

## **Welcome to Finland's best University of Applied Sciences!**

For many years Kajaani University of Applied Sciences' strength has been its main task: to provide teaching of an excellent standard. All our operations take place in one campus area creating a unique learning and operational environment. Nationally, Kajaani University of Applied Sciences is a small university yet at the same time it is a great institution. Our greatness lies in being capable of doing the right things in the right way.

Kajaani University of Applied of Applied Sciences has a great responsibility as the main force leading university level competence, experts and development operations in Kainuu. Our operations are based on five competence areas that are in line with regional strategies. Our areas of focus (vehicle information systems, game production and activity tourism) are of national and in part international significance.

Cooperation, a highly skilled, expert staff, and motivated students are our main tools for fulfilling our comprehensive regional development responsibilities. As a university we believe in learning by doing – a pedagogical principle used throughout our university of applied Sciences. This model is more challenging than traditional classroom teaching for both students and staff but it brings results: confidence gained from learning outcomes, working life competence and experience has increased noticeably. In order to benefit from these opportunities you need attitude, goal-oriented determination and the willingness to make progress.

Studying is one of the best parts of life. I cannot emphasise enough the significance of studying in terms of your future. The degree qualification and the competence it contains prepare you for a profession and provide a sound base for professional success. After graduating, a high level of competence, knowledge and excellent skills will be expected of you as well as the valuable asset of capability for action. Studying is when you make your future!

Learning is the right and duty of every student. We want to ensure that students who graduate from Kajaani University of Applied Sciences do so as active experts of the future who can solve problems and face the challenges that come their way. The mainstay of our operations is to provide an atmosphere where things get done and develop to attain positive learning experiences. Therefore the creation of appropriate learning environments is important to us. Hand in hand and by cooperating we are sure to succeed!

Enjoy and make the most of your studies! Dare to try and do different things; don't be afraid of making mistakes! Find your own professional identity and work towards your dreams. Keep your head; don't be satisfied with just going with the flow. The staff of Kajaani University of Applied Sciences together with our student union KAMO is prepared to support you during the different stages of your studies in every way possible.

Come and study and grow into expertise! Welcome to Kajaani University of Applied Sciences!

Turo Kilpeläinen, President



Welcome to Kajaani University of Applied Sciences

Kajaani University of Applied Sciences is a campus of active and satisfied people. Our UAS is a high quality study location undergoing continual development – a study place that will provide you with the preparation that you need for working life. The UAS and KAMO are working together to ensure that when you graduate you will be a leading expert in your particular field. The aim of KAMO is to make our UAS into a listening organisation where students can have their say.

KAMO is a student organization lead by active students with the aim of promoting student benefits and rights. The keystone of maintaining student rights includes student representation on the UAS board, statements and comments and meetings with key decision makers and interest groups. Kamo also provides services to support your studies, including a bookshop, photocopying and binding services.

The most visible of our activities are peer tutoring, international affairs, student events and activities, and student benefits using the student card. KAMO and Kajaani University of Applied Sciences have made a cooperation agreement concerning the implementation and development of peer and international tutoring. According to this agreement KAMO will organise peer tutoring for all students as part of the UAS supervision and counselling system. KAMO will also plan and organise reception and orientation activities for foreign exchange and degree programme students. Moreover KAMO makes a tremendous effort to ensure that foreign students enjoy their stay, organises events for foreign students and promotes internationalisation on the home front.

I also feel that your study years should include some form of social awakening and our union provides an easy way to get involved. Being involved in student union activities during your studies is just as important to personal growth as the teaching and supervision provided by the UAS because such activities provide social interaction skills and the ability to manage common issues that cannot be taught on a course nor learnt in the classroom.

Kajaani University of Applied Sciences has welcomed student union activities right from the very beginning. Today's Union's activities are based on the reformed University of Applied Sciences Law that came into force on 1.8.2006. According to this law each University of Applied Sciences should have an autonomous student union.

You have just started a new chapter in your life by choosing to follow a new path. Sometime this path may seem narrower and uneven but it will eventually lead to a wider 'broadband' – where the knowledge and skills acquired during your journey along the study path will be at the forefront of your life. Kajaani University of Applied Sciences is a great place to study and to achieve the confidence, skills and knowledge to start your working life.

On behalf of our Student Union I would like to welcome all new students to the happy campus where a fair wind blows. I also hope that you enjoy your time in Kajaani and at Kajaani University of Applied Sciences. We will do our best to make you feel at home and that you will be successful in your studies. Come to our office and talk to us about what's on your mind.

The student union KAMO hopes you have a great start to your academic year!

Pasi Ahoniemi  
Executive Director

## **KAJAANI UNIVERSITY OF APPLIED SCIENCES**

### **Vision 2020: KUAS is Finland's busiest University of Applied Sciences**

which, together with its partners in cooperation, is a leading promoter of RDI and business activities in its area of operations, advances the competence and skills of the population and is a dynamic partner and innovator in working life.

### **Business idea: Busy University of Applied Sciences**

Nationally, KUAS is an attractive and interesting partner in cooperation and place of work and study. We advance the development of competence, experts and business and cooperation between practitioners in Northern and Eastern Finland.

### **Values**

*A busy, productive and proactive atmosphere in all activities*

The staff and students of Kajaani University of Applied Sciences possess a positive, innovative and candid attitude towards the continual development of themselves and their community.

*A partner in development*

The UAS accomplishes teaching, RDI liaison within local, regional, national and international networks

*People as a Resource*

Kajaani University of Applied Sciences values work and skills, respects and approves of diversity while supporting individual effort, capability and development. Each member of this working community is committed to common goals and there is a fluent and open flow of information.

*Customer Satisfaction*

The work carried out in the Kajaani University of Applied Sciences creates client-oriented opportunities and provides added value for its clients and partners in co-operation.

### **Areas of focus and fields of competence**

The renewed strategy for Kajaani University of Applied Sciences (KAUS '20) defines areas of focus and fields of competence. The areas of focus are activities tourism, game production and vehicle information systems. These areas are being used to strive towards international competence and impact.

The fields of competence guiding the KUAS '20 strategy are activities tourism, information systems, nursing and health care, mechanical and mining engineering and business and innovations. We support the development of our areas of focus through the fields of competence to ensure the regional impact of our operations is versatile and effective. For this purpose, a third function, so called RDI activities, responsible for integrating teaching and R&D, supervising student-lead RDI projects and developing operations, has been created to operate alongside R&D activities. The development of Kajaani University of Applied Sciences means the targeting of resources, the improvement and growth of competence and increasing regional impact and attractiveness.

## MANAGEMENT AND ADMINISTRATION

### The President

Kajaani University of Applied Sciences is a public utility. The Director of the University of Applied Sciences is the President.

### The Management Committee

The general administration and finance of a public utility is lead by a management group that is subordinate to the municipal board.

### Board

The internal administration of the University of Applied Sciences is presided over by the University Board and the President. The composition of the board is regulated by the University of Applied Sciences law (351/2003, 11 §). The chairman of the board is the President. The board also includes management representatives, full-time teaching and staff representatives, other full-time staff and degree student representatives, business representatives and other representatives from working life.

The management group is subordinate to the board and comprises the President, the Director of Finances and Administration and the Heads of School, acts as a drafting body.

### Members of the University of Applied Sciences

Members of the university of applied sciences are regulated by law (352/2003, 3§). Members include full-time teachers and other full-time staff and degree students.

The professional competences are defined separately in this guide in conjunction with each degree programme.

## UNIVERSITY OF APPLIED SCIENCES STUDIES

### Structure of Studies

Each degree programme consists of basic studies, professional studies, free-choice studies, practical training, and thesis and maturity test. Studies are divided into study periods or courses that can be combined to form larger modules. The range of each course or module is announced in the form of study points known as credits (cr). The range of the degree qualification is described in credits (cr). The student's academic year is worth 1600 working hours which is equivalent to 60 credits.

Teaching and study includes lectures, small group teaching, laboratory and practice sessions, group work, practical assignments and independent work by the student. Some studies are delivered online and can be accomplished either by completing courses offered by Kajaani University of Applied Sciences or the national Virtual UAS.

The selection of alternative/optional and free-choice studies is confirmed each year. For more information on the recognition and eligibility of previous studies please see the Academic Year Guide and our website [www.kajak.fi](http://www.kajak.fi)

### Basic Studies

The range and contents of basic studies depends on the degree programme and they are always compulsory. Their aim is to

- introduce students to the University of Applied Sciences and the degree programme,
- to provide students with a wide-ranging overview of the status and significance of their chosen field in society, at work and abroad,
- to introduce students to the general theoretical principles and communication in their chosen field,
- to provide students with the required language skills stipulated in statute (352/03).

### Professional Studies

Professional studies comprise compulsory and alternative/optional studies. Their range depends on the degree programme. The aim of professional studies is to provide students with knowledge of the central problems and applications of their professional fields and the related theoretical background, enabling graduates to work independently in expert posts in their chosen professional career. Students will deepen and widen their knowledge of a specifically selected area of their professional field through optional/alternative professional studies.

Each degree programme includes integrated profession management studies during basic and professional studies. Profession management studies include information retrieval skills, communication studies and business and enterprise studies.

### **Free-choice Studies**

Free-choice studies provide students with the opportunity to deepen and widen knowledge within their own professional subject area. They can be selected from amongst courses offered within the student's own degree programme, from another degree programme in the same University of Applied Sciences, from another university of applied sciences or university or from elsewhere subject to authorisation. The Head of School or someone authorised by him/her can approve free-choice studies accomplished elsewhere.

The free-choice studies selection for all schools can be found in the Academic Year Guide.

For further information on learning and study methods please see: [www.kajak.fi/study/Toolbox](http://www.kajak.fi/study/Toolbox) for Project Learning

### **Practical Training for Advanced Professional Skills**

Practical training provides a setting where students have the opportunity to learn under supervision the main jobs and tasks linked to their professional studies and to apply acquired theoretical knowledge and practical skills to real work. Practical training forms a part of UAS studies.

Practical training takes place abroad or in Finland in work environments linked to fields of study such as companies, associations, and state or local authority organisations. It is always supervised. Students are provided with learning goal-oriented individual supervision. Students are allocated a teacher supervisor who supervises their student's practical training with the work place supervisor.

There are separate practical training guidelines for each degree programme. For more information please see [www.kajak.fi/Study/Practical Training](http://www.kajak.fi/Study/Practical%20Training)

### **Thesis (15 cr)**

The thesis develops and demonstrates students' abilities to apply their know-how to practical tasks related to their professional studies and requiring expertise. By accomplishing the thesis students demonstrate their ability to work in a goal-oriented manner in their chosen professional field.

The subject of the thesis must be linked to their major that also dictates their choice of practical training place and professional studies. The thesis should focus on a need or requirement of society, business, commerce or industry surrounding the University of Applied Sciences, requiring work and development. In this way the thesis can be part of a research, development or product development project set up by different organisations (companies, associations, clubs, University of Applied Sciences). Students should aim to link their thesis with their practical training period and try to establish whether it would be possible to complete the thesis there. The thesis can take the form of a piece of research (applied research), a project or development undertaking that can be commercialised. It is also recommended that students take advantage of the different fields of study at Kajaani University of Applied Sciences by undertaking cross- or multi- disciplinary and degree programme theses.

The maturity test is part of the polytechnic degree qualification according to statute (352/03) and in order to be awarded a degree certificate students successfully accomplish the maturity test. The thesis always includes a written report. An approved thesis is assessed and is awarded a grade from 1 – 5.

There is more detailed degree-programme specific information on the thesis study module in this guide in the sections on each School. The whole process is described at the address: <http://www.kajak.fi/opari>

## Language Studies

Language studies are regulated by statute (352/03) for Universities of Applied Sciences and in the Kajaani University of Applied Sciences Degree Regulations. Students must achieve:

- “language skills in Finnish and Swedish required to be able to practise their profession and for professional development conforming to the compulsory second foreign language skill requirement, of state personnel in their capacity as official bilingual functionaries with a university degree qualification according to the law (424/2003, 6 §) stating the language skills required of public organisation personnel working in bilingual regions”
- “the required spoken and writing skills in a first and/or second foreign language deemed necessary for the practice of a profession and for professional development.”

For students whose language of education is Finnish:

- Students’ Swedish language skills will be evaluated during the Swedish courses. The evaluation scale is Good (grades 5 and 4) or satisfactory (grades 3 – 1). Swedish oral and writing skills will be evaluated separately.
- Finnish language skills will be taken into account during the maturity test linked to the thesis. The maturity test is evaluated according to its content and the standard of Finnish used.

The degree certificate will record the language of education, the language used to complete the maturity test, foreign language(s) studied and a grade for Swedish (spoken and written). All language studies are included in the transcript of studies attached to the degree certificate.

The language skills for Finnish students who have completed degree programmes delivered in English also have the same text on their degree certificate, in English. If a student has received his or her education in a language other than Finnish or Swedish, the University of Applied Sciences has the right to decide on his/her language skill requirements. Such students must apply for exemption from Finnish and Swedish language skill requirements from the Head of the Degree Programme. Such students must also ensure that they complete a sufficient amount of language studies to fulfil the language study requirements of the degree programme.

## QUALIFICATIONS

### The National Qualifications Framework NQF

In the Finnish national qualifications framework all qualifications are allocated a level amongst eight different levels of difficulty. University of Applied Sciences degree qualifications are on level 6 and University of Applied Sciences’ post-graduate degrees are on level 7. Levels 6 and 7 and national generic competences common to all universities of applied sciences describe the level of competence expected of university of applied sciences graduates.

#### Level 6, university of applied sciences degree qualification, Bachelor level

*Possesses comprehensive and advanced knowledge of his/her field, including the critical understanding of theories, key concepts, methods and principles. Understands the extent and boundaries of professional duties and/or disciplines. Possesses advanced skills, which demonstrate mastery of issues, the capability to apply knowledge and come up with creative solutions, which are required in a specialized professional, scientific or artistic field to solve complex or unpredictable problems.*

*Possesses the capability to manage complex professional work or projects and the capability to work independently in expert duties in the field. Possesses the capability to make decisions in unpredictable operating environments. Basic capability to work as an independent entrepreneur in the field. In addition to the evaluation and development of his/her own competence, is able to take responsibility for the development of individuals and groups.*

*Possesses the capability for continuous learning. Knows how to communicate adequately verbally and in writing both to audiences in the field and outside it. Possesses the capability to communicate at an international level and interact in one official language and at least one foreign language.*

## Level 7, graduate university of applied sciences degree, Master level

*Understands comprehensive and highly specialized concepts, methods and knowledge corresponding to the special competence in his/her field, which are used as the basis for independent thought and/or research. Understands questions pertaining to the field and interfaces between various fields and evaluates them and new knowledge critically. Possesses the capability to solve demanding problems in research and innovation activities, where new methods and procedures are developed and knowledge from various fields is applied and combined.*

*Possesses the capability for independent work in demanding expert duties in the field or as an entrepreneur. Possesses the capability to manage and develop complex, unpredictable and new strategic approaches. Possesses the capability to lead work and/or people. Possesses the capability to evaluate the activities of individuals or groups. Possesses the capability to accumulate knowledge and practices in his/her field and/or take responsibility for the development of others.*

*Possesses the capability for continuous learning. Knows how to communicate verbally and in writing both to audiences in the field and outside it. Possesses the capability to communicate at an advanced international level and to interact in one official language and at least one foreign language.*

### Generic working life skills or competences

The universities of applied sciences together with representatives from working life have determined the skills, i.e. competences that a university of applied sciences graduate is expected to have.

Competences are comprehensive areas of knowledge and skill that describe the graduate's level of qualification, achievement potential and their ability to accomplish the work associated with their selected profession. Competences are divided into degree-programme specific (professional) and generic competences. Generic competences are common to the degree programmes offered by all fields; however their special features and significance may vary in different professions and professional tasks. The generic competences create the foundations for working as a professional, cooperating and the ability to develop one's own expertise.

The professional competences will be presented separately in the Study Guide before each degree programme.

### Generic Competences

	<b>Description of the competence, bachelor level</b>	<b>Description of the competence, master level</b>
<b>LEARNING COMPETENCE</b>	<ul style="list-style-type: none"> <li>- is able to evaluate and develop one's competence and learning methods</li> <li>- is able to retrieve and analyze information and evaluate it critically</li> <li>- is capable of taking responsibility for collaborative learning and sharing knowledge in teams</li> </ul>	<ul style="list-style-type: none"> <li>- is able to evaluate and develop one's expertise in a versatile and goal-oriented way</li> <li>- is able to retrieve and analyze information and evaluate it critically from the point of view of different fields</li> <li>- is capable of taking responsibility for collaborative learning in a goal-oriented way</li> </ul>
<b>ETHICAL COMPETENCE</b>	<ul style="list-style-type: none"> <li>- is able to take responsibility for one's own actions and for the consequences of these actions</li> </ul>	<ul style="list-style-type: none"> <li>- is able to take responsibility for the actions of a community and for the consequences of these actions</li> </ul>

	<ul style="list-style-type: none"> <li>- is able to work according to the ethical principles of the subject field</li> <li>- is able to take other people into account</li> <li>- is able to apply the principles of equality</li> <li>- is able to apply the principles of sustainable development</li> <li>- is able to wield influence in society using acquired skills and basing all activity on ethical values</li> </ul>	<ul style="list-style-type: none"> <li>- is able to apply the ethical principles of the subject field as an expert and as a developer of working life</li> <li>- is able to make decisions considering an individual and the community</li> <li>- is able to contribute to the principles of equality in working life</li> <li>- is able to contribute to the principles of sustainable development and social responsibility</li> <li>- is able to lead socially significant operations, basing all activities on ethical values</li> </ul>
<b>WORKING COMMUNITY COMPETENCE</b>	<ul style="list-style-type: none"> <li>- is able to operate as a member of a work community</li> <li>- is able to operate in communicative and interactive situations in working life</li> <li>- is able to utilize information and communications technology in one's subject field</li> <li>- knows the working life in one's subject field and is able to create personal contacts in working life and to operate in professional networks</li> <li>- is capable of decision making in unpredicted situations</li> <li>- is able to apply the principles of organizational management and leadership in working life and has abilities for managerial tasks</li> <li>- possesses entrepreneurial skills</li> </ul>	<ul style="list-style-type: none"> <li>- is able to develop the operations and occupational well-being of a work community</li> <li>- is able to develop multidisciplinary communication and interaction in working life</li> <li>- is able to utilize information and communications technology in one's work</li> <li>- is able to create networks and partnerships</li> <li>- is capable of management and development tasks and is able to improve operations in complicated and unpredictable environments</li> <li>- is able to work as an expert or entrepreneur and has abilities for management and supervision tasks</li> </ul>
<b>INNOVATION COMPETENCE</b>	<ul style="list-style-type: none"> <li>- is able to conduct research, development and innovation projects applying the existing knowledge and methods of the field</li> <li>- is able to work in projects</li> <li>- is capable of creative problem solving and development of working methods</li> <li>- is able to find customer-oriented, sustainable and</li> </ul>	<ul style="list-style-type: none"> <li>- is able to manage research, development and innovation projects and masters the methods of research and development work</li> <li>- is able to manage project work</li> <li>- is able to create new information and improve existing working methods by combining expertise from different fields</li> </ul>



	profitable solutions	- is able to develop customer-oriented, sustainable and profitable solutions
<b>INTERNATIONALIZATION COMPETENCE</b>	<ul style="list-style-type: none"> <li>- possesses communicative competence necessary for one's work and for professional development in the subject field</li> <li>- is able to collaborate in a multicultural environment</li> <li>- understands the effects of and opportunities for internationalization development in one's own field</li> </ul>	<ul style="list-style-type: none"> <li>- is capable of international communication in one's work and in the development of operations</li> <li>- is able to operate in international environments</li> <li>- is able to predict the effects of and opportunities for internationalization development in one's own field</li> </ul>

### Degree Certificate and Diploma Supplement

The University of Applied Sciences awards graduates a degree certificate when their university of applied sciences qualification is complete. Degree certificate requests must be made at least two weeks before estimated graduation and at the same time students must fill in the Ministry of Education Questionnaire at the end of their studies. For more detailed information concerning graduation please see the Academic Year Guide.

The Diploma Supplement is an appendix to the degree certificate for international use. The Diploma Supplement contains further information in English on the studies accomplished by the student, the level of the degree qualification and its validity in terms of further study and in working life. The appendix facilitates graduate mobility and the professional and academic recognition of degree qualifications. The Diploma Supplement is awarded automatically and free of charge to all graduating students in conjunction with their degree certificate and with it is enclosed the graduate's Transcript of Records in English listing accomplished courses and grades. The appendix is not a translation of the graduate certificate but it provides further information.

For more information in English on the Diploma Supplement go to:

<http://europa.eu.int/comm/education/recognition/index.html>

### The Degree

The Kajaani University of Applied Sciences Degree Regulations and degree-programme specific guidelines decree how the degree qualification can be achieved. The degree must be completed in the time stipulated or at least within one extra year of the time stipulated in the guidelines and syllabi. The syllabi have been designed so that it is possible to achieve a degree qualification as follows:

<b>Qualification</b>	<b>Credits</b>	<b>Recommended time for completion</b>	<b>Max. time for completion</b>
Bachelor of Engineering	240 cr	4 yrs	max 5 yrs
Bachelor of Business Administration	210 cr	3,5 yrs	max 4,5 yrs
Bachelor of Health Care (Nurse)	210 cr	3,5 yrs	max 4,5 yrs
Bachelor of Health Care (Public Health Nurse)	240 cr	4 yrs	max 5 yrs
Bachelor of Hospitality Management	210 cr	3,5 yrs	max 4,5 yrs
Bachelor of Sports Studies (Sports Instructor)	210 cr	3,5 yrs	max 4,5 yrs

Adult education studies leading to a degree qualification and studies leading to a second-cycle/post-graduate degree qualification must be completed in the time stipulated in the syllabus + 1 year.

Students who do not complete their studies in the time allowed will lose their right to study unless the President grants (under certain conditions) extra time to complete outstanding studies.

For more information concerning the right to study and registration as present/absent please see the Kajaani UAS Academic Year Guide.

## **Bachelor of Business Administration**

- Degree Programme in International Business

# SCHOOL OF BUSINESS

## DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

<b>Head of School</b>	Ms Päivi Auno (autumn 2011) Ms Heli Itkonen (spring 2012)
<b>Head of the Degree Programme</b>	Mr Sami Malm
<b>International Study Office</b>	Ms Nora Müller Ms Kirsi Sievers (on leave of absence 2011 – 2012)

### 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

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

<b>Subject specific competences</b>	<b>Description of the competence</b>
Degree programme in International Business	
<b>International Business Awareness</b>	<ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ Ability to assess the impact of these trends of the international business environment on one's own activities as well on business policy.</li> </ul>

<b>Intercultural Adaptability</b>	<ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ Identification of the relevant dimensions of cultures and development of self-awareness of one's own cultural background.</li> <li>▪ Ability to adapt one's behaviour to the standards in other cultures and can maintain an international network essential to one's tasks.</li> </ul>
<b>International Operations Management</b>	<ul style="list-style-type: none"> <li>▪ 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.</li> </ul>
<b>International Marketing Management</b>	<ul style="list-style-type: none"> <li>▪ Ability to perform a country-analysis on a macro, industrial and micro level, to conduct an international market survey in order to assess foreign market opportunities and competition.</li> <li>▪ 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.</li> <li>▪ Ability to create, develop and maintain profitable customer relationships.</li> </ul>
<b>International Strategic Management</b>	<ul style="list-style-type: none"> <li>▪ Ability to use conceptual and visionary skills to contribute to the development, evaluation and implementation of the internationalisation strategy of a company.</li> <li>▪ Ability to pro-actively seek and commercially evaluate business opportunities for both new and existing products.</li> <li>▪ Risk-taking ability in order to optimise business profit.</li> <li>▪ Ability to write and defend a business plan for a (start-up) company.</li> <li>▪ Ability to perform a variety of cost and revenue calculations and to transform these data into information needed for decision making and budgeting process.</li> <li>▪ Ability to contribute to and evaluate key accounting summaries and investment opportunities.</li> </ul>
<b>Organisational Development</b>	<ul style="list-style-type: none"> <li>▪ 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.</li> </ul>

## Annual Themes – Study Progress Description

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

<b>1<sup>st</sup> year – Observer of Business Operations</b>	<p>The student</p> <ul style="list-style-type: none"> <li>▪ has the basic information needed to understand the fundamental processes of business operations, their impact on society, working life and the internationalisation process.</li> <li>▪ understands the basis of entrepreneurship and the principles of profit making.</li> <li>▪ gains knowledge of the theoretical models applied in business operations.</li> <li>▪ has the necessary computer skills and methodological tools needed for data collection, analysis and reporting.</li> </ul>
<b>2<sup>nd</sup> year – Learner of International Business Operations</b>	<p>The student</p> <ul style="list-style-type: none"> <li>▪ is able to outline and evaluate the key patterns and trends in international business activities</li> <li>▪ is able to assess differences between cultures</li> <li>▪ knows the strategies of international marketing</li> </ul>
<b>3<sup>rd</sup> year – Applicator of Knowledge</b>	<p>The student</p> <ul style="list-style-type: none"> <li>▪ is able to apply knowledge in practice</li> <li>▪ learns to plan research and business activities</li> <li>▪ deepens his/her knowledge of international business</li> </ul>
<b>4th year - Developer of Business Operations</b>	<p>The student</p> <ul style="list-style-type: none"> <li>▪ is able to develop business activities by implementing the latest findings in the field</li> </ul>

### 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 environments, 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.

The professional studies also include 27 credits of Further Specialisation Studies. The aim of the module is to deepen and widen the knowledge related to the professional studies. Studies completed during the student exchange should ideally fit into this module.

#### Free-choice Studies (15 cr)

The studies include a minimum of 15 credits of free-choice studies. The aim of the free-choice studies is to provide the student with the opportunity to deepen and widen knowledge related to one's 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 the studies is a five-month-long practical training period, 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 the 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 university of applied sciences. Foreign students may choose not to go abroad. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. In addition it is required that the students have good language skills (good skills in English and at least basics in the target country's language if possible) and good grades. Students who do not have any international experience will be given first priority when decisions concerning exchange places are made.

Exchange 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. Each student makes a personal study plan with the school's international coordinator 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 32 credits of compulsory language study. Language studies should comprise three different languages (Finnish students: English, Swedish and a new language, foreign students: English, Finnish and a new language). English is the language of teaching in the degree programme. However, all students must also acquire a minimum of 12 credits in English language studies. Foreign students must also accomplish 12 credits of Finnish language within their compulsory language studies. All students should have a minimum of 8 credits (5 cr beginners course + 3 cr intermediate/advanced studies) in a third foreign language. 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	8 cr (5 + 3)

#### Foreign Students

English	12 cr
Finnish	12 cr
Foreign Language	8 cr (5 + 3)

Foreign language courses which can be offered at this level are French, Spanish, Italian, Russian, Chinese and German. **It is recommended that foreign students concentrate on studying the Finnish language during the first study year and start another new language during the second year.**

**Progress Chart**

1 <sup>st</sup> year	2 <sup>nd</sup> year	3 <sup>rd</sup> year	4 <sup>th</sup> year
<ul style="list-style-type: none"> <li>• Business Activities</li> <li>• Operational Environment</li> <li>• Methodological Studies</li> <li>• Communication Studies I</li> <li>• Personal Development Programme</li> </ul>	<ul style="list-style-type: none"> <li>• International Business Activities</li> <li>• Communication Studies II</li> <li>• Further Specialisation Studies</li> <li>• Foreign Studies</li> </ul>	<ul style="list-style-type: none"> <li>• Further Specialisation Studies</li> <li>• Free-choice Studies</li> <li>• Practical Training</li> <li>• Thesis</li> </ul>	<ul style="list-style-type: none"> <li>• Thesis and Maturity Test</li> <li>• Further Specialisation Studies</li> <li>• Free-choice Studies</li> </ul>



## THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN INTERNATIONAL BUSINESS (2011)

### BASIC STUDIES 61 CR

<b>KBBA3Z</b>	<b>Business Activities</b>	<b>27 CR</b>
KBBA001	Introduction to Business Operations	3 cr
KBBA002	Introduction to Management Accounting	5 cr
KBBA003	Introduction to Business Law	3 cr
KBBA012	Introduction to Marketing	4 cr
KBBA009	Introduction to Management	5 cr
KBBA006	Project Management	3 cr
KBBA010	Supply Chain Management	4 cr
<b>KBBO3Z</b>	<b>Operational Environment</b>	<b>7 CR</b>
KBBO005	Economics	4 cr
KBBO003	International Economics	3 cr
<b>KBBM4Z</b>	<b>Methodological Studies</b>	<b>10 CR</b>
KBBM005	Basics of Hardware and Software	4 cr
KBBM002	Office applications	3 cr
KBBM004	Business Mathematics	3 cr
<b>KBBC4Z</b>	<b>Communication Studies</b>	<b>14 CR</b>
KBBC003	English: Basics of Business English	3 cr
	Foreign Language *	5 cr
	<i><b>Finnish Students</b></i>	
KBBC001	Business Finnish	3 cr
KBBC005	Swedish: Svenska i affärlivet I	3 cr
	<i><b>Foreign Students</b></i>	
KBBC004	Finnish for Foreigners I	6 cr
<b>KBBD6Z</b>	<b>Personal Development Programme</b>	<b>3 CR</b>
KBBD002	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, Chinese and German languages. Every student is expected to choose one language at the beginning of their studies. Students' choices are binding! Please note that optional courses can only be offered if a course is selected by a minimum of 15 students.

**PROFESSIONAL STUDIES 89 CR**

<b>KBPI5Z</b>	<b>International Business Activities</b>	<b>37 CR</b>
KBPI001	International Management	3 cr
KBPI015	Financial Accounting	4 cr
KBPI012	Strategic Management	3 cr
KBPI004	International Marketing	5 cr
KBPI005	International Business Law	3 cr
KBPI010	Business Projects	6 cr
KBPI007	Export and Import Routines	3 cr
KBPI003	Strategic Marketing Management	3 cr
KBPI016	Finance	4 cr
KBPI017	Product Development 1	3 cr
<b>KBPM7Z</b>	<b>Methodological Studies</b>	<b>7 CR</b>
KBPM001	Applied Research Techniques	4 cr
KBPM002	Statistics	3 cr
<b>KBPC9Z</b>	<b>Communication Studies</b>	<b>18 CR</b>
KBPC001	English: Intercultural Communication	3 cr
KBPC002	English: Business Communication Skills	3 cr
KBPC003	English: Academic Writing	3 cr
	Foreign Languages (continued studies)	3 cr
	<i><b>Finnish students:</b></i>	
KBPC008	Swedish: Svenska I Affärslivet 2	3 cr
KBPC006	Academic Finnish	3 cr
	<i><b>Foreign students:</b></i>	
KBPC005	Finnish for Foreigners II	3 cr
KBPC007	Finnish for Foreigners III	3 cr
<b>KBPF9Z</b>	<b>Further Specialisation Studies **</b>	<b>27 CR</b>
KBPF013	European Business	4 cr
KBPF002	Russian Business	5 cr
KBPF005	Consumer Buyer Behaviour	3 cr
KBPF007	Services Marketing	3 cr
KBPF012	Marketing Research	3 cr
KBPF003	Selling and Sales Management	3 cr
KBPF010	Advertising and Marketing Communications	3 cr
KBPF011	Quality Management	3 cr
<b>FREE-CHOICE STUDIES</b>		<b>15 CR</b>
<b>PRACTICAL TRAINING</b>		<b>30 CR</b>
<b>THESIS</b>		<b>15 CR</b>

\*\* Recommended to be taken abroad.

## **COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN INTERNATIONAL BUSINESS**

### **BASIC STUDIES**

#### **(KBBA3Z) BUSINESS ACTIVITIES 27 cr**

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

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: Students will be able to have a holistic view of business. Understand, in general, all business aspects, and connections between business functions.

Previous Learning: The course assumes no prior knowledge of business.

Contents: Business concepts, Business environment, Interest groups, Legal forms of ownership, Management, Overview of business functions (operations, human resource, marketing, finance, accounting), Money and Financial markets.

Learning Methods: Lectures, group work, case studies and exercises

Assessment Methods: Active participation, Final examination

Bibliography: Nickels, McHugh, Understanding Business 8th edition

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

Credits: 5 cr                      Timing: 1st yr

Learning Objectives: The student will know 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 Methods: Lectures and exercises

Assessment Methods: Exercises and exams

Bibliography: To be announced

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

Credits: 3 cr                      Timing: 1st yr

**Learning Objectives:** 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 Methods:** Lectures, exercises

**Assessment Methods:** Exam

**Bibliography:** Surakka, Aapo: Access to Finnish Law, WSOY

## **(KBBA012) Introduction to Marketing**

**Credits:** 4 cr                      **Timing:** 1st yr

**Learning Objectives:** 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 essential for further marketing studies.

**Previous Learning:** Introduction to Business Operations

**Contents:** Marketing environment, Marketing/Corporate strategy, Consumers behavior, Segmentation, targeting and positioning, Market research, Marketing mix strategies, Services marketing, Customer relationship marketing.

**Learning Methods:** Lectures, seminar presentations, case studies, class discussion, written exercises.

**Assessment Methods:** Active participation, group presentation, case studies discussions, Final examination

**Bibliography:** Kotler & Armstrong, 2006. Introduction to Marketing (12e)

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

**Credits:** 5 cr                      **Timing:** 1st yr

**Learning Objectives:** 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 Methods:** Lectures, case study, and group exercises

Assessment Methods: Mid term and final exam

Bibliography: Hill and MacShane, Principles of Management  
Pettinger, Introduction to Management; Luthans, Organizational Behavior

### **(KBBA006) Project Management**

Credits: 3 cr                                  Timing: 1st yr

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

Contents: Project Characteristics  
Project Management Knowledge Areas  
Areas of Expertise Needed by the Project team

Learning Methods: Lectures, practical exercises. Partly R&D studies.

Assessment Methods: Exam and group work

Bibliography: A Guide to the Project Management, Body of Knowledge (Third Edition), Project Management Institute. Material provided by the lecturer

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

Credits: 4 cr                                  Timing: 1st yr

Learning Objectives: 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.

Previous Learning: Introduction to Management

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

Learning Methods: Lectures, case study, and group exercises

Assessment Methods: Class participation, group presentation / research report and final exam

Bibliography: Fawcett, Ellram, and Ogden, Supply Chain Management: From Vision to Implementation

### **(KBBO3Z) OPERATIONAL ENVIRONMENT 7 cr**

#### **(KBBO005) Economics**

Credits: 4 cr                                  Timing: 1st yr

Learning Objectives: The objective of this course is to lay down the foundations of economic rational

thinking, and to help students understand micro and macroeconomic phenomena. The course introduces the basic principles of microeconomics, which include the nature and method of economics, market interaction, consumer choice, firm's output decision, market structures, and resource allocation. In macroeconomics, the objective is to increase students' knowledge and broaden their economic views to the national level, by understanding the relationships between several macroeconomic phenomena and the macroeconomic analytical tools to interpret these relationships and predict economic consequences of fiscal and monetary policies.

Previous Learning: Introduction to Business Operations

Contents: Basic principles and assumptions.  
 Factors of production and Economic growth  
 Consumer choice  
 Market interaction (supply and demand model)  
 Firm output decision, and markets structure.  
 Government, Tax, and welfare economics  
 Factor market  
 National accounts  
 Determination of national outputs  
 Money  
 Economic policies

Learning Methods: Lectures, and class exercises

Assessment  
 Methods: Final examination

Bibliography: Parkin, Powell & Matthews, 2008, Economics, 7th edition and Begg, Vernasca, Fischer & Dornbusch, 2011, Economics, 10th edition.

### **(KBBO003) International Economics**

Credits: 3 cr                                  Timing: 1st yr

Learning Objectives: The course capitalizes on the economic knowledge gained from introduction to economics course, and extends this knowledge further to the international level. The main objective is to understand the reasons for, and economic benefits of trade; the economic impact of tariff and non-tariff trade barriers, the effect of international trade on currency exchange rate and balance of payment, in addition to familiarizing students with the key international economic organizations and their roles in shaping international trade and globalization.

Previous Learning: Introduction to economics

Contents: Absolute/Comparative advantage trade theories, factors endowment theory, D/S economic welfare model, trade barriers, and levels of economic integration, balance of payment, and the determinants of exchange rates and exchange rate systems, International economic organizations.

Learning Methods: Lectures, exercises, group assignments and presentations.

Assessment  
 Methods: Active participation, presentation, written examination

Bibliography: Sawyer & Sprinkle, International Economics, 2009, 3rd edition and Pugel, International Economics, 2009, 14th edition.

**(KBBM4Z) METHODOLOGICAL STUDIES 10 cr****(KBBM005) Basics of Hardware and Software**

Credits: 4 cr Timing: 1st yr

Learning Objectives: 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 Methods: Lectures, practical exercises and individual use

Assessment Methods: Exercises, written exam

Bibliography: Material provided by the lecturer

**(KBBM002) Office Applications**

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will be able to use microcomputers as a common tool in everyday working life.

Previous Learning: Completion of Basic Studies

Contents: Spreadsheets:  
Sheets, formulas, functions and graphics  
Computing today  
Data security

Learning Methods: Lectures, practical exercises and individual use of the computer

Assessment Methods: Exercises, written exam

Bibliography: Material provided by lecturer

**(KBBM004) Business Mathematics**

Credits: 3 cr Timing: 1st yr

Learning Objectives: 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 numbers

Currency calculation  
 Simple interest calculation and its applications  
 Compound interest calculation and its applications  
 Credit  
 Economic functions (formation and optimising)

Learning Methods: Lectures and exercises

Assessment Methods: Exam and exercises

Bibliography: Pulkkinen P., Holopainen M., Keinänen K., Business Mathematics (2006)

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

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

Credits: 3 cr                                      Timing: 1st yr

Learning Objectives: Students improve their oral and written communication skills and business vocabulary through a wide range of business settings providing an overview of business activities in the English-speaking world.

Previous Learning: Proficiency test

Contents: Grammar surgery  
 Business and society  
 Describing business trends  
 Formal written language  
 Application, CV  
 Introduction to presentations  
 Report writing

Learning Methods: Small group sessions incl. pair and group work. Oral company presentation. Written and listening tasks

Assessment Methods: Continuous assessment, written assignment, oral presentation and exam

Bibliography: Handouts

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

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

Learning Objectives: Students will be able to manage in business and public administration communication situations with confidence both in writing and orally, using the Finnish language.

Previous Learning: 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 Methods: Lectures, practical exercises

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

Bibliography: Andersson, Kylänpää: Käytännön puheviestintä  
Repo, Nuutinen: Viestintätaito

### **(KBBC005) Swedish: Svenska i affärlivet 1**

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will maintain and develop the Swedish language skills for use in business tasks.

Previous Learning: Proficiency test

Contents: Grammar revision, spoken Swedish in the work place  
Training, structure and contents of studies  
Company presentations  
Job applications

Learning Methods: Small group teaching

Assessment Methods: Continuous assessment, oral presentation, written tasks, exam

Bibliography: J.Tolkki-M.Öhman  
Perspektiv

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

Credits: 6 cr Timing: 1st yr

Learning Objectives: 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 Methods: Communicative, practical approach and group work

Assessment Methods: 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 yr

Learning Objectives: 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 Methods: Lectures, activities, individual tutorials, practical work

Assessment Methods: Completed tasks throughout the program - continual assessment

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

**PROFESSIONAL STUDIES****(KBPI5Z) INTERNATIONAL BUSINESS ACTIVITIES 37 cr****(KBPI001) International Management**

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

Learning Objectives: Conducting business in the international environment can be challenging. This course aims to provide participants with a general understanding of the various management practices which a business manager should consider in the international context, with a special emphasis on issues related to cultural diversification. The course is built around questions faced by companies wishing to do business in a global marketplace.

Previous Learning: Introduction to Management

Contents: Impact of globalization; cultural considerations;  
Implications for organisational systems and HRM.

Learning Methods: Lectures, case study, research project.

Assessment Methods: Report, presentation and 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

### **(KBPI015) Financial Accounting**

Credits: 4 cr Timing: 2nd yr

Learning Objectives: The course will provide an introduction to financial accounting and the preparation of financial statements. Students will be acquainted with financial analysis, its techniques and usage in evaluating companies' financial performance and position.

Previous Learning: Introduction to business operations.

Contents: The role of financial accounting, and usage of Financial statement.  
The accounting cycle and the double-entry bookkeeping.  
Entries adjustments and the preparation of financial statements.  
Financial analysis and the use of ratios and other techniques to interpret business performance from Financial statements.

Learning Methods: Lectures, and class exercises.

Assessment Methods: Financial accounting examination and analysis assignments.

Bibliography: Material will be provided by lecturer.

### **(KBPI012) Strategic Management**

Credits: 3 cr Timing: 2nd yr

Learning Objectives: 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.

Previous Learning: Introduction to Management

Contents: Strategic analysis  
Strategic formulation  
Strategic implementation

Learning Methods: Lectures, case studies, and research projects

Assessment Methods: Reports, presentation and final exam

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

### **(KBPI004) International Marketing**

Credits: 5 cr Timing: 2nd yr

Learning Objectives: The course is designed to provide students with an introduction to international marketing. On completion, this course will provide a solid foundation for

understanding the global business environment and the student will be equipped with a set of conceptual and analytical tools that prepare him/her for applying successfully the four P's to global marketing.

Previous Learning: 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 Methods: Lectures, case-studies and project

Assessment Methods: Case-studies, Group assignment, project report and examination.

Bibliography: Cateora, Graham, International marketing  
Keegen and Green, Global 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 yr

Learning Objectives: 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 Methods: Web -course

Assessment Methods: Web exercises and exam

Bibliography: August, R., International Business Law, Prentice Hall

### **(KBPI010) Business Projects**

Credits: 6 cr                                  Timing: 2nd yr

Learning Objectives: 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.

Previous Learning: 1st year Basic Studies

Contents: Business ideas  
Business plan  
Capital generation  
Basis of profit making,  
Business operation,  
Marketing,  
Creativity,  
Teamwork  
Problem solving.

Learning Methods: Lectures, Practical project work to be accomplished in a team.

Assessment Methods: Presentation and report of Business Plan.

Bibliography: Mariotti and Glackin  
Entrepreneurship: Starting and Operating a Small Business, 2nd edition  
Zimmerer, Scarborough and Wilson  
Essentials of Entrepreneurship and Small Business Management, 5th edition

### **(KBPI007) Export and Import Routines**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: 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 Methods: Online studies

Assessment Methods: Short tasks and assignments

Bibliography: Course material in the virtual study environment and internet

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

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: The course aims at strengthening students' understanding of strategic Marketing techniques, and developing strategic thinking skills. 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, planning, and implementation.

Previous Learning: Introduction to Marketing, introduction to Management, and Management accounting.

Contents:	Business and Marketing Strategic management, Strategic analysis of internal and external environment, segmentation and opportunity analysis, market strategies, product/branding, promotion, distribution, and promotion strategies. Strategic Marketing planning, and implementation of integrated marketing program.
Learning Methods:	Lectures, case studies presentations and discussions, and Web-based Strategic Marketing Simulation.
Assessment Methods:	Active participation in sessions, case studies presentations' discussions, Active and continuous role in the Simulation rounds, Final examination
Bibliography:	Kerin. Peterson, Strategic Marketing Problems (cases and comments) Aaker D. A, Strategic Market Management, 2007, Wiley and Sons.

### **(KBPI016) Finance**

Credits:	4 cr	Timing:	2nd or 3rd yr
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Learning Objectives: Understanding the role of finance as a business function, and the factors influencing financial decisions. Gaining knowledge of financial markets and their effects on financial decisions.

Previous Learning: Business mathematics, office application, economics, Statistics, management accounting.

Contents:	Financial environment, institutions and instruments Basics of banking Basics of financing theory Assets valuation methods and techniques Capital structure decision and impact on cost of capital Capital budgeting rules and methods Assets allocation decision under risk
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Learning Methods: Lectures, exercises

Assessment Methods: Assignments, final exam

Bibliography: To be announced later

### **(KBPI017) Product Development 1**

Credits:	3 cr	Timing:	3rd yr
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Learning Objectives: The course aims to develop the interdisciplinary skills required for successful product development in today's competitive marketplace. Engineering, Business, Sport and Game programming students join forces on small product development groups to experience the new product development process in detail, learning about the available methods, tools and techniques to execute each process step along the way. Each student brings his/her own disciplinary perspective to the group effort, and should learn to synthesize that perspective with those of the other students in the team to develop a sound marketable product. The course provides a multiple perspective approach that links the key areas of R&D, marketing and technology. Each project in the course addresses market (customer needs), technical (engineering design, prototyping, and manufacture) and financial (profitability) feasibilities of the new product. Students are expected to leave the course understanding new product development processes as well as useful tools, techniques and organizational structures that support new product development

practice and innovations.

Previous Learning: 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  
Patents and intellectual property

Learning Methods: Lectures and projects

Assessment Methods: Project report and presentation. Product development 2 course is an automatic continuation of this course

Bibliography: Product Design and Development by Ulrich and Eppinger. In addition to the handouts and the selected articles provided by the lecturers.

## **(KBPM7Z) METHODOLOGICAL STUDIES 7 cr**

### **(KBPM001) Applied Research Techniques**

Credits: 4 cr                                      Timing: 2nd yr

Learning Objectives: 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.

Previous Learning: Completion of basic studies

Contents: Introduction to marketing research  
The marketing research process  
The marketing research industry  
Defining the problem and determining research objectives  
Research design  
Using secondary data and online information databases

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

Assessment Methods: Group research project, individual end of period exam or essay

Bibliography: Marketing research, Burns and Bush;  
Basic marketing research : using Microsoft Excel data analysis, Burns and Bush

### **(KBPM002) Statistics**

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

Learning Objectives: 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.

Previous Learning:	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 Methods:	Lectures, classroom practical exercises and the individual use of the SPSS -program Teaching language: English
Assessment Methods:	Exam and exercises, SPSS -assignment
Bibliography:	To be announced

## **(KBPC9Z) COMMUNICATION STUDIES 18 cr**

### **(KBPC001) Intercultural Communication**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: 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 Methods: 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 Methods: 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 yr

Learning Objectives: The student will acquire skills in the basics of business writing including the purchasing process

Contents: Inquiries, quotations  
Orders and order confirmations



Collection letters  
Complaints  
Memos

Learning Methods: Small group sessions

Assessment Methods: Continuous assessment, written assignments, written exam

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

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: The student will improve his/her professional writing skills

Contents: Grammar surgery  
Punctuation  
Coherence  
Style and appropriateness  
Reporting  
Summarising  
Table of contents  
Quoting, reference list

Learning Methods: Small group sessions

Assessment Methods: Continuous assessment, assignments, written exam

Bibliography: Compiled study material

### **(KBPC008) Swedish: Svenska i affärslivet 2**

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

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

Previous Learning: Svenska i affärslivet I

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

Learning Methods: Small group teaching

Assessment Methods: Continual assessment, oral presentation and written exam

Bibliography: To be announced

### **(KBPC006) Academic Finnish**

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





## Consumer behaviour and market management

Learning Methods: Web based tasks and assignments

Assessment Methods: Web based individual assignment and case studies.

Bibliography: Solomon et al. Consumer behaviour (a European perspective) 3rd edition,

**(KBPF007) Services Marketing**

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

Learning Objectives: To provide students with a comprehensive view of services marketing. 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.

Previous Learning: 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  
Service scapes

Learning Methods: Lectures, case studies, class discussions

Assessment Methods: Group and individual assignments, case studies

Bibliography: Palmer, A., Principles of Services Marketing. McGraw Hill, London.  
Additional reading provided by lecturer

**(KBPF012) Marketing Research**

Credits: 3 cr                                  Timing: 3rd yr

Learning Objectives: 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

Previous Learning: 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

Online marketing research

Learning Methods: Lectures, case discussion and research project

Assessment Methods: Participation, research assignment

Bibliography: Marketing Research 6ed by Alvin Burns and Ronald Bush Prentice Hall

### **(KBPF003) Selling and Sales Management**

Credits: 3 cr                                      Timing: 2nd yr

Learning Objectives: The course develops an understanding of the selling and sales management process from theoretical viewpoints. Students understand the role of sales in marketing. The second aspect of the course deals with sales negotiation situations in the business environment.

Previous Learning: Introduction to Marketing, Consumer Buyer Behaviour, Intercultural Communication, Strategic Marketing management

Contents: Sales in marketing  
Sales environment and settings  
Sales techniques (KAM, direct marketing)  
Sales management and control  
Negotiation skills and strategies  
Negotiation process

Learning Methods: Lectures, group exercises, role play.

Assessment Methods: Group presentation and assignment

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 yr

Learning Objectives: 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.

Previous Learning: Basic Studies

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 Methods: Lectures, case study, and research project

Assessment Methods: Presentation, research report

Bibliography: Smith, Taylor, Marketing Communications: An Integrated Approach.

**(KBPF011) Quality Management**

Credits: 3 cr Timing: 3rd yr

Learning Objectives: The course introduces the concept of quality management and its process, models and applications.

Previous Learning: Basic Studies

Contents: Foundations of quality  
ISO 9000 quality management systems  
Quality management tools and techniques  
Implementing quality management  
Applications of quality management

Learning Methods: Lectures, case study, and exercises

Assessment Methods: Participation, group work and study portfolio

Bibliography: TQM Text with Cases by John Oakland, Butterworth Heinemann

**(KBW10Z) FREE CHOICE STUDIES 15 cr**

**(KBW001) Asian Business**

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

Learning Objectives: 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.

Previous Learning: Introduction to Management

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 Methods: Lectures, discussions, research assignments

Assessment: Class participation, research assignment, book exam.

Methods:

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 yr

Learning Objectives: 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.

Previous Learning: 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 Methods: Case studies, written exercises, reading assignments, web based exercises

Assessment Methods: Individual book exam, group assignment

Bibliography: Mohr. J, Sengupta. S, Slater. S, "Marketing of high technology products and innovations" 2004, Prentice Hall

### **(KBW011) Digital Photo Manipulation**

Credits: 3 cr    Timing: 2nd - 4th yr

Learning Objectives: 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 Methods: Lectures, group work, practical exercises and presentations

Assessment Methods: Return tasks, computer based exam

Bibliography: Huss David, Davis Lori J., Corel Paint Shop Pro X  
The Official Guide

### **(KBW016) Business Plan**

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

Learning Objectives: The objective of this course is to study the planning targets of the company by means of a business plan. The student is able to complete 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 Methods: Online-course

Assessment Methods: Completed business plan

Bibliography: Web -course material and other related internet sources

### **(KBW017) Principles of Tourism**

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

Learning Objectives: 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 attraction  
The Socio-cultural impact of tourism  
Ecology and tourism  
The future of tourism

Learning Methods: Lectures, small group work, workshops

Assessment Methods: Exam, course work, assignments, continual assessment and exercises

Bibliography: Course book: Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2008)  
Charles R, Goeldner J.R, Brent R: Tourism, Principles, Practices, Philosophies (2006)  
Further reading/material will be provided by lecturer

### **(KBW021) Introduction to Nature and Activity Tourism**

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

Learning Objectives: 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 sport tourism



Nature and sport tourism in Finland  
 Markets and demand  
 Tourism and nature conservation  
 Legal issues  
 Destinations and venues  
 Wildlife tourism  
 Facility site management  
 Map reading

Learning Methods: Lectures, group work, excursions. Visits to genuine activity sites will be included whenever possible.

Assessment Methods: Exam, assignments, course work and presentations

Bibliography: Bell et al. 2007. Outdoor Recreation and Nature Tourism.  
 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.  
 Further material provided by lecturer

### **(KBW154) Product Development 2**

Credits: 3 cr    Timing: 3rd yr

Previous Learning: This course is an automatic continuation of Product Development 1 course

### **(KBW012) Risk Management**

Credits: 3 cr    Timing: 2nd - 4th yr

Learning Objectives: 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 Methods: Online course

Assessment Methods: Completed risk management plan

Bibliography: Web -course material and other related internet sources

### **(KBW028) New Trends in Leadership and Management**

Credits: 5 cr    Timing: 2nd - 4th yr

Learning Objectives: 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 Methods:	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 Methods:	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

### **(KBW029) Management Procedures and Strategies**

Credits:	5 cr	Timing:	2nd - 4th yr
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Learning Objectives: 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 Methods:	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 Methods:	Long essay
Bibliography:	Kaplan, Norton, The Balanced Scorecard Aaker D., Developing Business Strategies Internet sources

### **(KBW030) Organizational Psychology**

Credits:	3 cr	Timing:	2nd - 4th yr
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Learning Objectives: 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 Methods:	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 Methods:	Long essay
Bibliography:	To be announced and internet sources

### **(KBPF005) Consumer Buyer Behaviour**

Credits: 3 cr    Timing: 2nd yr

Learning Objectives: 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.

Previous Learning: Introduction to Marketing

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

Learning Methods: Web based tasks and assignments

Assessment Methods: Web based individual assignment and case studies.

Bibliography: Solomon et al. Consumer behaviour (a European perspective) 3rd edition,

**(KBSP010)     Basic Spanish 1**

Credits: 5 cr    Timing: 1st - 4th yr

Learning Objectives: 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: 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.

Learning Methods: Pair-work, role-plays, writing practice

Assessment Methods: Active participation, oral and written exams

Bibliography: To be announced later

**(KBSP011)     Basic Spanish 2**

Credits: 3 cr    Timing: 1st - 4nd yr

Learning Objectives: Students will maintain and develop their Spanish skills and become more familiar with Spanish and Hispanic cultures

Previous Learning: Approved grade for basic studies or any earlier equivalent studies

Contents: Verb forms, pronouns  
 Travelling, hobbies, shopping  
 Cultural aspects

Learning Methods: Pair - work, role-plays and oral presentations

Assessment Methods: Continuous assessment, written exam

Bibliography: To be announced later

**(KBSP012) Basic Spanish 3**

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

Learning Objectives: 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.

Previous Learning: Previously accomplished beginners' courses or equivalent studies/knowledge

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

Learning Methods: Small group teaching

Assessment Methods: Continual assessment, written exam

Bibliography: To be announced

**(KBSP013) Spanish / Español en el trabajo 1**

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

Learning Objectives: Students will be proficient in using Spanish for spoken and written communication assignments in business, they will also acquire a specialised vocabulary and improve their Spanish comprehension, as well as their speaking and writing skills.

Previous Learning: Basic and lower intermediate studies in Spanish or equivalent qualifications

Contents: Commercial relations with Spanish speaking countries.  
Job application  
Job interviews  
Spanish and Hispanic culture and business culture, business trips  
Economic outlook of Hispanic countries

Learning Methods: Independent study, supervised independent study

Assessment Methods: Written exercises, written and oral exam, listening test

Bibliography: Lindgrén, Savinainen, Seppä, Claves del éxito

**(KBSP014) Spanish / Español en el trabajo 2**

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

Learning Objectives: Students will be able to deal with a variety of business situations in the hispanic world.

Previous Learning: Basic and Intermediate Spanish studies

Contents: The world of business  
Products and services  
Marketing

Learning Methods: Independent study, supervised distance learning

Assessment Methods: Written exercises, written and oral exam, listening comprehension test

Bibliography: Lindgrén -Savinainen - Seppä: Claves del éxito

### **(KBFR010) Basic French 1**

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

Learning Objectives: The student will be able to use the basic French language in everyday situations. The student can apply politeness conventions and describe the French kitchen in a small scale.

Contents: Grammar, pronunciation and writing exercises  
Greetings, introductions, reception of visitors  
At a restaurant, a cafe  
Phone situations  
Time expressions

Learning Methods: Small group learning

Assessment Methods: Continual assessment, written exam

Bibliography: Eevi Nivanka, Soile Sutinen:  
Chez Marianne: French for Beginners.

### **(KBFR011) Basic French 2**

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

Learning Objectives: Students will develop their grammar use, vocabulary and speaking skills in more requiring situations.

Previous Learning: Approved Basic French 1 or equivalent knowledge

Contents: Pronunciation and grammar exercises  
Travelling  
Living  
In a shop, at a hotel  
Computer vocabulary  
Working life language

Learning Methods: Small group learning

Assessment Methods: Continual assessment, written exam

Bibliography: Eevi Nivanka, Soili Sutinen:  
Chez Marianne: French for Beginners

### **(KBFR012) Basic French 3**

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

Learning Objectives: The student deepens his knowledge of vocabulary and grammar and can apply it in

more requiring speech and writing situations.

Previous Learning: Approved French basics 2 or equivalent knowledge

Contents: Writing letters and emails. Consulting a doctor. Work intervju. Speaking on the phone at work. Guiding excursions. Knowledge of wines

Learning Methods: Small group learning

Assessment Methods: Continual assessment, written exam

Bibliography: Eevi Nivanka, Soili Sutinen:  
Chez Marianne: French for Beginners  
Opetusmoniste

### **(KBFR014) French / Francais et le travail 1**

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

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

Previous Learning: High School basic French course or equivalent studies

Contents: Job applications and interviews. phone situations at work.  
Business letters

Learning Methods: Guided independent self-study incl. small group sessions. Written application and CV. Grammar and situational exercises.

Assessment Methods: Continual assessment, written tasks, Written exam.

Bibliography: Study handout

### **(KBFR015) French / Francais et le travail 2**

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

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

Previous Learning: High School basic French course or equivalent studies

Contents: Company forms, field of operations, location, products and services, meetings

Learning Methods: Guided independent study incl. small group sessions, oral company presentation. Situational grammar exercises

Assessment Methods: Oral and written company presentation, written exam

Bibliography: Study handout

### **(KBFR013) French Grammar**

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

Learning Objectives: Students will strengthen and broaden their proficiency in French grammar and vocabulary.

Previous Learning: High School short course or equivalent studies

Contents: Exercises in French grammar

Learning Methods: Guided independent studies

Assessment Methods: Written grammar exercises, written exam

Bibliography: Study handout

### **(KBRU010) Basic Russian 1**

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

Learning Objectives: The students can read texts printed and handwritten in the Cyrillic alphabet, and can write Russian text themselves. They know the basic rules of pronunciation and intonation and are familiar with basic grammar structures to be applied in simple everyday communication and service situations.

Previous Learning: No previous Russian studies necessary.

Contents: Reading and writing exercises  
Pronunciation and intonation exercises  
Greetings, telling about your family  
Service situations

Learning Methods: Small group sessions: listening, pronunciation, reading and writing exercises; oral service situations in pairs

Assessment Methods: Continual assessment, written exams

Bibliography: Alestalo, M., Kafe Piter 1

### **(KBRU011) Basic Russian 2**

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

Learning Objectives: The students can read, pronounce and write Russian handwriting with ease. They know enough Russian to be able to apply their grammar knowledge and vocabulary in simple service situations.

Previous Learning: Basic Russian 1 ( 5 cr ) or equivalent studies in Russian

Contents: Numerals and their usage  
Verb forms  
Adjectives and adverbs  
Basics of cases  
Shopping situations, listening and practice  
Hotel and restaurant situations

Learning Methods: Small group sessions with lots of group and pair practice

Assessment Methods: Continual assessment, written and oral exam

Bibliography: Alestalo, M., Kafe Piter 1

### **(KBRU012) Basic Russian 3**

Credits: 3 cr    Timing: 1st - 4th yr

Learning Objectives: The students can read, pronounce and write Russian handwriting without difficulty. They have a good command of essential Russian grammar and vocabulary to be able to manage in Russian in a variety of service situations either as a client or a member of staff.

Previous Learning: Basic Russian 1 ( 5 cr) and Basic Russian 2 ( 3 cr ) or equivalent studies in Russian.

Contents: Travelling; verbs of motion, tenses  
Tourism, holidays; use of cases  
On the phone, numerical information  
Festive seasons, food culture

Learning Methods: Small group sessions with lots of group and pair practice

Assessment Methods: Continual assessment, written and oral exam

Bibliography: Alestalo, M., Kafe Piter 1 + extra study material, e.g travel brochures, timetables, menus etc

### **(KBRU013) Business Russian**

Credits: 3 cr    Timing: 2nd - 4th yr

Learning Objectives: The students know enough Russian grammar and vocabulary for sales and other spoken and written business communication tasks.

Previous Learning: Basic Russian 1, 2 and 3 ( 11 cr ) or equivalent studies in Russian

Contents: Grammar clinic  
Vocabulary exercises  
On the phone  
PR Messages  
Commercial correspondence

Learning Methods: Small group sessions with writing and vocabulary exercises as well as oral practice in pairs

Assessment Methods: Continual assessment Portfolio of written assignments Written exam

Bibliography: Salenius, P., Liikekirjeet venäjäksi or  
Bazvanova T.N.-Orlova T.K., Biznez-korrespondentsija

### **(KBIT010) Basic Italian 1**

Credits: 5 cr    Timing: 1st - 4th yr



**Learning Objectives:** 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 Methods:** Small group teaching

**Assessment Methods:** Continuous assessment and written exams

**Bibliography:** Espresso 1

### **(KBIT011) Basic Italian 2**

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

**Learning Objectives:** 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.

**Previous Learning:** 5 cr of approved Italian studies or the equivalent

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

**Learning Methods:** Small group teaching

**Assessment Methods:** Continuous assessment, written exams

**Bibliography:** Espresso 1 and handout

### **(KBIT012) Italian Business Communication**

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

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

**Previous Learning:** Basic Italian 1 and Basic Italian 2

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

**Learning Methods:** Independent study, supervised distance learning

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

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

### **(KBCH001) Basic Mandarin Chinese 1**

Credits: 3 cr                                      Timing: 1-3 year

Learning Objectives: Build pronunciation capabilities, basic vocabulary, grammar and writing skills.

Previous Learning: None.

Contents: Master Pinyin (Chinese Phonics) and four major tones - Build pronunciation capabilities  
 Basic vocabulary and situational phrases, e.g. Greetings, Introduction, Numbers, Family, Days of weeks, Months, Measure words, Appreciation and Farewell  
 Basic grammar, e.g. pronoun, plural, time indicators, few common particles, adverbs and interrogative words  
 Simple Chinese writing strokes, write and recognize approx. 50-80 simple Chinese characters

Learning Methods: Lectures, group practice and drills.

Assessment Methods: Oral and Written

Bibliography: Textbook: Hanyu Jiaocheng 1a

**(KBCH002) Basic Mandarin Chinese 2**

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

Learning Objectives: Build reading, comprehension and survival communication capabilities.

Previous Learning: None

Contents: Building vocabulary, basic survival phrases and expressions, e.g. Asking for help, Apology and forgiveness, Surprise and puzzlement, more Measurement words, more Time expression, Colors, Approval and disapproval, Survival in restaurants, hospital, hotels  
 2nd level grammar  
 Simple antonyms and synonyms  
 & -145;Chinatowns& -146; : General overview of Chinese cultures in various Asian societies  
 Write and recognize approx. additional 50-80 Chinese words

Learning Methods: Participation, group practice and drills

Assessment Methods: Oral and Written

Bibliography: Textbook: Hanyu Jiaocheng 1a

**(KBDE017) Basic German 1**

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

Learning Objectives: 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.

Previous Learning: 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 Methods: Small group teaching

Assessment Methods: Continuous assessment and written tests

Bibliography: Kudel-Kyyhkynen: Einverstanden 1

### **(KBDE011) Basic German 2**

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

Learning Objectives: 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.

Previous Learning: Basic German 1 or proficiency test

Contents: Basic grammar  
 Everyday German  
 Telephoning  
 Emails  
 German culture and business etiquette

Learning Methods: Small group teaching

Assessment Methods: Continuous assessment and written exam

Bibliography: Kudel-Kyyhkynen: Einverstanden 1 and study handout

### **(KBDE012) Basic German 3**

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

Learning Objectives: 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.

Previous Learning: Basic German 1 and Basic German 2 or 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 Methods: Independent studies

Assessment Methods: Written tasks and oral exam

Bibliography: Study handout

### **(KBW234) Facts and Fiction about Finland**

Credits: 3 cr                      Timing: 1st or 2nd yr

Learning Objectives: Students will know facts about Finland, the Finnish way of life, everyday life and celebrations.

Contents: Facts and figures about Finland  
Celebrations and festivals  
Food culture, songs, greetings and conversation culture, characters in Finnish fiction

Learning Methods: Conversations, presentations, active participation in different situations

Assessment Methods: Active participation in the course and assigned situations and events

Bibliography: Will be announced in the course plan

### **(KBEN005) Going Global**

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

Learning Objectives: Students will be able to plan an international company visit and will understand international and business cultures and etiquette.

Previous Learning: Basic and Professional studies

Contents: Planning an international business visit and receiving visitors from abroad  
Business etiquette  
Goodwill letters

Learning Methods: Small group teaching

Assessment Methods: Continual assessment, oral presentations, written assignments and exam

Bibliography: Handout

### **(KBEN004) English Conversation**

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

Learning Objectives: 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 Methods: Small group sessions

Assessment Methods: Oral tasks and oral group exam

Bibliography: To be agreed at the beginning of the course

**(KBT12Z) THESIS 15 cr****(KBT001) Thesis**

Credits: 15 cr Timing: 4th yr

Learning Objectives: 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.

Previous Learning: Practical training, Applied Research Techniques, Statistics, Academic Writing, 150 cr accomplished

Contents: Initial thesis seminar (during practical training)

Assessment Methods: 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 yr, spring semester

Learning Objectives: 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.

Previous Learning: 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: Students are required to work as a trainee in a foreign company. Practical training can also be accomplished locally.

- 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 Methods: Application of theory into practice.

Assessment Methods: Participation and reports

Bibliography: See Practical training guide on the internet

## **Bachelor of Hospitality Management**

- Degree Programme in Tourism

## SCHOOL OF TOURISM

### DEGREE PROGRAMME IN TOURISM

<b>Head of School</b>	Ms Päivi Auno, Acting Head of School (autumn 2011) Ms Heli Itkonen (spring 2012)
<b>Head of the Degree Programme</b>	Mr Mikko Keränen
<b>International Study Office</b>	Ms Nora Müller Ms Kirsi Sievers (on leave of absence 2011 – 2012)

#### Objective of the Degree programme

The objective of the Degree Programme in Tourism is to provide both Finnish and international students with a high quality, practical yet academic training in tourism management. The programme emphasises the development of skills needed in managing activity and nature tourism services. In addition, a wide range of related subjects such as marketing, financing, accommodation services, business activities, product development and human resource management are also covered. Language studies also play a major role. Upon completion of the required 210 credits within three and a half years, graduates are awarded a **Bachelor of Hospitality Management**.

#### 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
- A programme that is both challenging yet supportive
- A truly international atmosphere, achieved through the Kajaani UAS' extensive links with partner colleges abroad
- Co-operation with a network of local businesses and other tourism interest groups
- Professional highly qualified staff with experience in the tourism sector

#### 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, field trips, outings, seminars, individual tutorials, workshops, case study, group work, project work, research and video conferencing.

The language of instruction is English and the courses are taught by Kajaani University of Applied Sciences' own academic staff and a resource of guest lecturers from various partner institutions in Europe, plus business professionals drawn from firms who are involved in international business and who maintain contacts with Kajaani University of Applied Sciences. Through the use of various tutorial approaches, sessions are designed to ensure that students can fully exercise their creative potential and that critical learning is facilitated. This is why interactive learning, team-based course work and small group sessions form an important element of the learning process of the Degree Programme in Tourism.



## Competences

Degree programme in tourism covers five main competences which are:

<b>Subject specific competences</b> Degree programme in Tourism	<b>Description of the competence</b> The Student
<b>Service-mindedness</b>	<ul style="list-style-type: none"> <li>▪ understands that hospitality is one of the central values and success factors of the sector.</li> <li>▪ can provide healthy, safe and profitable services which promote customers' wellbeing.</li> <li>▪ can take aesthetic and ethical perspectives into account when providing services (premises, service products, communications).</li> <li>▪ is familiar with the principles of consumer behaviour and can make use of them in developing services.</li> </ul>
<b>Service systems</b>	<ul style="list-style-type: none"> <li>▪ can plan, produce and develop services to suit the needs of the operating environment.</li> <li>▪ can define, manage and evaluate service processes (product planning, profitability, and organisation, management and development of work)</li> <li>▪ can develop services using product development and commodification methods</li> <li>▪ is aware of the safety requirements for the sector and can apply them to his/her own work.</li> </ul>
<b>Service management</b>	<ul style="list-style-type: none"> <li>▪ knows and understands company strategies and can make use of them in managing service operations.</li> <li>▪ can plan, implement and evaluate his/her own and the department's daily supervisory management activities.</li> <li>▪ can organise a work community and make use of the skills of individuals, teams and communities.</li> </ul>
<b>Business know-how</b>	<ul style="list-style-type: none"> <li>▪ can analyse customer relationships from the point of view of service development.</li> <li>▪ understands the main concepts of business and has internalised the principles of a commercial approach.</li> <li>▪ can predict the effect of alternative operating methods on financial results and competitiveness.</li> <li>▪ can apply the principles of entrepreneurship, both as an entrepreneur and as an employee.</li> <li>▪ can operate in, make use of and develop various kinds of networks.</li> </ul>
<b>Service environments for tourism</b>	<ul style="list-style-type: none"> <li>▪ can develop service environments and networks related to leisure and business travel.</li> <li>▪ understands the significance of internationalisation, globalisation and different cultures for services and their development.</li> <li>▪ can work in various international operating environments.</li> <li>▪ can benefit from applying the characteristics of national cultures in developing tourism.</li> <li>▪ can develop regional strengths and improve regional influence in tourism.</li> </ul>

## Annual Themes – Study Progress Description

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

<b>1<sup>st</sup> year – Observer of Tourism</b>	<ul style="list-style-type: none"> <li>▪ The student has the basic information needed to understand the fundamental process of tourism, its structures, and impact on society in economic, social and ecological terms.</li> <li>▪ The student gains knowledge of the theoretical models applied in tourism.</li> <li>▪ The students will gain the necessary computer skills and methodological tools needed for data collection, analysis and reporting.</li> </ul>
<b>2<sup>nd</sup> and 3<sup>rd</sup> year – Applicator</b>	<ul style="list-style-type: none"> <li>▪ In 2<sup>nd</sup> and 3<sup>rd</sup> year the student will deepen both the theoretical and practical knowledge needed to function in tourism.</li> </ul>
<b>4<sup>th</sup> year - Developer of Tourism</b>	<ul style="list-style-type: none"> <li>▪ In the 4<sup>th</sup> year the student has competences to develop and analyse tourism products and services. The student is able to develop business activities by implementing the latest findings in the field.</li> </ul>

## Structure of the Programme

### Basic Studies (75 cr)

Basic studies are compulsory studies and should be completed mainly during the first year of study. These courses include basic courses in tourism and business activities and methodological as well language studies.

### Professional Studies (75 cr)

These courses are carried out from the second year onwards and they include special study modules covering different areas of tourism. The aim of professional studies is to equip students with both the theoretical and practical knowledge needed to function in tourism.

### Free-choice Studies (15 cr)

The studies include a minimum of 15 credits of free-choice studies. Free-choice studies are included in professional studies. The aim 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 programmes in the same school or from another university of applied sciences, 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 period, which takes place during **spring semester of the 3rd study year**. Practical training can be done either in Finland or a foreign country. Before starting practical training students must have a minimum of 115 credits. The purpose of practical training is to offer students the possibility to put into practice the knowledge acquired from their professional studies by carrying out practical tasks in companies.

### **Thesis and Maturity Test (15 cr)**

The purpose of the thesis is to demonstrate students' 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. It is recommended that the thesis be completed in co-operation with a tourism company or in co-operation with other interest groups. 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.

The maturity test is done after completing the thesis. The test demonstrates students' language skills and how familiar they are with the chosen subject of their thesis. Finnish students write the test in Finnish and foreign students in English. The test is completed under supervision with questions provided by the thesis/project supervisor.

### **Foreign Studies**

For Finnish students it is recommended that the 2nd year autumn semester is spent in a foreign university or university of applied sciences. Foreign students may choose not to go abroad. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. In addition it is required, that the students have good language skills (good skills in English and at least basics in the target country's language if possible) and good grades. Students without prior international experience will be given priority when decisions concerning exchange places are made.

Exchange opportunities will be presented in information meetings. More information can also be found on Kajaani UAS's internet pages. Kajaani UAS's partner institutions in different countries offer studies in English or in other languages. 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 Tourism includes 21 credits of compulsory language studies. Language studies should comprise at least studies in Finnish and English. Finnish students also have two compulsory Swedish courses. It is highly recommended that students choose one language as part of their free-choice studies. These studies should include at least 8 credits in order to achieve a good level of the chosen language (5 cr beginner's course + 3 cr intermediate/advanced studies). Foreign language courses offered at this level are French, Spanish, Italian, Russian, Swedish and German.

#### **Finnish Students**

English	9 cr
Finnish	6 cr
Swedish	6 cr

#### **Foreign Students**

English	9 cr
Finnish	12 cr

**It is recommended that foreign students concentrate on studying Finnish language during the first study year and start another new language during the second year.**

**THE COURSE STRUCTURE FOR THE DEGREE PROGRAMME IN TOURISM (2011)****BASIC STUDIES**

<b>MTBA2Z</b>	<b>BASICS IN TOURISM</b>	<b>26 CR</b>
MTBA001	Principles of Tourism	6 cr
MTBA002	Introduction to Nature and Activity Tourism	5 cr
MTBA003	Tourism Product Development I	3 cr
MTBA005	Safety and First Aid	3 cr
MTBA006	Food Hygiene	3 cr
MTBA009	Serving	1.5 cr
MTBA010	Bar Services	1.5 cr
MTBA011	Hospitality Management	3 cr
<b>MTBO3Z</b>	<b>BUSINESS ACTIVITIES 1</b>	<b>17 CR</b>
MTBO004	Introduction to Marketing	4 cr
MTBO005	Introduction to Business Operations	3 cr
MTBO003	Introduction to Management Accounting	5 cr
MTBO006	Introduction to Management	5 cr
<b>MTBC4Z</b>	<b>COMMUNICATION STUDIES</b>	<b>21 CR</b>
	<i>Common courses:</i>	
MTBC004	Basics of Tourism English	3 cr
MTBC008	Academic Writing	3 cr
MTBC005	Business Communication Skills	3 cr
	<i>Finnish students:</i>	
MTBC001	Oral Communication and Meeting Skills (in Finnish)	3 cr
MTBC002	Written Communication and Business Letters (in Finnish)	3 cr
MTBC003	Svenska inom turismen 1	3 cr
MTBC009	Svenska inom turismen 2	3 cr
	<i>Foreign Students:</i>	
MTBC006	Finnish for Foreigners 1	6 cr
MTBC007	Finnish for Foreigners 2	3 cr
MTBC010	Finnish Conversation	3 cr
<b>MTBM4Z</b>	<b>METHODOLOGICAL STUDIES 1</b>	<b>11 CR</b>
MTBM001	Business Mathematics	3 cr
MTBM002	Office Applications	5 cr
MTBM003	Personal Development Programme	3 cr

**PROFESSIONAL STUDIES**

<b>MTPT6Z</b>	<b>TOURISM SERVICES</b>	<b>47 CR</b>
MTPT019	Project Management	6 cr
MTPT001	Management of Nature and Activity Services	4 cr
MTPT016	Transportation and tourism	4 cr
MTPT003	Sustainable Tourism	3 cr
MTPT005	Adventure Tourism	3 cr
MTPT017	Guiding Skills	3 cr
MTPT007	Event Management	3 cr
MTPT018	World cultures	3 cr
MTPT009	Food and Culture	4 cr
MTPT010	Intercultural Communication	3 cr
MTPT011	Tourism Planning and Policy	5 cr
MTPT012	Tourism Product Development 2	3 cr
MTPT015	Tourism Economics	3 cr
<b>MTPO7Z</b>	<b>BUSINESS ACTIVITIES 2</b>	<b>21 CR</b>
MTPO001	Marketing of Tourism Services	3 cr
MTPO002	Marketing Communications	3 cr
MTPO009	Financial Accounting	4 cr
MTPO008	Human Resource Management	3 cr
MTPO005	Law Studies	5 cr
MTPO007	Strategic Management	3 cr
<b>MTPM8Z</b>	<b>METHODOLOGICAL STUDIES 2</b>	<b>7 CR</b>
MTPM003	Applied Research Methods	4 cr
MTPM004	Statistics	3 cr
<b>FREE-CHOICE STUDIES</b>		<b>15 CR</b>
<b>PRACTICAL TRAINING</b>		<b>30 CR</b>
<b>THESIS</b>		<b>15 CR</b>

## COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN TOURISM

### BASIC STUDIES

#### (MTBA2Z) **BASICS IN TOURISM 26 cr**

##### (MTBA001) **Principles of Tourism**

Credits: 6 cr    Timing: 1st yr

Learning Objectives: 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 Methods: Lectures, small group work, workshop

Assessment Methods: Exam, course work, assignments, continual assessment and exercises

Bibliography: Course book: Cooper, Fletcher, Gilbert, Shepherd & Wanhill: *Tourism, Principles and Practice* (2008)  
Charles R, Goeldner J.R, Brent R: *Tourism, Principles, Practices, Philosophies* (2006)  
Further reading/material will be provided by lecturer

##### (MTBA002) **Introduction to Nature and Activity Tourism**

Credits: 5 cr    Timing: 1st yr

Learning Objectives: 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 sport tourism  
Nature and sport tourism in Finland  
Markets and demand  
Tourism and nature conservation  
Legal issues  
Destinations and venues  
Wildlife tourism  
Facility site management  
Map reading

Learning Methods: Lectures, group work, excursions. Visits to genuine activity sites will be included whenever possible.

Assessment Methods: Exam, assignments, course work and presentations

**(MTBA003) Tourism Product Development I**

Credits: 3 cr    Timing: 1st - 2nd yr

Learning Objectives: Students will understand the functions and aspects of initial and ongoing product development as a basic part of profitable tourism business development.

Contents: Tourism products and features  
 Planning and development process  
 Pricing

Learning Methods: Lectures, Group work, Study visits

Assessment Methods: Portfolio including a learning diary and group assignments

Bibliography: Kotler P., Bowen J. and Makens J. 1999. Marketing for Hospitality and Tourism  
 Additional study materials will be agreed during course orientation

**(MTBA005) Safety and First Aid**

Credits: 3 cr    Timing: 1st yr

Learning Objectives: Students will know what to do in a situation requiring them to provide first aid and they will also be able to check for and assess risks in tourism programming. The course is divided into a safety and a first aid part.

Contents: First aid: Red Cross of Finland emergency aid qualification EA (first aid) 1 and EA (first aid) 2  
 Safety: Risk assessment and risk management in program services, fire safety, safety at work, extinguishing fires

Learning Methods: Lectures, course and group work, exercises

Assessment Methods: Test, first aid practice, fire extinguishing practice. Students will have the opportunity to pass the Finnish Red Cross EA (first aid) 1 and EA (first aid) 2 qualifications.  
 Course work

Bibliography: Reading list and handouts provided by lecturer.  
 The Finnish Consumer Agency's Guidelines for the promotion of safety in Program Services, Publication series 11/2003 Finnish Consumer Agency

**(MTBA006) Food Hygiene**

Credits: 3 cr    Timing: 1st yr

Learning Objectives: Students will understand the importance of hygiene for safe food services and travelling

Contents: Food microbiology  
 Food poisoning  
 Hygiene practices  
 Personal hygiene  
 Cleaning  
 In-house control  
 Legislation relating to food hygiene

Learning Methods: Lectures, discussions, individual and group exercises

Assessment Methods: Exam and exercises

Bibliography: Reading list/material provided by lecturer

### **(MTBA009) Serving**

Credits: 1.5 cr                      Timing: 1st yr

Learning Objectives: Students will become proficient in the basic principles of serving.

Contents: Basic serving methods and techniques

Learning Methods: Lectures and serving in the learning restaurant

Assessment Methods: Exam

Bibliography: To be announced

### **(MTBA010) Bar Services**

Credits: 1.5 cr                      Timing: 2nd yr

Learning Objectives: Students will becoming proficient in the law concerning the sale of alcoholic beverages.

Contents: Alcohol legislation

Learning Methods: Lectures, individual and group work

Assessment Methods: Exam

Bibliography: To be announced

### **(MTBA011) Hospitality Management**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: The aim of the course is to raise awareness of the hospitality industry's versatility. Students can distinguish between different types of accommodation and will get to know various other hospitality organisations like cruise liners.

Contents: Structure and types of accommodation  
Hotel classifications  
Hotel ownership and management  
Hotel operations management  
Hotel reservation system  
Cruise liners  
Recreation and leisure organisations

Learning Methods: Lectures, independant studies, group work, workshops, presentations, company visits



Assessment Methods: Exam, assignments, course work, presentations

Bibliography: Ninemeier, Perdue, 2008. Discovering hospitality and tourism. Pearson Education, New Jersey.  
Further material provided by lecturer

## **(MTBO3Z) BUSINESS ACTIVITIES 1 17 cr**

### **(MTBO004) Introduction to Marketing**

Credits: 4 cr                                      Timing: 1st yr

Learning Objectives: The student will understand what marketing and what is the role of different parts of the marketing mix. The student will understand the fundamentals of modern marketing thinking, the societal level of marketing and customer focus.

Contents: Marketing with key concepts, marketing mix; product, price, place, promotion. Customer focus. Marketing in tourism.

Learning Methods: Lectures, group work, class discussions

Assessment Methods: Exam, written assignment and group work

Bibliography: 1) Kotler & all. Marketing - an introduction  
2) Kotler, Bowen & Makens. Marketing for Hospitality and Tourism

### **(MTBO005) Introduction to Business Operations**

Credits: 3 cr                                      Timing: 1st yr

Learning Objectives: Students will have a holistic view of business. They will understand, in general, all business aspects, and connections between business functions.

Contents: Business concepts, business environment, Interest groups, legal forms of ownership, management, overview of business functions (operations, human resources, Marketing, Finance, accounting), money and financial markets.

Learning Methods: Lectures, group work, case studies and exercises

Assessment Methods: Active participation, Final examination

Bibliography: Nickels, McHugh, Understanding Business (8th edition)

### **(MTBO003) Introduction to Management Accounting**

Credits: 5 cr                                      Timing: 1st yr

Learning Objectives: Students will know 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  
Profitability calculations  
Cost-volume-profit analysis

Pricing calculations  
 Short-term calculations, planning and controlling methods  
 Long-term calculations: investments  
 Budgeting  
 Activity Based Costing

Learning Methods: Lectures and exercises

Assessment  
 Methods: Exercises and exams

Bibliography: To be announced

## **(MTBO006) Introduction to Management**

Credits: 5 cr                                  Timing: 1st yr

Learning Objectives: 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 Methods: Lectures, case studies, and project assignments

Assessment  
 Methods: Mid-term tests and Final Exam

Bibliography: Hill and MacShane, Principles of Management

## **(MTBC4Z) COMMUNICATION STUDIES 21 cr**

### **(MTBC004) Basics of Tourism English**

Credits: 3 cr                                  Timing: 1st yr

Learning Objectives: Students improve their oral and written communication skills and tourism vocabulary through a wide range of settings and situations in the English-speaking world.

Previous Learning: Proficiency test

Contents: Grammar surgery  
 Personnel and functions of a tourism company  
 Customer service (bookings, advice on destinations etc.)  
 Negotiations  
 Application writing  
 Report writing

Learning Methods: Small group sessions incl. pair and group work, oral, written and listening tasks

Assessment  
 Methods: Continual assessment, oral presentation on a tourism company or product, writing a job application, exam

Bibliography: Handouts

**(MTBC008) Academic Writing**

Credits: 3 cr Timing: 1st yr

Learning Objectives: The student will improve his/her professional writing skills

Contents: Grammar surgery  
Punctuation  
Coherence  
Style and appropriateness  
Reporting  
Summarising  
Table of contents  
Quoting, reference list

Learning Methods: Small group sessions

Assessment Methods: Continuous assessment, assignments, written exam

Bibliography: Compiled study material

**(MTBC005) Business Communication Skills**

Credits: 3 cr Timing: 1st yr

Learning Objectives: To learn to communicate orally and in writing in tourism using different communication channels

Contents: Communication in a tourism company (reservations, confirmations, cancellations, changes)  
Routine correspondence  
Payment and collection letters  
Negotiations

Learning Methods: Small group sessions

Assessment Methods: Oral and written tasks, written exam

Bibliography: To be announced

**(MTBC001) Oral Communication and Meeting Skills**

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

Learning Objectives: Students will learn to express themselves and to operate in a goal oriented manner in different communication situations. The course also covers different negotiation and meeting procedures.

Contents: Analysing different forms of oral communication performances  
Stage-fright  
Use of voice

Academic and speeches for specific situations  
 Influence and justification  
 Different forms of group communication  
 Negotiation and meeting techniques  
 Documents

Learning Methods: Classroom teaching, exercises

Assessment Methods: Exam and assignments

Bibliography: Repo-Nuutinen: Viestintätaito

## **(MTBC002) Written Communication and Business Letters**

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

Learning Objectives: Students will learn to write in a manner appropriate to their chosen profession and be able to compile standard business letters.

Contents: The principles of written communication  
 An introduction to language maintenance  
 Process writing and document standards  
 Basic business letters  
 E-mail communication

Learning Methods: Contact teaching, assignments

Assessment Methods: Exam and assignments

Bibliography: Kortetjärvi-Nurmi, Kuronen, Ollikainen, Yrityksen viestintä

## **(MTBC003) Swedish: Svenska inom turismen 1**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: Students will develop their spoken and written skills so that they can cope in tourism and hospitality customer service situations, and present a company and its services and facilities

Previous Learning: Participation in proficiency test

Contents: Grammar revision  
 Presenting a tourism company's and a restaurant's operations and staff  
 Tourism and hospitality customer service and sales situations

Learning Methods: Small group teaching

Assessment Methods: Continual assessment and oral presentation and written exams

Bibliography: Jokisalo-Minni: Flexservice

## **(MTBC009) Swedish: Svenska inom turismen 2**

Credits: 3 cr                                      Timing: 2nd yr

Learning Objectives: Students will be able to cope with spoken and written communicative tasks in tourism and hospitality related situations using the Swedish language. This course covers routine correspondence and negotiation skills

Previous Learning: Svenska inom turismen I

Contents:                                      Enquiries  
    Offers  
    Orders  
    Confirmations  
    Cancellations and alterations  
    Payment transactions  
    Dealing with complaints  
    Tourist programmes  
    Negotiations  
    Job applications  
    Goodwill correspondence

Learning Methods: Small group teaching

Assessment                                      Continual assessment, oral presentation, written tasks and exam  
 Methods:

Bibliography: Handout

### **(MTBC006)      Finnish for Foreigners 1**

Credits: 6 cr                                      Timing: 1 st yr

Learning Objectives: 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 language points  
    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 Methods: Communicative and practical approach and group work

Assessment                                      Class work and written or/and oral exam  
 Methods:

Bibliography: Härmäläinen, Aletaan  
    Facts about Finland  
    Kenttälä, Kieli käyttöön

### **(MTBC007)      Finnish for Foreigners 2**

Credits: 3 cr Timing: 1 st yr

Learning Objectives: To improve communication skills in the Finnish language

Previous Learning: Finnish for Foreigners 1

Contents: This course builds on the knowledge gained in Finnish for Foreigners 1.

Learning Methods: Small group sessions

Assessment Methods: Coursework, active participation, written and oral tests

Bibliography: Kangasniemi, Suomen kielen tikapuut jatkotaso 1  
Hämäläinen, Jatketaan

### **(MTBC010) Finnish Conversation**

Credits: 3 cr Timing: 3 rd yr

Learning Objectives: To improve students' oral communication skills in the Finnish language.

Previous Learning: Finnish for Foreigners 1-2

Contents: Discourses - different vocational subjects

Learning Methods: To be announced

Assessment Methods: Active participation in class activities

Bibliography: To be announced

### **(MTBM4Z) METHODOLOGICAL STUDIES 1 11 cr**

#### **(MTBM001) Business Mathematics**

Credits: 3 cr Timing: 1st yr

Learning Objectives: 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 numbers  
Currency calculation  
Simple interest calculation and its applications  
Compound interest  
Credit  
Economic functions

Learning Methods: Lectures and exercises

Assessment Methods: Exam and exercises

Bibliography: Pulkkinen P, Holopainen M., Keinänen K., Business Mathematics (2006)

### **(MTBM002) Office Applications**

Credits: 5 cr                                  Timing: 1st yr

Learning Objectives: The student will be able to use a microcomputer as a common tool in everyday working life.

Contents:                                  E-mail  
Internet  
Hardware and operating systems  
Presentation graphics  
Word processing  
Spreadsheets

Learning Methods: Practical exercises and individual use of computer

Assessment Methods: Exam and practical exercises

Bibliography: Material provided by the lecturer

### **(MTBM003) Personal Development Programme**

Credits: 3 cr                                  Timing: 1st yr

Learning Objectives: The aim of this programme is to provide students with the tools, which 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 the individual development of students.

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

Learning Methods: Lectures, Activities, Individual tutorials, Practical Work

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

Bibliography: Selected readings, handouts related to subject areas.

## **PROFESSIONAL STUDIES**

### **(MTPT6Z) TOURISM SERVICES 47 cr**

#### **(MTPT019) Project Management**

Credits: 6 cr                                  Timing: 2nd yr

Learning Objectives: Introduction to project work and management

Contents: Basics of project management

Project planning  
 Practical work in projects  
 Project documentation

Learning Methods: Lectures, project work and reporting in small groups or individually

Assessment Methods: Continual assessment, project work and final portfolio

Bibliography: Reading/material will be provided by lecturer  
 Project Management Institute 2004, A guide to the project management body of knowledge. 3rd Ed., Pennsylvania.

### **(MTPT001) Management of Nature and Activity Services 1**

Credits: 4 cr                                      Timing: 2nd yr

Learning Objectives: Students will understand the scope and evolution of nature and activity tourism management. This course will also provide students with a wide range of skills and knowledge needed when planning and managing services in nature and activity tourism.

Contents: Possible contents:  
 Nature familiarization  
 Tourism program planning  
 Outdoor skills  
 Outdoor environment  
 Sport tourism  
 Safety issues in outdoor activities  
 Land management  
 Parks and wildlife management  
 Impacts of nature and activity tourism

Learning Methods: Lectures and excursions, visits to companies and sites. There will be a field trip to an important nature tourism destination in Finland.

Assessment Methods: Active participation in lectures and excursions, group work, reports and presentations.

Bibliography: Reading list/material provided by lecturer

### **(MTPT016) Transportation and Tourism**

Credits: 4 cr                                      Timing: 3rd yr

Learning Objectives: The students will understand the role of transportation in tourism

Contents: Tourism/transport relationship  
 Transport networks and flows  
 Ground transport  
 Marine transport  
 Air transport  
 Management of Transport flows  
 Future trends in transport and tourism

Learning Methods: Lectures and seminar



Assessment Methods: Essay, presentation, assignments

Bibliography: Duval 2007. Tourism and Transport  
Hanlon 2007. Global airlines  
Wensveen 2008. Air Transportation

### **(MTPT003) Sustainable Tourism**

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will gain basic knowledge of sustainable tourism theory and practice and how it is used and integrated in the business environment.

Learning Methods: Online course

Bibliography: Weaver, D. (2006) Sustainable Tourism: Theory and Practice, Elsevier  
Butterworth-Heinenmann (online available)

### **(MTPT005) Adventure Tourism**

Credits: 3 cr Timing: 2nd yr

Learning Objectives: The course provides the academic and practical knowledge needed in adventure tourism. There is a strong emphasis on experimental learning that includes topics such as team building skills and group leadership.

Contents: Management of adventure tourism  
Demand/supply of adventure tourism  
Experimental learning/Adventure education  
Adventure experience

Learning Methods: Lectures, excursions, group exercises, workshop

Assessment Methods: Active participation, assignments, presentation and group exercise

### **(MTPT017) Guiding Skills**

Credits: 3 cr Timing: 2nd yr

Learning Objectives: To provide students with the skills needed in the tourism guiding business.

Contents: Guide as mediator  
Experiences  
Elements of guiding  
Culture tours  
Historical tours  
Wildlife & safaris  
Concept of socio-cultural animation

Learning Methods: to be announced in the course plan

Assessment Methods: to be announced in the course plan

Bibliography: to be announced in the course plan

**(MTPT007) Event Management**

Credits: 3 cr    Timing: 2nd - 3rd yr

Learning Objectives: The event management course provides an in depth overview of events and related industries. This course covers a wide range of events e.g. sporting, cultural, arts and entertainment etc. and congresses and fairs.

Contents:    Diversity of events  
Event tourism and event industry  
Management of events  
Event marketing

Learning Methods: Lectures, case-study exercises, group work

Assessment Methods: Practical observations and skill competence, individual and group presentations, Seminar paper on nominated topics. Partly R&D studies.

Bibliography:    Watt, D.C.2001. Event Management in Leisure and Tourism.  
Hoyle, L.H. 2002. Event Marketing.

**(MTPT018) World Cultures**

Credits: 3 cr    Timing: 2nd-3rd yr

Learning Objectives: The course introduces students to world cultures and subcultures, cultural regions, and key cultural syndromes. The course enables students to apply this knowledge in tourism.

Contents:    Cultural diversity  
Cultural geography  
Cultures and Tourism  
Key concepts of culture  
Ethnic cultures

Learning Methods: Lectures, small group work, presentations and individual portfolio.

Assessment Methods: Individual assignment and group work.

Bibliography:    Material provided by lecturer

**(MTPT009) Food and Culture**

Credits: 4 cr    Timing: 1st or 2nd yr

Learning Objectives: Students will understand the significance of healthy food for wellbeing as well as gaining knowledge of the most common special diets. Students will be conversant with different food services in tourism.

Contents:    Basics of nutrition  
Special diets  
Basics of food services  
Menu planning for different events

Learning Methods: Lectures, discussions, individual and group exercises, kitchen work

Assessment Methods:	Exam and exercises
Bibliography:	Reading list/material provided by lecturer

### **(MTPT010) Intercultural Communication**

Credits:	3 cr	Timing:	2nd yr
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**Learning Objectives:** 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
- Identity
- Language and culture
- Cultural values and communication
- Intercultural competence

**Learning Methods:** Lectures, small group work and independent studies using Moodle.

**Assessment Methods:** Continual assessment, presentation and independent assignment.

**Bibliography:** Lewis, R.D. When cultures collide, changing successfully across culture. Online Moodle material.

### **(MTPT011) Tourism Planning and Policy**

Credits:	5 cr	Timing:	4th yr
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**Learning Objectives:** This course provides an introduction to the concepts of tourism planning and policy globally and in Finland. Students will gain an understanding of the purpose of tourism planning and investigating some broad approaches to planning and policy.

**Contents:**

- Policy
- Planning
- Economic impacts of tourism
- Urban, rural and natural areas in tourism planning
- Special interest tourism
- Environmental impacts of tourism
- Management policy and planning issues

**Learning Methods:** Lectures and small group work

**Assessment Methods:** Exam, continual assessment and exercises

### **(MTPT012) Tourism Product Development 2**

Credits:	3 cr	Timing:	3rd yr
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**Learning Objectives:** Students will understand the role of developing product lines for improved profitability in tourism. Students will be able to plan, price and promote different types of tourism product lines.

Previous Learning:	Product Development 1., Marketing of Tourism Services.
Contents:	Tourism products and product lines, planning, pricing, distribution and promotion
Learning Methods:	Lectures, Group works
Assessment Methods:	Exercises
Bibliography:	Will be agreed in the beginning of the course

### **(MTPT015) Tourism Economics**

Credits:	3 cr	Timing:	2nd-3rd yr
Learning Objectives:	The objective of the course is to provide an overview of economic analysis and how it is used in the context of tourism.		
Previous Learning:	Introduction to Business Activities		
Contents:	Applications of economic analysis to the tourism context The micro foundations of tourism demand The theory of tourism supply and its market structure Basics of Macroeconomics		
Learning Methods:	Lectures, course assignments and presentations.		
Assessment Methods:	Exam, assignments and presentations.		
Bibliography:	Tribe, J. 2005. The economics of recreation, leisure & tourism, 3rd edition. Vanhove, N. 2005. The Economics of Tourism destinations		

### **(MTPO7Z) BUSINESS ACTIVITIES 2 21 cr**

#### **(MTPO001) Marketing of Tourism Services**

Credits:	3 cr	Timing:	2nd yr
Learning Objectives:	Students will understand the special features of marketing tourism services and the role of product, image, price and distribution channels in tourism marketing.		
Contents:	Product, pricing and distribution channels		
Learning Methods:	Lectures, small group work, study visits		
Assessment Methods:	Exam, exercises		
Bibliography:	Kotler P., Bowen J. and Makens J. Marketing for Hospitality and Tourism		

#### **(MTPO002) Marketing Communications**

Credits:	3 cr	Timing:	3rd yr
Learning Objectives:	Students will learn to evaluate and implement different promotion tools as part of an		

integrated marketing mix.

Previous Learning:	Tourism Product Development 1, Marketing of Tourism Services
Contents:	Advertising PR SP Personal selling Next year's marketing planning
Learning Methods:	Lectures, small group work, study visits
Assessment Methods:	Individual and small group assignments, Next year's marketing plan
Bibliography:	Kotler P., Bowen J. and Makens J. Marketing for Hospitality and Tourism

### **(MTPO009) Financial Accounting**

Credits:	4 cr	Timing:	2nd yr
Learning Objectives:	The course will provide an introduction to financial accounting and the preparation of financial statements. Students will be acquainted with financial analysis, its techniques and usage in evaluating companies' financial performance and position.		
Previous Learning:	Introduction to business operations.		
Contents:	The role of financial accounting, and usages of the financial statement. The accounting cycle and double-entry bookkeeping. Entries adjustments and the preparation of financial statements. Financial analysis and the use of ratios and other techniques to interpret business performance from financial statements.		
Learning Methods:	Lectures, exercises, assignments and presentations.		
Assessment Methods:	Financial accounting examination and analysis assignments		
Bibliography:	Material will be provided by lecturer.		

### **(MTPO008) Human Resource Management**

Credits:	3 cr	Timing:	2nd-3rd yr
Learning Objectives:	This course covers the information needed to understand the Human Resource Management aspect of an organisation. It will develop an understanding of the skills needed for the formulation and implementation of HRM strategies while providing the basic information necessary to understand the function of management and leadership in an organisation.		
Contents:	Introduction to HRM Introduction to Leadership and Organisation Management and Leadership as part of an organisation Human resource planning Recruitment and selection Orientation, training and development Employee Relations Performance Management		

Remuneration and reward  
International dimension of HRM

Learning Methods: Lectures, discussions, case study

Assessment Methods: Assignment and home exam

Bibliography: Managing Human Resources by Wayne F. Cascio (McGraw-Hill) - Compulsory Reading, Human Resource Management for the hospitality and tourism industries

### **(MTPO005) Law Studies**

Credits: 5 cr                      Timing: 2nd yr

Learning Objectives: The course will provide students with a general knowledge of the legal framework of business operations with special focus on contract and trade laws.

Contents: Sources of law  
Law of obligations  
Contract law  
Business law  
Labour law  
Legislation in tourism

Learning Methods: Lectures, exercises, case studies

Assessment Methods: Exercises and exam

Bibliography: To be announced

### **(MTPO007) Strategic Management**

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

Learning Objectives: 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 cooperation across national boundaries, business practices and current trends in the global business arena.

Previous Learning: Introduction to Management

Contents: Strategic analysis  
Strategic formulation  
Strategic implementation

Learning Methods: Lectures, case studies, presentations and research assignments

Assessment Methods: Participation, Assignments and Final exam

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

### **(MTPM8Z) METHODOLOGICAL STUDIES 2 7 cr**

**(MTPM003) Applied Research Methods**

Credits: 4 cr Timing: 3rd yr

Learning Objectives: This course will provide students with a thorough understanding of research methods and their application in tourism processes, their relevance in business decision making and it also provides a basis for the study of relevant qualitative and quantitative analysis procedures.

Contents: The research process and central methods  
The research problem and questionnaire design  
Qualitative and action research  
Overview of analysis procedures

Learning Methods: Lectures, case studies, exercises and research project

Assessment Methods: Research project

Bibliography: To be announced

**(MTPM004) Statistics**

Credits: 3 cr Timing: 3rd yr

Learning Objectives: The general aim of this course is to improve the student's understanding of theoretical research and practical problem solving, 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 hypotheses testing and interpretation of results.

Previous Learning: Proficiency tests or recognised refresher course pass, Basics of Research

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

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

Assessment Methods: Exam and SPSS -assignment

Bibliography: To be announced

**(MTW11Z) FREE-CHOICE STUDIES 15 cr****(MTW005) Russian Tourism**

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

Learning Objectives: To gain a broad overview of tourist operations Finland and other countries to Russia.

Contents:	Russian tourism destinations and attractions
Learning Methods:	Course orientations and closing seminar in the class. Group assignments on agreed themes A 5 day fact finding trip to St. Petersburg. Cost of the trip on student's own expences appr. 150 euros.
Assessment Methods:	Portfolio containing learning diary and assignments
Bibliography:	Reading list/material provided by lecturer

### **(MTW009) Destination Marketing**

Credits:	3 cr	Timing:	2nd-3rd yr
Learning Objectives:	Becoming a recognized, desired destination is a demanding marketing challenge. During the course students will approach the marketing of countries, regions and places from different angles.		
Contents:	Marketing of countries, regions and places from theoretical and practical angles.		
Bibliography:	To be announced		

### **(MTW040) Tour Operations**

Credits:	3 cr	Timing:	2nd - 3rd yr
Learning Objectives:	Students will be conversant with tour operating and what it involves from the point of view of the consumer and service provider.		
Contents:	Theoretical back ground of tour operating Destination Mangemnt Tourism attraction factors and trends		
Learning Methods:	Lectures Tasks and exercises Field trip to Greece, Turkey or another significant holiday destination. Students must cover a part of the cost of the field trip themselves, amount will be announced later. Estimated cost of the trip for students 250-300 euros.		
Assessment Methods:	A research report on a pre-agreed topic, completed in groups and presented during a seminar. Learning diary.		
Bibliography:	To be announced		

### **(MMWA066) Cultural Tourism in Finland**

Credits:	3 cr	Timing:	2nd year
Learning Objectives:	This course introduces students to the principles and issues of cultural tourism from a multidisciplinary perspective. It approaches tourism from a holistic perspective focusing on Finnish culture and cultural tourism policy in Finland. Students will be able to apply this knowledge in tourism in Finland.		
Contents:	The concept of cultural tourism. Finnish Culture Cultural tourism policy in Europe and in Finland		



The future of the cultural Tourism in Finland  
The cultural motivation

Learning Methods: Online studies in English

Assessment Methods: Independent study.

Bibliography: Course material in the online study environment and the internet.

### **(KBW234) Facts and Fiction about Finland**

Credits: 3 cr                      Timing: 1st or 2nd yr

Learning Objectives: Students will know facts about Finland, the Finnish way of life, everyday life and celebrations.

Contents: Facts and figures about Finland  
Celebrations and festivals  
Food culture, songs, greetings and conversation culture, characters in Finnish fiction

Learning Methods: Conversations, presentations, active participation in different situations

Assessment Methods: Active participation in the course and assigned situations and events

Bibliography: Will be announced in the course plan

### **(MTT10Z) THESIS 15 cr**

#### **(MTT001) Thesis and Maturity Test**

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

Learning Objectives: The thesis provides an opportunity to study a problem or scheme in depth and from a critical standpoint. It can be accomplished in the form of a piece of research, development project or applied research. The thesis must be of use in working life and it should promote the professional orientation of the students. Students will also participate in seminars where they will present their research topic and results as well as assessing other students' work. Students must also complete a maturity test.

Previous Learning: Applied Research Methods, Statistics

Contents: Seminar presentations of chosen thesis subject and participation in seminars  
Assessment of other students' thesis and acting as opponent for other students' work  
After the thesis topic has been accepted students will be nominated a thesis supervisor.  
Compilation of subject analysis and research plan after which the thesis can be completed and then presented during the seminar. The maturity test is completed after the thesis has been presented.

Bibliography: Reading list/handouts provided by lecturer

**(MTH09Z) PRACTICAL TRAINING 30 cr****(MTH001) Practical Training**

Credits: 30 cr                      Timing: 3rd yr

Learning Objectives: Students will have the opportunity to familiarise themselves with the jobs and duties of their chosen field as well as learning to develop and assess their own work and working environment. Students should apply for training places themselves in a domestic or foreign company or public organisation.

Contents: Seminars before and after the practical training period.  
 Practical training period in a tourism/hospitality company/public organisation  
 Training reports and assignments  
 More detailed instructions and forms are available in moodle that will be presented during the practical training seminars.

Assessment Methods: Practical training, reports and documentation

## **Bachelor of Sports Studies**

- Degree Programme in Sports and Leisure Management

# SCHOOL OF HEALTH AND SPORTS

## DEGREE PROGRAMME IN SPORTS AND LEISURE MANAGEMENT

<b>Head of School</b>	Ms. Eija Heikkinen
<b>Head of Degree Programme</b>	Mr. Kari Partanen
<b>International Study Office</b>	Ms Nora Müller Ms. Kirsi Sievers (on leave of absence 2011 – 2012)

### Objectives of the Degree Programme

The objective of the Sports and Leisure Management Degree Programme is to provide both Finnish and international students with a high quality, practical yet academic training in the field of sports. The programme emphasises the development of sports and exercise skills and competence particularly required in coaching. Students will be prepared for coaching and to develop their own field. Their professional competence will be built upon a multidisciplinary knowledge base, as well as practical and interpersonal skills. They will also be able to operate within different kinds of working groups and networks.

Graduates will be qualified to seek employment in sports and leisure organisations, associations, clubs and businesses and they will possess the know how to run their own sports and leisure enterprises. Upon completion of the required 210 credits within three and a half years, graduates are awarded a Bachelor of Sports Studies and are entitled to use the professional title of Sports Instructor.

The degree programme consists of basic studies, professional studies and free choice studies. An essential part of the studies is also a five-month period of practical training. Part of the studies can be completed abroad.

### 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
- A programme that is both challenging yet supportive
- An international atmosphere.

### 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, PE demonstrations, seminars, individual tutorials, workshops, case study, group work, project work and research.

The language of instruction is English and the courses are taught by Kajaani University of Applied Sciences' own academic staff and a resource of guest lecturers from partner institutions, for example Vuokatti Campus ([www.vuokatticampus.fi](http://www.vuokatticampus.fi)). Interactive learning, team-based course work and small group sessions form an important element of the learning process of the Degree Programme in Sports and Leisure Management.

### Description of Competences

<b>Subject specific competences</b> Degree programme in Sports and Leisure Management	<b>Description of the competence</b> The Student
<b>COMPETENCE IN PHYSICAL ACTIVITY</b>	<ul style="list-style-type: none"> <li>▪ Ability to manage the fundamental knowledge and skills required in the most common physical activities and to apply them when instructing different target groups</li> <li>▪ Demonstration of the possession of fundamental knowledge required in special needs education</li> <li>▪ Understanding of the value of various physical activities as a tool for developing motor skills, physical qualities, and self-expression</li> </ul>
<b>COMPETENCE IN HEALTH PROMOTING PHYSICAL ACTIVITY AND COACHING</b>	<ul style="list-style-type: none"> <li>▪ Demonstration of a fundamental knowledge of anatomy and physiology and the ability to apply when teaching different types of target group</li> <li>▪ Competence in the mechanisms of physical activity, the fundamentals of testing and training planning / coaching programs</li> <li>▪ Proficient knowledge of the factors affecting human growth, development, and social behaviour as well as the ability to take them into consideration during physical activity</li> <li>▪ Demonstration of the ability to plan and instruct health promoting physical activities</li> <li>▪ Demonstration of expertise in health enhancing physical activity</li> </ul>
<b>COMPETENCE IN PEDAGOGY AND DIDACTICS</b>	<ul style="list-style-type: none"> <li>▪ Demonstration of ability to use a variety of different instruction and teaching methods as well as goal setting with different target groups</li> <li>▪ Management of planning, execution, and evaluation of extensive modes and modules of teaching</li> <li>▪ Demonstration of ability to use physical education for the benefit of supporting and providing education in human growth and development</li> <li>▪ Instruction expertise and the ability to utilise learning concepts based on personal values and level of knowledge in physical education</li> </ul>
<b>COMPETENCE IN AREAS OF PHYSICAL EXERCISE INVOLVING LEADERSHIP AND ENTERPRISE</b>	<ul style="list-style-type: none"> <li>▪ Ability to manage developmental visions in physical activity culture and services as well as to improve the status of physical education in society</li> <li>▪ Demonstration of the ability to work in a variety of different expert and executive tasks in physical education</li> <li>▪ Proficiency in the different enterprise opportunities in physical education and in starting a small business</li> </ul>

## **Annual Themes - Study Progress Description**

### **1st year      Orientation**

Students will gain an overall understanding of physical education and their own attitude towards their selected professional field as well as of the demands of physical exercise and coaching.

### **2nd year      Action**

Students will plan, implement and assess supervised exercise for different target groups taking into account the skills based, knowledge based and educational goals of exercise.

### **3rd year      Coaching and Depth**

Students will be able to plan goal and customer oriented coaching and exercise programs, with the ability to justify their actions in their capacity of sports instructors and coaches.

### **4th year      Competent and Capable of Development**

Students will develop the field of physical exercise independently by networking with different operators in the field and other cooperation bodies.

## **Structure of the Programme**

### **Basic Studies (26 cr)**

Basic studies are compulsory studies. These courses include basic courses in communication skills as well language studies.

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

These courses are carried out from the first year onwards and they include special study modules covering different areas of sports. The aim of professional studies is to equip students with both the theoretical and practical knowledge needed to function in well-being and health promoting exercise, physical activity, pedagogy and didactics as well leadership and entrepreneurship.

### **Further specialisation studies (35 cr)**

In these studies students will be prepared for coaching and to develop their own field. Their professional competence will be built upon a multidisciplinary knowledge base.

### **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 programmes in the same school or from another university of applied sciences, 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 period, which takes place during the 2<sup>nd</sup> and 3<sup>rd</sup> study year. Finnish students must complete either practical training or a semester of their studies abroad. Before starting practical training students must have a minimum of 40 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 tasks in different kinds of sports organisations.

### **Thesis and Maturity Test (15 cr)**

The purpose of the thesis is to demonstrate students' 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. It is recommended that the thesis be completed in co-operation with sport companies or organisations any or in co-operation with other interest groups. Preparation of the thesis is usually accomplished towards the end of studies during the final year.

The maturity test is done after completing the thesis. The test demonstrates students' language skills and how familiar they are with the chosen subject of their thesis. Finnish students write the test in Finnish and foreign students in English. The test is completed under supervision with questions provided by the thesis/project supervisor.

### **Foreign Studies**

For Finnish students it is recommended that the 2<sup>nd</sup> year autumn semester is spent in a foreign university or university of applied sciences. Foreign students may choose not to go abroad. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. In addition it is required that the students have good language skills (good skills in English and at least basics in the target country's language if possible) and good grades. Students without prior international experience will be given priority when decisions concerning exchange places are made.

Exchange 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. 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 Sports and Leisure Management includes 18 credits of compulsory language studies. Language studies should comprise at least Finnish and English studies. Finnish students also have one compulsory Swedish course. It is highly recommended that students choose one language as part of their free-choice studies. These studies should include at least 8 credits in order to achieve a good level in the chosen language (5 cr beginner's course + 3 cr intermediate/advanced studies).

#### **Finnish Students**

English	9 cr
Finnish	6 cr
Swedish	3 cr

#### **Foreign Students**

English	6 cr
Finnish	12 cr

Foreign language courses offered at this level are French, Spanish, Italian, Russian, Chinese and German.

**THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN SPORTS AND LEISURE MANAGEMENT (2011)**

**BASIC STUDIES 26 CR**

<b>SSBC1Z</b>	<b>Communication Skills</b>	<b>26 cr</b>
SSBC001	Personal Development Programme	5 cr
SSBC002	Interpersonal Skills	3 cr
SSBC008	English: Academic Writing	3 cr
SSBC006	English: Basics of Sports and Leisure English	3 cr
<i>Finnish Students</i>		
SSBC003	Finnish 1	3 cr
SSBC004	Finnish 2	3 cr
SSBC005	Swedish: Svenska för Idrottsbranchen	3 cr
SSBC007	English: Coaching Communication Skills	3 cr
<i>Foreign Students</i>		
SSBC009	Finnish for Foreigners 1	6 cr
SSBC010	Finnish for Foreigners 2	3 cr
SSBC011	Finnish for Foreigners 3	3 cr

**PROFESSIONAL STUDIES 118 CR**

<b>SSPH2Z</b>	<b>Health Promoting Physical Activity and Coaching</b>	<b>27 cr</b>
SSPH001	Anatomy and Physiology	
SSPH002	Exercise Physiology	5 cr
SSPH003	Adapted Physical Education	4 cr
SSPH004	Human Motor Development	3 cr
SSPH005	Coaching 1	3 cr
SSPH006	Exercise and Health Counselling	3 cr
SSPH007	Nutrition	3 cr
SSPH008	First Aid and Health Risks	3 cr
<b>SSPP3Z</b>	<b>Pedagogy and Didactics</b>	<b>8 cr</b>
SSPP001	Introduction to Physical Education	5 cr
SSPP002	Instructing Health-Enhancing Physical Activity	3 cr
<b>SSPL4Z</b>	<b>Leadership- and Entrepreneurship in the Field of Physical Activity</b>	<b>18 cr</b>
SSPL001	Introduction to Business Operations	
SSPL002	Introduction to Marketing	3 cr
SSPL003	Introduction to Management Accounting	4 cr
SSPL004	Project Management	3 cr
SSPL005	Product Development	5 cr
		3 cr



<b>SPA5Z</b>	<b>Physical Activity</b>	<b>35 cr</b>
SSPA001	Ice Sports	3 cr
SSPA003	Downhill Skiing	3 cr
SSPA009	Skiing and Outdoor Activities	4 cr
SSPA010	Ball Sports	6 cr
SSPA011	Gymnastics	4 cr
SSPA006	Gym Training	3 cr
SSPA007	Musical Exercise	3 cr
SSPA005	Athletics	3 cr
SSPA012	Aquatics	6 cr
<b>SSPR6Z</b>	<b>Research Studies</b>	<b>6 cr</b>
SSPR001	Introduction to Research	6 cr
<b>FURTHER SPECIALISATION STUDIES</b>		<b>30 CR</b>
<b>SSPC7Z</b>	<b>Coaching</b>	<b>30 cr</b>
SSPC009	Health Exercise Coaching	6 cr
SSPC010	Applications of Exercises	6 cr
SSPC003	Coaching 2	3 cr
SSPC004	Development of Physical Qualities	6 cr
SSPC011	Managing a Training Process	3 cr
SSPC007	Sports Psychology	3 cr
SSPC008	Sports Nutrition	3 cr
<b>SSBW8Z</b>	<b>FREE-CHOICE STUDIES</b>	<b>15 CR</b>
SSBW006	Sociology of Sports	3 cr
SSBW007	Physical Exercise for the Disabled	3 cr
SSBW008	Sports Injuries	3 cr
SSBW010	Taping and Massage	3 cr
SSBW012	Aquatic Sports 2	3 cr
SSBW013	English	3 cr
SSBW014	Digital Games	3 cr
SSBW015	Dance	3 cr
KLWY020	Orientation for Student Exchange	3 cr
SSBW017	Product Development 2	3 cr
<i>Business Studies</i>		
<i>Tourism Studies</i>		
<i>Language Studies</i>		
<b>SSPT9Z</b>	<b>PRACTICAL TRAINING</b>	<b>30 CR</b>
SSPT001	Practical Training (Orientation)	9 cr
SSPT002	Advanced Training	21 cr
<b>SSTH10Z THESIS</b>		<b>15 CR</b>

## COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN SPORTS

### BASIC STUDIES

#### (SSBC1Z) COMMUNICATION STUDIES 26 cr

Students will gain study skills required in the University of Applied Sciences learning environment. The module emphasises communication and cooperation skills as well as multicultural competence as an integral part of this profession and field. Students will develop their written and spoken language skills to practise their profession in an increasingly international world.

#### (SSBC001) Personal Development Programme

Credits: 5 cr                                      Timing: 1st yr

Learning Objectives: The aim of this programme is to provide students with the tools to ensure a successful start to their studies leading to success in future careers, by enabling them to identify their personal learning characteristics, whilst at the same time introducing specific study skills. The programme aims to facilitate the individual personal development of students.

Contents: Initial assessment week (Boot Camp)  
Personal SWOT  
Learning styles  
Introduction to reflective practice  
Creative thinking/Problem solving  
Portfolio Development

Assessment Methods: Portfolio-Course work of completed tasks throughout the programme

Bibliography: Selected readings, handouts related to subject areas

#### (SSBC002) Interpersonal Skills

Credits: 3 cr                                      Timing: 1st yr

Learning Objectives: Students will learn how to interact with clients, colleagues and partners. They will possess the competence to support the development of their clients' and groups' interaction skills.

Contents: Active listening  
Cooperation and problem solving skills  
Clear self expression  
Ecosystematic methods

Learning Methods: Lectures, supervised exercises

Assessment Methods: Assignments, exercises

Bibliography: To be announced

**(SSBC003) Finnish 1**

Credits: 3 cr    Timing: 1st yr

Learning Objectives: Students will be proficient in the cooperation, oral communication and interaction skills required in working life. Students will develop their oral communication skills as part of their professional competence.

Contents: The theory and practice of group work  
Meetings and negotiations  
Introduction to spoken communication  
Cultural differences in spoken communication

Learning Methods: Lectures, supervised exercises

Assessment Methods: Group work and presentation assignments, exercises and exam

Bibliography: Niemi, Nietosvuori, Virikko: Hyvinvointialan viestintä  
Further material provided by the lecturer

**(SSBC004) Finnish 2**

Credits: 3 cr    Timing: 1st yr

Learning Objectives: Students will develop their written Finnish skills and practise the specific writing skills required of their profession.

Contents: Introduction to written communication  
Academic texts and documentation  
Business correspondence

Learning Methods: Lectures, supervised exercises, written assignments

Assessment Methods: Writing exercises and assignments, exam or a supplementary written assignment

Bibliography: Niemi, Nietosvuori, Virikko: Hyvinvointialan viestintä  
Binder, Kärnä, Metivier, Miestamo, Salenius, Savinainen, Solonen, Taimio, Åberg: Liikeviestinnän käsikirja - viestit vaihtoon 7 kielellä  
Further material provided by lecturer

**(SSBC005) Swedish: Svenska för Idrottsbranchen**

Credits: 3 cr    Timing: 1st yr

Learning Objectives: Students are able to cope in different professional situations requiring spoken and written Swedish and maintain a positive attitude towards the use and continuous development of their Swedish skills. Students are able to seek information in Swedish and read a wide variety of professional texts.

Contents: Terminology and vocabulary in the field of sports and leisure  
Interacting with clients

Learning Methods: Supervised exercises

Assessment 100 % attendance and active participation Completed oral and written assignments

Methods: and exercises Written and oral exam

Bibliography: To be announced

### **(SSBC006) English: Basics of Sports and Leisure English**

Credits: 3 cr                                  Timing: 1st yr

Learning Objectives: Students will build up their professional terminology and vocabulary and develop their professional writing and speaking skills.

Contents: Terminology and vocabulary in the field of sports and leisure  
Basic professional writing and speaking skills

Learning Methods: Supervised exercises

Assessment Methods: 100 % attendance and active participation, Oral and written assignments and exercises, language portfolio and/ or written exam

Bibliography: To be announced

### **(SSBC007) English: Coaching Communication Skills**

Credits: 3 cr                                  Timing: 2nd yr

Learning Objectives: Students develop their professional communication skills with the focus on coaching, personal training and interacting with clients, colleagues and co-operation partners.

Previous Learning: Basics of Sports and Leisure English

Contents: Terminology in coaching and personal training  
Professional communication skills

Learning Methods: Supervised exercises

Assessment Methods: 100 % attendance and active participation, oral and written assignments, language portfolio and/ or written exam

Bibliography: To be announced

### **(SSBC008) English: Academic Writing**

Credits: 3 cr                                  Timing: 3rd yr

Learning Objectives: Students are able to apply the features of academic writing in order to compile a well-planned and clear academic text.

Contents: Process writing  
Features of academic writing  
Thesis process

Learning Methods: Supervised exercises

Assessment Methods: 100 % attendance and active participation, completed exercises and assignments, language portfolio and/ or written exam

Bibliography: To be announced

### **(SSBC009) Finnish for Foreigners 1**

Credits: 6 cr                                      Timing: 1st yr

Learning Objectives: 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 issues about the language  
Greeting and introductions  
Language skills, working, living, studying  
Numerals: time, prices, banking  
Asking simple questions and understanding instructions  
Travelling, sports, shopping  
The school system  
Basic geography of Finland  
Finnish cuisine

Learning Methods: Communicative, practical approach and group work

Assessment Methods: Class work and written or/and oral exam

Bibliography: Facts about Finland,  
Hämäläinen, Aletaan  
Kenttälä, Kieli käyttöön

### **(SSBC010) Finnish for Foreigners 2**

Credits: 3 cr                                      Timing: 1st yr

Learning Objectives: To improve communication skills in the Finnish language

Previous Learning: Finnish for Foreigners I

Contents: This unit builds on the knowledge gained in Finnish for Foreigners I

Learning Methods: Small group sessions

Assessment Methods: Active participation in class activities, written and oral tests

Bibliography: Kangasniemi, Suomen kielen tikapuut jatkotaso 1  
Hämäläinen, continued

### **(SSBC011) Finnish for Foreigners III**

Credits: 3 cr                                      Timing: 3rd yr

Learning Objectives: To improve communication skills in oral and written Finnish

Previous Learning: Finnish for Foreigners I - II

Contents: This unit builds on the knowledge gained in Finnish for Foreigners I - II

Learning Methods: Small group sessions

Assessment Methods: Active participation in class activities, written and oral tests

Bibliography: Kangasniemi, Suomen kielen tikapuut 2

## PROFESSIONAL STUDIES

### **(SSPH2Z) HEALTH PROMOTING PHYSICAL ACTIVITY AND COACHING 27 cr**

Students will be aware of the relationship between exercise and good health. This module provides students with the competence to plan and supervise exercise that promotes health and physical and mental capabilities. Students will take into account psychomotor development and motor learning when planning and supervising different forms of exercise. They will have detailed knowledge of the structure of the human locomotive system and how exercise affects the human body, the principles of testing and of how to plan practice and coaching programmes.

### **(SSPH001) Anatomy and Physiology**

Credits: 5 cr    Timing: 1st yr

Learning Objectives: Students will understand the structure of the human body and how it works and can use this knowledge in client-oriented sports instruction and coaching work to promote health and performance rate as well as to reinforce exercise behaviour.

Contents: Introduction to Chemistry and Physics  
Cells, tissues and organs  
Locomotor system  
The nervous system and the senses  
Breathing and circulation  
Digestion  
Fluid balance and urine excretion  
Metabolism  
Thermal/heat control

Learning Methods: Lectures, supervised exercises, independent study, part of the studies completed online

Assessment Methods: Exam, assignments

Bibliography: To be announced

### **(SSPH002) Exercise Physiology**

Credits: 4 cr    Timing: 1st yr

Learning Objectives: Students will be able to understand the functioning and structure of the human body so as to be able to use this knowledge in client oriented sports instruction, health promotion and exercise behaviour reinforcement.

Contents: Cells, tissue, organs, respiration and circulation  
Digestion and metabolism

Sensory and nervous system  
The locomotor system  
Physics and Chemistry

Learning Methods: Lectures, supervised assignments, parts of course completed online, independent work

Assessment Methods: Exam, assignments

Bibliography: McArdle, Katch, Kattch, Exercise Physiology.  
Current articles

### **(SSPH003) Adapted Physical Education**

Credits: 3 cr    Timing: 1 st yr

Learning Objectives: Students will be able to apply different forms of exercise practice to different kinds of people and provide client based counselling and supervision taking into account different levels of achievement and performance linked to varying physical, mental and social states.

Contents: Exercise counselling  
Different forms of exercise and sports and their application  
Exercising with different health problems and illness  
Exercise for groups with special needs

Learning Methods: Lectures, supervised exercises

Assessment Methods: Assignments, exam

Bibliography: To be announced

### **(SSPH004) Human Motor Development**

Credits: 3 cr    Timing: 1st yr

Learning Objectives: Students will be conversant with the physical growth and motor development of people from different ages groups.

Contents: Physical growth of people from different age groups  
The development of human motor skills in different age groups and how to observe such development

Learning Methods: Supervised exercises, independent study

Assessment Methods: Pair-work assignment (video recording)

Bibliography: Haywood, K. & Getchell, N. 2009. Life span motor development.

### **(SSPH005) Coaching 1**

Credits: 3 cr    Timing: 1st yr

**Learning Objectives:** Students will be conversant with the basic methods of analysing movement, and the progress of motor learning.

**Contents:**  
The basic elements of movement  
Observing performance  
Analysing performance  
Motor learning

**Learning Methods:** Lectures and exercises

**Assessment Methods:** Assignment

**Bibliography:** To be announced

## **(SSPH006) Exercise and Health Counselling**

**Credits:** 3 cr                      **Timing:** 1st yr

**Learning Objectives:** Students will be conversant with the basics and recommendations of health promoting exercise and the most common fitness measurements. They will be proficient in supervising and instructing different sports emphasising health promotion.

**Contents:**  
Health effects of physical activity  
Dose-response issues concerning physical activity  
Population levels of physical activity for health  
Recommendations on physical activity for health  
Most common fitness measurements: the UKK Walk Test and the UKK Health-Related Fitness Test  
Health promoting forms of exercise and sports and fitness testing

**Learning Methods:** Lectures and assignments Part of the studies will be online

**Assessment Methods:** Portfolio

**Bibliography:** To be announced

## **(SSPH007) Nutrition**

**Credits:** 3 cr                      **Timing:** 1st yr

**Learning Objectives:** Students will be conversant with the principles of diets based on nutritional recommendations, being able to apply this knowledge when providing diet counselling and nutrition education for different client groups.

**Contents:**  
The connection between nutrition and health  
Nutritional recommendations and their use  
Assessing energy and nutrient requirements and acquisition  
The main focus points of nutrition for active people  
The most usual special diets  
Diet counselling

**Learning Methods:** Lectures, assignments

**Assessment Methods:** Assignments and exam



Bibliography: To be announced

**(SSPH008) First Aid and Health Risks**

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

Learning Objectives: Students will be prepared for action in situations requiring first aid. They will be conversant with the basic principles of prevention and aid with the ability to work in cooperation with other first aiders and helpers.

Contents: Emergency and first aid as part of the care chain and the duty to help  
The first aid situation: a crisis for the helper and casualty  
First aid action  
Prevention of exercise-related injuries and first aid  
Health and safety

Learning Methods: Lectures, supervised exercises, independent study

Assessment Methods: Quizzes, active participation in exercises. Opportunity to acquire the Finnish Red Cross EA2 certificate.

Bibliography: To be announced

**(SSPP3Z) PEDAGOGY AND DIDACTICS 8 cr**

Students will plan, implement and evaluate exercise for different groups taking into account competence based, cognitive and educational objectives. They will be able to make use of different teaching and supervision methods according to the target group and use the opportunities provided by exercise to support human growth and development.

**(SSPP001) Introduction to Physical Education**

Credits: 5 cr                                  Timing: 2nd yr

Learning Objectives: Students will gain knowledge of the foundations of educational science, being able to plan annual, semesterly and hourly exercise syllabi and teaching content for the purposes of instructing clients of different age groups. Students will be aware of and be able to take into account the educational, knowledge-based and skills-related objectives of exercise in their planning.

Contents: The foundations and different areas of educational science, the learning and instruction process, planning basics  
The aims and contents of physical education teaching  
Planning, implementing and evaluating exercise sessions  
Controlling the teaching event and teaching methods  
Educating for exercise and with the aid of exercise  
Safety in physical education teaching

Learning Methods: Lectures, supervised excersises

Assessment Methods: Exam, instruction practice

Bibliography: To be announced

**(SSPP002) Instructing Health-Enhancing Physical Activity**

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will be able to plan, instruct and evaluate health enhancing physical activities through different sports for a variety of client groups.

Contents: Application of instruction  
Application of different forms of exercise and sports

Learning Methods: Lectures, instruction practice. Part of the course delivered partly as R &amp; D studies

Assessment Methods: Instruction practice sessions

Bibliography: To be announced

**(SSPL4Z) LEADERSHIP AND ENTREPRENEURSHIP IN THE FIELD OF PHYSICAL ACTIVITY 18 cr**

Students will recognise the opportunities that exist in the sports and exercise business and their own skills for setting up a business.

**(SSPL001) Introduction to Business Operations**

Credits: 3 cr Timing: 2nd yr

Learning Objectives: To provide students with a general overview of all business aspects, and to familiarise students with business and management functions.

Previous Learning: The course assumes no prior knowledge of business.

Contents: Business concepts, business environment, interest groups, legal forms of ownership, management, overview of business functions (operations, human resources, marketing, Finance, accounting), money and financial markets.

Learning Methods: Lectures, group work, case studies and exercises

Assessment Methods: Exam, active participation

Bibliography: Nickels, McHugh, Understanding Business 8th edition.

**(SSPL002) Introduction to Marketing**

Credits: 4 cr Timing: 2nd yr

Learning Objectives: Students will be conversant with the basic concepts of marketing as well as the special features of the service business, exercise and sports marketing. Students will understand the significance of marketing as part of business operations.

Contents: Client-oriented marketing thinking  
The basic concepts of marketing  
The special features of sports and exercise marketing

Learning Methods: Lectures, assignments

Assessment Methods: Exam, assignments

Bibliography: Kotler & Armstrong, 2004. Introduction to Marketing. Further material provided by lecturer.

### **(SSPL003) Introduction to Management Accounting**

Credits: 3 cr    Timing: 2nd yr

Learning Objectives: Students 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  
Cost-volume-profit analysis  
Budgeting  
Activity based costing

Learning Methods: Lectures, assignments

Assessment Methods: Exercises and exam

Bibliography: To be announced

### **(SSPL004) Project Management**

Credits: 5 cr    Timing: 2nd yr

Learning Objectives: Students will adopt up-to-date, goal oriented working methods that are usually applied in the completion of one-off administrative and/or production related tasks.

Contents: Project concept  
Project organisation and finance  
Project planning  
Project monitoring and follow-up  
Project implementation  
Ending a project

Learning Methods: Lectures, supervised exercises, seminar, delivered partly online, delivered partly as R & D studies.

Assessment Methods: Project portfolio, organising an exercise/sports event.

Bibliography: Horine Gregory M., Absolute Beginner's Guide to Project Management  
Other material to be announced

### **(SSPL005) Product Development**

Credits: 3 cr    Timing: 2nd yr

Learning Objectives: The course aims to develop the interdisciplinary skills required for successful product development in today's competitive marketplace. Engineering, Business, Sports and Game programming students join forces in small product development groups to experience the new product development process in detail, learning

available methods, tools and techniques to execute each process step along the way. Each student brings his/her own disciplinary perspective to the group effort, and should learn to synthesize that perspective with those of the other students in the team to develop a sound marketable product. The course provides a multiple perspective approach that links the key areas of R&D, marketing and technology. Each project in the course addresses market (customer needs), technical (engineering design, prototyping, and manufacture) and financial (profitability) feasibilities of the new product. Students are expected to gain an understanding of new product development processes as well as useful tools, techniques and organizational structures that support new product development practice and innovations.

Contents:	Product development processes and organization Product planning and identifying customer needs Product specifications Concept generation, selection and testing Product architecture Patents and intellectual property
Learning Methods:	Lectures and projects
Assessment Methods:	Project report and presentation. Product development 2 course is an automatic continuation of this course
Bibliography:	Product Design and Development by Ulrich and Eppinger. In addition to the handouts and the selected articles provided by the lecturers.

## **(SSPA6Z) Competence in Physical Activity 35 cr**

### **(SSPA001) Ice Sports**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: Students will gain an awareness of the significance of ice-skating and ice games within the sphere of winter sports. They will become proficient in basic skating skills and familiar with different ice games as well as the advantages of skating in terms of developing fitness and balance.

Contents: Skating  
Sports and games on ice  
Instruction practice

Learning Methods: Lectures, supervised exercises, instruction practice

Assessment Methods: Approved attendance of lectures and accomplishment of supervised assignments and instruction practice sessions.

Bibliography: To be announced

### **(SSPA003) Downhill Skiing**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: Students will be aware of the principles of safe and effective movement on the slopes. They will gain knowledge of downhill skiing, telemark (free-heel skiing) and snowboarding teaching contents and be able to supervise activities on the slopes.

Contents: Downhill (alpine), telemark (free-heel) skiing, snowboarding  
Instruction/organisation  
Knowing the equipment/maintenance

Learning Methods: Lectures, supervised exercises

Assessment Methods: Approved attendance of lectures and accomplishment of exercises and instruction practice sessions.

Bibliography: To be announced

### **(SSPA005) Athletics**

Credits: 3 cr                                      Timing: 2nd yr

Learning Objectives: During this course students will develop their jumping, running and throwing skills as well as their knowledge of the rules, equipment and central forms of athletics. The connection between athletics and other sports will be examined and students will also become familiar with speed and strength training. They will also develop motor skills and gain the necessary know-how for sports instruction.

Contents: Running, jumping, and throwing  
Motor skills and skills for different forms of athletics  
Strength and speed  
Performance instruction

Learning Methods: Supervised exercises, instruction exercises

Assessment Methods: Accepted completed skill tests, exam, instruction practise sessions.

Bibliography: To be announced

### **(SSPA006) Gym Training**

Credits: 3 cr                                      Timing: 1st yr

Learning Objectives: Students will be aware of the foundations of power training and will be able to instruct and programme gym training sessions.

Previous Learning: Anatomy and Physiology

Contents: The foundations of power training  
Instructing gym training  
Programming a gym training session

Learning Methods: Lectures, supervised exercises

Assessment Methods: Exam/approved accomplishment of learning assignments and exercises

Bibliography: Baechle, T. R. & Earle, R. W. 2008. Essentials of strength training and conditioning.  
Delavier, F. 2006. Strength training anatomy.

### **(SSPA007) Musical Exercise**





**Learning Objectives:** Students will gain the basic skills required in learning to become an expert through the accomplishment of research and development projects and will understand their significance in terms of the development of professional competence.

**Contents:** Research and development work in sports  
The theory based research process  
Source material based research process  
The commodification process  
Analysis and interpretation of research material

**Learning Methods:** Lectures, supervised exercises, seminars, independent study, part of the course delivered as R & D studies, delivered partly online

**Assessment Methods:** Compilation assignment (handled in seminars), exam

**Bibliography:** <http://www.kajak/opari.fi>  
To be announced

## **(SSPC7Z) COACHING 35 cr**

Students will gain the skills and know-how to manage the whole coaching process: planning, implementation, assessment and leadership.

### **(SSPC003) Coaching 2**

**Credits:** 3 cr                      **Timing:** 3rd yr

**Learning Objectives:** Students will be proficient in coaching practice with knowledge of different coaching systems.

**Previous Learning:** Coaching 1

**Contents:** Coaching concepts  
Coaching tools  
Coaching systems

**Learning Methods:** Lectures, delivered partly as online studies

**Assessment Methods:** Exam

**Bibliography:** To be announced

### **(SSPC004) Development of Physical Qualities**

**Credits:** 6 cr                      **Timing:** 3rd yr

**Learning Objectives:** Students will be conversant with the development of physical features and with the methodology of developing different physical characteristics in practice.

**Previous Learning:** Anatomy and Physiology Exercise Physiology

**Contents:** Receptive periods in terms of the development of physical characteristics.  
Deeper analysis of movement  
The principles of the development of physical characteristics: skill, strength, speed, endurance, mobility





Learning Methods: Lectures

Assessment Methods: Exam

Bibliography: To be announced

### **(SSPC009) Health Exercise Coaching**

Credits: 6 cr                                  Timing: 3rd yr

Learning Objectives: Students will be able to compile exercise programmes for different age groups taking into account level of performance and capability. They will also be able to instruct clients how to adopt a health promoting life-style.

Contents: Fitness, measuring and compiling exercise programmes, Different methods of exercise counselling.

Learning Methods: Lectures, supervised exercises, Course will partly be delivered as R&D studies

Assessment Methods: Testing clients and compiling exercise programmes for them - exercise counselling assignment

Bibliography: Further reading as indicated by the lecturer.

### **(SSPC010) Applications of Exercises**

Credits: 6 cr                                  Timing: 3rd - 4th yr

Learning Objectives: Students will be able to apply different forms of exercise practice for different kinds of people and provide client based counselling and supervision taking into account different levels of achievement and performance linked to varying physical, mental and social states.

Contents: Different forms of exercise and sports and their application  
Exercising with different health problems and illness  
Exercise for groups with special needs

Learning Methods: Lectures, supervised assignments Course partly delivered as R&D studies

Assessment Methods: Assignments, exam

Bibliography: Scientific articles  
Reading list/material provided by lecturer

### **(SSBW8Z) 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 expertise.





**(SSBW017) Product Development 2**

Credits: 3 cr Timing: 3rd year

Previous Learning: This course is an automatic continuation of product development course(SSPL005)

**(SSBW008) Sports Injuries**

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

Learning Objectives: Students will know how the most common sports injuries occur and how to care for them.

Contents: Typical sports injuries  
How injuries occur  
Stress injuries and their care

Learning Methods: Independent study

Assessment Methods: exam/assignment

Bibliography: Material as indicated by the teacher

**(SSBW018) Self-defence Sports**

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

Learning Objectives: Students will be competent in the basics of one particular martial art.

Contents: Judo  
Taekwon-do  
Aikido  
or other possible martial art

Learning Methods: lectures, supervised training sessions

Assessment Methods: Participation

Bibliography: Teacher's own material

**(SST10Z) THESIS 15 cr**

Students will deepen their professional knowledge and develop their professional know-how by using research material and by following the common ethical rules of research.

**(SST001) Thesis**

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

Learning Objectives: The thesis provides an opportunity for students to develop and demonstrate their competence in applying their knowledge and skills to a practical assignment requiring expertise linked to their professional studies. They will deepen their professional competence in working life practices in cooperation with others

involved in the same process. The thesis should demonstrate that the student is proficient in critical, research-based, developmental and ethical thinking to be used as a foundation for the development of expertise.

**Previous Learning:** Introduction to Research (6 cr) before presenting the Topic Analysis. The Topic Analysis must be approved before starting the thesis plan. The thesis plan must be approved before commencing the actual thesis and presenting it. The thesis must be presented before completing the maturity test.

**Contents:** Part 1: Thesis Topic Idea 3 cr  
Aims of the thesis, selection and defining of the topic, supervision and peer-supervision, commitment, responsibility and duty, topic analysis, information retrieval skills  
Part 2: The Thesis Plan 5 cr, cooperation with the commissioning party, commissioning agreement and copyright, evaluation procedures, the thesis plan and its presentation Part 3: Completion of the Thesis, its presentation and documentation (report).

**Learning Methods:** Lectures, seminars, independent study, in parts delivered online or as R & D studies (15 cr).

**Assessment Methods:** Written and oral presentation of the topic analysis, thesis plan, and the thesis, seminars, attendance of presentations of other theses, poster and maturity test, acting as a peer supervisor and chairing.

**Bibliography:** Specific to each thesis  
<http://www.kajak/opari.fi>

## **(SSPT9Z) PRACTICAL TRAINING 30 cr**

Students will become responsible experts in their field, be able to apply their knowledge and network with other sports and physical exercise and sports interest groups and activists.

### **(SSPT001) Practical Training (Orientation)**

**Credits:** 9 cr                      **Timing:** 2nd yr

**Learning Objectives:** Students will know the business idea of their practical training place and the work involved in sports instruction. They will plan, carry out, and evaluate supervised exercise sessions for different types of groups, while continuing to develop themselves as instructors.

**Contents:** A six-week practical training period in a municipal exercise/leisure department, a sports/exercise organisation and club or in public exercise/leisure companies and institutions (in Finland or abroad).

**Learning Methods:** Partly delivered online

**Assessment Methods:** Report and diary kept during practical training period, Power-Point presentation.

### **(SSPT002) Advanced Training**

**Credits:** 21 cr                      **Timing:** 3rd yr

**Learning Objectives:** Students will deepen their knowledge of and competence in sports, exercise and leisure operations and coaching. They will be able to develop their work and operational environment using research based knowledge.

**Contents:** An 8-week practical training period in relevant companies or public institutions and associations/clubs (in Finland or abroad)

**Learning Methods:** Partly delivered online and as R & D studies.

**Assessment Methods:** Report and diary kept during the practical training period, online assignment