



Good luck with your studies!

Kajaani University of Applied Sciences is small in size but large in its national significance. In many ways our operations, concentrated within a single campus area, are unique. Our small size allows us to be flexible and dynamic. The ability to do the right thing is the key to our large stature. We are a regionally significant leader in development with our students closely involved in a variety of hands-on business projects and commissions. The competences and skills provided through our main fields of emphasis (vehicle information systems, activities tourism and game production) are of the highest standard both nationally and internationally. Congratulations on your choice of study place!

You will find that studying is the best time of your life. I cannot emphasise enough the importance of study to your future. Your degree certificate and the competences it contains prepare you for your chosen career and provide the foundation for professional success. After graduation, a high level of competence and ability will be expected of you. Studying is when you make the future. In order to achieve these goals, activeness, a willingness to learn and experiment, and cooperation are emphasised.

Learning is your right and duty. We want to train our students to be the active experts of the future with the ability to solve problems. Our task is to make it possible to develop and get things done to provide you with positive learning experiences. Creating appropriate learning environments is therefore a key issue with us. Together and in an atmosphere of mutual cooperation, we are sure to succeed!

Enjoy and get as much as you can out of your studies. Dare to experiment and do things without fearing failure! Find your own professional identity and work towards making your dreams come true. The staff of Kajaani University of Applied Sciences together with our Student Union KAMO is prepared to support you in whatever way possible during the various stages of your studies.

Welcome to Kajaani University of Applied Sciences for study and growth in expertise!

Turo Kilpeläinen, President



Welcome to Kajaani University of Applied Sciences

Kajaani University of Applied Sciences is a campus of active and satisfied people. Our UAS is a high quality study location undergoing continual development – a study place that will provide you with the preparation that you need for working life. The UAS and KAMO are working together to ensure that when you graduate you will be a leading expert in your particular field. The aim of KAMO is to make our UAS into a listening organisation where students can have their say.

KAMO is a student organization lead by active students with the aim of promoting student benefits and rights. The key stone of maintaining student rights includes student representation on the UAS board, statements and comments and meetings with key decision makers and interest groups. Kamo also provides services to support your studies, including a book shop, photocopying and binding services.

The most visible of our activities are peer tutoring, international affairs, student events and activities, and student benefits using the student card. KAMO and Kajaani University of Applied Sciences have made a cooperation agreement concerning the implementation and development of peer and international tutoring. According to this agreement KAMO will organise peer tutoring for all students as part of the UAS supervision and counselling system. KAMO will also plan and organise reception and orientation activities for foreign exchange and degree programme students. Moreover KAMO makes a tremendous effort to ensure that foreign students enjoy their stay, organises events for foreign students and promotes internationalisation on the home front.

I also feel that your study years should include some form of social awakening and our union provides an easy way to get involved. Being involved in student union activities during your studies is just as important to personal growth as the teaching and supervision provided by the UAS because such activities provide social interaction skills and the ability to manage common issues that cannot be taught on a course nor learnt in the classroom.

Kajaani University of Applied Sciences has welcomed student union activities right from the very beginning. Today's Union's activities are based on the reformed University of Applied Sciences Law that came into force on 1.8.2006. According to this law each University of Applied Sciences should have an autonomous student union.

You have just started a new chapter in your life by choosing to follow a new path. Sometime this path may seem narrower and uneven but it will eventually lead to a wider 'broadband' – where the knowledge and skills acquired during your journey along the study path will be at the forefront of your life. Kajaani University of Applied Sciences is a great place to study and to achieve the confidence, skills and knowledge to start your working life.

On behalf of our Student Union I would like to welcome all new students to the happy campus where a fair wind blows. I also hope that you enjoy your time in Kajaani and at Kajaani University of Applied Sciences. We will do our best to make you feel at home and that you will be successful in your studies. Come to our office and talk to us about what's on your mind.

The student union KAMO hopes you have a great start to your academic year!

Pasi Ahoniemi  
Executive Director

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## FOR THE USERS OF THIS GUIDE

This Study Guide contains information on:

- the University of Applied Sciences and its administration
- degree programmes and the curriculum
- achieving a degree qualification

Read the general information first to obtain basic facts about the University of Applied Sciences. The syllabi of each degree programme are set out course by course. Using this guide you will be able to plan the schedule and contents of your studies. For more information on study contents, planning and how to choose courses from different degree programmes or which studies can be accomplished in the form of e-studies, please consult your teacher, lecturers or the study counsellors.

In addition to this guide please see the **Academic Year Guide**. It contains more practical information on study periods and more detailed information on how to accomplish studies, student welfare and social activities, the free-choice studies selection for this year and staff contact information.

### Abbreviations used in the guide:

UAS = University of Applied Sciences (in Finnish ammattikorkeakoulu = AMK)

HOPS = Personal Education Plan (in Finnish henkilökohtainen opintosuunnitelma = HOPS)

Cr = Credit (in Finnish opintopiste, op)

### STUDY GUIDE CODE KEY

#### Course codes

In total 7 characters of which

1 <sup>st</sup> =	school (K,M,S,T)
2 <sup>nd</sup> =	degree programme
3 <sup>rd</sup> =	basic studies P
	compulsory professional studies A
	optional professional studies V
	free-choice studies W
	practical training T
4 <sup>th</sup> =	random (A,B,C etc)
5 <sup>th</sup> – 7 <sup>th</sup> =	number 00 - 99

# KAJAANI UNIVERSITY OF APPLIED SCIENCES

## The Main Task of Kajaani University of Applied Sciences

The training, research and development activities provided at Kajaani University of Applied Sciences advance know-how and knowledge, well-being and the willingness to create business in the region and other spheres of influence.

## Vision 2012

Kajaani University of Applied Sciences will be the top training and development centre in northern Finland while being nationally and internationally recognized as providing expertise in selected fields.

Kajaani University of Applied Sciences is a multidisciplinary institution providing training in the fields of Natural Sciences (School of Business), Tourism, Catering and Domestic Services (School of Tourism), Social Services, Health and Sports (School of Health and Sports), Technology Communication and transport (School of Engineering) and Social Sciences, Business and Administration (School of Business).

## Values

### *A partner in development*

The UAS accomplishes teaching, research and development liaison within local, regional, national and international networks

### *Customer Satisfaction*

The work carried out in the Kajaani University of Applied Sciences creates client-oriented opportunities and provides added value for its clients and partners in co-operation.

### *People as a Resource*

Kajaani University of Applied Sciences values work and skills, respects and approves of diversity while supporting individual effort, capability and development. Each member of this working community is committed to common goals and there is a fluent and open flow of information.

### *Creative Joy in Activity*

The staff possesses a positive, innovative and open-minded attitude towards continual individual development and the continual development of their work place and community.

## Pedagogic Strategy

The Kajaani University of Applied Sciences pedagogic strategy is an action-based strategy that describes the central principles of teaching and learning and the integration of research and development with teaching. The aim of the strategy is to control and guide choices regarding teaching methods, education, professional growth counselling, evaluation of learning and competence as well as pedagogical solutions.

Learning at Kajaani University of Applied Sciences covers all activities leading to the development of professional expertise. Learning is based on previous knowledge and content structure. It is communal and advances continual personal and professional development and the development of working life. The basis of pedagogy is a learning concept where students are willing to cooperate and to interact openly with different people and environments.

## Profile

The profile of Kajaani University of Applied Sciences is determined by strategic areas of emphasis in regional development, as set out by the Kainuu regional development programme. The degree programmes on offer at Kajaani University of Applied Sciences reflect the following areas of emphasis:

### *School of Health and Sports, Nursing*

1. Health promotion
2. Development of evidence based nursing
3. The use of welfare technology to promote coping at home

*School of Health and Sports, Sports and Leisure Management*

1. Development of health and well-being promoting exercise and sports competence
2. Development of activity and sports tourism
3. Development of sports and exercise instruction and coaching expertise in cooperation with regional and international parties

*School of Business:*

1. Business Skills in the SME Sector, Internationalization and Entrepreneurship
2. Innovation and Development Competence
3. Business Information Technology: Systems Maintenance and Game Programming Topics:  
Game Business Operations and Production, Game Planning, Graphics and Programming

*School of Tourism*

1. Tourism and tourism business competence
2. Activity tourism
3. Internationality.

*School of Engineering*

1. ICT – specifically the technologies associated with vehicle data systems and competences relating to testing under severe conditions and measurement technology and systems.
2. Mining production in the Mechanical and Production Engineering Degree Program emphasizing process competence and expertise in mining production maintenance and runnability.
3. Wood and energy-efficient construction and facility life-cycle maintenance and management in the Construction Engineering Degree Program

**MANAGEMENT AND ADMINISTRATION****The President**

Kajaani University of Applied Sciences is a public utility. The Director of the University of Applied Sciences is the President.

**The Management Committee**

The general administration and finance of a public utility is lead by a management group that is subordinate to the municipal board.

**Board**

The internal administration of the University of Applied Sciences is presided over by the University Board and the President. The composition of the board is regulated by the University of Applied Sciences law (351/2003, 11 §). The chairman of the board is the President. The board also includes management representatives, full-time teaching and staff representatives, other full-time staff and degree student representatives, business representatives and other representatives from working life.

The management group is subordinate to the board and comprises the President, the Director of Finances and Administration and the Heads of School, acts as a drafting body.

**Members of the University of Applied Sciences**

Members of the university of applied sciences are regulated by law (352/2003, 3§). Members include full-time teachers and other full-time staff and degree students.

The professional competences are defined separately in this guide in conjunction with each degree programme.

## UNIVERSITY OF APPLIED SCIENCES STUDIES

### Structure of Studies

Each degree programme consists of basic studies, professional studies, free-choice studies, practical training, and thesis and maturity test. Studies are divided into study periods or courses that can be combined to form larger modules. The range of each course or module is announced in the form of study points known as credits (cr). The range of the degree qualification is described in credits (cr). The student's academic year is worth 1600 working hours which is equivalent to 60 credits.

Teaching and study includes lectures, small group teaching, laboratory and practice sessions, group work, practical assignments and independent work by the student. Some studies are delivered online and can be accomplished either by completing courses offered by Kajaani University of Applied Sciences or the national Virtual UAS.

The selection of alternative/optional and free-choice studies is confirmed each year. For more information on the recognition and eligibility of previous studies please see the Academic Year Guide and our website **[www.kajak.fi](http://www.kajak.fi)**

### Basic Studies

The range and contents of basic studies depends on the degree programme and they are always compulsory. Their aim is to

- introduce students to the University of Applied Sciences and the degree programme,
- to provide students with a wide-ranging overview of the status and significance of their chosen field in society, at work and abroad,
- to introduce students to the general theoretical principles and communication in their chosen field,
- to provide students with the required language skills stipulated in statute (352/03).

### Professional Studies

Professional studies comprise compulsory and alternative/optional studies. Their range depends on the degree programme. The aim of professional studies is to provide students with knowledge of the central problems and applications of their professional fields and the related theoretical background, enabling graduates to work independently in expert posts in their chosen professional career. Students will deepen and widen their knowledge of a specifically selected area of their professional field through optional/alternative professional studies.

Each degree programme includes integrated profession management studies during basic and professional studies. Profession management studies include information retrieval skills, communication studies and business and enterprise studies.

### Free-choice Studies

Free-choice studies provide students with the opportunity to deepen and widen knowledge within their own professional subject area. At least 9 credits worth of free-choice studies should be completed (School of Health and Sports) and 15 credits worth in the other schools. They can be selected from amongst courses offered within the student's own degree programme, from another degree programme in the same University of Applied Sciences, from another university of applied sciences or university or from elsewhere subject to authorisation. The Head of School or someone authorised by him/her can approve free-choice studies accomplished elsewhere.

The free-choice studies selection for all schools can be found in the Academic Year Guide.

For further information on learning and study methods please see: **[www.kajak.fi/study/Toolbox for Project Learning](http://www.kajak.fi/study/Toolbox%20for%20Project%20Learning)**

### Practical Training for Advanced Professional Skills

Practical training provides a setting where students have the opportunity to learn under supervision the main jobs and tasks linked to their professional studies and to apply acquired theoretical knowledge and practical skills to real work. Practical training forms a part of UAS studies.

Practical training takes place abroad or in Finland in work environments linked to fields of study such as companies, associations, and state or local authority organisations. It is always supervised. Students are provided with learning goal-oriented individual supervision. Each student is allocated a teacher supervisor who supervises their student's practical training with the work place supervisor.

There are separate practical training guidelines for each degree programme. For more information please see [www.kajak.fi/Study/Practical Training](http://www.kajak.fi/Study/Practical%20Training)

### **Thesis (15 cr)**

The thesis develops and demonstrates students' abilities to apply their know-how to practical tasks related to their professional studies and requiring expertise. By accomplishing the thesis students demonstrate their ability to work in a goal-oriented manner in their chosen professional field.

The subject of the thesis must be linked to their major that also dictates their choice of practical training place and professional studies. The thesis should focus on a need or requirement of society, business, commerce or industry surrounding the University of Applied Sciences, requiring work and development. In this way the thesis can be part of a research, development or product development project set up by different organisations (companies, associations, clubs, University of Applied Sciences). Students should aim to link their thesis with their practical training period and try to establish whether it would be possible to complete the thesis there. The thesis can take the form of a piece of research (applied research), a project or development undertaking that can be commodified. It is also recommended that students take advantage of the different fields of study at Kajaani University of Applied Sciences by undertaking cross- or multi- disciplinary and degree programme theses.

The maturity test is part of the polytechnic degree qualification according to statute (352/03) and in order to be awarded a degree certificate students successfully accomplish the maturity test. The thesis always includes a written report. An approved thesis is assessed and is awarded a grade from 1 – 5.

There is more detailed degree-programme specific information on the thesis study module in this guide in the sections on each School. The whole process is described at the address: <http://www.kajak.fi/opari>

### **Language Studies**

Language studies are regulated by statute (352/03) for Universities of Applied Sciences and in the Kajaani University of Applied Sciences Degree Regulations. Students must achieve:

- "language skills in Finnish and Swedish required to be able to practise their profession and for professional development conforming to the compulsory second foreign language skill requirement, of state personnel in their capacity as official bilingual functionaries with a university degree qualification according to the law (424/2003, 6 §) stating the language skills required of public organisation personnel working in bilingual regions"
- "the required spoken and writing skills in a first and/or second foreign language deemed necessary for the practice of a profession and for professional development."

For students whose language of education is Finnish:

- Students' Swedish language skills will be evaluated during the Swedish courses. The evaluation scale is Good (grades 5 and 4) or satisfactory (grades 3 – 1). Swedish oral and writing skills will be evaluated separately.
- Finnish language skills will be taken into account during the maturity test linked to the thesis. The maturity test is evaluated according to its content and the standard of Finnish used.

The degree certificate will record the language of education, the language used to complete the maturity test, foreign language(s) studied and a grade for Swedish (spoken and written). All language studies are included in the transcript of studies attached to the degree certificate.

The language skills for Finnish students who have completed degree programmes delivered in English also have the same text on their degree certificate, in English. If a student has received his or her education in a language other than Finnish or Swedish, the University of Applied Sciences has the right to decide on his/her language skill requirements. Such students must contact their Head of School in good time in order to be exempted from Finnish and Swedish



language skill requirements. Such students must also ensure that they complete a sufficient amount of studies in languages other than Swedish and Finnish to fulfil the language study requirements of the degree programme.

## QUALIFICATIONS

### The National Qualifications Framework NQF

In the Finnish national qualifications framework all qualifications are allocated a level amongst eight different levels of difficulty. University of Applied Sciences degree qualifications are on level 6 and University of Applied Sciences' post-graduate degrees are on level 7. Levels 6 and 7 and national generic competences common to all universities of applied sciences describe the level of competence expected of university of applied sciences graduates.

#### Level 6, university of applied sciences degree qualification, Bachelor level

*Possesses comprehensive and advanced knowledge of his/her field, including the critical understanding of theories, key concepts, methods and principles. Understands the extent and boundaries of professional duties and/or disciplines. Possesses advanced skills, which demonstrate mastery of issues, the capability to apply knowledge and come up with creative solutions, which are required in a specialized professional, scientific or artistic field to solve complex or unpredictable problems.*

*Possesses the capability to manage complex professional work or projects and the capability to work independently in expert duties in the field. Possesses the capability to make decisions in unpredictable operating environments. Basic capability to work as an independent entrepreneur in the field. In addition to the evaluation and development of his/her own competence, is able to take responsibility for the development of individuals and groups.*

*Possesses the capability for continuous learning. Knows how to communicate adequately verbally and in writing both to audiences in the field and outside it. Possesses the capability to communicate at an international level and interact in one official language and at least one foreign language.*

#### Level 7, graduate university of applied sciences degree, Master level

*Understands comprehensive and highly specialized concepts, methods and knowledge corresponding to the special competence in his/her field, which are used as the basis for independent thought and/or research. Understands questions pertaining to the field and interfaces between various fields and evaluates them and new knowledge critically. Possesses the capability to solve demanding problems in research and innovation activities, where new methods and procedures are developed and knowledge from various fields is applied and combined.*

*Possesses the capability for independent work in demanding expert duties in the field or as an entrepreneur. Possesses the capability to manage and develop complex, unpredictable and new strategic approaches. Possesses the capability to lead work and/or people. Possesses the capability to evaluate the activities of individuals or groups. Possesses the capability to accumulate knowledge and practices in his/her field and/or take responsibility for the development of others.*

*Possesses the capability for continuous learning. Knows how to communicate verbally and in writing both to audiences in the field and outside it. Possesses the capability to communicate at an advanced international level and to interact in one official language and at least one foreign language.*

## Generic working life skills or competences

The universities of applied sciences together with representatives from working life have determined the skills, i.e. competences that a university of applied sciences graduate is expected to have.

Competences are comprehensive areas of knowledge and skill that describe the graduate's level of qualification, achievement potential and their ability to accomplish the work associated with their selected profession. Competences are divided into degree-programme specific (professional) and generic competences. Generic competences are common to the degree programmes offered by all fields; however their special features and significance may vary in different professions and professional tasks. The generic competences create the foundations for working as a professional, cooperating and the ability to develop one's own expertise.

The professional competences will be presented separately in the Study Guide before each degree programme.

## Generic Competences

	Description of the competence, bachelor level	Description of the competence, master level
<b>LEARNING COMPETENCE</b>	<ul style="list-style-type: none"> <li>- is able to evaluate and develop one's competence and learning methods</li> <li>- is able to retrieve and analyze information and evaluate it critically</li> <li>- is capable of taking responsibility for collaborative learning and sharing knowledge in teams</li> </ul>	<ul style="list-style-type: none"> <li>- is able to evaluate and develop one's expertise in a versatile and goal-oriented way</li> <li>- is able to retrieve and analyze information and evaluate it critically from the point of view of different fields</li> <li>- is capable of taking responsibility for collaborative learning in a goal-oriented way</li> </ul>
<b>ETHICAL COMPETENCE</b>	<ul style="list-style-type: none"> <li>- is able to take responsibility for one's own actions and for the consequences of these actions</li> <li>- is able to work according to the ethical principles of the subject field</li> <li>- is able to take other people into</li> </ul>	<ul style="list-style-type: none"> <li>- is able to take responsibility for the actions of a community and for the consequences of these actions</li> <li>- is able to apply the ethical principles of the subject field as an expert and as a developer of working life</li> </ul>

	<p>account</p> <ul style="list-style-type: none"> <li>- is able to apply the principles of equality</li> <li>- is able to apply the principles of sustainable development</li> <li>- is able to wield influence in society using acquired skills and basing all activity on ethical values</li> </ul>	<ul style="list-style-type: none"> <li>- is able to make decisions considering an individual and the community</li> <li>- is able to contribute to the principles of equality in working life</li> <li>- is able to contribute to the principles of sustainable development and social responsibility</li> <li>- is able to lead socially significant operations, basing all activities on ethical values</li> </ul>
<b>WORKING COMMUNITY COMPETENCE</b>	<ul style="list-style-type: none"> <li>- is able to operate as a member of a work community</li> <li>- is able to operate in communicative and interactive situations in working life</li> <li>- is able to utilize information and communications technology in one's subject field</li> <li>- knows the working life in one's subject field and is able to create personal contacts in working life and to operate in professional networks</li> <li>- is capable of decision making in unpredicted situations</li> <li>- is able to apply the principles of organizational management and leadership in working life and has abilities for managerial tasks</li> <li>- possesses entrepreneurial skills</li> </ul>	<ul style="list-style-type: none"> <li>- is able to develop the operations and occupational well-being of a work community</li> <li>- is able to develop multidisciplinary communication and interaction in working life</li> <li>- is able to utilize information and communications technology in one's work</li> <li>- is able to create networks and partnerships</li> <li>- is capable of management and development tasks and is able to improve operations in complicated and unpredictable environments</li> <li>- is able to work as an expert or entrepreneur and has abilities for management and supervision tasks</li> </ul>
<b>INTERNATIONALIZATION COMPETENCE</b>	<ul style="list-style-type: none"> <li>- possesses communicative competence necessary for one's work and for professional development in the subject field</li> <li>- is able to collaborate in a multicultural environment</li> <li>- understands the effects of and opportunities for internationalization development in one's own field</li> </ul>	<ul style="list-style-type: none"> <li>- is capable of international communication in one's work and in the development of operations</li> <li>- is able to operate in international environments</li> <li>- is able to predict the effects of and opportunities for internationalization development in one's own field</li> </ul>

### Degree Certificate and Diploma Supplement

The University of Applied Sciences awards graduates a degree certificate when their university of applied sciences qualification is complete. Degree certificate requests must be made at least two weeks before estimated graduation and at the same time students must fill in the Ministry of Education Questionnaire at the end of their studies. For more detailed information concerning graduation please see the **Academic Year Guide**.

The Diploma Supplement is an appendix to the degree certificate for international use.

The Diploma Supplement contains further information in English on the studies accomplished by the student, the level of the degree qualification and its validity in terms of further study and in working life. The appendix facilitates graduate mobility and the professional and academic recognition of degree qualifications. The Diploma Supplement is awarded automatically and free of charge to all graduating students in conjunction with their degree certificate and with it is enclosed the graduate's Transcript of Records in English listing accomplished courses and grades. The appendix is not a translation of the graduate certificate but it provides further information.

For more information in English on the Diploma Supplement go to:

<http://europa.eu.int/comm/education/recognition/index.html>

The Kajaani University of Applied Sciences Degree Regulations and degree-programme specific guidelines decree how the degree qualification can be achieved. The degree must be completed in the time stipulated or at least within one extra year of the time stipulated in the guidelines and syllabi. The syllabi have been designed so that it is possible to achieve a degree qualification as follows:

<b>Qualification</b>	<b>Credits</b>	<b>Recommended time for completion</b>	<b>Max. time for completion</b>
Bachelor of Engineering	240 cr	4 yrs	max 5 yrs
Bachelor of Business Administration	210 cr	3,5 yrs	max 4,5 yrs
Bachelor of Health Care (Nurse)	210 cr	3,5 yrs	max 4,5 yrs
Bachelor of Health Care (Public Health Nurse)	240 cr	4 yrs	max 5 yrs
Bachelor of Hospitality Management	210 cr	3,5 yrs	max 4,5 yrs
Bachelor of Sports Studies (Sports Instructor)	210 cr	3,5 yrs	max 4,5 yrs

Adult education studies leading to a degree qualification and studies leading to a second-cycle/post-graduate degree qualification must be completed in the time stipulated in the syllabus + 1 year.

Students who do not complete their studies in the time allowed will lose their right to study unless the President grants (under certain conditions) extra time to complete outstanding studies.

For more information concerning the right to study and registration as present/absent please see the Kajaani UAS Academic Year Guide 2010 - 2011.

## **ADULT EDUCATION**

It is possible to complete parts of university of applied sciences degree programmes through adult education. The selection criteria for adult education applications vary according to the degree programme. Students who have already completed a university of applied sciences degree programme or other appropriate degrees can accomplish a second-cycle/post graduate university of applied sciences degree programme. Adult education is usually delivered through evening classes or using different media. The adult education course selection changes each year.

The following study programmes will begin during the 2010 – 2011 academic year.

### **A. University of Applied Sciences Degree Programmes**

#### **1. Field of Technology, Communication and Transport (School of Engineering)**

- Supplementary degree qualification – to update an upper vocational engineering qualification to a university of applied sciences engineering degree qualification

The **Supplementary Degree Programme** provides the opportunity to supplement earlier college/vocational institute level qualifications in order to gain a university of applied sciences engineering qualification (Bachelor of Engineering, University of Applied Sciences). Students can select the Information Technology, the Mechanical and Production Engineering or the Construction Engineering degree programme. Students will study alongside the other groups according to their own individual personal education plan.

The syllabi of these degree programmes are in the Study Guide under The School of Engineering.

- **Information Technology Degree Programme (240 cr)**

**The Information Technology Degree Programme** major is data security and it is worth 240 credits, with 130 credits dedicated to data security. The training will be delivered as a blended programme with contact and distance learning, laboratory work and online studies. The programme also provides lectures online that can be followed real-time with materials available afterwards. The course is therefore ideal for those completing the degree programme while working. The syllabus can be read at [www.kajak.fi](http://www.kajak.fi)

## **2. Field of Social Sciences, Business and Administration (School of Business)**

- Degree Programme in Business Administration (210 cr)

Students on the **Business Administration Degree Programme** will gain wide-ranging business administration skills with a special emphasis on management, leadership communication and development of the working community. A personal education plan will be drawn up for each student at the outset of the studies taking into account previously acquired skills and knowledge. The training will be delivered as a blended programme with some of the courses delivered online. Graduates will be eligible to work in team management. The syllabus can found at [www.kajak.fi](http://www.kajak.fi)

## **4. Field of Social Services, Health and Sports (School of Health and Sports)**

- Degree Programme in Nursing, Nursing major (210 cr)

**The Degree Programme in Nursing** provides students with sufficient skills to become an expert. Nursing Science is a multidisciplinary knowledge base. The development of nursing is supported by the social, behavioural and medical sciences which enable nurses to work in evidence based nursing and to foresee and take responsibility for healthcare development requirements in multi-professional and disciplinary groups and networks. The programme particularly focuses on the competences for gerontology nursing including customerships competence, health promotion, clinical competence, decision-making competence and counselling and mentoring competence. At the beginning of the studies students will compile a personal education plan with which previously acquired competences will be utilised. The syllabus can be viewed in this guide in School of Health and Sports section.

## **B. Second-cycle/Postgraduate university of applied sciences degree programmes**

### **1. Field of Technology, Communication and Transport**

- Degree Programme in Technological Competence Management (60 cr)

These studies take approx. 2 years to complete. This Master's programme is designed for working professionals and it is delivered by Kajaani University of Applied Sciences and the University of Applied Sciences of Central Ostrobothnia. The programme consists of intensive learning sessions two days per month, which are organised in Kajaani, Kokkola and Ylivieska in turn. The degree programme includes an international module. Graduates will be awarded the title Master of Engineering, (postgraduate university of applied sciences degree) and they will be eligible to work in posts and official posts where the qualification requirement is a Master's degree. The syllabus can be found at [www.kajak.fi](http://www.kajak.fi).

### **2. Field of Social Sciences, Business and Administration**

- Masters Degree Programme in Entrepreneurial and Business Competence (90 cr)

**The Degree Programme in Entrepreneurial and Business Competence** provides students with the opportunity to continuously develop their expertise and professional competence, and to apply and use knowledge and procedures. The degree is equivalent to a university masters qualification. The programme emphasises responsible leadership and working life development procedure competences. Specialised professional studies, free-choice studies and the thesis can be selected according to the interests of the student and the needs of the student's work communities. The syllabus can be viewed at [www.kajak.fi](http://www.kajak.fi).

### 3. Field of Tourism, Catering and Domestic Services (School of Tourism)

- Masters Degree Programme in Tourism

The Masters Degree Programme in Tourism is a second-cycle/postgraduate university of applied sciences degree programme in the Field of Tourism, Catering and Domestic Services (School of Tourism) which provides the same qualification as a university Masters degree. The programme's point of departure is a view of tourism as a comprehensive, well integrated sector and environment with extensive networks. The programme will reinforce competences required in working community development, coordination and leadership and will provide graduates with the skills through the application of know-how and competence to work in demanding posts requiring expertise and a flair for innovation.

The learning assignments and thesis that students in this degree programme will be expected to complete should be linked to the students' working communities. Free-choice studies can be selected according to the interests of the student and the requirements of their working communities. The syllabus can be viewed at **[www.kajak.fi](http://www.kajak.fi)**.

### 4. Field of Social Services, Health and Sports

- Masters Degree Programme in Social and Healthcare Leadership and Development (90 cr)

The aim of the **Masters Programme in Social and Healthcare Leadership and Development** is to develop your skills, competences and knowledge for work in managerial, development and leadership posts within the field of social and healthcare. After graduation, your Masters qualification will allow you to work as a Senior Ward Manager, Sister/Ward Manager or in project or development work.

The degree programme involves developing leadership and other skills required in healthcare management and supervision. The programme provides in depth knowledge of the changing operational environments of leadership, strategic and competence leadership as well providing the opportunity to apply evidence based operational development to one's own work.

The studies can be completed while working and contact teaching is delivered (2-3 days/month) and is blended with independent studies, and online group and individual instruction. The syllabus can be viewed at **[www.kajak.fi](http://www.kajak.fi)**.

- Masters Degree Programme in Clinical Expertise (90 cr)

The aim of the **Masters Degree Programme in Clinical Expertise** is to develop in the area of clinical nursing expertise. The degree programme includes teaching and counselling competence, patient security, the evaluation of the quality and effects of care and studies in research and development work.

Graduates of this degree programme will be eligible to work as clinical experts in various social and healthcare environments as well as project and development posts.

The studies can be completed while working and contact teaching is delivered (2-3 days/month) and is blended with independent studies, and online group and individual instruction. The syllabus can be viewed at **[www.kajak.fi](http://www.kajak.fi)**.

### C. Other Adult Education

**The Kajaani University Consortium's Adult and Supplementary Education Department** is a joint venture involving the Kajaani University Consortium's Adult Education Service and the Training Services Department of Kajaani University of Applied Sciences, producing and providing university level adult education and development services that meet the requirements of working life in the regions of Northern Finland, Kainuu and Ylä-Savo as well as nationally and internationally.

## **Kajaani University of Applied Sciences Supplementary Education and Training:**

### **1. Professional specialisation studies**

These studies are designed for people with a vocational high school qualification, a higher professional degree or university degree qualification and for those with other comparable competences. The objective of these studies is to strengthen and up-date professional competences and expertise within the participants' own professional field. The studies are worth 30 – 60 credits and are delivered in the form of blended studies during the day, in the evenings and at weekends.

### **2. Open UAS Courses**

Open UAS courses are open to all regardless of age and education. Studies are delivered in the form of blended studies or as e studies. Studies can be selected from the separate UAS selection available or students can participate in normal teaching during the day or in the evening if there are free study places. For courses available through the Open UAS go to **[www.kajak.fi/avoinamk](http://www.kajak.fi/avoinamk)**.

### **3. Continuing education and supplementary training:**

We also organise professional supplementary education in the form of theme seminars, PD training, employment scheme adult education courses and bespoke courses for companies and organisations.

# SCHOOL OF BUSINESS

## DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

**Head of School** Ms Heli Itkonen

**Head of the Degree Programme** Mr Sami Malm

**International Study Office** Ms Kirsi Sievers

### Objective of the Degree Programme

The objective of the Degree Programme in International Business is to provide both Finnish and international students with a high quality, practically orientated, academic education. The content of the programme has been designed to encourage the development of entrepreneurial skills within the fields of International Business. Upon completion of the required 210 credits within three and a half years, graduates are awarded a **Bachelor of Business Administration (BBA)**.

### Learning Environment

The learning environment at Kajaani University of Applied Sciences actively encourages the achievement of the stated objective by providing a:

- programme that is both responsive and flexible to the needs of students
- programme that is both challenging and supportive to students
- truly international atmosphere, achieved through the UAS's extensive links with partner colleges abroad
- co-operation with a network of local businesses
- professional, highly educated staff

### Learning Strategies

Because of the nature of the programme, the learning strategies employed to achieve its objectives are varied, depending on the subject they may include: lectures, seminars, individual tutorials, workshops, case study, group work, business projects, study trips, research, video conferencing and lectures given by international lecturers.

### Competences

The Degree Programme in International Business covers the following six main competences:

Subject specific competences Degree programme in International Business	Description of the competence
<b>International Business Awareness</b>	<ul style="list-style-type: none"> <li>▪ Ability to outline and evaluate the key patterns and trends in international business activity, the different approaches to internationalisation, the influence of increasing globalisation, international trade systems and financial relations and the role of several principal institutions (e.g. WTO, EU, IMF, World Bank) in international business.</li> <li>▪ Ability to assess the impact of these trends of the international business environment on one's own activities as well on business policy.</li> </ul>
<b>Intercultural Adaptability</b>	<ul style="list-style-type: none"> <li>▪ Ability to assess the differences between national, organisational and occupational cultures and to outline strategies for adapting to these differences in e.g. human resources management, marketing and intercultural communication.</li> </ul>



	<ul style="list-style-type: none"> <li>▪ Identification of the relevant dimensions of cultures and development of self-awareness of one's own cultural background.</li> <li>▪ Ability to adapt one's behaviour to the standards in other cultures and can maintain an international network essential to one's tasks.</li> </ul>
<b>International Operations Management</b>	<ul style="list-style-type: none"> <li>▪ Ability to assess processes and make decisions involved in developing international, i.e. export/import operations, focussing on supply chain management and to explain the meaning and application of key logistical concepts.</li> </ul>
<b>International Marketing Management</b>	<ul style="list-style-type: none"> <li>▪ Ability to perform a country-analysis on a macro, industrial and micro level, to conduct an international market survey in order to assess foreign market opportunities and competition.</li> <li>▪ Ability to formulate market-entry strategies, to draft an international marketing plan and to implement, co-ordinate and control the international marketing (and sales) programme and projects.</li> <li>▪ Ability to create, develop and maintain profitable customer relationships.</li> </ul>
<b>International Strategic Management</b>	<ul style="list-style-type: none"> <li>▪ Ability to use conceptual and visionary skills to contribute to the development, evaluation and implementation of the internationalisation strategy of a company.</li> <li>▪ Ability to pro-actively seek and commercially evaluate business opportunities for both new and existing products.</li> <li>▪ Risk-taking ability in order to optimise business profit.</li> <li>▪ Ability to write and defend a business plan for a (start-up) company.</li> <li>▪ Ability to perform a variety of cost and revenue calculations and to transform these data into information needed for decision making and budgeting process.</li> <li>▪ Ability to contribute to and evaluate key accounting summaries and investment opportunities.</li> </ul>
<b>Organisational Development</b>	<ul style="list-style-type: none"> <li>▪ Ability to research and analyse relevant international business problems, to propose policy goals and objectives and to prepare alternative solutions in order to optimise business and human resources processes in order to strengthen the synergy between strategic, structural and cultural aspects of the organisation.</li> </ul>

### Annual Themes – Study Progress Description

Each study year has its own theme which describes the main focus of the courses.

<b>1<sup>st</sup> year – Observer of Business Operations</b>	<p>The student</p> <ul style="list-style-type: none"> <li>▪ has the basic information needed to understand the fundamental processes of business operations, their impact on society, working life and the internationalisation process.</li> <li>▪ understands the basis of entrepreneurship and the principles of profit making.</li> <li>▪ gains knowledge of the theoretical models applied in business operations.</li> <li>▪ has the necessary computer skills and methodological tools needed for data collection, analysis and reporting.</li> </ul>
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<b>2<sup>nd</sup> year – Learner of International Business Operations</b>	The student <ul style="list-style-type: none"> <li>▪ is able to outline and evaluate the key patterns and trends in international business activities</li> <li>▪ is able to assess differences between cultures</li> <li>▪ knows the strategies of international marketing</li> </ul>
<b>3<sup>rd</sup> year – Applicator of Knowledge</b>	The student <ul style="list-style-type: none"> <li>▪ is able to apply knowledge in practice</li> <li>▪ learns to plan research and business activities</li> <li>▪ deepens his/her knowledge of international business</li> </ul>
<b>4<sup>th</sup> year - Developer of Business Operations</b>	The student <ul style="list-style-type: none"> <li>▪ is able to develop business activities by implementing the latest findings in the field</li> </ul>

## Structure of Studies

### Basic Studies (61 cr)

Basic studies are compulsory studies that must be completed during the first year of study. These courses include basic courses in business activities, operational environments, methodological studies, and communication studies.

### Professional Studies (89 cr)

These courses are carried out from the second year onwards and they include special study modules covering different areas of international business activities. The aim of professional studies is to equip students with both the theoretical and practical knowledge needed to function in international business and marketing arenas. The studies emphasise the framework and strategies of international business, international marketing, economics, finance, international management and communication skills.

The professional studies also include 27 credits of Further Specialisation Studies. The aim of the module is to deepen and widen the knowledge related to the professional studies. Studies completed during the student exchange should ideally fit into this module.

### Free-choice Studies (15 cr)

The studies include a minimum of 15 credits of free-choice studies. The aim of the free-choice studies is to provide the student with the opportunity to deepen and widen knowledge related to one's own professional field. These can be chosen from the degree programme or from another degree programme in the same UAS or from another UAS, university or elsewhere by prior agreement. The head of degree programme approves optional studies chosen by students.

### Practical Training (30 cr)

An essential part of the studies is a five-month-long practical training period, which takes place during the spring semester of the 3rd study year. It is recommended that practical training is accomplished in a foreign country, but it can also be done locally. Before starting practical training the student must have a minimum of 115 credits. The purpose of practical training is to offer students the opportunity to put into practice the knowledge acquired from their professional studies by carrying out practical expert tasks in companies.

### Thesis (15 cr)

The purpose of the thesis is to demonstrate the student's ability to adapt knowledge and skills acquired during professional studies. This can be accomplished in the form of project work, research work or applied research. Preparation of the thesis is accomplished towards the end of the student's studies; a minimum of 150 credits must be accomplished before starting work on the thesis. It can also be multi-disciplinary. The thesis also includes a maturity test which demonstrates the student's language skills and how familiar he or

she is with the chosen subject of the thesis. Finnish students write the test in Finnish and foreign students in English. The test is taken under supervision with titles provided by the thesis supervisor.

### Foreign Studies

For Finnish students it is recommended that the 2nd year autumn semester is spent in a foreign university or university of applied sciences. Foreign students may choose not to go abroad. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. In addition it is required that the students have good language skills (good skills in English and at least basics in the target country's language if possible) and good grades. Students who do not have any international experience will be given first priority when decisions concerning exchange places are made.

Exchange opportunities will be presented in information meetings. More information can also be found from Kajaani UAS's internet pages. Kajaani UAS's partner institutions in different countries offer studies in English or in other languages. Each student makes a personal study plan with the school's international co-ordinator for the period of foreign studies. Studies completed abroad are approved as part of the degree programme within either further specialisation studies or free-choice studies.

### Language Studies

The Degree Programme in International Business includes 32 credits of compulsory language study. Language studies should comprise three different languages (Finnish students: English, Swedish and a new language, foreign students: English, Finnish and a new language). English is the language of teaching in the degree programme. However, all students must also acquire a minimum of 12 credits in English language studies. Foreign students must also accomplish 12 credits of Finnish language within their compulsory language studies. All students should have a minimum of 8 credits (5 cr beginners course + 3 cr intermediate/advanced studies) in a third foreign language. Language studies are therefore structured as follows in the Degree Programme in International Business (in English):

#### Finnish Students

English	12 cr
Finnish	6 cr
Swedish	6 cr
Foreign Language	8 cr (5 + 3)

#### Foreign Students

English	12 cr
Finnish	12 cr
Foreign Language	8 cr (5 + 3)

Foreign language courses which can be offered at this level are French, Spanish, Italian, Russian and German. It is recommended that foreign students concentrate on studying the Finnish language during the first study year and start another new language during the second year.

Optional language studies that are taught in Finnish can be found on page 195.

### Progress Chart

1 <sup>st</sup> year	2 <sup>nd</sup> year	3 <sup>rd</sup> year	4 <sup>th</sup> year
<ul style="list-style-type: none"> <li>• Business Activities</li> <li>• Operational Environment</li> <li>• Methodological Studies</li> <li>• Communication Studies I</li> <li>• Personal Development Programme</li> </ul>	<ul style="list-style-type: none"> <li>• International Business Activities</li> <li>• Communication Studies II</li> <li>• Further Specialisation Studies</li> <li>• Foreign Studies</li> </ul>	<ul style="list-style-type: none"> <li>• Further Specialisation Studies</li> <li>• Free-choice Studies</li> <li>• Practical Training</li> <li>• Thesis</li> </ul>	<ul style="list-style-type: none"> <li>• Thesis and Maturity Test</li> <li>• Further Specialisation Studies</li> <li>• Free-choice Studies</li> </ul>

## THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN INTERNATIONAL BUSINESS (2010)

### BASIC STUDIES 61 CR

<b>KBBA3Z</b>	<b>Business Activities</b>	<b>27 CR</b>
KBBA001	Introduction to Business Operations	3 cr
KBBA002	Introduction to Management Accounting	5 cr
KBBA003	Introduction to Business Law	3 cr
KBBA012	Introduction to Marketing	4 cr
KBBA009	Introduction to Management	5 cr
KBBA006	Project Management	3 cr
KBBA010	Supply Chain Management	4 cr
<b>KBBO3Z</b>	<b>Operational Environment</b>	<b>7 CR</b>
KBBO005	Economics	4 cr
KBBO003	International Economics	3 cr
<b>KBBM4Z</b>	<b>Methodological Studies</b>	<b>10 CR</b>
KBBM005	Basics of Hardware and Software	4 cr
KBBM002	Office applications	3 cr
KBBM004	Business Mathematics	3 cr
<b>KBBC4Z</b>	<b>Communication Studies</b>	<b>14 CR</b>
KBBC003	English: Basics of Business English	3 cr
	Foreign Language *	5 cr
	<i><b>Finnish Students</b></i>	
KBBC001	Business Finnish	3 cr
KBBC005	Swedish: Svenska i affärslivet I	3 cr
	<i><b>Foreign Students</b></i>	
KBBC004	Finnish for Foreigners I	6 cr
<b>KBBD6Z</b>	<b>Personal Development Programme</b>	<b>3 CR</b>
KBBD002	Personal Development Programme	3 cr

\* Note: Foreign language courses are optional courses. The courses, which can be offered at this level are French, Spanish, Italian, Russian and German languages. Every student is expected to choose one language at the beginning of their studies. Students' choices are binding! Please note that optional courses can only be offered if a course is selected by a minimum of 15 students.

**PROFESSIONAL STUDIES 89 CR**

<b>KBPI5Z</b>	<b>International Business Activities</b>	<b>37 CR</b>
KBPI001	International Management	3 cr
KBPI015	Financial Accounting	4 cr
KBPI012	Strategic Management	3 cr
KBPI004	International Marketing	5 cr
KBPI005	International Business Law	3 cr
KBPI010	Business Projects	6 cr
KBPI007	Export and Import Routines	3 cr
KBPI003	Strategic Marketing Management	3 cr
KBPI016	Finance	4 cr
KBPI017	Product Development 1	3 cr
<b>KBPM7Z</b>	<b>Methodological Studies</b>	<b>7 CR</b>
KBPM001	Applied Research Techniques	4 cr
KBPM002	Statistics	3 cr
<b>KBPC9Z</b>	<b>Communication Studies</b>	<b>18 CR</b>
KBPC001	English: Intercultural Communication	3 cr
KBPC002	English: Business Communication Skills	3 cr
KBPC003	English: Academic Writing	3 cr
	Foreign Languages (continued studies)	3 cr
	<b><i>Finnish students:</i></b>	
KBPC008	Swedish: Svenska I Affärslivet 2	3 cr
KBPC006	Academic Finnish	3 cr
	<b><i>Foreign students:</i></b>	
KBPC005	Finnish for Foreigners II	3 cr
KBPC007	Finnish for Foreigners III	3 cr
<b>KBPF9Z</b>	<b>Further Specialisation Studies **</b>	<b>27 CR</b>
KBPF013	European Business	4 cr
KBPF002	Russian Business	5 cr
KBPF005	Consumer Buyer Behaviour	3 cr
KBPF007	Services Marketing	3 cr
KBPF012	Marketing Research	3 cr
KBPF003	Selling and Sales Management	3 cr
KBPF010	Advertising and Marketing Communications	3 cr
KBPF011	Quality Management	3 cr
<b>FREE-CHOICE STUDIES</b>		<b>15 CR</b>
<b>PRACTICAL TRAINING</b>		<b>30 CR</b>
<b>THESIS</b>		<b>15 CR</b>

\*\* Recommended to be taken abroad.

# COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

## BASIC STUDIES

### **(KBBA3Z) BUSINESS ACTIVITIES 27 cr**

#### **(KBBA001) Introduction to Business Operations**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: Students will be able to have a holistic view of business. Understand, in general, all business aspects, and connection between business functions.

Previous Learning: The course assumes no prior knowledge of business.

Contents: Business concepts, Business environment, Interest groups, Legal forms of ownership, Management, Overview of business functions (operations, human resource, marketing, finance, accounting), Money and Financial markets.

Learning Methods: Lectures, group work, case studies and exercises

Assessment Methods: Active participation, Final examination

Bibliography: Nickels, McHugh, Understanding Business 8th edition

#### **(KBBA002) Introduction to Management Accounting**

Credits: 5 cr                      Timing: 1st yr

Learning Objectives: The student will know the meaning of profitability and learn how to make calculations required by managers for planning, decision-making and control.

Contents: General terms and aims in management accounting  
Economic balance: profitability, solidity and liquidity  
Cost-volume-profit analysis  
Short-term calculations, planning and controlling methods  
Long-term calculations: investments  
Budgeting  
Balanced scorecard  
Activity based costing

Learning Methods: Lectures, exercises, management accounting software

Assessment Methods: Exercises and exam

Bibliography: To be announced

#### **(KBBA003) Introduction to Business Law**

Credits: 3 cr                      Timing: 1st yr

**Learning Objectives:** The course will provide students with a general knowledge of the legal framework of business operations with special focus on contract and trade laws. Apart from dealing with current legal rules and regulations affecting business operations students will be exposed to new developments and trends of the legal environments of business.

**Contents:** Sources of law  
The law of obligations  
Contract law  
Business law  
Labour law

**Learning Methods:** Lectures, exercises

**Assessment Methods:** Exam

**Bibliography:** Surakka, Aapo: Access to Finnish Law, WSOY

## **(KBBA012) Introduction to Marketing**

**Credits:** 4 cr                      **Timing:** 1st yr

**Learning Objectives:** Provide students with a fundamental understanding of marketing, its role in business and the strategies available to achieve its objectives. It examines the origins of marketing and its development into a business philosophy in an international context. The module is essential for further marketing studies.

**Previous Learning:** Introduction to Business Operations

**Contents:** Marketing environment, Marketing/Corporate strategy, Consumers behavior, Segmentation, targeting and positioning, Market research, Marketing mix strategies, Services marketing, Customer relationship marketing.

**Learning Methods:** Lectures, seminar presentations, case studies, class discussion, written exercises.

**Assessment Methods:** Active participation, group presentation, case studies discussions, Final examination

**Bibliography:** Kotler & Armstrong, 2006. Introduction to Marketing (12e)

## **(KBBA009) Introduction to Management**

**Credits:** 5 cr                      **Timing:** 1st yr

**Learning Objectives:** The course introduces the student to organization and management from an individual, group and organisational perspective, with the focus on human behavior and organizational structures and processes.

**Contents:** Foundations of management  
Cognitive processes of organizational behavior  
Dynamics of organizational behavior  
Organization design, change and innovation  
Managing and leading for high performance

**Learning Methods:** Lectures, case study, and group exercises

Assessment Methods: Mid term and final exam

Bibliography: Hill and MacShane, Principles of Management  
Pettinger, Introduction to Management; Luthans, Organizational Behavior

### **(KBBA006) Project Management**

Credits: 3 cr Timing: 1st yr

Learning Objectives: The student will adopt the modern way of goal-oriented working used both in business and administration.

Contents: Understanding the Project Environment  
General Management and Tools  
Interpersonal Skills

Learning Methods: Lectures, practical exercises

Assessment Methods: Exam and group work

Bibliography: A Guide to the Project Management, Body of Knowledge (Third Edition), Project Management Institute. Material provided by the lecturer

### **(KBBA010) Supply Chain Management**

Credits: 4 cr Timing: 1st yr

Learning Objectives: This course is an introduction to the supply chain concept and an opportunity to explore the management of supply chains to improve an organization's overall supply efficiency.

Previous Learning: Introduction to Management

Contents: The context of logistics  
Planning the supply chain  
Purchasing and quality management  
Inventory management  
Logistics strategies

Learning Methods: Lectures, case study, and group exercises

Assessment Methods: Class participation, group presentation and final exam

Bibliography: Fawcett, Ellram, and Ogden, Supply Chain Management: From Vision to Implementation  
Chopra and Meindl, Supply Chain Management, 3/E

### **(KBBO3Z) OPERATIONAL ENVIRONMENT 7 cr**

#### **(KBBO005) Economics**

Credits: 4 cr Timing: 1st yr



**Learning Objectives:** The objective of this course is to lay down the foundations of economic rational thinking, and to help students understand micro and macroeconomic phenomena. The course introduces the basic principles of microeconomics, which include the nature and method of economics, market interaction, consumer choice, firm's output decision, market structures, and resource allocation. In macroeconomics, the objective is to increase students' knowledge and broaden their economic views to the national level, by understanding the relationships between several macroeconomic phenomena and the macroeconomic analytical tools to interpret these relationships and predict economic consequences of fiscal and monetary policies.

**Previous Learning:** Introduction to Business Operations

**Contents:** Basic principles and assumptions.  
Factors of production and Economic growth  
Consumer choice  
Market interaction (supply and demand model)  
Firm output decision, and markets structure.  
Government, Tax, and welfare economics  
Factor market  
National accounts  
Determination of national outputs  
Money  
Economic policies

**Learning Methods:** Lectures, and class exercises

**Assessment Methods:** Final examination

**Bibliography:** Economics, 6th edition (Parkin, Powell, Matthews) and Economics, 8th edition (Begg, Fischer, Dornbusch)

## **(KBBO003) International Economics**

**Credits:** 3 cr                      **Timing:** 1st yr

**Learning Objectives:** The course capitalizes on the economic knowledge gained from introduction to economics course, and extends this knowledge further to the international level. The main objective is to understand the reasons for, and economic benefits of trade; the economic impact of tariff and non-tariff trade barriers, the effect of international trade on currency exchange rate and balance of payment, in addition to familiarizing students with the key international economic organizations and their roles in shaping international trade and globalization.

**Previous Learning:** Introduction to economics

**Contents:** Absolute/Comparative advantage trade theories, factors endowment theory, D/S economic welfare model, trade barriers, and levels of economic integration, balance of payment, and the determinants of exchange rates and exchange rate systems, International economic organizations.

**Learning Methods:** Lectures, exercises, group presentations.

**Assessment Methods:** Active participation, presentation, written examination

**Bibliography:** International Economics 2nd edition (Sawyer, Sprinkle) & International Economics 13th edition (Pugel)



Currency calculation  
 Simple interest calculation and its applications  
 Compound interest calculation and its applications  
 Credit  
 Economic functions (formation and optimising)

Learning Methods: Lectures and exercises

Assessment  
 Methods: Exam and exercises

Bibliography: Pulkkinen P., Holopainen M., Keinänen K., Business Mathematics (2006)

## **(KBBC4Z) COMMUNICATION STUDIES 14 cr**

### **(KBBC003) English: Basics of Business English**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: Students improve their oral and written communication skills and business vocabulary through a wide range of business settings providing an overview of business activities in the English-speaking world.

Previous Learning: Proficiency test

Contents: Grammar surgery  
 Business and society  
 Describing business trends  
 Formal written language  
 Application, CV  
 Introduction to presentations  
 Report writing

Learning Methods: Small group sessions incl. pair and group work. Oral company presentation. Written and listening tasks

Assessment  
 Methods: Continuous assessment, written assignment, oral presentation and exam

Bibliography: Handouts

### **(KBBC001) Business Finnish**

Credits: 3 cr                      Timing: 1st yr (for Finnish speaking students)

Learning Objectives: Students will be able to manage in business and public administration communication situations with confidence both in writing and orally, using the Finnish language.

Previous Learning: Word Processing

Contents: Finnish oral and written communication for Finnish speaking students:  
 public speaking and use of voice  
 Academic and professional speeches  
 Outlining a speech  
 Job applications, CV, Memos, Summaries

Reporting, Meeting, Negotiations

Learning Methods: Lectures, practical exercises

Assessment Methods: Oral and written exams, business letters and written exercises

Bibliography: Andersson, Kylänpää: Käytännön puheviestintä  
Repo, Nuutinen: Viestintätaito

## **(KBBC005) Swedish: Svenska i affärlivet 1**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: Students will maintain and develop the Swedish language skills for use in business tasks.

Previous Learning: Proficiency test

Contents: Grammar revision, spoken Swedish in the work place  
Training, structure and contents of studies  
Company presentations  
Job applications

Learning Methods: Small group teaching

Assessment Methods: Continuous assessment, oral presentation, written tasks, exam

Bibliography: J.Tolkki-M.Öhman  
Perspektiv

## **(KBBC004) Finnish for Foreigners**

Credits: 6 cr                      Timing: 1st yr

Learning Objectives: To teach students the skills needed in everyday communication in Finnish and to familiarise students with the Finns, their customs, the country and society.

Contents: Pronunciation, syllable division and other general things about the language  
Greeting and introductions  
Language skills, working, living, studying  
Numerals: time, prices, banking  
Asking simple questions and understanding instructions  
Travelling  
Food, making orders at a restaurant  
Shopping  
The school system  
Basic geography of Finland  
Finnish cuisine

Learning Methods: Communicative, practical approach and group work

Assessment Methods: Class work and written or/and oral exam

Bibliography: Facts about Finland,  
Hämäläinen, Aletaan

Kenttälä, Kieli käyttöön

## **(KBBD6Z) PERSONAL DEVELOPMENT PROGRAMME 3 cr**

### **(KBBD002) Personal Development Programme**

Credits: 3 cr                      Timing: 1st yr

**Learning Objectives:** The aim of this program is to provide students with the tools that will ensure a successful commencement of their studies leading to success in future careers by enabling students to identify their personal learning characteristics, whilst at the same time introducing specific study skills. The program aims to facilitate individual student development.

**Contents:** Initial assessment week (Boot Camp)  
Personal SWOT  
Learning styles  
Introduction to Reflective Practice  
Creative thinking/Problem solving  
Presentation Skills  
Personal Branding  
Portfolio Development

**Learning Methods:** Lectures, activities, individual tutorials, practical work

**Assessment Methods:** Completed tasks throughout the program

**Bibliography:** Routledge and Carmichael, Personal Development and Management Skills, Selected reading, Handouts

## **PROFESSIONAL STUDIES**

## **(KBPI5Z) INTERNATIONAL BUSINESS ACTIVITIES 37 cr**

### **(KBPI001) International Management**

Credits: 3 cr                      Timing: 2nd - 3rd yr

**Learning Objectives:** Conducting business in the international environment can be challenging. This course aims to provide participants with a general understanding of the various management practices which a business manager should consider in the international context, with a special emphasis on issues related to cultural diversification. The course is built around questions faced by companies wishing to do business in a global marketplace.

**Previous Learning:** Introduction to Management

**Contents:** Ethics and stakeholders; cultural considerations; Implications for organisational systems and HRM.

**Learning Methods:** Lectures, presentations, assignments and case discussions.

**Assessment Methods:** Group work, exam

**Bibliography:** Hodgetts, Luthans: International Management, Culture, Strategy and Behaviour (6th edition); Hofstede G., Cultures Consequences; Trompenaars and Hampden-Turner; Riding the Waves of Culture

### **(KBPI015) Financial Accounting**

**Credits:** 4 cr **Timing:** 2nd yr

**Learning Objectives:** The course will provide an introduction to financial accounting and the preparation of financial statements. Students will be acquainted with financial analysis, its techniques and usage in evaluating companies' financial performance and position.

**Previous Learning:** Introduction to business operations

**Contents:** The role of financial accounting, and usage of Financial statement.  
The accounting cycle and the double-entry bookkeeping.  
Entries adjustments and the preparation of financial statements.  
Financial analysis and the use of ratios and other techniques to interpret business performance from Financial statements.

**Learning Methods:** Lectures, and class exercises

**Assessment Methods:** Financial accounting examination and analysis assignments

**Bibliography:** Material will be provided by lecturer.

### **(KBPI012) Strategic Management**

**Credits:** 3 cr **Timing:** 2nd yr

**Learning Objectives:** This course is designed to develop students' understanding of the global business process. In addition, students will be introduced to both the framework and strategies of business operations, whilst considering competitiveness on a global level and forms of business cooperations across national boundaries, business practices and current trends in the global business arena.

**Previous Learning:** Introduction to Management

**Contents:** Strategic analysis  
Strategic formulation  
Strategic implementation

**Learning Methods:** Lectures, case studies, and exercises

**Assessment Methods:** Case study, exercises and final exam

**Bibliography:** Dess, Lumpkin, Eisner, Strategic Management (text and cases)

### **(KBPI004) International Marketing**

**Credits:** 5 cr **Timing:** 2nd yr

**Learning Objectives:** The course is designed to provide students with an introduction to international marketing. On completion, this course will provide a solid foundation for

understanding the global business environment and the student will be equipped with a set of conceptual and analytical tools that prepare him/her for applying successfully the four P's to global marketing.

Previous Learning: Introduction to marketing course completion of other basic studies

Contents: Framework of international marketing  
International environmental analysis  
Culture  
Models of market entry  
Internationalisation of the marketing mix  
Development of international marketing strategies

Learning Methods: Lectures, case-studies and project

Assessment Methods: Case-studies, Group assignment, project report and examination.

Bibliography: Cateora, Graham, International marketing  
Keegen and Green, Global marketing  
Mc Auley, International Marketing, consuming globally, thinking locally Czinkota, Ronkainen: International Marketing.  
Journal articles.

## **(KBPI005) International Business Law**

Credits: 3 cr                      Timing: 2nd - 3rd yr

Learning Objectives: The course will provide students with the general knowledge of the legal framework of global business. Apart from dealing with current legal rules and regulations affecting international business operations students will be exposed to new developments and trends that will change the structure of future business transactions. In addition, analysis of selected markets shall be conducted.

Contents: International and comparative law  
Responsibilities of state  
Sales  
Dispute settlement  
Foreign investment  
Intellectual property

Learning Methods: Web - course

Assessment Methods: Web exercises and exam

Bibliography: August, R., International Business Law, Prentice Hall

## **(KBPI010) Business Projects**

Credits: 6 cr                      Timing: 2nd yr

Learning Objectives: The main task is to offer students the possibility to learn from a practical point of view, how business ideas are generated, how business plans are made & how to turn plans into a profitable business venture. Students will learn the basis of entrepreneurial activities and the principles of profit making.

Previous Learning: 1st year Basic Studies

Contents: Business ideas  
Business plan  
Capital generation  
Basis of profit making,  
Business operation,  
Marketing,  
Creativity,  
Teamwork  
Problem solving.

Learning Methods: Lectures, Practical project work to be accomplished in a team.

Assessment Methods: Presentation and report of Business Plan.

Bibliography: Mariotti and Glackin  
Entrepreneurship: Starting and Operating a Small Business, 2nd edition  
Zimmerer, Scarborough and Wilson  
Essentials of Entrepreneurship and Small Business Management, 5th edition

### **(KBPI007) Export and Import Routines**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: To familiarize the student with the basic routines and procedures in the export/import trade.

Contents: Entry strategies, distributorship and agency contracts  
Quotations  
Incoterms  
Terms of payment  
Documents in foreign trade  
Transportation  
Customs clearance  
Insurance

Learning Methods: Online studies

Assessment Methods: Short tasks and assignments

Bibliography: Course material in the virtual study environment and internet

### **(KBPI003) Strategic Marketing Management**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: The course aims at strengthening students' understanding of strategic Marketing techniques, and developing strategic thinking skills. At the end of the course, students will not only gain insight into the scope, roles and the processes involved in the strategic marketing process of a firm, but will also be able to perform strategic marketing analysis, planning, and implementation.

Previous Learning: Introduction to Marketing, introduction to Management, and Management accounting.



Contents:	Business and Marketing Strategic management, Strategic analysis of internal and external environment, segmentation and opportunity analysis, market strategies, product/branding, promotion, distribution, and promotion strategies. Strategic Marketing planning, and implementation of integrated marketing program.
Learning Methods:	Lectures, case studies presentations and discussions, and Web-based Strategic Marketing Simulation.
Assessment Methods:	Active participation in sessions, case studies presentations' discussions, Active and continuous role in the Simulation rounds, Final examination
Bibliography:	Kerin. Peterson, Strategic Marketing Problems (cases and comments) Aaker D. A, Strategic Market Management, 2007, Wiley and Sons.

## **(KBPI016) Finance**

Credits:	4 cr	Timing:	2nd or 3rd yr
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**Learning Objectives:** Understanding the role of finance as a business function, and the factors influencing financial decisions. Gaining knowledge of financial markets' functions and their effects on businesses, financial decisions.

**Previous Learning:** Business mathematics, office application, economics, Statistics, management accounting.

**Contents:** Financial environment, institutions and instruments. Assets valuation methods and techniques. Capital structure decision and impact on cost of capital. Capital budgeting rules and methods. Assets allocation decision under risk, and portfolio selection.

**Learning Methods:** Lectures, exercises

**Assessment Methods:** Assignments, final examination

**Bibliography:** To be announced later

## **(KBPI017) Product Development 1**

Credits:	3 cr	Timing:	3rd yr
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**Learning Objectives:** The course aims to develop the interdisciplinary skills required for successful product development in today's competitive marketplace. Engineering, Business, Sport and Game programming students join forces on small product development groups to experience the new product development process in detail, learning about the available methods, tools and techniques to execute each process step along the way. Each student brings his/her own disciplinary perspective to the group effort, and should learn to synthesize that perspective with those of the other students in the team to develop a sound marketable product. The course provides a multiple perspective approach that links the key areas of R&D, marketing and technology. Each project in the course addresses market (customer needs), technical (engineering design, prototyping, and manufacture) and financial (profitability) feasibilities of the new product. Students are expected to leave the course understanding new product development processes as well as useful tools, techniques and organizational structures that support new product development practice and innovations.

Previous Learning: All first and second year courses

Contents: Product development processes and organization  
Product planning and identifying customer needs  
Product specifications  
Concept generation, selection and testing  
Product architecture  
Patents and intellectual property

Learning Methods: Lectures and projects

Assessment Methods: Project report and presentation. Product development 2 course is an automatic continuation of this course

Bibliography: Product Design and Development by Ulrich and Eppinger. In addition to the handouts and the selected articles provided by the lecturers.

## **(KBPM7Z) METHODOLOGICAL STUDIES 7 cr**

### **(KBPM001) Applied Research Techniques**

Credits: 4 cr                      Timing: 2nd yr

Learning Objectives: To provide students with a thorough understanding of research methods and their applications to applied research and development processes and their relevance to specific business decisions whilst providing the basis for the study of statistical analysis procedures.

Previous Learning: Completion of basic studies

Contents: Introduction to marketing research  
The marketing research process  
The marketing research industry  
Defining the problem and determining research objectives  
Research design  
Using secondary data and online information databases

Learning Methods: Lectures, case study, exercises and research project

Assessment Methods: Group research project, individual end of period exam or essay

Bibliography: Marketing research, Burns and Bush;  
Basic marketing research : using Microsoft Excel data analysis, Burns and Bush

### **(KBPM002) Statistics**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: The general aim of this course is to improve understanding of theoretical research and practical problem solving, and how to collect information and how systematic the collection of information should be as well as the use of primary and secondary data. On completing this course students will be able to use statistical parameters, the most common statistical methods, the foundation of hypothesis testing and interpretation of results.

Previous Learning: Proficiency test or a recognised refresher course pass

Contents:	Uni-bidimensional distribution tables and statistical parameters Graphical presentation of statistics Dependency: correlation analysis, regression analysis Hypothesis testing and general tests The use of data analysis by doing exercises with software packages
Learning Methods:	Lectures, classroom practical exercises and the individual use of the SPSS -program
Assessment Methods:	Exam and exercises, SPSS -assignment
Bibliography:	To be announced

## **(KBPC9Z) COMMUNICATION STUDIES 18 cr**

### **(KBPC001) Intercultural Communication**

Credits:	3 cr	Timing:	2nd yr
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**Learning Objectives:** The course aims to provide students with a theoretical and experimental framework for intercultural communication from an interdisciplinary perspective and to increase their problem solving skills and communication skills with people from different cultural backgrounds in national, international and multicultural settings of study and work.

**Contents:** Inter-cultural communication  
Culture is communication...Communication is culture  
Identify Concepts of culture  
Models used to portray and measure cultural norms.  
Internationalisation and cultural identity  
National Characteristics: Finnish/German/British (Also dependant upon participants)  
Stereotypes and culture shock  
Business culture environment  
Intercultural encounters: Dimensions used when comparing communication across cultures

**Learning Methods:** The course is based on the open learning approach, including face-to-face tuition, self-directed autonomous learning and project work emphasising co-operative learning

**Assessment Methods:** Continuous assessment, oral presentation & report

**Bibliography:** Richard D Lewis, 'When cultures collide', changing successfully across culture

### **(KBPC002) Business Communication Skills**

Credits:	3 cr	Timing:	2nd - 3rd yr
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**Learning Objectives:** The student learns the basics of business writing skills including the purchasing process

**Contents:** Inquiries, quotations  
Orders and order confirmations  
Collection letters  
Complaints  
Memos

Learning Methods: Small group sessions

Assessment Methods: Continuous assessment, written assignments, written exam

### **(KBPC003) Academic Writing**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: The student improves his/her professional writing skills

Contents: Grammar surgery  
Punctuation  
Coherence  
Style and appropriateness  
Reporting  
Summarising  
Table of contents  
Quoting, reference list

Learning Methods: Small group sessions

Assessment Methods: Continuous assessment, assignments, written exam

Bibliography: Compiled study material

### **(KBPC008) Swedish: Svenska i affärslivet 2**

Credits: 3 cr                      Timing: 2nd yr (for Finnish speaking students)

Learning Objectives: Students will gain sound skills in Swedish for sales and marketing purposes as well as other spoken and written business communication tasks.

Previous Learning: Svenska i affärslivet I

Contents: Customer service and telesales  
Product presentation and trade fairs  
Marketing communication, consumer protection  
Distribution  
Business communication

Learning Methods: Small group teaching

Assessment Methods: Continual assessment, oral presentation and written exam

Bibliography: To be announced

### **(KBPC006) Academic Finnish**

Credits: 3 cr                      Timing: 3rd yr (for Finnish speaking students)

Learning Objectives: To improve the students' writing skills for their thesis in Finnish

Contents: Finnish academic writing for Finnish speaking students before the thesis:  
Meaning and syntax  
Accuracy, text analysis  
Guide to compiling a text

Learning Methods: Small group sessions

Assessment Methods: Lectures, practical exercises, text analyses

Bibliography: Hirsjärvi, Remes, Sajavaara, Tutki ja kirjoita  
Lappalainen, Opinnäyteohjeita  
Iisa, Oittinen, Piehl, Kielenhuollon käsikirja

## **(KBPC005) Finnish for Foreigners II**

Credits: 3 cr Timing: 2nd yr

Learning Objectives: To improve communication skills in the Finnish language

Previous Learning: Finnish for Foreigners I

Contents: This unit builds on the knowledge gained in Finnish for Foreigners I

Learning Methods: Small group sessions

Assessment Methods: Active participation in class activities, written and oral tests

Bibliography: Kangasniemi, Suomen kielen tikapuut jatkotaso 1  
Hämäläinen, Jatketaan

## **(KBPC007) Finnish for Foreigners III**

Credits: 3 cr Timing: 3rd yr

Learning Objectives: To improve communication skills in oral and written Finnish

Previous Learning: Finnish for Foreigners I - II

Contents: This unit builds on the knowledge gained in Finnish for Foreigners I - II

Learning Methods: Small group sessions

Assessment Methods: Active participation in class activities, written and oral tests

Bibliography: Kangasniemi, Suomen kielen tikapuut 2

## **(KBPF9Z) FURTHER SPECIALISATION STUDIES 27 cr**

### **(KBPF013) European Business**

Credits: 4 cr Timing: 2nd yr

Learning Objectives: The aim of the course is to introduce students to the dynamic nature of the European

business environment. The aim will be achieved by examining the role of the European Union as a business regulator and its effect on small and medium sized businesses and by examining European economic integration.

Previous Learning: Economics, business law, International Economics

Contents: European business environment, the European Union as a business regulator, European policies, European business sectors

Learning Methods: Lectures and seminars. Seminars based course.

Assessment Methods: Seminar presentation, case study assignment and exam

Bibliography: Baldwin, Wyplosz, The Economic of European Integration; Johnson, Turner, European Business; Nello, The European Union (economics, policies, and history)

## **(KBPF002) Russian Business**

Credits: 5 cr                      Timing: 2nd - 3rd yr

Learning Objectives: The course is designed to introduce students to Russian society as a potential business area. It will familiarise students with the culture, politics, economy, trade patterns, industrial structures, services, governmental policies, political structures, regulations affecting businesses, and existing business opportunities.

Previous Learning: Completion of basic studies

Contents: Russian business environment  
Russian markets  
Trade patterns

Learning Methods: Introduction lectures, Web -course

Assessment Methods: Web exercises, written reports, presentation, (study trip) and exam

Bibliography: Reading list/material provided by lecturer

## **(KBPF005) Consumer Buyer Behaviour**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: The aim of this 3 credits module, is to build on the knowledge gained in marketing management and provide students with a broader understanding of consumer buyer behaviour. In particular, its relevance to promotional communication and market research.

Previous Learning: Introduction to Marketing

Contents: Consumer behaviour model  
Components of behaviour  
Consumer behaviour in the marketing mix  
Reference Groups  
Consumer behaviour and market management

Learning Methods: Web based tasks and assignments

## Credits: 3 cr                      Timing: 2nd - 3rd yr

**Learning Objectives:** To provide students with a comprehensive view of services marketing. Participants will gain a thorough understanding of the distinctive characteristics of services, whilst understanding the importance of services marketing in today's international business environment.

Previous Learning: Basic studies

Contents:

- The service product
- The service encounter
- Services buying behaviour
- Service positioning and targeting
- Service quality
- Making services accessible to consumers
- The pricing of services
- Promoting services
- Managing capacity
- Service scapes

**Learning Methods:** Lectures, presentations, group exercises

**Assessment Methods:** Participation, Group presentation, individual assignment.

Bibliography: Palmer, A., Principles of Services Marketing. McGraw Hill, London.  
Additional reading provided by lecturer

## Credits: 3 cr Timing: 3rd yr

**Learning Objectives:** To provide the student with a primary tool for exploring new opportunities in the marketplace with emphasis on the marketing research process and its application to specific business decisions

Previous Learning: Applied Research Techniques Statistics Introduction to Marketing International Marketing Strategic Marketing Management Business Mathematics

Contents:

- The nature of marketing research
- Planning the marketing research
- Primary and secondary data
- Sampling
- Surveys
- Measurement and scaling
- Questionnaire design
- Data analysis techniques
- Online marketing research

**Learning Methods:** Lectures, case study, exercises and research project

Assessment Methods: Group research project, final exam

Bibliography: Marketing Research 6ed by Alvin Burns and Ronald Bush Prentice Hall

### **(KBPF003) Selling and Sales Management**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: The course develops an understanding of the selling and sales management process from theoretical viewpoints. Students understand the role of sales in marketing. The second aspect of the course deals with sales negotiation situations in the business environment.

Previous Learning: Introduction to Marketing, Consumer Buyer Behaviour, Intercultural Communication, Strategic Marketing management

Contents: Sales in marketing  
Sales environment and settings  
Sales techniques (KAM, direct marketing)  
Sales management and control  
Negotiation skills and strategies  
Negotiation process

Learning Methods: Lectures, case studies, group exercises.

Assessment Methods: Group presentation, assignment and exam

Bibliography: David Jobber and Geoff Lancaster, Selling and Sales Management, 2000. Prentice Hall, U.K.  
Michael R Carrel, Christina Heavrin, JD. Negotiating Essentials; Theory, Skill & Practices, 2007. Prentice Hall.

### **(KBPF010) Advertising and Marketing Communications**

Credits: 3 cr                      Timing: 3rd yr

Learning Objectives: This course introduces students to the framework of advertising and marketing communications, by defining the marketing communications environment and theory and examining the effect of mass media advertising and communications on marketing.

Previous Learning: Basic Studies

Contents: Advertising and marketing communications environment and theory  
The structure, size and significance of the mass media  
The role of an advertising agency  
The role of sales promotions  
The client/agency relationship  
EU legislation of advertising and marketing communications  
Ethical and social responsibilities

Learning Methods: Lectures, case study, and group exercises

Assessment Methods: Case study, exercises and research assignment





**Learning Objectives:** The objective of this 3 cr course is to identify the special marketing requirements of high technology products and services. These requirements will be revealed through a thorough analysis of the various aspects of high technology markets. Enabling students to plan and apply specific marketing techniques within this challenging environment.

Contents:

- Overview of high tech markets
- Differentiate high tech markets from consumer and industrial markets
- The high tech marketing mix
- Specialised techniques required to market high tech products
- Strategy formulation for high tech markets
- Strategy application

Assessment Methods:	Individual book exam, group assignment
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**Bibliography:** Mohr. J, Sengupta. S, Slater. S. 'Marketing of high technology products and innovations' 2004. Prentice Hall

**Learning Objectives:** To familiarize students with basic photo manipulation so they learn how to use photos in publications, advertising and web sites.

Contents:

- Color theories, vector- and bitmap graphics
- Basics of PaintShop Pro - basic-, editing- and drawing tools
- Layers, masks and effects
- Layout planning - photo design and composition
- Evaluating publications
- Digital cameras and scanners
- Panorama pictures
- Picture copyrights
- A lot of photo manipulation exercises

Assessment Methods:	Return tasks, computer based exam
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**Bibliography:** Huss David, Davis Lori J., Corel Paint Shop Pro X  
The Official Guide



Destinations and venues  
Wildlife tourism  
Facility site management  
Map reading

Learning Methods: Lectures, group work, excursions. Visits to genuine activity sites will be included whenever possible.

Assessment Methods: Exam, assignments, course work and presentations

Bibliography: Bell et al. 2007. Outdoor Recreation and Nature Tourism.  
Newsome,D., Moore, S.A. and Dowling, R. K. 2002. Natural Area Tourism  
Saarinen,J. & Hall, C.M. 2004. Nature Based Tourism Research in Finland: Local Contexts, Global Issues  
Standeven & De Knop. 1999. Sport Tourism  
Ritchie, B.W. & Adair,D.(eds.) 2004. Sport Tourism, Interrelationships, Impacts and Issues.  
Further material provided by lecturer

## **(KBW154) Product Development 2**

Credits: 3 cr Timing: 3rd yr

Previous Learning: This course is an automatic continuation of Product Development 1 course

## **(KBW012) Risk Management**

Credits: 3 cr Timing: 2nd - 4th yr

Learning Objectives: Students will be conversant with the concept of risk management and the risk management process. They will be able to identify, assess and manage business risks. Students will complete a risk management plan of a real or fictitious company according to the instructions given on the course pages.

Contents: Risk management, the risk management process. Identification, assessment and management of business risks.

Learning Methods: Online course

Assessment Methods: Completed risk management plan

Bibliography: Web -course material and other related internet sources

## **(KBW028) New Trends in Leadership and Management**

Credits: 5 cr Timing: 2nd - 4th yr

Learning Objectives: Knowledge capital providing a competitive edge will be emphasised during this course, while providing students with a grounding in quality leadership, activity-based management in business leadership and the significance of leadership and management in the implementation of an organisation's basic tasks.

Contents: Knowledge capital, quality leadership, activity-based management and accounting, leading and leadership



systems. The course familiarize students with the critical role played by various types of information systems in organizations, sweeping changes created by the Internet and digital integration of the enterprise, and the need to demonstrate the business value of information systems investments. Students on this course will expose to real-world systems, focusing on their relationships to organizations, management, business processes and strategies.

**Contents:** What is the role of information systems in today's competitive business environment?  
What exactly is an information system? What do managers need to know about information systems?  
How are information systems transforming organizations and management?  
How has the Internet and Internet technology transformed business?  
What are the major challenges to building and using information systems?

**Learning Methods:** Online course

**Assessment Methods:** Completed assignment

**Bibliography:** To be announced

## **(KBW155) Business Intelligence**

**Credits:** 3 cr **Timing:** 3rd yr

**Learning Objectives:** The goal of the course is to introduce the field of Business Intelligence (BI) which is evolving from its origins as a support tool for managers, analysts, and top executives at almost all medium and large companies. The course provides students with the BI foundation needed to excel as a manager and decision maker in today's new world.

**Previous Learning:** Introduction to Management Strategic Mangement

**Contents:** Introduction to Business Intelligence  
Decision Support Systems and Business Intelligence  
Decision Support Systems Concepts, Methodologies, and Technologies  
Modeling and Analysis  
Data Warehousing

**Learning Methods:** Lectures, individual and group assignments

**Assessment Methods:** Assignments and exam

**Bibliography:** To be announced

## **(KBT12Z) THESIS 15 cr**

### **(KBT001) Thesis**

**Credits:** 15 cr **Timing:** 4th yr

**Learning Objectives:** The aim of the thesis is to develop and demonstrate the student's ability to adapt their knowledge and skills to a practical task requiring expertise related to their professional studies. Undertaking the thesis demonstrates the student's ability to work purposefully within their chosen professional field. (Statute 256/95). The

essential objective is to develop expertise for working life. The thesis acts as a bridge between academic study and the world of work, easing the student's move into working life. Thesis completion encourages critical, creative and problem solving skills.

**Previous Learning:** Practical training, Applied Research Techniques, Statistics, Academic Writing, 150 cr accomplished

**Contents:** Initial thesis seminar (during practical training)

**Assessment Methods:** Assessment is based on the objectives of the thesis as set out by the university of applied sciences and the different schools of the university of applied sciences, as well as on more general assessment principles. An accepted thesis is assessed on a scale of 1 - 5. The practical applications of the subject area will be particularly noted during assessment. On a school level with a slight variation of emphasis, assessment covers the thesis' written version, its contents, oral presentation, discussion, taking part in seminar sessions, the maturity test and the learning and supervisory process. The ability and development that the student has demonstrated during the completion of his or her thesis is also appraised. Supervisors from the UAS and working life, acting opponents and the authors of the thesis all take part in the assessment process.

## **(KBH11Z) PRACTICAL TRAINING 30 cr**

### **(KBH001) Practical Training**

**Credits:** 30 cr                      **Timing:** 3rd yr, spring semester

**Learning Objectives:** Practical training provides the student with an insight of the commercial world and an opportunity to apply knowledge gained to practical tasks. It also provides the student with an opportunity to acquire new skills and encourages personal development.

**Previous Learning:** Before starting the placement the student must have completed basic studies and have earned a minimum of 115 credits. It is recommended that the placement is completed during the spring semester of the 3rd study year.

**Contents:** Students are required to work as a trainee in a foreign company. Practical training can also be accomplished locally.  
 - information sessions before and after the practical training period  
 - 800 hours (about 5 months) practical training to be completed in one uninterrupted period  
 - training report and tasks

**Learning Methods:** Application of theory into practice.

**Assessment Methods:** Participation and reports

**Bibliography:** See Practical training guide on the internet

# SCHOOL OF TOURISM

## DEGREE PROGRAMME IN TOURISM

<b>Head of School</b>	Ms Heli Itkonen
<b>Head of the Degree Programme</b>	Mr Mikko Keränen
<b>International Study Office</b>	Ms Kirsi Sievers

### Objective of the Degree programme

The objective of the Degree Programme in Tourism is to provide both Finnish and international students with a high quality, practical yet academic training in tourism management. The programme emphasises the development of skills needed in managing activity and nature tourism services. In addition, a wide range of related subjects such as marketing, financing, accommodation services, business activities, product development and human resource management are also covered. Language studies also play a major role. Upon completion of the required 210 credits within three and a half years, graduates are awarded a **Bachelor of Hospitality Management**.

### Learning Environment

The learning environment at Kajaani University of Applied Sciences actively encourages the achievement of the stated objective by providing:

- A programme that is both responsive and flexible to the needs of students
- A programme that is both challenging yet supportive
- A truly international atmosphere, achieved through the Kajaani UAS' extensive links with partner colleges abroad
- Co-operation with a network of local businesses and other tourism interest groups
- Professional highly qualified staff with experience in the tourism sector

### Learning Strategies

Because of the nature of the programme, the learning strategies employed to achieve its objectives are varied; depending on the subject they may include: lectures, field trips, outings, seminars, individual tutorials, workshops, case study, group work, project work, research and video conferencing.

The language of instruction is English and the courses are taught by Kajaani University of Applied Sciences' own academic staff and a resource of guest lecturers from various partner institutions in Europe, plus business professionals drawn from firms who are involved in international business and who maintain contacts with Kajaani University of Applied Sciences. Through the use of various tutorial approaches, sessions are designed to ensure that students can fully exercise their creative potential and that critical learning is facilitated. This is why interactive learning, team-based course work and small group sessions form an important element of the learning process of the Degree Programme in Tourism.



## Competences

Degree programme in tourism covers five main competences which are:

<b>Subject specific competences</b> Degree programme in Tourism	<b>Description of the competence</b> The Student
<b>Service-mindedness</b>	<ul style="list-style-type: none"> <li>▪ understands that hospitality is one of the central values and success factors of the sector.</li> <li>▪ can provide healthy, safe and profitable services which promote customers' wellbeing.</li> <li>▪ can take aesthetic and ethical perspectives into account when providing services (premises, service products, communications).</li> <li>▪ is familiar with the principles of consumer behaviour and can make use of them in developing services.</li> </ul>
<b>Service systems</b>	<ul style="list-style-type: none"> <li>▪ can plan, produce and develop services to suit the needs of the operating environment.</li> <li>▪ can define, manage and evaluate service processes (product planning, profitability, and organisation, management and development of work)</li> <li>▪ can develop services using product development and commodification methods</li> <li>▪ is aware of the safety requirements for the sector and can apply them to his/her own work.</li> </ul>
<b>Service management</b>	<ul style="list-style-type: none"> <li>▪ knows and understands company strategies and can make use of them in managing service operations.</li> <li>▪ can plan, implement and evaluate his/her own and the department's daily supervisory management activities.</li> <li>▪ can organise a work community and make use of the skills of individuals, teams and communities.</li> </ul>
<b>Business know-how</b>	<ul style="list-style-type: none"> <li>▪ can analyse customer relationships from the point of view of service development.</li> <li>▪ understands the main concepts of business and has internalised the principles of a commercial approach.</li> <li>▪ can predict the effect of alternative operating methods on financial results and competitiveness.</li> <li>▪ can apply the principles of entrepreneurship, both as an entrepreneur and as an employee.</li> <li>▪ can operate in, make use of and develop various kinds of networks.</li> </ul>
<b>Service environments for tourism</b>	<ul style="list-style-type: none"> <li>▪ can develop service environments and networks related to leisure and business travel.</li> <li>▪ understands the significance of internationalisation, globalisation and different cultures for services and their development.</li> <li>▪ can work in various international operating environments.</li> <li>▪ can benefit from applying the characteristics of national cultures in developing tourism.</li> <li>▪ can develop regional strengths and improve regional influence in tourism.</li> </ul>

## Annual Themes – Study Progress Description

Each study year has its own theme which describes the main focus of the courses.

<b>1<sup>st</sup> year – Observer of Tourism</b>	<ul style="list-style-type: none"> <li>▪ The student has the basic information needed to understand the fundamental process of tourism, its structures, and impact on society in economic, social and ecological terms.</li> <li>▪ The student gains knowledge of the theoretical models applied in tourism.</li> <li>▪ The students will gain the necessary computer skills and methodological tools needed for data collection, analysis and reporting.</li> </ul>
<b>2<sup>nd</sup> and 3<sup>rd</sup> year – Applicator</b>	<ul style="list-style-type: none"> <li>▪ In 2<sup>nd</sup> and 3<sup>rd</sup> year the student will deepen both the theoretical and practical knowledge needed to function in tourism.</li> </ul>
<b>4<sup>th</sup> year - Developer of Tourism</b>	<ul style="list-style-type: none"> <li>▪ In the 4<sup>th</sup> year the student has competences to develop and analyse tourism products and services. The student is able to develop business activities by implementing the latest findings in the field.</li> </ul>

## Structure of the Programme

### Basic Studies (75 cr)

Basic studies are compulsory studies and should be completed mainly during the first year of study. These courses include basic courses in tourism and business activities and methodological as well language studies.

### Professional Studies (75 cr)

These courses are carried out from the second year onwards and they include special study modules covering different areas of tourism. The aim of professional studies is to equip students with both the theoretical and practical knowledge needed to function in tourism.

### Free-choice Studies (15 cr)

The studies include a minimum of 15 credits of free-choice studies. Free-choice studies are included in professional studies. The aim is to provide the student with the opportunity to deepen and widen knowledge related to his or her own professional field. These can be chosen from the degree programme or from another degree programmes in the same school or from another university of applied sciences, university or elsewhere by prior agreement. The head of degree programme approves optional studies chosen by students.

### Practical Training (30 cr)

An essential part of studies is a five-month-long practical training period, which takes place during spring semester of the 3rd study year. Practical training can be done either in Finland or a foreign country. Before starting practical training students must have a minimum of 115 credits. The purpose of practical training is to offer students the possibility to put into practice the knowledge acquired from their professional studies by carrying out practical tasks in companies.

### **Thesis and Maturity Test (15 cr)**

The purpose of the thesis is to demonstrate students' ability to adapt knowledge and skills acquired during professional studies. This can be accomplished in the form of project work, research work or applied research. It is recommended that the thesis be completed in co-operation with a tourism company or in co-operation with other interest groups. Preparation of the thesis is accomplished towards the end of the student's studies; a minimum of 150 credits must be accomplished before starting work on the thesis.

The maturity test is done after completing the thesis. The test demonstrates students' language skills and how familiar they are with the chosen subject of their thesis. Finnish students write the test in Finnish and foreign students in English. The test is completed under supervision with questions provided by the thesis/project supervisor.

### **Foreign Studies**

For Finnish students it is recommended that the 2nd year autumn semester is spent in a foreign university or university of applied sciences. Foreign students may choose not to go abroad. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. In addition it is required, that the students have good language skills (good skills in English and at least basics in the target country's language if possible) and good grades. Students without prior international experience will be given priority when decisions concerning exchange places are made.

Exchange opportunities will be presented in information meetings. More information can also be found on Kajaani UAS's internet pages. Kajaani UAS's partner institutions in different countries offer studies in English or in other languages. Each student makes a personal study plan with the school's international co-ordinator for the period of foreign studies. Studies completed abroad are approved as part of the degree programme within either further specialisation studies or free-choice studies.

### **Language Studies**

The Degree Programme in Tourism includes 21 credits of compulsory language studies. Language studies should comprise at least studies in Finnish and English. Finnish students also have two compulsory Swedish courses. It is highly recommended that students choose one language as part of their free-choice studies. These studies should include at least 8 credits in order to achieve a good level of the chosen language (5 cr beginner's course + 3 cr intermediate/advanced studies). Foreign language courses offered at this level are French, Spanish, Italian, Russian, Swedish and German. It is recommended that foreign students concentrate on studying Finnish language during the first study year and start another new language during the second year.

#### **Finnish Students**

English	9 cr
Finnish	6 cr
Swedish	6 cr

#### **Foreign Students**

English	9 cr
Finnish	12 cr

## Kajaani University of Applied Sciences

## THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN TOURISM (2010)

## BASIC STUDIES

<b>MTBA2Z</b>	<b>BASICS IN TOURISM</b>	<b>26 CR</b>
MTBA001	Principles of Tourism	6 cr
MTBA002	Introduction to Nature and Activity Tourism	5 cr
MTBA003	Tourism Product Development I	3 cr
MTBA005	Safety and First Aid	3 cr
MTBA006	Food Hygiene	3 cr
MTBA009	Serving	1.5 cr
MTBA010	Bar Services	1.5 cr
MTBA011	Hospitality Management	3 cr
<b>MTBO3Z</b>	<b>BUSINESS ACTIVITIES 1</b>	<b>17 CR</b>
MTBO004	Introduction to Marketing	4 cr
MTBO005	Introduction to Business Operations	3 cr
MTBO003	Introduction to Management Accounting	5 cr
MTBO006	Introduction to Management	5 cr
<b>MTBC4Z</b>	<b>COMMUNICATION STUDIES</b>	<b>21 CR</b>
	<i>Common courses:</i>	
MTBC004	Basics of Tourism English	3 cr
MTBC008	Academic Writing	3 cr
MTBC005	Business Communication Skills	3 cr
	<i>Finnish students:</i>	
MTBC001	Oral Communication and Meeting Skills (in Finnish)	3 cr
MTBC002	Written Communication and Business Letters (in Finnish)	3 cr
MTBC003	Svenska inom turismen 1	3 cr
MTBC009	Svenska inom turismen 2	3 cr
	<i>Foreign Students:</i>	
MTBC006	Finnish for Foreigners 1	6 cr
MTBC007	Finnish for Foreigners 2	3 cr
MTBC010	Finnish Conversation	3 cr
<b>MTBM4Z</b>	<b>METHODOLOGICAL STUDIES 1</b>	<b>11 CR</b>
MTBM001	Business Mathematics	3 cr
MTBM002	Office Applications	5 cr
MTBM003	Personal Development Programme	3 cr

## Kajaani University of Applied Sciences

**PROFESSIONAL STUDIES**

<b>MTPT6Z</b>	<b>TOURISM SERVICES</b>	<b>47 CR</b>
MTBA004	Project Management	6 cr
MTPT001	Management of Nature and Activity Services	4 cr
MTPT016	Transportation and tourism	4 cr
MTPT003	Sustainable Tourism	3 cr
MTPT005	Adventure Tourism	3 cr
MTPT017	Guiding Skills	3 cr
MTPT007	Event Management	3 cr
MTPT018	World cultures	3 cr
MTPT009	Food and Culture	4 cr
MTPT010	Intercultural Communication	3 cr
MTPT011	Tourism Planning and Policy	5 cr
MTPT012	Tourism Product Development 2	3 cr
MTPT015	Tourism Economics	3 cr
<b>MTPO7Z</b>	<b>BUSINESS ACTIVITIES 2</b>	<b>21 CR</b>
MTPO001	Marketing of Tourism Services	3 cr
MTPO002	Marketing Communications	3 cr
MTPO009	Financial Accounting	4 cr
MTPO008	Human Resource Management	3 cr
MTPO005	Law Studies	5 cr
MTPO007	Strategic Management	3 cr
<b>MTPM8Z</b>	<b>METHODOLOGICAL STUDIES 2</b>	<b>7 CR</b>
MTPM003	Applied Research Methods	4 cr
MTPM004	Statistics	3 cr
<b>FREE-CHOICE STUDIES</b>		<b>15 CR</b>
<b>PRACTICAL TRAINING</b>		<b>30 CR</b>
<b>THESIS</b>		<b>15 CR</b>

# COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN TOURISM

## BASIC STUDIES

### (MTBA2Z) BASICS IN TOURISM 26 cr

#### (MTBA001) Principles of Tourism

Credits: 6 cr                      Timing: 1st yr

Learning Objectives: Students will gain knowledge of the principles of tourism in Finland and abroad

Contents: An introduction to tourism:  
Consumer behaviour and tourism demand  
Models and patterns of tourism demand  
Classification of tourism  
Tourism attractions  
The Socio-cultural impact of tourism  
Ecology and tourism  
The future of tourism

Learning Methods: Lectures, small group work, workshop

Assessment Methods: Exam, course work, assignments, continual assessment and exercises

Bibliography: Course book: Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2008)  
Charles R, Goeldner J.R, Brent R: Tourism, Principles, Practices, Philosophies (2006)  
Further reading/material will be provided by lecturer

#### (MTBA002) Introduction to Nature and Activity Tourism

Credits: 5 cr                      Timing: 1st yr

Learning Objectives: Students will understand the importance and complexity of nature and activity tourism and learn to identify the numerous aspects of managing successful services and products in these fields of tourism.

Contents: Principles of nature and sport tourism  
Nature and sport tourism in Finland  
Markets and demand  
Tourism and nature conservation  
Legal issues  
Destinations and venues  
Wildlife tourism  
Facility site management  
Map reading

Learning Methods: Lectures, group work, excursions. Visits to genuine activity sites will be included whenever possible.

Assessment Methods: Exam, assignments, course work and presentations

travelling

Contents: Food microbiology  
Food poisoning  
Hygiene practices  
Personal hygiene  
Cleaning  
In-house control  
Legislation relating to food hygiene

Learning Methods: Lectures, discussions, individual and group exercises

Assessment  
Methods: Exam and exercises

Bibliography: Reading list/material provided by lecturer

### **(MTBA009) Serving**

Credits: 1.5 cr                      Timing: 1st yr

Learning Objectives: Students will become proficient in the basic principles of serving.

Contents: Basic serving methods and techniques

Learning Methods: Lectures and serving in the learning restaurant

Assessment  
Methods: Exam

Bibliography: To be announced

### **(MTBA010) Bar Services**

Credits: 1.5 cr                      Timing: 2nd yr

Learning Objectives: Students will becoming proficient in the law concerning the sale of alcoholic beverages.

Contents: Alcohol legislation

Learning Methods: Lectures, individual and group work

Assessment  
Methods: Exam

Bibliography: To be announced

### **(MTBA011) Hospitality Management**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: The aim of the course is to raise awareness of the hospitality industry's versatility. Students can distinguish between different types of accommodation and get to know various other hospitality organisations like cruise lines.

Contents:	Structure and types of accommodations Hotel classifications Hotel ownership and management Hotel operations management Hotel reservation system Cruise lines Recreation and leisure organisations
Learning Methods:	Lectures, independent studies, group work, workshops, presentations, company visits
Assessment Methods:	Exam, assignments, course work, presentations
Bibliography:	Ninemeier, Perdue, 2008. Discovering hospitality and tourism. Pearson Education, New Jersey. Further material provided by lecturer

## **(MTBO3Z) BUSINESS ACTIVITIES 1 17 cr**

### **(MTBO004) Introduction to Marketing**

Credits:	4 cr	Timing:	1st yr
Learning Objectives:	The student will understand what marketing is, what is the role of different parts of the marketing mix. The student will understand the fundamentals of modern marketing thinking, the societal level of marketing and customer focus.		
Contents:	Marketing with key concepts, marketing mix; product, price, place, promotion. Customer focus. Marketing in tourism.		
Learning Methods:	Lectures, group work, class discussions		
Assessment Methods:	Exam, written assignment and group work		
Bibliography:	1) Kotler & all. Marketing - an introduction 2) Kotler, Bowen & Makens. Marketing for Hospitality and Tourism		

### **(MTBO005) Introduction to Business Operations**

Credits:	3 cr	Timing:	1st yr
Learning Objectives:	Students will be able to have a holistic view of business. Understand, in general, all business aspects, and connections between business functions.		
Contents:	Business concepts, business environment, Interest groups, legal forms of ownership, management, overview of business functions (operations, human resources, Marketing, Finance, accounting), money and financial markets.		
Learning Methods:	Lectures, group work, case studies and exercises		
Assessment Methods:	Active participation, Final examination		
Bibliography:	Nickels, McHugh, Understanding Business (8th edition)		





Personnel and functions of a tourism company  
 Customer service (bookings, advice on destinations etc.)  
 Negotiations  
 Application writing  
 Report writing

Learning Methods: Small group sessions incl. pair and group work, oral, written and listening tasks

Assessment Methods: Continual assessment, oral presentation on a tourism company or product, writing a job application, exam

Bibliography: Handouts

### **(MTBC008) Academic Writing**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: The student improves his/her professional writing skills

Contents: Grammar surgery  
 Punctuation  
 Coherence  
 Style and appropriateness  
 Reporting  
 Summarising  
 Table of contents  
 Quoting, reference list

Learning Methods: Small group sessions

Assessment Methods: Continuous assessment, assignments, written exam

Bibliography: Compiled study material

### **(MTBC005) Business Communication Skills**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: To learn to communicate orally and in writing in tourism using different communication channels

Contents: Communication in a tourism company (reservations, confirmations, cancellations, changes)  
 Routine correspondence  
 Payment and collection letters  
 Negotiations

Learning Methods: Small group sessions

Assessment Methods: Oral and written tasks, written exam

Bibliography: To be announced

### **(MTBC001) Oral Communication and Meeting Skills**

Credits:	3 cr	Timing:	1st yr (for Finnish speaking students)
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Learning Objectives: Students will learn to express themselves and to operate in a goal oriented manner in different communication situations. The course also covers different negotiation and meeting procedures.

Contents:           Analysing different forms of oral communication performances  
                           Stage-fright  
                           Use of voice  
                           Academic and speeches for specific situations  
                           Influence and justification  
                           Different forms of group communication  
                           Negotiation and meeting techniques  
                           Documents

Learning Methods: Classroom teaching, exercises

Assessment       Exam and assignments  
 Methods:

Bibliography:     Repo-Nuutinen: Viestintätaito

## **(MTBC002)     Written Communication and Business Letters**

Credits:	3 cr	Timing:	1st yr (for Finnish speaking students)
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Learning Objectives: Students will learn to write in a manner appropriate to their chosen profession and be able to compile standard business letters.

Contents:           The principles of written communication  
                           An introduction to language maintenance  
                           Process writing and document standards  
                           Basic business letters  
                           E-mail communication

Learning Methods: Contact teaching, assignments

Assessment       Exam and assignments  
 Methods:

Bibliography:     Kortetjärvi-Nurmi, Kuronen, Ollikainen, Yrityksen viestintä

## **(MTBC003)     Svenska inom turismen 1**

Credits:	3 cr	Timing:	1st yr
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Learning Objectives: Students develop their spoken and written skills so that they can cope in tourism and hospitality customer service situations, and present a company and its services and facilities

Previous Learning: Participation in proficiency test

Contents:           Grammar revision  
                           Presenting a tourism company's and a restaurant's operations and staff  
                           Tourism and hospitality customer service and sales situations

Learning Methods: Small group teaching

Assessment Methods: Continual assessment and oral presentation and written exams

Bibliography: Jokisalo-Minni: Flexservice

## **(MTBC009) Svenska inom turismen 2**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: Students will be able to cope with spoken and written communicative tasks in tourism and hospitality related situations using the Swedish language. This course covers routine correspondence and negotiation skills

Previous Learning: Svenska inom turismen I

Contents: Enquiries  
Offers  
Orders  
Confirmations  
Cancellations and alterations  
Payment transactions  
Dealing with complaints  
Tourist programmes  
Negotiations  
Job applications  
Goodwill correspondence

Learning Methods: Small group teaching

Assessment Methods: Continual assessment, oral presentation, written tasks and exam

Bibliography: Handout

## **(MTBC006) Finnish for Foreigners 1**

Credits: 6 cr                      Timing: 1 st yr

Learning Objectives: To teach students the skills needed in everyday communication in Finnish and to familiarise students with the Finns, their customs, the country and society.

Contents: Pronunciation, syllable division and other general language points  
Greeting and introductions  
Language skills, working, living, studying  
Numerals: time, prices, banking  
Asking simple questions and understanding instructions  
Travelling  
Food, making orders at a restaurant  
Shopping  
The school system  
Basic geography of Finland  
Finnish cuisine

Learning Methods: Communicative and practical approach and group work

Assessment Methods: Class work and written or/and oral exam

Bibliography: Hämäläinen, Aletaan  
Facts about Finland  
Kenttälä, Kieli käyttöön

## **(MTBC007) Finnish for Foreigners 2**

Credits: 3 cr Timing: 2nd yr

Learning Objectives: To improve communication skills in the Finnish language

Previous Learning: Finnish for Foreigners 1

Contents: This course builds on the knowledge gained in Finnish for Foreigners 1.

Learning Methods: Small group sessions

Assessment Methods: Coursework, active participation, written and oral tests

Bibliography: Kangasniemi, Suomen kielen tikapuut jatkotaso 1  
Hämäläinen, Jatketään

## **(MTBC010) Finnish Conversation**

Credits: 3 cr Timing: 3 rd yr

Learning Objectives: To improve students' oral communication skills in the Finnish language.

Previous Learning: Finnish for Foreigners 1-2

Contents: Discourses - different vocational subjects

Learning Methods: To be announced

Assessment Methods: Active participation in class activities

Bibliography: To be announced

## **(MTBM4Z) METHODOLOGICAL STUDIES 1 11 cr**

### **(MTBM001) Business Mathematics**

Credits: 3 cr Timing: 1st yr

Learning Objectives: To provide students with a sound command of business mathematics skills and the ability to apply them in different areas of business life

Contents: Review of the basic mathematical operations needed in business mathematics  
Percentage calculation and its economic applications  
Index numbers  
Currency calculation  
Simple interest calculation and its applications

Compound interest  
Credit  
Economic functions

Learning Methods: Lectures and exercises

Assessment Methods: Exam and exercises

Bibliography: Pulkkinen P, Holopainen M., Keinänen K., Business Mathematics (2006)

## **(MTBM002) Office Applications**

Credits: 5 cr                      Timing: 1st yr

Learning Objectives: The student will be able to use a microcomputer as a common tool in everyday working life.

Contents: E-mail  
Internet  
Hardware and operating systems  
Presentation graphics  
Word processing  
Spreadsheets

Learning Methods: Practical exercises and individual use of computer

Assessment Methods: Exam and practical exercises

Bibliography: Material provided by the lecturer

## **(MTBM003) Personal Development Programme**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: The aim of this programme is to provide students with the tools, which will ensure a successful commencement of their studies leading to success in future careers, by enabling students to identify their personal learning characteristics, whilst at the same time introducing specific study skills. The program aims to facilitate the individual development of students.

Contents: Initial assessment week (Boot Camp)  
Personal SWOT  
Learning styles  
Introduction to Reflective Practice  
Creative thinking/Problem solving  
Presentation Skills  
Personal Branding

Learning Methods: Lectures, Activities, Individual tutorials, Practical Work

Assessment Methods: Portfolio - Course work of completed tasks throughout the program

Bibliography: Selected readings, handouts related to subject areas.



Learning Objectives: The students will understand the role of transportation in tourism

Contents: Tourism/transport relationship  
 Transport networks and flows  
 Ground transport  
 Marine transport  
 Air transport  
 Management of Transport flows  
 Future trends in transport and tourism

Learning Methods: Lectures and seminar

Assessment Methods: Essay, presentation, assignments

Bibliography: Duval 2007. Tourism and Transport  
 Hanlon 2007. Global airlines  
 Wensveen 2008. Air Transportation

### **(MTPT003) Sustainable Tourism**

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will gain basic knowledge of sustainable tourism theory and practice and how it is used and integrated in the business environment.

Learning Methods: Online course

Bibliography: Weaver, D. (2006) Sustainable Tourism: Theory and Practice, Elsevier  
 Butterworth-Heinenmann (online available)

### **(MTPT005) Adventure Tourism**

Credits: 3 cr Timing: 2nd yr

Learning Objectives: The course provides the academic and practical knowledge needed in adventure tourism. There is a strong emphasis on experimental learning that includes topics such as team building skills and group leadership.

Contents: Management of adventure tourism  
 Demand/supply of adventure tourism  
 Experimental learning/Adventure education  
 Adventure experience

Learning Methods: Lectures, excursions, group exercises, workshop

Assessment Methods: Active participation, assignments, presentation and group exercise

Bibliography: Swarbrooke, Beard, Leckie & Pomfret. 2003. Adventure tourism.  
 Martin, Cashel, Wagstaff & Breunig. 2006. Outdoor leadership.

### **(MTPT017) Guiding Skills**

Credits: 3 cr Timing: 2nd yr



Learning Objectives: To provide students with the skills needed in the tourism guiding business.

Contents: Guide as mediator  
Experiences  
Elements of guiding  
Culture tours  
Historical tours  
Wildlife & safaris  
Concept of socio-cultural animation

Learning Methods: to be announced in the course plan

Assessment Methods: to be announced in the course plan

Bibliography: to be announced in the course plan

## **(MTPT007) Event Management**

Credits: 3 cr                      Timing: 2nd - 3rd yr

Learning Objectives: The event management course provides an in depth overview of events and related industries. This course covers a wide range of events e.g. sporting, cultural, arts and entertainment etc. and congresses and fairs.

Contents: Diversity of events  
Event tourism and event industry  
Management of events  
Event marketing

Learning Methods: Lectures, case-study exercises, group work

Assessment Methods: Practical observations and skill competence, individual and group presentations, Seminar paper on nominated topics

Bibliography: Watt, D.C.2001. Event Management in Leisure and Tourism

## **(MTPT018) World Cultures**

Credits: 3 cr                      Timing: 2nd-3rd yr

Learning Objectives: The course introduces students to world cultures and subcultures, cultural regions, and key cultural syndromes. The course enables students to apply this knowledge in tourism.

Contents: Cultural diversity  
Cultural geography  
Cultures and Tourism  
Key concepts of culture  
Ethnic cultures

Learning Methods: Lectures, small group work, presentations and individual portfolio.

Assessment Methods: Individual assignment and group work.

Bibliography: Material provided by lecturer



Environmental impacts of tourism  
Management policy and planning issues

Learning Methods: Lectures and small group work

Assessment Methods: Exam, continual assessment and exercises

Bibliography: Hall M.C, Jenkins, Kearsley G, Tourism, Planning and Policy  
Other materials provided by lecturer

## **(MTPT012) Tourism Product Development 2**

Credits: 3 cr Timing: 3rd yr

Learning Objectives: Students will understand the role of developing product lines for improved profitability in tourism. Students will be able to plan, price and promote different types of tourism product lines.

Previous Learning: Product Development 1., Marketing of Tourism Services.

Contents: Tourism products and product lines, planning, pricing, distribution and promotion

Learning Methods: Lectures, group works

Assessment Methods: Exercises

Bibliography: Will be agreed in the beginning of the course

## **(MTPT015) Tourism Economics**

Credits: 3 cr Timing: 2nd-3rd yr

Learning Objectives: The objective of the course is to provide an overview of economic analysis and how it is used in the context of tourism.

Previous Learning: Introduction to Business Activities

Contents: Applications of economic analysis to the tourism context  
The microfoundations of tourism demand  
The theory of tourism supply and its market structure  
Basics of Macroeconomics

Learning Methods: Lecture, course work

Assessment Methods: Exam, report

Bibliography: Tribe, J. 2005. The economics of Recreation, Leisure and Tourism  
Vanhove, N. 2005. The Economics of Tourism destinations

## **(MTPO7Z) BUSINESS ACTIVITIES 2 21 cr**

### **(MTPO001) Marketing of Tourism Services**





level and forms of business cooperation across national boundaries, business practices and current trends in the global business arena.

Previous Learning: Introduction to Management

Contents: Strategic analysis  
Strategic formulation  
Strategic implementation

Learning Methods: Lectures, case studies, presentations and research assignments

Assessment Methods: Attendance and Participation, Group Presentation and Final exam

Bibliography: Dess, Lumpkin, Eisner, Strategic Management (text and cases)

## **(MTPM8Z) METHODOLOGICAL STUDIES 2 7 cr**

### **(MTPM003) Applied Research Methods**

Credits: 4 cr                      Timing: 3rd yr

Learning Objectives: This course will provide students with a thorough understanding of research methods and their application in tourism processes, their relevance in business decision making and it also provides a basis for the study of relevant qualitative and quantitative analysis procedures.

Contents: The research process and central methods  
The research problem and questionnaire design  
Qualitative and action research  
Overview of analysis procedures

Learning Methods: Lectures, case studies, exercises and research project

Assessment Methods: Research project

Bibliography: To be announced

### **(MTPM004) Statistics**

Credits: 3 cr                      Timing: 3rd yr

Learning Objectives: The general aim of this course is to improve the student's understanding of theoretical research and practical problem solving, how to collect information and how systematic the collection of information should be as well as the use of primary and secondary data. On completing this course students will be able to use statistical parameters, the most common statistical methods, the foundation of hypotheses testing and interpretation of results.

Previous Learning: Proficiency tests or recognised refresher course pass, Basics of Research

Contents: Uni-bidimensional distribution tables and statistical parameters  
Graphical presentation of parameters  
Dependency: correlation and regression analysis  
Hypothesis testing and general tests  
The use of data analysis by doing exercises with software packages



**Bibliography:** Bell et al. 2007. Outdoor Recreation and Nature Tourism.  
 Newsome, D., Moore, S.A. and Dowling, R. K. 2002. Natural Area Tourism  
 Saarinen, J. & Hall, C.M. 2004. Nature Based Tourism Research in Finland: Local  
 Contexts, Global Issues  
 Standeven & De Knop. 1999. Sport Tourism  
 Ritchie, B.W. & Adair, D. (eds.) 2004. Sport Tourism, Interrelationships, Impacts and  
 Issues.  
 Further material provided by lecturer

### **(MTBA003) Tourism Product Development I**

**Credits:** 3 cr **Timing:** 1st - 2nd yr

**Learning Objectives:** Students will understand the functions and aspects of initial and ongoing product development as a basic part of profitable tourism business development.

**Contents:** Tourism products and features  
 Planning and development process  
 Pricing

**Learning Methods:** Lectures, Group work, Study visits

**Assessment Methods:** Portfolio including a learning diary and group assignments

**Bibliography:** Kotler P., Bowen J. and Makens J. 1999. Marketing for Hospitality and Tourism  
 Additional study materials will be agreed during course orientation

### **(MTBA005) Safety and First Aid**

**Credits:** 3 cr **Timing:** 1st yr

**Learning Objectives:** Students will know what to do in a situation requiring them to provide first aid and they will also be able to check for and assess risks in tourism programming. The course is divided into a safety and a first aid part.

**Contents:** First aid: Red Cross of Finland emergency aid qualification EA (first aid) 1 and EA (first aid) 2  
 Safety: Risk assessment and risk management in program services, fire safety, safety at work, extinguishing fires

**Learning Methods:** Lectures, course and group work, exercises

**Assessment Methods:** Test, first aid practice, fire extinguishing practice. Students will have the opportunity to pass the Finnish Red Cross EA (first aid) 1 and EA (first aid) 2 qualifications.  
 Course work

**Bibliography:** Reading list and handouts provided by lecturer.  
 The Finnish Consumer Agency's Guidelines for the promotion of safety in Program Services, Publication series 11/2003 Finnish Consumer Agency

### **(MTBA006) Food Hygiene**

**Credits:** 3 cr **Timing:** 1st yr

**Learning Objectives:** Students will understand the importance of hygiene for safe food services and



Assessment Methods:	A research report on a pre-agreed topic, completed in groups and presented during a seminar. Learning diary.
Bibliography:	To be announced

## **(MTT10Z) THESIS 15 cr**

### **(MTT001) Thesis and Maturity Test**

Credits:	15 cr	Timing:	3rd - 4th yr
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**Learning Objectives:** The thesis provides an opportunity to study a problem or scheme in depth and from a critical standpoint. It can be accomplished in the form of a piece of research, development project or applied research. The thesis must be of use in working life and it should promote the professional orientation of the students. Students will also participate in seminars where they will present their research topic and results as well as assessing other students' work. Students must also complete a maturity test.

**Previous Learning:** Applied Research Methods, Statistics

**Contents:** Seminar presentations of chosen thesis subject and participation in seminars  
Assessment of other students' thesis and acting as opponent for other students' work  
After the thesis topic has been accepted students will be nominated a thesis supervisor.  
Compilation of subject analysis and research plan after which the thesis can be completed and then presented during the seminar. The maturity test is completed after the thesis has been presented.

**Bibliography:** Reading list/handouts provided by lecturer

## **(MTH09Z) PRACTICAL TRAINING 30 cr**

### **(MTH001) Practical Training**

Credits:	30 cr	Timing:	3rd yr
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**Learning Objectives:** Students will have the opportunity to familiarise themselves with the jobs and duties of their chosen field as well as learning to develop and assess their own work and working environment. Students should apply for training places themselves in a domestic or foreign company or public organisation.

**Contents:** Seminars before and after the practical training period.  
Practical training period in a tourism/hospitality company/public organisation  
Training reports and assignments  
More detailed instructions and forms are available in moodle that will be presented during the practical training seminars.

**Assessment Methods:** Practical training, reports and documentation

# SCHOOL OF HEALTH AND SPORTS

## DEGREE PROGRAMME IN SPORTS AND LEISURE MANAGEMENT

<b>Head of School</b>	Ms. Eija Heikkinen
<b>Head of Degree Programme</b>	Mr. Kari Partanen
<b>International Study Office</b>	Ms. Kirsi Sievers

### Objectives of the Degree Programme

The objective of the Sports and Leisure Management Degree Programme is to provide both Finnish and international students with a high quality, practical yet academic training in the field of sports. The programme emphasises the development of sports and exercise skills and competence particularly required in coaching. Students will be prepared for coaching and to develop their own field. Their professional competence will be built upon a multidisciplinary knowledge base, as well as practical and interpersonal skills. They will also be able to operate within different kinds of working groups and networks.

Graduates will be qualified to seek employment in sports and leisure organisations, associations, clubs and businesses and they will possess the know how to run their own sports and leisure enterprises. Upon completion of the required 210 credits within three and a half years, graduates are awarded a Bachelor of Sports Studies and are entitled to use the professional title of Sports Instructor.

The degree programme consists of basic studies, professional studies and free choice studies. An essential part of the studies is also a five-month period of practical training. Part of the studies can be completed abroad.

### Learning Environment

The learning environment at Kajaani University of Applied Sciences actively encourages the achievement of the stated objective by providing:

- A programme that is both responsive and flexible to the needs of students
- A programme that is both challenging yet supportive
- An international atmosphere.

### Learning Strategies

Because of the nature of the programme, the learning strategies employed to achieve its objectives are varied; depending on the subject they may include: lectures, PE demonstrations, seminars, individual tutorials, workshops, case study, group work, project work and research.

The language of instruction is English and the courses are taught by Kajaani University of Applied Sciences' own academic staff and a resource of guest lecturers from partner institutions, for example Vuokatti Campus ([www.vuokatticampus.fi](http://www.vuokatticampus.fi)). Interactive learning, team-based course work and small group sessions form an important element of the learning process of the Degree Programme in Sports and Leisure Management.

**Description of Competences**

<b>Subject specific competences</b> Degree programme in Sports and Leisure Management	<b>Description of the competence</b> The Student
<b>COMPETENCE IN PHYSICAL ACTIVITY</b>	<ul style="list-style-type: none"> <li>▪ Ability to manage the fundamental knowledge and skills required in the most common physical activities and to apply them when instructing different target groups</li> <li>▪ Demonstration of the possession of fundamental knowledge required in special needs education</li> <li>▪ Understanding of the value of various physical activities as a tool for developing motor skills, physical qualities, and self-expression</li> </ul>
<b>COMPETENCE IN HEALTH PROMOTING PHYSICAL ACTIVITY AND COACHING</b>	<ul style="list-style-type: none"> <li>▪ Demonstration of a fundamental knowledge of anatomy and physiology and the ability to apply when teaching different types of target group</li> <li>▪ Competence in the mechanisms of physical activity, the fundamentals of testing and training planning / coaching programs</li> <li>▪ Proficient knowledge of the factors affecting human growth, development, and social behaviour as well as the ability to take them into consideration during physical activity</li> <li>▪ Demonstration of the ability to plan and instruct health promoting physical activities</li> <li>▪ Demonstration of expertise in health enhancing physical activity</li> </ul>
<b>COMPETENCE IN PEDAGOGY AND DIDACTICS</b>	<ul style="list-style-type: none"> <li>▪ Demonstration of ability to use a variety of different instruction and teaching methods as well as goal setting with different target groups</li> <li>▪ Management of planning, execution, and evaluation of extensive modes and modules of teaching</li> <li>▪ Demonstration of ability to use physical education for the benefit of supporting and providing education in human growth and development</li> <li>▪ Instruction expertise and the ability to utilise learning concepts based on personal values and level of knowledge in physical education</li> </ul>
<b>COMPETENCE IN AREAS OF PHYSICAL EXERCISE INVOLVING LEADERSHIP AND ENTERPRISE</b>	<ul style="list-style-type: none"> <li>▪ Ability to manage developmental visions in physical activity culture and services as well as to improve the status of physical education in society</li> <li>▪ Demonstration of the ability to work in a variety of different expert and executive tasks in physical education</li> <li>▪ Proficiency in the different enterprise opportunities in physical education and in starting a small business</li> </ul>

## **Annual Themes - Study Progress Description**

### **1st year      Orientation**

Students will gain an overall understanding of physical education and their own attitude towards their selected professional field as well as of the demands of physical exercise and coaching.

### **2nd year      Action**

Students will plan, implement and assess supervised exercise for different target groups taking into account the skills based, knowledge based and educational goals of exercise.

### **3rd year      Coaching and Depth**

Students will be able to plan goal and customer oriented coaching and exercise programs, with the ability to justify their actions in their capacity of sports instructors and coaches.

### **4th year      Competent and Capable of Development**

Students will develop the field of physical exercise independently by networking with different operators in the field and other cooperation bodies.

## **Structure of the Programme**

### **Basic Studies (26 cr)**

Basic studies are compulsory studies. These courses include basic courses in communication skills as well language studies.

### **Professional Studies (89 cr)**

These courses are carried out from the first year onwards and they include special study modules covering different areas of sports. The aim of professional studies is to equip students with both the theoretical and practical knowledge needed to function in well-being and health promoting exercise, physical activity, pedagogy and didactics as well leadership and entrepreneurship.

### **Further specialisation studies (35 cr)**

In these studies students will be prepared for coaching and to develop their own field. Their professional competence will be built upon a multidisciplinary knowledge base.

### **Free-choice Studies (15 cr)**

The aim of the free-choice studies is to provide the student with the opportunity to deepen and widen knowledge related to his or her own professional field. These can be chosen from the degree programme or from another degree programmes in the same school or from another university of applied sciences, university or elsewhere by prior agreement. The head of degree programme approves optional studies chosen by students.

### **Practical Training (30 cr)**

An essential part of studies is a five-month-long practical training period, which takes place during the 2<sup>nd</sup> and 3<sup>rd</sup> study year. Finnish students must complete either practical training or a semester of their studies abroad. Before starting practical training students must have a minimum of 40 credits. The purpose of practical training is to offer students the opportunity to put into practice the knowledge acquired from their professional studies by carrying out practical tasks in different kinds of sports organisations.

### **Thesis and Maturity Test (15 cr)**

The purpose of the thesis is to demonstrate students' ability to adapt knowledge and skills acquired during professional studies. This can be accomplished in the form of project work, research work or applied research. It is recommended that the thesis be completed in co-operation with sport companies or organisations any or in co-operation with other interest groups. Preparation of the thesis is usually accomplished towards the end of studies during the final year.

The maturity test is done after completing the thesis. The test demonstrates students' language skills and how familiar they are with the chosen subject of their thesis. Finnish students write the test in Finnish and foreign students in English. The test is completed under supervision with questions provided by the thesis/project supervisor.

### **Foreign Studies**

For Finnish students it is recommended that the 2<sup>nd</sup> year autumn semester is spent in a foreign university or university of applied sciences. Foreign students may choose not to go abroad. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. In addition it is required that the students have good language skills (good skills in English and at least basics in the target country's language if possible) and good grades. Students without prior international experience will be given priority when decisions concerning exchange places are made.

Exchange opportunities will be presented in information meetings. More information can also be found from Kajaani UAS's internet pages. Kajaani UAS's partner institutions in different countries offer studies in English or in other languages. Each student makes a personal study plan with the school's international co-ordinator for the period of foreign studies. Studies completed abroad are approved as part of the degree programme within either further specialisation studies or free-choice studies.

### **Language Studies**

The Degree Programme in Sports and Leisure Management includes 18 credits of compulsory language studies. Language studies should comprise at least Finnish and English studies. Finnish students also have one compulsory Swedish course. It is highly recommended that students choose one language as part of their free-choice studies. These studies should include at least 8 credits in order to achieve a good level in the chosen language (5 cr beginner's course + 3 cr intermediate/advanced studies).

#### **Finnish Students**

English	9 cr
Finnish	6 cr
Swedish	3 cr

#### **Foreign Students**

English	6 cr
Finnish	12 cr

Foreign language courses offered at this level are French, Spanish, Italian, Russian, Swedish and German.

## Kajaani University of Applied Sciences

### THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN SPORTS AND LEISURE MANAGEMENT (2010)

#### BASIC STUDIES 26 CR

<b>SSBC1Z</b>	<b>Communication Skills</b>	<b>26 cr</b>
SSBC001	Personal Development Programme	5 cr
SSBC002	Interpersonal Skills	3 cr
SSBC008	English: Academic Writing	3 cr
SSBC006	English: Basics of Sports and Leisure English	3 cr
<i>Finnish Students</i>		
SSBC003	Finnish 1	3 cr
SSBC004	Finnish 2	3 cr
SSBC005	Swedish: Svenska för Idrottsbranchen	3 cr
SSBC007	English: Coaching Communication Skills	3 cr
<i>Foreign Students</i>		
SSBC009	Finnish for Foreigners 1	6 cr
SSBC010	Finnish for Foreigners 2	3 cr
SSBC011	Finnish for Foreigners 3	3 cr

#### PROFESSIONAL STUDIES 118 CR

<b>SSPH2Z</b>	<b>Competence in Health Promoting Physical Activity and Coaching</b>	<b>27 cr</b>
SSPH001	Anatomy and Physiology	5 cr
SSPH002	Exercise Physiology	4 cr
SSPH003	Adapted Physical Education	3 cr
SSPH004	Human Motor Development	3 cr
SSPH005	Coaching 1	3 cr
SSPH006	Exercise and Health Counselling	3 cr
SSPH007	Nutrition	3 cr
SSPH008	First Aid and Health Risks	3 cr
<b>SSPP3Z</b>	<b>Competence in Pedagogy and Didactics</b>	<b>8 cr</b>
SSPP001	Introduction to Physical Education	5 cr
SSPP002	Instructing Health-Enhancing Physical Activity	3 cr
<b>SSPL4Z</b>	<b>Competence in Leadership- and Entrepreneurship in the Field of Physical Activity</b>	<b>18 cr</b>
SSPL001	Introduction to Business Operations	3 cr
SSPL002	Introduction to Marketing	4 cr
SSPL003	Introduction to Management Accounting	3 cr
SSPL004	Project Management	5 cr
SSPL005	Product Development	3 cr

## Kajaani University of Applied Sciences

<b>SSPA5Z</b>	<b>Competence in Physical Activity 30</b>	<b>35 cr</b>
SSPA001	Ice Sports	3 cr
SSPA003	Downhill Skiing	3 cr
SSPA009	Skiing and Outdoor Activities	4 cr
SSPA010	Ball Sports	6 cr
SSPA011	Gymnastics	4 cr
SSPA006	Gym Training	3 cr
SSPA007	Musical Exercise	3 cr
SSPA005	Athletics	3 cr
SSPA012	Aquatics	6 cr
<b>SSPR6Z</b>	<b>Research Studies</b>	<b>6 cr</b>
SSPR001	Introduction to Research	6 cr
<b>FURTHER SPECIALISATION STUDIES</b>		<b>30 CR</b>
<b>SSPC7Z</b>	<b>Coaching</b>	<b>30 cr</b>
SSPC009	Health Exercise Coaching	6 cr
SSPC010	Applications of Exercises	6 cr
SSPC003	Coaching 2	3 cr
SSPC004	Development of Physical Qualities	6 cr
SSPC011	Managing a Training Process	3 cr
SSPC007	Sports Psychology	3 cr
SSPC008	Sports Nutrition	3 cr
<b>SSBW8Z</b>	<b>FREE-CHOICE STUDIES</b>	<b>15 CR</b>
SSBW006	Sociology of Sports	3 cr
SSBW007	Physical Exercise for the Disabled	3 cr
SSBW008	Sports Injuries	3 cr
SSBW010	Taping and Massage	3 cr
SSBW012	Aquatic Sports 2	3 cr
SSBW013	English	3 cr
SSBW014	Digital Games	3 cr
SSBW015	Dance	3 cr
KLWY020	Orientation for Student Exchange	3 cr
SSBW017	Product Development 2	3 cr
<i>Business Studies</i>		
<i>Tourism Studies</i>		
<i>Language Studies</i>		
<b>SSPT9Z</b>	<b>PRACTICAL TRAINING</b>	<b>30 CR</b>
SSPT001	Practical Training (Orientation)	9 cr
SSPT002	Advanced Training	21 cr
<b>SSTH10Z</b>	<b>THESIS</b>	<b>15 CR</b>

# COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN SPORTS

## BASIC STUDIES

### (SSBC1Z) COMMUNICATION STUDIES 26 cr

Students will gain study skills required in the University of Applied Sciences learning environment. The module emphasises communication and cooperation skills as well as multicultural competence as an integral part of this profession and field. Students will develop their written and spoken language skills to practise their profession in an increasingly international world.

### (SSBC001) Personal Development Programme

Credits: 5 cr                      Timing: 1st yr

**Learning Objectives:** The aim of this programme is to provide students with the tools to ensure a successful start to their studies leading to success in future careers, by enabling them to identify their personal learning characteristics, whilst at the same time introducing specific study skills. The programme aims to facilitate the individual personal development of students.

**Contents:** Initial assessment week (Boot Camp)  
Personal SWOT  
Learning styles  
Introduction to reflective practice  
Creative thinking/Problem solving  
Portfolio Development

**Assessment Methods:** Portfolio-Course work of completed tasks throughout the programme

**Bibliography:** Selected readings, handouts related to subject areas

### (SSBC002) Interpersonal Skills

Credits: 3 cr                      Timing: 1st yr

**Learning Objectives:** Students will learn how to interact with clients, colleagues and partners. They will possess the competence to support the development of their clients' and groups' interaction skills.

**Contents:** Active listening  
Cooperation and problem solving skills  
Clear self expression  
Ecosystematic methods

**Learning Methods:** Lectures, supervised exercises

**Assessment Methods:** Assignments, exercises

**Bibliography:** To be announced



**(SSBC003) Finnish 1**

Credits: 3 cr                      Timing: 1st yr

**Learning Objectives:** Students will be proficient in the cooperation, oral communication and interaction skills required in working life. Students will develop their oral communication skills as part of their professional competence.

Contents:

- The theory and practice of group work
- Meetings and negotiations
- Introduction to spoken communication
- Cultural differences in spoken communication

Learning Methods: Lectures, supervised exercises

Assessment Methods:	Group work and presentation assignments, exercises and exam
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Bibliography: Niemi, Nietosvuori, Virikko: Hyvinvointialan viestintä  
Further material provided by the lecturer

**(SSBC004) Finnish 2**

Credits: 3 cr Timing: 1st yr

**Learning Objectives:** Students will develop their written Finnish skills and practise the specific writing skills required of their profession.

Contents: Introduction to written communication  
Academic texts and documentation  
Business correspondence

**Learning Methods:** Lectures, supervised exercises, written assignments

Assessment Methods:	Writing exercises and assignments, exam or a supplementary written assignment
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**Bibliography:** Niemi, Nietosvuori, Virikko: Hyvinvointialan viestintäBinder, Kärnä, Metivier, Miestamo, Salenius, Savinainen, Solonen, Taimio, Åberg: Liikeviestinnän käsikirja - viestit vaihtoon 7 kielellä  
Further material provided by lecturer

**(SSBC005) Swedish: Svenska för Idrottsbranschen**

Credits: 3 cr Timing: 1st yr

**Learning Objectives:** Students are able to cope in different professional situations requiring spoken and written Swedish and maintain a positive attitude towards the use and continuous development of their Swedish skills. Students are able to seek information in Swedish and read a wide variety of professional texts.

Contents: Terminology and vocabulary in the field of sports and leisure  
Interacting with clients

Learning Methods: Supervised exercises

Assessment	100 % attendance and active participation Completed oral and written assignments
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Methods: and exercises Written and oral exam

Bibliography: To be announced

### **(SSBC006) English: Basics of Sports and Leisure English**

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will build up their professional terminology and vocabulary and develop their professional writing and speaking skills.

Contents: Terminology and vocabulary in the field of sports and leisure  
Basic professional writing and speaking skills

Learning Methods: Supervised exercises

Assessment Methods: 100 % attendance and active participation, Oral and written assignments and exercises, language portfolio and/ or written exam

Bibliography: To be announced

### **(SSBC007) English: Coaching Communication Skills**

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students develop their professional communication skills with the focus on coaching, personal training and interacting with clients, colleagues and co-operation partners.

Previous Learning: Basics of Sports and Leisure English

Contents: Terminology in coaching and personal training  
Professional communication skills

Learning Methods: Supervised exercises

Assessment Methods: 100 % attendance and active participation, oral and written assignments, language portfolio and/ or written exam

Bibliography: To be announced

### **(SSBC008) English: Academic Writing**

Credits: 3 cr Timing: 3rd yr

Learning Objectives: Students are able to apply the features of academic writing in order to compile a well-planned and clear academic text.

Contents: Process writing  
Features of academic writing  
Thesis process

Learning Methods: Supervised exercises

Assessment Methods: 100 % attendance and active participation, completed exercises and assignments, language portfolio and/ or written exam

Bibliography: To be announced

## **(SSBC009) Finnish for Foreigners 1**

Credits: 6 cr                      Timing: 1st yr

Learning Objectives: To teach students the skills needed in everyday communication in Finnish and to familiarise students with the Finns, their customs, the country and society.

Contents: Pronunciation, syllable division and other general issues about the language  
Greeting and introductions  
Language skills, working, living, studying  
Numerals: time, prices, banking  
Asking simple questions and understanding instructions  
Travelling, sports, shopping  
The school system  
Basic geography of Finland  
Finnish cuisine

Learning Methods: Communicative, practical approach and group work

Assessment Methods: Class work and written or/and oral exam

Bibliography: Facts about Finland,  
Hämäläinen, Aletaan  
Kenttälä, Kieli käyttöön

## **(SSBC010) Finnish for Foreigners 2**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: To improve communication skills in the Finnish language

Previous Learning: Finnish for Foreigners I

Contents: This unit builds on the knowledge gained in Finnish for Foreigners I

Learning Methods: Small group sessions

Assessment Methods: Active participation in class activities, written and oral tests

Bibliography: Kangasniemi, Suomen kielen tikapuut jatkotaso 1  
Hämäläinen, continued

## **(SSBC011) Finnish for Foreigners III**

Credits: 3 cr                      Timing: 3rd year

Learning Objectives: To improve communication skills in oral and written Finnish

Previous Learning: Finnish for Foreigners I - II

Contents: This unit builds on the knowledge gained in Finnish for Foreigners I - II

Learning Methods: Small group sessions

Assessment Methods: Active participation in class activities, written and oral tests

Bibliography: Kangasniemi, Suomen kielen tikapuut 2

## PROFESSIONAL STUDIES

### (SSPH2Z) **Competence in Health Promoting Physical Activity and Coaching 27 cr**

Students will be aware of the relationship between exercise and good health. This module provides students with the competence to plan and supervise exercise that promotes health and physical and mental capabilities. Students will take into account psychomotor development and motor learning when planning and supervising different forms of exercise. They will have detailed knowledge of the structure of the human locomotive system and how exercise affects the human body, the principles of testing and of how to plan practice and coaching programmes.

### (SSPH001) **Anatomy and Physiology**

Credits: 5 cr                      Timing: 1st yr

Learning Objectives: Students will understand the structure of the human body and how it works and can use this knowledge in client-oriented sports instruction and coaching work to promote health and performance rate as well as to reinforce exercise behaviour.

Contents: Introduction to Chemistry and Physics  
Cells, tissues and organs  
Locomotor system  
The nervous system and the senses  
Breathing and circulation  
Digestion  
Fluid balance and urine excretion  
Metabolism  
Thermal/heat control

Learning Methods: Lectures, supervised exercises, independent study, part of the studies completed online

Assessment Methods: Exam, assignments

Bibliography: To be announced

### (SSPH002) **Exercise Physiology**

Credits: 4 cr                      Timing: 1st yr

Learning Objectives: Students will be able to understand the functioning and structure of the human body so as to be able to use this knowledge in client oriented sports instruction, health promotion and exercise behaviour reinforcement.

Contents: Cells, tissue, organs, respiration and circulation  
Digestion and metabolism

Sensory and nervous system  
The locomotor system  
Physics and Chemistry

Learning Methods: Lectures, supervised assignments, parts of course completed online, independent work

Assessment Methods: Exam, assignments

Bibliography: McArdle, Katch, Kattch, Exercise Physiology.  
Current articles

### **(SSPH003) Adapted Physical Education**

Credits: 3 cr                      Timing: 1 st yr

Learning Objectives: Students will be able to apply different forms of exercise practice to different kinds of people and provide client based counselling and supervision taking into account different levels of achievement and performance linked to varying physical, mental and social states.

Contents: Exercise counselling  
Different forms of exercise and sports and their application  
Exercising with different health problems and illness  
Exercise for groups with special needs

Learning Methods: Lectures, supervised exercises

Assessment Methods: Assignments, exam

Bibliography: To be announced

### **(SSPH004) Human Motor Development**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: Students will be conversant with the physical growth and motor development of people from different ages groups.

Contents: Physical growth of people from different age groups  
The development of human motor skills in different age groups and how to observe such development

Learning Methods: Supervised exercises, independent study

Assessment Methods: Pair-work assignment (video recording)

Bibliography: To be announced

### **(SSPH005) Coaching 1**

Credits: 3 cr                      Timing: 1st yr

**Learning Objectives:** Students will be conversant with the basic methods of analysing movement, and the progress of motor learning.

**Contents:** The basic elements of movement  
Observing performance  
Analysing performance  
Motor learning

**Learning Methods:** Lectures and exercises

**Assessment Methods:** Assignment

**Bibliography:** To be announced

## **(SSPH006) Exercise and Health Counselling**

**Credits:** 3 cr                      **Timing:** 1st yr

**Learning Objectives:** Students will be conversant with the basics and recommendations of health promoting exercise and the most common fitness measurements. They will be proficient in supervising and instructing different sports emphasising health promotion, while being able to also provide counselling and guidance in health education related issues.

**Contents:** Introduction to health promoting exercises  
Health promoting forms of exercise and sports and fitness testing  
Health counselling

**Learning Methods:** Lectures, assignments

**Assessment Methods:** Portfolio

**Bibliography:** To be announced

## **(SSPH007) Nutrition**

**Credits:** 3 cr                      **Timing:** 1st yr

**Learning Objectives:** Students will be conversant with the principles of diets based on nutritional recommendations, being able to apply this knowledge when providing diet counselling and nutrition education for different client groups.

**Contents:** The connection between nutrition and health  
Nutritional recommendations and their use  
Assessing energy and nutrient requirements and acquisition  
The main focus points of nutrition for active people  
The most usual special diets  
Diet counselling

**Learning Methods:** Lectures, assignments

**Assessment Methods:** Assignments and exam

**Bibliography:** To be announced

**(SSPH008) First Aid and Health Risks**

Credits: 3 cr                      Timing: 1st - 3rd yr

Learning Objectives: Students will be prepared for action in situations requiring first aid. They will be conversant with the basic principles of prevention and aid with the ability to work in cooperation with other first aiders and helpers.

Contents:

- Emergency and first aid as part of the care chain and the duty to help
- The first aid situation: a crisis for the helper and casualty
- First aid action
- Prevention of exercise-related injuries and first aid
- Health and safety

**Learning Methods:** Lectures, supervised exercises, independent study

Assessment Methods:	Quizzes, active participation in exercises. Opportunity to acquire the Finnish Red Cross EA2 certificate.
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Bibliography: To be announced

**(SSPP3Z) COMPETENCE IN PEDAGOGY AND DIDACTICS 8 cr**

Students will plan, implement and evaluate exercise for different groups taking into account competence based, cognitive and educational objectives. They will be able to make use of different teaching and supervision methods according to the target group and use the opportunities provided by exercise to support human growth and development.

**(SSPP001) Introduction to Physical Education**

Credits: 5 cr Timing: 2nd yr

**Learning Objectives:** Students will gain knowledge of the foundations of educational science, being able to plan annual, semesterly and hourly exercise syllabi and teaching content for the purposes of instructing clients of different age groups. Students will be aware of and be able to take into account the educational, knowledge-based and skills-related objectives of exercise in their planning.

Contents:

- The foundations and different areas of educational science, the learning and instruction process, planning basics
- The aims and contents of physical education teaching
- Planning, implementing and evaluating exercise sessions
- Controlling the teaching event and teaching methods
- Educating for exercise and with the aid of exercise
- Safety in physical education teaching

**Learning Methods:** Lectures, supervised excersises

Assessment	Exam, instruction practice
Methods:	

Bibliography: To be announced

**(SSPP002) Instructing Health-Enhancing Physical Activity**

Credits:	3 cr	Timing:	2nd yr
Learning Objectives: Students will be able to plan, instruct and evaluate health enhancing physical activities through different sports for a variety of client groups.			
Contents:	Application of instruction Application of different forms of exercise and sports		
Learning Methods:	Lectures, instruction practice. Part of the course delivered partly as R & D studies		
Assessment Methods:	Instruction practice sessions		
Bibliography:	To be announced		

**(SSPL4Z) COMPETENCE IN LEADERSHIP AND ENTREPRENEURSHIP IN THE FIELD OF PHYSICAL ACTIVITY 18 cr**

Students will recognise the opportunities that exist in the sports and exercise business and their own skills for setting up a business.

**(SSPL001) Introduction to Business Operations**

Credits:	3 cr	Timing:	2nd yr
Learning Objectives: To provide students with a general overview of all business aspects, and to familiarise students with business and management functions.			
Previous Learning: The course assumes no prior knowledge of business.			
Contents: Business concepts, business environment, interest groups, legal forms of ownership, management, overview of business functions (operations, human resources, marketing, finance, accounting), money and financial markets.			
Learning Methods: Lectures, group work, case studies and exercises			
Assessment Methods: Exam, active participation			
Bibliography: Nickels, McHugh, Understanding Business 8th edition.			

**(SSPL002) Introduction to Marketing**

Credits:	4 cr	Timing:	2nd yr
<p>Learning Objectives: Students will be conversant with the basic concepts of marketing as well as the special features of the service business, exercise and sports marketing. Students will understand the significance of marketing as part of business operations.</p>			
Contents:	<p>Client-oriented marketing thinking          The basic concepts of marketing          The special features of sports and exercise marketing</p>		
Learning Methods:	Lectures, assignments		
Assessment	Exam, assignments		



Methods:

Bibliography: Kotler & Armstrong, 2004. Introduction to Marketing.  
Further material provided by lecturer.

### **(SSPL003) Introduction to Management Accounting**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: Students will understand the meaning of profitability and learn how to make calculations required by managers for planning, decision-making and control

Contents: General terms and aims in management accounting  
Cost-volume-profit analysis  
Pricing calculations  
Investments  
Budgeting  
Activity based costing

Learning Methods: Lectures, assignments

Assessment Methods: Exercises and exams

Bibliography: To be announced

### **(SSPL004) Project Management**

Credits: 5 cr                      Timing: 2nd yr

Learning Objectives: Students will adopt up-to-date, goal oriented working methods that are usually applied in the completion of one-off administrative and/or production related tasks.

Contents: Project concept  
Project organisation and finance  
Project planning  
Project monitoring and follow-up  
Project implementation  
Ending a project

Learning Methods: Lectures, supervised exercises, seminar, delivered partly online, delivered partly as R & D studies.

Assessment Methods: Project portfolio, organising an exercise/sports event.

Bibliography: Horine Gregory M., Absolute Beginner's Guide to Project Management  
Other material to be announced

### **(SSPL005) Product Development**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: The course aims to develop the interdisciplinary skills required for successful product development in today's competitive marketplace. Engineering, Business, Sports and Game programming students join forces in small product development

groups to experience the new product development process in detail, learning available methods, tools and techniques to execute each process step along the way. Each student brings his/her own disciplinary perspective to the group effort, and should learn to synthesize that perspective with those of the other students in the team to develop a sound marketable product. The course provides a multiple perspective approach that links the key areas of R&D, marketing and technology. Each project in the course addresses market (customer needs), technical (engineering design, prototyping, and manufacture) and financial (profitability) feasibilities of the new product. Students are expected to gain an understanding of new product development processes as well as useful tools, techniques and organizational structures that support new product development practice and innovations.

Contents:	Product development processes and organization Product planning and identifying customer needs Product specifications Concept generation, selection and testing Product architecture Patents and intellectual property
Learning Methods:	Lectures and projects
Assessment Methods:	Project report and presentation. Product development 2 course is an automatic continuation of this course
Bibliography:	Product Design and Development by Ulrich and Eppinger. In addition to the handouts and the selected articles provided by the lecturers.

## **(SSPA6Z) COMPETENCE IN PHYSICAL ACTIVITY 35 cr**

### **(SSPA001) Ice Sports**

Credits:	3 cr	Timing:	2nd yr
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Learning Objectives: Students will gain an awareness of the significance of ice-skating and ice games within the sphere of winter sports. They will become proficient in basic skating skills and familiar with different ice games as well as the advantages of skating in terms of developing fitness and balance.

Contents:	Skating Sports and games on ice Instruction practice
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Learning Methods: Lectures, supervised exercises, instruction practice

Assessment Methods:	Approved attendance of lectures and accomplishment of supervised assignments and instruction practice sessions.
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Bibliography:	To be announced
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### **(SSPA003) Downhill Skiing**

Credits:	3 cr	Timing:	1st yr
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Learning Objectives: Students will be aware of the principles of safe and effective movement on the slopes. They will gain knowledge of downhill skiing, telemark (free-heel skiing) and snowboarding teaching contents and be able to supervise activities on the slopes.

Contents: Downhill (alpine), telemark (free-heel) skiing, snowboarding  
Instruction/organisation  
Knowing the equipment/maintenance

Learning Methods: Lectures, supervised exercises

Assessment Methods: Approved attendance of lectures and accomplishment of exercises and instruction practice sessions.

Bibliography: To be announced

## **(SSPA005) Athletics**

Credits: 3 cr                      Timing: 2nd yr

Learning Objectives: During this course students will develop their jumping, running and throwing skills as well as their knowledge of the rules, equipment and central forms of athletics. The connection between athletics and other sports will be examined and students will also become familiar with speed and strength training. They will also develop motor skills and gain the necessary know-how for sports instruction.

Contents: Running, jumping, and throwing  
Motor skills and skills for different forms of athletics  
Strength and speed  
Performance instruction

Learning Methods: Supervised exercises, instruction exercises

Assessment Methods: Accepted completed skill tests, exam, instruction practise sessions.

Bibliography: To be announced

## **(SSPA006) Gym Training**

Credits: 3 cr                      Timing: 1st yr

Learning Objectives: Students will be aware of the foundations of power training and will be able to instruct and programme gym training sessions.

Previous Learning: Anatomy and Physiology

Contents: The foundations of power training  
Instructing gym training  
Programming a gym training session

Learning Methods: Lectures, supervised exercises

Assessment Methods: Exam/approved accomplishment of learning assignments and exercises

Bibliography: To be announced

## **(SSPA007) Musical Exercise**

Credits: 3 cr                      Timing: 1st yr

**Learning Objectives:** Students will be able to combine movement to form a series and develop their own coordination. They will be competent in leading aerobics sessions.

**Contents:** Rhythm exercises, combining movement and music  
Creative movement  
Basic aerobics, step-aerobics, circuit training  
Spinning  
Other forms of aerobics  
Use of music in exercise

**Learning Methods:** Lectures, supervised exercises, instructing exercises

**Assessment Methods:** Lectures, exercises, instruction practise sessions.

**Bibliography:** To be announced

### **(SSPA009) Skiing and Outdoor Activities**

**Credits:** 4 cr **Timing:** 2nd yr

**Learning Objectives:** Students will be aware of the significance of skiing as a key form of winter exercise while being proficient in basic skiing techniques. They will also be able provide skiing instruction. In addition students will become conversant with the principles and different forms of nature activities.

**Contents:** Cross-country skiing techniques  
Games on skis  
Ski tours and treks  
Snowshoeing  
Canoeing

**Learning Methods:** Lectures, supervised exercises

**Assessment Methods:** Approved attendance of lectures and accomplishment of exercises and instruction practice

**Bibliography:** To be announced

### **(SSPA010) Ball Sports**

**Credits:** 6 cr **Timing:** 1st yr

**Learning Objectives:** Students will become familiar with different ball sports while at the same time developing skills, game control and gaining knowledge of the rules. They will also get to know the basic specific tactics of each game and develop their own game sense.

**Contents:** Different ball games  
Specific game practice  
Game sense  
Game control  
Organisation

**Learning Methods:** Supervised exercises, instruction practice

**Assessment Methods:** Practical game/sport skills demonstrations during practice sessions, and assignments

Bibliography: To be announced

## **(SSPA011)      Gymnastics**

Credits: 4 cr                                  Timing: 2nd yr

Learning Objectives: Students will be conversant with gymnastics terminology, how the basic movements develop and assistance methods. They will also know how to develop a series from single floor and apparatus gymnastics movements, while being able to use basic and apparatus gymnastics to develop motor skills.

Contents: Basic gymnastics  
Apparatus gymnastics  
Movement development and assistance

Learning Methods: Lectures, supervised exercises,

Assessment Methods: Attendance of lectures, completion of set exercises, instructor training sessions, learning tasks, instruction practise sessions.

Bibliography: <http://moniviestin.jyu.fi/sisalto/liikunta>  
Further material provided by lecturer

## **(SSPA012)      Aquatics**

Credits: 6 cr                                  Timing: 1st yr

Learning Objectives: Students will gain basic competence in swimming and aquatic sports, with the ability to plan, instruct and assess aquatic sports and exercise.

Contents: Swimming techniques  
Jumps and dives  
Life-saving  
Different forms of aquatic exercise  
Aquatic sports planning and instruction

Learning Methods: Lectures, supervised exercises and instruction practice

Assessment Methods: Instruction assignments, skills tests and exam

Bibliography: Hannula, D & Thornton, N The Swim coaching bible, Pappas Baun, M. Fantastic Water Workouts

## **(SSPR6Z)      RESEARCH STUDIES 6 cr**

Students will develop their know-how in a genuine work situation and gain skills required for carrying out research and development projects.

### **(SSPR001)      Introduction to Research**

Credits: 6 cr                                  Timing: 2nd-3rd yr

Learning Objectives: Students will gain the basic skills required in learning to become an expert through the accomplishment of research and development projects and will understand their significance in terms of the development of professional competence.

Contents:	Research and development work in the field of social, health care and sports The theory based research process Source material based research process The commodification process Analysis and interpretation of research material
Learning Methods:	Lectures, supervised exercises, seminars, independent study, part of the course delivered as R & D studies, delivered partly online
Assessment Methods:	Compilation assignment (handled in seminars), exam
Bibliography:	<a href="http://www.kajak/opari.fi">http://www.kajak/opari.fi</a> To be announced

## **(SSPC7Z) COACHING 35 cr**

Students will gain the skills and know-how to manage the whole coaching process: planning, implementation, assessment and leadership.

### **(SSPC003) Coaching 2**

Credits: 3 cr                      Timing: 3rd yr

Learning Objectives: Students will be proficient in coaching practice with knowledge of different coaching systems.

Previous Learning: Coaching 1

Contents: Coaching concepts  
Coaching tools  
Coaching systems

Learning Methods: Lectures, delivered partly as online studies

Assessment Methods: Exam

Bibliography: To be announced

### **(SSPC004) Development of Physical Qualities**

Credits: 6 cr                      Timing: 3rd yr

Learning Objectives: Students will be conversant with the development of physical features and with the methodology of developing different physical characteristics in practice.

Previous Learning: Anatomy and Physiology Exercise Physiology

Contents: Receptive periods in terms of the development of physical characteristics.  
Deeper analysis of movement  
The principles of the development of physical characteristics: skill, strength, speed, endurance, mobility  
Methods of developing different physical features  
How to develop physical features in practice  
Matching the development of physical features with sports and exercise

Learning Methods: Lectures, supervised exercises, practical exercises

Assessment  
Methods: Assignments

Bibliography: Shephard RJ & Åstrand P-O (ed.): Endurance in Sport.  
Komi Paavo (ed.): Strength and Power in Sport.  
Magill Richard A: Motor Learning and Control.  
Further material provided by the lecturer.

## **(SSPC011) Managing a Training Process**

Credits: 3 cr                      Timing: 4th yr

Learning Objectives: Students will be conversant with the structures of training process management

Contents: Coaching group structures and group dynamics  
Support measures for coaching management

Learning Methods: Lectures, assignments, partly delivered as R & D studies

## **(SSPC007) Sports Psychology**

Credits: 3 cr                      Timing: 3rd yr

Learning Objectives: Students will be aware of the psychological factors involved in improving performance in sports.

Contents: Defining sport and exercise psychology  
Personality and sport  
Promotion of motivation, lifelong health and fitness promotion of social skills for life, group and team dynamics promotion of self-concept and cognitive skills, exercise and psychological well-being promotion of motor skills for life arousal, stress, and anxiety psychological Skills training.

Learning Methods: Lectures, seminar

Assessment  
Methods: Assignment

Bibliography: Liukkonen, J. ym. Psychology for Physical Educators- Student in Focus.  
Weinberg, R. & Gould, D. Foundations of Sport and Exercise Psychology.

## **(SSPC008) Sports Nutrition**

Credits: 3 cr                      Timing: 3rd yr

Learning Objectives: Students will be aware of the special nutritional needs of sportsmen and women.

Previous Learning: Nutrition

Contents: Assessment of nutritional state and make-up of the body  
Special nutritional needs of sportsmen and women

Learning Methods: Lectures

Assessment  
Methods: Exam

Bibliography: To be announced

### **(SSPC009) Health Exercise Coaching**

Credits: 6 cr                      Timing: 3rd yr

Learning Objectives: Students will be able to compile exercise programmes for different age groups taking into account level of performance and capability. They will also be able to instruct clients how to adopt a health promoting life-style.

Contents: Fitness, measuring and compiling exercise programmes,  
Different methods of exercise counselling.

Learning Methods: Lectures, supervised exercises, Course will partly be delivered as R&D studies

Assessment Methods: Testing clients and compiling exercise programmes for them - exercise counselling assignment

Bibliography: Further reading as indicated by the lecturer.

### **(SSPC010) Applications of Exercises**

Credits: 6 cr                      Timing: 3rd - 4th yr

Learning Objectives: Students will be able to apply different forms of exercise practice for different kinds of people and provide client based counselling and supervision taking into account different levels of achievement and performance linked to varying physical, mental and social states.

Contents: Different forms of exercise and sports and their application  
Exercising with different health problems and illness  
Exercise for groups with special needs

Learning Methods: Lectures, supervised assignments Course partly delivered as R&D studies

Assessment Methods: Assignments, exam

Bibliography: Scientific articles  
Reading list/material provided by lecturer

### **(SSBW8Z) FREE-CHOICE STUDIES 15 cr**

Students can freely select 15 cr of studies that will support their professional development, from their own field/degree programme or from another degree programme in their own university of applied sciences, from another university of applied sciences or science university. Students will achieve wide-ranging expertise.

### **(SSBW006) Sociology of Sports**

Credits: 3 cr                      Timing: 2nd - 4th yr

Learning Objectives: Students will gain insight into the significance of sport and exercise as a sociological



phenomenon and into differences between exercise cultures.

Contents: Sociological research in exercise and sports  
The socialisation of sports and exercise  
Internationalisation of sports and exercise

Learning Methods: Independent study

Assessment Methods: Exam/assignment

Bibliography: Material provided by lecturer

### **(SSBW007) Physical Exercise for the Disabled**

Credits: 3 cr                      Timing: 2nd-3rd yr

Learning Objectives: Students will gain an overview of the sports and principles of sports for the disabled while examining and getting to know the operations of disabled sports associations.

Contents: The status of sports for the disabled  
Classification  
Coaching systems  
Disabled sports associations

Learning Methods: Independent study

Assessment Methods: Assignment

Bibliography: Material provided by lecturer

### **(SSBW010) Taping and Massage**

Credits: 3 cr                      Timing: 2nd - 4th yr

Learning Objectives: Students will know the basics and reasons for taping. They will understand massage as a whole and be able to use different forms of massage to induce relaxation and recovery.

Previous Learning: Anatomy and Physiology

Contents: Ankle, knee and wrist taping  
The uses of sports tapes  
The anatomy of the area for taping  
Introduction to massage  
Different forms of massage and their application in the massage of different anatomic areas

Learning Methods: Lectures, supervised exercises, independent work

Assessment Methods: Exam, participation

Bibliography: To be announced

**(SSBW013) English**

Credits: 3 cr                      Timing: 2nd-4th year

**Learning Objectives:** Students develop their professional communication skills with the focus on coaching and transacting with clients, colleagues and co-operation partners.

Previous Learning: Basics of Sports and Leisure English

Contents: Coaching terminology  
Professional communication skills

Learning Methods: Supervised exercises

Assessment Methods:	100 % attendance and active participation, oral and written exercises, language portfolio or written exam
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Bibliography: To be announced

**(SSBW014) Digital Games**

Credits: 3 cr                      Timing: 2nd-4th yr

**Learning Objectives:** Students will know the most common digital games. They will also develop their own exercise-based product using digital games.

Contents: The contents will be explained in material provided by the lecturer.

**Learning Methods:** Lectures, supervised exercises

Assessment Methods:	Project work
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Bibliography: To be announced

**(SSBW015) Dance**

Credits: 3 cr                      Timing: 2nd - 4th yr

**Learning Objectives:** Students will be conversant with the different areas of dance and the basic steps of normal and latin dances. Students will be able to teach basic dance steps and they will understand dance as part of physical education.

Contents: Foreign and Finnish round and folk dances  
Traditional and latin dances

**Learning Methods:** Supervised exercises, instruction practice

Assessment Methods:	Participation
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Bibliography: To be announced

**(SSBW017) Product Development 2**

Credits: 3 cr Timing: 3rd yr



Previous Learning:	Introduction to Research (6 cr) before presenting the Topic Analysis. The Topic Analysis must be approved before starting the thesis plan. The thesis plan must be approved before commencing the actual thesis and presenting it. The thesis must be presented before completing the maturity test.
Contents:	Part 1: Thesis Topic Idea 3 cr Aims of the thesis, selection and defining of the topic, supervision and peer-supervision, commitment, responsibility and duty, topic analysis, information retrieval skills Part 2: The Thesis Plan 5 cr, cooperation with the commissioning party, commissioning agreement and copyright, evaluation procedures, the thesis plan and its presentation Part 3: Completion of the Thesis, its presentation and documentation (report).
Learning Methods:	Lectures, seminars, independent study, in parts delivered online or as R & D studies (15 cr).
Assessment Methods:	Written and oral presentation of the topic analysis, thesis plan, and the thesis, seminars, attendance of presentations of other theses, poster and maturity test, acting as a peer supervisor and chairing.
Bibliography:	Specific to each thesis <a href="http://www.kajak/opari.fi">http://www.kajak/opari.fi</a>

## **(SSPT9Z) PRACTICAL TRAINING 30 cr**

Students will become responsible experts in their field, be able to apply their knowledge and network with other sports and physical exercise and sports interest groups and activists.

### **(SSPT001) Practical Training (Orientation)**

Credits: 9 cr                      Timing: 2nd yr

Learning Objectives: Students will know the business idea of their practical training place and the work involved in sports instruction. They will plan, carry out, and evaluate supervised exercise sessions for different types of groups, while continuing to develop themselves as instructors.

Contents: A six-week practical training period in a municipal exercise/leisure department, a sports/exercise organisation and club or in public exercise/leisure companies and institutions (in Finland or abroad).

Learning Methods: Partly delivered online

Assessment Methods: Report and diary kept during practical training period, Power-Point presentation.

### **(SSPT002) Advanced Training**

Credits: 21 cr                      Timing: 3rd yr

Learning Objectives: Students will deepen their knowledge of and competence in sports, exercise and leisure operations and coaching. They will be able to develop their work and operational environment using research based knowledge.

Contents:	An 8-week practical training period in relevant companies or public institutions and associations/clubs (in Finland or abroad)
Learning Methods:	Partly delivered online and as R & D studies.
Assessment Methods:	Report and diary kept during the practical training period, online assignment