

Curriculum at LAB University of Applied Sciences 2024-2025

Bachelor of Business Administration 24S, full-time studies, Lappeenranta

Code	Name	1 y	2 y	3 y	4 y	ECTS total
LLPRLII24S-1001 CORE COMPETENCE						184
LLPRLII24S-1002 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
LLPRLII24S-1003 Professional Core Competence						80
LLPRLII24S-1031 Professional Core Competence						36
AL00CD61	Customer Relations and Marketing	5				5
AL00CD75	Digital Tools	5				5
AL00CD62	Logistics and Supply Chain Management	5				5
AL00CD64	Financial Accounting	5				5
A100CF98	Economics	3				3
AL00CD66	Business Mathematics	4				4
AL00CD70	Business Law	4				4
AL00CY20	The foundations of commercialization	5				5
LLPRLII24S-1032 Professional Core Competence of Study Paths						44
LLPRLII24S-1033 Intelligent Financial Accounting						44
AL00CY19	English for Accounting		5			5
AL00CD76	Managerial Work and Self-Management			5		5
AL00CD79	Labour Law and Payroll		5			5
AL00CD67	Profitability and Budgeting	5				5
AL00CX37	Bookkeeping	5				5
AL00CD71	Research and Development			5		5
AL00CD68	Anticipating Future Trends and Innovation Process		5			5
AL00CD58	Project Management and Project Work		5			5
AL00CD69	Entrepreneurship, Transforming Innovations into Sustainable Business			4		4

LLPRLII24S-1036 Commercialization						43
AL00CD73	Meetings and Presentations	4				4
AL00CD72	Professional Reading	3				3
AL00CD74	Business Writing		3			3
AL00CD76	Managerial Work and Self-Management			5		5
AL00CD67	Profitability and Budgeting		5			5
AL00CD71	Research and Development			5		5
AL00CD68	Anticipating Future Trends and Innovation Process		5			5
AL00CD58	Project Management and Project Work		5			5
AL00CD69	Entrepreneurship, Transforming Innovations into Sustainable Business			4		4
AL00CE34	Global Business Environment and Opportunities	4				4
LLPRLII24S-1037 Marketing, Team Learning						39
AL00CG47	Launching of teamwork		5			5
AL00CD73	Meetings and Presentations	4				4
AL00CD72	Professional Reading	3				3
AL00CD74	Business Writing		3			3
AL00CD82	Methods of teamlearning	5				5
AL00CG54	Organizing teamwork		5			5
AL00CG48	Building professional competence			3		3
AL00CG49	Growing to expertize			5		5
AL00CG50	Preparing for working life				3	3
AL00CG53	Innovations challenge		2	1		3
LLPRLII24S-1008 Practical Training						30
HA00CD56	Practical Training	2	4	4		10
HA00BU37	Practical Training 2		4	4	2	10
HA00BU38	Practical Training 3		4	4	2	10
LLPRLII24S-1009 Thesis						15
AO00BU39	Thesis Planning			5		5
AO00BU40	Thesis Project			5		5
AO00BU41	Thesis Report			2,5	2,5	5
LLPRLII24S-1010 COMPLEMENTARY COMPETENCE						75
LLPRLII24S-1039 Intelligent Financial Accounting						75
LLPRLII24S-1040 Good Accounting Practice						20
AL00CI85	Financial management processes and systems		5			5
AL00CJ66	Financial statement analysis			5		5
AL00CX36	Planning the financial statements		5			5
LLPRLII24S-1041 Management Accounting						20
AL00CI88	Cost Accounting and Pricing		5			5
AL00CI89	BI, analytics and reporting		5			5
AL00CC36	Advanced Excel and office tools	5				5
AL00CL91	Utilizing Strategic Thinking in Global Business Simulation			5		5

LLPRLII24S-1042 Financial Markets					20
AL00CI91	Corporate Finance	5			5
AL00CI92	Investment		5		5
AL00CI93	Investments and Financial Planning		5		5
AL00CC11	Expert in the Insurance Sector				0
LLPRLII24S-1043 Taxation					15
AL00CI94	Personal taxation	5			5
AL00CI95	Value added taxation in practice		5		5
AL00CJ69	Corporate taxation		5		5
LLPRLII24S-1044 Audit					10
AL00CJ70	Audit in practice			5	5
AL00CJ71	Internal audit and control			5	5
LLPRLII24S-1045 Financial Accounting					20
AL00CJ72	Financial statements of other entities			5	5
AL00CJ73	Consolidated Financial Statements and International Accounting Standards			5	5
AL00CJ74	Special Issues of Limited Liability Company and Mergers		5		5
AL00CJ75	Specific Payroll Issues and Applications		5		5
LLPRLII24S-1046 Business Intelligence					15
AL00CJ77	Data Management and Data Platforms			5	5
AL00CJ78	Data Analytics			5	5
AL00CX16	Process Mining, RPA and AI				0
LLPRLII24S-1047 Commercialization					75
LLPRLII24S-1048 From dreams to firestone					15
AL00CI64	Brand Building				0
AL00DA53	Artificial intelligence as a development tool				0
AL00DA54	Market research and customer understanding				0
LLPRLII24S-1049 The revolution of smart design					15
AL00CI80	Service Design				0
AL00CI81	Innovation Methods and Processes in Practice				0
AL00CI82	Strategic Innovation Management				0
LLPRLII24S-1050 Preparing the product for market					15
AL00DA55	Getting a product ready for sale				0
AL00CI65	Marketing Psychology				0
AL00DA58	Modeling and piloting				0
LLPRLII24S-1067 Market conquest					15
AL00CI88	Cost Accounting and Pricing				0
AL00DA57	Intellectual Property Rights				0
AL00DA56	Contract Law				0
LLPRLII24S-1051 Marketing, Team Learning					60
LLPRLII24S-1052 Professional themes, 5-15 ect / themes					30
AL00CL57	Knowing the Customer and Business Environment 1		5		5

AL00CL58	Knowing the Customer and Business Environment 2			5		5
AL00CL59	Knowing the Customer and Business Environment 3				5	5
AL00CL60	Innovation, Productization and Branding 1		5			5
AL00CL61	Innovation, Productization and Branding 2			5		5
AL00CL62	Innovation, Productization and Branding 3				5	5
AL00CL63	Creating Profitable Customer Relationships 1		5			5
AL00CL64	Creating Profitable Customer Relationships 2			5		5
AL00CL65	Creating Profitable Customer Relationships 3				5	5
AL00CL66	Management, leadership and entrepreneurship 1		5			5
AL00CL67	Management, leadership and entrepreneurship 2			5		5
AL00CL68	Management, leadership and entrepreneurship 3				5	5
LLPRLII24S-1053 Projects						30
AL00CL69	Marketing projects 1		10			10
AL00CL70	Marketing projects 2		3,5	6,5		10
AL00CL71	Marketing projects 3			6,5	3,5	10
LLPRLII24S-1054 Other studies in LAB (i.e. Language and communication)						0
LLPRLII24S-1055 Other University Level Studies						0
LLPRLII24S-1056 Exchange studies						0
LLPRLII24S-1057 LAB vahvuusalueiden tarjonta						0
LLPRLII24S-1058 Design						15
LLPRLII24S-1060 Wellbeing						15
LLPRLII24S-1062 Innovations						15
LLPRLII24S-1065 Circular Economy						15

LLPRLII24S-1001 CORE COMPETENCE: 184 ECTS

LLPRLII24S-1002 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.

LLPRLII24S-1003 Professional Core Competence: 80 ECTS

LLPRLII24S-1031 Professional Core Competence: 36 ECTS

AL00CD61 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

AL00CD75 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

AL00CD62 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.

AL00CD64 Financial 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

A100CF98 Economics: 3 ECTS

Learning outcomes

By the end of the course, students will be able to describe the principles of modern market economy. Students will be able to explain the basic concepts of microeconomics and macroeconomics and can apply models of consumer, firm, markets and economy in simple situations. In addition, students can analyze the role and consequences of monetary and fiscal policy.

Evaluation criterias

Level 1

Grade 0-5, evaluation 0-100 points, Moodle exam 100%

AL00CD66 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.

AL00CD70 Business Law: 4 ECTS

Learning outcomes

The student is able to:

- Describe the fundamental aspects of the Finnish legal system, legal entities and legal relationships
- Use legal sources and search engines
- Take into account the main legal risks and opportunities in business planning

AL00CY20 The foundations of commercialization: 5 ECTS

Learning outcomes

The student is able to:

- identify and understand the key stages and factors in the commercialization of a product or service.
- assess the market potential of a product or service and identify target groups.
- create a strategic plan for commercializing a product or service, including marketing and sales strategies.
- understand the risks and legal aspects related to commercialization, such as patents and copyrights.

- apply various business models and identify their suitability for different products and services.

LLPRLII24S-1032 Professional Core Competence of Study Paths: 44 ECTS

LLPRLII24S-1033 Intelligent Financial Accounting: 44 ECTS

AL00CY19 English for Accounting: 5 ECTS

Learning outcomes

Proficiency level: B2

The student is able to

- interpret and analyse authentic professional texts in English
- identify the main content points in texts and find information that they need
- adopt and use professional terminology
- use different techniques to enhance reading
- prepare summaries and presentations in English
- communicate with clients.

AL00CD76 Managerial Work and Self-Management: 5 ECTS

Learning outcomes

Students knows:

- key management & leadership models and methods.
- the characteristics of modern management & leadership and the importance of the organization of the work community.
- the diverse field of responsibilities of managers and their own role in it.
- how to build self-management and resilience

AL00CD79 Labour Law and Payroll: 5 ECTS

Learning outcomes

The student is able to

draw up an employment contract and know the significance of a collective agreement in an employment relationship

describe the rights and obligations of the employee and the employer

describe the main features of the Working Hours Act and the Annual Leave Act

apply the norms related to payroll and perform payroll tasks

AL00CD67 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

AL00CX37 Bookkeeping: 5 ECTS

Learning outcomes

The student is able to

- describe the different stages of accounting and manage bookkeeping taking into account the value added tax
- allocate expenses and revenues into accounting periods and understand their significance in the formation of the result
- utilise financial management software in accounting

AL00CD71 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

AL00CD68 Anticipating Future Trends and Innovation Process: 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

AL00CD58 Project Management and Project Work: 5 ECTS

Learning outcomes

Student is able to

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

AL00CD69 Entrepreneurship, Transforming Innovations into Sustainable Business: 4 ECTS

Learning outcomes

Student is able to

- understand entrepreneurship through personal development
- find and utilize different customer oriented business opportunities

- evaluate profitability of business idea
- develop business models

LLPRLII24S-1036 Commercialization: 43 ECTS

AL00CD73 Meetings and Presentations: 4 ECTS

Learning outcomes

The student is able to

- implement meeting practices and produce meeting documents
- communicate fluently in professional conversations, meetings and negotiations
- present convincingly considering the audience

AL00CD72 Professional Reading: 3 ECTS

Learning outcomes

Proficiency level: B2

Students are able to

- comprehend, analyze and summarize authentic professional texts in English
- learn and master strategies for expanding professional vocabulary
- use strategies for effective reading.

AL00CD74 Business Writing: 3 ECTS

Learning outcomes

Proficiency level: B2

The student is able to:

- interpret business transaction documents
- use field-specific business terminology and style of writing
- prepare clear and accurate business messages in correct English
- prepare explicit and effective texts for use within and outside the organization, and to meet the communicative needs.

AL00CD76 Managerial Work and Self-Management: 5 ECTS

Learning outcomes

Students knows:

- key management & leadership models and methods.
- the characteristics of modern management & leadership and the importance of the organization of the work community.
- the diverse field of responsibilities of managers and their own role in it.
- how to build self-management and resilience

AL00CD67 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

AL00CD71 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

AL00CD68 Anticipating Future Trends and Innovation Process: 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

AL00CD58 Project Management and Project Work: 5 ECTS

Learning outcomes

Student is able to

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

AL00CD69 Entrepreneurship, Transforming Innovations into Sustainable Business: 4 ECTS

Learning outcomes

Student is able to

- understand entrepreneurship through personal development
- find and utilize different customer oriented business opportunities
- evaluate profitability of business idea
- develop business models

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

LLPRLII24S-1037 Marketing, Team Learning: 39 ECTS

AL00CG47 Launching of teamwork: 5 ECTS

Learning outcomes

Students are able to:

- independently take responsibility for reading professional literature
- Procure customer projects together with the rest of the team
- student understands the basics of economic planning and monitoring
- to be active in team week ballmates and workouts

AL00CD73 Meetings and Presentations: 4 ECTS

Learning outcomes

The student is able to

- implement meeting practices and produce meeting documents
- communicate fluently in professional conversations, meetings and negotiations
- present convincingly considering the audience

AL00CD72 Professional Reading: 3 ECTS

Learning outcomes

Proficiency level: B2

Students are able to

- comprehend, analyze and summarize authentic professional texts in English
- learn and master strategies for expanding professional vocabulary
- use strategies for effective reading.

AL00CD74 Business Writing: 3 ECTS

Learning outcomes

Proficiency level: B2

The student is able to:

- interpret business transaction documents
- use field-specific business terminology and style of writing
- prepare clear and accurate business messages in correct English
- prepare explicit and effective texts for use within and outside the organization, and to meet the communicative needs.

AL00CD82 Methods of teamlearning: 5 ECTS

Learning outcomes

Students are able to:

- participate in group discussion (dialog) and understand what types of methods are used in team learning
- knows and can use related books and other materials in their own work
- understands the importance of self-management as part of team learning
- can set goals for their activities

AL00CG54 Organizing teamwork: 5 ECTS**Learning outcomes**

Students are able to:

- organise and develop teamwork
- identify personal behaviors
- understand the stages of the team trajectory
- apply personal strengths using team strengths

AL00CG48 Building professional competence: 3 ECTS**Learning outcomes**

Students are able to:

- refine career goals by interest
- to grow professional skills by design
- create a personal career path for post-study

AL00CG49 Growing to expertize: 5 ECTS**Learning outcomes**

Students are able to:

- create professional networks
- understands the importance of professional networks
- apply research methods
- take advantage of the methods in the thesis process

AL00CG50 Preparing for working life: 3 ECTS**Learning outcomes**

Students are able to:

- assess and anticipate future capacity in the transition to work
- detect and patch potential skills deficiencies
- understand the trends and scenarios of the future of the marketing field
- utilize professional networks for post-graduation career

AL00CG53 Innovations challenge: 3 ECTS**Learning outcomes**

Students are able to:

- act at time pressure productively
- create value for the sponsor

-create solutions for businesses through a challenging and time-pressurised mandate

LLPRLII24S-1008 Practical Training: 30 ECTS

HA00CD56 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

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 in 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 in the work done in practical training

LLPRLII24S-1009 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.

LLPRLII24S-1010 COMPLEMENTARY COMPETENCE: 75 ECTS**LLPRLII24S-1039 Intelligent Financial Accounting: 75 ECTS****LLPRLII24S-1040 Good Accounting Practice: 20 ECTS****AL00CI85 Financial management processes and systems: 5 ECTS****Learning outcomes**

The student is able to:

- clarify the principles and concepts of ERP, and identify the tasks and processes of financial management as part of comprehensive management control and the order-to-delivery process.
- describe invoice practices and utilize the ledger as part of accounting and financial information systems.
- model the financial management process, assess the level of digitalization and identify areas for improvement.
- perform digital financial management, purchase ledger and e-invoicing tasks with representative declarations.

AL00CJ66 Financial statement analysis: 5 ECTS**Learning outcomes**

Student is able to

- interpret company's operations and its financial prerequisites
- utilise different sources and software in compiling the financial statement analysis

AL00CX36 Planning the financial statements: 5 ECTS**Learning outcomes**

The student is able to

- prepare financial statements in accordance with the Accounting Act and Decree and corporate laws
- use the methods of financial statement planning in tax planning
- prepare tax declarations on the basis of financial statements

LLPRLII24S-1041 Management Accounting: 20 ECTS

AL00CI88 Cost Accounting and Pricing: 5 ECTS

Learning outcomes

The student is able to:

- use and apply different cost accounting methods
- apply cost based pricing for products and services and identify the elements of profitable pricing

AL00CI89 BI, analytics and reporting: 5 ECTS

Learning outcomes

The student is able to:

- describe key concepts related to business intelligence (BI) as well as requirements and analysis methods of a data analyst
- produce, analyze and visualize data to support decision making
- utilize data visualization and analysis tools

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

AL00CL91 Utilizing Strategic Thinking in Global Business Simulation: 5 ECTS

Learning outcomes

Students are able to:

- understand how strategic business decisions affect the success of a company operating in a global marketplace
- operate in a highly competitive market and interpret the cause-and-effect relationships of business
- utilize the company's financial and other reports in its business decisions
- work in a virtual team as part of the company's management team
- analyze the company's external operating environment and internal efficiency
- formulate a coherent strategy and implement it through operational decisions

LLPRLII24S-1042 Financial Markets: 20 ECTS

AL00CI91 Corporate Finance: 5 ECTS

Learning outcomes

Student is able to

assess the company's financing needs and understand methods related to working capital management
find financing for the company from the financial markets
compare different sources and forms of financing
integrate supply chain's financing, purchasing and sales processes
assess and hedge against financial risks

AL00CI92 Investment: 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

AL00CI93 Investments and Financial Planning: 5 ECTS

Learning outcomes

Student is able to

prepare investment calculations and analyse the return of the investments
draw up financial plans and forecasts
asses and manage investment risks

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

LLPRLII24S-1043 Taxation: 15 ECTS

AL00CI94 Personal taxation: 5 ECTS

Learning outcomes

The student is able to

seek tax-related information independently and apply it to practical situations and know the tax procedure

clarify the structure of the income tax system and the division of sources of income

calculate the income taxes of a natural person on capital and earned income

handle the taxation of owners of different types of companies

handle taxation of different types of investments

describe the principles of transfer taxation, real estate taxation and inheritance and gift taxation

AL00CI95 Value added taxation in practice: 5 ECTS

Learning outcomes

The student is able to

apply VAT legislation in different accounting situations and is familiar with both domestic and foreign trade VAT practices

handle the special situations of VAT in domestic trade

apply VAT regulations to practical accounting work and reporting

AL00CJ69 Corporate taxation: 5 ECTS

Learning outcomes

The student is able to:

- calculate the taxable earning and apply business income tax law in various accounting situations
- calculate net assets in accordance with the act of valuation of the assets
- search for information related to the tax procedure and apply it in practice
- clarify the main principles of international corporate taxation

LLPRLII24S-1044 Audit: 10 ECTS

AL00CJ70 Audit in practice: 5 ECTS

Learning outcomes

The student is able to

- handle special issues related to auditing
- clarify the legislation regulating the audit industry
- perform the steps of the audit process in accordance with ISA standards
- describe the operating principles of tax auditing

AL00CJ71 Internal audit and control: 5 ECTS

Learning outcomes

The student is able to:

- clarify the steps of implementing the internal audit process
- evaluate the results of the audit
- develop the company's internal control and operations

LLPRLII24S-1045 Financial Accounting: 20 ECTS

AL00CJ72 Financial statements of other entities: 5 ECTS

Learning outcomes

The student is able to:

- clarify and handle special issues related to the accounting and financial statements of a non-profit

association, a foundation, a housing company and a cooperative

AL00CJ73 Consolidated Financial Statements and International Accounting Standards: 5 ECTS

Learning outcomes

The student is able to:

- clarify the concepts and obligations related to the group
- enter group eliminations and prepare the consolidated financial statements
- combine associated companies and joint ventures in the consolidated financial statements
- utilise standards related to international financial statements such as IFRS and US Gaap

AL00CJ74 Special Issues of Limited Liability Company and Mergers: 5 ECTS

Learning outcomes

The student is able to:

- deal with special issues related to a limited liability company, for example establishment, profit distribution, loss of equity and going concern
- handle various corporate restructuring situations such as mergers and divisions in accounting and taxation
- understand business type and generational changes in accounting and taxation

AL00CJ75 Specific Payroll Issues and Applications: 5 ECTS

Learning outcomes

The student is able to:

- handle payroll tasks manually and using software
- apply payroll norms widely
- clarify principles for calculating holiday payroll
- utilise principles of reimbursement of domestic and foreign travel expenses

LLPRLII24S-1046 Business Intelligence: 15 ECTS

AL00CJ77 Data Management and Data Platforms: 5 ECTS

Learning outcomes

The student is able to

- answer questions regarding data management, storage and cooperative usage in different environments
- use the services provided by database management systems and understand their relevance
- explain the basic concepts and structures of databases
- combine and utilize data from multiple sources
- understand data storage technologies, their use cases and limitations

AL00CJ78 Data Analytics: 5 ECTS

Learning outcomes

The student can:

- describe the steps of the data analytics process and understand the role of data analytics in modern business
- combine information sources of different content and different forms into usable data matrices
- use tools in gathering, describing, and visualizing various types of information
- produce and interpret key statistical measures and figures
- construct a simple predictive model using machine learning methods and evaluate its quality

AL00CX16 Process Mining, RPA and AI: 5 ECTS

Learning outcomes

You will learn to identify, model, analyze and develop the work phases of office work.

You will learn the basics of digital data and the data economy. In addition, you will learn how to measure and analyze log data using process mining methods.

You will learn what artificial intelligence means and what it can be used for. You will learn to make artificial intelligence applications.

You will learn to automate the repetitive tasks of office work and use robotic process automation tools.

You will learn how artificial intelligence can be used in office automation.

LLPRLII24S-1047 Commercialization: 75 ECTS

LLPRLII24S-1048 From dreams to firestone: 15 ECTS

AL00CI64 Brand Building: 5 ECTS

Learning outcomes

The student is able to:

- understand the importance of a brand to a company's competitiveness and profitability
- describe the various stages of building a brand
- interpret various components as part of a successful brand
- do a starting-point analysis as part of brand building process
- create a plan for building a brand

AL00DA53 Artificial intelligence as a development tool: 5 ECTS

Learning outcomes

- Apply the principles and methods of artificial intelligence in development projects, identifying the right tools and algorithms for different problem-solving situations.
- Integrate artificial intelligence technologies into various stages of development, enhancing process efficiency and innovation.
- Evaluate the ethical and societal impacts of AI solutions and plan their responsible use.

AL00DA54 Market research and customer understanding: 5 ECTS

Learning outcomes

- Design and conduct comprehensive market research using various quantitative and qualitative methods to understand customer needs and behavior.
- Analyze market research data, identify consumer behavior patterns, and transform this information into

useful insights for marketing strategies.

- Apply customer understanding to product development and marketing communication, creating customer-centric solutions that meet market needs and trends.

LLPRLII24S-1049 The revolution of smart design: 15 ECTS

AL00CI80 Service Design: 5 ECTS

Learning outcomes

Students learn the principles of Service Design and productization. Students learn to use different kinds of service design tools within real life business case development project. In addition students learn how work effectively in multi-professional groups.

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

LLPRLII24S-1050 Preparing the product for market: 15 ECTS

AL00DA55 Getting a product ready for sale: 5 ECTS

Learning outcomes

- Define and design the product's features, benefits, and value to the customer.
- Coordinate the product's design, manufacturing, and marketing processes, ensuring product quality and meeting market requirements.
- Develop and implement productization strategies that cover pricing, production planning, and distribution channels.

AL00CI65 Marketing Psychology: 5 ECTS

Learning outcomes

The student is able to:

- describe why marketing influences us and the basis of this influence
- name and choose appropriate influencing methods for different situations

- justify professionally to different stakeholders, how they should carry out their marketing

AL00DA58 Modeling and piloting: 5 ECTS

Learning outcomes

- Design and implement models and prototypes that simulate the operation and performance of products or services under various conditions.
- Apply various modeling methods and tools at different stages of product development.
- Organize and analyze pilot projects, testing models in real-world environments and collecting feedback for the final design and market launch of the product.

LLPRLI24S-1067 Market conquest: 15 ECTS

AL00CI88 Cost Accounting and Pricing: 5 ECTS

Learning outcomes

The student is able to:

- use and apply different cost accounting methods
- apply cost based pricing for products and services and identify the elements of profitable pricing

AL00DA57 Intellectual Property Rights: 5 ECTS

Learning outcomes

The student is able to:

Basics of intangible rights:

- Should understand patents, trademarks, copyrights and trade secrets and know the basic concepts of IPR rights
- Understand IPRs and know the basic principles of intellectual property rights, including the following
- Assess when and how intellectual property rights can be useful in business and take them into account in marketing and competition

The patenting process:

- Is familiar with the patenting process and can use patent databases in their own product development

Trademarks and brand protection:

- Understands the importance of trademarks and brands in brand building and protection and knows how to register them.

Copyright:

- Understand key data protection legislation and its implications for employment and business.
- Understand the principles of copyright, especially in the protection of innovations such as software, graphics or literary works.

Trade secrets and confidentiality:

- Understand the importance of trade secrets in the commercialisation of innovations.

Legal risk assessment:

- Be able to assess the legal risks related to intellectual property rights in the context of commercialisation of innovations.

Licensing and contracting practices:

- To be able to discuss licensing agreements and other contractual models related to intellectual property rights.
- Understand the basics of contract negotiation and key contracts related to the commercialisation of innovations or business development.

AL00DA56 Contract Law: 5 ECTS

Learning outcomes

The student is able to:

- know the general principles of contract law.
- know the general rules of contract law, the general principles of contract law and the rules governing the sale of immovable and movable property.
- The rights and obligations of the parties to a commercial contract, in particular in consumer and commercial transactions.
- contractual liability and liability for damages in a contractual relationship and the principles of general tort law
- the main types of contracts used in business and the legal problems associated with them.
- understands the importance of contracts in the operation of a business.
- draft the main types of contracts used in business and understand the importance of the contract for the parties to it.
- be aware of the risks associated with contracts and be able to prepare for them

LLPRLII24S-1051 Marketing, Team Learning: 60 ECTS

LLPRLII24S-1052 Professional themes, 5-15 ect / themes: 30 ECTS

AL00CL57 Knowing the Customer and Business Environment 1: 5 ECTS

Learning outcomes

Students are able to:

- create customer understanding on a need-oriented basis
- assess the customer's needs and outline the purchase decision process
- assess the operating environment (e.g. PESTEL)
- apply marketing research methods
- do competitor analysis

AL00CL58 Knowing the Customer and Business Environment 2: 5 ECTS

Learning outcomes

Students are able to:

- create customer understanding on a need-oriented basis
- assess the customer's needs and outline the purchase decision process
- assess the operating environment (e.g. PESTEL)
- apply marketing research methods
- do competitor analysis

AL00CL59 Knowing the Customer and Business Environment 3: 5 ECTS

Learning outcomes

Students are able to:

- create customer understanding on a need-oriented basis
- assess the customer's needs and outline the purchase decision process
- assess the operating environment (e.g. PESTEL)

- apply marketing research methods
- do competitor analysis

AL00CL60 Innovation, Productization and Branding 1: 5 ECTS

Learning outcomes

Students are able to:

- innovation process
- understands the importance of products and brands
- apply innovation methods and productization and branding tools
- pricing process and know how to apply pricing methods

AL00CL61 Innovation, Productization and Branding 2: 5 ECTS

Learning outcomes

Students are able to:

- innovation process
- understands the importance of products and brands
- apply innovation methods and productization and branding tools
- pricing process and know how to apply pricing methods

AL00CL62 Innovation, Productization and Branding 3: 5 ECTS

Learning outcomes

Students are able to:

- innovation process
- understands the importance of products and brands
- apply innovation methods and productization and branding tools
- pricing process and know how to apply pricing methods

AL00CL63 Creating Profitable Customer Relationships 1: 5 ECTS

Learning outcomes

Students are able to:

- understands the key processes of value switching
- understands sales work and customer relationship management
- apply marketing communications and value chain thinking as part of marketing

AL00CL64 Creating Profitable Customer Relationships 2: 5 ECTS

Learning outcomes

Students are able to:

- understands the key processes of value switching
- understands sales work and customer relationship management
- apply marketing communications and value chain thinking as part of marketing

AL00CL65 Creating Profitable Customer Relationships 3: 5 ECTS

Learning outcomes

Students are able to:

- understands the key processes of value switching
- understands sales work and customer relationship management
- apply marketing communications and value chain thinking as part of marketing

AL00CL66 Management, leadership and entrepreneurship 1: 5 ECTS**Learning outcomes**

Students are able to:

- versally understand different aspects of management
- lead himself and his own use of time
- knows the basics and dynamics of team management
- to grow corporate competence and entrepreneurial attitude
- understands the importance of managerial work
- knows the principles of an effective organization

AL00CL67 Management, leadership and entrepreneurship 2: 5 ECTS**Learning outcomes**

Students are able to:

- versally understand different aspects of management
- lead himself and his own use of time
- knows the basics and dynamics of team management
- to grow corporate competence and entrepreneurial attitude
- understands the importance of managerial work
- knows the principles of an effective organization

AL00CL68 Management, leadership and entrepreneurship 3: 5 ECTS**Learning outcomes**

Students are able to:

- versally understand different aspects of management
- lead himself and his own use of time
- knows the basics and dynamics of team management
- to grow corporate competence and entrepreneurial attitude
- understands the importance of managerial work
- knows the principles of an effective organization

LLPRLII24S-1053 Projects: 30 ECTS**AL00CL69 Marketing projects 1: 10 ECTS****Learning outcomes**

Students are able to:

- internally learning theory business projects
- incorporate profitability thinking in project reporting
- understands corporate projects as part of commercialization development

AL00CL70 Marketing projects 2: 10 ECTS**Learning outcomes**

Students are able to:

- internally learning theory business projects
- incorporate profitability thinking in project reporting
- understands corporate projects as part of commercialization development

AL00CL71 Marketing projects 3: 10 ECTS**Learning outcomes**

Students are able to:

- internally learning theory business projects
- incorporate profitability thinking in project reporting
- understands corporate projects as part of commercialization development

LLPRLII24S-1054 Other studies in LAB (i.e. Language and communication): 0 ECTS**LLPRLII24S-1055 Other University Level Studies: 0 ECTS****LLPRLII24S-1056 Exchange studies: 0 ECTS****LLPRLII24S-1057 : 0 ECTS****LLPRLII24S-1058 Design: 15 ECTS****LLPRLII24S-1060 Wellbeing: 15 ECTS****LLPRLII24S-1062 Innovations: 15 ECTS****LLPRLII24S-1065 Circular Economy: 15 ECTS**