

Curriculum at LAB University of Applied Sciences  
2021-2022

**Bachelor of Business Administration, International Business  
21S, full-time studies, Lappeenranta**

Code	Name	1 y	2 y	3 y	4 y	ECTS total
<b>IB21SLPR-1001</b>	<b>Core Competences</b>					<b>15</b>
AY00CE71	Developing Professional Competences 1	3				3
AY00CE72	Developing Professional Competences 2		1			1
AY00CE73	Developing Professional Competences 3			1		1
A300CJ89	Orientation to Sustainability Thinking	2				2
KE00CE74	Intercultural Awareness	3				3
KE00CE75	English for Professional Communication	5				5
<b>IB21SLPR-1002</b>	<b>Professional Core Competences</b>					<b>75</b>
<b>IB21SLPR-1003</b>	<b>TRANSFERABLE COMPETENCES</b>					<b>35</b>
K200CE69	Finnish 1	3				3
K200CE70	Finnish 2	3				3
KR00BU42	Swedish for work, spoken	1				1
KR00BU43	Swedish for work, written	1				1
KS00BT59	Expert Communication Skills	4				4
AL00CE26	Anticipating Future Trends and Innovation Management		5			5
AL00CE27	Research and Development		5			5
AL00CE28	Project Management and Project work		5			5
AL00CE29	Digital Tools	5				5
AL00CE30	Presentation and Promotion Skills	5				5
AL00CE31	Business Mathematics	5				5
<b>IB21SLPR-1004</b>	<b>FUNDAMENTALS OF INTERNATIONAL BUSINESS</b>					<b>40</b>
AL00CE32	Economics	3				3
AL00CE33	International Business Law	4				4
AL00CE34	Global Business Environment and Opportunities	4				4
AL00CE35	Profitability and Budgeting	5				5
AL00CE36	Financial Accounting		5			5
AL00CE37	Customer Relations and Marketing	5				5
AL00CE38	Management and Leadership		5			5
AL00CE39	Logistics and Supply Chain Management	5				5

AL00CE40	Entrepreneurship, Transforming Innovations into Sustainable Business				4				4
<b>IB21SLPR-1008</b>	<b>Complementary Competences</b>								<b>75</b>
<b>IB21SLPR-1009</b>	<b>Financial Management</b>								<b>20</b>
AL00CJ19	Cost accounting and pricing								0
AL00CJ20	Business Intelligence and Reporting								0
AL00CJ21	Finance and Investments								0
AL00CJ22	Wealth Management								0
<b>IB21SLPR-1010</b>	<b>Automation and analytics</b>								<b>0</b>
AL00CJ23	RPA and AI								0
AL00CJ24	Data management and data platforms								0
AL00CJ25	Data analytics and machine learning								0
<b>IB21SLPR-1011</b>	<b>Management and Leadership</b>								<b>0</b>
AL00CJ27	Startup Kit								0
AL00CJ28	Business Competition, International Business Strategy								0
AL00CJ29	Management in Complex Environment								0
AL00CJ40	Value Networks								0
AL00CJ41	Strategic management and performance measurement								0
AL00CJ42	Utilizing strategic thinking in global business simulation								0
AL00CL48	Leading Individuals and Teams								0
AL00CL49	Human Resource Management								0
<b>IB21SLPR-1012</b>	<b>Marketing</b>								<b>0</b>
AL00CJ35	Digital Marketing								0
AL00CJ36	E-Commerce								0
AL00CJ37	Growth Marketing								0
AL00CJ38	Content Creation								0
AL00CJ39	Customer Experience Development								0
AL00CJ43	Sustainable Marketing								0
<b>IB21SLTI-1005-IB21SLPR-1005-CATEGORY-1000</b>	<b>International Business Operations</b>								<b>0</b>
AL00CJ44	International Economics								0
AL00CJ45	Internationalisation Process								0
AL00CJ46	International Marketing								0
<b>IB21SLPR-1013</b>	<b>Supply Chain Management</b>								<b>0</b>
<b>IB21SLPR-1014</b>	<b>Sustainable Supply Chain</b>								<b>10</b>
AL00CJ17	Sustainable Supply Chain Management								0
AL00CJ18	Logistics in Circular Economy								0
<b>IB21SLPR-1017</b>	<b>Business Development and Innovation</b>								<b>0</b>

AL00CI80	Service Design					0
AL00CI81	Innovation Methods and Processes in Practice					0
AL00CI82	Strategic Innovation Management					0
AL00CI83	Sustainable Innovation Ecosystems in Circular Economy					0
<b>IB21SLPR-1006</b>	<b>Practical Training</b>					<b>30</b>
HA00CE59	Practical Training			10		10
HA00CE60	Practical Training 2			10		10
HA00CE61	Practical Training 3			10		10
<b>IB21SLPR-1007</b>	<b>Thesis</b>					<b>15</b>
AO00CE62	Thesis planning				5	5
AO00CE63	Thesis research and writing				5	5
AO00CE64	Thesis publication				5	5

## **IB21SLPR-1001 Core Competences: 15 ECTS**

### **AY00CE71 Developing Professional Competences 1: 3 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

### **AY00CE72 Developing Professional Competences 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

### **AY00CE73 Developing Professional Competences 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

### **A300CJ89 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

### **KE00CE74 Intercultural Awareness: 3 ECTS**

#### **Learning outcomes**

Students are able to

- understand cultural similarities and differences
- work effectively with international partners
- analyze business and work life cultures including Finland using different cultural frameworks
- understand culture adaptation and adjustment.

### **KE00CE75 English for Professional Communication: 5 ECTS**

#### **Learning outcomes**

A student is able to

- identify the characteristics of academic texts and to apply academic conventions to their writing
- demonstrate critical thinking and find, evaluate and use information effectively
- communicate clearly and effectively in different generic and field-specific workplace situations both orally and in writing
- function collaboratively in contemporary working environments in English.

### **IB21SLPR-1002 Professional Core Competences: 75 ECTS**

### **IB21SLPR-1003 : 35 ECTS**

### **K200CE69 Finnish 1: 3 ECTS**

#### **Learning outcomes**

The student is able to

- identify and use the course vocabulary and phrases for common everyday situations
- tell about oneself and understand basic questions
- read and write simple sentences related to the course topics.

## **K200CE70 Finnish 2: 3 ECTS**

### **Learning outcomes**

The student is able to

- communicate in most common everyday situations
- understand slowly and clearly spoken Finnish when the topic and the vocabulary are familiar
- understand and write a simple message or text
- use the basic vocabulary and some grammatical structures of Finnish.

## **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.

## **AL00CE26 Anticipating Future Trends and Innovation Management: 5 ECTS**

### **Learning outcomes**

Student is able:

- link foresight and innovation into the strategic management of an organization in a changing operating environment

- search, structure, create and utilize foresight information
- innovate and create new solutions with agile development methods

### **AL00CE27 Research and Development: 5 ECTS**

### **AL00CE28 Project Management and Project work: 5 ECTS**

### **AL00CE29 Digital Tools: 5 ECTS**

#### **Learning outcomes**

The student is able to

- utilise essential office applications in their studies
- utilise cloud services as part of team work
- function in an online learning environment

### **AL00CE30 Presentation and Promotion Skills: 5 ECTS**

#### **Learning outcomes**

A student is able to

- prepare materials for and deliver presentations confidently and effectively in front of an audience
- perform in other public speaking situations at work
- promote business and personal brands
- manage personal branding and networking through various media.

### **AL00CE31 Business Mathematics: 4 ECTS**

#### **Learning outcomes**

Student is able to

- understand common mathematical methods used in real business life and when to use them.
- practice critical thinking and handles the problem solving skills.
- find and utilise up to date information.
- find confidence by gaining routine of calculation.

### **IB21SLPR-1004 : 40 ECTS**

### **AL00CE32 Economics: 3 ECTS**

#### **Learning outcomes**

The student is able to

- describe the basic concepts of micro- and macroeconomics
- recognise the causes and effects for internal balance problems in economy
- understand the special features of labour market
- describe the reasons and consequences of economic fluctuations and the central channels of influence in economic policy
- understand the basic functions of foreign exchange market

### **AL00CE33 International Business Law: 4 ECTS**

#### **Learning outcomes**

The student is able to

- structure the legal regulations in the international business

### **AL00CE34 Global Business Environment and Opportunities: 4 ECTS**

#### **Learning outcomes**

Understanding the changing global business environment and its effects on international business operations and trade.

After completing the course student is able

- to explain the concepts of internationalization and globalization
- to identify and describe features of global business
- to analyse and interpret the changing global business environment and economics as well as their effects on business

### **AL00CE35 Profitability and Budgeting: 5 ECTS**

#### **Learning outcomes**

The student is able to

- produce cost-volume-profit analyses
- identify cost drivers and apply cost data in price setting
- draw up budgets and define the budgeting process

### **AL00CE36 Financial Accounting: 5 ECTS**

#### **Learning outcomes**

The student is able to

- record business transactions into bookkeeping in a small company and draw up its profit/loss account and balance sheet
- calculate the amount of VAT payables
- analyze company's profitability, solidity and liquidity through financial ratios

### **AL00CE37 Customer Relations and Marketing: 5 ECTS**

### **AL00CE38 Management and Leadership: 5 ECTS**

### **AL00CE39 Logistics and Supply Chain Management: 5 ECTS**

#### **Learning outcomes**

Student is able to

- use basic concepts of logistics and supply chain management.
- the principles of value chain formation.
- identify the impact of logistics and supply chains on the company's profitability and

competitiveness.

- describe the importance of customer orientation and stakeholder cooperation throughout the supply chain.

## **AL00CE40 Entrepreneurship, Transforming Innovations into Sustainable Business: 4 ECTS**

## **IB21SLPR-1008 Complementary Competences: 75 ECTS**

## **IB21SLPR-1009 Financial Management: 20 ECTS**

## **AL00CJ19 Cost accounting and pricing: 5 ECTS**

### **Learning outcomes**

The student is able to

- classify cost and utilize cost accounting methods
- understand the benefits of different pricing methods and utilize cost data in pricing products and services
- provide cost and profitability analyses for management decision making

## **AL00CJ20 Business Intelligence and Reporting: 5 ECTS**

### **Learning outcomes**

The student is able to

- describe business intelligence (BI) concepts and current BI tools and software.
- familiarize yourself with the requirements and analysis methods of a data analyst.
- utilize data visualization and analysis tools

## **AL00CJ21 Finance and Investments: 5 ECTS**

### **Learning outcomes**

The student is able to

- find sources of finance for a company
- manage working capital and company's capital structure
- hedge against financial risks
- draw up financial forecasts
- apply investment appraisal methods when making decisions

## **AL00CJ22 Wealth Management: 5 ECTS**

### **Learning outcomes**

The student is able to

- describe the risk and return characteristics of different asset classes such as equities, fixed income, real estate, and commodities.
- understand the basic concepts of portfolio management including strategic and tactical asset allocation as well as the effect of diversification on risk and return.



- draft an investment policy statement based on risk tolerance, long-term return objective and liquidity requirements.

## **IB21SLPR-1010 : 0 ECTS**

## **AL00CJ23 RPA and AI: 5 ECTS**

### **Learning outcomes**

The student is able to

- understand RPA and AI concepts, and its value proposition
- is able to identify potential automation examples and draw up a plan for an implementation
- use RPA and AI tools

## **AL00CJ24 Data management and data platforms: 5 ECTS**

### **Learning outcomes**

The student is able to

- find solutions to business data management, data storages and data sharing in various platforms
- work in the process to model an Entity Relationship diagram
- use data management system services and understands their purpose of use
- master relational database concepts and design
- use basic Structural Query Language, SQL commands
- create a simple relational database based on specified requirements

## **AL00CJ25 Data analytics and machine learning: 5 ECTS**

### **Learning outcomes**

The student is able to

- assess the relevance and accuracy of the data
- identify the possibilities of utilizing data analytics and machine learning in business
- utilize methods and tools of predictive analytics and machine learning in forecasting

## **IB21SLPR-1011 : 0 ECTS**

## **AL00CJ27 Startup Kit: 5 ECTS**

## **AL00CJ28 Business Competition, International Business Strategy: 5 ECTS**

## **AL00CJ29 Management in Complex Environment: 5 ECTS**

## **AL00CJ40 Value Networks: 5 ECTS**

### **Learning outcomes**

Student is able to

- recognize the aspect of business development and value creation within networks and clusters

- understand the importance of networking in business development
- describe theoretical and case-related perspectives of networking

**AL00CJ41 Strategic management and performance measurement: 5 ECTS**

**AL00CJ42 Utilizing strategic thinking in global business simulation: 5 ECTS**

**AL00CL48 Leading Individuals and Teams: 5 ECTS**

**AL00CL49 Human Resource Management: 5 ECTS**

**IB21SLPR-1012 : 0 ECTS**

**AL00CJ35 Digital Marketing: 10 ECTS**

**AL00CJ36 E-Commerce: 5 ECTS**

**AL00CJ37 Growth Marketing: 5 ECTS**

**AL00CJ38 Content Creation: 5 ECTS**

**AL00CJ39 Customer Experience Development: 5 ECTS**

**AL00CJ43 Sustainable Marketing: 5 ECTS**

**IB21SLTI-1005-IB21SLPR-1005-CATEGORY-1000 International Business Operations: 0 ECTS**

**AL00CJ44 International Economics: 5 ECTS**

**Learning outcomes**

The student is able to

- analyse different aspects of free trade and protectionism
- explain the different tools of protectionism
- recognise the different levels of economic integration
- describe the basic mechanism of foreign exchange market
- explain the problems of developing countries in the world market

**AL00CJ45 Internationalisation Process: 5 ECTS**

**Learning outcomes**

The student is able to

- acquire an understanding of how to evaluate a firm's readiness to internationalise and create

international competitiveness

- acquire an understanding of market selection process and entry mode options
- develop skills to use decision-oriented framework when evaluating and choosing between different strategic options

**AL00CJ46 International Marketing: 5 ECTS**

**IB21SLPR-1013 Supply Chain Management: 0 ECTS**

**IB21SLPR-1014 Sustainable Supply Chain: 10 ECTS**

**AL00CJ17 Sustainable Supply Chain Management: 5 ECTS**

**AL00CJ18 Logistics in Circular Economy: 5 ECTS**

**Learning outcomes**

Student is able to

- to provide an overview of the main concepts of circular economy
- to integrate logistics in the arena of circular economy and innovations
- to determine the value of the circular economy through reverse logistics
- to identify the potential of digitalization in circular economy

**IB21SLPR-1017 : 0 ECTS**

**AL00CI80 Service Design: 5 ECTS**

**AL00CI81 Innovation Methods and Processes in Practice: 5 ECTS**

**Learning outcomes**

Student is able to

- recognize the stages of innovation process
- observe and recognize development needs of organizations or processes
- apply multiple innovation process methods and innovation tools in real business cases
- experience step-by-step innovation process and experiment innovation methods as well as working in development team in practise

**AL00CI82 Strategic Innovation Management: 5 ECTS**

**Learning outcomes**

Student is able to

- know how to link future foresight to company's strategic management
- encourage creativity and innovation capability and capacity on all levels of organization
- recognizes strategic aspects to innovation and value creation

## **AL00CI83 Sustainable Innovation Ecosystems in Circular Economy: 5 ECTS**

### **Learning outcomes**

Student is able to

- recognize and explain the concept of circular economy ecosystem
- describe and define a particular ecosystem
- understand and analyse the innovation potential in a real case ecosystem
- create an argued solution to the case topic
- work in a multidisciplinary case context

## **IB21SLPR-1006 Practical Training: 30 ECTS**

### **HA00CE59 Practical Training: 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

### **HA00CE60 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 in the work done in practical training

### **HA00CE61 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 in the work done in practical training

## **IB21SLPR-1007 Thesis: 15 ECTS**

### **AO00CE62 Thesis planning: 5 ECTS**

#### **Learning outcomes**

The student can

- 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.

### **AO00CE63 Thesis research and writing: 5 ECTS**

#### **Learning outcomes**

The student can

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

### **AO00CE64 Thesis publication: 5 ECTS**

#### **Learning outcomes**

The student can

- 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.