

SCHOOL OF BUSINESS

DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

Head of School Ms Heli Itkonen

Head of the Degree Programme Mr Sami Malm

International Study Office Ms Kirsi Sievers

Objective of the Degree Programme

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

Learning Environment

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

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

Learning Strategies

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

Competences

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

Subject specific competences Degree programme in International Business	Description of the competence
International Business Awareness	<ul style="list-style-type: none"> ▪ Ability to outline and evaluate the key patterns and trends in international business activity, the different approaches to internationalisation, the influence of increasing globalisation, international trade systems and financial relations and the role of several principal institutions (e.g. WTO, EU, IMF, World Bank) in international business. ▪ Ability to assess the impact of these trends of the international business environment on his own activities as well on the business policy.
Intercultural Adaptability	<ul style="list-style-type: none"> ▪ Ability to assess the differences between national, organisational and occupational cultures and to outline strategies for adapting to these differences in e.g. human resources management, marketing

	<p>and intercultural communication.</p> <ul style="list-style-type: none"> ▪ Identification of the relevant dimensions of cultures and development of self-awareness of his own cultural background. ▪ Ability to adapt his behaviour to the standards in other cultures and can maintain an international network essential to his tasks.
International Operations Management	<ul style="list-style-type: none"> ▪ Ability to assess processes and make decisions involved in developing international, i.e. export/import operations, focussing on supply chain management and to explain the meaning and application of key logistical concepts.
International Marketing Management	<ul style="list-style-type: none"> ▪ Ability to perform a country-analysis on macro, industry and micro level, to conduct an international market survey in order to assess foreign market opportunities and competition. ▪ Ability to formulate market-entry strategies, to draft an international marketing plan and to implement, co-ordinate and control the international marketing (and sales) programme and projects. ▪ Ability to create, develop and maintain profitable customer relationships.
International Strategic Management	<ul style="list-style-type: none"> ▪ Ability to use the conceptual and visionary skills to contribute to the development, evaluation and implementation of the internationalisation strategy of a company. ▪ Ability to pro-actively seek and commercially evaluate business opportunities for both new and existing products. ▪ Risk-taking ability in order to optimise business profit. ▪ Ability to write and defend a business plan for a (start-up) company. ▪ Ability to perform a variety of cost and revenue calculations and to transform these data into information needed for decision making and the budgeting process. ▪ Ability to contribute to and evaluate key accounting summaries and investment opportunities.
Organisational Development	<ul style="list-style-type: none"> ▪ Ability to research and analyse relevant international business problems, to propose policy goals and objectives and to prepare alternative solutions in order to optimise business and human resources processes in order to strengthen the synergy between strategic, structural and cultural aspects of the organisation.

Annual Themes – Study Progress Description

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

1st year – Observer of Business Operations	<p>The student</p> <ul style="list-style-type: none"> ▪ has the basic information needed to understand the fundamental processes of business operations, their impact on society, working life and the internationalisation process. ▪ understands the basis of entrepreneurship and the principles of profit making. ▪ gains knowledge of the theoretical models applied in business operations. ▪ has the necessary computer skills and methodological tools needed
--	---

	for data collection, analysis and reporting.
2nd year – Learner of International Business Operations	The student <ul style="list-style-type: none"> ▪ is able to outline and evaluate the key patterns and trends in international business activities ▪ is able to assess differences between cultures ▪ knows the strategies of international marketing
3rd year – Applicator of Knowledge	The student <ul style="list-style-type: none"> ▪ is able to apply his/her knowledge into practise ▪ learns to plan research and business activities ▪ deepens his/her knowledge of international business
4th year - Developer of Business Operations	The student <ul style="list-style-type: none"> ▪ is able to develop business activities by implementing the latest findings in the field

Structure of Studies

Basic Studies (61 cr)

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

Professional Studies (89 cr)

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

Free-choice Studies (15 cr)

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

Practical Training (30 cr)

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

Thesis (15 cr)

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

Foreign Studies

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

Language Studies

The Degree Programme in International Business includes 32 credits of compulsory language study. Language studies should comprise three different languages and students should acquire a minimum of 8 credits in the new foreign language studied (5 cr beginners course + 3 cr intermediate/advanced studies). English is the language of teaching in the degree programme. However, all students must also acquire a minimum of 12 credits in English taught/planned by professional language teachers. The 12 credits of English are part of compulsory studies. Language studies are therefore structured as follows in the Degree Programme in International Business (in English):

Finnish Students

English	12 cr
Finnish	6 cr
Swedish	6 cr
Foreign Language	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 and German. Every student is expected to choose one language at the beginning of their studies.

Optional language studies that are taught in Finnish can be found on page **TÄHÄN NRO**

Progress Chart

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

THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

BASIC STUDIES 61 CR

KBBA3Z	Business Activities	27 CR
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
KBBO3Z	Operational Environment	7 CR
KBBO005	Economics	4 cr
KBBO003	International Economics	3 cr
KBBM4Z	Methodological Studies	10 CR
KBBM005	Basics of Hardware and Software	4 cr
KBBM002	Office applications	3 cr
KBBM004	Business Mathematics	3 cr
KBBC4Z	Communication Studies	14 CR
KBBC003	English: Basics of Business English	3 cr
	Foreign Language *	5 cr
	<i>Finnish Students</i>	
KBBC001	Business Finnish	3 cr
KBBC005	Swedish: Svenska i affärlivet I	3 cr
	<i>Foreign Students</i>	
KBBC004	Finnish for Foreigners I	6 cr
KBBD6Z	Personal Development Programme	3 CR
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 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

KBPI5Z	International Business Activities	37 CR
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
KBPM7Z	Methodological Studies	7 CR
KBPM001	Applied Research Techniques	4 cr
KBPM002	Statistics	3 cr
KBPC9Z	Communication Studies	18 CR
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>Finnish students:</i>	
KBPC008	Swedish: Svenska I Affärslivet 2	3 cr
KBPC006	Academic Finnish	3 cr
	<i>Foreign students:</i>	
KBPC005	Finnish for Foreigners II	3 cr
KBPC007	Finnish for Foreigners III	3 cr
KBPF9Z	Further Specialisation Studies **	27 CR
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
FREE-CHOICE STUDIES		15 CR
PRACTICAL TRAINING		30 CR
THESIS		15 CR

** 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
Objective:	Provide students with a general overview of all business aspects, and to orientate students to business and management functions.		
Prerequisite:	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 Strategies:	Lectures, group work, case studies and exercises		
Assessment:	Active participation. Final examination		
Bibliography:	Nickels, McHugh, Understanding Business 8th edition		

(KBBA002) Introduction to Management Accounting

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

(KBBA003) Introduction to Business Law

Credits:	3 cr	Timing:	1st yr
Objective:	The course will provide students with a general knowledge of the legal framework		

Pettinger, Introduction to Management; Luthans, Organizational Behavior

(KBBA006) Project Management

Credits:	3 cr	Timing:	1st yr
Objective:	The student will adopt the modern way of goal-oriented working used both in business and administration.		
Contents:	Project definition Project planning Managing a project Leadership, teamwork Progress, follow-up and evaluation Computer applications in Project		
Learning Strategies:	Lectures, practical exercises		
Assessment:	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
Objective:	This course is an introduction to the supply chain concept and an opportunity to explore the management of supply chains to improve an organization's overall supply efficiency.		
Contents:	The context of logistics Planning the supply chain Purchasing and quality management Inventory management Logistics strategies		
Learning Strategies:	Lectures, case study, and exercises		
Assessment:	Case study, exercises and exam		
Bibliography:	Fawcett, Ellram, and Ogden, Supply Chain Management: From Vision to Implementation Chopra and Meindl, Supply Chain Management, 3/E Waters, Logistics an Introduction to Supply Chain Management; Bowersox, Closs, Cooper, Supply Chain Logistics Management		

(KBBO3Z) OPERATIONAL ENVIRONMENT 7 cr

(KBBO005) Economics

Credits:	4 cr	Timing:	1st yr
Objective:	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, markets 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.

Prerequisite: 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 Strategies: Lectures, and class exercises

Assessment: Final examination

Bibliography: Economics, 6th edition (Parkin, Powell, Matthews) and Economics, 8th edition (Begg, Fischer, Dornbusch)

(KBBO003) International Economics

Credits: 3 cr Timing: 1st yr

Objective: 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.

Prerequisite: 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 Strategies: Lectures, exercises, group presentations.

Assessment: active participation, presentation, written examination

Bibliography: International Economics 2nd edition (Sawyer, Sprinkle) & International Economics 13th edition (Pugel)

(KBBM4Z) METHODOLOGICAL STUDIES 10 cr

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

Learning Strategies: Lectures and exercises

Assessment: Exam and exercises

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

(KBBC4Z) COMMUNICATION STUDIES 14 cr

(KBBC003) English: Basics of Business English

Credits: 3 cr Timing: 1st yr autumn

Objective: To practice and improve students' communication skills, both oral and written. The course introduces basic business vocabulary through a wide range of business settings and situations providing an overview of business activities in the English-speaking world.

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

Learning Strategies: Pair work, group work, student presentations

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

Bibliography: To be announced

(KBBC001) Business Finnish

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

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

Prerequisite: Word Processing

Contents: Finnish oral and written communication for Finnish speaking students:
 Public speaking and use of voice, academic presentations and outlining the speech, job applications, CV memos, summaries and reporting, meetings and negotiations

Learning Strategies: Lectures, practical exercises

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

(KBBD002) Personal Development Programme

Credits: 3 cr Timing: 1st yr

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

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

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

Assessment: Completed tasks throughout the program

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

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

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

Objective: 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 diversifications. The course is built around questions faced by companies wishing to do business in a global marketplace.

Prerequisite: Introduction to Management

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

Learning Strategies: Lectures, presentations, assignments and case discussions.

Assessment: Group work, exam

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

(KBPI015) Financial Accounting

Credits:	4 cr	Timing:	2nd yr
Objective:	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.		
Prerequisite:	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 Strategies:	Lectures, and class exercises		
Assessment:	Financial accounting examination and analysis assignments		
Bibliography:	Material will be provided by lecturer.		

(KBPI012) Strategic Management

Credits:	3 cr	Timing:	2nd yr
Objective:	This course is designed to develop students' understanding of the global business process. In addition, students will be introduced to both the framework and strategies of business operations, whilst considering competitiveness on a global level and forms of business cooperations across national boundaries, business practices and current trends in the global business arena.		
Prerequisite:	Introduction to Management		
Contents:	Strategic analysis Strategic formulation Strategic implementation		
Learning Strategies:	Lectures, case studies, and exercises		
Assessment:	Case study, exercises and final exam		
Bibliography:	Dess, Lumpkin, Eisner, Strategic Management (text and cases)		

(KBPI004) International Marketing

Credits:	5 cr	Timing:	2nd yr
Objective:	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.		
Prerequisite:	Introduction to marketing course completion of other basic studies		
Contents:	Framework of international marketing International environmental analysis Culture Models of market entry		

(KBPI016) Finance

Credits:	4 cr	Timing:	2nd or 3rd yr
Objective:	Understanding the role of finance as a business function, and the factors influencing financial decisions. Gaining knowledge of financial markets' functions and their effects on businesses.		
Prerequisite:	Business mathematics, office application, economics, Statistics, management accounting.		
Contents:	Assets valuation. Capital structure decision. Capital budgeting rules and decisions. Decisions under risk. Portfolio selection.		
Learning Strategies:	Lectures, exercises		
Assessment:	Assignments, final examination		
Bibliography:	To be announced later		

(KBPI017) Product Development 1

Credits:	3 cr	Timing:	3rd yr
Objective:	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 depart the course understanding new product development processes as well as useful tools, techniques and organizational structures that support new product development practice and innovations.		
Prerequisite:	All first and second year courses		
Contents:	Product development processes and organization Product planning and identifying customer needs Product specifications Concept generation, selection and testing Product architecture Patents and intellectual property		
Learning Strategies:	Lectures and projects		
Assessment:	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

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

Prerequisite: Completion of basic studies

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

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

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

Bibliography: Lecture handouts

(KBPM002) Statistics

Credits: 3 cr Timing: 2nd yr

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

Prerequisite: Proficiency test or a recognised refresher course pass

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

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

Assessment: Exam and exercises

Bibliography: To be announced

(KBPC9Z) COMMUNICATION STUDIES 18 cr**(KBPC001) Intercultural Communication**

Credits:	3 cr	Timing:	2nd yr
Objective:	The course aims to provide students with a theoretical and experimental framework for intercultural communication from an interdisciplinary perspective and to increase their problem solving skills and communication skills with people from different cultural backgrounds in national, international and multicultural settings of study and work.		
Contents:	Inter-cultural communication Culture is communication...Communication is culture Identify Concepts of culture Models used to portray and measure cultural norms. Internationalisation and cultural identity National Characteristics: Finnish/German/British (Also dependant upon participants) Stereotypes and culture shock Business culture environment Intercultural encounters: Dimensions used when comparing communication across cultures		
Learning Strategies:	The course is based on the open learning approach, including face-to-face tuition, self-directed autonomous learning and project work emphasising co-operative learning		
Assessment:	Continuous assessment, oral presentation & report		
Bibliography:	Richard D Lewis, "When cultures collide", changing successfully across culture		

(KBPC002) Business Communication Skills

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

(KBPC003) Academic Writing

Credits:	3 cr	Timing:	1st yr
Objective:	To improve students' professional writing skills		
Contents:	Grammar surgery Punctuation Coherence Style and appropriateness Reporting Summarising Table of contents Quoting, reference list		

Learning Strategies: Small group sessions

Assessment: Continuous assessment, assignments, written exam

Bibliography: Compiled study material

(KBPC008) Swedish: Svenska i affärslivet 2

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

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

Prerequisite: Svenska i affärslivet I

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

Learning Strategies: Small group teaching

Assessment: Continual assessment, written exam

Bibliography: To be announced

(KBPC006) Academic Finnish

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

Objective: To improve students' writing skills for their thesis in Finnish

Contents: Finnish academic writing for Finnish speaking students before the thesis:
Meaning and syntax
Accuracy, text analysis
Guide to compiling a text

Learning Strategies: Small group sessions

Assessment: Lectures, practical exercises, text analyses

Bibliography: Hirsjärvi, Remes, Sajavaara, Tutki ja kirjoita
Lappalainen, Opinnäyteohjeita
Iisa, Oittinen, Piehl, Kielenhuollon käsikirja

(KBPC005) Finnish for Foreigners II

Credits: 3 cr Timing: 2nd yr

Objective: To improve communication skills in the Finnish language

Prerequisite: Finnish for Foreigners I

Contents:	This unit builds on the knowledge gained in Finnish for Foreigners I
Learning Strategies:	Small group sessions
Assessment:	Active participation in class activities, written and oral tests
Bibliography:	Kangasniemi, Suomen kielen tikapuut jatkotaso 1 Hämäläinen, Jatketaan

(KBPC007) Finnish for Foreigners III

Credits:	3 cr	Timing:	3rd yr
Objective:	To improve communication skills in oral and written Finnish		
Prerequisite:	Finnish for Foreigners I - II		
Contents:	This unit builds on the knowledge gained in Finnish for Foreigners I - II		
Learning Strategies:	Small group sessions		
Assessment:	Active participation in class activities, written and oral tests		
Bibliography:	Kangasniemi, Suomen kielen tikapuut 2		

(KBPF9Z) FURTHER SPECIALISATION STUDIES 27 cr

(KBPF013) European Business

Credits:	4 cr	Timing:	2nd yr
Objective:	The aim of the course is to introduce students to the dynamic nature of the European business environment. The aim will be achieved by examining the role of the European Union as a business regulator and its effect on small and medium sized businesses and by examining European economic integration.		
Prerequisite:	Economics, business law, International Economics		
Contents:	European business environment, the European Union as a business regulator, European policies, European business sectors		
Learning Strategies:	Lectures and seminars. Seminars based course.		
Assessment:	Seminar presentation, case study assignment and exam		
Bibliography:	Baldwin, Wyplosz, The Economic of European Integration; Johnson, Turner, European Business; Nello, The European Union (economics, policies, and history)		

(KBPF002) Russian Business

Credits:	5 cr	Timing:	2nd - 3rd yr
Objective:	The course is designed to introduce students to Russian society as a potential business area. It will familiarise students with the culture, politics, economy, trade		

patterns, industrial structures, services, governmental policies, political structures, regulations affecting businesses, and existing business opportunities.

Prerequisite:	Completion of basic studies
Contents:	To be announced
Learning Strategies:	Lectures, case study analysis and group work
Assessment:	Active participation in class activities, written presentation report and course based exam
Bibliography:	Reading list/material provided by lecturer

(KBPF005) Consumer Buyer Behaviour

Credits:	3 cr	Timing:	2nd yr
Objective:	The aim of this 3 credits module, is to build on the knowledge gained in marketing management and provide students with a broader understanding of consumer buyer behaviour. In particular, its relevance to promotional communication and market research.		
Prerequisite:	Introduction to Marketing		
Contents:	Consumer behaviour model Components of behaviour Consumer behaviour in the marketing mix Reference Groups Consumer behaviour and market management		
Learning Strategies:	Web based tasks and assignments		
Assessment:	Web based individual assignment and case studies.		
Bibliography:	Consumer behaviour (a European Perspective) 3rd edition, Solomon, Et al.		

(KBPF007) Services Marketing

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	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.		
Prerequisite:	Basic studies		
Contents:	The service product The service encounter Services buying behaviour Service positioning and targeting Service quality Making services accessible to consumers The pricing of services Promoting services Managing capacity Service scapes		

Objective:	The course aims to provide students with a general understanding of the business systems in several major Asian markets like Japan, Korea, Singapore, Greater China; the business environments within which they operate with a special emphasis on the cultural aspect of the Asian societies. In addition, it provides a general understanding of the important issues that business managers face in the region. The course provides students with knowledge about how business is conducted and how foreign companies operate in this environment.
Contents:	The Far East A comparative review of historical and cultural background of major players Strategic importance of Asia Pacific Strategy formulation for Asia Pacific Asia as a market Asian business logic Competition patterns in business operations and entry strategies Cooperation patterns in global partnerships
Learning Strategies:	Traditional lecturing, case studies, interactive group discussions and presentations
Assessment:	Class participation 20%, group presentations and report 30%, final examination 50%
Bibliography:	Lasserre, P, Hellmut Schutte H., Strategies for Asia Pacific Meeting New Challenges Sonia El Kahal, Business in Asia Pacific Text and Cases Other materials, articles as deemed appropriate

(KBW003) Marketing Strategies for High-Tech Markets

Credits:	3 cr	Timing:	3rd - 4th yr
Objective:	The objective of this 3 cr course is to identify the special marketing requirements of high technology products and services. These requirements will be revealed through a thorough analysis of the various aspects of high technology markets. Enabling students to plan and apply specific marketing techniques within this challenging environment.		
Prerequisite:	Introduction to Marketing, Introduction to Management, International Marketing Strategic, Marketing Management		
Contents:	Overview of high tech markets Differentiate high tech markets from consumer and industrial markets The high tech marketing mix Specialised techniques required to market high tech products Strategy formulation for high tech markets Strategy application		
Learning Strategies:	Case studies, written exercises, reading assignments, web based exercises		
Assessment:	Individual book exam, group assignment		
Bibliography:	Mohr, J, Sengupta, S, Slater, S, "Marketing of high technology products and innovations" 2007, Prentice Hall		

(KBW011) Digital Photo Manipulation

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

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

(KBW016) Business Plan

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	The objective of this course is to study the planning targets of the company by means of a business plan.		
Contents:	Students will complete a Business Plan of a real or fictitious company on a formulated sheet. This course is not for creating the necessary documents of establishing a company.		
Learning Strategies:	Web-course		
Assessment:	Completed business plan		
Bibliography:	Web -course material and other related internet sources		

(KBW017) Principles of Tourism

Credits:	6 cr	Timing:	2nd - 4th yr
Objective:	Students will gain knowledge of the principles of tourism in Finland and abroad.		
Contents:	An introduction to tourism Consumer behaviour and tourism demand Models and patterns of tourism demand Classification of tourism Tourism attractions The Socio-cultural impact of tourism Ecology and tourism The future of tourism		
Learning Strategies:	Lectures and small group work		
Assessment:	Exam, continual assessment and exercises		
Bibliography:	Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2002)		

Objective:	Knowledge capital providing a competitive edge will be emphasised during this course, while providing students with a grounding in quality leadership, activity-based management in business leadership and the significance of leadership and management in the implementation of an organisation's basic tasks.
Contents:	Knowledge capital, quality leadership, activity-based management and accounting, leading and leadership
Learning Strategies:	Independent studying in the virtual studying environment using books concerning the subject. Students may also write an essay on another agreed theme linked to the subject.
Assessment:	Long essay
Bibliography:	Possible sources for the long essay: Ståhle, Grönroos, Dynamic Intellectual Capital Juran's Quality Handbook (luvut 1 - 17, 35 ja 36) Cookins G., Activity Based Cost Management Pirnes U., Enhancing Leadership. The Dynamics of Leadership

(KBW029) Management Procedures and Strategies

Credits:	5 cr	Timing:	2nd - 4th yr
Objective:	Students will understand and be able to apply a strategic business control system.		
Contents:	Use of the balanced scorecard, scores and assessment, information gathering and implementation		
Learning Strategies:	Independent studying in the virtual studying environment using books concerning the subject. Students may also write the essay on a theme related to the subject and agreed with the teacher.		
Assessment:	Long essay		
Bibliography:	Kaplan, Norton, The Balanced Scorecard Aaker D., Developing Business Strategies		

(KBW030) Organizational Psychology

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	This course provides in depth knowledge of organisational behaviour.		
Contents:	The role and responsibility of leadership in conflict situations, dealing with problems in the work community, work satisfaction, encouragement, reward and skills development.		
Learning Strategies:	Independent studying in the virtual studying environment using books concerning the subject. Students may also write the essay on a theme related to the subject and agreed with the teacher.		
Assessment:	Long essay		
Bibliography:	To be announced and Internet sources		

(KBW150) Information Systems in Organizations

Credits:	3 cr	Timing:	2nd-3rd yr
Objective:	The course describes the organizational and managerial foundations of information systems. The course familiarize students with the critical role played by various types of information systems in organizations, sweeping changes created by the Internet and digital integration of the enterprise, and the need to demonstrate the business value of information systems investments. Students on this course will expose to real-world systems, focusing on their relationships to organizations, management, business processes and strategies.		
Contents:	<p>What is the role of information systems in today`s competitive business environment?</p> <p>What exactly is an information system? What do managers need to know about information systems?</p> <p>How are information systems transforming organizations and management?</p> <p>How has the Internet and Internet technology transformed business?</p> <p>What are the major challenges to building and using information systems?</p>		
Learning Strategies:	Web-course		
Assessment:	Completed assignment		
Bibliography:	To be announced		

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

Credits:	15 cr	Timing:	4th yr
Objective:	The aim of the thesis is to develop and demonstrate the student`s ability to adapt their knowledge and skills to a practical task requiring expertise related to their professional studies. Undertaking the thesis demonstrates the student`s ability to work purposefully within their chosen professional field. (Statute 256/95). The essential objective is to develop expertise for working life. The thesis acts as a bridge between academic study and the world of work, easing the student`s move into working life. Thesis completion encourages critical, creative and problem solving skills.		
Prerequisite:	Practical training, Applied Research Techniques, Statistics, Academic Writing, 150 cr accomplished		
Contents:	<p>Initial thesis seminar (during practical training)</p> <p>Acceptance of subject by the supervisor, topic analysis</p> <p>Thesis plan</p> <p>Seminar sessions: plan presentation, peer evaluation</p> <p>Thesis Writing</p> <p>Maturity test (on certain dates given in advance)</p>		
Assessment:	Assessment is based on the objectives of the thesis as set out by the university of applied sciences and the different schools of the university of applied sciences, as well as on more general assessment principles. An accepted thesis is assessed on a scale of 1 - 5. The practical applications of the subject area will be particularly noted during assessment. On a school level with a slight variation of emphasis, assessment		

covers the thesis' written version, its contents, oral presentation, discussion, taking part in seminar sessions, the maturity test and the learning and supervisory process. The ability and development that the student has demonstrated during the completion of his or her thesis is also appraised. Supervisors from the UAS and working life, acting opponents and the authors of the thesis all take part in the assessment process.

(KBH11Z) PRACTICAL TRAINING 30 cr

(KBH001) Practical Training

Credits: 30 cr Timing: 3rd yr, spring semester

Objective: To provide the student with an insight of the commercial world and an opportunity to apply knowledge gained to practical tasks. It also provides the student with an opportunity to acquire new skills and encourages personal development.

Prerequisite: Before starting the placement the student must have completed all 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 Strategies: Application of theory into practice.

Assessment: Participation and reports

Bibliography: See Practical training guide on the internet

SCHOOL OF TOURISM

DEGREE PROGRAMME IN TOURISM

Head of School	Ms Heli Itkonen
Head of the Degree Programme	Mr Mikko Keränen
International Study Office	Ms Kirsi Sievers

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 (BHM)**.

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:

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

Annual Themes – Study Progress Description

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

1st year – Observer of Tourism	<ul style="list-style-type: none"> ▪ 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.
--	--

	<ul style="list-style-type: none"> ▪ The student gains knowledge of the theoretical models applied in tourism. ▪ The students will gain the necessary computer skills and methodological tools needed for data collection, analysis and reporting.
2nd and 3rd year – Applicator	<ul style="list-style-type: none"> ▪ In 2nd and 3rd year the student will deepen both the theoretical and practical knowledge needed to function in tourism.
4th year - Developer of Tourism	<ul style="list-style-type: none"> ▪ In the 4th 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.

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)

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 the 3rd study year in spring term. Practical training can be done either in Finland or a foreign country. Finnish students must complete either practical training or a semester of their studies abroad. Before starting practical training students must have a minimum of 75 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 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 one of the 2nd year semesters is spent in a foreign university or university of applied sciences. Also international students can do part of their studies in exchange. Partner institutions and opportunities will be presented in information meetings, and more information is also available in the Kajaani UAS internet and intranet pages. Kajaani UAS' partner institutions in different countries offer studies in English or in other languages. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. Each student makes a personal study plan with the school's international coordinator for their period of foreign studies. Studies completed abroad are approved as part of the degree programme.

Language Studies

The Degree Programme in Tourism includes 21 credits of compulsory language studies. Language studies should comprise at least Finnish and English studies. 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

CREDIT STRUCTURE 210 CR

BASIC STUDIES	75 cr
Basics in Tourism	26 cr
Business Activities 1	17 cr
Methodological Studies 1	11 cr
Communication Studies	21 cr
PROFESSIONAL STUDIES	75 cr
Tourism Services	47 cr
Business Activities 2	21 cr
Methodological Studies 2	7 cr
FREE-CHOICE STUDIES	15 cr
PRACTICAL TRAINING	30 cr
THESIS AND MATURITY TEST	15 cr

THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN TOURISM

BASIC STUDIES

MTBA2Z	BASICS IN TOURISM	26 CR
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
MTBO3Z	BUSINESS ACTIVITIES 1	17 CR
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
MTBC4Z	COMMUNICATION STUDIES	21 CR
	<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
MTBM4Z	METHODOLOGICAL STUDIES 1	11 CR
MTBM001	Business Mathematics	3 cr
MTBM002	Office Applications	5 cr
MTBM003	Personal Development Programme	3 cr

PROFESSIONAL STUDIES

MTPT6Z	TOURISM SERVICES	47 CR
MTBA004	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
MTPO7Z	BUSINESS ACTIVITIES 2	21 CR
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
MTPM8Z	METHODOLOGICAL STUDIES 2	7 CR
MTPM003	Applied Research Methods	4 cr
MTPM004	Statistics	3 cr
FREE-CHOICE STUDIES		15 CR
PRACTICAL TRAINING		30 CR
THESIS		15 CR

COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN TOURISM

BASIC STUDIES

(MTBA2Z) BASICS IN TOURISM 26 op

(MTBA001) Principles of Tourism

Credits:	6 cr	Timing:	1st yr
Objective:	Students will gain knowledge of the principles of tourism in Finland and abroad.		
Contents:	An introduction to tourism Consumer behaviour and tourism demand Models and patterns of tourism demand Classification of tourism Tourism attraction The Socio-cultural impact of tourism Ecology and tourism The future of tourism		
Learning Strategies:	Lectures and small group work		
Assessment:	Exam, continual assessment and exercises		
Bibliography:	Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2002) Charles R, Goeldner J.R, Brent R: Tourism, Principles, Practices, Philosophies (2003) Further reading/material will be provided by lecturer		

(MTBA002) Introduction to Nature and Activity Tourism

Credits:	5 cr	Timing:	1st yr
Objective:	Students will understand the importance and complexity of nature and activity tourism and learn to identify the numerous aspects of managing successful services and products in these fields of tourism.		
Contents:	Principles of nature and activity tourism Nature and activity tourism markets Tourism and nature conservation Legal issues Destinations and venues		
Learning Strategies:	Lectures and excursions. Visits to genuine activity sites will be included whenever possible.		
Bibliography:	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.

(MTBA003) Tourism Product Development I

Credits:	3 cr	Timing:	1st - 2nd yr
Objective:	Students will understand the functions and aspects of initial and ongoing product development as a basic part profitable tourism business development.		
Contents:	Tourism products and features Planning and development process Pricing		
Learning Strategies:	Lectures. Group work. Study visits		
Assessment:	Exam and portfolio including individual 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
Objective:	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. 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, extinguishing fires Safety: Safety at work, risk assessment and risk management in program services		
Learning Strategies:	Lectures, course and group work, exercises		
Assessment:	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.		
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
Objective:	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 Strategies: Lectures, discussions, individual and group exercises

Assessment: Exam and exercises

Bibliography: Reading list/material provided by lecturer

(MTBA009) Serving

Credits: 1.5 cr Timing: 1st yr

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

Contents: Basic serving methods and techniques

Learning Strategies: Lectures and serving in the learning restaurant

Assessment: Exam

Bibliography: To be announced

(MTBA010) Bar Services

Credits: 1.5 cr Timing: 2nd yr

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

Contents: Alcohol legislation

Learning Strategies: Lectures, individual and group work

Assessment: Exam

Bibliography: To be announced

(MTBA011) Hospitality Management

Credits: 3 cr Timing: 1st yr

Objective: Students can distinguish between different types of accommodation. The course focuses on the basic organisation of lodging properties and managing hotel operations. Furthermore students get to know additional hospitality organisations like cruise lines.

Contents: Structure and types of accommodations
Hotel classifications
Hotel ownership and management
Hotel operations management
Cruise lines
Hotel reservation system

Learning Strategies: Lectures, group work, presentations, company visits

Assessment: Exam, exercises, workshops, introduction to hotel reservation system (Hotellinx)

Bibliography: Ninemeier, Perdue, 2008. Discovering hospitality and tourism. Pearson Education, New Jersey.

(MTBO3Z) BUSINESS ACTIVITIES 1 17 op

(MTBO004) Introduction to Marketing

Credits: 4 cr Timing: 1st yr

Objective: Students will understand the principles of marketing and the importance of customer service. There is a focus on hospitality and tourism.

Contents: Introduction to the principles of marketing
e.g. marketing strategies, marketing environment, marketing research, marketing of services, consumer buying behaviour, market segmentation, targeting and positioning

Learning Strategies: Lectures, group work, class discussions

Assessment: Exam, exercises, presentations, reports

Bibliography: Kotler, et.al. 2006. Marketing for Hospitality and Tourism. Pearson Education, New Jersey
Further material provided by lecturer

(MTBO005) Introduction to Business Operations

Credits: 3 cr Timing: 1st yr

Objective: To provide students with a general overview of all business aspects, and to orientate students to business and management functions.

Prerequisite: 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 Strategies: Lectures, group work, case studies and exercises

Assessment: Active participation, Final examination

Bibliography: Nickels, McHugh, Understanding Business 8th edition

(MTBO003) Introduction to Management Accounting

Credits: 5 cr Timing: 1st yr

Objective: 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
Profitability calculations
Cost-volume-profit analysis
Pricing calculations

(MTBC008) Academic Writing

Credits: 3 cr Timing: 1st yr

Objective: To improve students' professional writing skills

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

Learning Strategies: Small group sessions

Assessment: Continuous assessment, assignments, written exam

Bibliography: Compiled study material

(MTBC005) Business Communication Skills

Credits: 3 cr Timing: 1st yr

Objective: 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 Strategies: Small group sessions

Assessment: 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)

Objective: Students will learn to express themselves and to operate in a goal oriented manner in different communication situations. The course also covers different negotiations and meetings 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 Strategies: Classroom teaching, exercises

Assessment: Exam and assignments

Bibliography: Repo-Nuutinen: Viestintätaito

(MTBC002) Written Communication and Business Letters

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

Objective: 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 Strategies: Contact teaching, assignments

Assessment: Exam and assignments

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

(MTBC003) Svenska inom turismen 1

Credits: 3 cr Timing: 1st yr

Objective: Students will develop their language skills to be able to cope in tourism and catering customer service situations and to present a company and its services and facilities as well as the special features of Finnish cuisine in Swedish. Students will also be able to present Finland as a tourist destination and discuss current affairs to a certain extent using the Swedish language

Prerequisite: Participation in proficiency test

Contents: Everyday spoken Swedish
Hotel and restaurant customer service
Finnish food culture and gastronomic terminology
The differences between Finnish Swedish and Swedish Swedish
Finland in Swedish
Current affairs

Learning Strategies: Small group teaching

Assessment: Continual assessment and written and oral exam

Bibliography: Handout provided by lecturer

(MTBC009) Svenska inom turismen 2

Credits: 3 cr Timing: 2nd yr

Objective: 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, negotiation skills and nordic business culture.

Prerequisite:	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 Strategies:	Small group teaching
Assessment:	Small group teaching
Bibliography:	Handout

(MTBC006) Finnish for Foreigners 1

Credits:	6 cr	Timing:	1 st yr
Objective:	To teach students the skills needed in everyday communication in Finnish and to familiarise students with the Finns, their customs, the country and society.		
Contents:	Pronunciation, syllable division and other general 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 Strategies:	Communicative and practical approach and group work		
Assessment:	Class work and written or/and oral exam		
Bibliography:	Hämäläinen, Aletaan Facts about Finland Kenttälä, Kieli käyttöön		

(MTBC007) Finnish for Foreigners 2

Credits:	3 cr	Timing:	2nd yr
Objective:	To improve communication skills in the Finnish language		
Prerequisite:	Finnish for Foreigners 1		

Contents:	This course builds on the knowledge gained in Finnish for Foreigners 1.
Learning Strategies:	Small group sessions
Assessment:	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
Objective:	To improve students' oral communication skills in the Finnish language.		
Prerequisite:	Finnish for Foreigners 1-2		
Contents:	Discourses - different vocational subjects		
Learning Strategies:	To be announced		
Assessment:	Active participation in class activities		
Bibliography:	To be announced		

(MTBM4Z) METHODOLOGICAL STUDIES 1 11 op

(MTBM001) Business Mathematics

Credits:	3 cr	Timing:	1st yr
Objective:	To provide students with a sound command of business mathematics skills and the ability to apply them in different areas of business life		
Contents:	Review of basic mathematical operations needed in business mathematics Percentage calculation and its economic applications Index Currency calculation Simple interest calculation and its applications Compound interest Credit Economic functions		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam and exercises		
Bibliography:	Pulkkinen P, Holopainen M.,Keinänen K., Business Mathematics (2006)		

(MTBM002) Office Applications

Credits:	5 cr	Timing:	1st yr
Objective:	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 Strategies:	Practical exercises and individual use of computer
Assessment:	Exam and practical exercises
Bibliography:	Material provided by the lecturer

(MTBM003) Personal Development Programme

Credits:	3 cr	Timing:	1st yr
Objective:	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		
Learning Strategies:	Lectures. Activities. Individual tutorials. Practical Work		
Assessment:	Portfolio - Course work of completed tasks throughout the program		
Bibliography:	Selected readings, handouts related to subject areas.		

PROFESSIONAL STUDIES

(MTPT6Z) TOURISM SERVICES 47 op

(MTPT019) Project Management

Credits:	6 cr	Timing:	2nd yr
Objective:	Introduction to project work and management.		
Contents:	Basics of project management Project planning Practical work in projects Project documentation		
Learning Strategies:	Lectures, project work, reporting		
Assessment:	Continual assessment and project work		
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
Objective:	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 which is needed when planning and managing services in nature and activity tourism.		
Contents:	Nature familiarization Outdoor skills Outdoor environment Outdoor equipment Sport tourism Program planning Land management Parks and wildlife management Impacts of nature and activity tourism		
Learning Strategies:	Lectures and excursions, visits to companies and sites. There will be a field trip to important nature tourism destination in Finland.		
Assessment:	Active participation in lectures, excursions, field trips, group work, written reports, and oral presentations.		
Bibliography:	Reading list/material provided by lecturer		

(MTPT016) Transportation and Tourism

Credits:	4 cr	Timing:	3rd yr
Objective:	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		
Bibliography:	Duval 2007. Tourism and Transport Hanlon 2007. Global airlines Wensveen 2008. Air Transportation		

(MTPT003) Sustainable Tourism

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will gain basic knowledge of sustainable tourism theory and practice and how it is used and integrated in the business environment.		
Contents:	Sustainable tourism and organisations		

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 Strategies: Lectures, case-study exercises, group work

Assessment: Practical observations and skill competence, individual and group presentations, Seminar paper on nominated topics

Bibliography: Watt, D.C.2001. Event Management in Leisure and Tourism

(MTPT018) World Cultures

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

Objective: Students will be familiar with different cultures and they will understand the importance of cultures within the tourism industry.

Contents: Culture and cultural geography
Key concepts of culture
Cultural regions and tourism

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

Assessment: Individual assignment and group work.

Bibliography: Material provided by lecturer

(MTPT009) Food and Culture

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

Objective: 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 Strategies: Lectures, discussions, individual and group exercises, kitchen work

Assessment: Exam and exercises

Bibliography: Reading list/material provided by lecturer

(MTPT010) Intercultural Communication

Credits: 3 cr Timing: 2nd yr

Objective: The course aims to provide students with a theoretical and experimental framework

for intercultural communication from an interdisciplinary perspective and to increase their problem solving skills and communication skills with people from different cultural backgrounds in national, international and multicultural settings of study and work.

Contents: Inter-cultural communication
Identity
Language and culture
Cultural values and communication
Intercultural competence

Learning Strategies: Lectures, small group work and independent studies using Web CT.

Assessment: Continual assessment, presentation and independent assignment.

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

(MTPT011) Tourism Planning and Policy

Credits: 5 cr Timing: 4th yr

Objective: 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 as well as 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 Strategies: Lectures and small group work

Assessment: Exam, continual assessment and exercises

Bibliography: Hall M.C, Jenkins, Kearsley G, Tourism, Planning and Policy (1997)
Other materials provided by lecturer

(MTPT012) Tourism Product Development 2

Credits: 3 cr Timing: 3rd yr

Objective: 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 to segmented clientel.

Prerequisite: Product Development 1. Marketing of Tourism Services.

Contents: Tourism products and product lines, planning, pricing, distribution and promotion

Learning Strategies: Lectures Group works

Assessment: Portfolio including learning diary and group works. Developing a product line in small groups

Learning Strategies: Lectures, small group work, study visits

Assessment: 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

Objective: 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.

Prerequisite: 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 Strategies: Lectures, and class exercises

Assessment: Financial accounting examination and analysis assignments

Bibliography: Material will be provided by lecturer.

(MTPO008) Human Resource Management

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

Objective: 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 Strategies: Lectures

Assessment: Exam, report

Bibliography: Eugene McKenna & Nic Beech, Human Resource Management: A Concise analysis, Prentice Hall, 2002.
Beardwell, I., Holden, L., Human Resource management: A Contemporary Perspective, Pitman Publishing, 1997.
Hesselbein, F., Goldsmith, M., Beckhard, R. (ed.), The Leader Of The Future

Ainger, A., Kaura, R., Ennals, R., Business Success Through Human Centred Systems

Tyson, S., Jackson, T., The Essence Of Organisational Behaviour.

(MTPO005) Law Studies

Credits: 5 cr Timing: 2nd yr

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

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

Learning Strategies: Lectures, exercises, case studies

Assessment: Exercises and exam

Bibliography: To be announced

(MTPO007) Strategic Management

Credits: 3 cr Timing: 3rd yr

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

Prerequisite: MTBO006: Introduction to Management course

Contents: Strategic analysis
Strategic formulation
Strategic implementation

Learning Strategies: Lectures, case studies, and exercises

Assessment: Case study, exercises and final exam

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

(MTPM8Z) METHODOLOGICAL STUDIES 2 7 op

(MTPM003) Applied Research Methods

Credits: 4 cr Timing: 3rd yr

Objective: 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 Strategies: Lectures, case studies, exercises and research project

Assessment: Research project

Bibliography: To be announced

(MTPM004) Statistics

Credits: 3 cr Timing: 3rd yr

Objective: The general aim of this course is to improve the student's 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 hypotheses testing and interpretation of results.

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

Assessment: Exam or / and exercises

Bibliography: To be announced

(MTW11Z) FREE-CHOICE STUDIES 15 op

(MTW005) Russian Tourism

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

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

Contents: Russian tourism destinations and attractions.
A 5 day study trip to Russia, cost to students appr. 150 euros.

Learning Strategies: Course orientations and closing seminar in the class. Group assignments on agreed themes. A 5 day fact finding trip to St. Petersburg.

Assessment: Portfolio containing learning diary and assignments

Bibliography: Reading list/material provided by lecturer

(MTW009) Destination Marketing

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

Objective: Becoming a recognized, desired destination is a demanding marketing challenge. During the course students will gain understanding about aspects of marketing of countries, regions and places.

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

Learning Strategies: Independent studies

Assessment: Book exam

Bibliography: To be announced

(MTW040) Tour Operations

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

Objective: Students will be conversant with tour operating and what it involves from the point of view of the consumer and service provider.

Contents: The theory of tour operating
Destination marketing
Tourism attraction factors and trends

Learning Strategies: Blended studies: Lectures 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.

Assessment: A piece of research and report on a pre-agreed topic, completed in groups and presented during a seminar.

Bibliography: To be announced

(MTT10Z) THESIS 15 op

(MTT001) Thesis and Maturity test

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

Objective: 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.

Prerequisite:	Applied Research Methods, Statistics
Contents:	Seminar presentations of chosen thesis subject and participation in seminars Assessment of other students' thesis and acting opponent for other students' work After the thesis topic has been accepted students will be nominated a thesis supervisor. Subject analysis and research plan after which 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 op

(MTH001) Practical Training

Credits:	30 cr	Timing:	3rd yr
Objective:	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:	Practical training period and reports		

SCHOOL OF HEALTH AND SPORTS DEGREE PROGRAMME IN SPORTS AND LEISURE MANAGEMENT

Head of School	Ms. Eija Heikkinen
Head of Degree Programme	Mr. Kari Partanen
International Study Office	Ms. Kirsi Sievers

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 VuokattiCampus (www.vuokatticampus.fi). An 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

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

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 2nd and 3rd 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 possibility to put into practice the knowledge acquired from their professional studies by carrying out practical tasks in different kind of sport 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 one of the 2nd year semesters is spent in a foreign university or University of Applied Sciences. Also international students can do part of their studies in exchange. Partner institutions and opportunities will be presented in information meetings, and more information is also available in the Kajaani UAS internet and intranet pages. Kajaani UAS' partner institutions in different countries offer studies in English or in other languages. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. Each student makes a personal study plan with the school's international co-ordinator for their period of foreign studies. Studies completed abroad are approved as part of the degree programme.

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 of 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, Swedish and German.

CREDIT STRUCTURE 210 CR

Basic Studies Communication skills	26 cr 26 cr
Professional Studies Competence in health promoting physical activity and coaching Competence in pedagogy and didactics Competence in leadership and entrepreneurship areas of physical activity Competence in physical activity Research studies	89 cr 27 cr 8 cr 18 cr 30 cr 6 cr
Further Specialisation Studies Coaching	35 cr 35 cr
Free-choice Studies	15 cr
Practical Training	30 cr
Thesis	15 cr

THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN SPORTS AND LEISURE MANAGEMENT

BASIC STUDIES		26 CR
SSBC1Z	Communication Skills	26 cr
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 Conversation	3 cr
PROFESSIONAL STUDIES		89 CR
SSPH2Z	Competence in Health Promoting Physical Activity and Coaching	27 cr
SSPH001	Anatomy and Physiology	5 cr
SSPH002	Exercise Physiology	4 cr
SSPH003	Applied Physical Education	3 cr
SSPH004	Human Motor Development	3 cr
SSPH005	Coaching 1	3 cr
SSPH006	Exercise and Health Counseling	3 cr
SSPH007	Nutrition	3 cr
SSPH008	First Aid and Health Risks	3 cr
SSPP3Z	Competence in Pedagogy and Didactics	8 cr
SSPP001	Introduction to Physical Education	5 cr
SSPP002	Introduction to Health Promoting Physical Exercise	3 cr
SSPL4Z	Competence in Leadership- and Entrepreneurship in the Field of Physical Activity	18 cr
SSPL001	Introduction to Business Operations	3 cr
SSPL002	Introduction to Marketing	4 cr
SSPL003	Introduction to Management Accounting	3 cr
SSPL004	Project Management	5 cr
SSPL005	Product Development	3 cr

SSPA5Z	Competence in Physical Activity	30 cr
SSPA001	Ice Sports	3 cr
SSPA002	Ball Sports	5 cr
SSPA003	Downhill Skiing	3 cr
SSPA004	Gymnastics	3 cr
SSPA005	Athletics	3 cr
SSPA006	Gym Training	3 cr
SSPA007	Musical Exercise	3 cr
SSPA008	Aquatics	3 cr
SSPA009	Skiing and Outdoor Activities	4 cr
SSPR6Z	Research Studies	6 cr
SSPR001	Introduction to Research	6 cr
FURTHER SPECIALISATION STUDIES		35 CR
SSPC7Z	Coaching	35 cr
SSPC001	Biomechanics of Human Movement	3 cr
SSPC002	Physical Fitness, Testing and Counselling	5 cr
SSPC003	Coaching 2	3 cr
SSPC004	Development of Physical Qualities	6 cr
SSPC005	Planning and Monitoring Training	6 cr
SSPC006	Managing a Training Process	6 cr
SSPC007	Sports Psychology	3 cr
SSPC008	Sports Nutrition	3 cr
SSBW8Z	FREE-CHOICE STUDIES	15 CR
SSBW006	Sociology of Sports	3 cr
SSBW007	Physical Exercise for the Disabled	3 cr
SSBW008	Sports Injuries	3 cr
SSBW009	Muscle Care	3 cr
SSBW010	Taping and Massage	3 cr
SSBW011	Rehabilitative Training	3 cr
SSBW012	Aquatic Sports 2	3 cr
SSBW013	English	3 cr
SSBW014	Digital Games	3 cr
SSBW015	Dance	3 cr
SSBW016	Facts About Finland and Other Countries	3 cr
	<i>Business Studies</i>	
	<i>Tourism Studies</i>	
	<i>Language Studies</i>	
SSPT9Z	PRACTICAL TRAINING	30 CR
SSPT001	Practical Training (Orientation)	9 cr
SSPT002	Advanced Training	21 cr
SSTH10Z	THESIS	15 CR

Credits:	3 cr	Timing:	1st yr
Objective:	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 Strategies:	Lectures, supervised exercises		
Assessment:	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
Objective:	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 Strategies:	Lectures, supervised exercises, written assignments		
Assessment:	Writing exercises and assignments, exam or a supplementary written assignment		
Bibliography:	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
Objective:	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 Strategies:	Supervised exercises		
Assessment:	100 % attendance and active participation. Completed oral and written assignments and exercises. Written and oral exam		
Bibliography:	To be announced		

(SSBC006) English: Basics of Sports and Leisure English

Credits:	3 cr	Timing:	1st yr
Objective:	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 Strategies:	Supervised exercises		
Assessment:	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
Objective:	Students develop their professional communication skills with the focus on coaching and interacting with clients, colleagues and co-operation partners.		
Prerequisite:	Basics of Sports and Leisure English		
Contents:	Coaching terminology Professional communication skills		
Learning Strategies:	Supervised exercises		
Assessment:	100 % attendance and active participation, oral and written exercises, language portfolio or written exam		
Bibliography:	To be announced		

(SSBC008) English: Academic Writing

Credits:	3 cr	Timing:	3rd yr
Objective:	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 Strategies:	Supervised exercises		
Assessment:	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
Objective:	To teach students the skills needed in everyday communication in Finnish and to familiarise students with the Finns, their customs, the country and society.		
Contents:	Pronunciation, syllable division and other general 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 Strategies:	Communicative, practical approach and group work		
Assessment:	Class work and written or/and oral exam		
Bibliography:	Facts about Finland, Hämäläinen, Aletaan Kenttälä, Kieli käyttöön		

(SSBC010) Finnish for Foreigners 2

Credits:	3 cr	Timing:	1st yr
Objective:	To improve communication skills in the Finnish language		
Prerequisite:	Finnish for Foreigners I		
Contents:	This unit builds on the knowledge gained in Finnish for Foreigners I		
Learning Strategies:	Small group sessions		
Assessment:	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
Objective:	To improve communication skills in oral and written Finnish		
Prerequisite:	Finnish for Foreigners I - II		
Contents:	This unit builds on the knowledge gained in Finnish for Foreigners I - II		
Learning Strategies:	Small group sessions		
Assessment:	Active participation in class activities, written and oral tests		
Bibliography:	Kangasniemi, Suomen kielen tikapuut 2		

(SSPH006) Exercise and Health Counselling

Credits: 3 cr Timing: 1st yr

Objective: 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, while being able to also provide counselling and guidance in health education related issues.

Contents: Introduction to health promoting exercises
Health promoting forms of exercise and sports and fitness testing
Health counselling

Learning Strategies: Lectures, assignments

Assessment: Portfolio

Bibliography: To be announced

(SSPH007) Nutrition

Credits: 3 cr Timing: 1st yr

Objective: 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 Strategies: Lectures, assignments

Assessment: Assignments and exam

Bibliography: To be announced

(SSPH008) First Aid and Health Risks

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

Objective: 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 Strategies: Lectures, supervised exercises, independent study

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

Bibliography: To be announced

(SSPP3Z) COMPETENCE IN PEDAGOGY AND DIDACTIS 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

Objective: 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 Strategies: Lectures, supervised excersises

Assessment: Exam, instruction practice

Bibliography: To be announced

(SSPP002) Instructing Health-Enhancing Physical Activity

Credits: 3 cr Timing: 2nd yr

Objective: 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 Strategies: Lectures, instruction practice. Part of the course delivered partly as R & D studies

Assessment: Instruction practice sessions

Bibliography: To be announced

(SSPL4Z) COMPETENCE IN LEADERSHIP AND

Learning Strategies: Lectures, assignments

Assessment: Exercises and exams

Bibliography: To be announced

(SSPL004) Project Management

Credits: 5 cr Timing: 2nd yr

Objective: 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 Strategies: Lectures, supervised exercises, seminar, delivered partly online, delivered partly as R & D studies.

Assessment: 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

Objective: 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 Strategies: Lectures and projects

Objective:	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 Strategies:	Lectures, supervised exercises
Assessment:	Approved attendance of lectures and accomplishment of exercises and instruction practice sessions.
Bibliography:	To be announced

(SSPA004) Gymnastics

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will be conversant with gymnastics terminology, how the basic movements develop and assistance methods. They will also know how to develop a series from single floor and apparatus gymnastics movements, while being able to use basic and apparatus gymnastics to develop motor skills.		
Contents:	Basic gymnastics Apparatus gymnastics Movement development and assistance		
Learning Strategies:	Lectures, supervised exercises,		
Assessment:	Attendance of lectures, completion of set exercises, instructor training sessions, learning tasks, instruction practise sessions.		
Bibliography:	http://moniviestin.jyu.fi/sisalto/liikunta Further material provided by lecturer		

(SSPA005) Athletics

Credits:	3 cr	Timing:	2nd yr
Objective:	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 Strategies:	Supervised exercises, instruction exercises		
Assessment:	Accepted completed skill tests, exam, instruction practise sessions.		
Bibliography:	To be announced		

(SSPA006) Gym Training

Credits:	3 cr	Timing:	1st yr
Objective:	Students will be aware of the foundations of power training and will be able to instruct and programme gym training sessions.		
Prerequisite:	Anatomy and Physiology		
Contents:	The foundations of power training Instructing gym training Programming a gym training session		
Learning Strategies:	Lectures, supervised exercises		
Assessment:	Exam/approved accomplishment of learning assignments and exercises		
Bibliography:	To be announced		

(SSPA007) Musical Exercise

Credits:	3 cr	Timing:	1st yr
Objective:	Students will be able to combine movement to form a series and develop their own coordination. They will be competent in leading aerobics sessions.		
Contents:	Rhythm exercises, combining movement and music Creative movement Basic aerobics, step-aerobics, circuit training Spinning Other forms of aerobics Use of music in exercise		
Learning Strategies:	Lectures, supervised exercises, instructing exercises		
Assessment:	Lectures, exercises, instruction practise sessions.		
Bibliography:	To be announced		

(SSPA008) Aquatics

Credits:	3 cr	Timing:	1st yr
Objective:	Students will be conversant with the basics of freestyle, breast and back stroke techniques and life saving.		
Contents:	Swimming techniques Life saving		
Learning Strategies:	Lectures, supervised exercises		
Assessment:	Skill-level tests		
Bibliography:	Hannula, D. Coaching Swimming Successfully		

(SSPA009) Skiing and Outdoor Activities

Credits:	4 cr	Timing:	2nd yr
Objective:	Students will be aware of the significance of skiing as a key form of winter exercise while being proficient in basic skiing techniques. They will also be able provide skiing instruction. In addition students will become conversant with the principles and different forms of nature activities.		
Contents:	Cross-country skiing techniques Games on skis Ski tours and treks Snowshoeing Canoeing		
Learning Strategies:	Lectures, supervised exercises		
Assessment:	Approved attendance of lectures and accomplishment of exercises and instruction practice		
Bibliography:	To be announced		

(SSPR6Z) RESEARCH STUDIES 6 cr

Students will develop their know-how in a genuine work situation and gain skills required for carrying out research and development projects.

(SSPR001) Introduction to Research

Credits:	6 cr	Timing:	2nd-3rd yr
Objective:	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 the field of social, health care and sports The theory based research process Source material based research process The commodification process Analysis and interpretation of research material		
Learning Strategies:	Lectures, supervised exercises, seminars, independent study, part of the course delivered as R & D studies, delivered partly online		
Assessment:	Independent work before lectures, 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.

(SSPC001) Biomechanics of Human Movement

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

Objective: Students will know the basic mechanisms and terminology of biomechanics.

Contents: Terminology of biomechanics
An introduction to biophysics
Measuring strength

Learning Strategies: Lectures, supervised exercises

Assessment: Assignment

Bibliography: To be announced

(SSPC002) Physical Fitness, Testing and Counselling

Credits: 5 cr Timing: 3rd yr

Objective: Students will be able to put together exercise programmes for people of different ages taking into account their performance and operational capacity. Students will be proficient in instructing clients in how to adopt a healthy way of life.

Contents: Fitness testing and creating exercise programmes for a work community or 2 - 4 clients in fitness training
Different methods of exercise counselling

Learning Strategies: Lectures, supervised exercises

Assessment: Client testing and compilation of programmes, assignment

Bibliography: To be announced

(SSPC003) Coaching 2

Credits: 3 cr Timing: 3rd yr

Objective: Students will be proficient in coaching practice with knowledge of different coaching systems.

Prerequisite: Coaching 1

Contents: Coaching concepts
Coaching tools
Coaching systems

Learning Strategies: Lectures, delivered partly as online studies

Assessment: Exam

Bibliography: To be announced

(SSPC004) Development of Physical Qualities

Credits: 6 cr Timing: 3rd yr

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

Prerequisite:	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 Methods of developing different physical features How to develop physical features in practice Matching the development of physical features with sports and exercise
Learning Strategies:	Lectures, supervised exercises, practical exercises
Assessment:	Assignments
Bibliography:	Shephard RJ & Åstrand P-O (ed.): Endurance in Sport. Komi Paavo (ed.): Strength and Power in Sport. Magill Richard A: Motor Learning and Control. Further material provided by the lecturer.

(SSPC005) Planning and Monitoring Training

Credits:	6 cr	Timing:	4th yr
Objective:	Students will be conversant with the planning, required follow-up and analysis of training sessions and will be able to apply their abilities according to the needs of a particular sport or sportsperson.		
Prerequisite:	Anatomy and Physiology Exercise Physiology		
Contents:	Planning and carrying out training Training follow-up Recording and analysing training Follow-up tests		
Learning Strategies:	Mentor lead practical training, supervised independent study, partly delivered partly as R & D studies		
Assessment:	Assignment reports, sports camp training		
Bibliography:	Bompa Tudor O., Periodization, Theory and Methodology of Training. Further material provided by the lecturer.		

(SSPC006) Managing a Training Process

Credits:	6 cr	Timing:	4th yr
Objective:	Students will be conversant with the structures of training process management		
Contents:	Coaching as team work The structures of a goal-oriented training process Expert network as a resource Coaching group structures and group dynamics Support measures for coaching management		
Learning Strategies:	Lectures, assignments, partly delivered as R & D studies		
Assessment:	Exam, report assignments, sports camp training		

Bibliography: To be announced

(SSPC007) Sports Psychology

Credits: 3 cr Timing: 3rd yr

Objective: Students will be aware of the psychological factors involved in improving performance in sports.

Contents: Defining sport and exercise psychology
Personality and sport
Promotion of motivation, lifelong health and fitness promotion of social skills for life, group and team dynamics promotion of self-concept and cognitive skills, exercise and psychological well-being promotion of motor skills for life arousal, stress, and anxiety psychological Skills training.

Learning Strategies: Lectures, seminar

Assessment: Assignment

Bibliography: Liukkonen, J. ym. Psychology for Physical Educators- Student in Focus.
Weinberg, R. & Gould, D. Foundations of Sport and Exercise Psychology.

(SSPC008) Sports Nutrition

Credits: 3 cr Timing: 3rd yr

Objective: Students will be aware of the special nutritional needs of sportsmen and women.

Prerequisite: Nutrition

Contents: Assessment of nutritional state and make-up of the body
Special nutritional needs of sportsmen and women

Learning Strategies: Lectures

Assessment: Exam

Bibliography: To be announced

(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.

(SSBW006) Sociology of Sports

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

Objective: Students will gain insight into the significance of sport and exercise as a sociological phenomenon and into differences between exercise cultures.

Contents: Sociological research in exercise and sports
The socialisation of sports and exercise
Internationalisation of sports and exercise

Learning Strategies: Independent study

Assessment: Exam/assignment

Bibliography: Material provided by lecturer

(SSBW007) Physical Exercise for the Disabled

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

Objective: Students will gain an overview of the sports and principles of sports for the disabled while examining and getting to know the operations of disabled sports associations.

Contents: The status of sports for the disabled
Classification
Coaching systems
Disabled sports associations

Learning Strategies: Independent study

Assessment: Assignment

Bibliography: Material provided by lecturer

(SSBW009) Muscle Care

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

Objective: Students will be competent in muscle strengthening and stretching exercises. They will be able to provide general advice on muscle care and will understand how muscle care work affects people.

Contents: Stretching and strengthening exercises
Occupational and ergonomic issues in muscle care
Effects of muscle care work
Muscle injuries and muscle maintenance

Learning Strategies: Lectures, supervised exercises

Assessment: Portfolio

Bibliography: To be announced

(SSBW010) Taping and Massage

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

Objective: Students will know the basics and reasons for taping. They will understand massage as a whole and be able to use different forms of massage to induce relaxation and recovery.

Prerequisite: Anatomy and Physiology

Contents: Ankle, knee and wrist taping
The uses of sports tapes
The anatomy of the area for taping
Introduction to massage
Different forms of massage and their application in the massage of different anatomic areas

Learning Strategies: Lectures, supervised exercises, independent work

Assessment: Exam, participation

Bibliography: To be announced

(SSBW012) Aquatic Sports 2

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

Objective: Students will be proficient in their basic knowledge of and skills in aquatic sports.

Prerequisite: Aquatic Sports 1

Contents: Different forms of aquatic training
Life-saving

Learning Strategies: Lectures, supervised exercises

Assessment: Exam, instruction practice sessions.

Bibliography: Pappas Baun, M. Fantastic Water Workouts. 2008

(SSBW013) English

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

Objective: Students develop their professional communication skills with the focus on coaching and transacting with clients, colleagues and co-operation partners.

Prerequisite: Basics of Sports and Leisure English

Contents: Coaching terminology
Professional communication skills

Learning Strategies: Supervised exercises

Assessment: 100 % attendance and active participation, oral and written exercises, language portfolio or written exam

Bibliography: To be announced

(SSBW014) Digital Games

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

Objective: Students will know the most common digital games. They will also develop their own exercise-based product using digital games.

sports/exercise organisation and club or in public exercise/leisure companies and institutions (in Finland or abroad).

Learning Strategies: Partly delivered online

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

(SSPT002) Advanced Training

Credits: 21 cr Timing: 3rd yr

Objective: 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 Strategies: Partly delivered online and as R & D studies.

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