

NOVIA UNIVERSITY OF APPLIED SCIENCES

Academic Year 2020-21

Studies offered in English in the Degree Program of Business Administration

Autumn semester 2020

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

Marketing project 1-2, 3 +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

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

The basics of the Swedish language

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

Financial management and reporting, 6 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

Tourism Planning and Development, 6 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

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

Financial Management 5 ECTS (* Masters' Degree, only open for Double Degree students)

The student

- * is able to use the financial information for decision making*
- * is able to evaluate profitability, analyse the operations and plan for results*
- * is able to organise management accounting*
- * is familiar with financing alternatives and cash flow-management*
- * takes responsibility for one's own actions and works according to jointly agreed principles and measures*

Spring semester 2021

Marketing project 1-2, 3 +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

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

The basics of the Swedish language

Human Resource Management, 5 ECTS

The student

- knows how personnel management and organisation are connected to a company's business, goals and strategies.
- knows about the processes and systems of recruitment, human resource development and compensation.
- understands the connections between the well-being of the personnel and a company's success.

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

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, 6 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

Global Tourism and Future Trends, 3 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

Intercultural Issues in Tourism, 3 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

English, 3 ECTS

The student

- shows the ability to communicate in a professional manner in a work context in speaking as well as writing
- is familiar with essential terminology within his/her field and is able to benefit from professional literature

-has a positive attitude to developing his/her receptive and productive language skills and is familiar with the relevant tools

-is aware of cultural differences in international contexts

Finance and Financing 5 ECTS (* Masters' Degree, only open for Double Degree students)

After completing the course, the student is able to:

- analyse and use financial information for decision making and leadership

- understand the key-elements of the financial markets including various forms of financing alternatives

Note! The schedule may be subject to changes.

Åbo/Turku 27 February 2020

Helena Nordström

International Contact Teacher