26.6.2019

Degree Programme in Business Management

DEGREE REQUIREMENTS

The learning outcomes of the core competence modules describe the required competence that the student must achieve in order to complete the degree. The degree requirements include language studies, which are to be completed, according to instructions, as part of the core competence studies. Finnish Students are also required to demonstrate their proficiency in both national languages (Finnish and Swedish) and in English, as part of the core competence of the degree. In addition, Finnish students must obtain the proficiency in the second national language (Swedish or Finnish) required of personnel in the service of public bodies. Apart from the core competence modules, students complete complementary studies to reach the required scope of the degree.

DEGREE REQUIREMENTS REGARDING CORE COMPETENCE

The scope of core competence is 150 credits. The following learning outcomes have been specified for core competence in each module:

1) Competence in Business and Entrepreneurship (30 cr)

During the module, interactive skills and competences in business, entrepreneurship and project work are developed.

After completing the module, students are able to recognise and evaluate opportunities in the business environment, and analyse and assess the prerequisites for successful business. Students know how to act in an entrepreneurial and customer-oriented manner. They are able to work in projects, create networks and engage in cooperation with both Finnish and international partners. Students also achieve the level of competence in the other national language required from public servants.

In project learning environments, the development of competence is implemented in two parts, which are:

1. Competence in Business Operations (15 cr)
The student is able to
- recognise the opportunities, operators and networks in the business environment
- describe the significance of the competitive situation to the company's success
- describe the factors that contribute to profitable business
- apply field-specific key ethical and legal principles and norms

2. Competence in customer relationships and projects (15 cr)
The student is able to
- assess prerequisites for customer-oriented operation, and different customer needs and solutions
- act in an entrepreneurial and customer-oriented manner
- show initiative in projects and as a member of a project group in a responsible and goal-oriented way complying with information security regulations and taking advantage of the tools available
- communicate in Finnish and Swedish orally and in writing using field-specific concepts
- achieve the level of competence in the other national language required from public servants.

2) Developing Competence in Business and Entrepreneurship (30 cr)

The objective of the module is to enable students to identify the needs of customers and develop customer-oriented products, and enhance students' organisational and decision-making competence in the business field.

After completing the module, students are able to launch and implement business activities innovatively and responsibly and can develop products and services in a customer-oriented manner. They are able to generate and utilise financial information to support decision-making, plan and implement marketing activities, and acquire, develop and manage customer relationships. Students are able to assess, develop and manage their own and their organisation's activities as participants and leaders in multicultural work communities and to apply principles of effective communication in English in work-related situations.

In project learning environments, the development of competence is implemented in two parts, which are:

1. Developing customer-oriented business (15 cr)
The student is able to
- develop customer-oriented business models and processes
- develop customer-oriented products and services
- choose the right marketing measures for different target groups
- launch business operations and set up a company
- communicate in English in writing and orally

2. Profitable business and leadership (15 cr)
The student is able to
- utilise financial information and generate it to support decision-making
- analyse, develop and manage his/her own and the organisation's activities as a member of the work community and as a supervisor

3) Service Business (30 cr)

During the module student´s competence in service business is strengthened. After completing the module student is able to create value for customers in service business. Student is able to use various tools in service design and digital marketing. Student is able to advance sustainability and responsibility in organizations. Student is able to make business decisions based on data.

In project-based learning environments competence will develop in two entities:

The aim of the first one (15 credits)is that the student is able to
- plan, implement and evaluate a Service Design project with service design methods
- develop sustainable practices in organisations

The aim of the second one(15 credits) is that the student is able to
- create and develop digital services
- develop and use digital tools for marketing purposes
- research and manage customer experiences
- analyze and use business reports in projects
- use strategic planning, analysis and decision making tools in project contexts
- make business decisions in various project contexts

4) Expert in a Work Community (30 cr)

During the module, students deepen their expertise in their chosen field. They learn how to apply for jobs that support their career plan and to act responsibly in national and international positions requiring professional expertise. Students develop the capacity to develop the activities of the organisation and their own expertise.

5) Expert in Development and Workplace Innovation (30 cr)

The objective of the module is to develop the students' abilities to study individually and in teams, to prepare to carry out research and development work, and to support career development and the creation of a work identity.

At the beginning of their studies students acquire familiarity with the tools required in higher education and the operating methods of development-based learning. After completing the module, students are able to work responsibly both independently and as team members. They are able to assess and develop themselves as learners and are capable of identifying development targets in the workplace.

Students are able to plan, implement and evaluate a project in cooperation with different networks in the workplace. They are able to employ appropriate research methods and the methods of development activities and project work. Students are able to identify creative and innovative solutions for the challenges of workplace development.

Students are able to report the results of their development work using a style of writing characteristic of research. Students are able to plan their studies, development and career with an eye on the development prospects of their own field.

DEGREE REQUIREMENTS REGARDING COMPLEMENTARY COMPETENCE

The rest of the degree (60 cr) consists of elective complementary competence studies.

At Laurea we encourage everyone to take part in voluntary work during their studies. The objective is that everyone develops their professional competences during their studies by participating in voluntary work in a role they choose themselves. You can fit voluntary work into any stage of your studies and gain credits.