

CURRICULUM

BUSINESS ECONOMICS

The Degree Programme in Business Economics provides you with a solid, wide and holistic understanding of business as a whole. You additionally learn to comprehend how different factors affect one another in the domestic and international operative environment. Because of various projects, your studies are practical and help you to develop your communication and interaction skills and to create business contacts and networks.

Degree

Degree Title	Bachelor of Business Administration
Extent	210 cr/ 3.5 years

Typical Tasks for Graduates

With a Bachelor of Business Administration Degree you are a competent expert in versatile business tasks. You can work in different positions in the private and public sectors and are qualified for work in supervisory and managerial tasks as well as work as an entrepreneur. The need for workers has for example grown resulting from retirements and the establishment of service centres in the region. Sales and marketing professionals are needed in various sectors in the service business.

After graduation you can have job titles such as a service manager, customer service assistant, staff planner, supervisor, sales manager, auditor, account manager, controller, shop manager, export assistant, HR coordinator, finance manager, entrepreneur, financial advisor, managing director, accountant, team leader / coach, insurance adviser, administrative manager, and marketing manager.

Implementation of Studies

The BBA studies are implemented using both traditional and multimodal modes of learning. Multimodal (blended) adult education includes on average two contact teaching days per month. The more traditional mode of delivery provides you with a solid base on marketing, financial administration, entrepreneurship, or managerial work. In the blended learning you will develop your expertise in financial management or include other complementary skills such as entrepreneurship, marketing, or management. Part of the degree studies can be carried out together with other fields of education. During your studies you cooperate with businesses and stakeholders in different projects and tasks. Language and communication studies are an important part of your degree and they especially focus on the interaction skills required in business. You also have the possibility to complete part of your studies or work placement abroad.

Structure and Content of Studies

Your degree programme contains common core and complementary studies enhancing your key and specialised competences. In the Degree Programme in Business Economics the extent of common core studies is 150 credits and complementary studies 60 credits. The common core studies contain 30 credits

of practical training (i.e. work placement) and 15 credits for the thesis. The thesis process is divided into three 5-credit courses. You can complete these courses at different stages of studies provided the thesis plan has been accepted before the implementation phase. You can complete the thesis methods course at the stage which best supports the beginning of the thesis process.

The first year of studies familiarises you with the business environment and basic business concepts. You will also strengthen your language and communication skills. During the second academic year, you will expand your knowledge of business processes, learn to analyse organisational activities and enhance your job-related social skills. During the spring semester you can familiarize yourself with multichannel business and choose complementary studies in a specialist area that interests you. In the third study year you will accomplish 30 credits of complementary studies and apply and deepen your business competence in the 30-credit practical training. The last semester of your degree studies includes 15 credits of complementary studies and 15 credits of thesis work.

The complementary studies mostly contain modules of 15 credits. During complementary studies you can deepen your knowledge in financial management, marketing, entrepreneurship, and managerial work. You can also choose complementary studies in other areas of study.

The following modules suit especially well to those who study in the Degree Programme in Business Economics:

- Marketing
- Financial Management
- Management and Leadership
- Business Competence and Entrepreneurship
- Retail and Entrepreneurship Studies
- Multiculturalism Studies
- Expertise pertaining to Russia
- Developing Competence in Ageing
- Innovation and Productisation
- International Studies 1
- International Studies 2
- Optional language studies (Chinese, German, French, Russian, Spanish)
- Refresher courses in languages and mathematics (3–9 cr.)
- Training programme of Joensuu Sports Academy (3–15 cr.)
- Participation in peer tutoring and student union activities (3–15 cr.)

If you already work as an entrepreneur or are planning to establish your own business, this can be part of your core and complementary studies, exchange abroad, work practice and thesis in cases which would develop your own business or business idea. You have the chance to get guidance and support in combining your studies with your entrepreneurship or you as an entrepreneur.

You can complete part of your complimentary studies during the summer. Participation in the Sports Academy training, peer tutoring and student union activities, and optional language studies can be spread over several semesters. If the studies mentioned above do not match with your professional objectives, you can discuss other alternatives with your teacher tutor or counsellor.

BUSINESS ECONOMICS

TRADITIONAL COURSE DELIVERY (DAYTIME STUDIES)



Bachelor of Business Administration | 210 cr / 3,5 years

Business Competence | Financial and Economic Competence | Marketing and Sales competence | Leadership Competence | Legal Competence | Entrepreneur Competence | Ethical Competence | Innovation Competence | Internationalisation Competence | Learning Skills | Work Community Competence

4 th year	LAUNCHING A BUSINESS CAREER	
	Thesis 15 cr	
	Complementary Studies 15 cr	
3 rd year	APPLYING BUSINESS KNOWLEDGE INTO PRACTICE	
	Complementary studies 30 cr	Work Placement 30 cr
	Thesis Counselling and Methods 3 cr	Career Planning and Development 1 cr
	Work Placement (students of accounting) 30 cr	Complementary studies 30 cr
	Career Planning and Development 1 cr	Thesis Counselling and Methods (students of accounting) 3 cr
2 nd year	ANALYSING BUSINESS PROCESSES	
	Leading Well-being at Work 5 cr	Complementary studies 15 cr
	Marketing Planning 5 cr	eBusiness 4 cr
	Profitable Business 5 cr	Affärskommunikation (Business Communication in Swedish) 3 cr
	International Business Communication 3 cr	Budgeting and Reporting 3 cr
	International Business 5 cr	Services Marketing 3 cr
	Work and Civil Law 3 cr	Career Planning and Development 1 cr
	Kontakta Norden (Business Swedish) 3 cr	
	Career Planning and Development 1 cr	
1 st year	ACQUIRING GENERAL BUSINESS KNOWLEDGE	
	Business and Entrepreneurship 5 cr	Basics of Law 5 cr
	Computing Tools 5 cr	Business English 3 cr
	Basics of Marketing 5 cr	Basics of Business Economics 5 cr
	Business Mathematics 2 cr	Business Mathematics 3 cr
	Project Work 3 cr	Business Communication in Finnish 5 cr
	Reporting and Written Communication 2 cr	Economics and Society 5 cr
	German, French, or Russian for Beginners 5 cr	Basics of Leadership and Supervisory Work 3 cr
	Career Planning and Development 2 cr	Statistical Methods 2 cr

BUSINESS ECONOMICS

MULTIMODAL COURSE DELIVERY (ADULT EDUCATION)



Bachelor of Business Administration | 210 cr / 3,5 years

Business Competence | Financial and Economic Competence | Marketing and Sales Competence | Leadership Competence | Juridical Competence | Ethical Competence | Innovation Competence | Internationalisation Competence | Learning Skills | Work Community Competence | Entrepreneur Competence

4 th year	LAUNCHING A BUSINESS CAREER			
	Thesis	15 cr		
	Complementary Studies	15 cr		
3 rd year	APPLYING BUSINESS KNOWLEDGE INTO PRACTICE			
	Professional Financial Accounting	15 cr	Work Placement	30 cr
	Managerial Accounting	15 cr	Career Planning and Development	1 cr
	Thesis Counselling and Methods	3 cr		
2 nd year	ANALYSING BUSINESS PROCESSES			
	Leading Well-Being at Work	5 cr	Financial Administration and Taxation in Practice	15 cr
	Marketing Planning	5 cr	eBusiness	4 cr
	Profitable Business	5 cr	Affärskommunikation (Business Communication in Swedish)	3 cr
	International Business Communication	3 cr	Budgeting and Reporting	3 cr
	International Business	5 cr	Service Marketing	3 cr
	Work and Civil Law	3 cr	Career Planning and Development	1 cr
	Kontakta Norden (Business Swedish)	3 cr		
	Career Planning and Development	1 cr		
1 st year	ACQUIRING GENERAL BUSINESS KNOWLEDGE			
	Business and Entrepreneurship	5 cr	Basics of Law	5 cr
	Computing Tools	5 cr	Business English	3 cr
	Basics of Marketing	5 cr	Basics of Business Economics	5 cr
	Business Mathematics	2 cr	Business Mathematics	3 cr
	Project Work	3 cr	Business Communication in Finnish	5 cr
	Reporting and Written Communication	2 cr	Economics and Society	5 cr
	Career Planning and Development	2 cr	Basics of Leadership and Supervisory Work	3 cr
	German, French or Russian for Beginners	5 cr	Statistical Methods	2 cr
	Career Planning and Development	2 cr		

Competence Requirements

Competence	Competence Description
	Bachelor of Business Economics (BBA)
Business Competence	- understands business operations and principles in a holistic way - is able to work economically and develop business processes in a manner that is systematic, profitable and socially responsible
Financial and Economic Competence	- understands and is able to prepare financial calculations - is able to evaluate information analytically, draw conclusions and provide rationale
Marketing and Sales Competence	- understands the importance of holistic marketing in business - is able to create, maintain and develop customer relationships - manages various customer encounters - is able to sell products in a way that is profitable and satisfactory to both parties
Leaderships Competence	- understands the meaning of leadership and immediate supervisors in organisations - is able to support and motivate personnel - is able to give and receive feedback and evaluate one's own actions
Juridical Competence	- understands the Finnish judicial system - is able to find applicable juridical information - is able to apply legal norms in decision making
Entrepreneur Competence	- is able to reasonably assess one's own relationship to entrepreneurship - is able to found an entrepreneurship and develop its business - is able to work independently and also when employed by another
Ethical Competence	- is able to assume responsibility for one's own actions and their consequences - is able to work according to the code of professional ethics of one's field - is able to take different parties into account - is able to apply the principles of equality - is able to apply the principles of sustainable development
Innovation Competence	- is able to solve problems and develop working methods innovatively - is able to work in projects - is able to carry out research and development projects and to apply existing knowledge and methods of one's field - is able to find customer-oriented, sustainable and profitable solutions
Internationalisation Competence	- has the language competence necessary for the work in the field and its development - is able to cooperate with people from different cultural backgrounds - is able to take into account the opportunities and effects of internationalisation at work

Learning Skills	- is able to assess and develop one's competences and learning methods - is able to retrieve/ search, process and analyse information critically - can assume responsibility for team learning and knowledge sharing
Work Community Competence	- is able to function as a member of a work community and contribute to its work well-being - is able to function in various communication and interaction situations at work - is able to use information and communication technology in the tasks of one's field - is able to create business contacts and to work in professional networks - is able to make decisions in new and unforeseeable situations - is able to supervise others as well as to work independently in expert tasks - has entrepreneurial abilities