

CURRICULUM

BUSINESS ECONOMICS

The Degree Programme in Business Economics provides you with a solid, wide and holistic understanding of business. You 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
Extent

Bachelor of Business Administration
210 cr./ 3.5 years

Typical Tasks for Graduates

With a Bachelor of Business Administration Degree you have competence for versatile business tasks. You can work in different positions in the private and public sectors. Especially the demand for labour in the public sector is growing because of the impending retirement of baby boomers and the newly established centres for Finnish state administration, which provide new job opportunities for business graduates in the region. You may also become qualified for leadership and managerial tasks or follow an entrepreneurial path and start your own business. Graduates with sales and marketing skills are required in various sectors - also in the service business between Finland and Russia.

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

Implementation of Studies

The BBA studies are implemented using both traditional and multimodal modes of learning. Multimodal (blended) adult education includes some 2-3 contact teaching days every second month. The more traditional mode of delivery provides you with a solid base on marketing, financial administration and law. In the multimodal education the special focus of studies is on financial administration. Language and communication studies are an important part of your degree and they especially focus on the interaction skills required in business. Marketing and international business studies are partially implemented together with the English-mediated Degree Programme in International Business. Furthermore, your studies entail cooperation with companies and other interest groups in the form of projects and assignments, which help you to build your own professional networks. You also have a 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. Each course can be completed at different stages of studies. However, the thesis plan needs to be accepted before the implementation phase.

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 administration, marketing or law. You can also choose complementary studies in other areas of study. The BBA studies with a special focus on law are coordinated by the Finnish Ministry of Justice and they require altogether 60 credits of complementary law studies followed by practical training.

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

- Marketing (15–45 cr.)
 - Customer-Oriented Marketing, Effective Marketing, Practical Marketing
- Accounting (15–45 cr.)
 - Financial Administration and Taxation in Practice, Managerial Accounting, Professional Financial Accounting
- Law (15–60 cr.)
 - Introduction to Finnish Law, Law for Bachelors of Business Administration 1, Law for Bachelors of Business Administration 2, Law for Bachelors of Business Administration 3
- Management and Leadership
- Business Competence and Entrepreneurship
- Retail and Entrepreneurship Studies
- Operations Management
- 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)
- Draft Training Programme

- 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.)

The complementary studies are scheduled to take place in the spring semesters of the second year and during the third and fourth academic years. Additionally, you can take complementary courses during summer months. 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 | Juridical 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
Work Placement (students of accounting)		30 cr	Complementary studies	30 cr
2 nd year	ANALYSING BUSINESS PROCESSES			
Well-functioning Work Community		5 cr	Complementary studies	15 cr
Marketing Planning		5 cr	eBusiness	4 cr
Profitable Business		5 cr	Affärskommunikation	
International Business Communication		3 cr	(Business Communication in Swedish)	3 cr
International Business		5 cr	Thesis Counselling and Methods	3 cr
Logistics		3 cr	Statistical Methods	3 cr
Kontakta Norden (Business Swedish)		3 cr	Career Planning and Development	2 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		5 cr	Project Studies	3 cr
Reporting and Written Communication		2 cr	Business Communication in Finnish	5 cr
Career Planning and Development		2 cr	Basics of Economics	5 cr
German, French or			German, French or Russian for	
Russian for Beginners		5 cr	Customer Service	5 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

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		
2 nd year	ANALYSING BUSINESS PROCESSES			
	Well-functioning Work Community	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	Thesis Counselling and Methods	3 cr
	International Business	5 cr	Statistical Methods	3 cr
	Logistics	3 cr	Career Planning and Development	2 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	5 cr	Project Studies	3 cr
	Reporting and Written Communication	2 cr	Business Communication in Finnish	5 cr
	Career Planning and Development	2 cr	Basics of Economics	5 cr
	German, French or Russian for Beginners	5 cr	German, French or Russian for Customer Service	5 cr

Competence Requirements

Competence	Competence Description
	Bachelor of Business Economics (BBA)
Business Competence	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - understands and is able to prepare financial calculations. - is able to evaluate information analytically, draw conclusions and provide rationale.
Marketing and Sales Competence	<ul style="list-style-type: none"> - 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.
Leadership Competence	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - understands the Finnish judicial system. - is able to find applicable juridical information. - is able to apply legal norms in decision making.
Ethical Competence	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none">- 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	<ul style="list-style-type: none">- 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.