

# **NOVIA UNIVERSITY OF APPLIED SCIENCES**

**Academic Year 2021-22**

## **Studies offered in English in the Degree Program of Business Administration**

**Autumn semester 2021**

### **Project, 5 ECTS**

The student

- is able to organize activities of a project group to meet the goals of the external employer
- is able to plan, implement, report, present and assess projects
- is able to share knowledge within the project group
- takes responsibility for his/her own activities and acts in accordance with agreed course of actions

### **Professional English, 3 ECTS**

The student

- masters the typical communication situations within the relevant field of business
- can participate in and work with a company's communications and understands the importance of communications to the success of the company
- is able to use professional English when writing and presenting central documents. The student is also aware of differences in styles and knows how to use different styles in communications
- understands the essential parts of articles, texts and news related to his/her own field

### **Building and developing brands, 5 ECTS**

The student

- understands the importance of branding for a business
- knows the main theoretical models and processes for brand building
- knows how to analyze, build and develop a brand
- masters the basics of brand communication, both internally and externally
- manages metrics for brand performance

## **Tourism Planning and Development, 5 ECTS**

The student

- is able to analyze the dynamics of interactions between the economic, sociocultural, environmental and political impacts of travel and tourism on a local and a global level
- understands the concept and practice of tourism planning and development in both developed and developing countries
- understands that tourism small and medium-size enterprises can be a key factor for success in shaping a destination

## **Global Tourism and Future Trends, 5 ECTS**

The student

- is familiar with current and possible future trends which impact on global travel and tourism
- understands the relationship between principles of sustainability and the development and management of global tourism

## **Financial management and reporting, 5 ECTS**

The student

- understands the relationship between financial management and corporate governance
- understands the importance of financial reporting in the decision-making process
- can identify key success factors for an operation
- is able to develop and use key measures in order to analyse and improve the operations of a company

## **Communication and PR, 5 ECTS**

The student

- masters the creation and adaption of a communication plan
- knows how to communicate with different stakeholders
- manages media relations and public relations
- is familiar with relevant metrics for communication

## **Swedish for foreigners, 3 ECTS (physical or virtual course)**

The basics of the Swedish language

### **Marketing project 1, 3 ECTS**

The student

- is able to plan, implement and assess a marketing project of his/her own choice.
- is able to collaborate with an external employer and keep her/him up to date about the development of the project.
- is able to apply the right theory to the project.
- is able to create a budget for a project and present the income statements

## **Spring semester 2022**

### **From international to global marketing, 5 ECTS**

The student

- understands the context of going global through different market entry modes
- is familiar with the process of internationalization
- knows how to consider cultural aspects of going global
- manages the creation of a internationalization plan for a company

### **Sales Skills and Management, 5 ECTS**

The student:

- knows how to manage sales processes and sales tools
- masters planning and following up on sales
- is familiar with sales strategies and negotiation techniques
- develops a sales competence
- understands the legal and ethical aspects of sales

### **Financing and Financial Markets, 5 ECTS**

The student

- understands the key elements of the financial markets including various forms of financing
- knows how to raise capital for a company
- can manage investments in financial instruments and portfolios

### **Intercultural Issues in Tourism, 5 ECTS**

The student

- becomes familiar with issues related to (inter)culturality in tourism and is able to make practical implications of these matters
- is aware of the relationship between culture and principles of sustainability
- knows about Finland's major inbound and outbound tourism markets and is provided with tools to communicate
- effectively and bridge cultural differences when working in an international environment

## **Swedish for foreigners, 3 ECTS (physical or virtual course)**

The basics of the Swedish language

## **Marketing project 2, 3 ECTS**

The student

- is able to plan, implement and assess a marketing project of his/her own choice.
- is able to collaborate with an external employer and keep her/him up to date about the development of the project.
- is able to apply the right theory to the project.
- is able to create a budget for a project and present the income statements

## **Service Design, 5 ECTS**

The student

- is able to create offers related to service design as well as develop services with a multiprofessional approach.
- realizes the connection between service design, development of business- and activities.
- understands how service design can produce added value to the customer.
- is familiar with service design methods and is able to use them in his/her work in an innovative and creative manner.

***Note! The schedule may be subject to changes.***

Turku 24 February 2021

Helena Nordström

International Contact Teacher