

Curriculum at LAB University of Applied Sciences 2020-2021

Bachelor of Business Administration, full-time studies, Lahti

Code	Name	1 y	2 y	3 y	4 y	ECTS total
LII20SLTI-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
LII20SLTI-1002 Professional Core Competence						75
LII20SLTI-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
LII20SLTI-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
LII20SLTI-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
LII20SLTI-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
LII20SLTI-1003 Complementary Competence						75
LII20SLTI-1012 Management and operation of the workplace						15
LI00BH92	Workplace Skills					0

LI00BH93	Manager's Toolkit					0
LI00BH94	Employment Regulations					0
LI20SLTI-1013 People – the makers of success						15
LI00BH95	Human Resource Management		5			5
LI00BH96	Diversity as an Organisational Asset		5			5
LI00BH97	A Healthy and Responsible Organisation		5			5
LI20SLTI-1014 Strategic management						15
LI00BH98	Management Trends			5		5
LI00BH99	Strategic management			10		10
LI20SLTI-1015 Good practices in financial reporting						15
LI00BI00	Bookkeeping and Balancing the Books					0
LI00BI01	Preparing Annual Financial Statements		5			5
LI00BI02	Financial Statement Analysis and Auditing		5			5
LI20SLTI-1016 Taxation and financial statement planning						15
LI00BI03	Value-added Taxation		5			5
LI00BI04	Corporate Taxation and Financial Statement Planning		5			5
LI00BI05	Payroll Accounting and Personal Taxation			5		5
LI20SLTI-1017 Management accounting						15
LI00BI06	Financial Planning and Monitoring			5		5
LI00BI07	Cost Accounting and Pricing			5		5
LI00BI08	Accounting to Support Business Decisions			5		5
LI20SLTI-1018 Financing and investment activities						15
LI00BI09	Financial Markets		5			5
LI00BI10	Savings and Investments			5		5
LI00BI11	Managing Funding Risks			5		5
LI20SLTI-1011 Building and launching a brand						15
LI00BI20	Brand Building and Launch					0
LI00BI21	Production of Communication Material					0
LI20SLTI-1020 Digital Marketing						15
LI00BI15	Digital Marketing		15			15
LI20SLTI-1021 SME's digital marketing						15
LI00BR25	SME's digital marketing		15			15
LI20SLTI-1022 Customer Relationship and Sales Management						15
LI00BI17	Customer Relationship Management		5			5
LI00BI18	Customer Experience		5			5
LI00BI19	Customer Acquisition and Service Encounter		5			5
LI20SLTI-1023 Retail chain management						15
LI00BI22	Retail Business Models and Marketing			5		5
LI00BI23	Departmental HR and Sales Management			5		5
LI00BI24	Retail Business Indicators and Management			5		5

LII20SLTI-1047	Individual courses, which are not included in any of the modules						0
AL00CC11	Expert in the Insurance Sector						0
AL00CC36	Advanced Excel and office tools						0
LA00BR31	Working in a Project - DuuniExpo						0
AY00CC26	LAB@key						0
LII20SLTI-1004	Practical Training						30
HA00BU36	Practical Training 1			10			10
HA00BU37	Practical Training 2			10			10
HA00BU38	Practical Training 3			10			10
LII20SLTI-1005	Thesis						15
AO00BU39	Thesis Planning				5		5
AO00BU40	Thesis Project				5		5
AO00BU41	Thesis Report				5		5

LII20SLTI-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.

LII20SLTI-1002 Professional Core Competence: 75 ECTS

LII20SLTI-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

LII20SLTI-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

LII20SLTI-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

LII20SLTI-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

LII20SLTI-1003 Complementary Competence: 75 ECTS

LII20SLTI-1012 Management and operation of the workplace: 15 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.

LI00BH94 Employment Regulations: 5 ECTS

Learning outcomes

The student is able to

- explain the objectives of labour regulation and their practical significance, particularly from the viewpoint of managerial operations
- describe the main labour laws
- manage employment relationships.

LII20SLTI-1013 People – the makers of success: 15 ECTS

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.

LI00BH96 Diversity as an Organisational Asset: 5 ECTS**Learning outcomes**

The student is able to

- look at diversity and equality from the perspective of management, operations planning and workplace practices
- obtain information about the organisation to determine its diversity and the need thereof, as well as generally take advantage of diversity as an organisational resource
- apply different concepts and practices related to the management of diversity in human resource management in an international context.

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.

LI20SLTI-1014 Strategic management: 15 ECTS**LI00BH98 Management Trends: 5 ECTS****Learning outcomes**

The student is able to

- critically examine trends in a variety of leadership and management theories, including virtual management, distance and multilocality management, shared management, enabling leadership
- develop their own leadership thinking
- approach management and leadership from different perspectives.

LI00BH99 Strategic management: 10 ECTS**Learning outcomes**

The student is able to

- justify the role of the mission, vision and strategy in the planning of an organisation's activities
- generally analyse and predict a company's operations and business environment
- draw up, based on analyses, a concrete annual work plan for the company, including interim plans and budgeting

LII20SLTI-1015 Good practices in financial reporting: 15 ECTS**LI00BI00 Bookkeeping and Balancing the Books: 5 ECTS****Learning outcomes**

The student is able to

- record different kinds of accounting events such as discounts, freight costs, credit losses and salaries
- target costs and income at different accounting periods
- use computerised accounting for bookkeeping and preparing financial statements

LI00BI01 Preparing Annual Financial Statements: 5 ECTS**Learning outcomes**

The student is able to

- prepare a limited company's annual financial statements according to legislation
- monitor a housing company's and an association's finances and prepare their annual financial statements

LI00BI02 Financial Statement Analysis and Auditing: 5 ECTS**Learning outcomes**

The student is able to

- draw up a financial statement analysis by using different kinds of analysis methods
- describe the key regulations related to auditing
- draw up auditing reports

LII20SLTI-1016 Taxation and financial statement planning: 15 ECTS**LI00BI03 Value-added Taxation: 5 ECTS****Learning outcomes**

The student is able to

- describe the central decrees in value-added taxation
- solve issues related to value-added taxation in both domestic and international trade and post such entries to a company's books
- fill in official value-added taxation forms

LI00BI04 Corporate Taxation and Financial Statement Planning: 5 ECTS**Learning outcomes**

The student is able to

- calculate a company's income tax and shareholder taxes
- describe the basic principles of corporate taxation
- plan a company's financial statements from a taxation perspective

LI00BI05 Payroll Accounting and Personal Taxation: 5 ECTS**Learning outcomes**

The student is able to

- calculate net salaries in practical real-life situations
- explain the norms related to personal taxation
- solve judicial problems related to personal taxation

LII20SLTI-1017 Management accounting: 15 ECTS**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

LI00BI08 Accounting to Support Business Decisions: 5 ECTS**Learning outcomes**

The student is able to

- utilise accounting information in planning and monitoring business activities
- use strategic management tools in business planning and decision making

LII20SLTI-1018 Financing and investment activities: 15 ECTS**LI00BI09 Financial Markets: 5 ECTS****Learning outcomes**

The student is able to

- look for financing from financial markets to fund a company's operations
- estimate the needed amount of capital
- describe the key banking and financing norms

LI00BI10 Savings and Investments: 5 ECTS**Learning outcomes**

The student is able to

- do fundamental analysis of stocks
- evaluate risk and return of a stock portfolio
- assess the risks and return in other asset classes such as fixed income instruments

LI00BI11 Managing Funding Risks: 5 ECTS

Learning outcomes

The student is able to

- plan a company's capital structure and cash management
- draw up investment calculations
- hedge against exchange rate movements and interest rate risks

LII20SLTI-1011 Building and launching a brand: 15 ECTS

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

LI00BI21 Production of Communication Material: 5 ECTS

Learning outcomes

The student is able to

- use image processing software
- produce completed material, both printed and digital, for a company or organisation with the help of Photoshop or InDesign image processing programme
- produce material for electronic publishing
- explain the role and possibilities of communication in an organisation's operations

LII20SLTI-1020 Digital Marketing: 15 ECTS

LI00BI15 Digital Marketing: 15 ECTS

Learning outcomes

The student is able to

- explain the role of the digital marketing strategies of successful businesses
- recognise the features of different channels/platforms related to a company's objectives
- create an effective, target-group oriented marketing plan for engaging digital customers
- apply social media as strategic and tactical tool for various marketing purposes
- design active content and marketing communication material according to an integrative marketing strategy
- utilise various analytical tools
- develop web content using basics of search engine optimisation

- appreciate the juridical aspects of digital marketing

LI20SLTI-1021 SME's digital marketing: 15 ECTS

LI00BR25 SME's digital marketing: 15 ECTS

Learning outcomes

The student is be able to

- explain the role of digital marketing strategies in successful businesses
- recognise the key features of the different channels/platforms related to a company's objectives
- create an effective, target-group oriented digital marketing plan for engaging customers
- apply social media as a strategic and tactical tool for various marketing purposes
- design content and marketing communication material according to an integrative marketing strategy
- utilise various analytical tools
- develop web content using the basics of search engine optimisation
- appreciate the legal aspects of digital marketing

LI20SLTI-1022 Customer Relationship and Sales Management: 15 ECTS

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

LII20SLTI-1023 Retail chain management: 15 ECTS**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

LII20SLTI-1047 Individual courses, which are not included in any of the modules: 0 ECTS**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

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

LA00BR31 Working in a Project - DuuniExpo: 5 ECTS

Learning outcomes

For 1.-2. year students learning outcomes for early study phase are applied, and for 3.-4. year students learning outcomes for the graduation phase.

Early-skill stage/learning outcomes:

The student is able to:

- use the concepts related to the project topic and theme and shows familiar with the paternity-related project data base
- describe the rationale, needs and criteria for project activities
- work in projects in accordance with the administration
- apply professional methods and working practices related to the project topic
- operate safely, ethically and customer-oriented project
- action required by the project in interactive situations
- operate safely, ethically and customer-oriented project

Graduation competence/learning outcomes:

The student is able to:

- use the concepts related to the project in a coherent and justify their actions on the basis of the knowledge base
- find starting points, needs and criteria for project activities
- to act purposefully, to assess the activity and make suggestions for improvement
- applied to the project a variety of different techniques, methods and ways of working
- operate safely, ethically and customer-oriented
- to act responsibly and in a target group and as otherwise required by the project in interactive situations

AY00CC26 LAB@key: 1 ECTS

Learning outcomes

Student is able to

- use diverse digital tools and learning environments
- evaluate own professional development

LII20SLTI-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 in 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

LII20SLTI-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.