

Degree requirements for bachelor's degree in business administration with awarded qualification Bachelor of Business Administration, Tradenom YH (210 ECTS)

Overall competences

The bachelor's degree in Business Administration aims at educating both nationally and internationally oriented, innovative persons with an advanced, practical professionalism for the modern commerce and industry. The studies provides you with a solid understanding of the different areas of business administration, skills in methodology and information processing for business development as well as an advanced knowledge within a specialization option of your choice. The degree is also complemented by language studies. All courses are taught entirely in English.

The structure of the studies

Please note that Arcada UAS has the right to change names of courses listed in each module below or replace courses within modules.

Basic studies (60 ects)

General basic studies (30 ects)

LANGUAGE (15 ects)

Core competences

Students who have an international educational background can communicate professionally in English in various situations, and can also understand and use basic words and phrases in Swedish in familiar communicative situations.

The study module consists of the following studies

Swedish for Foreigners	10
Communications and public speaking	5

Students who have a Finnish educational background and graduating from a university of applied sciences shall be able to communicate in both of the domestic languages, as well as in English. You shall fulfil the competence requirements, according to the law (424/2003, 6§), for public sector employees and be able to function professionally in different language situations within your area. You are able to adjust your language appropriately to various communicative situations and have the tools and conditions to develop your communicative abilities. For these students Swedish for Foreigners courses are replaced by:

Svenska för finskspråkiga/Modersmålssvenska	5
Finska	5

THE GLOBAL ECONOMY (15 ects)

Core competences

This module will introduce global business aspects and contexts and an understanding of cultural interaction importance. You learn how to critically review information and present your opinions both verbally and in writing. You also learn how to consider ethical questions and sustainability. This study module will also help you to understand the study environment at Arcada, the complexity of academic studies and you will develop your analytical skills.

The study module consists of the following courses

Arcada 360	5
Introduction to Academic studies	5
Intercultural Business	5

Field-specific basic studies (30 ects)

CORPORATE ACTIVITIES (30 ects)

Core competences

After completing this module, you will have a broad understanding of business administration and corporate functions. You can use different business oriented IT-tools and understand how business mathematics is used to support better decision-making.

The study module consists of the following courses

Introduction to Business Administration	5
Business Mathematics and Statistics	5
Information Technology	5
Introduction to Marketing	5
Introduction to Business Logistics	5
Introduction to Financial Management	5

Professional studies (90 ects)

After the first study year, which is common to both international and native students, you will choose your specialization area for your professional studies. Four different options (alternative specialization areas) are offered: **Financial Management, logistics, marketing and tourism**. Practical studies, 30 ects are also part of professional studies.

Optional modules mean that you have to choose two modules (out of four) 30 ects each from two different specialization areas.

FINANCIAL MANAGEMENT (30 ects)

Core competences

You are knowledgeable about financial accounting, budgeting and cost accounting, and can utilize these for decision-making in an organization. You have used a modern integrated business management system to process and analyse the activities of a small business. You are familiar with the financial markets and understand how these influence the operations of an organization.

The study module consists of the following courses

Financial Accounting	5
Financial Statements and Taxation	5
Enterprise Resource Planning Systems (ERPs)	5
Managing Budgets and Projects	5
Calculating Financial Data	5
Corporate Finance	5

INTERNATIONAL BUSINESS LOGISTICS (30 ects)

Core competences

The student is able to consider the entire chain involved in the flow of goods from raw material to finished product in an international context. You gain the means to operate in international and intercultural business environments as well as consider the environmental consequences of your logistical choices. You can independently perform, plan, develop and be responsible for various assignments within purchasing, supply chain management, warehouse optimization and distribution.

The study module consists of the following courses

Purchasing and Negotiations	5
Environmental Logistics	5
International Trade	5
Warehousing and Optimization	5
Logistics and Business Systems	5
Security and Risk Management	5

MARKETING (30 ects)

Core competences

The student will have a command of the different principles regarding business communication, service development, marketing technique and value-creating customer relationships. Further, you can apply new methods for approaching customers. You will gain the skills to perform, plan and develop operational marketing tasks such as market analysis and marketing campaigns for small and medium-sized enterprises.

The study module consists of the following courses

Consumer Behaviour	5
Service and Customer Relationship Management	5
E-Business and Distribution	5
Marketing Communication and Branding	5
Marketing Research and Analysis	5
Strategic Marketing	5

TOURISM AND TRAVEL SECTOR (30 ects)

Core competences

The student will master various aspects of the tourism industry, apply and develop different branch specific models and concepts. You will have a thorough understanding of what possibilities and challenges digitalization can induce in order to control, to market and to distribute accommodating services, destinations, attractions and transportation. You will also gain competences in sustainable development in the field of tourism.

The study module consists of the following courses

Hospitality Operations Management	5
Marketing of Tourism and Travel	5
Environmental Responsibility in Hospitality and Tourism	5
Tourism in Contemporary World	5
Destination Management	5
Distribution and Sales Channels	5

PRACTICAL STUDIES (30 ects)

Core competences

The purpose of the practical training is to provide the student with the possibility to apply the knowledge and skills acquired from education in working life and become familiar with central tasks within the specific area of the field in question. The main purpose of the practical training is to build an understanding of the connection of theory and practice, and to through examples see how theory is applied in practice. During the second practical training period students are required to do their practical training within their specialization field of competence and the content of the practical training should support the specialization option. The focus should be on independent responsibility.

Practical studies consists of following parts

Practical studies 1 is a general practical training in professional life (e.g. within commerce, industry, municipalities, organizations and associations). During the first training period basic studies are integrated in the practical training so that the student analyses their environment from the perspective of general business management.

Practical studies 2 are a specialization according to field of competence.

Practical studies are planned to take place during the fourth period in study year 2 and 3. This is more a recommendation than a rule – the student can take these study modules also during summer or in parallel with other studies; whatever fits in the personal study plan best.

Elective extension studies (30 ects)

During academic year 2017-2018, following extension modules will be offered (in English):

Finnish Language	15
Entrepreneurship	15
Making Sense of Leadership	15
Banking	15
Business in the Baltic Sea Region	15
Languages	10/15

Degree thesis and methodology (30 ects)

Core competences

The Degree Thesis is a proof of your achieved knowledge and skills within your chosen specialization area which also shows that you are able to make independent reflections. You can produce a publication which summarizes the development of an independent project.

The study module consists of the following courses

Academic Writing	5
Methodology	5
Seminars	5
Degree Thesis Work	15