

## **LAUREA UNIVERSITY OF APPLIED SCIENCES**

**Complementary competence (bachelor's studies), Laurea Leppävaara, CCA15SY**

### **INTRODUCTION TO LAUREA**

#### **Laurea's Mission**

The strategic intent of Laurea University of Applied Sciences is to be "an international developer of well-being and competitiveness of the Helsinki Metropolitan area in 2020".

Laurea is a student-centred, international, inspiring and innovative university of applied sciences whose mission is to conduct education, research, development and innovation activities in international value networks following the action model of Learning by Developing (LbD).

The students will encounter authentic workplace actors and their competence will be challenged during their studies. A student graduating from Laurea will be able to act in new situations, anticipate future trends, develop new operating models and examine the world with open eyes. Laurea's mission is to be an internationally networked university of applied sciences with an operating method that creates links between learning and the working life. This way, new competence will be produced and service innovations generated.

#### **Competence Development**

At Laurea our focus is on the student, emphasising the student's freedom and responsibility. The students are offered an opportunity to develop their competence as required by their professional goals. Freedom means that the learning outcomes may be achieved through different modes of studying. Responsibility means an active approach to studying, responsibility for your own choices and a constructive and motivated attitude towards doing things together. Laurea's staff is responsible for supporting and guiding the student's professional growth.

Internationality at Laurea means numerous opportunities for being active in various multicultural settings, developing your language skills, going on student exchanges and taking part in international research and development (R&D) projects.

Laurea's strategic research areas are based on strong expertise on which the education offered by Laurea is based. Strategic research areas are health and societal integrity, comprehensive security and service business. Student entrepreneurship is supported and entrepreneurship is visible in Laurea's activities not only as an entrepreneurial attitude and cooperation with companies but also as concrete new businesses that the students may set up even before completing their studies.

Laurea produces experts for the future who can develop their own work, are professionally committed and have capabilities for serving in expert tasks in their own fields.

The education aims for an extensive and strong professional competence. Workplace driven projects also develop management competence, communication skills, creativity and ethical competence. The graduates will have capabilities for following and promoting the development of their professional fields and for continuous improvement of their personal professional competence. The education imparts the students adequate communication and linguistic skills for tasks in their fields as well as for international activities and cooperation.

### **LEARNING BY DEVELOPING (LbD)**

Laurea's inspiring and innovative learning environments are based on the model of Learning by Developing. The idea of Learning by Developing is built around authentic encounters with the working life. The ensuing cooperation is based on trust and creativity.

The students learn to identify targets for workplace and competence development, to create new solutions, products and operating models and to develop their own action in observance of changing workplace requirements. The typical characteristics of LbD include authenticity, partnership, experiential nature, creativity and a research-oriented approach.

Learning by Developing combines learning that produces competence with creativity through various research and development projects. Learning builds on new opportunities that open up as the project progresses. The required competence is accumulated through practical activities in various workshops and labs.

## **DEGREE STRUCTURE IN EDUCATION LEADING TO A UNIVERSITY OF APPLIED SCIENCES DEGREE**

### **Scope and Extent of the Degree**

The scope of a Bachelor's degree in Business Administration, Hospitality Management, Beauty Care, and Health Care (physiotherapist, nurse) is 210 credits, and it takes on average 3.5 years to complete. The scope of a Bachelor's degree programme in Health Care (public health nurse) is 240 credits, and it takes on average 4 years to complete.

In line with the international ECTS standard, one credit corresponds with 26.7 hours of work for an average student.

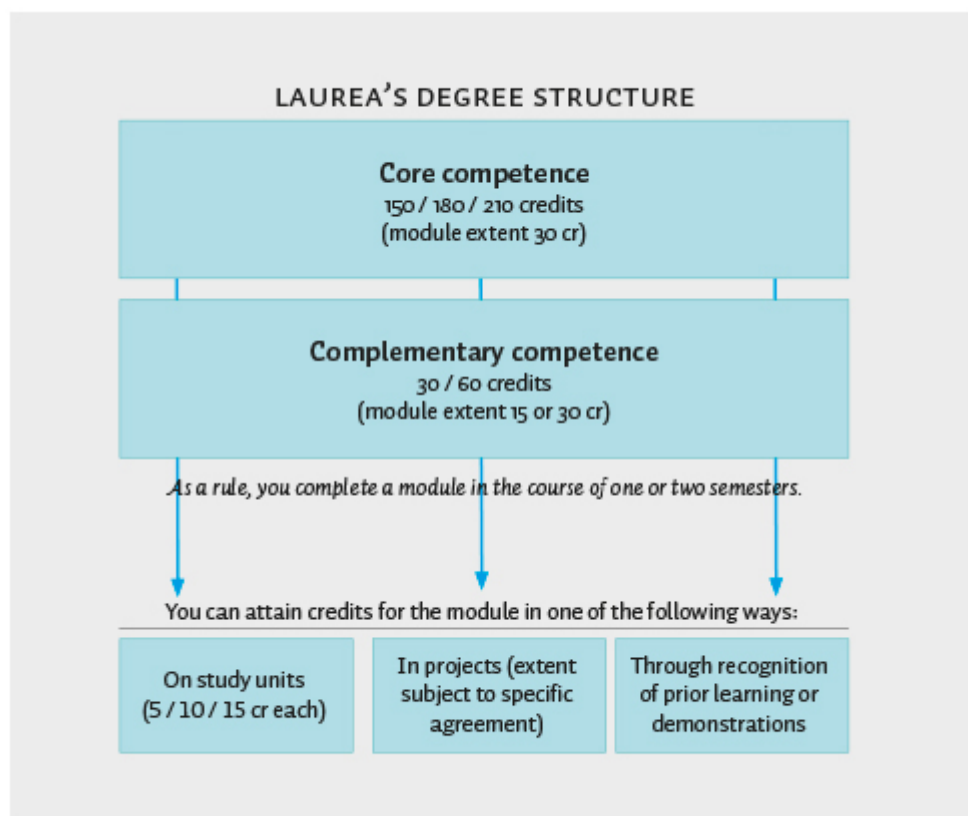
### **Degree Structure**

The degree studies at Laurea consists of core competence and complementary competence modules. The modules comprise competence areas that are part of the degree. Core competence modules impart competence that is part of the degree's compulsory requirements. Complementary modules make it possible to deepen or extend your knowledge.

Learning is made relevant to workplace development and the student's personal goals. The learning outcomes specified for the modules build on future workplace needs and Laurea's focus areas.

In practice, credits are attained when the student complete study units that are part of the module or engage in projects in which the corresponding competence area is develop (see picture 1). Credits can also be gained through recognition of prior learning or demonstrations.

The modules have been designed so that they can mainly be completed in the course of one or two semesters. Studies can be implemented either in Finnish or in English. The language of the implementation is decided for each semester and is visible in the study offering.



Picture 1. Structure of the studies.

### Core Competence and Complementary Competence Modules

**Core competence modules** lay the foundation for the competence required for a degree and are compulsory. The scope of the core competence varies depending on the degree:

- 150 credits for a Bachelor of Business Administration, a Bachelor of Hospitality Management, a Bachelor of Social Services, a Bachelor of Health Care (physiotherapist) and a Bachelor of Beauty Care degree
- 180 credits for a Bachelor of Health Care degree (nurse)
- 210 credits for a Bachelor of Health Care degree (public health nurse)

The scope of **core competence modules** is 30 credits. The modules contain the following types of studies: basic studies, professional studies, practical studies and a Bachelor's thesis.

The remaining part of the degree consists of **complementary competence modules**. Depending on the degree, the scope of the complementary competence thus is 30 or 60 credits. The scope of a module is either 15 or 30 credits. The modules can be freely selected. Complementary competence modules support individual study paths and competence. You can include in your degree complementary competence modules that are compatible with your professional goals. The compatibility of the elective studies with your degree will be subject to prior agreement with your teacher tutor.

Complementary modules include the following types of studies: professional studies, practical studies and elective studies.

### Flexible Possibilities for Completing Attainments and Specialising

At Laurea, there are flexible possibilities of building up the competence specified in the modules' learning outcomes. For example, the student can

- select core competence studies offered on Laurea's different campuses

- select complementary competence modules that support your professional goals in Laurea's various campuses
- select English studies from Laurea's offer of English education, even if you are studying in Finnish education,
- select Finnish studies from Laurea's offer of Finnish education, even if you are studying in an English education.
- select studies taught in Finnish from Laurea's offer of Finnish education
- include in your degree studies offered by the offer of the FUAS Federation that is from HAMK University of Applied Sciences and Lahti university of Applied Sciences, without paying fees
- select online studies that give you more flexibility in your study schedules, and
- develop your competence by taking part in projects and
- utilize work-based learning.

The study unit implementation plans specify the objectives, content and implementation form of the studies.

The development of a student's individual competence is also supported by campus modules, the contents of which emphasise the special competence areas of the campuses. In addition, you can deepen or extend your competence by your selections of complementary competence modules, placements and the theme of your thesis, and by participating in various projects. Career guidance will be provided to support a student on his or her study path.

## ASSESSMENT OF LEARNING AND COMPETENCE

In the curriculum, the learning outcomes are described as the learner's actions, so that the development of competence can be assessed with reference to the set goals. Competence is identified as knowledge, skills and values related competence as well as experiential competence that includes the competence of an individual and a community. The competence descriptions in the curriculum draw on Bloom's taxonomy, where the development of competence is described at six different levels: knowledge, comprehension, application, analysis, synthesis and evaluation/creativity.

Following Laurea's LbD model, it is expected that the learner's competence will develop from the level of application to the level of creativity in the course of the education. Laurea's description of shared general criteria for workplace competence is based on the National Quality Framework. General workplace competence develops as the students complete modules and study units and participate in projects.

**Table 1. Shared criteria for generic working life competence at Laurea**

| Description of competence                                                                                                                                                                            | Learning outcome                                                                                                                                                                                                                                          | Examples                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>REFLECTION COMPETENCE</b><br><br><i>learning skills (EQF)</i><br><br>Assessment and development of the learner's personal competence and that of others in order to achieve the learning outcomes | <ul style="list-style-type: none"> <li>• is able to solve problems associated with his/her role, operating methods and competence in a goal-oriented manner to reach a target</li> </ul>                                                                  | <ul style="list-style-type: none"> <li>• changes his/her operating methods and role, and develops his/her competence as the development process progresses in order to reach the objectives and the goal set for the project.</li> <li>• brings up the views put forward by experts that he/she appreciates as the project progresses</li> </ul> |
|                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>• is able to analyse the implemented operating methods and the actors' competence and, based on this analysis, is able to draw conclusions together with other actors in order to achieve a shared goal</li> </ul> | <ul style="list-style-type: none"> <li>• in a goal-oriented manner, compares different perspectives together with other project actors</li> </ul>                                                                                                                                                                                                |
|                                                                                                                                                                                                      |                                                                                                                                                                                                                                                           | <ul style="list-style-type: none"> <li>• models a development project as a whole from the perspective of impact</li> </ul>                                                                                                                                                                                                                       |

|  |                                                                                                                                                                                                                     |  |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|  | <ul style="list-style-type: none"> <li>• is able to compare and develop the operating methods of various actors, the set objectives and goal and the entire process, and to create a new operating model</li> </ul> |  |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ETHICAL COMPETENCE</b> | <ul style="list-style-type: none"> <li>• is able to follow the principles of equality and fairness</li> <li>• is able to apply the underpinning values and principles of vocational ethics typical of his/her field to his/her actions</li> <li>• is able to apply the principles of sustainable development (environmental, social and financial responsibility)</li> <li>• acts as a responsible global citizen</li> </ul> | <ul style="list-style-type: none"> <li>• follows the agreed operating methods</li> <li>• is considerate to others, gives space to other people's ideas and listens</li> <li>• complies with the rules (including schedules), is committed to work, is careful, reliable and fair, respects the work of others, shows discretion and behaves appropriately in each situation</li> <li>• understands that local actions may also have international impacts and vice versa</li> </ul> |
|                           | <ul style="list-style-type: none"> <li>• accepts responsibility for his/her own actions</li> <li>• accepts responsibility for the actions of the group</li> </ul>                                                                                                                                                                                                                                                            | <ul style="list-style-type: none"> <li>• recognizes conflicts associated with choices</li> <li>• compares and takes into consideration different viewpoints, is able to let go of selfish needs in order to achieve a common good</li> <li>• shows appreciation for the work and outputs of others, for example by citing the original sources</li> </ul>                                                                                                                           |
|                           | <ul style="list-style-type: none"> <li>• draws on his/her competence to have an impact in society (LbD regional development)</li> </ul>                                                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>• designs/develops customer/client-oriented and sustainable solutions including a financial, social and environmental aspect</li> </ul>                                                                                                                                                                                                                                                                                                      |

|                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>COMMUNICATION COMPETENCE (IN WORK COMMUNITY)</b><br><br><i>The student is able to act appropriately in various work-related communication and interactive situations: the student uses diverse communication channels in various situations, exchanges messages and maintains interaction with others.</i> | <ul style="list-style-type: none"> <li>• is able to communicate appropriately in interactive situations of the work community and communicate in inter-cultural situations</li> </ul> | <ul style="list-style-type: none"> <li>• observes the communication requirements and capacities of the project</li> <li>• by his/her personal action, promotes a constructive atmosphere (appropriate, constructive criticism)</li> <li>• values, listens to and respects different communicators and cultures and linguistic diversity</li> <li>• applies his/her communication competence to different people</li> <li>• communicates in a foreign language</li> <li>• uses ICT in his/her tasks</li> </ul> |
|                                                                                                                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>• is able to communicate responsibly as part of a multi-disciplinary work community / network</li> </ul>                                       | <ul style="list-style-type: none"> <li>• communicates to promote well-being in the community</li> <li>• acts as an active and goal-oriented partner in cooperation and networks globally</li> </ul>                                                                                                                                                                                                                                                                                                           |

|  |                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> <li>• is able to organise communications in a work community</li> <li>• is able to evaluate communication competence needed in multicultural cooperation</li> <li>• is able to evaluate the impacts and possibilities of internationalisation development</li> </ul> | <ul style="list-style-type: none"> <li>• shares information and takes initiative in disseminating information on the project's progress using various communication channels</li> <li>• finds solutions to communication challenges</li> <li>• constructs and organises network partnerships in cooperation with project actors</li> </ul>                                                                                                      |
|  | <ul style="list-style-type: none"> <li>• is able to renew communication modes</li> <li>• is able to direct communications</li> <li>• is able to develop working life connections and networks</li> <li>• is able to have an impact in society by communicating about project outcomes</li> </ul>        | <ul style="list-style-type: none"> <li>• has the courage to challenge him/herself and others to act</li> <li>• tolerates uncertainty, incompleteness and the possibility of failing in communication situations</li> <li>• acts professionally, interprets and controls emotions in critical interactive situations</li> <li>• builds and develops online partnerships independently</li> <li>• uses renewing modes of communication</li> </ul> |

|                       |                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                        |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| INNOVATION COMPETENCE | <ul style="list-style-type: none"> <li>• is able to identify elements needing change in working life / a project</li> <li>• is able to use appropriate project and R&amp;D methods</li> <li>• is able to apply a development-oriented work approach in an RDI project</li> </ul> | <ul style="list-style-type: none"> <li>• obtains and processes knowledge in his/her field in relation to the RDI project</li> <li>• brings up practicable development ideas emerging from the project</li> </ul>                                                                                                                       |
|                       | <ul style="list-style-type: none"> <li>• is able to organise an RDI project</li> <li>• is able to analyse and interpret an innovation process applying existing international knowledge</li> </ul>                                                                               | <ul style="list-style-type: none"> <li>• documents and reports: describes knowledge or operating methods that renew working life in line with the project targets</li> <li>• brings up international standards and practices relevant to the field and follows them</li> <li>• has the courage for constructive questioning</li> </ul> |
|                       | <ul style="list-style-type: none"> <li>• is able to create new working methods by using creative problem-solving and finds customer/client -oriented, sustainable and cost-effective solutions</li> </ul>                                                                        | <ul style="list-style-type: none"> <li>• suggests and implements solutions bravely and creatively, justifies his/her point of view</li> <li>• has visions of future (foresight, ability to also see the past)</li> <li>• is creative</li> </ul>                                                                                        |

|                                                                                                                                                                                                |                                                                                                                                                       |                                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>MANAGEMENT COMPETENCE</b><br><br><b>Management</b><br><br>comprises goal-oriented, interactive social activity. Management guides the way people act. The aim of management is that a group | <ul style="list-style-type: none"> <li>• is able to draw on the basics of management and entrepreneurial operation as part of project work</li> </ul> | <ul style="list-style-type: none"> <li>• recognizes his/her role in order to manage his/her own actions in the project</li> <li>• identifies the goals of the project and sets goals for him/herself</li> </ul> |
|                                                                                                                                                                                                | <ul style="list-style-type: none"> <li>• is able to lead a development project as a Project Manager</li> </ul>                                        |                                                                                                                                                                                                                 |

|  |                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> <li>is able to promote a communal spirit among those participating in a development project by personal example</li> </ul>                                           | <ul style="list-style-type: none"> <li>draws up a project plan (legal and financial aspects)</li> <li>communicates about decisions and project changes, solves communication and interaction problems</li> <li>plans and implements a budget</li> <li>organises project activities and allocates responsibilities and tasks to actors</li> <li>supports the actors' development as Project Manager</li> <li>makes decisions in unexpected situations</li> <li>identifies risks and takes steps to find a solution</li> <li>monitors and evaluates the project in comparison to the plan</li> </ul> |
|  | <ul style="list-style-type: none"> <li>is capable of proactive management</li> <li>is able to generalise management competence produced in a development project in working life development</li> </ul> | <ul style="list-style-type: none"> <li>has visions of future</li> <li>renews management culture</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

Study units are graded on a scale of 0 to 5, as follows:

5 (Excellent),  
4 (Good),  
3 (Good),  
2 (Satisfactory),  
1 (Satisfactory) and  
0 (Fail).

Some study units or parts can also be graded simply as Pass/Fail (H/0).

The students will be informed of the criteria for assessing competence at the beginning of each study unit/project. In the planning of the assessment, shared assessment criteria applicable to initial stage and graduation stage students are utilised, with shared descriptions for levels 1, 3 and 5.

**Table 2. Shared assessment criteria for initial stage and graduation stage students**

| BACHELOR'S DEGREE                                    | INITIAL STAGE STUDENTS                                                                                                                                                                                                             | GRADUATION STAGE STUDENTS                                                                                                                                                                                                                                                                             |
|------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>EXCELLENT</b><br>grade 5<br>Students are able to: | <ul style="list-style-type: none"> <li>Apply professional concepts expertly.</li> <li>Comply with occupational safety instructions responsibly and independently.</li> <li>Justify activities using research knowledge.</li> </ul> | <ul style="list-style-type: none"> <li>Apply professional concepts expertly and extensively, and manage the big picture.</li> <li>Develop occupational safety of their operating environment.</li> <li>Develop operating methods by comparing, combining and selecting research knowledge.</li> </ul> |

|                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                 | <ul style="list-style-type: none"> <li>• Work independently and take initiatives in line with objectives. Operations are often flexible, systematic, development-oriented, creative and active.</li> <li>• Select the appropriate techniques and models for activities, and justify the choices.</li> <li>• Act in customer/client-oriented ways and according to the situation.</li> <li>• Promote group activities.</li> <li>• Able to critically apply ethical principles in the subject field in one's conduct and tasks.</li> </ul>                                                                  | <ul style="list-style-type: none"> <li>• Work independently and innovatively in line with objectives. Activities are mostly creative, focused on developing the workplace and distinctly professional.</li> <li>• Select, combine and develop appropriate techniques and models for activities.</li> <li>• Take initiatives and act responsibly in customer/client relations, and understand the meaning of customer/client relationships for the big picture.</li> <li>• Develop and renew activities of multidisciplinary teams.</li> <li>• Critically apply ethical principles in the subject field in complex and unanticipated situations.</li> </ul>                                                                                                                       |
| <b>GOOD</b><br>grade 3<br>Students are able to: | <ul style="list-style-type: none"> <li>• Apply professional concepts systematically.</li> <li>• Apply occupational safety instructions in their activities.</li> <li>• Justify, compare and analyse their activities using general guidelines.</li> <li>• Able to cope independently in different tasks in each operating environment.</li> <li>• Apply acquired techniques and models diversely.</li> <li>• Act professionally in customer/client situations.</li> <li>• Work in a group in line with objectives.</li> <li>• Justify their activities in accordance with ethical principles..</li> </ul> | <ul style="list-style-type: none"> <li>• Apply professional concepts expertly.</li> <li>• Take care of occupational safety for themselves and the work community, and perceive development objects.</li> <li>• Select methods of operation in accordance with research knowledge and guidelines.</li> <li>• Work systematically and critically in line with objectives in complex situations. Operations are often flexible, systematic, creative and active.</li> <li>• Select the appropriate techniques and models for activities, and justify the choices.</li> <li>• Prioritise and maintain customer/client relationships.</li> <li>• Promote group activities.</li> <li>• Critically apply ethical principles in the subject field in one's conduct and tasks.</li> </ul> |

|                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>SATISFACTORY,</b><br>grade 1<br>Students are able to: | <ul style="list-style-type: none"> <li>• Apply most important/individual and appropriate professional concepts, and indicate their familiarity with the knowledge base.</li> <li>• Act safely, although activities are often schematic/ experimental/ fumbling/ self-involved.</li> <li>• Comply with rules and instructions, and justify their activities using provided instructions.</li> <li>• Act appropriately under guidance.</li> <li>• Use acquired techniques and models.</li> </ul> | <ul style="list-style-type: none"> <li>• Apply professional concepts systematically.</li> <li>• Comply with occupational safety instructions responsibly and independently.</li> <li>• Justify and analyse their activities using general guidelines and in accordance with evidence-based information.</li> <li>• Act professionally and responsibly in unanticipated customer/client and problem situations.</li> </ul> |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|  |                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> <li>• Take customers/clients into account in their actions.</li> <li>• Act as group members.</li> <li>• Act in accordance with ethical principles.</li> </ul> | <ul style="list-style-type: none"> <li>• Work independently in different tasks in each operating environment.</li> <li>• Apply acquired techniques and models diversely.</li> <li>• Act in customer/client-oriented ways and according to the situation, and understand customer/client needs.</li> <li>• Work in a group in line with objectives.</li> <li>• Act and justify their activities in accordance with ethical principles.</li> </ul> |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

The assessments draw on the students' self and peer assessments and the assessments of employer representatives. The students can also avail themselves of recognition of prior learning (RPL). Assessment helps the students to monitor the development of their competence and the achievement of their personal goals in relation to the competence requirements set for the degree.

### **INTERNATIONAL COMPARABILITY OF THE DEGREE**

Competence is at the centre of all activities at Laurea, and we recognize competence in a comprehensive sense. General working life capabilities specified at the national level and defined in greater detail at Laurea have been taken into account in the degree contents.

The level of the degree corresponds with level 6 of the National Qualifications Framework (NQF) and level 6 of the European Qualifications Framework (EQF).

In the curriculum, the learning outcomes of a study unit are described for level 3, good skills, on the assessment scale (1-5).

### **CURRICULUM DEVELOPMENT**

The curriculum is developed by using evaluation, monitoring and feedback data. Changes may occur in the study units and implementation modes of the modules. The offering of the complementary modules is constantly under development to match the requirements of the working life and thus the offering may change during the studies.

1. year

|       |                                                          |     |
|-------|----------------------------------------------------------|-----|
| Y     | CORE COMPETENCE                                          |     |
| T     | COMPLEMENTARY COMPETENCE                                 | 328 |
| R023  | OTHER COMPLEMENTARY COMPETENCES                          |     |
| R0178 | Digital Wellbeing Co-creation and Start-up Summer School | 5   |
| R027  | GUIDANCE AND EXPERTISE TRAINING                          |     |
| 01470 | Student Tutor Activities                                 | 5   |
| A894  | COMMUNICATION AND INTERACTION                            |     |
| A9436 | Basics of Digital Image Editing                          | 5   |
| R022  | LANGUAGE SKILLS AND INTERNATIONAL COMPETENCE             |     |
| A9343 | Basic Communication in English                           | 5   |
| R0078 | Effective Spoken Communication in English                | 5   |
| R0079 | Effective Writing in English                             |     |
| R0085 | Finnish for Working Life                                 | 5   |
| R0076 | Basics of Spanish                                        | 5   |
| R0077 | Developing Intercultural Competences                     | 5   |
| R0089 | Language and Culture Tandem                              | 5   |
| A9135 | Basic Finnish 1                                          | 5   |
| A9454 | Developing Cultural Skills in a Project                  | 5   |
| A9455 | Designing Cultural Service Ideas Project                 | 5   |
| 0387  | CUSTOMER KNOWLEDGE AS THE DRIVER OF MARKETING            |     |
| 01455 | Customer knowledge                                       | 5   |
| 01454 | Managing customerships                                   | 10  |
| 01453 | Neuromarketing                                           |     |
| 0388  | CUSTOMER-CENTRIC SUPPLY CHAIN MANAGEMENT                 |     |
| 01456 | Customer-driven supply chain management                  | 10  |
| 01457 | Global sourcing                                          | 5   |
| A830  | FINANCIAL PLANNING                                       |     |
| A9174 | Financial Analysis                                       | 5   |
| A9175 | Financial Planning and Control                           | 10  |
| A831  | MANAGEMENT ACCOUNTING                                    |     |
| A9440 | Budgeting                                                | 5   |
| A9198 | Customer Profitability                                   | 5   |
| 01391 | Capital budgeting                                        | 5   |
| A900  | EUROFM SCHOOLS                                           |     |
| A9452 | EuroFM Winter School                                     | 5   |
| A9453 | EuroFM Summer School                                     |     |
| A842  | ADVANCED WEB DEVELOPMENT                                 |     |
| A9151 | Dynamic Web Applications                                 | 5   |
| A9152 | The Server-side of Web Applications                      | 5   |
| A9153 | Web Development Frameworks                               | 5   |
| A847  | MOBILE APPLICATION DEVELOPMENT                           |     |
| A9209 | Implementing Mobile Applications                         | 5   |
| A9210 | Mobile Application Development Frameworks                | 5   |

|       |                                                                                                 |    |
|-------|-------------------------------------------------------------------------------------------------|----|
| A9211 | User Interface Design of Mobile Applications                                                    | 5  |
| A843  | CYBERSECURITY TECHNOLOGIES                                                                      |    |
| A9156 | Emerging Technologies - Project 1                                                               |    |
| A9157 | Emerging Technologies - Project 2                                                               |    |
| A9158 | Cybersecurity                                                                                   |    |
| A9159 | Systems Security                                                                                | 5  |
| A9160 | Network Security                                                                                | 5  |
| A9161 | Enterprise Applications Security                                                                | 5  |
| A845  | INFORMATION INFRASTRUCTURE AND SECURITY                                                         |    |
| A9184 | Network Project                                                                                 | 5  |
| A9185 | Network Applications                                                                            | 5  |
| A9186 | Networking Infrastructure                                                                       | 5  |
| A846  | INFORMATION SECURITY MANAGEMENT                                                                 |    |
| A9187 | Introduction to Information Security                                                            | 5  |
| A9188 | Information Security Management                                                                 | 5  |
| A9189 | Information Security Development Project                                                        |    |
| A878  | PRODUCER OF EVENT SERVICES                                                                      |    |
| A9379 | Developing Conference and Congress Services into an Experience                                  |    |
| A9433 | Developing Event Production by Service Design                                                   | 5  |
| A9434 | Event Safety and Security                                                                       |    |
| A9435 | Event Management                                                                                | 10 |
| A817  | TOURISM SERVICE DEVELOPER                                                                       |    |
| A9182 | Tourism Marketing                                                                               | 5  |
| A9183 | Planning and Development in Tourism                                                             | 10 |
| A9337 | Discovering Tourism                                                                             | 5  |
| A9346 | Hotel Management                                                                                | 10 |
| 01473 | Business Online Visibility                                                                      |    |
| A9448 | Resettjänster i turistbranschen i Norden (Travel Services in Tourism Field in Nordic Countries) | 5  |
| A850  | SECURITY OF OPERATIONS                                                                          |    |
| A9236 | Basics of Corporate Security                                                                    | 10 |
| A9237 | Business Continuity Planning                                                                    |    |
| A9238 | Security of the Supply Chain                                                                    |    |
| A9240 | The Security of Products and Services                                                           |    |
| A9239 | Environmental Safety                                                                            |    |
| A852  | SECURITY IN SOCIETY                                                                             |    |
| A9256 | Crime Prevention                                                                                |    |
| A9257 | International Security Environment and Crisis Management                                        |    |
| A9258 | Securing Critical Infrastructure                                                                |    |
| A9259 | Securing Critical Infrastructure                                                                |    |
| A9260 | Border Security                                                                                 | 5  |
| A9261 | Internal Security and Local Security Cooperation                                                |    |
| A892  | CORPORATE SECURITY AND SAFETY OPERATIONS                                                        |    |

|       |                                              |     |
|-------|----------------------------------------------|-----|
| A9427 | Occupational Safety and Personnel Security   |     |
| A9428 | Emergency preparedness                       |     |
| A9429 | Physical security                            | 5   |
| A9443 | Safety of Products and Services              | 5   |
| A890  | SECURITY AND SAFETY MANAGEMENT               |     |
| A9419 | Basics of Corporate Security and Safety      |     |
| A9416 | Business Continuity Planning                 |     |
| A9430 | Supply chain security                        | 5   |
| A9421 | Security and safety management               | 10  |
| A9431 | Environmental Safety Management              |     |
| A888  | SECURITY OF SOCIETY                          |     |
| A9412 | International Security                       |     |
| A9414 | Internal security                            | 5   |
| A9420 | Crime prevention                             | 5   |
| A839  | DEVELOPING INTERNATIONAL BUSINESS FOR SME'S  |     |
| A9202 | International Service Business               |     |
| A9339 | International Market Entry                   | 10  |
| A9201 | International Sales Negotiations             | 5   |
| A840  | ENTERPRISE SYSTEMS AND BUSINESS INTELLIGENCE |     |
| A9169 | Business Intelligence                        | 10  |
| A9170 | Enterprise Systems                           | 5   |
| A884  | PROJECT MODULE 1                             |     |
| 01499 | Fair trade as trading alternative            | 3   |
|       |                                              | 328 |

## **R023 OTHER COMPLEMENTARY COMPETENCES, 15 cr**

### **Description:**

The aim of the studies offered in this module is to develop student's basic knowledge and skills. The studies will give basic abilities for the student to be able to manage on his/her studies in his/her field of studies. The student will conduct the appropriate studies from this module according to the initial tests or his/her needs. After completing the studies the student will have gained basic knowledge and skills to develop his/her skills to apply these competences.

Also other studies which develop professional skills can be offered in this module. Studies completed elsewhere can always be placed in this module.

## **R0178 Digital Wellbeing Co-creation and Start-up Summer School, 5 cr**

### **The student is able to:**

The student understands the role of service innovation process; has the knowledge and the skills to design customer oriented service innovations within an entrepreneurial environment.

The student knows and understands the main drivers and trends in wellbeing and health business; understands different forms of health business models and practices. The student can act in multicultural and multi-professional teams, understand an entrepreneurial mode of operation, can assess the market potential of service concept, and can apply the acquired knowledge at work.

## **R027 GUIDANCE AND EXPERTISE TRAINING, 15 cr**

### **Description:**

Expertise is born via guidance activities in the Guidance and expertise module.

Completing this module provides the student with varied expertise in guiding different people in different situations. The student will know how to support the development of both competence and identity, and to advise on the use of different tools. They know which actions promote a sense of community.

### **Learning process:**

Competence as defined in this module can be developed by, for example, taking part in student union activities during study units. The working language can be either Finnish or English.

### **Responsible persons:**

Teija Laamanen

## **01470 Student Tutor Activities, 5 cr**

### **The student is able to:**

Student is able to

- understand the objectives and operating methods of Laurea and his or her own degree programme.
- plan new operating methods to enhance the commitment of new students
- perceive the content of his or her own culture
- provide new students from different cultures with information on the learning environment and culture of the Laurea community
- market Laurea University of Applied Sciences and the opportunities for study offered by Laurea
- apply communication and marketing skills required in the marketing of Laurea
- act as a mentor for students in need of support

understand the significance of effective tutoring activities for the promotion of well-being in the community

### **Contents of the study unit:**

Campus-specific meetings according to an agreed-upon schedule and the planning of tutoring

Training events for tutors organised by Laurea  
Creating their own competence profile in the Kyvyt.fi service and acting as a 'reflection tutor' in the context of the online service  
Tutoring activities related to entrance examinations in the spring and in the autumn  
Providing new students with an introduction to Laurea at the start of each term in September and January  
Providing guidance to international and exchange students throughout the term  
The planning of the Freshers' Event and the Pre-Freshers' Event Party  
Support measures for new students related to themes addressed in the study unit on career planning in accordance with the agreed upon division of labour  
Participation in campus events at the student's own campus

**Study unit description:**

The students learn how to evaluate tutoring from the viewpoint of their own campus and the educational responsibilities that exist in that campus  
They know how to instruct new students in the Laurea operating culture  
The students are familiar with the systems currently in use  
They know how to create a competence portfolio for themselves and are able to support new students in the creation of a competence portfolio at the kyvyt.fi service.  
They are familiar with the learning environments of their campus and have the capacity to represent the campus in different events where necessary  
The students are familiar with working methods in the area of career planning and, in cooperation with a teacher tutor, are able to support new students in matters related to career planning  
They have the capacity to act as an active promoter of the work community and student well-being

**Previous studies:**

A student acting as a student tutor must be a member of the student union of Laurea University of Applied Sciences.

**A894 COMMUNICATION AND INTERACTION, 15 cr**

**Description:**

During the module, the student will learn the basics of professional organizational communication. After completing the module, the student knows how to plan and implement an organization's communication. The student will be able to take into account an organization's strategic objectives and communicate effectively and consistently according to various stakeholders needs. The student will learn to utilize and choose appropriate communication channels, forums and different visual communication applications.

**A9436 Basics of Digital Image Editing, 5 cr**

**The student is able to:**

The student is able to:

- understand the basic theories of digital photoediting
- use digital image editing software in an advanced level for both online and print publishing

**R022 LANGUAGE SKILLS AND INTERNATIONAL COMPETENCE, 15 cr**

**Description:**

The aim of the study units in the module is to develop language skills and international competence needed at work.

After completing the module the student has developed his/her ability to work in multicultural working environments.

**Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on

developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

**Responsible persons:**

Leppävaara: Sirpa Rakkolainen

**A9343 Basic Communication in English, 5 cr**

**The student is able to:**

The student is able to:

- participate effectively in English language tuition
- write coherent and grammatically correct English in the appropriate register
- present clearly and logically
- interact confidently

**R0078 Effective Spoken Communication in English, 5 cr**

**The student is able to:**

The student is able to:

- deliver effective presentations and speeches in academic and general situations
- interact smoothly and take an active part in discussions and conversations
- understand the significance of nonverbal communication
- speak with improved pronunciation and a richer vocabulary

**R0079 Effective Writing in English, 5 cr**

**The student is able to:**

The student is able to:

- develop writing skills in general and academic contexts, including essays, summaries and reports
- write more accurately and with an awareness of the correct style and layout
- avoid plagiarism by paraphrasing and using sources in the appropriate manner
- diagnose and remedy personal weaknesses in writing ability

**R0085 Finnish for Working Life, 5 cr**

**The student is able to:**

The student is able to:

- write a CV in Finnish
- apply for a job
- be interviewed for a job
- present his/her workplace
- write work-related emails
- understand and use general work vocabulary

### **R0076 Basics of Spanish, 5 cr**

#### **The student is able to:**

The student is able to:

- understand the basic structures and vocabulary of Spanish
- communicate in simple situations of everyday life
- write simple texts
- understand the main points in messages and in Spanish speech spoken at a normal speed about familiar subjects

### **R0077 Developing Intercultural Competences, 5 cr**

#### **The student is able to:**

The student is able to:

- understand and interpret meanings of different cultural behaviors and phenomena
- apply cross-cultural knowledge to improve intercultural encounters
- work effectively in multicultural teams and work environments
- resolve intercultural conflicts in a professional manner

### **R0089 Language and Culture Tandem, 5 cr**

#### **The student is able to:**

The Student is able to

- improve his/her target language skills, especially oral skills
- make observations and get familiar with target (foreign) culture and society
- expand his/her general cultural competence

### **A9135 Basic Finnish 1, 5 cr**

#### **The student is able to:**

The student is able to

- speak and understand Finnish in very basic and familiar everyday situations
- write very short and simple texts, e.g. notes
- use some of the basic grammar structures
- Target level: A1.1. in Common European Framework of Reference for Languages

### **A9454 Developing Cultural Skills in a Project, 5 cr**

#### **The student is able to:**

The student is able to

- explore service ideas with cultural analysis
- discern business potential in international environments and communities

## **A9455 Designing Cultural Service Ideas Project, 5 cr**

### **The student is able to:**

The student is able to

- design service ideas with cultural orientation
- locate and create business opportunities in international environments

## **0387 CUSTOMER KNOWLEDGE AS THE DRIVER OF MARKETING, 15 cr**

### **Description:**

The aim of the module is that the student will understand the essence of managing customerships. After completing the module, he/she will be able to evaluate customer information and market research and make use of them for the purpose of customership development.

### **Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

### **Responsible persons:**

The module is no longer offered.

## **01455 Customer knowledge, 5 cr**

### **The student is able to:**

The student is able to:

- define factors that affect buying behavior
- use market research as a source of customer knowledge in the international business environment

## **01454 Managing customerships, 10 cr**

### **The student is able to:**

The student is able to

- understand the meaning of managing customerships
- identify the main principles in customership management
- evaluate customer knowledge and use it for the purpose of customership development

## **01453 Neuromarketing, 5 cr**

### **The student is able to:**

The student is able to:

- apply the knowledge of neuroscience to marketing
- analyse marketing problems from the point of view of the brain's rewarding, fear and social circuitry

## **0388 CUSTOMER-CENTRIC SUPPLY CHAIN MANAGEMENT, 15 cr**

**Description:**

After completing the module, the student will be able to understand the different steps of the purchasing process and the effects of purchases and the supply chain on a company's profitability. The student will be able to work as a purchaser or seller in international business. He/she will be able to understand the requirements of the customer-centric supply chain and make decisions in supply chain management based on this.

**Responsible persons:**

The module is no longer offered.

**01456 Customer-driven supply chain management, 10 cr****The student is able to:**

The student is able to:

- understand how a company can create added value to its customers through supply chain management
- assess the effect of sales, purchasing and the supply chain on profitability
- plan the supply according to the demand
- optimize the efficiency of the supply chain
- define measures for supply chain management

**01457 Global sourcing, 5 cr****The student is able to:**

The student is able to:

- operate according to the purchasing process
- select and assess suppliers
- collaborate with the supplier network
- run supplier negotiations (quotations, contracts)
- take into consideration the special features of international trade (customs, import)

**A830 FINANCIAL PLANNING, 15 cr****Description:**

The student will be able to analyze financial statements (income statement, balance sheet, cash flow statement). He/she will be able to use financial indicators to analyze the profitability, liquidity and capital structure of an organization. The student will know how budgets can be used in financial planning, and he/she can calculate the cost of a product or service. The student will also be able to use Excel and Invest for Excel for capital budgeting.

**Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

**Responsible persons:**

The module is no longer offered.

**A9174 Financial Analysis, 5 cr****The student is able to:**

The student is able to

- analyse the income statement, balance sheet and cash flow statement
- calculate and use financial ratios to analyse the profitability, liquidity and capital structure of an organisation

### **A9175 Financial Planning and Control, 10 cr**

**The student is able to:**

The student is able to

- prepare reports for management planning and control purposes
- prepare budgets and forecasts
- calculate the cost of a product or service using traditional cost accounting and activity-based costing
- use different investment criteria in capital budgeting
- manage working capital in day-to-day activities of an organisation

### **A831 MANAGEMENT ACCOUNTING, 15 cr**

**Description:**

The student will deepen his/her knowledge on current issues in accounting. The student will be able to calculate the cost and price of a product or service. The student will know how different measurement systems and key performance indicators can be used in financial planning. The student will be able to analyze the profitability of a customer.

**Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

**Responsible persons:**

Leppävaara: Kaija Koivusalo

### **A9440 Budgeting, 5 cr**

**The student is able to:**

The student is able to:

- understand how management can use budgets as a tool for leading the organisation toward its goals
- prepare operational budgets and the master budget and link the budgets to each other
- understand the behavioral implications of the budgeting process
- set targets for an organisation using financial ratios and key performance indicators

### **A9198 Customer Profitability, 5 cr**

**The student is able to:**

The student is able to:

- analyse the profitability of customers
- use activity-based costing

### **01391 Capital budgeting, 5 cr**

#### **The student is able to:**

The student is able to

- estimate the cash flow for a proposed investment or project
- set up a discounted cash flow analysis
- use investment criteria to determine whether or not a project is acceptable
- use scenario analysis and sensitivity analysis in decision making
- write an investment proposal for management
- use Excel and Invest for Excel in capital budgeting

### **A900 EUROFM SCHOOLS, 15 cr**

#### **Description:**

Coming up

#### **Responsible persons:**

Leppävaara: Pekka Matvejeff

### **A9452 EuroFM Winter School, 5 cr**

#### **The student is able to:**

Coming up

### **A9453 EuroFM Summer School, 10 cr**

#### **The student is able to:**

Coming up

### **A842 ADVANCED WEB DEVELOPMENT, 15 cr**

#### **Description:**

During this module, the student will learn and apply technologies and tools needed in the development of advanced websites and applications.

After completing this module, the student will be able to identify the role of advanced web development technologies and explain how they deliver value. The student will be able to set up a development environment associated with chosen technologies. He/she will be able to design and implement relational databases. In addition, he/she will be able to implement advanced websites and applications using chosen technologies.

#### **Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

#### **Responsible persons:**

Leppävaara: Antonius de Arruda Camara

Tikkurila: Mika Stenberg

### **A9151 Dynamic Web Applications, 5 cr**

**The student is able to:**

The student is able to:

- identify the role of client-side web technologies and explain how they deliver value
- compare the features, benefits and applicability of major client-side web technologies available in the market
- set up a development environment associated with a selected client-side web technology
- design, develop and implement dynamic and interactive websites using a selected client-side technology

### **A9152 The Server-side of Web Applications, 5 cr**

**The student is able to:**

The student is able to:

- install and configure database and web servers in a local computer
- design, develop and implement relational databases
- implement server-side web scripts using a selected scripting language
- implement server-side web scripts that interact with a relational database
- develop and demonstrate interactive web applications using a selected server-side technology

### **A9153 Web Development Frameworks, 5 cr**

**The student is able to:**

The student is able to:

- identify the role of advanced web development frameworks and explain how they deliver value
- compare the features, benefits and applicability of major web development frameworks available in the market
- set up a development environment associated with a selected development framework
- design, develop and implement websites using a selected development framework

### **A847 MOBILE APPLICATION DEVELOPMENT, 15 cr**

#### **Description:**

During this module, the student will learn and apply technologies and tools needed for developing mobile applications for a selected mobile platform.

After completing this module, the student will be able to describe key development frameworks for different mobile platforms. The student will be able to install and configure a development environment for a chosen mobile platform. He/she will be able to plan the design and implementation process of mobile applications. In addition, he/she will be able to design, develop and implement user interfaces for mobile applications and implement and demonstrate mobile applications.

#### **Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

**Responsible persons:**

Leppävaara: Paresh Rathod

**A9209 Implementing Mobile Applications, 5 cr**

**The student is able to:**

The student is able to:

- plan and document the complete development process of a mobile application
- apply appropriate methods and technologies in the design, development and implementation of a mobile application
- identify and implement project management practices and techniques in a development project
- act as a team member and a key contributor in a development project of a mobile application

**A9210 Mobile Application Development Frameworks, 5 cr**

**The student is able to:**

The student is able to:

- describe the key frameworks and required technologies to develop applications for the major mobile platforms in the industry
- install and configure a development environment for a chosen mobile platform
- design, develop and implement simple mobile applications using the chosen development environment

**A9211 User Interface Design of Mobile Applications, 5 cr**

**The student is able to:**

The student is able to:

- describe the guidelines and the best common practices for designing user interfaces for a chosen mobile application
- apply guidelines and best practices to design user interfaces for a chosen mobile platform
- design, develop and implement user interfaces for mobile applications of a selected mobile platform
- test and demonstrate the user interface of mobile applications

**A843 CYBERSECURITY TECHNOLOGIES, 30 cr**

**Description:**

The objective of the module is to familiarize the students with vulnerabilities, risks and threats in cyberspace.

The students will learn important practices used to safeguard information and systems of companies in Cyberspace. The students will gain knowledge and skills to manage vulnerabilities and threats in organizations' information

networks. The acquired knowledge and skills will be applied in a project concentrating on substance covered in this module.

**Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

**Responsible persons:**

Leppävaara: Paresh Rathod

**A9156 Emerging Technologies - Project 1, 5 cr**

**The student is able to:**

The student is able to:

- recognize current trends in emerging information security technologies
- identify and analyze the opportunities and security challenges of current information security tools and techniques
- plan, implement, document and present an information security project
- apply project management practices and techniques

**A9157 Emerging Technologies - Project 2, 5 cr**

**The student is able to:**

The student is able to:

- recognize current trends in emerging information security technologies
- identify and analyze opportunities and security challenges of current information security tools and techniques
- plan, implement, document and present an information security project
- apply project management practices and technique

**A9158 Cybersecurity, 5 cr**

**The student is able to:**

The student is able to:

- describe the body of knowledge essential to cybersecurity
- take sole responsibility for running an information security project
- plan, implement, document and present an information security project

**A9159 Systems Security, 5 cr**

**The student is able to:**

The student is able to:  
identify threats, vulnerabilities and risks associated with operating systems  
protect the systems of a company against known threats and risks  
protect the network connections of distributed information systems  
protect workstation and server environments  
utilize Identity and Access Management (IAM) mechanisms

#### **A9160 Network Security, 5 cr**

**The student is able to:**

The student is able to:

- analyse the security of a data link layer and a network layer
- describe how cryptographic mechanisms work and how to apply them
- protect wireless LANs
- use intrusion detection and prevention systems to enhance network security

#### **A9161 Enterprise Applications Security, 5 cr**

**The student is able to:**

The student is able to:

- recognize information security risks related to web and email and how to avoid them
- describe and analyze information security risks and protection mechanisms related to cloud services
- analyze security risks related to the data terminal equipment of an organization and how to avoid them
- avoid social engineering type information security threats
- protect database applications against valid threats

#### **A845 INFORMATION INFRASTRUCTURE AND SECURITY, 15 cr**

##### **Description:**

The objective of the module is to gain understanding of the infrastructure of and the operations in modern communication networks. After completing this module student is able to configure basic network services in a secure way and anticipate future security threats based on structural vulnerabilities in IP networks.

##### **Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

##### **Responsible persons:**

Leppävaara: Seppo Koponen

#### **A9184 Network Project, 5 cr**

**The student is able to:**

The student is able to

- work in a project related to network development
- solve problems related to network development, expansion, management and maintenance individually and as a member of a group

**A9185 Network Applications, 5 cr****The student is able to:**

The student is able to:

- develop and manage LAN services
- identify common network applications for companies and the security threats directed at them.

**A9186 Networking Infrastructure, 5 cr****The student is able to:**

The student is able to

- describe the operation and structure of LAN and WAN utilizing the OSI protocol model and main network protocols
- protect the networks of an organization against common information security threats on the Internet

**A846 INFORMATION SECURITY MANAGEMENT, 15 cr****Description:**

The objective of the module is to understand, plan and implement information security management in an organization. The module will also enable the student to plan a comprehensive information security strategy and risk management system for an organization. The content of this module will provide the knowledge and skills to apply the basic principles of information security management, risk management, safeguarding and formulating continuity plans. The acquired knowledge and skills will be applied in a project concentrating on substance covered in the module.

**Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

**Responsible persons:**

Leppävaara: Pasi Kämppe

**A9187 Introduction to Information Security, 5 cr****The student is able to:**

The student is able to:

- use relevant concepts related to information security
- evaluate the importance of information security as a part of an organization's operations and the effect of information risks on an organization
- protect organizations against information security threats
- evaluate an organization's operations with regard to information security related legislation and standards

#### **A9188 Information Security Management, 5 cr**

**The student is able to:**

The student is able to:

- evaluate the significance of different roles and the information security organization for the implementation of information security
- evaluate information risks directed at organizations systematically and apply risk management practices
- design an information security management system for an organization
- identify the essential elements of the auditing process and evaluate the possibilities of auditing to develop information security in an organization
- apply standards in the development of information security in an organization
- draw contingency plans for information systems

#### **A9189 Information Security Development Project , 5 cr**

**The student is able to:**

The student is able to:

- recognize the need to develop information security
- plan, implement and document an information security development project for an organization
- apply the practices and techniques of project management

#### **A878 PRODUCER OF EVENT SERVICES, 30 cr**

**Description:**

The objective of the module is to develop competencies in planning and production related to event services.

After completing the module, the student will be able to plan, implement, manage, evaluate and develop customer-oriented event services profitably and safely while offering peak experiences in cooperation with the customers by using service design methods.

**Responsible persons:**

Leppävaara: Kaija Meriläinen

#### **A9379 Developing Conference and Congress Services into an Experience, 10 cr**

**The student is able to:**

The student is able to

- analyze the experience of a service from the viewpoint of a customer
- plan and implement international customer-oriented conference and congress services
- apply service design methods in the development towards peak experience
- implement a service as a conceptualization process
- analyze the value of an experience for the customer and the service provider

### **A9433 Developing Event Production by Service Design, 5 cr**

**The student is able to:**

- interpret customer needs and trends as a basis of development
- develop the production process and production steering methods of an event
- apply service design methods in development

### **A9434 Event Safety and Security, 5 cr**

**The student is able to:**

- recognize and define the regulations and risks related to event safety and security
- plan and implement a safety and security plan for an event
- produce a safe and functional space plan for an event

### **A9435 Event Management, 10 cr**

**The student is able to:**

- plan and implement a customer-oriented event as a service concept
- manage the implementation process of an event in a goal-oriented and responsible manner
- evaluate an event from different perspectives (goals, financing, functionality, customer satisfaction)

### **A817 TOURISM SERVICE DEVELOPER, 30 cr**

**Description:**

The objective of the module is to develop competencies in tourism services.

After completing the module, the student will be able to apply business thinking in tourism services. He/she will be able to develop customer-oriented services and processes in a hotel in accordance with quality guidelines. He/she will have an overall understanding of the travel and tourism sector. He/she will deepen his/her understanding with respect to marketing strategies in tourism services. He/she will be able to forecast future trends in planning and development.

**Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

**Responsible persons:**

Leppävaara: Marjaana Salomaa

### **A9182 Tourism Marketing, 5 cr**

**The student is able to:**

The student is able to:

- analyze the marketing environment of the tourism sector
- plan and design experiential marketing strategies

- apply co-marketing in a digital environment with partners

#### **A9183 Planning and Development in Tourism, 10 cr**

##### **The student is able to:**

The student is able to:

- analyse tourism research
- apply future research methods in planning and developing tourism services
- implement co-creation methods with network partners in development

#### **A9337 Discovering Tourism , 5 cr**

##### **The student is able to:**

The student is able to:

- define tourism as a part of the global economy
- analyse the tourism sector

#### **A9346 Hotel Management, 10 cr**

##### **The student is able to:**

The student is able to:

- describe the business idea and model of a hotel
- identify and analyze hotel operations, functions and services
- practice front-line and back-office operations
- plan operations from the management perspective

#### **01473 Business Online Visibility, 5 cr**

##### **The student is able to:**

Managing online visibility and presence with interesting and engaging contents is one of the major issues in digital marketing. During this course we study different aspects of this and students learn to produce, publish and manage online content from the business perspective and understand the importance of stories, product information, multimedia content, and other online content in creating an online presence for a tourism business. After successful completion of the course the student

- knows different methods to do pre-research of social media visibility, target groups etc.
- can use keywords in effective marketing and social media contents
- is able create a paid campaign in internet and social media
- analyzes the success of social media efforts and gives grounded solutions based on them
- manages social media channels and contents in co-operation with customers

#### **A9448 Resettjänster i turistbranschen i Norden (Travel Services in Tourism Field in Nordic Countries), 5 cr**

##### **The student is able to:**

The student is able to

- discern tourism trends in Nordic countries
- develop tourism service ideas suitable for Nordic countries

#### **A850 SECURITY OF OPERATIONS, 15 cr**

**Description:**

After completing this module, the student will be able to apply the legislation governing the security of consumer goods and services in the operations of an organization. He/she will be able to prepare a section on security in a user manual and security documents for services. In addition, he/she will be able to plan a product recall. As regards environmental safety, the student will be able to act according to society's environmental regulations and utilize government organizations in his/her actions. He/she will also be able to analyze and develop the security of the supply chain and make continuity plans

**Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

**Responsible persons:**

Moduulia ei enää tarjota.

**A9236 Basics of Corporate Security, 10 cr****The student is able to:**

The student is able to:

- analyze the security needs of a company
- utilise the subareas of security
- plan a corporate security programme

**A9237 Business Continuity Planning, 5 cr****The student is able to:**

The student is able to

- identify critical activities
- do business impact analysis
- prepare a business continuity plan

**A9238 Security of the Supply Chain , 5 cr****The student is able to:**

The student is able to

- analyse and develop the security of a supply chain
- prepare a continuity plan for operations
- acquire transport insurance

**A9240 The Security of Products and Services , 5 cr****The student is able to:**

The student is able to

- understand the legislation governing the security of consumer goods and services
- use qualitative research and evaluate the reliability of its results

- prepare a section on security in a user manual
- prepare a security document for services
- plan a product recall

### **A9239 Environmental Safety, 5 cr**

#### **The student is able to:**

The student is able to:

- act according to the environmental requirements of the society
- cooperate with the authorities of the field
- carry out the continuous monitoring of environmental conditions

### **A852 SECURITY IN SOCIETY, 15 cr**

#### **Description:**

After completing this module, the student will be able to understand the impact of the European Union and Finland's safety on organizations and society and examine their significance from the viewpoints of different actors. He/she will be able to connect organizational security as a part of the security context of society. In addition, he/she will be able to operate in networks for internal security and local security work and lead local processes for safety planning. The student will be able to make analyses of crimes and their damages. He/she will also be able to apply notable crime strategies, criminological information and crime prevention strategies in the development of individual and organizational safety in co-operation with various actors. He/she will be able to analyze critical targets in society and the threats directed at them. In addition, he/she will be able to evaluate the builders, owners and administrators of critical infrastructure and the manners in which to protect the infrastructure.

#### **Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

#### **Responsible persons:**

Moduulia ei enää tarjota.

### **A9256 Crime Prevention, 5 cr**

#### **The student is able to:**

The student is able to:

- make an analysis of crimes and their damages
- apply crime theories, criminological knowledge and strategies of crime prevention in the development of personal and communal security
- initiate and develop crime prevention cooperation with different parties

### **A9257 International Security Environment and Crisis Management, 10 cr**

#### **The student is able to:**

The student is able to:

- identify the structures of International Security Political Environment

- describe security political guidelines, e.g. in the European Union
- describe the most common crisis management organizations and mechanisms
- describe the basic nature and the decision-making system of the EU's and the UN's Disaster Relief / Civil Protection mechanisms and identify the major differences between them
- identify the basic needs for resources and assets in Civil Crisis management, Civil Protection and Disaster Relief Operations
- recognize the security needs and means of an operation and connect them into a wider operative context
- understand the role, risks and possibilities of the media in multicultural security operations and civil crisis management
- identify media and security management at operational and strategic levels in order to understand the basics of working with the media and crisis communication
- identify the need and possibilities of civil protection and disaster relief for companies

#### **A9258 Securing Critical Infrastructure, 5 cr**

##### **The student is able to:**

The student is able to:

- analyze critical societal targets and the threats against them
- evaluate the builders, owners and administrators of critical infrastructure
- evaluate the means and actors that secure critical infrastructure
- derive elements from the strategy of securing nationally vital functions to the security planning of his/her own organization

#### **A9259 Securing Critical Infrastructure, 5 cr**

##### **The student is able to:**

The student is able to:

- analyze critical societal targets and the threats against them
- evaluate the builders, owners and administrators of critical infrastructure
- evaluate the means and actors that secure critical infrastructure
- derive elements from the strategy of securing nationally vital functions to the security planning of his/her own organization

#### **A9260 Border Security, 5 cr**

##### **The student is able to:**

The student is able to:

- understand the context of cross-border security environment as a part of the context of international security environment
- understand border control and cross-border security and recognize their development needs
- know the methods, means and some theory on the actors against organized crime and anti-terrorism
- know the basics of traffic and logistic operations in cross-border operations in the context of security
- identify international movability and its threats and advantages

#### **A9261 Internal Security and Local Security Cooperation, 5 cr**

##### **The student is able to:**

The student is able to

- understand security in the European Union and in Finland and its meaning from the perspective of different actors
- connect organizational security as a part of society's security context
- act in internal and local security networks

- prepare and manage a local security process

## **A892 CORPORATE SECURITY AND SAFETY OPERATIONS, 30 cr**

### **Description:**

This module deals the elements of security and safety, risk management methods, development, and relationship between business operations and elements of security and safety on corporations and organisations.

After completing the studies the student is able to define the contents of the elements of security and safety according to the needs of organisation. He/she can apply requirements set by legislation, directives and guidelines. He/she is also able to apply risk management methods to identify, evaluate and manage risks. The student is able to develop security and safety in each element in cooperation with own and associate organisations.

### **Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

### **Responsible persons:**

The module is no more offered in 2018.

## **A9427 Occupational Safety and Personnel Security, 10 cr**

### **The student is able to:**

The student is able to:

- apply the requirements set by legislation, directives and guidelines concerning occupational safety and personnel security
- apply risk management methods to identify, evaluate and manage occupational safety and personnel security risks
- create and develop operational models, plans and guidelines according to the needs of the organisation
- carry out constant surveillance and evaluation of working conditions and level of safety and security

## **A9428 Emergency preparedness, 5 cr**

### **The student is able to:**

Student is able to:

- Apply the requirements set by legislation, directives and guidelines concerning emergency preparedness
- Apply risk management methods to identify, evaluate and manage accident risks
- Create and develop operational models, plans and guidelines according to the needs of the organisation
- Carry out constant surveillance and evaluation of emergency preparedness

## **A9429 Physical security, 5 cr**

### **The student is able to:**

Student is able to:

- Apply the requirements set by legislation, directives and guidelines concerning physical security

- Apply risk management methods to identify, evaluate and manage crime risks and vulnerabilities in facilities and operations
- Key operating principles of physical security solutions
- Create and develop physical security operational models, plans and guidelines as a part of facility management

#### **A9443 Safety of Products and Services, 5 cr**

##### **The student is able to:**

Student is able to:

- apply the requirements set by legislation, directives and guidelines concerning safety of products and services
- apply risk management methods to identify, evaluate and manage risks related to products and services
- create and develop operational models, plans and guidelines for safe use of products and safe service production

##### **Previous studies:**

Before enrolling to this study unit, you should have adequate competence level of security management, which you can acquire for example by completing study unit: A9484 Basics of Corporate Security and Risk Management 10 credits.

#### **A890 SECURITY AND SAFETY MANAGEMENT, 25 cr**

##### **Description:**

This module deals with the content and basics of security and safety management, risk management methods and planning and development of security and safety management as part of corporations' and organisations' management.

##### **The student will be able to:**

Student is able to:

- Define the content of security and safety management according the needs of the organisation
- Apply requirements set by legislation, directives and guidelines
- Apply enterprise risk management methods to identify, evaluate and manage risks
- Plan, develop and evaluate security and safety management and the level of security and safety in cooperation with own and associate organisation

##### **Responsible persons:**

Tuomas Wuorikoski

The module is no more in study offering in 2018.

#### **A9419 Basics of Corporate Security and Safety, 5 cr**

##### **The student is able to:**

Student is able to:

- Understand the basic requirements set by legislation, directives and guidelines regarding security and safety in corporations and organisations
- Understand the different modelling approaches of corporate/organisational security and safety, the key content of the elements of security and safety and their connection with organisations' other operations.
- Understand the duties of relevant external parties and their importance to security and safety
- Understand the basics of risk evaluation methods and security and safety development methods

#### **A9416 Business Continuity Planning, 5 cr**

**The student is able to:**

The student is able to:

- identify critical business operations
- carry out a vulnerability and a business impact analysis
- prepare a business continuity plan

**A9430 Supply chain security, 5 cr****The student is able to:**

Student is able to:

- Apply requirements set by legislation, directives and guidelines regarding supply chain security
- Apply risk management methods to identify, evaluate and manage operative supply chain risks
- Create and develop operational models, plans and guidelines according to the needs of the organisation.

**A9421 Security and safety management, 10 cr****The student is able to:**

Student is able to:

- Apply requirements set by legislation, directives and guidelines regarding security and safety management
- Apply enterprise risk management methods to identify, evaluate and manage risks
- Create a security and safety management system, evaluate and develop security and safety management as part of the organisations' management
- Create operational security and safety models for crises, disturbances and exceptional circumstances

**Previous studies:**

A9419 Basics of Corporate Security and Safety ja A9416 Business Continuity Planning and minimum 10cr other studies of security management and also study unit Organizational Management and Leadership.

**A9431 Environmental Safety Management, 5 cr****The student is able to:**

Student is able to:

- Apply requirements set by legislation, directives and guidelines regarding environmental safety
- Apply a variety of methods to identify and evaluate environmental impact
- Plan, develop and evaluate the management and the level of environmental safety

**A888 SECURITY OF SOCIETY, 15 cr****Description:**

The key topics of this module are international and domestic security phenomenon and operators. The basics of crime prevention will create an ability to plan and execute corporate assets protection plan.

**The student will be able to:**

- know the basics of crisis management and conflict prevention (incl. domestic and intl. actors)
- analyse how different crises types can influence Finland's domestic security
- execute key elements of internal security and local security planning
- know basics of crime prevention and is able to plan actions needed

**Responsible persons:**

Leppävaara: Lasse Kivinen

### **A9412 International Security, 10 cr**

#### **The student is able to:**

The student is able to:

- identify the cycle of crises
- identify international and domestic actors in this field
- analyze the impacts of different crises on an organization
- organize a crisis management process in organizations

### **A9414 Internal security, 5 cr**

#### **The student is able to:**

- know the comprehensive internal security and roles of its key players
- know the value of border security in the security of society
- identify the cooperation between different domestic security agencies
- execute key elements of domestic security and local security planning

### **A9420 Crime prevention, 5 cr**

#### **The student is able to:**

- know the basics of criminology and crime prevention
- use different risk evaluation methods to identify and assess crime threats
- cooperate with in own company and with external stakeholders
- plan and execute crime prevention improvement methods

### **A839 DEVELOPING INTERNATIONAL BUSINESS FOR SME'S, 15 cr**

#### **Description:**

The objective of the module is to develop the international business competencies in the context of SME's, from the viewpoint of development needs and strategies as well as market entry.

After completing the module, the student will be able to identify in- and outward internationalization patterns and value networks in service business. The student will be able to evaluate the impact of changing business environment on business operations and to search for market information to gain customer and market understanding. The student will be able to identify and assess market opportunities in specific target markets, to develop international marketing strategies and to plan for market entry.

The module has been designed for business students. It is also suitable for other students with interest in international business and basic knowledge of business management.

#### **Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

#### **Responsible persons:**

The module is no longer offered.

### **A9202 International Service Business, 5 cr**

#### **The student is able to:**

The student will be able to

- identify and assess the main external and internal factors influencing the internationalization of service business
- describe the impacts that the extension of service out of the domestic context has on the development and delivery of service
- identify internationalization patterns of service business either in B2B or B2C context

### **A9339 International Market Entry, 10 cr**

#### **The student is able to:**

The student will be able to

- evaluate the impact of the changing business environment on business operations
- search for market information to gain customer and market understanding
- identify and assess market opportunities in target markets
- identify cultural and ethical issues related to cross-cultural business
- develop international marketing strategies (7 P's) for target market oriented operations
- establish a market entry plan for a target market

### **A9201 International Sales Negotiations, 5 cr**

#### **The student is able to:**

The student is able to:

- identify cultural and ethical issues related to sales negotiation and develop plans to respond to them
- describe and demonstrate how a salesperson should a) prepare for cross-cultural sales negotiations and b) adjust his/her behavior in a sales negotiation to respect and respond to the cultural background of the negotiation partners

### **A840 ENTERPRISE SYSTEMS AND BUSINESS INTELLIGENCE, 15 cr**

#### **Description:**

The module covers the foundations to understanding ERP and managerial issues, such as using data effectively in decision-making. The student will be able to understand how to use analytical tools that can be used in decision-making, and he/she will have analytical skills that enable him/her to work with the data, understand it and turn it into intelligence for particular decisional contexts. The student will also be able to integrate business processes and enterprise systems.

#### **Learning process:**

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

**Responsible persons:**

Leppävaara: Lassi Tissari

**A9169 Business Intelligence, 10 cr****The student is able to:**

The student is able to

- understand the connection between the analytical tools that can be used on real data in companies and the decision-making.
- use analytical skills to work with the data, to understand it and to turn it into intelligence for particular decisional contexts.

**A9170 Enterprise Systems, 5 cr****The student is able to:**

The student is able to

- use enterprise systems, particularly ERP (Enterprise Resource Planning) systems.
- integrate business processes and enterprise systems
- give value to the processes of acquiring, implementing, maintaining and operating

**A884 PROJECT MODULE 1, 15 cr****Description:**

Tähän moduuliin kerätään projektien sisällä suoritettavia koulutuskokonaisuuksia, jotka kuvataan erikseen ko. opintojakson kuvauksen yhteydessä.

**01499 Fair trade as trading alternative, 3 cr****The student is able to:**

define and discuss Fair Trade as a social movement, as an industry and as a trading system

- explain the history and political context of Fair Trade
- recognize and discuss ethical questions related to Fair Trade
- model a Fair Trade value network and define the roles of different actors in it
- position Fair Trade within the economic alternative trading systems and as part of international trade