: This course is designed to develop students' understanding of the global business process. In addition, students will be introduced to both the framework and strategies of business operations, whilst considering competitiveness on a global level and forms of business cooperations across national boundaries, business practices and current trends in the global business arena.

Contents: Strategic analysis  
 Strategic formulation  
 Strategic implementation

Learning Strategies: Lectures, case studies, and exercises

Assessment: Case study, exercises and final exam

Bibliography: Dess, Lumpkin, Eisner, Strategic Management (text and cases)

## **(KBPI004) International Marketing**

Credits: 5 cr                      Timing: 2nd year

Objective: The course is designed to provide students with an introduction to international marketing. On completion, this course will provide a solid foundation for subsequent business specialisation studies that emphasise particular geographic regions

Prerequisite: Introduction to marketing course completion of other basic studies

Contents: Framework of international marketing  
 International environmental analysis  
 Culture  
 Models of market entry  
 Internationalisation of the marketing mix  
 Development of international marketing strategies

Learning Strategies: Lectures, case-studies and project

Assessment: Group assignment, individual report and examination.

Bibliography: Cateora, Graham, International marketing  
 Mc Auley, International Marketing, consuming globally, thinking locally,  
 Czinkota, Ronkainen: International Marketing. Journal articles.



Incoterms  
 Terms of payment  
 Documents in foreign trade  
 Transportation  
 Customs clearance  
 Insurance

Learning Strategies: eLearning

Assessment: Assignments

Bibliography: Course material in WebCt and internet

### **(KBPI003) Strategic Marketing Management**

Credits: 3 cr                      Timing: 2nd yr spring

Objective: The course aim is to strengthen students' understanding of not only the techniques of strategic management but also the roles of strategic thinking in the international marketing management process. At the end of the course, students will not only gain insight into the scope, roles and the processes involved in the strategic marketing process of a firm but will also be able to perform strategic marketing analysis, choice and implementation tasks.

Prerequisite: Introduction to Marketing Introduction to Management Accounting International Marketing Completion of other basic studies

Contents: Business strategy  
 Strategic analysis of the firm, competition and environment  
 Alternative business strategies

Learning Strategies: Lectures including class based continuous case study.

Assessment: Individual case study and examination.

Bibliography: Kerin. Peterson, Strategic Marketing Problems (cases and comments)  
 Aaker D. A, Strategic Market Management, 2007, Wiley and Sons.

### **(KBPI013) Finance**

Credits: 3 cr                      Timing: 3rd or 4th year

Objective: Students will gain necessary knowledge of the structure of financial markets and the financing of internationalising a firm.

Prerequisite: Business Mathematics, Statistics

Contents: Financial investments evaluation  
 Capital structure and the balance between equity and debt  
 The risk and return concept and its effect on financial decisions

Learning Strategies: Lectures, exercises, case-studies

Assessment: Exam, case-studies

Bibliography: To be announced

**(KBPM7Z) METHODOLOGICAL STUDIES 7 cr****(KBPM001) Applied Research Techniques**

Credits: 4 cr Timing: 2nd year

Objective: To provide students with a thorough understanding of research methods and their applications to applied research and development processes and their relevance to specific business decisions whilst providing the basis for the study of statistical analysis procedures.

Prerequisite: Completion of basic studies

Contents: Central methods and research processes  
Applied research processes  
Primary and secondary research  
Questionnaire design  
Qualitative research  
Overview of analysis procedures

Learning Strategies: Lectures, case study, exercises and research project

Assessment: Group research project, individual end of period exam

Bibliography: Lecture handouts

**(KBPM002) Statistics**

Credits: 3 cr Timing: 2nd year

Objective: The general aim of this course is to improve understanding of theoretical research and practical problem solving, and how to collect information and how systematic the collection of information should be as well as the use of primary and secondary data. On completing this course students will be able to use statistical parameters, the most common statistical methods, the foundation of hypothesis testing and interpretation of results.

Prerequisite: Proficiency test or a recognised refresher course pass

Contents: Uni-bidimensional distribution tables and statistical parameters  
Graphical presentation of statistics  
Dependency: correlation analysis, regression analysis  
Hypothesis testing and general tests  
The use of data analysis by doing exercises with software packages

Learning Strategies: Lectures, classroom practical exercises and the individual use of the SPSS -program

Assessment: Exam and exercises

Bibliography: To be announced

**(KBPC8Z) COMMUNICATION STUDIES 21 cr****(KBPC001) Intercultural Communication**

Credits: 3 cr Timing: 2nd yr Spring



Objective:	The course aims to provide students with a theoretical and experimental framework for intercultural communication from an interdisciplinary perspective and to increase their problem solving skills and communication skills with people from different cultural backgrounds in national, international and multicultural settings of study and work.
Contents:	Inter-cultural communication Culture is communication...Communication is culture Identify Concepts of culture Models used to portray and measure cultural norms. Internationalisation and cultural identity National Characteristics: Finnish/German/British (Also dependant upon participants) Stereotypes and culture shock Business culture environment Intercultural encounters: Dimensions used when comparing communication across cultures
Learning Strategies:	The course is based on the open learning approach, including face-to-face tuition, self-directed autonomous learning and project work emphasising co-operative learning
Assessment:	Continuous assessment, oral presentation & report
Bibliography:	Richard D Lewis, "When cultures collide", changing successfully across culture

### **(KBPC002) Business Communication Skills**

Credits:	3 cr	Timing:	2nd - 3rd year
Objective:	To provide students with the basics of business writing skills including the purchasing process		
Contents:	Inquiries, quotations Orders and order confirmations Collection letters Complaints Memos		
Learning Strategies:	Small group sessions		
Assessment:	Continuous assessment, assignments, written exam		

### **(KBPC003) Academic Writing**

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	To improve students' professional writing skills		
Contents:	Grammar surgery Punctuation Coherence Style and appropriateness Reporting Summarising Table of contents Quoting, reference list		
Learning Strategies:	Small group sessions		

Assessment: Continuous assessment, assignments, written exam

Bibliography: Compiled study material

### **(KBPC004) Swedish: Att sälja i Norden**

Credits: 3 cr                      Timing: 2nd year (for Finnish speaking students)

Objective: Students will improve their communication skills in Swedish to be able to work in sales in the Scandinavian market area

Prerequisite: Svenska i affärslivet

Contents: Main features of the Scandinavian economy  
Fairs  
Company presentations and product demonstrations  
Customer service  
Inquiries, quotations and orders

Learning Strategies: Small group sessions

Assessment: Oral presentation and written exam

Bibliography: To be announced

### **(KBPC006) Academic Finnish**

Credits: 3 cr                      Timing: 3rd yr (for Finnish speaking students)

Objective: To improve the students' writing skills for their thesis in Finnish

Contents: Finnish academic writing for Finnish speaking students before the thesis:  
Meaning and syntax  
Accuracy, text analysis  
Guide to compiling a text

Learning Strategies: Small group sessions

Assessment: Lectures, practical exercises, text analyses

Bibliography: Hirsjärvi, Remes, Sajavaara, Tutki ja kirjoita  
Lappalainen, Opinnäyteohjeita

### **(KBPC005) Finnish for Foreigners II**

Credits: 3 cr                      Timing: 2nd yr

Objective: To improve communication skills in the Finnish language

Prerequisite: Finnish for Foreigners I

Contents: This unit builds on the knowledge gained in Finnish for Foreigners I

Learning Strategies: Small group sessions



Learning Strategies: Lectures, case study analysis and group work

Assessment: Active participation in class activities, written presentation report and course based exam

Bibliography: Reading list/material provided by lecturer

## **(KBPF005) Consumer Buyer Behaviour**

Credits: 3 cr                      Timing: 2nd yr spring

Objective: The aim of this 3 credits module, is to build on the knowledge gained in marketing management and provide students with a broader understanding of consumer buyer behaviour. In particular, its relevance to promotional communication and market research.

Prerequisite: Introduction to Marketing

Contents: Consumer behaviour model  
Components of behaviour  
Consumer behaviour in the marketing mix  
Reference Groups  
Consumer behaviour and market management

Learning Strategies: Lectures, case studies

Assessment: Group assignment and book examination.

Bibliography: Blythe, Essence of Consumer Behaviour.  
Journal articles on specific issues.

## **(KBPF007) Services Marketing**

Credits: 3 cr                      Timing: 2nd - 3rd year

Objective: To provide students with a comprehensive view of this subject. Participants will gain a thorough understanding of the distinctive characteristics of services, whilst understanding the importance of services marketing in today's international business environment.

Prerequisite: Basic studies

Contents: The service product  
The service encounter  
Services buying behaviour  
Service positioning and targeting  
Service quality  
Making services accessible to consumers  
The pricing of services  
Promoting services  
Managing capacity  
International marketing of services  
Service scapes

Learning Strategies: Lectures, seminar presentations, case studies, class discussion, written exercises

Assessment: Group assignment, exam

**Bibliography:** Palmer, A., Principles of Services Marketing,  
A list of journal articles will be provided at the start of teaching

## **(KBPF012) Marketing Research**

**Credits:** 3 cr **Timing:** 3rd year

**Objective:** To provide the student with a primary tool for exploring new opportunities in the marketplace with emphasis on the marketing research process and its application to specific business decisions

**Prerequisite:** Applied Research Techniques Statistics Introduction to Marketing International Marketing Strategic Marketing Management Business Mathematics

**Contents:** The nature of marketing research  
Planning the marketing research  
Primary and secondary data  
Sampling  
Surveys  
Measurement and scaling  
Questionnaire design  
Data analysis techniques  
Online marketing research

**Learning Strategies:** Lectures, case study, exercises and research project

**Assessment:** Group research project, final exam

**Bibliography:** Wright, Crimp, The Market Research Process; Smith, Albaum, Fundamentals of Marketing Research

## **(KBPF003) Selling and Sales Management**

**Credits:** 3 cr **Timing:** 2nd year spring

**Objective:** To develop an understanding of the role selling and sales negotiations play in marketing management. It examines the origins of selling and sales management and its development into a specific discipline.

**Prerequisite:** Introduction to Marketing, Consumer Buyer Behaviour, Intercultural Communication, Strategic Marketing management

**Contents:** View of different types of sales negotiations within industry.  
Negotiation skills and development  
Negotiation Strategies and analysis

**Learning Strategies:** Lectures, case studies, oral and written tasks.

**Assessment:** Discussion, assessments and exam

**Bibliography:** David Jobber and Geoff Lancaster, Selling and Sales Management, 2000. Prentice Hall, U.K.  
Michael R Carrel, Christina Heavrin, JD. Negotiating Essentials; Theory, Skill & Practices, 2007. Prentice Hall.

## **(KBPF010) Advertising and Marketing Communications**

Credits:	3 cr	Timing:	3rd year
Objective:	This course introduces students to the framework of advertising and marketing communications, by defining the marketing communications environment and theory and examining the effect of mass media advertising and communications on marketing.		
Contents:	Advertising and marketing communications environment and theory The structure, size and significance of the mass media The role of an advertising agency The role of sales promotions The client/agency relationship EU legislation of advertising and marketing communications Ethical and social responsibilities		
Learning Strategies:	Lectures, case study, and exercises		
Assessment:	Case study, exercises and exam		
Bibliography:	Smith, Taylor, Marketing Communications: An Integrated Approach.		

### **(KBPF011) Quality Management**

Credits:	3 cr	Timing:	3rd year
Objective:	The course introduces the concept of quality management and its process, models and applications.		
Contents:	Foundations of quality ISO 9000 quality management systems Quality management tools and techniques Implementing quality management Applications of quality management		
Learning Strategies:	Lectures, case study, and exercises		
Assessment:	Case study, exercises and exam		
Bibliography:	To be announced.		

### **(KBW10Z) FREE CHOICE STUDIES 15 cr**

#### **(KBW001) Asian Business**

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	Understanding the selected concepts and theoretical frameworks of international business strategies in Far Eastern business practices. Obtaining background knowledge about the major issues influencing the economic development, political reform, cultural change and stability maintenance of the region, and understanding the market characteristics and moving trends for adapting a more regional style of managing business operations.		
Contents:	Far Eastern region A comparative review of historical and cultural background of major players		

Strategic importance of Asia Pacific  
 Strategy formulation for Asia Pacific  
 Asia as a market  
 Asian business logic  
 Competition patterns in business operations and entry strategies  
 Cooperation patterns in global partnerships

Learning Strategies: Traditional lecturing, case studies, interactive group discussions and presentations

Assessment: Class participation 10%, group presentations and report (30+10) 40%, final examination 50%

Bibliography: Lasserre, P, Hellmut Schutte H., Strategies for Asia Pacific BEYOND THE CRISIS Cases and other material

### **(KBW003) Marketing Strategies for High-Tech Markets**

Credits: 3 cr                                      Timing: 3rd - 4th year

Objective: The objective of this 3 cr course is to identify the special marketing requirements of high technology products and services. These requirements will be revealed through a thorough analysis of the various aspects of high technology markets. Enabling students to plan and apply specific marketing techniques within this challenging environment.

Prerequisite: Introduction to Marketing Introduction to Management International Marketing Strategic Marketing Management

Contents: Overview of high tech markets  
 Differentiate high tech markets from consumer and industrial markets  
 The high tech marketing mix  
 Specialised techniques required to market high tech products  
 Strategy formulation for high tech markets  
 Strategy application

Learning Strategies: Case studies, written exercises, reading assignments, web based exercises

Assessment: Individual book exam, group assignment

Bibliography: Mohr. J, Sengupta. S, Slater. S, "Marketing of high technology products and innovations" 2004, Prentice Hall

### **(KBW010) Corel in English**

Credits: 3 cr                                      Timing: 2nd - 4th yr

Objective: To familiarize students with different kinds of computer graphics. Students will be able to use the CorelDraw program for various publications.

Contents: Drawing tools and drawing  
 Text tools and editing texts  
 Symbols and picture libraries  
 Picture manipulation and effects  
 Advertisements and publications  
 Basics of 3-D texts and objects

Learning Strategies: Lectures, group work, practical exercises, presentations

Assessment: Assignments, computer based exam

Bibliography: Lammi O., CorelDraw Visual  
Flyktman R., CorelDraw

## **(KBW011) Digital Photo Manipulation**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: To familiarize students with basic photo manipulation so they learn how to use photos in publications, advertising and web sites.

Contents: Color theories, vector- and bitmap graphics  
Basics of PaintShop Pro - basic-, editing- and drawing tools  
Layers, masks and effects  
Layout planning - photo design and composition  
Evaluating publications  
Digital cameras and scanners  
Panorama pictures  
Picture copyrights  
A lot of photo manipulation exercises

Learning Strategies: Lectures, group work, practical exercises and presentations

Assessment: Return tasks, computer based exam

Bibliography: Huss David, Davis Lori J., Corel Paint Shop Pro X  
The Official Guide

## **(KBW012) Risk Management**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: Students will be conversant with the concept of risk management and the risk management process. They will be able to identify, assess and manage business risks. Students will complete a risk management plan of a real or fictitious company according to the instructions given on the course pages.

Contents: Risk management, the risk management process. Identification, assessment and management of business risk.

Assessment: Web course

## **(KBW025) Product Development**

Credits: 6 cr                      Timing: 3rd year

Objective: The course will present product development and design cycles and the integration process of product design within an organisation. This will also illustrate the systematic approach used in the product development process. This course emphasizes learning by doing. Therefore, students will undertake real product development assignments provided by local industries.

Prerequisite: All first and second year courses

Contents: Product development processes and organization  
Product planning and identifying customer needs



Product specifications  
 Concept generation, selection and testing  
 Product architecture

Learning Strategies: Lectures and projects

Assessment: Project report and presentation

Bibliography: Product Design and Development by Ulrich and Eppinger, 3rd edition, 2004. In addition to the handouts and the selected articles provided by the lecturers.

## **(KBW015) WWW in English**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: Students will gain necessary knowledge of the World Wide Web and will be able to produce web pages.

Contents: WWW and Internet - history, terms, services  
 Web page planning and web design  
 HTML - modelling language  
 Front Page program  
 Personal web sites and evaluation

Learning Strategies: Lectures, group work, practical exercises

Assessment: Exam, assignments

Bibliography: To be announced

## **(KBW026) Taxation**

Credits: 3 cr                      Timing:

Objective: Students will acquire information on different taxation systems, personal taxation, corporate taxation and value added taxation.

Contents: Taxation systems  
 Direct taxation in Finland  
 Personal taxation  
 Corporate taxation  
 Value Added Taxation

Learning Strategies: Lectures, exercises, team work

Assessment: Exam, team work

Bibliography: To be announced

## **(KBW028) New Trends in Leadership and Management**

Credits: 5 cr                      Timing: 2nd - 4th year

Objective: Knowledge capital providing a competitive edge will be emphasised during this course, while providing students with a grounding in quality leadership, activity-based management in business leadership and the significance of leadership

and management in the implementation of an organisation's basic tasks.

Contents: Knowledge capital, quality leadership, activity-based management and accounting, leading and leadership

Learning Strategies: Independent work

Assessment: Book exam or long essay

Bibliography: Students will choose three books from the following list for the book exam:  
Ståhle, Grönroos, Dynamic Intellectual Capital  
Juran's Quality Handbook (luvut 1 - 17, 35 ja 36)  
Cookins G., Activity Based Cost Management  
Pirnes U., Enchancing Leadership. The Dynamics of Leadership

### **(KBW030) Organizational Psychology**

Credits: 3 cr                                      Timing: 2nd - 4th year

Objective: This course provides in depth knowledge of organisational behaviour.

Contents: The role and responsibility of leadership in conflict situations, dealing with problems in the work community, work satisfaction, encouragement, reward and skills development.

Learning Strategies: Independent work

Assessment: Book exam or long essay

Bibliography: To be announced

### **(KBW029) Management Procedures and Strategies**

Credits: 5 cr                                      Timing: 2nd - 4th year

Objective: Students will understand and be able to apply a strategic business control system.

Contents: Use of the balanced scorecard, scores and assessment, information gathering and implementation

Learning Strategies: Independent study

Assessment: Book exam or long essay

Bibliography: Kaplan, Norton, The Balanced Scorecard  
Aaker D., Developing Business Strategies

### **(KBW016) Business Plan**

Credits: 3 cr                                      Timing: 2nd - 4th yr

Objective: The objective of this course is to study the planning targets of the company by means of a business plan.

Contents: Students will complete a Business Plan of a real or fictitious company on a formulated sheet. This course is not for creating the necessary documents of

establishing a company.

Learning Strategies: Distance learning

Assessment: Web-course

### **(KBW031) European Business Trip**

Credits: 3 cr                      Timing: 1st - 4th year

Objective: The objective of the trip is to introduce the student to the dynamic nature, different segments and cultures of European businesses

Contents: Companies visits in different European countries

Learning Strategies: Visits to different companies

Assessment: Group and individual assignments

### **(KBW032) Internet Marketing**

Credits: 3 cr                      Timing: 2nd - 4th year

Objective: To understand the role and nature of the Internet as a tool for building marketing strategies and creating innovative solutions for customers. This course will provide an understanding of Internet marketing concepts and terminology, an appreciation of the basic tools, practices and strategies of marketing on the Internet.

Prerequisite: Office Applications / Basics of Hardware and Software

Contents: Introduction to the History and Technology of the Internet; Research and the Internet;  
Virtual marketing - Framing the Market Opportunity; Marketing Mix for Business Customer Experience.

Learning Strategies: Lectures, Case studies, Class Discussion.

Assessment: Individual Report & Presentation; Examination

Bibliography: Rafi A. Mohammed, Robert J. Fisher, Bernard J. Jaworski, Gordon J. Paddison. 2003. Internet Marketing: Building advantage in a networked economy. McGraw Hill, U.K. Journal articles

### **(KBW037) History of Tourism**

Credits: 3 cr                      Timing: 2nd - 4th year

Objective: This course develops an understanding of the history of travel as a recreational pastime in different parts of the world, beginning with the ancient Greeks and ending with 20th-century global tourism markets. Students will explore trends and changes in tourists and tourism sector.

Prerequisite: Principles of Tourism

Contents: Grand tour  
Rise of Mass Tourism  
Tourist gaze  
Cultural changes and restructuring of tourism



- Bibliography:** Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2002)  
 Charles R, Goeldner J.R, Brent R: Tourism, Principles, Practices, Philosophies (2003)  
 Further reading/material will be provided by lecturer

## **(KBW021) Introduction to Nature and Activity Tourism**

- Credits:** 5 cr **Timing:** 2nd - 4th year
- Objective:** Students will understand the importance and complexity of nature and activity tourism and learn to identify the numerous aspects of managing successful services and products in these fields of tourism.
- Contents:** Principles of nature and activity tourism  
 Nature and activity tourism markets  
 Tourism and nature conservation  
 Legal issues  
 Destinations and venues
- Learning Strategies:** Lectures and excursions. Visits to genuine activity sites will be included whenever possible.
- Bibliography:** Newsome,D., Moore, S.A. and Dowling, R. K. 2002. Natural Area Tourism  
 Saarinen,J. & Hall, C.M. 2004. Nature Based Tourism Research in Finland: Local Contexts, Global Issues  
 Standeven & De Knop. 1999. Sport Tourism  
 Ritchie, B.W. & Adair,D.(eds.) 2004. Sport Tourism, Interrelationships, Impacts and Issues.

## **(KBEN001) Business World**

- Credits:** 3 cr **Timing:** 2nd - 4th year
- Objective:** Students will be conversant with the current issues in international business in different market areas and they will learn about the business culture and the customs of the areas selected and present oral and written reports.
- Prerequisite:** Basic and professional studies in the English language
- Contents:** Current issues in international business  
 Communicational differences and similarities  
 Cultural awareness  
 Business culture  
 Regional pull factors
- Learning Strategies:** Small group sessions
- Assessment:** Continuous assessment, oral and written reports, written exam
- Bibliography:** Compiled study material

## **(KBEN002) Business Travel and PR**

- Credits:** 3 cr **Timing:** 3rd - 4th year

Objective:	To improve oral and written skills and to understand the importance of cultural awareness in business
Prerequisite:	Basic and professional studies in the English language
Contents:	Case: company visit Company presentation, invitations, replies Visit programme, social programme Event/fair arrangements Negotiations, meetings Reservations, appointments, Facts about Finland Business gifts, speeches of thanks, goodwill-letters
Learning Strategies:	Small group sessions
Assessment:	Continuous assessment, oral and written tasks
Bibliography:	Compiled study material

### **(KBEN003) Speaking Up**

Credits:	3 cr	Timing:	3rd - 4th year
Objective:	To improve oral and presentation skills in English		
Prerequisite:	Basic and professional studies in the English language		
Contents:	Oral presentations Pronunciation and intonation tasks Negotiations and speeches		
Learning Strategies:	Small group sessions		
Assessment:	Oral tasks and oral exam		
Bibliography:	Compiled study material		

### **(KBEN004) English Conversation**

Credits:	3 cr	Timing:	2nd-3rd yr
Objective:	Students will diversify his/her oral language skills and become aware of the variations of the English language		
Contents:	Conversation exercises, topics from various fields Foreign guests and changing leaders of discussion		
Learning Strategies:	Small group sessions		
Assessment:	Oral tasks and oral group exam		
Bibliography:	To be agreed at the beginning of the course		

### **(KBSP001) Spanish for Beginners - Curso de español elemental, nivel 1**

Credits:	5 cr	Timing:	1st - 4th yr
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Objective:	To equip a complete beginner with the skills needed in practical everyday situations in Spanish and to give background information about Spain, its society and culture.		
Contents:	Basic grammar Greetings, introductions, Shopping, eating out, travelling		
Learning Strategies:	Pair-work, role-plays, writing practice		
Assessment:	Active participation, oral and written exams		
<b>(KBSP002)</b>	<b>Continuation course in SpanishCurso de español elemental - nivel 2</b>		
Credits:	3 cr	Timing:	1st - 4nd yr
Objective:	Students will maintain and develop their Spanish skills and become more familiar with Spanish and Hispanic cultures		
Prerequisite:	Approved grade for basic studies or any earlier equivalent studies		
Contents:	Verb forms, pronouns Travelling, hobbies, shopping Cultural aspects		
Learning Strategies:	Pair - work, role-plays and oral presentations		
Assessment:	Continuous assessment, written exam		
<b>(KBSP003)</b>	<b>Español en el trabajo 1</b>		
Credits:	3 cr	Timing:	1st - 4th yr
Objective:	To equip the student with the skills needed to communicate in practical simple business situations in Spanish		
Prerequisite:	Basic and lower intermediate studies in Spanish		
Contents:	Applying for a job and job interviews Basic business correspondence Spanish and Hispanic business culture		
Learning Strategies:	Self study, supervised distance learning		
Assessment:	Written exercises, written and oral test, listening comprehension test		
Bibliography:	Lindgren-Savinainen-Seppä: Claves del éxito		
<b>(KBSP004)</b>	<b>Español en el trabajo 2</b>		
Credits:	2 cr	Timing:	1st - 4th yr
Objective:	To equip the student with the skills needed in various business situations in the Spanish speaking world		
Prerequisite:	Basic and lower intermediate studies in Spanish		
Contents:	Business trips Commercial relations between Finland and Spain		

Company presentation  
Products and Services  
Product demonstration

Learning Strategies: Self study, supervised distance learning

Assessment: Written exercises, oral and written exam, listening comprehension test

Bibliography: Lindgren-Savinainen-Seppä: Claves del éxito

### **(KBFR001) French for Beginners 1: Français élémentaire - niveau de base**

Credits: 5 cr                      Timing: 1st-4th yr

Objective: To equip an absolute beginner with the skills needed in practical everyday situations

Contents: Pronunciation, writing and grammar exercises  
Greetings, introductions,  
Eating out, travelling, on the phone

Learning Strategies: Pair-work, role-plays, writing exercises

Assessment: Continuous assessment, written exam

### **(KBFR002) French for Beginners - Français élémentaire - niveau moyen**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: Students will maintain their French skills and become more familiar with the French way of life.

Prerequisite: Approved grade for basic studies or any earlier equivalent studies

Contents: Travelling, company presentations, at a restaurant, pronunciation and grammar exercises

Learning Strategies: Pair-work, role-plays

Assessment: Continuous assessment, written exam

### **(KBFR003) Français et le travail 1**

Credits: 3 cr                      Timing: 1st - 4th yr

Objective: To equip the student with the skills needed to communicate in practical simple situations in French and to provide background information about French business practices

Prerequisite: Basic and lower intermediate French courses

Contents: Applying for a job and job interviews  
Company presentations  
Basic business correspondence

Learning Strategies: Self study, supervised distance learning

Assessment: Continuous assessment, written exam

### **(KBFR004) Français et le travail 2**



Credits:	2 cr	Timing:	1st -4th yr
Objective:	Students will be able to describe the operations of a company.		
Prerequisite:	Approved grade for basic studies or any earlier equivalent studies		
Contents:	Company type, field of business, location, services		
Learning Strategies:	Self study, oral and written studies		
Assessment:	Oral presentation, written examination		
Bibliography:	E-learning material		

### **(KBRU001) Russian for Beginners**

Credits:	5 cr	Timing:	1st - 3rd year
Objective:	To equip a complete beginner with the skills needed to communicate in practical everyday service situations in Russian and to be able to read and write the Cyrillic alphabet.		
Contents:	Reading and writing skills Pronunciation and intonation Greetings, introductions, talking about yourself and your family Service situations Travelling		
Learning Strategies:	Small group teaching: listening, pronunciation and writing exercises, pair-work		
Assessment:	Continuous assessment, written tests		
Bibliography:	Jegorenkov, M., Piispanen, S., Väisänen, T., Mozno!1 Alestalo, M., Venäjää matkailijoille		

### **(KBRU002) Russian Continuation Course**

Credits:	3 cr	Timing:	1st - 3rd year
Objective:	Students will learn to read, write and pronounce Russian fluently for conversing and communicating in service situations and on the telephone.		
Prerequisite:	Russian for Beginners		
Contents:	Numerals Verbs of motion, use of cases On the phone, hobbies, sales and purchasing, hotel and restaurant situations		
Learning Strategies:	Small group teaching: listening, pronunciation and writing exercises, pair-work		
Assessment:	Continuous assessment, written tests, oral test		
Bibliography:	Jegorenkov, M., - Piispanen, S., - Väisänen, T., Mozno!1 Alestalo, M., Venäjää matkailijoille Vassilieva, E., Kto? Gde? Kogda? Intensiivinen puhutun venäjän peruskurssi		

**(KBRU003) Introduction to Business Russian**

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	Students will be proficient enough in Russian grammar to be able to understand and write basic business letters and other documents.		
Prerequisite:	Basic and continuation studies in Russian or equivalent to 8 cr Russian language studies		
Contents:	Grammar revision and exercises Vocabulary exercises Introduction to business correspondence		
Learning Strategies:	Small group activities: grammar and writing practice		
Assessment:	Continuous assessment, written exercises, written exam		
Bibliography:	Salenius, P., Liikekirjeet venäjäksi Alestalo-Shepelenko M. - Hämäläinen E., Venäjän kielioppi - venäjää aikuisille Kohls, S., Business Russian ( or equivalent material )		

**(KBIT001) Buongiorno, come sta?**

Credits:	5 cr	Timing:	1st-4th yrs
Objective:	To equip a complete beginner with the skills needed to communicate in practical everyday situations in Italian and to give some background information about Italy, its culture, society, etc.		
Contents:	Pronunciation, intonation Greetings, introductions Shopping, eating out, travelling Basic grammar		
Learning Strategies:	Pair-work, role-plays, written exercises		
Assessment:	Continuous assessment, written exam		
Bibliography:	Conforti, C. - Cusiamo, L., Linea Diretta 1 De Rôme,D., Italianissimo 1		

**(KBIT002) Allora avanziamo!**

Credits:	3 cr	Timing:	2nd-4th yr
Objective:	Students will maintain and develop their Italian skills to such an extent that self-expression is facilitated and they will also become more familiar with Italian culture and way of life.		
Prerequisite:	Approved grade for basic studies or any earlier equivalent studies		
Contents:	Italian culture, geography Tourist attractions Services Italian everyday life		

Learning Strategies: Pair-work, role-plays, oral presentations

Assessment: Continuous assessment, written exam

Bibliography: Katerinov, K.- Boriosi-Katerinov, M.C., Lingua italiana per stranieri 1

### **(KBIT003) Comunicazione d'Affari**

Credits: 3 cr                      Timing: 2nd - 4th yr

Objective: To equip students with the skills needed to communicate in practical, individual business situations in Italian and to provide some background information about Italian business practices.

Prerequisite: Approved grade for Allora avanziamo! or any earlier equivalent Italian studies

Contents: Applying for a job, job Interviews  
Company presentations  
Basic Business Correspondence

Learning Strategies: Self-study, supervised distance learning

Assessment: Written exercises, written and oral exam including a listening task

Bibliography: Cherubini, N., L'italiano per gli affari

### **(KBT12Z) THESIS 15 cr**

#### **(KBT001) Thesis**

Credits: 15 cr                      Timing: 4th year

Objective: The aim of the thesis is to develop and demonstrate the student's ability to adapt their knowledge and skills to a practical task requiring expertise related to their professional studies. Undertaking the thesis demonstrates the student's ability to work purposefully within their chosen professional field. (Statute 256/95). The essential objective is to develop expertise for working life. The thesis acts as a bridge between academic study and the world of work, easing the student's move into working life. Thesis completion encourages critical, creative and problem solving skills.

Prerequisite: Practical training, Applied Research Techniques, Statistics, Academic Writing, 150 cr accomplished

Contents: Initial thesis seminar (during practical training)

Assessment: Assessment is based on the objectives of the thesis as set out by the university of applied sciences and the different schools of the university of applied sciences, as well as on more general assessment principles. An accepted thesis is assessed on a scale of 1 - 5. The practical applications of the subject area will be particularly noted during assessment. On a school level with a slight variation of emphasis, assessment covers the thesis' written version, its contents, oral presentation, discussion, taking part in seminar sessions, the maturity test and the learning and supervisory process. The ability and development that the student has demonstrated during the completion of his or her thesis is also appraised. Supervisors from the UAS and working life, acting opponents and the authors of the thesis all take part in the

assessment process.

## **(KBH11Z) PRACTICAL TRAINING 30 cr**

### **(KBH001) Practical Training**

Credits:	30 cr	Timing:	3rd year, spring semester
Objective:	Practical training provides the student with an insight of the commercial world and an opportunity to apply knowledge gained to practical tasks. It also provides the student with an opportunity to acquire new skills and encourages personal development.		
Prerequisite:	Before starting the placement the student must have completed basic studies and have earned a minimum of 115 credits. It is recommended that the placement is completed during the spring semester of the 3rd study year.		
Contents:	<p>Students are required to work as a trainee in a foreign company. Practical training can also be accomplished locally.</p> <ul style="list-style-type: none"> <li>- information sessions before and after the practical training period</li> <li>- 800 hours (about 5 months) practical training to be completed in one uninterrupted period</li> <li>- training report and tasks</li> </ul>		
Learning Strategies:	Application of theory into practice.		
Assessment:	Participation and reports		
Bibliography:	See Practical training guide on the internet		