

# For Business Management Students

To support you when planning and updating your personal study plan



# Content

- The purpose of these slides is to help you plan both this academic year and your future studies. The slideshow is divided into two sections:
  - Core competence studies and
  - Complementary competence studies.
- The slide series highlights changes and recommendations related to study offerings both at Laurea and outside Laurea.
- Changes in the study units will only affect you if you have not yet completed the study unit.

# Shortcuts



Explore the curriculum for complementary competence in your own field of study for the current academic year by clicking here.



Explore the curriculum for complementary competence in your own field of study for the next academic year by clicking here.



Explore Laurea MOOC's by clicking here.

# General information about the degree in Business Management

- The Degree Programme in Business Management (210 ECTS credits) consists of the following studies:
  - Core competence studies 150 ECTS credits (compulsory studies)
  - Complementary competence studies 60 ECTS credits (elective studies)
- The curriculum for complementary competence studies is updated annually and the following year's offering is published on 1<sup>st</sup> September.
- Changes in the study unit selection and study offering are possible.
- When choosing complementary competence studies, select study units which will support your overall career goals and which complement each other.

# Degree structure

210 credits

## Core competence

(150 cr; compulsory)

- Business Operations (30 cr)
- Business Development (30 cr)
- Sustainability and Business Analysis (30 cr)
- Expert in Development and Workplace Innovation (15 cr)
- Work placements (15+15 cr)
- Bachelor's thesis (15 cr)

## Complementary study paths

(60 cr, elective)

### 60 ECTS from:

- Digital Business (35 cr)
- Financial Planning and Analysis (30 cr)
- Corporate Finance and Accounting (15 cr)
- Management Information Systems (15 cr)
- Entrepreneurship Skills (20 cr)
- Studies can also be taken e.g. from other BBA curricula, the Finnish business management curriculum, as well as from Campus Online, 3AMK, or other university offerings

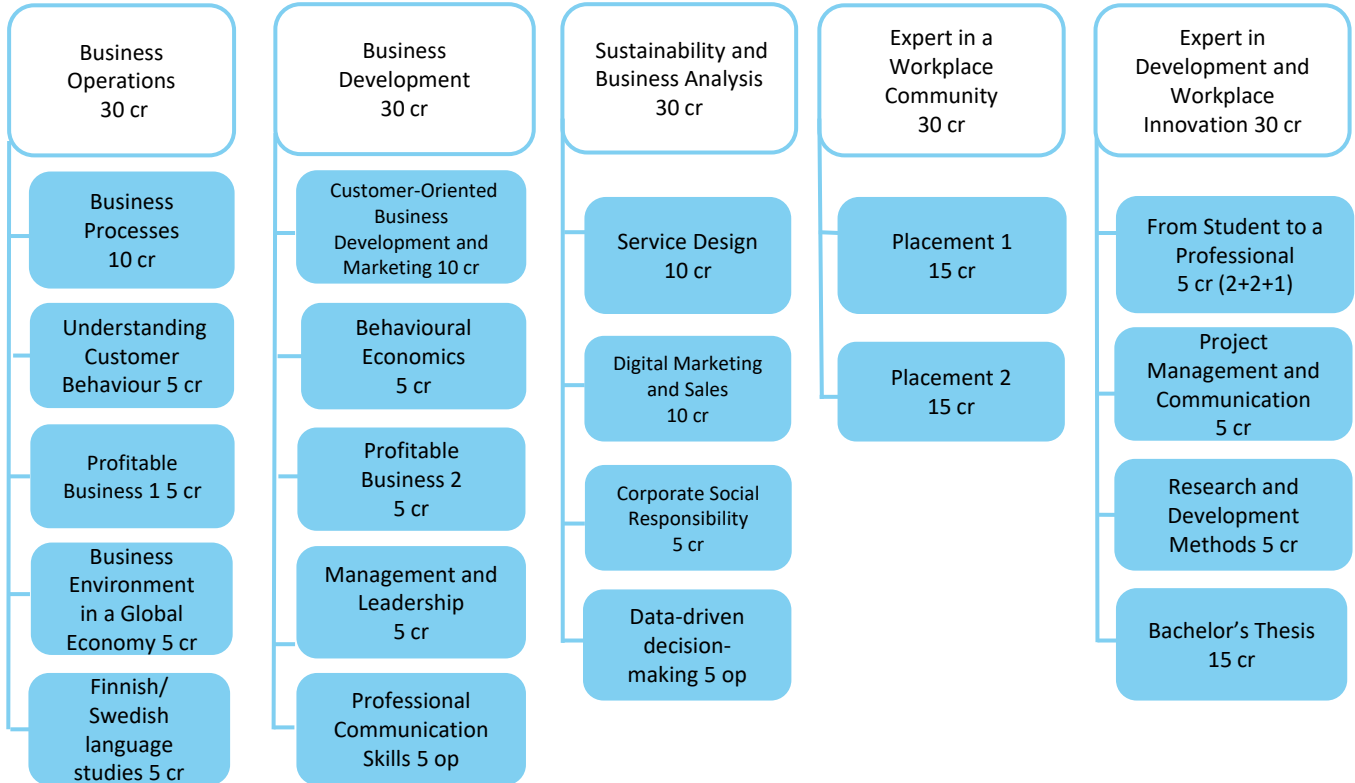
*\* If you do not complete your studies at the pace of your group, discuss with your teacher tutor the need to change the study unit in your PSP.*

# Core competence studies

- Structure of studies
- Instructions on PSP change needs
- Changed compulsory studies



# Business Management core competence studies 150 cr



# Instructions on PSP change needs

- PSP changes are only necessary for students who have not completed their studies in their own group or at the latest at the pace of the last study unit implementation.
- **An exception to this is the Research and Development Methods study unit**, whose study code will change from the autumn semester 2024 as the objectives have been specified slightly. All students who have not yet completed the study unit by the time of the change will complete it with the new code. In the future, we will make mass editing of PSPs. In mass editing, the new study is submitted to the PSP if you have not yet enrolled for the study unit before. If you have **an** earlier enrolment or the study unit is graded as fail, please note the change yourself.



# Changes in compulsory studies

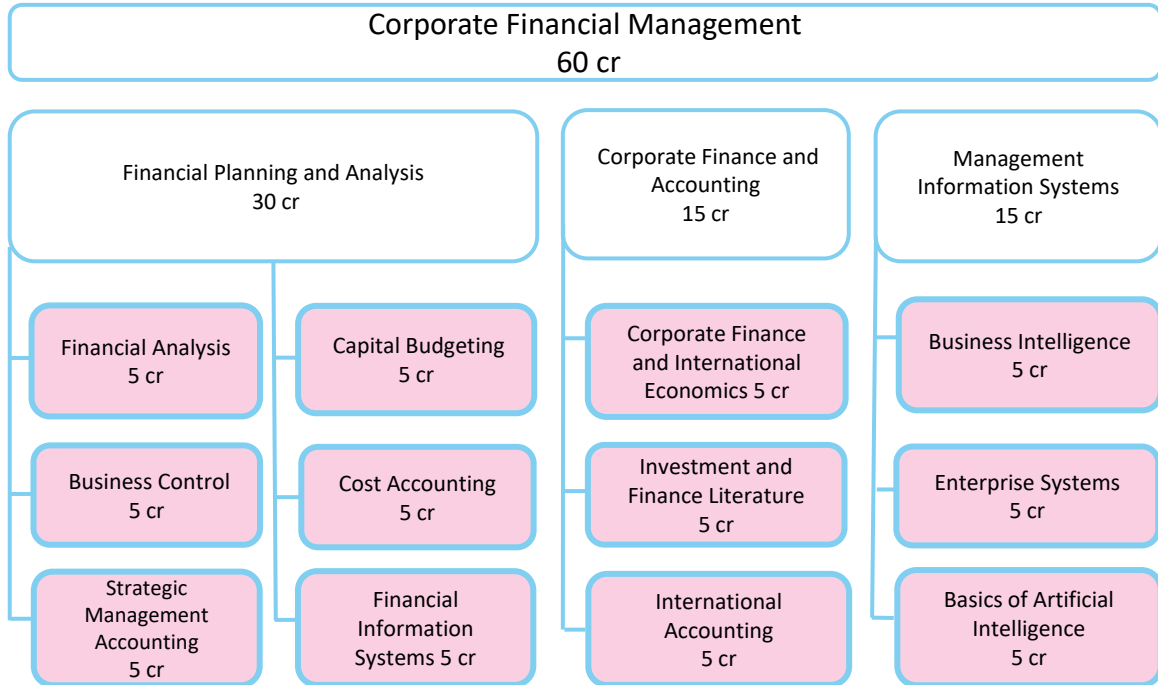
Old study unit	New study unit	Last implementation of the old study unit
A9273/R0013 Swedish for Bachelors of Business Administration	HL00BY88 Svenska för tradenomer	Spring 2024 at Leppävaara campus (available with new study unit code from autumn 2024).
R0218 Digital Service Business and Marketing	HL00BQ81 Digital Marketing and Sales	New study unit offered since Autumn 2022
R0219 Service Business Management	HL00BQ82 Data-driven Decision Making	New study unit offered since Autumn 2022
R0238 Project Management and Communication	YY00BW73 Project Management and Communication	New code since Autumn 2023
R0239 Research and Development Methods YY00BT40 Research and Development Methods	YY00CA30 Research and Development Methods	-  Study unit will be implemented with code YYT0BT40 for the last time in spring semester 2024.

# Complementary competence studies

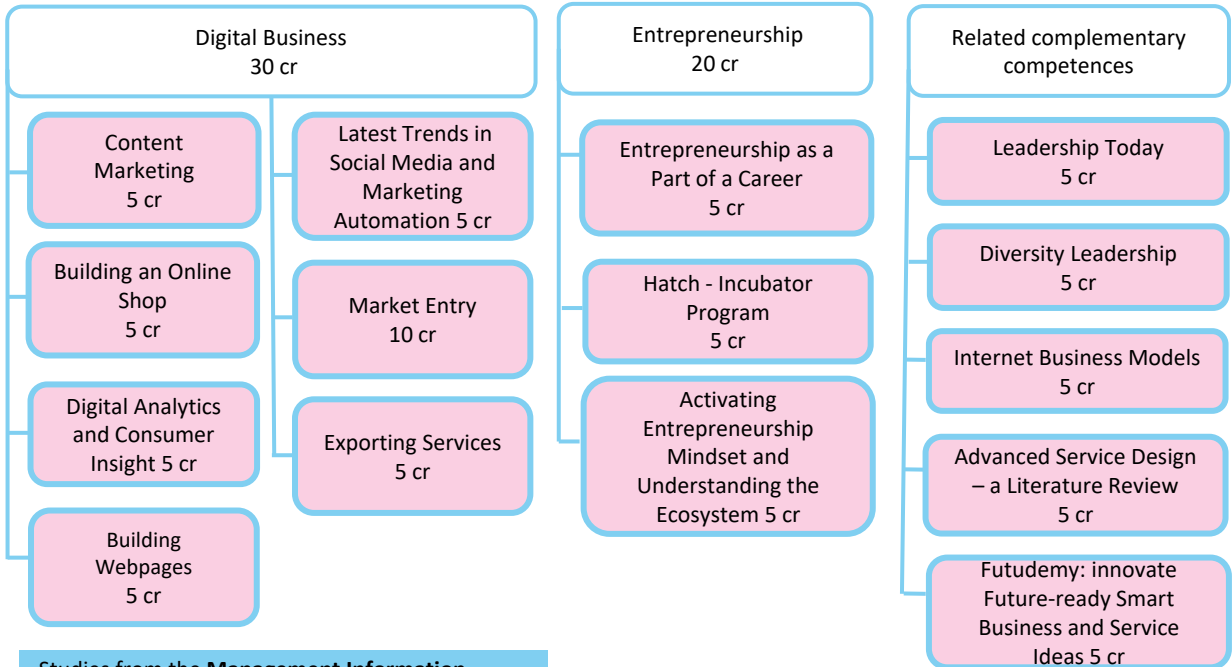
- Instructions
- New study units
- Changes in the study units
- Recommendations



# BM complementary competence studies 60 cr (1/2)



# BM complementary competence studies 60 cr (2/2)



Studies from the **Management Information Systems** module on the previous slide also complement studies in the **Digital Business** module above

# BM generic complementary competence studies 15 cr

## Languages, Intercultural competences and Well-being



# Instructions

Once you have made your choices, add your studies to your PSP and schedule your studies.

**Add individual studies** for your PSP with the code shown in the curriculum.

**To add an entire module** to your PSP, search for a study in your PSP with the module name and select a module with the code mentioned in the curriculum. See the picture below.

## DIGITAL BUSINESS

0 credits Study module CCH222SY-1007

 Add to basket

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0 credits Study module CCH223SY-1007

 Add to basket

# Implementation frequency of studies

Most complementary competence studies should be offered at least once a year. Check in the study offerings to find out when the study unit you would like to take is being offered and time this in your PSP. Note that some study units may disappear for a period from the offerings.

Study units may be offered as campus-based, blended learning or online implementations. Some study units are offered in several different modes.

# New study units

- In the module *Financial Planning and Analysis*:
  - R0342 Financial Information Systems (5 cr)
- Module *Corporate Finance and Accounting* (can be added to PSP with code CCH223SY-1016):
  - TO00BZ20 Corporate Finance and International Economics (5 cr)
  - R0348 Investment and Finance Literature (5 cr)
  - TO00BZ21 International Accounting (5 cr)



# Changes in complementary competence studies

Old study unit	New study unit	Last implementation of the old study unit
R0353 Strategic Management Accounting	TO00BZ18 Strategic Management Accounting	The last study unit with the R0353 code was offered in Spring 2023
R0355 Capital Budgeting	TO00BZ19 Capital Budgeting	The last study unit with the R0355 code was offered in Spring 2023
R0344 Business Control <b>(10 cr)</b>	TO00BZ17 Business Control <b>(5 cr)</b>	The new 5 cr study unit is reduced in scope and replaces the old one from Spring 2024

# Study units no longer available

- R0306 Intercultural Leadership
- R0428 International Business Strategy
- T000BU91 Platform Entrepreneurship – Test and Make Money
- TP00BL89 & TP00BM30 HR and Leadership project
- TP00BL90 & TP00BM31 Marketing project

Discover the studies currently offered in the "Other Complementary Competences" module for this academic year by clicking here.



## Did you notice these studies

- In particular, the module "Other complementary competences", listed at the end of the curriculum for complementary competence, may receive new study units even at short notice before the start of enrolment.
- These studies are often offered on a one-off or fixed-term basis.
- **In the academic year 2023–2024, the following will be offered, among others:**
  - TPooBU74 Innovation Lab Project with UCLL Belgium

# Recommended common studies (1/2)

- The common generic studies curricula includes studies related to
  - Entrepreneurial skills
  - Language and communication skills
  - International competence
  - Wellbeing, study skills and impacting in student union
  - Other common skills
- [The curricula can be viewed here.](#)

# Recommended common studies (2/2)

## Some recommended language studies:

- R0078 Effective Spoken Communication in English 5 ECTS
- R0258 Introduction to Finnish Language and Culture 2
- R0259 Intermediate Finnish
- V1533 Advanced Finnish 5 ECTS
- R0089 Language and Culture Tandem 5 ECTS

# Choosing studies from other degree programmes (1/3)

- You can also choose studies from Laurea's other complementary competence curricula, taking into account the prerequisites: [All the curricula can be viewed here.](#)
- You can also choose studies from the core competence of another degree programme as complementary competence, as long as they develop your competence and there are places left in the group. For example:
  - Studies taken from the BIT (Business Information Technology) programmes will give you deeper competences in IT. Check the prerequisites carefully.
  - Studies from the Hospitality Management and Service Design programme can further your competences in areas such as event marketing.
  - Studies from the Safety, Security and Risk Management programme can provide you with greater insight into corporate risk.

# Choosing studies from other degree programmes (2/3)

- To be able to take other study units in **Security, Safety and Risk Management (SSRM)** one of the following courses must first be completed:
  - HT00BM79 Basics of Corporate Safety, Security and Risk Management
  - **OR:** MOOC TO00BS57 Turvallisuusjohtamisen ja riskienhallinnan perusteet (*offered in Finnish*)
- Further basics studies in SSRM include:
  - HT00BN80 Preparedness (5 ECTS) and
  - HT00BN81 Information and Cyber Security (5 ECTS).

# Choosing studies from other degree programmes (3/3)

- Any **BIT (BusInformation Technology) study unit** offered in the **first year** is also possible to take as a complementary study. Note that places may be limited on these study units.
  - R0277 The ICT Environment and Infrastructure 5 cr
  - R0278 Foundations of Web Development 5 cr
  - A9288 Fundamentals of Programming 5 cr
  - R0279 Information Management and Databases 5 cr
  - R0280 Data Networks and Information Security 5 cr
- **Also possible to take without previous competence in this field:**
  - R0327 Planning and Implementation of Media Elements 5 cr
  - T000BU81 Fundamentals of Subscription Economy 2 cr



# 3AMK study recommendations

- The following learning paths complement Laurea's study offering, so there is no need to separately agree on including them in your PSP if they produce new competence for your degree. 3AMK offers, among other things, the following:
  - Circular Economy for Sustainable Growth (15 ECTS)
  - A Path to Digital Marketing Expert (20 ECTS).

Note that 10 ECTS of this path are already covered on the BM programme in the core competence study unit Digital Marketing and Sales. The other study units in this learning path include:

- Digital User Experience 5 ECTS
  - Instagram as a Marketing Tool 5 ECTS
- For further information visit [www.3amk.fi](http://www.3amk.fi)

# CampusOnline study recommendations

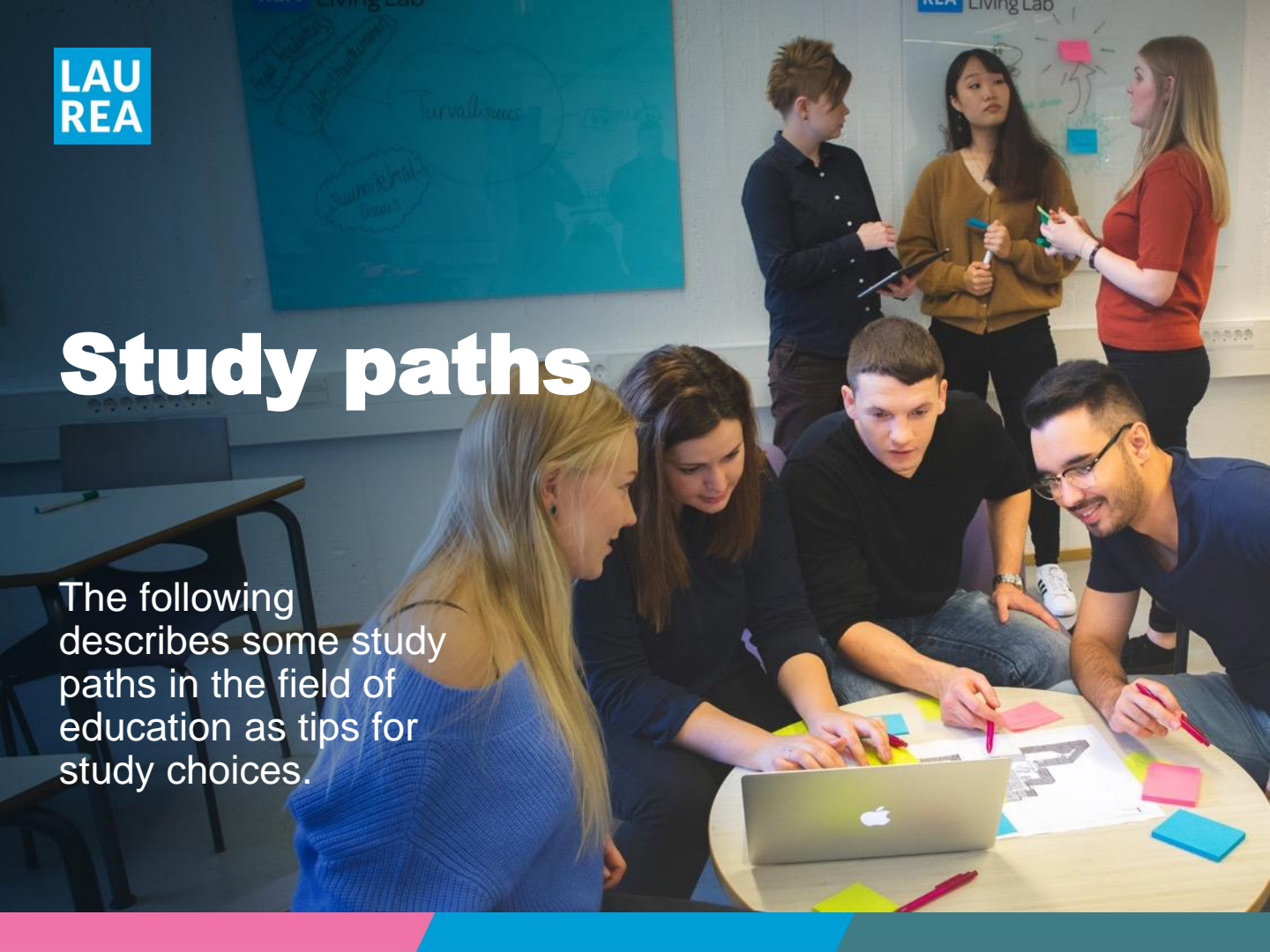
The following studies complement Laurea's study offering, so there is no need to separately agree on including them in your PSP if they produce new competence for your degree:

- Asian Market and Business Culture 5 ECTS
- Basics of Purchasing 5 ECTS
- Data-Driven Marketing 5 ECTS
- Economics 5 ECTS
- Doing Business in Brazil 5 ECTS
- Principles of Lean 5 ECTS

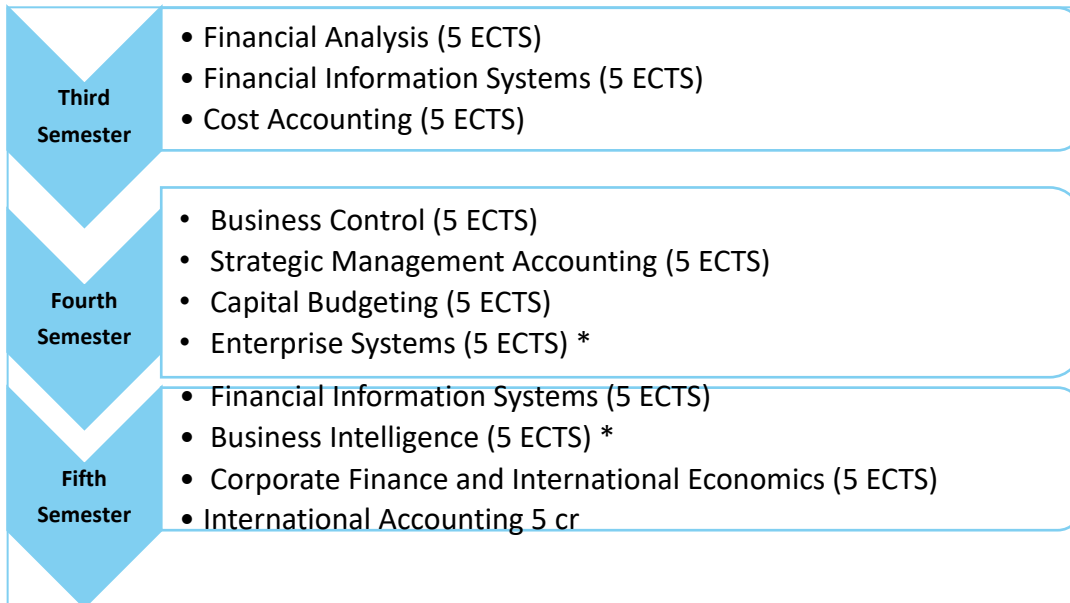
Be sure to check with your personal tutor first, if you are unsure about your selection of Campus Online studies.

# Study paths

The following describes some study paths in the field of education as tips for study choices.



# Corporate Financial Management



\* Also complements studies in the Digital Marketing and Sales learning lane

# Digital Marketing and Sales

## Third Semester

- Content Marketing (5 ECTS)
- Digital Analytics and Consumer Insight (5 ECTS)

## Fourth Semester

- Building an Online Shop (5 ECTS)
- Latest Trends of Social Media Marketing and Automation (5 ECTS)

## Fifth Semester

- Building Webpages (5 ECTS)
- Instagram as a Marketing Tool (5 ECTS, CampusOnline)\*
- Data-Driven Marketing (5 ECTS, CampusOnline)\*

\* Check the contents of CampusOnline study units carefully to make sure they don't cover the same ground as study units you have already taken. See also other Laurea studies offered in Finnish for more studies in these subjects.