

BACHELORS DEGREE IN BUSINESS ADMINISTRATION

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

Address:

Kajaani University of Applied Sciences

Postal Address: PL 52, 87101 KAJAANI

Visit address: Kuntokatu 5 (Entrance on Ketunpolku), 87100 KAJAANI

Tel.+ 358 8 6189 91

Fax. + 358 8 6189 9626

Head of School:

Heli Itkonen

Tel. + 358 8 6189 9447, Mobile + 358 44-7101 447

email:heli.itkonen@kajak.fi

Study Secretary:

Merja Suutari

Visit Address: Ketunpolku 3, 87100 Kajaani

Tel. + 358 8 6189 9454

Fax. + 358 8 6189 9626

email:merja.suutari@kajak.fi

Head of Degree Programmes:

Päivi Malinen, Business Administration Degree Programme

Jarmo Happonen, Business Administration Degree Programme, Production Economics

Sirpa Haataja, Business Information Technology Degree Programme

Sami Malm, International Business

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 programme** 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 programme also ensures 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:

1st 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.

2nd 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.

3rd 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.

4th 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.

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

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.

Students can opt for alternative or free-choice studies that are offered through the Information Processing Science degree programme in the Faculty of Science at the University of Oulu.

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

Information Technology Basic Studies	36 cr
Basic Use of Micro-computers	2 cr
Use of Computer Tools Programmes	3 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
Business Activities I	7 cr
Planning Business Operations and Economics	4 cr
Contract and Corporate Law	3 cr
Communication Skills I	8 cr
Presentation Skills and Oral Communication	3 cr
Business and ICT English	5 cr
Methodological Studies I	14 cr
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

Information Technology Studies	36 cr
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
or	
<u>Software Design:</u>	
Software algorithms	3 cr
C#-programming	3 cr
C++-programming	6 cr
C Language	4 cr
 Business Activities II	 13 cr
Leadership	4 cr
The Software Business and Marketing	5 cr
Management Accounting	4 cr
 Communication Skills II	 21 cr
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.

(KTPT008) Introduction to Microcomputers

Credits: 2 cr Timing: 1st yr

Objective: Students will be conversant with the basic functions of a microcomputer, how they work in a local network and their basic programmes.

Contents: Basic parts of a computer and peripheral equipment
Basic use of the Internet and email
Auxiliary programmes
User rights and data security

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: Paananen J. Tietotekniikan peruskirja

(KTPT009) Introduction to Operating Systems

Credits: 3 cr Timing: 1st yr

Objective: Students will be conversant with the most common operating systems and how a computer works.

Contents: Operating systems in general
Windows - more than skin deep
The features and use of Linux
Other operating systems
Computer equipment

Learning Strategies: Lectures and exercises

Assessment: Exam and assignments

Bibliography: J. Paananen: 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: Hyppönen ym. Tietokoneen käyttötaito 1
Lammi Outi, Excel 2007

(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: KosonenP.,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

(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
MS Sharepoint Designer 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

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: 2nd 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, partly web-based studies (2 cr)

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.

(KTPV004) Communication and Public Speaking Skills

Credits:	3 cr	Timing:	1st yr
Objective:	Students will gain the confidence to perform in front of a group and to express themselves clearly and cohesively in writing and orally.		
Contents:	Introduction to communication and the different areas of human communication. The structure and implementation of an oral presentation, stage fright Use of voice, body language Preparing for an academic presentation, giving examples Using correct language and grammar structures and the writing process, Reporting, summarising, using quotes		
Learning Strategies:	Small group teaching		
Assessment:	Book exam, participation in group work, assignments and exercises		
Bibliography:	Andersson, Kylänpää: Käytännön puheviestintä Husu, Tarkoma, Vuorijärvi: Ammattisuomen käsikirja		

(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 (86 - 106 h)

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

Bibliography: Niskanen T., Vetter J., Urbom R., Business Express

(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.

(KTPM005) Discrete Mathematics

Credits: 3 cr Timing: 1st yr

Objective: Students will know basic computing mathematics, and the logical expressions required in programming, the significance of mathematical models and the basics of probability calculation.

Prerequisite: Proficiency test

Contents: Clarifying logical expressions
Numerical systems and their conversions
Boolean algebra
Set theory
An introduction to probability calculation

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

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: Discrete mathematics

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 Schroderus H., Kärkkäinen H., Tehoa tekstinkäsittelyyn Kylänpää, Viestintätilanteet Kortetjärvi-Nurmi S., Kuronen M-L., Ollikainen M., Yrityksen viestintä		

(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"> - SQL server architecture, versions and installation - Management tools - Databases - Users and rights - Faults and recovery - Data transfer - Automation functions - Replication

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 Vista 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, search 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: 1st 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 an understanding of what people do in an organisation. Students will also learn to assess how their own actions affect others.

Contents:

- The role and tasks of a leader
- Guiding leadership theories
- Job motivation
- Groups and teams in an organisation
- Organisation culture
- Organisational structure models

Learning Strategies: Lectures, assignments

Assessment: Assignments and exam

Bibliography: Ruohotie, Honka, Palkitseva ja kannustava johtaminen

(KTAB002) Software: The Business and Marketing

Credits: 5 cr Timing: 3rd yr

Objective: This course emphasises the importance of marketing as part of normal business activities and provides students with know-how in basic marketing and the special traits of software marketing.

Contents:

- Software business models and value chains
- Software and software service products
- Software companies stages of development
- Leading and networking in the software business
- Software distribution chains
- Customer-oriented marketing and the basic concepts of marketing
- Marketing operational environments
- Competitive strategies in marketing

Learning Strategies: Lectures and group work, course will be delivered in cooperation with the University of Oulu.

Assessment: Exam and assignments

Bibliography: Hyvönen, E. (toim.) 2003. Ohjelmistoliiketoiminta.
Bergström, S., Leppänen, A., Yrityksen asiakasmarkkinointi
Further reading/material to be announced

(KTPB002) Management Accounting

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

Objective: Students will be proficient in accounting methods supporting management level decision making, economy and profitability.

Contents: Business planning
Monitoring profitability
Cost calculation

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:	3rd 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:	Handouts provided by the lecturer		

(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 fro 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

(KTVT018) Work Station Maintenance

Credits: 5 cr Timing: 2nd yr

Objective: Students will be conversant with different software installation methods (from the network, cloning, other mass installation methods) and with the use of peripheral equipment.

Contents: Installation and basic maintenance of the operating system
Work station distance management
Work station updates and installation of peripheral equipment
Software installation management
Network installation of MS Office
Creation and distribution of an MSI package
Work station cloning

Learning Strategies: Small group teaching, laboratory work

Assessment: Exam and laboratory work

Bibliography: To be announced

(KTVT012) Information Technology and Virtual Learning Environments

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

Objective: Students will be able to use and apply state of the art tools and methods while being aware of the latest online study environments in teaching and learning.

Contents: Communication technology solutions,
communication technology in training events
Online pedagogy and the content production process
Virtual platforms
Platform management and use

Learning Strategies: Lectures, group work, part of the course will be completed online

Assessment: Exam assignments

Bibliography: Kanerva, J. et al., Ideasta multimediaksi - sähköinen julkaiseminen ja vuorovaikutteiset järjestelmät
Lehtiö, P., Tietoverkot ja digitaaliset oppimateriaalit
Ahonen, J., Oppimisen uudet ympäristöt

(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:	Portfolio and exercises		
Bibliography:	Material provided by lecturer.		

(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 Course delivered in cooperation with the University of Oulu		
Assessment:	Lecture and exercise diary and other separately agreed assignments		
Bibliography:	to be announced during the first lecture		

(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 User interface elements Planning stages, Usability of graphic user interfaces		
Learning Strategies:	Lectures and exercises, Course will be delivered in cooperation with the University of Oulu		
Assessment:	Exam and assignment		
Bibliography:	To be announced		

(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

(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 The course will be delivered in cooperation with the University of Oulu		
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		

(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
- Clinet/server programming
- RMI
- EJB

Learning Strategies: Small group work

Assessment: Exam and assignments

Bibliography: Wutka, M., Inside Java J2EE
Latest literature to be announced

(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

(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 3D 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 graphics 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 3D graphics engine

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

(KTWT016) 3D Modelling and Animation

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

Objective: Students will know how to plan and produce 3D models and use them in animation.

Contents: The principles of 3D graphics
 The principles of 3ds Max software
 Modelling and materials
 Lighting
 Animation

Learning Strategies: Lectures, group work, assignments

Assessment: Exercises, assignment: Compiling a model

Bibliography: Walker, C., et al., Making A Game Demo
 Jones, A., et al., 3D Studio MAX 3 : Professional Animation

(KTVT019) Artificial Intelligence in Game Programming

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

Objective: Students will understand how artificial intelligence functions and will be able to create state machine and route finder algorithms.

Prerequisite:	Introduction to Game Programming
Contents:	The requirements of game artificial intelligence The artificial intelligence of different types of games Route finder algorithms Planning and functioning of game agents Decision-making architectures
Learning Strategies:	Lectures and assignments
Assessment:	Assignment: Creating a game's artificial intelligence algorithms
Bibliography:	To be announced

(KTVT020) Game Mathematics and Physics

Credits:	5 cr	Timing:	2nd yr
Objective:	Students will be proficient in trigonometry, vectors and matrix calculations as well as how to apply and use basic physics in the development of game motors.		
Prerequisite:	C or C++ Programming		
Contents:	Trigonometry, vectors and matrix calculation and their application in game programming.		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam and assignment: producing a simple physics motor		
Bibliography:	Kodicek, Danny, Mathematics and Physics for Programmers		

(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:	LAMP-server base (Linux, Apache, Mysql, PHP) Processing files and directories Searching for server errors and correcting faults Linux firewall SAMBA file server and its control Making back-up copies for the server from the command line and graphically		
Learning Strategies:	Laboratory work, compulsory laboratory work		

Assessment: Laboratory work and reports, written exam

Bibliography: To be announced

(KTWT025) IT Project Management

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

Objective: Students will understand the necessity of version and change management as well as being conversant with the basic use of the Visual Studio Team System tool

Prerequisite: C++ or C# programming ADP Project Work

Contents: Version and change management
Testing and fault management
project reporting
An introduction to Visual Studio team System

Learning Strategies: Lectures and assignments

Assessment: Exam and assignment

Bibliography: To be announced

(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

Bibliography: McConnell, S., Ohjelmistotuotannon hallinta

(KTWT019) Organizational Data Security

Credits: 3 cr Timing: To be agreed separately

Objective: Students will gain an overview of organisational data security.

Contents: Administrative data security
Planning and leadership

Learning Strategies: Independent study

Assessment: Book-based exam

Bibliography: Hakala M., Vainio M., Vuorinen O., Tietoturvallisuuden käsikirja (sivut 1 -120,

Vahti 1/2001, Valtion viranomaisen tietoturvaluustuystuön yleisohje

(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 Drawign 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		

(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		

(KTWT020) XNA Game Programming

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	Students will be able to plan, create and test a 3 D game using XNA.		
Prerequisite:	Introduction to Programming C# Programming		
Contents:	XNA Game Studio Developing 2 D and # D games XACT Auio tool		

XBox 360 game development

Learning Strategies: Lectures and exercises

Assessment: Assignment: Development of a 3 D game using XNA

Bibliography: To be announced

(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

(KTWT021) Development of Network Games

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

Objective: Students will understand the features and types of network games and be able to develop a simple network game.

Prerequisite: Introduction to Game Programming

Contents: Different types of network games
Network architectures, protocols and data transfer
Network game communication
Space synchronisation and forecasting
Special situations management
Data security and attacks

Learning Strategies: Lectures and assignments

Assessment: Assignment: Creation of a small network game

Bibliography: To be announced

(KTWT022) Mobile of Game Programming

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

Objective: Students will know how to plan, compile, test and document a small mobile game using Java or Flash Lite tool.

Prerequisite: Introduction to Programming and Object- Oriented Programming

Contents: Mobile game architecture plan

The demands and limits of mobile terminal equipment and graphics

Learning Strategies: Lectures and assignments

Assessment: Assignment: Creation of a small mobile game

Bibliography: To be announced

(KTWT023) Introduction to PHP Programming

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

Objective: Students will be able to install PHP in the server, use PHP basic syntax and will know the most typical library functions. Students will be able to create server based applications using PHP; e.g. dynamic pages

Prerequisite: Introduction to HTML

Contents: Installing PHp
An introduction to PHP language
Variables and control structures
Tables and how to handle them
Use of functions
Use of document files

Learning Strategies: Small group teaching

Assessment: Participation in lectures and exercises, classroom assignments and an assignment that must be handed in.

Bibliography: Rantala Ari, PHP - Web-ohjelmoijan peruskirja
Rantala Ari, Web-ohjelmointi

(KTWT024) Visual Basic

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

Objective: This course will provide basic skills in the programming language used for graphical operating environments.

Contents: Visual Basic.net programming environment
Forms and events
Features and methods of controls
Visual Basic variables and programme statements
Introduction to graphics
Documents and databases

Learning Strategies: Lectures and group work

Assessment: Exam and assignment

(KTOO1Z) THESIS 15 cr

(KTOO001) Thesis

Credits: 15 cr Timing:

Objective:	The aim of the thesis is to develop and demonstrate students' abilities to apply their acquired skills and knowledge to a task linked to their professional studies requiring expertise. The thesis can take the form of a piece of research or a practical data processing project within a theoretical framework. The thesis should be of use in 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 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 and law, marketing and advertising, production economics and logistics).

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 group themes:

1st 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

2nd yr

Business apprentice

- 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

3rd yr

Applicator of knowledge

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

4th yr

Business developer

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

BASIC STUDIES	60 cr
Introduction to Business Activities	22 cr
Operational Environment	9 cr
Methodological Studies I	20 cr
Communication Skills I	9 cr
COMPULSORY PROFESSIONAL STUDIES	50 cr
Continuation Studies in Business Activities	24 cr
Communication Skills II	13 cr
Methodological Studies II	13 cr
OPTIONAL PROFESSIONAL STUDIES	40 cr
Students opt for one of the three alternative professional studies offered	
PRACTICAL TRAINING	30 cr
5 months of practical training in Finland or abroad	
FREE-CHOICE STUDIES	15 cr
THESIS AND SEMINAR	15 cr

BUSINESS ADMINISTRATION AND LAW

The business administration and law major emphasises accounting and legal subjects: i.e. bookkeeping and management accounting, taxation and auditing studies, knowledge of the Finnish legal system, private and public law within different operational environments. This major provides students with the required skills and in depth knowledge to carry out a variety of demanding and 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.

Having completed this major, graduates will also 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. Through other studies students will gain insight into legislation and law thus qualifying them to work in law administration posts (the courts, prosecutor's office, debt recovery office, legal aid and registry offices), or in posts that require legal expertise in tax administration, banking, insurance and business.

MARKETING AND ADVERTISING

In the Marketing and advertising major students will deepen their marketing skills in the fields of communication, sales, marketing planning, R&D 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 AND LOGISTICS MAJOR

The Production Economics and Logistics 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.

BUSINESS ADMINISTRATION COURSES

BASIC STUDIES	60 CR
Introduction to Business Activities	22 cr
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
Operational Environment	9 cr
Introduction to Economics	6 cr
Finnish Economic Geography	3 cr
Methodological Studies I	20 cr
Introduction to Data Processing	3 cr
Introduction to Spreadsheet Accounting	3 cr
Business Mathematics	5 cr
Word Processing and Office Skills	6 cr
Personal Development Programme	3 cr
Communication Skills I	9 cr
Business Communications	3 cr
Svenska I affärlivet 1	3 cr
Basics of Business English	3 cr

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
R&D I Introduction to Development Operations	3 cr
Communication Skills II	13 cr
Meetings and Negotiations	3 cr
English (course according to major)	3 cr
Business Communication Skills	4 cr
Svenska i affärslivet 2	3 cr
Methodological Studies II	13 cr
Introduction to Statistics	4 cr
Further Studies in Data Processing	3 cr
Academic Writing	3 cr
R&D 2 Quantitative and Qualitative Research	3 cr

OPTIONAL PROFESSIONAL STUDIES 40 CR**Business Administration and Law 40 cr**

Contract and Corporate Law	5 cr
Public Law	3 cr
Procedural Law	4 cr
Labour and Civil Servants Law	3 cr
Personal Taxation	3 cr
Bookkeeping Continuation Course	4 cr
Planning Taxation and Financial Statements	5 cr
Auditing	4 cr
Value Added Tax	3 cr
Financial Statement Analysis	3 cr
R&D Project Implementation	3 cr

Marketing and Advertising	40 cr
Product, Price and Availability	5 cr
Sales Negotiation and Promotion	5 cr
Advertising	4 cr
Marketing Research	3 cr
Focus Group Research	3 cr
Visual Planning and Printing Technology	5 cr
Marketing Planning	4 cr
Strategic Marketing Leadership	4 cr
Digital Marketing	4 cr
R&D Project Implementation	3 cr

PRODUCTION ECONOMICS AND LOGISTICS MAJOR**Production Economics and Logistics 40 cr**

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	3 cr
Production Automation	4 cr
Quality Management Technology	3 cr
Production Planning	5 cr
Project Technology	3 cr
Production Maintenance and development	3 cr
Import and Export Routines	3 cr
R&D Project Implementation	3 cr

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
 Ylikoski, Järvinen & Rosti: Hyvä asiakaspalvelu 2006

(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:	Two exams 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 effects on the economy Europe as an economic area and EU development The structure and requirements of manufacturing in Finland Forms of energy and 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:	Schroderus H., Kärkkäinen 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 a university of applied sciences, study skills and learning environments Student services Forming groups Basic principles of project work Study planning Developing expertise Transfer to working life		
Learning Strategies:	Lectures, group work, e-learning, planning and personal progress reviews.		
Assessment:	Participation and completing all course work set		
Bibliography:	Study Guide, e-material, learning toolbox		

(KLPM005) 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.

(KLPM001) 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 Academic speeches, use of voice, wordless communication The features of a good document Business correspondence for problem situations Job applications
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/Business Swedish 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		

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

Bibliography: Niskanen-Vetter-Urbom:
Business Express

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: Evert Gummesson Many-to-many markkinointi
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:	This course covers management and leadership issues and provides students with an understanding of what people do in an organisation. Students will also learn to assess how their own actions affect others.		
Contents:	The role and tasks of a leader Guiding leadership theories Job motivation Groups and teams in an organisation Organisation culture Organisational structure models		
Learning Strategies:	Lectures and assignments		
Assessment:	Assignments and exam		

Bibliography: 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

(KLAB010) R&D 1 Introduction to Development Activities

Credits: 3 cr Timing: 2nd yr

Objective: Students will gain basic skills in development operations and will be able to compile a project plan

Prerequisite: Personal Development Programme: Introduction to Project Work part

Contents: Development-oriented thinking
Development procedure and methods
Project planning

Learning Strategies: Contact teaching, independent study. R&D period

Assessment: Exam and assignments

Bibliography: To be announced

(KLA V1Z) 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 V019) English/English for Accounting and Law

Credits: 3 cr Timing: 2nd yr

Objective: Students will be conversant with the most crucial themes and terminology involved

in business operations and financing as well as being able to provide a written and spoken presentation of a company including the most important figures. The course also covers the legal system and legal terminology.

Prerequisite: Basics of Business English

Contents: Changes in business operations
Financing
Accounting
The legal system
Legal vocabulary

Learning Strategies: Small group teaching

Assessment: Continual assessment, written and spoken presentations and a written exam

Bibliography: Study handout

(KLA V004) English/English for Production Economics

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

Objective: Students will activate and proactise 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 V011) Swedish/Svenska i affärslivet 2

Credits: 3 cr Timing: 2nd yr

Objective: This course deepens and widens students' knowledge of Nordic business life and provides a foundation for understanding texts concerning company economics, administration and funding and the skills for coping with written and spoken tasks using different means of communication within their own field/administration.

Contents: Customer service
Interest groups and stakeholders
Company forms
Business accounting
Different court instances and legal vocabulary
Business communication

Learning Strategies: Small group teaching

Assessment: Continual assessment, written exam

Bibliography: To be announced

(KLAV012) Svenska i affärslivet 2

Credits: 3 cr Timing: 2nd yr

Objective: Students will gain sound skills in Swedish for sales and marketing purposes as well as other spoken and written business communication tasks.

Prerequisite: Svenska i affärslivet I

Contents: Customer service and telesales
Product presentation and trade fairs
Marketing communication, consumer protection
Distribution
Business communication

Learning Strategies: Small group teaching

Assessment: Continual assessment, written exam

Bibliography: To be announced

(KLAV013) Svenska i affärslivet 2

Credits: 3 cr Timing: 2nd yr

Objective: This course covers the skills required to cope well with logistics related tasks, written and spoken in Swedish using different means of communication.

Prerequisite: Svenska i affärslivet 1

Contents: Logistics
Network trade
Packaging
Warehouse and storage control
Forwarding and deliveries
Business communication

Learning Strategies: Small group teaching

Assessment: Continual assessment, written exam

Bibliography: Virrankare, Optimalt. Logistiksvenska

(KLAM2Z) METHODOLOGICAL STUDIES II 13 cr

Students will be competent in research and development operations. They will be able to apply business mathematics and statistical methods. They will also gain proficiency in the application of qualitative and quantitative research methods.

(KLAM001) Statistics

Credits: 4 cr Timing: 2nd yr

Objective:	This course provides skills in handling statistical material, distribution numbers, common statistical methods, statistical tests, SPSS statistics programme use and interpretation of results.
Contents:	Handling and interpreting quantitative research material: 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 Accurate writing exam		
Bibliography:	Hirsjärvi, Remes, Sajavaara, Tutki ja kirjoita Lappalainen, Opinnäytehjeita		

(KLAM005) R&D 2 Qualitative and Quantitative Research

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will understand the basic concepts and structures of science and research. They will be able to critically read development project texts and reports and plan and implement surveys and development projects. They will gain the skills required to carry out their theses.		
Contents:	The concepts and structures of quantitative and qualitative research Action research and developmental job analysis The stages of research/a development project		
Learning Strategies:	Contact teaching and assignments		
Assessment:	Essay		
Bibliography:	To be announced		

OPTIONAL PROFESSIONAL STUDIES

(KLVTJZ) FINANCIAL ADMINISTRATION AND LAW 40 cr

(KLVTJ01) 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 assignments		
Assessment:	Exam and assignments		
Bibliography:	To be announced		

(KLVTJ02) Public Law

Credits:	3 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 (state, municipalities), decision-making and appeal regulations.		
Contents:	Basic rights The structure and activities of an authority and the civil service Government and municipality administration		

Legal protection for citizens

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: To be announced

(KLV TJ03) Procedural Law

Credits: 4 cr Timing:

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
Collection
Bankruptcy

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: To be announced

(KLV TJ04) 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

(KLV TJ05) 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

(KLVTJ06) Follow-up Course in Bookkeeping

Credits: 4 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
Planned depreciation and depreciation difference
Provision and revaluation
Financing entries
Limited company
Association

Learning Strategies: Lectures and exercises

Assessment: Exam and exercises

Bibliography: Tomperi, S., Kehittyvä kirjanpitolaitto - oppikirja ja harjoituskirja

(KLVTJ07) Corporate Taxation and Financial Statement 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 tilinpäätössuunnittelu
Further reading material e.g. articles from taxation and accounting journals/magazines

(KLVTJ08) Auditing

Credits:	4 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		

(KLV TJ09) 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., Arvonlisäverotus käytännössä		

(KLV TJ10) 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		

(KLV TJ11) R&D 3 Carry Out Project

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	Students will be able to apply development methods to solve a work based problem bearing in mind economic viewpoints.		
Prerequisite:	R&D 1 Introduction to Development Operations		
Contents:	Implementation of a practical project linked the student's professional studies.		
Learning Strategies:	Commissioned project work under the supervision of the teacher. R&D module		
Assessment:	Implentation of the project, documentation and the presentation of results if applicable		
Bibliography:	Students will acquire information on the project work using different sources of information		

(KLV MMZ) MARKETING AND ADVERTISING 40 cr**(KLV MM01) Product, Price and Availability**

Credits:	5 cr	Timing:	2nd yr
Objective:	This provides in depth knowledge of product, pricing and availability decisions and how to make such decisions. Students will gain insight into basic competition methods and how to combine them while taking into account profitability in marketing implementation.		
Prerequisite:	Customer-oriented marketing		
Contents:	Product decisions as part of the marketing mix Brands and creating a brand Product development and commodification Product life-cycle thinking Price decisions as part of the marketing mix Factors affecting pricing Pricing strategies and methods Price concept formation and psychological pricing Marketing channel decisions as part of the marketing mix Developing retail and availability questions		
Learning Strategies:	Lectures, assignments and group work		
Assessment:	Exam and assignments		
Bibliography:	Jobber, D., Principles and Practice of Marketing (or equivalent) Further reading to be announced		

(KLV MM02) Sales Negotiations and Promotion

Credits:	5 cr	Timing:	2nd or 3rd yr
Objective:	Students will gain knowledge of the different areas of sales negotiations and sales promotion, thus developing their own capabilities in profitable sales work and in planning and leading sales work.		

Contents: The psychology of sales work
 Communication and interaction skills in sales
 The stages of a sales negotiation
 Planning and organising sales
 Making sales more effective and developing as a salesperson
 Sales promotion (SP) and public relations (PR) supporting sales
 - trade fairs, exhibitions and sponsorship

Learning Strategies: Small group teaching and assignments

Assessment: Participation and small group teaching, assignments and written exercises

Bibliography: Havunen, Risto, Uusi näkökulma asiakkaaseen - oivaltamisen kautta tuloksiin, Edita 2000.
 Chitwood, Roy, Huipputason myyntitaito. Asiakaslähtöisen myyntityön 7 vaihetta, Oy Rastor Ab
 Further reading to be announced

(KLVMM03) Advertising

Credits: 4 cr Timing: 2nd yr

Objective: Students will be conversant with different forms of advertising and how to select them and will learn to understand the versatility of the field of advertising in terms of research and a field of employment.

Contents: The history of advertising
 Forms of advertising and their selection
 Studying advertising
 Advertising agency cooperation
 Advertising as an aid to strategic marketing planning
 Marginal terms of advertising

Learning Strategies: Lectures, exercises, written assignments and study visits

Assessment: Learning diary, assignments and written exercises

Bibliography: Study package handout, study handouts during classwork and separate background reading

(KLVMM04) Market Research

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

Objective: This course provides students with skills in information gathering using market research necessary in management. Students will be able to plan and carry out a piece of research.

Contents: Management information requirements in decision-making
 The concepts and stages of marketing research
 Marketing research methods and requirements

Learning Strategies: Contact teaching and assignments

Assessment: Exam and assignments

Bibliography: Lahtinen Jukka Markkinointitutkimus
 Further literature to be announced

(KLVMM05) Focus Group Research

Credits:	3 cr	Timing:	2nd or 3rd yr
Objective:	Students will gain insight in how to carry out a focus group study as well as how to plan and carry out a piece of research.		
Prerequisite:	Marketing Research		
Contents:	Qualitative and focus group research as a research method The advantages and limitations of focus group research Planning, carrying out and reporting focus group research (project)		
Learning Strategies:	Contact teaching and group supervision. R&D module.		
Assessment:	Planning, carrying out and reporting a research project		
Bibliography:	Solatie, Jim: Focusryhmät - kvalitatiiviset ryhmäkeskustelut strategisen markkinointitutkimuksen apuna, 2001. Further reading to be announced		

(KLVMM06) Visual Planning and Printing Techniques

Credits:	5 cr	Timing:	3rd yr
Objective:	Students will gain insight into advertising graphics planning and its different areas and basic skills in planning visuals.		
Prerequisite:	Students will become proficient in image manipulation and page folding.		
Contents:	Readability and typography Layout and visual expression and the visual elements of advertising Design management/house style Visual design and expression The world of colours Posters as a tool of visual expression Ordering printed material from a printer's.		
Learning Strategies:	Contact teaching, assignments and study visits		
Assessment:	Portfolio, planning a poster		
Bibliography:	Study handouts		

(KLVMM07) Planning in Marketing

Credits:	4 cr	Timing:	2nd - 3rd yr
Objective:	Students will learn how to plan and evaluate different types of advertising campaigns and will gain the skills to implement them. They will understand campaign planning as a part of the overall marketing planning process.		
Contents:	Campaign planning as part of a company's marketing communication planning The stages of campaign planning and the main points of a commission The aims of the campaign Customer/target group analysis Media advertising and how to choose a form of advertising		

Time and action programme/budgeting

Learning Strategies: Lectures, assignments, written assignments and visits

Assessment: Written assignments and a larger campaign plan assignment

Bibliography: A study package, study handouts during classwork and separate background reading

(KLVMM08) Leading Strategic Marketing

Credits: 4 cr Timing: 3rd yr

Objective: Students will gain in depth knowledge of strategic marketing management and leadership.

Contents: Marketing strategy as a concept
Coordinating action processes
Company offerings and business
Marketing strategies
Planning a development strategy

Learning Strategies: Lectures and assignments, presentation

Assessment: Lectures and assignments, exam/presentation

Bibliography: Aaker David: Strategic Marketing Management (2005); Timo Rope ja Irma Vahvaselkä Suunnitelmallinen markkinointi;
Haverinen Markkinointi; Lambin Jean-Jacques Strategic Marketing Management

(KLVMM09) Digital Marketing

Credits: 4 cr Timing: 3rd yr

Objective: This course outlines the corner stones and main principles of digital marketing while providing an understanding of the importance of community based media participating in a company's marketing and business operations.

Contents: Marketing and the digital breakthrough
Digital marketing as part of company strategy
Channels and areas of digital marketing
The processes of digital marketing

Learning Strategies: Lectures, assignments, study visits

Assessment: Assignments, written exercises and exam

Bibliography: Merisavo, Vesanen, Raulas, Virtanen: Digitaalinen markkinointi
Salmenkivi, Nyman: Yhteisöllinen media ja muuttuva markkinointi 2.0

(KLVMM10) R&D 3 Carry Out Project

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

Objective: Students will be able to apply development methods to solve a work based problem bearing in mind economic viewpoints.

Prerequisite:	R&D 1 Introduction to Development Operations
Contents:	Implementation of a practical project linked the student's professional studies.
Learning Strategies:	Commissioned project work under the supervision of the teacher. R&D module
Assessment:	Implentation of the project, documentation and the presentation of results if applicable
Bibliography:	Students will acquire information on the project work using different sources of information

(KLVTLZ) PRODUCTION ECONOMICS AND LOGISTICS 40 cr

(KLVTL01) Production Technology

Credits:	4 cr	Timing:	2nd yr
Objective:	Students will gain an overview of production plants, production systems, manufacturing methods, and the machines and equipment of the most significant fields of production.		
Contents:	Production process Production methods Manufacturing systems and methods		
Learning Strategies:	Lectures and study visits		
Bibliography:	Ihalainen, Aaltonen, Aromäki, Sihvonen, Valmistustekniikka Teaching handout		

(KLVTL02) Technical Drawing

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will gain an understanding of the significance of technical drawing as a principle element of manufacturing. Additionally students will learn to read and do technical drawings.		
Contents:	Standards Projections and axonometry Cross sections Dimensions and tolerance Discipline-specific marks, symbols and graphs		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam and assignments		
Bibliography:	Heikkilä M., Tekniset piirustukset Autio, A., Hasari, H., Koneenpiirustus ammattikorkeakouluille ja teknisille oppilaitoksille		

(KLVTL03) Introduction to CAD

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will learn how to use CAD 2D software and what it can offer.		
Contents:	CAD systems and their features Basic drawing functions and commands Edit functions Dimensioning Symbols and their use Printing drawings		
Learning Strategies:	small group teaching and assignments		
Assessment:	Skills demonstration test and assignments		
Bibliography:	Illikainen, K., AutoCAD 2006 Further reading and material as indicated by the teacher		

(KLVTL04) Introduction to Mechanics and Electronics

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will gain knowledge of the physical principles of the planning, selection and manufacturing methods used in production, forming a basis for studying professional technical subjects.		
Contents:	Basic quantities Statics and dynamics Work, power and energy Electrostatics Alternating and direct current		
Learning Strategies:	Lectures and calculation assignments		
Assessment:	Exam		
Bibliography:	Teaching handout		

(KLVTL05) Material and Machine Technology

Credits:	3 cr	Timing:	2nd yr
Objective:	This course provides an understanding of the principles underlying the economically viable selection of structural materials, machine parts and the equipment assembled from them in mechanical construction.		
Contents:	The testing and general features of materials Steels and other metals Technical plastics and composites Machine parts dimensioning Machine parts and their coupling/connections Bearings and lubrication techniques Production lines and plants		
Learning Strategies:	Lectures and calculation exercises		
Assessment:	Exam		

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

(KLVTL06) Manufacturing Automation

Credits: 4 cr Timing: 3rd yr

Objective: Students will gain knowledge of transfer, transport, turning, positioning and holding/gripping devices, their control systems and equipment.

Contents: Principles of NC (control)
Sensors and operational equipment
Units of linear and rotating movement
Conveyor, transfer and storage systems
Programmable logic systems
Industrial robots

Learning Strategies: Lectures and assignments/laboratory

Assessment: Exam and assignments

Bibliography: Kotamäki, Nyberg, Koneautomaatio 2000
Teaching handout

(KLVTL07) Quality Technology

Credits: 3 cr Timing: 3rd yr

Objective: Students will gain knowledge of corporate quality systems and how they work, are maintained and developed. The course will focus on quality standards that can be applied with varying degrees of success in different situations. Students will also grasp statistical quality control methods and support advice.

Contents: Corporate quality control systems
Quality management
Quality costs
ISO 9000 quality system
Quality philosophies
Statistical quality control

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: To be announced

(KLVTL08) Production Planning

Credits: 5 cr Timing: 3rd yr

Objective: This course provides students with an overall idea of a manufacturing company's operations and production process control. Students will also gain knowledge of the techniques used to carry out profitable production ventures.

Contents: Basic concepts and aims of production planning
Production technology planning

Rough and detailed planning
Material control and logistics
Production planning philosophies

Learning Strategies: Lectures and assignments

Assessment: Exam, assignments

Bibliography: Lapinleimu, I. et al, Kone- ja metalliteollisuuden tuotantojärjestelmät
Karrus, K., Logistiikka
Uusi-Rauva, E. et al, Teollisuustalous
Further reading indicated by the lecturer

(KLVTL09) Project Management Skills

Credits: 3 cr Timing: 2nd yr

Objective: Students will adopt a systematic and goal-oriented way of working that can be applied to the planning and management of one-off sets of assignments.

Contents: Management procedure
General principles of project work
Project plan structure
Planning and supervision techniques and technology
Use of IT in project management
Schedule and time follow-up

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

(KLVTL10) Production System Maintenance and Development

Credits: 3 cr Timing: 3rd yr

Objective: Students will understand the importance of profit development and maintenance in successful business ventures. They will also grasp the significance of the requirements and needs for changes in production systems and organisation that result from development operations. Students will become conversant with the different principles of maintenance and they will also acquire basic knowledge of occupational safety.

Contents: Development operations as part of business ventures
The product and production development process
Organising and managing development
Maintenance philosophies
Equipment maintenance

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: As indicated by the lecturer

(KLVTL11) Export and Import Routines

Credits:	3 cr	Timing:	2nd year
Objective:	To familiarize the student with the basic routines and procedures in export/import trade.		
Contents:	Entry strategies, distributorship and agency contracts Quotations Incoterms Terms of payment Documents in foreign trade Transportation Customs clearance Insurance		
Learning Strategies:	eLearning		
Assessment:	Assignments		
Bibliography:	Course material in the virtual studying environment and internet		

(KLVTL12) R&D 3 Carry Out Project

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	Students will know how to apply development procedures to solve a working-life based problem taking into account the economic aspects of operations.		
Prerequisite:	R&D 1 Introduction to Development Operations		
Contents:	Implementation of a practical project linked with professional studies		
Learning Strategies:	- a project(s) carried out for a commissioning party under the supervision of the teacher R&D module		
Assessment:	Implementation of the project, documentation and possible presentation of results		
Bibliography:	Students must find their own reading material appropriate to their project theme, using different sources.		

(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.

(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. New trends in leadership methods

Learning Strategies: Web-based independent study using related literature. Students may also write the long essay on another theme related to the subject and agree with the teacher.

Assessment: Supervised long essay in the web

Bibliography: Background reading:
Ståhle, 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. Company strategies.

Learning Strategies: Web based independent studies using available related literature. Students can also write the essay on a another theme related to the subject previously agreed with the teacher.

Assessment: Web-based assessed long essay

Bibliography: Olve, N.-G., Roy, J., Wetter, M., Balanced scorecard - Yrityksen strateginen ohjausmenetelmä
Karlöf, B., Strategia - suunnitelmasta toteutukseen
Other literature on strategic leadership

(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!

(KLVY052) Practical Creativity

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		

(KLVY064) Entrepreneurship in practise

Credits:	6 cr	Timing:	2nd - 3rd yr
Objective:	Students will develop their business ideas 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:	Basic studies		
Contents:	Leading customer-bases Practical project leadership Leading teams - Marketing and Innovation		
Learning Strategies:	Project learning, teamwork and reading		
Assessment:	Planning, carrying and promoting out a customer project and report		
Bibliography:	To be agreed at the beginning of the course		

(KLVL002) 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

(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, r&d course

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

(KLWY039) Personal Safety and Crime Prevention

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

Objective: this course introduces students to central aspects of legislation and regulations concerning personal safety and crime prevention. Students will be able to recognise threats to personal safety and criminal threats and how to combat them. They will also be proficient in travel safety issues.

Contents: Threatening situations
The safety of outsiders, clients
The safety of key persons
Recruitment and actions at the end of a work contract
Travel safety
Criminal activities aimed at a company's operations, staff or property
(Internal/external threat)
Cooperation with the authorities (police, insurance companies)
Actions in a criminal case
Legislation (use of force, citizen's arrest)

Learning Strategies: Lectures and assignments

Assessment: Exam

Bibliography: To be announced

(KLWY044) Security of Premises and Facilities

Credits:	5 cr	Timing:	2nd - 4th yr
Objective:	Students will gain knowledge of the security of premises and facilities as a whole and security equipment in this field of security. Students will know the technical solutions for fire safety and be able to compile a fire safety plan for buildings.		
Contents:	Structural safety (key control, fences, gates, lighting and safes) Security monitoring (staff, vehicles, security guards) Security device technology Fire safety (classification, compartmentalising, arson prevention, rescue and extinguishing systems/arrangements) Rescue plans (structural, prevention, extinguishing and rescue, first aid, reparations and clearing)		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam		
Bibliography:	To be announced		

(KLWY047) Occupational Health and Safety

Credits:	3 cr	Timing:	
Objective:	This course introduces students to occupational safety legislation and regulations as well as machine and device and dangerous substances' safety regulations. Students will know occupational safety notices and official regulations and they will also be conversant with the subject of occupational well-being and health.		
Contents:	Occupational safety and related legislation Safety at work (machines and equipment, physical factors, dangerous substances, protective garments and accessories) Close shave situations and learning from them Occupational health and well-being (occupational health, work capability activities) A shared work place		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam		
Bibliography:	To be announced		

(KLWY046) Crime Prevention and Risk Management

Credits:	5 cr	Timing:	2nd - 4th yr
Objective:	Students will be conversant with the basics of crime prevention, operational environments and related legislation. They will be able to carry out risk surveys and be aware of the importance of planning ahead to ensure continuity. This course also covers the basics of crises communication and purchasing security services.		
Contents:	Operational environment; development trends Security and crime prevention legislation Planning and leading crime prevention, OHSAS18001 Standards and barometres		

Accident and damage statistics
 Risk survey and management methods
 Planning ahead and being prepared
 Crisis communication

Learning Strategies: Lectures and assignments

Assessment: Exam

Bibliography: To be announced

(KLVY076) Housing Company Accounting and Administration

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

Objective: Students will be conversant with housing company bookkeeping and accounting and their special features as well as the most important board regulations.

Contents: Budgeting
 Routine bookkeeping
 Financial statements and taxation
 Separate calculations
 Shareholders meeting, the board and property manager
 Responsibility for maintenance

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: To be announced

(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

(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 kirjanpitolaito - 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 kirjanpitolaita - Mikä on sallittua, mahdollista, kiellettyä? (uusin painos) Articles provided by lecturer		

(KLVY066) Finance

Credits:	5 cr	Timing:	2nd-4th year
Prerequisite:	Finanssitoiminnot		
Learning Strategies:	lectures, exercises		
Assessment:	exam, case study		
Bibliography:	to be announced		

(KLVY077) The Special Features of Corporate 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		
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		
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		

(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

(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.

Contents: Publicity of activities carried out by authorities
 Protection of privacy
 - data security
 - personal data law
 - data security in working life
 - security surveys
 - Different opinions concerning data security

Learning Strategies: e-course

Assessment: Assignments for assessment and exam

Bibliography: To be announced

(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

(KLVY078) Criminal Law

Credits: 3 cr Timing:

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 elements constituting a crime.

Contents: The most common doctrines of criminal law
Preliminary investigation and coercive measures
Crime recognition signs and essential elements of a crime
Consequences and punishments
A criminal trial

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: To be announced

(KLVY079) Public Sector Economy

Credits: 3 cr Timing: 2nd yr

Objective: The course will provide proficiency in public sector accounting particularly municipal accounting.

Contents: Strategic municipal planning
Municipal finances (e.g. budget, financial statement, VAT, financial monitoring, internal accounting)
Parish and state finances

Learning Strategies: Lectures and exercises

Assessment: Exam and exercises

Bibliography: Study handout

(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

(KLVY067) Strategic Marketing

Credits: 3 cr Timing: 2nd - 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: Web-based course (independent study) N.B. Students who have completed the Strategic Marketing Leadership course cannot opt to do this course.

Assessment: Discursive essay

Bibliography: Aaker David A, Damien McLoughlin: Strategic Market Management (2007, European edition tai 2001 7th edition)
 Drummond, Graeme: Strategic marketing planning and control (2002)

(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

(KLVY035) Consumer Behaviour

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

Objective: Students will be conversant with the factors affecting a consumer's and an organisation's decision to purchase.

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:	Web-based course (Independent study)
Assessment:	Analysis assignments according to set tasks
Bibliography:	Blythe, Essence of Consumer Behaviour Solomon, M. Bamossy, G. & Askegaard S: Consumer behaviour

(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		

(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		

(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,		

(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 attraction factors Tourism as a form of income in Finland and the world Portrait of a tourist Tourism promotion and control The regional structure of tourism in Finland The environment and tourism The significance of tourism to the regional economy The future of tourism		
Learning Strategies:	Lectures and course-work completed in small groups		
Assessment:	Exam and assignments		
Bibliography:	Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism Principles and Practice (2006) 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.		

Learning Strategies: Web-based independent study using related literature. Students can also write the essay on another theme related to the subject previously agreed with the teacher.

Assessment: Web-based long essay returned for assessment

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

(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

(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

(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

(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

(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

(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 rates of interest Investment calculations 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

(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		

(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		

(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		

(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		

(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

(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
Lammi Outi, Excel 2007

(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

(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

(KLVY058) Computer Graphics - Corel

Credits:	3 cr	Timing:	2nd - 4th year
Objective:	To famialiarize 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		

(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 MS Sharepoint Designer programme and HTLM		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam and assignments		
Bibliography:	Handouts Korpela, J., Linjama, T., WEB-suunnittelu		

(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 MS Sharepoint Designer program Personal web sites and evaluation		
Learning Strategies:	Lectures, group work, practical exercises		
Assessment:	Exam, return tasks		
Bibliography:	Matthews, M., Microsoft Office		

(KLVY080) Introduction to 3D Modelling

Credits:	3 cr	Timing:	1. - 4th yr
Objective:	Student will know how to plan and produce 3D modelling based leaflets and animation for advertising and marketing		
Prerequisite:	Knowing how to use digital photo manipulation would be to the students' benefit		
Contents:	The principles of 3D graphics The principles of Studio 3ds Max Software The principles of photo manipulation Modelling and textures Lighting Visualization and 3D animation		
Learning Strategies:	Lectures, group work, assignments		
Assessment:	Modelling exercises, assignment: Composing, planning and compiling a advertising animation as a group work		
Bibliography:	Jones, A., et al., 3D Studio Max: Professional Animation		

(KLVY075) How to Write Correctly

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	Fluent Finnish: students will be proficient in writing in Finnish using clear, correct language that is required in academic writing for study purposes, e.g. maturity test.		
Contents:	Readability: sentence formation, verb combinations and punctuation Correct language: compound nouns, foreign words, abbreviations, cases Writing: different types of texts and styles (e.g. maturity test)		
Learning Strategies:	Small group teaching		
Assessment:	Language exercises, piece of assessed writing		
Bibliography:	Iisa, Oittinen, Piehl Kielenhuollon käsikirja		

(KLV L003) 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:	Introduction to corporate communications Internal and external communications Briefing and media relations Crisis communications Informative writing Communication strategic planning as part of corporate communications as a whole		
Learning Strategies:	Lectures, written assignments and study visits		
Assessment:	Exercises and assignments, portfolio		
Bibliography:	Study handout and further reading e.g. Juholin Elisa, Communicare!		

(KLVY072) Public Administration

Credits:	3 cr	Timing:	1st - 3rd yr
Objective:	Students will gain insight into the Finnish political system and how it works, state and municipal administration, public sector decision making processes, the provincial development programme and the operations of EU bodies		
Contents:	The basic principles of the political system State administration Municipal administration EU bodies and the main points of the provincial development programme		
Learning Strategies:	web-based independent study		
Assessment:	Web-based assignments returned for assessment		

(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		

(KLVY069) Communication in Student Recruitment

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

(KLVY062) Peer Tutoring

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

(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.		

(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

(KLWY042) Finnish Culture

Credits: 3 cr Timing: 2nd yr

Objective: Students will gain a basic overview of the Finnish way of life and its history and be able to apply this knowledge to the tourism industry.

Contents: Background to Finnish culture
 National and local culture
 Significant events, people, environments and phenomena.
 Finnish culture in tourism product development.

Learning Strategies: Lectures and assignments. Partly web-based course

Assessment: Assignment and exam

Bibliography: To be announced

(KLWY040) InnoMarathon

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

Objective: Students will be able to innovate practical business development solutions for commissioning parties while simultaneously learning how to exploit innovation processes in development.

Contents: Getting to know the focus of development
 The innovative process
 Proposing solutions

Learning Strategies: Group work, R&D study module

Assessment: Innovation process, learning diary

(KLVK036) Swedish for Legal Issues

Credits: 3 cr Timing: 2nd yr

Objective: Students will be able use Swedish in law-related customer services situations.

Prerequisite: Svenska i affärlivet 1

Contents: The Finnish legal system
Legal vocabulary
Legal processes
Current affairs in Finnish law
Customer services

Learning Strategies: Small group teaching

Assessment: Continual assessment, written and oral exam

Bibliography: Handout

(KLVK030) Swedish/Det låter bra!

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

Objective: Students will develop their spoken Swedish so as to be able to participate in different types of discussions and conversations.

Prerequisite: Basic and professional Swedish studies

Contents: Speaking exercises through drama
The topics of conversation will be agreed with the group

Learning Strategies: Small group teaching

Assessment: Evaluated conversation completed in pairs or other form of assessment as agreed.

Bibliography: Study handout

(KLVK031) Swedish/Finland och Norden i nötskal

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

Objective: Students will develop their Swedish skills and their knowledge of nordic business/tourism culture.

Prerequisite: Basic and professional studies in Swedish

Contents: The Nordic countries and the special features of their cultures.

Learning Strategies: Independent study

Assessment: Distance assignments and essay exam

Bibliography: Study handout

(KLVK032) Swedish/Fakta inom din bransch

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

Objective: Students will deepen their knowledge of their field of business

Prerequisite: Basic and professional Swedish studies

Contents: Economic life
Tourism services
The world of business

Learning Strategies: Independent study

Assessment: Chat, comments and exercises in the moodle learning environment

Bibliography: Web-based material

(KLVK003) Business World

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

Objective: To familiarize oneself with the current issues in international business in different market areas, to learn about the business culture and the customs of the areas selected and to present oral and written reports

Prerequisite: Basic and professional studies

Contents: Current issues in international business
Communicational differences and similarities
Cultural awareness
Business culture
Pull factors of the areas

Learning Strategies: Small group sessions

Assessment: Continuous assessment, oral and written reports, written exam

Bibliography: Handout

(KLVK005) English/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

(KLVK033) English/English for Law Studies

Credits: 3 cr Timing: 3rd yr

Objective:	Students will activate and deepen their written and spoken presentation skills so as to be able to work in the legal system and legal customer service situations using English.
Prerequisite:	English for Accounting and Law
Contents:	Trial Presenting criminal cases e.g. TV crime series or a local court decision Public law Customer service
Learning Strategies:	Partly web-based
Assessment:	Written and oral presentations, written exam
Bibliography:	To be announced

(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		

(KLVK004) English/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		
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:	Handout		

(KLWK001) Spanish for Beginners - Curso de español elemental - nivel 1

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:	to be announced later		

(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:	to be announced later		

(KLWY038) Español elemental - nivel 3

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	Students will strengthen and widen their knowledge and use of Spanish grammar and vocabulary, develop their spoken Spanish and acquire a variety of knowledge on Spanish-speaking countries and their cultures.		
Prerequisite:	Previously accomplished beginners' courses or equivalent studies/knowledge		
Contents:	Verb tenses and moods, family, everyday and work related situations, cultural perspectives		
Learning Strategies:	Small group teaching		
Assessment:	Continual assessment, written exam		
Bibliography:	To be announced		

(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 Spanish and Hispanic business culture		
Learning Strategies:	Independent study, supervised independent study		
Assessment:	Written exercises, written and oral exam, listening test		
Bibliography:	Lindgrén, Savinainen, Seppä, Claves del éxito		

(KLVK021) Working Spanish 2

Credits:	2 cr	Timing:	2nd - 4th yr
Objective:	This course is a continuation from Working Spanish 1, equipping students with the skills needed in various business situations in the Spanish-Speaking world		
Prerequisite:	Basic and lower intermediate studies in Spanish		
Contents:	Business travel Commercial relations between Finland and Spain Company presentation Products and services Product presentation		
Learning Strategies:	Independent study, supervised distance learning		
Assessment:	Written exercises, written and oral exam, listening comprehension test		
Bibliography:	Lindgrén-Savinainen-Seppä, Claves del éxito		

(KLWK002) French for Beginners

Credits:	5 cr	Timing:	1st - 4th yr
Objective:	To equip an absolute beginner with the French language skills required in various everyday situations and with knowledge of French culture.		
Contents:	grammar, pronunciation and writing exercises Greetings, introductions Restaurant French Travel Telephoning		
Learning Strategies:	Small group teaching		
Assessment:	Continuous assessment, written exam		
Bibliography:	Bird et al., Absolute Beginner's Business French		

(KLVK010) Continuation Course in French

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	Students will develop their grammar use, vocabulary and speaking skills in French.		
Prerequisite:	5 cr of approved basic studies or previous equivalent studies		
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		

(KLWY049) French Grammar Exercises

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	Students will strengthen and broaden their proficiency in French grammar and vocabulary.		
Prerequisite:	High School short course or equivalent studies		
Contents:	Exercises in french grammar		
Learning Strategies:	Independent studies		
Assessment:	Written exercises, written exam		
Bibliography:	Study handout		

(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.		
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:	Berditchevski A, Steps Jegorenkov M., Piispanen S., Väisänen T., Mozno!1 Alestalo, M., Venäjää matkailijoille		

(KLVK012) Continuation Course in Russian

Credits:	3 cr	Timing:	1st - 4th yr
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:	Berditchevski A., Steps Jegorenkov M., - Piispanen S., - Väisänen T., Mozno!1		

Alestalo M., Venäjää matkailijoille
Vassilieva E., Kto? Gde? Kogda? Intensiivinen puhutun venäjän peruskurssi

(KLWY048) Russian Continuation Course 2

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	Students will strengthen and widen their proficiency in Russian grammar and vocabulary, develop their spoken Russian and knowledge of Russian culture and ways of conducting business.		
Prerequisite:	Russian for beginners, Russian Continuation course (total 8 credits) or equivalent studies		
Contents:	Commercial texts Vocabulary practice Role-plays Grammar exercises: verb tenses, declensions and their use		
Learning Strategies:	Small group teaching		
Assessment:	Written exercises, exam		
Bibliography:	Study handout		

(KLVK013) Introduction to Business Russian

Credits:	3 cr	Timing:	2nd - 3rd 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 exercises Vocabulary exercises Introduction to business correspondence		
Assessment:	Continuous assessment, written exercises, written exam		
Bibliography:	Salenius, P., Liikekirjeet venäjäksi Binder, Kärnä jne Liikeviestinnän käsikirja Alestalo-Shepelenko M. - Hämäläinen E., Venäjän kielioppi - venäjää aikuisille Kohls, S., Business Russian (tai vastaava)		

(KLWK004) German for Beginners I

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		

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 simple business communication situations and to broaden their basic grammar and vocabulary skills as well as their knowledge of Germany and German etiquette and manners. Students will also be able to talk about general issues to a certain extent, 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
Emails
German culture and business etiquette

Learning Strategies: Small group teaching

Assessment: Continuous assessment and written exam

Bibliography: Kudel-Kyyhkynen: Einverstanden 1 and study handout

(KLVK028) German/Fachdeutsch für Fortgeschrittene

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

Objective: Students will be equipped with the skills needed to cope in service situations in business and in the tourism and hospitality business according to the requirements of German etiquette. They will be able to present the company's services and to provide information about their own region and country.

Prerequisite: Proficiency test

Contents: Students will be equipped with the skills needed to cope in service situations in business and in the tourism and hospitality business according to the requirements of German etiquette. They will be able to present the company's services and to provide information about their own region and country.

Learning Strategies: Small group teaching

Assessment: Continual assessment and written exam

Bibliography: Study handout

(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:	Anfängerstufe Deutsch im Beruf II or proficiency test		
Contents:	Verbs Adjectives Nouns Adverbs Pronouns Word Order Style		
Learning Strategies:	Independent study		
Assessment:	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., <i>Lingua italiana per stranieri</i> 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., <i>L'italiano per gli affari</i>		

(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:	R&D 2 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

Learning Strategies: R&D module

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: Basic studies and a sufficient amount of professional studies. Students are assumed to have at least 90 cr (training in the autumn of the 3rd yr) and 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
 Visiting address: Kuntokatu 5, 87100 Kajaani
 Tel. (08) 6189 91
 Fax (08) 6189 9626

Head of School Ms Heli Itkonen
 Tel. (08) 6189 9447, GSM 044 7101 447
 Email: heli.itkonen@kajak.fi

Head of the Degree Programme
 Mr Sami Malm
 Tel. (08) 6189 9465
 Email: sami.malm@kajak.fi

International Study Office
 Ms Kirsi Sievers
 Visiting address: Ketunpolku 3 (Tieto 3), 87100 Kajaani
 Tel. 08 – 6189 9616
 Email: kirsi.sievers@kajak.fi

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
International Business Awareness	<ul style="list-style-type: none"> ▪ 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. ▪ Ability to assess the impact of these trends of the international business environment on his own activities as well on the business policy.
Intercultural Adaptability	<ul style="list-style-type: none"> ▪ 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. ▪ Identification of the relevant dimensions of cultures and development of self-awareness of his own cultural background. ▪ Ability to adapt his behaviour to the standards in other cultures and can maintain an international network essential to his tasks.
International Operations Management	<ul style="list-style-type: none"> ▪ 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.
International Marketing Management	<ul style="list-style-type: none"> ▪ 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. ▪ 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. ▪ Ability to create, develop and maintain profitable customer relationships.
International Strategic Management	<ul style="list-style-type: none"> ▪ Ability to use the conceptual and visionary skills to contribute to the development, evaluation and implementation of the internationalisation strategy of a company. ▪ Ability to pro-actively seek and commercially evaluate business opportunities for both new and existing products. ▪ Risk-taking ability in order to optimise business profit. ▪ Ability to write and defend a business plan for a (start-up) company. ▪ 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. ▪ Ability to contribute to and evaluate key accounting summaries and investment opportunities.

Organisational Development	<ul style="list-style-type: none"> ▪ 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.
-----------------------------------	--

Annual Themes – Description of Progress in Studies

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

1st 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.

2nd 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

3rd 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 86.

Progress Chart

1 st year	2 nd year	3 rd year	4 th 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

Business Activities Introduction to Business Operations Introduction to Management Accounting Introduction to Business Law Introduction to Marketing Introduction to Management Project Management Supply Chain Management	28 CR 3 cr 5 cr 3 cr 5 cr 5 cr 3 cr 4 cr
Operational Environment Economics International Economics	6 CR 3 cr 3 cr
Methodological Studies Basics of Hardware and Software Office applications Business Mathematics	10 CR 4 cr 3 cr 3 cr
Communication Studies English: Basics of Business English Foreign Language * <u>Finnish Students</u> Business Finnish Swedish: Svenska i affärlivet 1 <u>Foreign Students</u> Finnish for Foreigners I	14 CR 3 cr 5 cr 3 cr 3 cr 6 cr
Personal Development Programme	3 CR

* 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

International Business Activities	34 CR
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
Methodological Studies	7 CR
Applied Research Techniques	3 cr
Statistics	4 cr
Communication Studies	21 CR
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: Svenska i affärslivet 2	3 cr
Academic Finnish	3 cr
<u>Foreign students:</u>	
Finnish for Foreigners II	3 cr
Finnish for Foreigners III	3 cr
Further Specialisation Studies **	27 CR
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
FREE-CHOICE STUDIES	15 CR
PRACTICAL TRAINING	30 CR
THESIS	15 CR

** 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: Hill and MacShane, Principles of Management
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

Learning Strategies: Lectures, practical exercises (Project Plan)

Assessment: Exam 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

Credits:	4 cr	Timing:	1st yr
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
Formal written language
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 in business and public administration communication situations with confidence both in writing and orally, using the Finnish language.

Prerequisite: Word Processing

Contents: Finnish oral and written communication for Finnish speaking students:
public speaking and use of voice
Academic and professional speeches
Outlining a speech
Job applications, CV, Memos, Summaries
Reporting, Meeting, Negotiations

Learning Strategies: Lectures, practical exercises

Assessment: Oral and written exams, business letters and written exercises

Bibliography: Andersson, Kylänpää: Käytännön puheviestintä
Kylänpää, Viestintätilanteet

(KBBC005) Swedish: Svenska i affärslivet 1

Credits:	3 cr	Timing:	1st year (for Finnish speaking students)
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		

(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 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: Completed tasks throughout the program

Bibliography: Routledge and Carmichael, Personal Development and Management Skills,
Selected reading, handouts

COMPULSORY 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 and 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)

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.

(KBPI005) International Business Law

Credits:	3 cr	Timing:	2nd - 3rd year
Objective:	The course will provide students with the general knowledge of the legal framework of global business. Apart from dealing with current legal rules and regulations affecting international business operations students will be exposed to new developments and trends that will change the structure of future business transactions. In addition, analysis of selected markets shall be conducted.		
Contents:	International and comparative law Responsibilities of state Sales Dispute settlement Foreign investment Intellectual property		
Learning Strategies:	Case studies, group discussions will be utilised to supplement lecture sessions		
Assessment:	To be announced		
Bibliography:	August, R., International Business Law, Prentice Hall		

(KBPI010) Business Projects

Credits:	6 cr	Timing:	2nd yr spring
Objective:	The main task is to offer students the possibility to learn from a practical point of view, how business ideas are generated, how business plans are made & how to turn plans into a profitable business venture. Students will learn the basis of entrepreneurial activities and the principles of profit making.		
Prerequisite:	1st year Basic Studies		
Contents:	Business ideas Business plan Capital generation Basis of profit making, Business operation, Marketing, Creativity, Teamwork Problem solving.		
Learning Strategies:	Practical project work to be accomplished in a team. While working on the projects, students will continue to take part in other courses. Project guidance will be given during meetings with the project supervisor.		
Assessment:	Presentation and report of Business Plan.		

(KBPI007) Export and Import Routines

Credits:	3 cr	Timing:	2nd year
Objective:	To familiarize the student with the basic routines and procedures in the export/import trade.		
Contents:	Entry strategies, distributorship and agency contracts Quotations		

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

Learning Strategies: e Learning

Assessment: Assignments

Bibliography: Course material in the virtual study environment 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
 Financial assets valuation, and portfolio selection

Learning Strategies: Lectures, exercises, case-studies

Assessment: Exam, case-studies

Bibliography: To be announced

(KBPM7Z) METHODOLOGICAL STUDIES 7 cr**(KBPM003) Applied Research Techniques**

Credits: 3 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

(KBPM004) Statistics

Credits: 4 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 15 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

(KBPC008) Swedish: Svenska i affärlivet 2

Credits: 3 cr Timing: 2nd yr (for Finnish speaking students)

Objective: Students will gain sound skills in Swedish for sales and marketing purposes as well as other spoken and written business communication tasks.

Prerequisite: Svenska i affärlivet I

Contents: Customer service and telesales
Product presentation and trade fairs
Marketing communication, consumer protection
Distribution
Business communication

Learning Strategies: Small group teaching

Assessment: Continual assessment, 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
Iisa, Oittinen, Piehl, Kielenhuollon käsikirja

(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

Contents:	To be announced
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:	Web based individual assignment and case studies.		
Bibliography:	Consumer behaviour (a European Perspective) 3rd edition, Solomon, Et al.		

(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:	The course aims to provide students with a general understanding of the business systems in several major Asian markets like Japan, Korea, Singapore, Greater China; the business environments within which they operate with a special emphasis on the cultural aspect of Asian societies. In addition, it provides a general understanding of the important issues that business managers face in the region. The course provides students with knowledge about how business is conducted and how foreign companies operate in this environment.		
Contents:	The Far East		

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 20%, group presentations and report 30%, final examination 50%

Bibliography: Lasserre, P, Hellmut Schutte H., Strategies for Asia Pacific Meeting New Challenges
 Sonia El Kahal, Business in Asia Pacific Text and Cases
 Other materials, articles as deemed appropriate

(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 risks.

Learning Strategies: Web course

Assessment: Completed business plan

(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 studying in the virtual studying environment using books concerning the subject. Students may also write an essay on another agreed theme linked to the subject.
Assessment:	Long essay
Bibliography:	Possible sources for the long essay: 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

(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 studying in the virtual studying environment using books concerning the subject. Students may also write the essay on a theme related to the subject and agreed with the teacher.		
Assessment:	Long essay		
Bibliography:	To be announced and internet sources		

(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 studying in the virtual studying environment using books concerning the subject. Students may also write the essay on a theme related to the subject and agreed with the teacher.		
Assessment:	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:	Web based course		
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

Learning Strategies: Book exam / report

Bibliography: Selected readings

(KBW038) Tourism Economics

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

Objective: The objective of the course is to provide an overview of economic analysis and how it is used in tourism context.

Contents: Applications of economic analysis to tourism context.
The microfoundations of tourism demand
The theory of tourism supply and its market structure.
Basics of macroeconomics

Learning Strategies: Self study

Assessment: Book exam / report

Bibliography: Tribe, J. 2005. The economics of recreation, leisure and tourism

(KBW039) Destination Marketing

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

Objective: Becoming a recognized, desired destination is a demanding marketing challenge. During the course we will approach the marketing of countries, regions and places from different angles.

Contents: Marketing of countries, regions and places from theoretical and practical angles.

Learning Strategies: Lectures, group works, exercises

Assessment: Portfolio including learning diary and group exercises

Bibliography: To be announced

(KBW017) Principles of Tourism

Credits: 6 cr Timing: 2nd - 4th yr

Objective: Students will gain knowledge of the principles of tourism in Finland and abroad.

Contents: An introduction to tourism
Consumer behaviour and tourism demand
Models and patterns of tourism demand

Classification of tourism
 Tourism attractions
 The Socio-cultural impact of tourism
 Ecology and tourism
 The future of tourism

Learning Strategies: Lectures and small group work

Assessment: Exam, continual assessment and exercises

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

(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
If possible, 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

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

Bibliography: to be announced later

(KBSP002) Continuation course in Spanish Curso de español elemental - nivel 2

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

Bibliography: To be announced later

(KBSP003) Español en el trabajo 1

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

(KBSP004) Español en el trabajo 2

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

(KBSP005) Curso de español elemental - nivel 3 (intermedio bajo)

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

Objective: Students will strengthen and widen their knowledge and use of Spanish grammar and vocabulary, develop their spoken Spanish and acquire a variety of knowledge on Spanish-speaking countries and their cultures.

Prerequisite: Previously accomplished beginners' courses or equivalent studies/knowledge

Contents: Verb tenses and moods, family, everyday and work related situations, cultural perspectives

Learning Strategies: Small group teaching

Assessment: Continual assessment, written exam

Bibliography: To be announced

(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

Bibliography: To be announced later

(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

Bibliography: To be announced later

(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

Bibliography: To be announced later

(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

(KBFR005) Exercices de Grammaire du Français

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

Objective: Students will strengthen and broaden their ability to use French grammar and vocabulary.

Prerequisite: High school short course or the equivalent

Contents: French grammar exercises

Learning Strategies: Independent studies

Assessment: Written exercises and exam

(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.		
Prerequisite:	No previous studies.		
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., Moznol Alestalo, M., Venäjää matkailijoille Berditchevski, A., Steps		

(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., Moznol Alestalo, M., Venäjää matkailijoille Berditchevski, A., Steps		

(KBRU004) Russian Continuation Course 2

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	Students will strengthen and widen their proficiency in Russian grammar and vocabulary, develop their spoken Russian and knowledge of Russian culture and ways of conducting business.		
Prerequisite:	Russian for beginners, Russian Continuation course (total 8 credits) or equivalent studies		
Contents:	Commercial texts Vocabulary practice Role-plays Grammar exercises: verb tenses, declensions and their use		

Learning Strategies: Small group teaching

Assessment: Written exercises, exam

Bibliography: Handout

(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:	Cherubibi, 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"> - information sessions before and after the practical training period - 800 hours (about 5 months) practical training to be completed in one uninterrupted period - training report and tasks 		
Learning Strategies:	Application of theory into practice.		
Assessment:	Participation and reports		
Bibliography:	See Practical training guide on the internet		