

NOVIA UNIVERSITY OF APPLIED SCIENCES

Academic Year 2019-20

Studies offered in English in the Degree Program of Business Administration

Autumn semester 2019

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

Building and developing brands, 6 ECTS

The student

- understands the importance of branding for a business
- knows the main theoretical models and processes for brand building
- can analyse, build and develop a brand
- knows how to communicate the brand internally and externally
- knows how to measure brand performance

International tourism development, 12 ECTS, consisting of following parts

(can be taken separately)

-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

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

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

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

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

The basics of the Swedish language

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 2020

Project, 3-6 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

Market communication and PR, 6 ECTS

The student

-is able to develop and apply a marketing communications plan.

-is able to draw up a message adapted to the target group and select the right channel, both internally and externally.

- knows about current media and knows how to utilize them in communications
- knows about measuring the results of marketing communications
- is able to integrate PR as a part of marketing communications

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

Human Resource Management, 6 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.

From international to global marketing, 6 ECTS

The student

- understands the context of going global
- is familiar with different alternatives of internationalization
- can analyze a company's prerequisites for international activities and plan an activity such as export-/import plan, market entry, global market mix
- adopts a new, modern marketing approach with new strategies and new ways of acting

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

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

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

The basics of the Swedish language

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

The student

- is able to find, produce and manage information in relation to management accounting and is able to critically evaluate the information*
- understands the basic principles for profitable and customer-oriented business and the risks of the company*
- is able to use the financial information to identify the core processes of a company and understands how different factors affect one another*
- is capable of preparing basic calculations, account statements and budgets*

Note! The schedule may be subject to changes.

Åbo/Turku 27 February 2019

Helena Nordström

International Contact Teacher