

Curriculum at LAB University of Applied Sciences 2020-2021

Bachelor of Business Administration, online studies

Code	Name	1 y	2 y	3 y	4 y	ECTS total
LII20SVLPR-1001 Common studies						15
AY00BU33	Developing professional competence 1	1				1
AY00BU34	Developing professional competence 2		1			1
AY00BU35	Developing professional competence 3			1		1
A300CE13	Orientation to Sustainability Thinking	2				2
KE00BT61	English for Work	4				4
KR00BU42	Swedish for Work, Spoken	1				1
KR00BU43	Swedish for Work, Written	1				1
KS00BT59	Expert Communication Skills	4				4
LII20SVLPR-1002 Professional Core Competence						75
LII20SVLPR-1006 Project management and networking						25
AL00BV14	Project management	5				5
AL00BV15	Digital tools	7				7
AL00BV16	Personal branding	3				3
AL00BV17	Research and Development		5			5
AL00BV18	Anticipating Future Trends		5			5
LII20SVLPR-1007 Business models and processes						20
AL00BV19	Customer relations and marketing	5				5
AL00BV20	Supply network	5				5
AL00BV21	Managerial work	5				5
AL00BV22	Accounting	5				5
LII20SVLPR-1008 Transforming ideas into business						15
AL00BV23	Fundamentals of business law and economics	5				5
AL00BV24	Profitable enterprise	5				5
AL00BV25	Successful business	5				5
LII20SVLPR-1009 Think Big - Global Approach to Business						15
AL00BV26	Global Communication in Business		5			5
AL00BV27	Presentation and Public Speaking Skills		5			5
AL00BV28	Global Business Opportunities		5			5
LII20SVLPR-1010 Complementary Competence						75
LI00BH92	Workplace Skills					0
LI00BH93	Manager's Toolkit					0

LI00BH95	Human Resource Management					0
LI00BH97	A Healthy and Responsible Organisation					0
LI00BI06	Financial Planning and Monitoring					0
LI00BI07	Cost Accounting and Pricing					0
LI00BI17	Customer Relationship Management					0
LI00BI18	Customer Experience					0
LI00BI19	Customer Acquisition and Service Encounter					0
LI00BI20	Brand Building and Launch					0
LI00BI22	Retail Business Models and Marketing					0
LI00BI23	Departmental HR and Sales Management					0
LI00BI24	Retail Business Indicators and Management					0
LI00BI25	Transport and Forwarding					0
LI00BI31	Procurement Management and Development					0
LI00BI32	Public Contracts					0
AL00CC36	Advanced Excel and office tools					0
AL00CC11	Expert in the Insurance Sector					0
LII20SVLPR-1004 Practical Training						30
HA00BU36	Practical Training 1			10		10
HA00BU37	Practical Training 2			10		10
HA00BU38	Practical Training 3			10		10
LII20SVLPR-1005 Thesis						15
AO00BU39	Thesis Planning			5		5
AO00BU40	Thesis Project			5		5
AO00BU41	Thesis Report			5		5

LII20SVLPR-1001 Common studies: 15 ECTS

AY00BU33 Developing professional competence 1: 1 ECTS

Learning outcomes

The student is able to

- plan their own learning and cooperate in situations related to their own field of studies
- recognize their own competence and the needs to develop them further and to plan their career path observing them
- act as a group member
- operate in the learning environments of LAB University of Applied Sciences
- picture their own field of studies and its future skills
- give feedback on tuition and services and thus participate in the development of education

AY00BU34 Developing professional competence 2: 1 ECTS

Learning outcomes

The student is able to

- utilize various learning opportunities in curriculum
- recognize and aim their own competences to be in level with the future career requirements
- create a study plan that supports the future career goal
- give feedback on tuition and services and thus participate in the development of education

AY00BU35 Developing professional competence 3: 1 ECTS

Learning outcomes

The student is able to

- identify themselves as a learner and develop their own learning skills
- evaluate innovative or alternative future competences required in their own field
- recognize and aim their own competences to be in level with the future career requirements
- masters the professional concepts of their own field and is able to point out their competencies during job recruitment processes
- give feedback on tuition and services and thus participate in the development of education

A300CE13 Orientation to Sustainability Thinking: 2 ECTS

Learning outcomes

Identify and define central concepts and frameworks related to sustainability. Recognize the interconnectedness of economic, social and environmental sustainability issues. Understand and develop own individual role in driving sustainability.

Evaluation criterias

Level 1

Pass-Fail

KE00BT61 English for Work: 4 ECTS

Learning outcomes

Proficiency level: B2

The student is able to

- communicate clearly and effectively in different generic and field-specific workplace situations both orally and in writing
- find, evaluate and use information effectively
- function collaboratively in international working environments.

KR00BU42 Swedish for Work, Spoken: 1 ECTS

Learning outcomes

The student is able to

- convey and validate arguments
- use vital field-specific vocabulary
- communicate essential matters about their education, work experience and tasks
- present their field-specific operational environment
- communicate in various working life situations in Swedish.

The student completes the Public Administration Language Test in Swedish.

KR00BU43 Swedish for Work, Written: 1 ECTS

Learning outcomes

The student is able to

- use vital field-specific vocabulary
- communicate essential matters about their education, work experience and tasks
- understand and produce various short texts related to studies and working life
- acquire information on their field in Swedish
- use online dictionaries.

The student completes the Public Administration Language Test in Swedish.

KS00BT59 Expert Communication Skills: 4 ECTS

Learning outcomes

Proficiency level: C2

The student masters Finnish language as a mother tongue in all professional spoken and written communication situations.

LII20SVLPR-1002 Professional Core Competence: 75 ECTS

LII20SVLPR-1006 Project management and networking: 25 ECTS

AL00BV14 Project management: 5 ECTS

Learning outcomes

The student is able to

- apply creative problem solving
- plan, implement and evaluate a project
- use the methods and participatory tools used in project management

AL00BV15 Digital tools: 7 ECTS

Learning outcomes

The student is able to

- use spreadsheet, text and presentation applications
- process and produce images and other visual material
- script out, record and edit a video

AL00BV16 Personal branding: 3 ECTS

Learning outcomes

The student is able to

- recognise, create and act in networks
- negotiate and act in meetings
- visualise their own skills

AL00BV17 Research and Development: 5 ECTS

Learning outcomes

The student is able to

- obtain, utilise and assess R&D-related information and their sources critically
- follow the rules of ethical principles applied in all research activities
- use the most typical research and development methods of their own field
- write a scientific report and is familiar with the requirements for language and style and how to document the sources

AL00BV18 Anticipating Future Trends: 5 ECTS

Learning outcomes

The student is able to

- anticipate the changes in their own operational environment
- utilise the futures research materials produced by national and international societies in their own field of studies
- use the terminology and methods of futures research in the research and development of their own field

LII20SVLPR-1007 Business models and processes: 20 ECTS

AL00BV19 Customer relations and marketing: 5 ECTS

Learning outcomes

The student is able to

- determine the key concepts of marketing and customer-oriented business
- identify the phases of a marketing and sales process
- recognise customer needs and understand their significance for the success of a company

AL00BV20 Supply network: 5 ECTS

Learning outcomes

The student is able to

- describe the supply network entity and understand its role in a company's profitability
- use the methods applied in the development and monitoring of a supply network

AL00BV21 Managerial work: 5 ECTS

Learning outcomes

The student is able to

- recognise the key prospects of HRM and labour legislation
- find solutions for successful team operation
- communicate effectively in a workplace community

AL00BV22 Accounting: 5 ECTS

Learning outcomes

The student is able to

- take care of the accounting of a small company and draw up the financial statements
- understand the principles of VAT
- recognise how product costs are formed and apply this knowledge in the analysis of company profitability

LII20SVLPR-1008 Transforming ideas into business: 15 ECTS

AL00BV23 Fundamentals of business law and economics: 5 ECTS

Learning outcomes

The student is able to

- recognise the key juridical risks and opportunities when planning business operations
- describe the causes and effects for internal and external problems in economics
- describe the reasons and consequences of economic fluctuations and the central channels of influence in economic policy

AL00BV24 Profitable enterprise: 5 ECTS

Learning outcomes

The student is able to

- use business mathematics methods applied in business activities
- draw up profitability calculations and budgets for business operations
- explain the value of entrepreneurship

AL00BV25 Successful business: 5 ECTS

Learning outcomes

The student is able to

- assess competition and market conditions
- recognise business opportunities
- plan and demonstrate distinctive business activities
- acknowledge customer- and user-friendly approaches when planning business operations

LII20SVLPR-1009 Think Big - Global Approach to Business: 15 ECTS

AL00BV26 Global Communication in Business: 5 ECTS

Learning outcomes

The student is able to

- identify aspects related to global corporate communication
- understand the communication process in purchasing and sales
- communicate both orally and in writing in different kinds of communication situations
- conduct meetings and negotiations in a global business environment

AL00BV27 Presentation and Public Speaking Skills: 5 ECTS

Learning outcomes

The student is able to

- prepare and deliver business presentations in English
- become aware of different techniques used in presentations
- understand the role cultural aspects play in presentations

AL00BV28 Global Business Opportunities: 5 ECTS

Learning outcomes

The student is able to

- analyse global success stories and identify success factors
- become aware of and understand how a country's culture influences national and individual mode of thinking and behaving
- become aware of cultural differences in global business

LII20SVLPR-1010 Complementary Competence: 75 ECTS

LI00BH92 Workplace Skills: 5 ECTS

Learning outcomes

The student is able to

- assess their own role as well as the role and responsibilities of the personnel in the work community
- work in teams with different people
- develop the work community as well as assess and develop their own workplace skills.

LI00BH93 Manager's Toolkit: 5 ECTS

Learning outcomes

The student is able to

- select and exploit a variety of managerial tools in order to support the development of the team, as well as their own work
- reflect upon their own well-being and boost it
- assess and develop their communication and interpersonal skills.

LI00BH95 Human Resource Management: 5 ECTS

Learning outcomes

The student is able to

- analyse the strategic importance of human resource management
- describe and evaluate a company's human resource functions
- analyse the specific features of human resource management.

LI00BH97 A Healthy and Responsible Organisation: 5 ECTS

Learning outcomes

The student is able to

- look at overall well-being as part of responsible business from the perspective of a company, work community and individuals
- apply the principles of ethical and responsible management in one's own operations, the workplace and the organisation
- ask relevant questions and acquire answers relative to ethical and responsible operation and management.

LI00BI06 Financial Planning and Monitoring: 5 ECTS

Learning outcomes

The student is able to

- create calculations and reports to support operative planning and management
- draw up budgets to support business operations

LI00BI07 Cost Accounting and Pricing: 5 ECTS

Learning outcomes

The student is able to

- use and apply key methods in cost accounting
- price products and services by using cost-based pricing

LI00BI17 Customer Relationship Management: 5 ECTS

Learning outcomes

The student is able to

- explain how customer orientation and related concepts are a key factor in corporate success
- choose and apply methods and tools for customer relationship management
- choose and use IT solutions that are appropriate for the management and development of customer relationships

LI00BI18 Customer Experience: 5 ECTS

Learning outcomes

The student is able to

- describe the framework of customer experience
- find reliable information about established methods and tools that are utilised in customer experience management
- choose appropriate methods for describing and developing customer experience

LI00BI19 Customer Acquisition and Service Encounter: 5 ECTS

Learning outcomes

The student is able to

- explain the role of customer acquisition in the sales process
- describe how customers' feelings can be influenced through interaction
- apply different types of questions appropriately to service encounters

LI00BI20 Brand Building and Launch: 10 ECTS

Learning outcomes

The student is able to

- build a customer-oriented brand
- design a marketing plan for the brand to be launched with its various subareas
- make use of media relations in creating a brand

LI00BI22 Retail Business Models and Marketing: 5 ECTS

Learning outcomes

The student is able to

- demonstrate overall understanding of the retail sector and tasks
- define retail target groups
- demonstrate knowledge of competition methods in retail
- adapt and deliver a retail chain concept and customer proposition
- apply a quality philosophy in retail

LI00BI23 Departmental HR and Sales Management: 5 ECTS

Learning outcomes

The student is able to

- use retail HR management tools at the department level
- interpret retail business indicators at the department level

LI00BI24 Retail Business Indicators and Management: 5 ECTS

Learning outcomes

The student is able to

- plan retail business operations and finances at the department level
- demonstrate entrepreneurial skills in retail

LI00BI25 Transport and Forwarding: 5 ECTS

Learning outcomes

The student is able to

- evaluate the advantages and disadvantages of different modes of transport

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- describe the duties of a forwarder and the relations between the forwarding company and the client
 - manage the most common import and export duties and explicate different kinds of forwarding documents

LI00BI31 Procurement Management and Development: 10 ECTS

Learning outcomes

The student is able to

- describe the significance of procurement for organisational competitiveness
- use procurement development tools
- protect themselves against legal risks
- communicate in negotiation situations and roles

LI00BI32 Public Contracts: 5 ECTS

Learning outcomes

The student is able to

- describe the objectives and main principles of public contract regulations
- describe the content in procurement regulations and the phases of procurement process in national as well as EU contracts exceeding the threshold value
- act in public procurement tendering of over or under the threshold value both as a buyer and a bidder

AL00CC36 Advanced Excel and office tools: 5 ECTS

Learning outcomes

The student is able to

- utilize Excel and office applications in a versatile and efficient way for practical work tasks and problem solving
- develop functional tools for everyday routines and analyze the efficiency and maintainability of different solutions
- make integrated use of Excel and office applications for reporting and visual presentations

AL00CC11 Expert in the Insurance Sector: 5 ECTS

Learning outcomes

The student is able to

- define the factors affecting the insurance business
- choose the insurance portfolio based on a customer's needs
- act in different kinds of customer encounters

LII20SVLPR-1004 Practical Training: 30 ECTS

HA00BU36 Practical Training 1: 10 ECTS

Learning outcomes

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence into the work done in practical training

HA00BU37 Practical Training 2: 10 ECTS

Learning outcomes

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence into the work done in practical training

HA00BU38 Practical Training 3: 10 ECTS

Learning outcomes

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence into the work done in practical training

LII20SVLPR-1005 Thesis: 15 ECTS

AO00BU39 Thesis Planning: 5 ECTS

Learning outcomes

The student is able to:

- describe the objectives and core contents of their thesis
- plan and describe the stages of the thesis process
- take into account the possible research permit and copyright issues.

AO00BU40 Thesis Project: 5 ECTS

Learning outcomes

The student is able to:

- implement the thesis on the basis of an approved thesis plan.

AO00BU41 Thesis Report: 5 ECTS

Learning outcomes

The student is able to:

- present the results or output of their thesis
- report on their thesis in writing in accordance with the thesis guidelines of LAB University of Applied Sciences
- write a maturity test.