

LAUREA UNIVERSITY OF APPLIED SCIENCES

Degree Programme in Business Management, Peer to Peer (Laurea Tikkurila, Iiko), HLVPO

1. year

OP	STUDIES	30
125	ELECTIVE STUDIES	
0406	ORGANISAATIOIDEN VASTUULLISUUS	
01553	Organisaatioiden vastuullisuus	
V1315	Business Plan	
V1316	Communication tools	
V1322	Business Game	
V1327	Business plan - managerial accounting	
V1331	Financial Accounting	
V1349	Business Plan - Communication	
01171	English I	
01172	English II	
01182	Swedish	
		30

125 ELECTIVE STUDIES, 0 cr

Description:

Students use elective studies to deepen and broaden their competence in various themes and generic competences. Students should choose study units to align the content of their studies with their own personal interests and career objectives.

Content:

Each curriculum contains a theme consisting of elective studies. In the students' personal study plans, the theme should be made up of the study units chosen by the student from Laurea's language studies, Laurea's shared studies or another degree programme's curriculum. Any studies completed at another higher education institution (university of applied sciences, university, Online University of Applied Sciences, foreign institution) that cannot be recognised for the degree programme but that the student wishes to include in the degree should be classified under this theme. The number of credits from elective studies can be set separately for each degree programme, taking into account recommendations for the field of study. The aim is to have at least 15 cr of elective studies in each degree programme

0406 ORGANISAATIOIDEN VASTUULLISUUS, 1.5 cr

01553 Organisaatioiden vastuullisuus, 1.5 cr

V1315 Business Plan, 5 cr

The student is able to:

- recognize his/her potential for entrepreneurship
- find and evaluate business opportunities
- create a profitable business model
- analyze customer needs and create a sustainable competitive advantage
- create a realistic and customer-oriented business plan

Contents of the study unit:

Business Idea

- Innovation of business ideas and exploration of entrepreneurship
- Specification of business idea
- Benchmarking
- Presentation of business ideas and critical review

Analysis

- Environmental analysis
- Market and competitor analysis

Marketing plan

Strategy

SWOT ja risk analysis

Formalities when starting up a business

Presentation the business plan

Study unit description:

Business plan is created during the course

Previous studies:

Ei edeltäviä opintoja. Opintojaksoon kytkeytyy kaksi samassa yhteydessä suoritettavaa opintojaksoa, Liiketoimintasuunnitelma - Viestintä (5 op) sekä Liiketoimintasuunnitelma - Talous ja rahoitus (5 op).

V1316 Communication tools, 5 cr

The student is able to:

Knows how to use office software

Knows how to use text editing, spreadsheet, presentation, form, and software and can utilize them in versatile project work.

Knows how to collaborate in developing IT software and Web services.

Knows how to edit images with Photoshop Basics.

Knows how to make effective use of information retrieval and information services.

Knows how to apply ICT skills in project work.

Contents of the study unit:

Student is able to take advantage of the most common business and community communications software.

Student acquires skills to take advantage of the use of networks for in project work as well as creating the conditions for use of social media in business.

Becomes familiar with ICT - methods.

Student is able to search for information in computer networks.

Study unit description:

Bachelor of Business Administration, professional knowledge within software tools.

Studies consist of independent study of software guides, exercises and projects carried out in teams

Previous studies:

Ei edeltäviä opintoja.

V1322 Business Game, 5 cr**The student is able to:**

- understand accounting vocabulary both in English and in Finnish
- budget the operations of a company
- interpret financial key figures

Contents of the study unit:

Decision making within the business game

Translation of financial terminology

Building a budgeting tool

Financial analysis

Study unit description:

Global Management Challenge is played during the study unit.

Previous studies:

Managerial Accounting 5 cr, Financial Accounting 5 cr

V1327 Business plan - managerial accounting, 5 cr**The student is able to:**

- calculate basic profitability-, financing and investment ratios
- analyze different financing options
- evaluate the profitability of different business ideas

- formulate investment plans and financing calculations

Contents of the study unit:

- to get to know basic concepts of financing and profitability
- to get to know financing markets
- to calculate profitability ratios
- to calculate financing options
- to outline investment plans
- to calculate working capital

Study unit description:

Profitability ratios, financing options and investment plans are calculated during the study unit.

Previous studies:

No prerequisites . Study study unit is linked with two other simultaneously running study units Communication 5 cr and Business Plan 5cr.

V1331 Financial Accounting, 5 cr

The student is able to:

- to understand the role as a source of information of financial accounting to taxation and owners
- to understand basics of financial accounting routines

Contents of the study unit:

- basic concepts and operating principles of the bookkeeping
- taking care of the bookkeeping of the small company
- drawing up of year end and taxation reports
- drawing up of internal reports

Previous studies:

No prerequisites.

V1349 Business Plan - Communication, 5 cr

The student is able to:

- design a well-argued plan that's based on reliable sources
- choose the appropriate communication means and style
- apply the basic skills of business communication
- recognize the role of communication skills as a part of professionalism and expertise communicate efficiently in a team

Contents of the study unit:

Basics of academic writing: the structure of the text, argumentation, references, appropriate style

Different kind of texts in business: business plan, project plan, report, abstract, newsletter, bid for tender, tender, reclamation

Language planning, revising and finalizing texts
Presentation of a business plan
Giving supportive feedback

Previous studies:

No previous studies.

01171 English I, 5 cr

01172 English II, 5 cr

01182 Swedish, 5 cr