

NOVIA UNIVERSITY OF APPLIED SCIENCES

Academic Year 2022-23

Studies offered in English in the Degree Program of Business Administration

Autumn semester 2022

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

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 2023

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

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.

Introduction to Circular Economy, 3 ECTS

The Student:

- understands the main features of circular economy and sustainable development- knows how investment decision are made
- is familiar with the latest trends when it comes to sustainability in business
- knows where companies can find help assistance with sustainability challenges in Finland, but also internationally
- knows where to find sufficient and accurate information about the subject
- knows how to identify controversies and problems within the subject (e.g. green washing)
- can identify sustainable business opportunities and can give suggestions how to make these opportunities profitable for the company

Circular Economy, Hackathon I, 2 ECTS

Hackathon fulfilled according to the requests of the participating companies

Note! The schedule may be subject to changes.

Turku 24 February 2022

Helena Nordström

International Contact Teacher