

NOVIA UNIVERSITY OF APPLIED SCIENCES

Academic Year 2023-24

Studies offered in English in the Degree Program of Business Administration

Autumn semester 2023

Project Management , 5 ECTS

The student:

- knows how to plan, implement, report, present and evaluate projects
- can use project planning and management tools
- understands the importance of sharing knowledge within the project team
- can conduct a risk analysis and set up an action plan
- can organize the activities of a project group in accordance with the client's wishes
- takes responsibility for his/her own activity and acts in accordance with approaches agreed upon

Marketing project 1, 3 ECTS

The student

- is able to plan, implement and assess a marketing project of his/her own choice.
- is able to collaborate with an external employer and keep her/him up to date about the development of the project.
- is able to apply the right theory to the project.
- is able to create a budget for a project and present the income statements

Brand creation, 5 ECTS

The student:

- understands the impact of branding for a business
- is familiar with the main theoretical models and processes for brand building
- knows how to analyse, build and develop a brand
- masters the basics of brand communication, both internally and externally
- understands the importance of social responsibility, diversity and inclusion in building and communicating a brand

Financial management and reporting, 5 ECTS

The student

- understands the relationship between financial management and corporate governance
- understands the importance of financial reporting in the decision-making process
- can identify key success factors for an operation
- is able to develop and use key measures in order to analyse and improve the operations of a company

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

The basics of the Swedish language

Management accounting and budgeting, 5 sp

The student:

- understands the role of management accounting in economic planning
- can calculate basic profitability ratios
- knows pricing principles
- understands the role of budgeting in business planning
- can calculate and analyze profit, liquidity, and balance sheet budgets

Communication and PR, 5 ECTS

The student

- masters the creation and adaption of a communication plan
- knows how to communicate with different stakeholders
- manages media relations and public relations
- is familiar with relevant metrics for communication

Corporate Sustainability and Quality Management, 4 ECTS

The student

- can describe the company's social responsibility and know how this can be measured
- can describe and argue ethical and environmental issues from a business economic perspective
- can analyze markets, customer behavior and production from a quality perspective
- knows about quality systems and their importance from a management perspective

Spring semester 2024

Marketing project 2, 3 ECTS

The student

- is able to plan, implement and assess a marketing project of his/her own choice.
- is able to collaborate with an external employer and keep her/him up to date about the development of the project.
- is able to apply the right theory to the project.
- is able to create a budget for a project and present the income statements

From international to global marketing, 5 ECTS

The student

- understands the context of going global through different market entry modes
- is familiar with the process of internationalization
- knows how to consider cultural aspects of going global
- manages the creation of an internationalization plan for a company

Financing and Financial Markets, 5 ECTS

The student

- understands the key elements of the financial markets including various forms of financing
- knows how to raise capital for a company
- can manage investments in financial instruments and portfolios

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

The basics of the Swedish language

Sales Skills and Management, 5 ECTS

The student:

- knows how to manage sales processes and sales tools
- masters planning and following up on sales
- is familiar with sales strategies and negotiation techniques
- develops a sales competence
- understands the legal and ethical aspects of sales

Service Design, 5 ECTS

The student

- is able to create offers related to service design as well as develop services with a multiprofessional approach.
- realizes the connection between service design, development of business- and activities.
- understands how service design can produce added value to the customer.
- is familiar with service design methods and is able to use them in his/her work in an innovative and creative manner.

Note! The schedule may be subject to changes.

Turku 3 March 2023

NOVIA UNIVERSITY OF APPLIED SCIENCES

Degree Programme in Business Administration

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