Autumn 2024

Component code	Component Title	ECTS
BM00AL81	Advanced Writing Skills	3
BM00AL86	Economics and International Economics	4
BM00AL89	Accounting (continues in spring 2025, suitable only for students staying at Centria for the whole academic year)	3
BM00AL90	Marketing, Sales and Customer Service	3
BM00AM18	Supply Chain Management	5
BM00AM20	Customer Relationship Management	5
BM00AM22	Marketing Research	5
BM00AM24	Functionality of SAP ERP System – SAP S/4HANA	5
BM00AL97	Human Resource Management and Leadership	3
BM00AM40	Enterprise Resource Planning System and Leadership	5
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Component code	Component Title	ECTS
BM00AM04	Professional Speaking Skills	3
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BM00AL88	Business Law	3
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BM00AL92	Planning and Launching New Businesses	3
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BM00AM27	Customer Experience Management	5
BM00AL95	Strategic Management and Megatrends	3

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Component code	Component Title	ECTS
BM00AL81	Advanced Writing Skills	3

Goal: The student can write grammatically correct, fluent, coherent and well-structured texts appropriate in the written communication situation, especially in university settings. The student can write texts that are easy to read and to understand. The student can understand, summarize and paraphrase texts of their own field and also of other fields. The student is aware of different cultural backgrounds and their influence in communication. The student can look for information and analyze which information is needed for problem solving.CEFR B2
Content: both general writing skills and academic writing skills; recognizing typical mistakes in writing and reasons for them; improving writing techniques; structure of text: introduction – body – conclusion; coherent text and connectives; summarizing, paraphrasing, reporting

Component code	Component Title	ECTS
BM00AL86	Economics and International Economics	4

Goal: The student can describe the basic concepts of economics and perceive different economic correlations. The student can define the basic reasons for international trade. The student can draw conclusions on the consequences of globalization in his/her own life. The student can interpret the global economic regions and economic integration. The student can perceive economic correlations between different states and continents.
Content: After completing the course, the student knows: What kind of economic systems and markets exist? How demand and supply affect to prices? How the public economics work? What is money, interest and inflation? How the economic fluctuations develop and what kind of consequences they have? What kind of economic policies can be carried out in different states of economy? Why countries trade with each other?
What are the reasons, preconditions and consequences of globalization?
What international economic organizations we have in the world and how do they operate?
What kind of economic integration goes on now in the different continents?
How and why the economic fluctuations spread from country to country?
What kind of economic situation is it now in the biggest economies in the world?
How to interpret and pay attention to the state of the economy and fluctuations in his/her own life.

Component code	Component Title	ECTS
BM00AL89	Accounting	3

The continues in spring 2025 Therefore it is suitable only for students staying at Centria for the whole academic year.
Goal: After the course, the student is able to recognize the basic terminology, principles and procedures within the accounting field and also identifies the different functions of Accounting within the company. Student is able to separate financial accounting and management accounting contents and can draw conclusions and connections between financial statement and financial management. Student has knowledge of proactive accounting planning. Student understands role of accounting information and how such information is used. The student knows what are included in financial statements and what are balance sheet and income statement and how they are connected to each other.
Content: Financial management, profit analysis, basics of accounting, financial statement, principles of management accounting, financial statement foundations. What is the nature, scope and function of accounting;
What are the basic fundamental concepts and generally accepted accounting principles.
How to keep books and records based on double entry bookkeeping method.
How to prepare financial statements; Income statement and balance sheet.
What are assets, liabilities and equity.

BM00AL90	Marketing, Sales and Customer Service	3

Goal: The student can explain the role of marketing. The student can analyze marketing opportunities and make necessary decisions concerning market segmentation, product positioning, marketing programs and campaigns. The student is able to describe the process of selling. The student can implement different sales techniques and create a sales plan. The student understands the importance of customer service and can describe the customer journey.
Content: Customer relationships and their influence in the competitive advantage of companies. The role of marketing; Marketing in practice; Sales process; Sales techniques; The role of customer service; Customer journey; Modern customer service (AI etc.)

BM00AM18	Supply Chain Management	5

Goal: After completing this course, the students will have the competence to: discuss the fundamental principles and professional practices within all functional areas of supply chain management; demonstrate skills to design, analyze, implement and evaluate supply chain activities of companies; identify and investigate challenges and opportunities in companies' supply chain management; make justified recommendations to relevant business decision-makers for the identified challenges and opportunities
Content: This course provides students with an understanding of fundamental concepts of supply chain management. All functional areas of supply chain management are explored, which include procurement, demand management, order management, production and operations management, transportation and logistics, facility location, inventory management, packaging and material handling, and warehousing management. Additionally, this course will also cover relevant management issues in supply chain management that are related to strategic management, financial management, organizational structure, information technology, ethics and corporate social responsibility.

BM00AM20	Customer Relationship Management	5

Goal: The student acquires an understanding of the importance of strong customer relationships and their influence on the competitive advantage of companies. After completing the course, the student: 1) can explain the role of strong customer relationships; 2) can describe and manage the customer life-cycle; 3) can use customer data to understand customers behavior and gain customer insight; 4) can apply ideas to improve customer experience
Content: Customer relationships and their influence on the competitive advantage of companies.

BM00AM22	Marketing Research	5

Goal: During the course, the student acquires an understanding of different marketing research methods and ways of utilizing marketing research in marketing management. After completing the course, the student: 1) can explain the role of marketing information, data analytics and customer insights in decision-making; 2) is able to describe the process of marketing research; 3) can distinguish and choose between different marketing research methods to solve a problem; 4) can plan and execute a marketing research project in practice; 5) can make basic analysis of research data and integrate results into decision-making; 6) can report the results of a marketing research
Content: Different marketing research methods; Utilizing marketing research in marketing management; Reporting the results of research; Marketing Experience Management

BM00AM24	Functionality of SAP ERP System – SAP S/4HANA	5

Goal: After the course student:
-understands the basic concepts of enterprise resource planning (ERP) systems trough SAP's Global Bike Inc case study.
-Identifies the essential workbench elements of SAP Fiori and its functionality in integrating

company's business processes
-Has ability to create and analyze transactions in different SAP business solutions, for ex. Procurement, Warehouse management, Sales, Human resource, Project systems, Enterprise asset management, Financial & Management accounting, Materials management
Content: SAP ERP systems are currently being updated from ECC to S/4HANA, which provides companies possibility to benefit from real-time in-memory based data management of the business processes and various methods to generate, apply and integrate mobile applications to these processes. The course introduces the business processes in the ERP system and provides theoretical concepts and practical simulations in independent process units by using SAP Fiori. The objective of the course is to provide horizontal knowledge of the functionality of SAP ERP solutions in Fiori user interphase. The course includes:
-Business processes in ERP
-Navigation in SAP Fiori
-SAP Global Bike exercises and cases in modular environment

BM00AL97	Human Resource Management and Leadership	3

Goal: After completing the course, the students can
- discuss the basic concepts of human resource management (HRM)
- explain the importance of human resources and their effective management in organizations
- describe how human resource strategy can be aligned with an organization's business strategy and goals
- discuss the concept of leadership and management and their application to business
- explain the process of leadership and describe different leadership theories
- recognize the implications of leadership style and its impact on team and organization performance
- discuss the role of a leader in initiating change and helping others to adjust to change
Content:
- HRM development models and strategic alignment methods
- tools for administering human elements such as motivation, compensation, appraisal, career planning, job satisfaction, employee training and efficiency
- workforce diversity and ethics
- differences between leadership and management
- leadership theories, styles, competences and positional power
- leading change

BM00AM40	Enterprise Resource Planning System and Leadership	5

Goal: The Objective of the course is to provide student with an ability to apply concepts, principles, procedures and techniques of an ERP system, the business processes it controls and associate those concepts in the leadership framework and principles. Student can combine the benefits of ERP and leadership and be prepared to act proactively by avoiding the general or stereotypical errors observed in practice. After the completing the course, student is able to define and evaluate the benefits of ERP and leadership outcomes.
Content: Orientation to ERP, business processes and leadership; Media coverage and academic research results; SAP Business One ERP System (alternatively S/4HANA); Navigation and System exercises in ERP software; Exercises and case in leadership field.

BM00AQ96	Developing an Entrepreneurial Mindset	3

Goal: After completing the course, the student can:
• explain the components of entrepreneurship and the entrepreneurial mindset
• can identify her/his own learning needs and develop his/her strengths.
Content:
Self development
Entrepreneurial forms and possibilities

The entrepreneurial mindset. Visits/stories/ organizing seminar on entrepreneurship.		
BM00AQ94	Entrepreneurship and Innovation	4
After completing the course, the student can: • explain the basic theories of entrepreneurship • apply strategical thinking in managing an enterprise or a project • develop his/her innovation skills		

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Component code	Component Title	ECTS
BM00AM04	Professional Speaking Skills	3

Goal: The student can communicate efficiently and fairly fluently in various communication situations and roles both facing an audience and online. The student can organize meetings and act in different roles in meetings. The student can successfully participate in negotiations and in social situations. The student can give a presentation on a professional topic. The student is aware of different cultural backgrounds and how culture can influence communication. The student can look for information and analyze which information is needed for problem solving. The course will help students perform well both in their studies and in the working life. CEFR B2
Content: presenting skills; negotiating skills; meeting skills; general social communication skills

Component code	Component Title	ECTS
BM00AM29	Enterprise Resource Planning System and Leadership	5

Goal: The Objective of the course is to provide student with an ability to apply concepts, principles, procedures and techniques of an ERP system, the business processes it controls and associate those concepts in the leadership framework and principles. Student can combine the benefits of ERP and leadership and be prepared to act proactively by avoiding the general or stereotypical errors observed in practice. After the completing the course, student is able to define and evaluate the benefits of ERP and leadership outcomes.
Content: Orientation to ERP, business processes and leadership; Media coverage and academic research results; SAP Business One ERP System (alternatively S/4HANA); Navigation and System exercises in ERP software; Exercises and case in leadership field.

Component code	Component Title	ECTS
BM00AL88	Business Law	3

Goal: The student will understand the fundamentals of the legal regimes that regulate business transactions on the national, European and global levels.
The students is able to analyze legal challenges and to find solutions.
Content: Principles of Finnish business and contract laws, the EU regulations and the CISG.
Origins of law, concepts of public and private law international law, offer and acceptance, contract terms, mistake and misrepresentation, discharge of contract, remedies for breach of contract, arbitration, conflict of laws, exemption clauses.

Component code	Component Title	ECTS
BM00AL91	Starting up Foreign Trade	3

Goal: After completing the course, the student can
1) explain foreign trade on a regional, national and international level
2) describe the relevance of foreign trade and can identify phenomena affecting foreign trade
3) describe possibilities of a company regarding export and import and the questions concerning starting up foreign trade
4) identify factors affecting choice of target market
5) compare different operational forms and can apply a suitable one for a company
6) select information of foreign trade to be used in the internationalization process.
Content: The structure of, and the reasons for, Finland's foreign trade
Different operational alternatives and forms of cooperation in foreign trade
Internationalization strategy
Gathering information regarding foreign trade

BM00AL92	Planning and Launching New Businesses	3

Goal: This course provides basic understanding of the stages and procedures required to plan and launch new businesses.
After completing the course, the student can:
1. distinguish various ways of practicing entrepreneurship and assess their feasibility to personal motivations and goals
2. specify and evaluate business ideas
3. develop business ideas into potentially successful business models
4. prepare a business plan
5. undertake stages and procedures required to launch a business
Content:
Role of new businesses to society
Different forms of entrepreneurship
The process of specifying and testing business ideas
Different types of business models
Business plan components
Different business forms, registration issues and legal aspects when starting a new business

BM00AL98	Environmental Management	3

Goal: After completing this course, students will have the competence to:
- explain the fundamental concepts and principles of environmental management in a corporate context
- discuss the costs and benefits of specific corporate environmental management practices and relevant environmental management tools
- demonstrate skills to comprehend, analyze, assess and present corporate environmental reports
Content:
An overview of environmental management
Environmental policy
Environmental management systems
Environmental auditing
Environmental indicators
Eco-balances
Life-cycle assessment
Environmental labelling schemes
Environmental reporting
Environmental charters

BM00AL99	Project Management	3

Goal:
Student can describe the elements of project management
Students can identify different type of projects
Students can construct a project organisation and distribute responsibilities.
Students can formulate a timetable and can identify the risks in a project
Students can desing a small project plan
Content:
Overall picture about project management
Main areas of project management in an organisation
Project as a working tool
Planning the project organisation and responsibilities
Construction of costs and timetable
Risk management
Project follow up
Reporting

BM00AM03	Intercultural Competence	3

Goal: The purpose of this course is to provide skills and tools for the student to act professionally and to be more comfortable in their work in global and intercultural markets. The student can develop and practice their skills in the interaction with economic agents and business partners from different cultures in various contexts. After completing the course, the student: knows the definitions of culture and how cultures differ; can explain and compare some key concepts related to culture; can describe the relations of culture, identity and stereotypes; can utilize approaches that promote intercultural business; is able to undertake professional encounters with persons from other cultures and market environments with confidence.

Content: Part A. Constituent elements of intercultural competence: definition of culture; recognizing and describing different cultural backgrounds; participating in, and facilitating for, intercultural meetings; developing intercultural competences. Part B. Cultural competence and communication: distinguishing how cultures differ from each another; Hoefstede's theory of Cultural dimensions; the role of culture in different political and legal environments; handling situations to overcome barriers to cross-cultural communication in face-to-face and online modes; communication in a multiethnic and multilingual context. Part C. Cross-cultural competence in international business: the meaning of cultural identity; revisiting the facts, habits and ways of doing businesses in a major economic region (e.g. the characteristics of Asian business cultures); skills for planning the internationalization process of a firms; developing international business through the analysis of culture.

BM00AM21	International Marketing and Branding	5

Goal: After completing the course, the student can describe the operative planning and decision-making process concerning international marketing activities. The student recognizes the marketing challenges brought by an international environment and can evaluate market opportunities and identify potential target markets. He or she can compare different market entry strategies, formulate a basic marketing mix and judge the need for adaptation and standardization in international marketing. The student can define the main characteristics of brands and describe the key aspects of building international brands, including establishing brand identity and building brand equity.

Content: International marketing planning process
- Challenges of the international business environment
- International market entry and marketing mix decisions
- Characteristics of brands and international brand building
- Adaptation and standardization decision in international marketing

BM00AM25	Financial Statement Analysis and Business Simulation	5

Goal: The student learns to use financial Statement Analysis for decision making and measuring the efficiency, profitability, financial soundness and future prospects of the business units

Content: The students do run a simulated company, which is used as a case to practice financial statements analysis techniques and tools

BM00AM30	Developing the Business Towards a Learning Organization	5

Goal: The student learns to understand the meaning of organizational learning and development of intangible assets as a source of competitive advantage of a business. The student becomes familiar with the main theoretical ideas of learning organizations, and by examples learns about how to implement them in practice. Related to the development of a learning organization, the student also learns to understand the basics of successful change management and change leadership, and learns to apply these ideas and selected change management frameworks in different cases. The student also becomes familiar with selected development tools, and how to use them.

Content: Ideas and theories of a learning organization and organizational learning; The meaning of learning as a source of competitive advantage; Learning organization development frameworks and tools; Development of a learning organization in practice; Change management and change leadership that support organizational learning and development; Change management and change leadership theories, frameworks and tools; Implementation of a successful change in practice; Selected case studies, examples, etc.

BM00AR17	Introduction to Emerging Markets – Theories and Tools	3

Goal: After completing this course, students will be able to:
• demonstrate comprehensive knowledge and understanding of the main theories and practices of foreign direct investment and issues that foreign investors have to concern when doing business in emerging markets
• discuss the major changes in the world trade system and international business environment and draw implications for emerging markets
• explain the specific features of emerging markets and the opportunities as well as challenges facing foreign investors in major emerging markets
• analyse and evaluate appropriate strategies for firms to operate in emerging markets
Content:
•As a fundamental component of the module, this introductory course will provide students with an appreciation of the additional complexities, opportunities and challenges in doing business in emerging markets.
• This course will introduce students to the key theories and tools of evaluating countries, industries and firms in the emerging market context.
• These theories and tools will then be applied in the follow-up area courses in the module.

BM00AM05	Business Communication	3

Goal: The student can communicate efficiently and fairly fluently in various situations in international business using the correct register. The student can write clear and understandable messages in business, eg. different documents of the purchasing process. The student can present and represent a business organization. The student is aware of different cultural backgrounds and their influence in communication. The student can look for information and analyze which information is needed for problem solving. CEFR B2
Content: essential communication skills (written and oral) for various situations in international business; polite communication; rules and best practices of business communication; documents needed in the purchasing process: sales letter, inquiry / request for quotation, quotation, negative / persuasive messages and dealing with them: complaint, collection.

BM00AM27	Customer Experience Management	5

Goal: The student acquires an understanding of the importance of strong customer relationships and their influence on the competitive advantage of companies. After completing the course, the student: 1) can explain the role of strong customer relationships; 2) can describe and manage the customer life-cycle; 3) can use customer data to understand customers behavior and gain customer insight; 4) can apply ideas to improve customer experience
Content: The role of strong customer relationships; Customer life-cycle; Analyzing customer data; Emergenging of customer experience

BM00AL95	Strategic Management and Megatrends	3

Goal: After completing the course, the student
1) is able to describe strategic management and current megatrends
2) can demonstrate basic skills of strategic thinking and planning

3) can distinguish between alternative strategies
4) is able to apply practical tools for strategic analysis of the business and environment, including megatrends
Content: Core concepts of strategy and strategic management
Strategic management process
Basic strategic choices
Strategic analysis tools
Megatrends