

BUSINESS MANAGEMENT / FACILITY MANAGEMENT / HOSPITALITY MANAGEMENT

A0140	Academic Writing in English	5	Spring
	The purpose of this study unit is to provide first year students of degree programmes with a thorough introduction to the techniques of academic writing in English at university level, with a particular emphasis on report writing. Through a combination of lectures, grammar exercises and small-scale writing assignments the course will help students to improve their accuracy in writing, to acquire the essential skills needed in the writing process, such as the ability to plan and structure text, use references and combine sources, and to write in a fluent and appropriate style.		
A0164	Applied Innovative ICT Service Systems	10	Spring
	The competence gained in the study unit relates to designing, developing and maintaining innovative ICT systems and services. Students know the operating principles of target systems, the structure of databases and the programming principles used in their development. They deepen their competence as experts in development and administration.		
A9040	B-to-B Marketing Communication	5	Spring
	The study unit concentrates on developing skills in planning and implementing international marketing communication in networked business customer markets.		
A0203	Basic Finnish 1	5	Fall & Spring
	The course provides an introduction to the Finnish language. Students will reach level A1 in accordance with the Common European Framework. Students will learn the main principles of the Finnish language, understand and use the most common expressions in Finnish in everyday situations		
A0204	Basic Finnish 2	5	Spring
	Students will deepen their knowledge of the basics of the Finnish language and culture in order to reach level A2 in accordance with the Common European Framework.		
A0196	Business Management in the Hospitality Field	5	Fall & Spring
	Students have the knowledge to carry out management tasks for hotel, congress, sales office, catering or event services in a profitable and customer oriented manner. Student will learn business plan, cost effectiveness, key figure calculations and reports, drawing up offers, contracts and correspondence at a hotel sales office, recognising customer needs and expectations; measuring customer satisfaction		
A0156	Business Simulation	5	Spring
	A Business Simulation Game is used, which is an online exercise where students are divided into teams and assigned the task of running a global B2B company in head-to-head competition against each other. The business environment of this game is a modern global business environment.		
A0153	Corporate Social Responsibility (Online Course)	5	SPRING
	This study unit introduces the students to the basic concept of corporate social responsibility. Organisational responsibility is seen from three viewpoints: economic, environmental and social responsibility. The critical thinking of the students is enhanced through discussions. After this study unit, the student will know how to develop a wider approach to ethical questions and organisational values, combine CSR with business actions and strategy and discuss social responsibility issues		
00582	Creative Teams	10	Spring

	<p>The competence gained in the study unit relates to participating innovatively in teams and leading teams in a proactive, target-oriented way. The central areas of expertise include active interaction and leadership skills needed in teams, the use of various ideation methods, analysing team activities and targets, and modelling competence and processes in an organisation. Competence is reflected concretely in the management of a project that aims to develop an innovative idea. The focus is on teamwork as a development tool.</p>		
A9042	Current Issues in Business	5	Spring
	<p>In this study unit the students are introduced to the latest issues and research dealing with various aspects of business, economics, management. The contents of the study unit will vary depending on which business issues are topical and the expertise of the visiting lecturers from international universities.</p>		
00319	Design and Brand Management	10	Spring
	<p>The study unit provides competence in analysing, developing and implementing international advertising strategies and operations. Students will understand the steps of advertising hierarchy linked to corporate image and sub-brands, and can manage the working relationship between advertisers and media owners.</p>		
01128	Developing Service Innovations	10	Spring
	<p>Students will implement a target-oriented development project, in which the competence consists of development skills using investigative work methods. The project will be defined in accordance with Laurea's Research and Development clusters. Students will specify development objectives based on the development needs of businesses and of the region. They will participate in partnership networks and work efficiently in a team and act in an influential way in an expert organisation. They will assess capabilities, work and results against development objectives, use the tools and methods of applied research and development and implement and report a target-oriented development project</p>		
A0073	English for International Business	5	Spring
	<p>Students become familiar with Finland's foreign trade and the global operating environment. They select a case export strategy and target market. They take part in a trade fair project. They practise dealing with export-related communications. They apply for a job in a foreign company. Students attain at least skill level B2 of the Common European Framework.</p>		
A0060	English for Network Economy	5	Spring
	<p>Students explore basic business concepts and cultural differences, and follow and report on current business events. They create a business plan and present it orally and in writing. They become familiar with companies' financial functions and with factors affecting profitability, and recognise and describe their personal characteristics as entrepreneurs. The target is skill level B2 of the Common European Framework</p>		
01022	Event Management in Multicultural Environment	5	Spring
	<p>The competence gained in the study unit is an understanding of the role of public relations in multicultural environment. Through theory and practice students will understand the meaning of the value creation and service concepts in the multicultural service sector. Specific skills are provided in the study unit to arrange events, to understand the variation between the cultures and to communicate professionally.</p>		
0198	Financial Planning and Control	10	Spring

	Students deepen their competence in management financial administration by looking at accounting methods suited to problem situations and at control and information systems which support decision-making. The task of management financial administration is to set targets and control and monitor operations in line with the organisation's strategy. Students become familiar with related financial administration methods and management control and information systems, as well as relevant, timely and cost-effective reporting made using these systems to facilitate shareholder-oriented organisational control		
A9048	Finnish for Working Life	3	Spring
	Prerequisites for the study unit are Basic Finnish 1, Basic Finnish 2, and Intermediate Finnish courses or 15 credits in the Finnish language.		
A0155	From Idea to Business Plan	10	Spring
	The competence gained in the study unit relates to finding and assessing business opportunities, creating a realistic business model and planning and compiling the necessary documents to set up a company. Students will learn to recognise their entrepreneurial skills and become familiar with economic, legal and social responsibilities related to business operations. Competence is also the ability to recognise customers and how added value can be produced for them.		
A0131	Getting Started as an Entrepreneur	10	Spring
	Students learn to evaluate their possibilities as an entrepreneur and develop a business idea for starting a business. The outcome is a viable business plan		
00478	Global Operating Environment	10	Spring
	The competence gained in the study unit is the ability to acquire, analyse and use information on global economic phenomena from a business perspective. Also understanding of the significance of legal orders and the European law to successful business, will grow stronger		
00316	Highlighting a Target Market	5	Spring
	The competence gained in the study unit is knowledge of a market area. Students will understand the opportunities offered by the market learn to use them for business potential and to build an international career.		
00103	Interconnecting Networks	10	Spring
	The competence gained in the study unit relates to using and managing telecommunications equipment made by a chosen manufacturer. Students master the practical use of chosen equipment and deepen their competence as experts in data networks.		
A0205	Intermediate Finnish	5	Spring
	The course mainly concentrates on developing communication skills (speaking and understanding Finnish). Grading is based on an oral exam, a written exam, and attendance and activeness during teaching.		
A0071	International Business Operations	5	Spring
	Student learn to describe and analyse the ability of a company to grow through internationalisation. Knowledge is based on an understanding of both the challenges and opportunities of the international environment as well as the internal internationalisation preconditions of a company, the knowledge of internationalisation strategies, entry modes, sources of international market information and the perception of business operations related to international trade. Students use these competences in analysing a company's preconditions for international trade and in drawing up a preliminary target market analysis and internationalisation strategy plan for the company		
00742	International Sales and key Account Management	10	Spring

	The competence gained in the study unit is the ability to plan and manage international negotiation and sales processes. Specific skills are provided in the study unit to negotiate the creation of added value with demanding key accounts.		
A0046	Managing Business Performance	5	Spring
	Study unit provides a framework for organizing, automating and analyzing business methodologies, metrics, processes and systems that drive business performance. It is essential that students understand the strategic nature of business targets, and the role of various analyses in managing a business as a whole. This forms a comprehensive foundation for the long-term development of business operations in changing circumstances. Students also develop competence in assessing the ethics of a business and in developing practices to be ethically, economically, socially and environmentally sustainable.		
00318	Managing International Risks (Excluding Financial Risks)	10	Spring
	The competence gained in the study unit is the ability to adapt risk management processes to international business operations.		
A0088	Organisational Communication	10	Fall & Spring
	Student develops communication in organisations. The framework for competence development is formed by organisations that use Finnish and English as their working languages and their networks. Student learns roles of communication in networks and organisations, target-oriented planning, implementation and evaluation of an organisation's communications, managing communication according to plan, expert's communication skills and intercultural communication.		
00472	Organisational Learning	5	Spring
	The competence gained in the study unit is the ability to understand the possibilities of building high performing learning organisations. The focus is on the processes through which the organisation as a system learns and on the processes that allow the organisation to take in, use, develop, and retain knowledge.		
A0129	Planning Facility Services	5	Spring
	Students learn to assess a facility's service needs and to plan and dimension the services using an IT application. The results are working hour and cost calculations, work instructions and an implementation plan. The study unit is partly taught in Finnish.		
A0130	Procurement of Facility Services	5	Spring
	Students will master the procurement process and manage the competitive tendering process concerning products and services		
01081	Proyecto Tándem español - inglés	3	Spring
	familiarización de uno a otro - presentación de la ciudad natal/lugar de residencia - puntos de interés turístico - personas famosas españoles/inglesas/(latino)americanas - visita en casa del compañero - cocinar juntos - leer periódicos, revistas - ver un programa de tele y hacer comentarios - ir al cine, teatro, museo, a una biblioteca o exposición tareas de la escuela temas según interés propio! Temas posibles para los encuentros de la pareja tandem		
A0154	Strategic B-to-B Marketing Management	10	Spring

	The purpose of the study unit is to develop skills in building and developing a sustainable marketing strategy in global business markets.		
00314	Strategic B-to-B Marketing in a Global Context	20	Spring
	The competence gained in the study unit is the ability to develop and manage complicated B-to-B operations in global networks. Students will understand value creation and service concepts in the business process. Specific skills are provided in the study unit to manage integrated marketing communications. Students will be able to conduct market research to develop new customer relationships.		
A0187	Supply Chain Management	10	Spring
	Supply chain management and its relationship with logistics, Purchasing process, Vendor management, Demand forecasting, Supply chain metrics, Trade in EU and with third countries, Main trade documents		
00511	Tandem-Project /Finnisch-Deutsch	3	Spring
	<ul style="list-style-type: none"> • Regelmäßige Treffen mit dem Tandempartner und dem Beratungslehrer • Vereinbarte Aufgaben und Führen eines Lernertagebuchs Für deutschsprachige Studierende sind Finnischkenntnisse auf dem Grundkursniveau von Vorteil.		

BUSINESS INFORMATION TECHNOLOGY

A0203	Basic Finnish 1	5	Fall & Spring
	The course provides an introduction to the Finnish language. Students will reach level A1 in accordance with the Common European Framework. Students will learn the main principles of the Finnish language, understand and use the most common expressions in Finnish in everyday situations		
A0204	Basic Finnish 2	5	Spring
	Students will deepen their knowledge of the basics of the Finnish language and culture in order to reach level A2 in accordance with the Common European Framework.		
A0153	Corporate Social Responsibility (On line course)	5	Spring
	This study unit introduces the students to the basic concept of corporate social responsibility. Organisational responsibility is seen from three viewpoints: economic, environmental and social responsibility. The critical thinking of the students is enhanced through discussions.		
A0107	Developing ICT Systems	10	Spring
	This course is designed to give students a solid foundation in the development process of ICT systems. The course provides in-depth coverage of fundamental and object-oriented programming along with database design, demonstrating that the key to successful database implementation is in proper design of databases to fit within a larger strategic view of the data environment. With a strong hands-on component that includes real-world projects, this course will help students to develop ICT systems that have valuable and meaningful application in the real world.		
01128	Developing Service Innovations	10	Spring

	Students will implement a target-oriented development project, in which the competence consists of development skills using investigative work methods. The project will be defined in accordance with Laurea's Research and Development clusters. Students will specify development objectives based on the development needs of businesses and of the region. They will participate in partnership networks and work efficiently in a team and act in an influential way in an expert organisation. They will assess capabilities, work and results against development objectives, use the tools and methods of applied research and development and implement and report a target-oriented development project		
A0050	Information Security Development project 1	5	Spring
	Students work in teams to create an information security development plan for a target organisation.		
A0112	Information Security Technologies	5	Spring
	Study unit presents technical safeguards related to information security and application of those safeguards. Central themes include encryption and its applications, and information security issues related to information networks. Objective is to learn to utilize technical information security measures while implementing organisation's information security.		
00103	Interconnecting Networks	10	Spring
	The competence gained in the study unit relates to using and managing telecommunications equipment made by a chosen manufacturer. Students master the practical use of chosen equipment and deepen their competence as experts in data networks.		
A0205	Intermediate Finnish	5	Spring
	The course mainly concentrates on developing communication skills (speaking and understanding Finnish). Grading is based on an oral exam, a written exam, and attendance and activeness during teaching.		

00006	Managing Business Performance	5	Spring
	The competence gained in the study unit relates to the mastery of financial and non-financial business targets and indicators, and the use of business-related IT systems. It is essential that students understand the strategic nature of business targets, and the role of various analyses in managing a business as a whole. This forms a comprehensive foundation for the long-term development of business operations in changing circumstances. Students also develop competence in assessing the ethics of a business and in developing practices to be ethically, economically, socially and environmentally sustainable.		
A0198	Organisational Communication	5	Spring
	ICT professionals are developing systems and networks to support business and effective communication within the organization and with its external stakeholders. During this study unit the students will understand how an organization functions as a communication network and the importance of supporting the organization's strategic activities with effective communication. Students will also be able to deepen their personal interaction skills to meet the requirements of the modern, multicultural business environment and online platforms.		
A0115	Planning and implementing SOA solutions using Oracle	10	Spring
	In the course, students will learn the concepts of Service-Oriented Architectures and how Oracle SOA Suite can meet the requirements for organizations implementing a SOA strategy. The study unit covers the foundations of SOA-enabled applications, and standards that enable SOA implementations, Web Services, Adapters, Business Process Execution Language (BPEL) for process orchestration, Oracle Enterprise Service Bus (ESB), Oracle Rules for implement Decision Services, Oracle Web Services Manager.		
SECURITY MANAGEMENT			
A0203	Basic Finnish 1	5	Fall & Spring
	The course provides an introduction to the Finnish language. Students will reach level A1 in accordance with the Common European Framework. Students will learn the main principles of the Finnish language, understand and use the most common expressions in Finnish in everyday situations		
A0204	Basic Finnish 2	5	Spring
	Students will deepen their knowledge of the basics of the Finnish language and culture in order to reach level A2 in accordance with the Common European Framework.		
A9009	Basics of Corporate Security	10	Spring
	Corporate security refers to a company's total management of security matters. It is part of the daily corporate operations which are the responsibility of management and which safeguard the legal basis for the company's activities, trouble-free operations, productions and services, continuity and a safe operating environment		
A0153	Corporate Social Responsibility (On line course)	5	Fall & Spring
	This study unit introduces the students to the basic concept of corporate social responsibility. Organisational responsibility is seen from three viewpoints: economic, environmental and social responsibility. The critical thinking of the students is enhanced through discussions.		
A0048	Crisis Management	10	Spring

	<p>The emphasis of the study unit is on crisis communication and developing the professional communicational skills of a security expert.</p> <p>Crisis Management is a policy driven program comprised of resources, processes and services that effectively manage an organization's response to an emergency or crisis situation. The personnel involved in managing a crisis must be assigned their roles and be able to respond immediately and effectively. The training and maintenance of the crisis management plan is critical to ensure that those concerned understand the roles and responsibilities of participants.</p>		
A0049	Information Security Development Project 1	5	Spring
	Students work in teams to create an information security development plan for a target organisation.		
A9008	International Environment from Civil Crisis Management and Security Point of View	5	Spring
	Security oriented political, economical and strategic decisions, selections and values are guiding countries and international organizations in their actions in multicultural environment. To understand that in multicultural businesses and organizations it is a vital asset to recognize and understand most important international organizations and international mechanism on decision making level. UN, EU and some other organizations have mechanism to ensure efficient, rapid and flexible response. In this Study Unit these mechanisms and basics of operations, ran through those mechanisms, are in main role. Also companies have remarkable role in disaster relief and civil protection mechanisms and operations.		
A9010	International Leadership	10	Spring
	Today's work environment is international. To make sure that people work towards, and achieve goals set by their organizations, a manager will be responsible for motivating, and leading the performance of these people. Employment extends in a life cycle extending from recruitment and introduction of new people, through setting goals and measuring how they are met, and conducting development discussions, to rewarding or correcting based on performance to terminating employment. Communication is one of the main tools of a manager leading people to success.		
A0205	Intermediate Finnish	5	Spring
	The course mainly concentrates on developing communication skills (speaking and understanding Finnish). Grading is based on an oral exam, a written exam, and attendance and activeness during teaching.		
A0049	Managing Information Security	10	Spring
	This study unit presents the central aspects of information security and principles of information security management. The themes include information risk management, information security management and development and practical implementation of information security in an organisation. The objective is to build competence to manage information risks of an organisation.		