

Hämeen Ammattikorkeakoulu

DP in Business Management and Entrepreneurship

DESCRIPTION OF FUTURE CAREER OPPORTUNITIES

The Degree Programme in Business Management and Entrepreneurship is intended for persons who wish to develop their competences and know-how in international business.

DESCRIPTION OF COMPETENCES

The degree programme develops the students' business competences and entrepreneurial competences in an international context. The studies offer competences that develop students' strategic and organizational thinking in a creative and responsible way. They respond to the requirements of the internationalizing organisations and prepare students especially for challenging development projects in an international business environment.

STUDY PATHS

During their studies, students can focus on organizational development, strategic thinking, global business excellence and organizational renewal. It is also possible to choose optional studies and project studies as well as studies from the FUAS-offering or studies abroad (see attachment).

code	name	1	2	3	sum
YABM16A-1000	PROFILING				75
YABM16A-1001 Organisational Development					15
YBM0102	Human Resource Development	5			5
YB00BM95	Research and Development Skills	5			5
YBM0103	Organisational Communication	5			5
YABM16A-1002 Strategic Thinking and Managing Change					15
YB00BG67	Digitalisation and Change	5			5
YB00BG68	Strategic Management	5			5
YB00BG69	Change Management and Leadership	5			5
YABM16A-1003 Global Business Excellence					15
YB00BG70	Readings in Competitiveness Management		5		5
YB00BG71	Managing Sales and Customer Relationships		5		5
YB00BG72	Responsible Business		5		5
YABM16A-1010 Organisational Renewal					15
YB00BG73	Growth Strategies and Innovations		5		5
YB00BG74	Productivity and Continuous Improvement		5		5
YB00BG75	Business in an international environment		5		5
YABM16A-1007 Elective Studies					0
YABM16A-1012 Start Up Business School					15
YB00BM61	Business Opportunity Theory and Project				0

YB00BM62	Commercialisation Theory ja Project				0
YB00BM63	Business Modeling Theory and Project				0
YABM16A-1008	Master's Thesis				30
99991204	Master's Thesis		15	15	30

YABM16A-1000 PROFILING: 75 op

YABM16A-1001 Organisational Development: 15 op

Osaamistavoitteet

After completing this module the student is able to lead and develop a working community in diverse operating environments.

The student

- is able to develop the organisational culture
- is able to identify changes in business environment and understand their impact on work skills
- is able to analyse and evaluate interactive situations and is able to create a common understanding in a work community
- is able to recognize the need for development in business environment and accordingly to use an appropriate method
- is able to communicate in diverse organisations (physical or network environment)
- is able to use proper communication channels in different situations

YBM0102 Human Resource Development: 5 op

Osaamistavoitteet

Organisational Development, 15 ECT

After completing this module the student is able to lead and develop a working community in diverse operating environments.

The student

- is able to develop the organisational culture
- is able to identify changes in business environment and understand their impact on work skills
- is able to analyse and evaluate interactive situations and is able to create a common understanding in a work community
- is able to recognize the need for development in business environment and accordingly to use an appropriate method
- is able to communicate in diverse organisations (physical or network environment)
- is able to use proper communication channels in different situations

Sisältö

This theme is a part of module YABM16A-1001 Organisational Development

Arviointikriteerit

Tyydyttävä (1-2)

The student understands changes in work life and forces behind these changes. He/she is able to analyze and with insight regarding forthcoming changes is able to identify skills and competences required in organizations. He/she understands the relevant concepts and is able to utilize them.

Essay: The student is able to use and apply sources of information while collecting reference materials. The essay is a properly argued entity.

Hyvä (3-4)

The student understands changes in work life and forces behind these changes. He/she is able to analyze and with insight regarding forthcoming changes is able to identify skills and competences required in organizations. He/she understands the relevant concepts and is able to utilize them.

Essay: The student is able to use and apply different sources of information while collecting reference materials. The essay is a well argued entity.

Kiitettävä (5)

The student understands well changes in work life and forces behind these changes. He/she is able to thoroughly analyze and with insight regarding forthcoming changes is able to identify skills and competences required in organizations. He/she understands deeply the relevant concepts and is able to utilize them.

Essay: The student is able to skillfully use and apply different sources of information while collecting reference materials. The essay is a very well argued entity.

YB00BM95 Research and Development Skills: 5 op**YBM0103 Organisational Communication: 5 op****Sisältö**

This theme is a part of module YABM16A-1001 Organisational Development

Arviointikriteerit**Tyydyttävä (1-2)**

The student understands the impact of communication and interaction on work results and wellbeing on the level of an individual and a team. The student analyses his own and also his team's communication and interaction. He develops teamwork.

Analyzing, evaluating and developing communication and interaction in an organisation.
(Development report):

The student observes, analyses and evaluates communication and interaction in (his) organisation. He develops the habits of the work community by comparing methods based on theory. He prepares a development report.

Hyvä (3-4)

The student understands the impact of communication and interaction on work results and wellbeing on the level of an individual, a team and an organisation. The student analyses his own and also his team's communication and interaction. He consistently develops and improves teamwork.

Analyzing, evaluating and developing communication and interaction in an organisation.

(Development report):

The student observes, analyses and evaluates critically communication and interaction in (his) organisation. He develops the habits of the work community by carrying out an experiment based on theory. He prepares a development report on the experimental process.

Kiitettävä (5)

The student understands well the impact of communication and interaction on work results and wellbeing on the level of an individual, a team, an organisation and the society. The student analyses critically his own and also his team's responsible communication and interaction. He consistently and with fair reasons develops and improves teamwork.

Analyzing, evaluating and developing communication and interaction in an organisation.

(Development report):

The student observes, analyses and evaluates critically communication and interaction in (his) organisation. He develops and innovates the habits of the work community by carrying out an experiment based on theory. He prepares a development report on the experimental process.

YABM16A-1002 Strategic Thinking and Managing Change: 15 op

Osaamistavoitteet

During this module the students expand their knowledge of changes in business environment, the impacts of digitalization in business operations, strategic thinking and change management.

The student

- is able to identify changes in the business environment, and to understand their impact on strategy and operational activities
- understands the impact of technical and economic development and the opportunities of digitalization in developing businesses
- understands the key elements of strategic management
- is able to create a strategy for an organization and implement it.
- can systematically manage change and support change initiatives as a leader

YB00BG67 Digitalisation and Change: 5 op

Osaamistavoitteet

Strategic Thinking and Managing Change, 15 ECT

During this module the students expand their knowledge of changes in business environment, the impacts of digitalization in business operations, strategic thinking and change management.

The student

- is able to identify changes in the business environment, and to understand their impact on strategy and operational activities
- understands the impact of technical and economic development and the opportunities of digitalization in developing businesses
- understands the key elements of strategic management
- is able to create a strategy for an organization and implement it.

- can systematically manage change and support change initiatives as a leader

Sisältö

This theme is a part of module YABM16A-1002 Strategic Thinking and Managing Change

Arviointikriteerit

Tyydyttävä (1-2)

The student understands digitalization as a force for change.

Assignment: The student is able to document how digitalization affects various industries or individual business.

Hyvä (3-4)

The student understands digitalization as a force for change and its effects on different development needs within various industries and competitive settings.

Assignment: The student is able to analyze and document how digitalization affects various industries or individual business.

Kiitettävä (5)

The student understands deeply digitalization as a force for change and its effects on different development needs within various industries and competitive settings.

Assignment: The student is able to deeply analyze and document how digitalization affects various industries or individual business.

YB00BG68 Strategic Management: 5 op

Sisältö

This theme is a part of module YABM16A-1002 Strategic Thinking and Managing Change

Arviointikriteerit

Tyydyttävä (1-2)

The student understands the principles of corporate strategy and strategic management.

Assignment: The student is able to create a rough strategy for an organization.

Hyvä (3-4)

The student understands the central elements of corporate strategy and strategic management.

Assignment: The student is able to create a strategy for an organization based on analysis and implement it.

Kiitettävä (5)

The student understands deeply the central elements of corporate strategy and strategic management.

Assignment: The student is able to create a strategy for an organization based on thorough analysis and implement it.

YB00BG69 Change Management and Leadership: 5 op

Sisältö

This theme is a part of module YABM16A-1002 Strategic Thinking and Managing Change

Arviointikriteerit

Tyydyttävä (1-2)

The student understands change process and its different phases. He/she knows the role of leadership in change management. He can apply this knowledge both to short and long term changes.

Assignment: The student is able to document a change process. He/she is able to identify the role of leadership in change management.

Hyvä (3-4)

The student understands well the change process and its different phases. He/she knows the role of leadership in change management. He can apply this knowledge both to short and long term changes.

Assignment: The student is able to document a change process consisting of different phases. He/she is able to identify the role of leadership in change management.

Kiitettävä (5)

The student understands change process and its different phases very well. He/she knows the role of leadership in change management. He can apply this knowledge both to short and long term changes and transitions.

Assignment: The student is able to document a well argued entity covering a change process consisting of different phases. He/she is able to identify the role of leadership in change management.

YABM16A-1003 Global Business Excellence: 15 op

Osaamistavoitteet

During this module the students expand their knowledge of competitiveness management, managing sales and customer relationships as well as the principles of responsible business.

The student

- understands the role of competitiveness management in his or her own development work
- is able to analyse, plan and measure sales and marketing management related operations
- can lead the company's customer base in different perspectives
- understands the importance of responsible business management
- knows the main normative and ethical principles of responsible business

YB00BG70 Readings in Competitiveness Management: 5 op

Osaamistavoitteet

Global Business Excellence, 15 ECT

During this module the students expand their knowledge of competitiveness management, managing sales and customer relationships as well as the principles of responsible business.

The student

- understands the role of competitiveness management in his or her own development work
- is able to analyse, plan and measure sales and marketing management related operations
- can lead the company's customer base in different perspectives
- understands the importance of responsible business management
- knows the main normative and ethical principles of responsible business

Sisältö

This theme is a part of module YABM16A-1003 Global Business Excellence

Arviointikriteerit

Tyydyttävä (1-2)

The student is able to choose relevant literature to support his or her development project. He or she can identify some key concepts and define them.

Research and development related theoretical framework:

Based on relevant literature, the student is able to define the key concepts and elements of the theoretical framework of his or her development project.

Hyvä (3-4)

The student is able to choose relevant literature in order to increase competitiveness in a chosen development process. He or she recognizes the key concepts of the theoretical framework in question and is able to describe the main elements of the theory base in the development project.

Research and development related theoretical framework:

Based on relevant literature, the student is able to build a theoretical framework of his or her development project.

Kiitettävä (5)

The student is able to choose relevant literature in order to increase the competitiveness in a chosen development project. He or she understands the key concepts of the theoretical framework in question and is able to build a comprehensive theory base to the development project.

Research and development related theoretical framework:

Based on relevant literature, the student is able to build a comprehensive theoretical framework and to apply it to a development project.

YB00BG71 Managing Sales and Customer Relationships: 5 op

Sisältö

This theme is a part of module YABM16A-1003 Global Business Excellence

Arviointikriteerit

Tyydyttävä (1-2)

The student is able to manage organization's customer base from different perspectives. He/she is

able to support improvement of customer oriented organizational culture. The student recognizes core concepts of customer relationship management and is able to utilize them well.

Customer relationship management development plan:

The student observes and analyzes own or other selected organization's customer relationship management activities. He/she is able identify and list development activities for customer relationship management.

Hyvä (3-4)

The student is able to manage organization's customer base from different perspectives. He/she is able to support improvement of customer oriented organizational culture. The student recognizes core concepts of customer relationship management and is able to utilize them well.

Customer relationship management development plan:

The student observes and analyzes own or other selected organization's customer relationship management activities. He/she is able to make a development plan for customer relationship management.

Kiitettävä (5)

The student is able to manage organization's customer base from different perspectives. He/she is able to support improvement of customer oriented organizational culture. The student recognizes core concepts of customer relationship management and is able to utilize them well.

Customer relationship management development plan:

The student observes and analyzes own or other selected organization's customer relationship management activities. He/she is able to make a thorough and well argued development plan for customer relationship management.

YB00BG72 Responsible Business: 5 op

Sisältö

This theme is a part of module YABM16A-1003 Global Business Excellence

Arviointikriteerit

Tyydyttävä (1-2)

The student recognizes the normative and ethical principles of responsible business practices and knows their role in strategic and operational planning.

Analysis of Responsible Business Management in a chosen company:

The student is able to analyze the current state of the responsible business management in a company.

Hyvä (3-4)

The student understands the role of normative and ethical principles of responsible business practices and how they are connected to the strategic and operational practices of a responsible organization.

Analysis of Responsible Business Management in a chosen company:

The student is able to analyze the current state of the responsible business management in a

company and to develop it.

Kiitettävä (5)

The student understands the role of normative and ethical principles of responsible business practices and can apply them to the strategic and operational planning in a responsible organization. Analysis of Responsible Business Management in a chosen company:

The student is able to analyze the current state of the responsible business management in a company and to develop it at a strategic and operational level.

YABM16A-1010 Organisational Renewal: 15 op

Osaamistavoitteet

During the module the students expand their knowledge in organizational renewal through growth strategies, innovations and change management in international environment and networks.

The student

- is able to lead the innovation portfolio and innovation activities to secure the future competitiveness of the firm
- understands the methods of continuous improvement and is able to apply them
- is able to improve the productivity and efficiency of the firm
- understands the business opportunities and networking in the international markets
- understands the prerequisites of the company's competitiveness, growth and renewal in international market environments

YB00BG73 Growth Strategies and Innovations: 5 op

Osaamistavoitteet

Organisational Renewal, 15 ECT

During the module the students expand their knowledge in organizational renewal through growth strategies, innovations and change management in international environment and networks.

The student

- is able to lead the innovation portfolio and innovation activities to secure the future competitiveness of the firm
- understands the methods of continuous improvement and is able to apply them
- is able to improve the productivity and efficiency of the firm
- understands the business opportunities and networking in the international markets
- understands the prerequisites of the company's competitiveness, growth and renewal in international market environments

Sisältö

This theme is a part of module YABM16A-1010 Organisational Renewal

Arviointikriteerit

Tyydyttävä (1-2)

The student knows the main methods of quality management and continuous improvement. He / she knows the main principles of improving the productivity and efficiency of the firm.

Assignment: The student is able to identify and define an improvement project. He/she knows the principles of quality management and the main methods of continuous improvement.

Hyvä (3-4)

The student understands different kinds of innovations and they role in organizations growth.He/she is able to improve the productivity and efficiency of the firm.

Assignment: The student is able to identify and define an improvement project. He / she understands the principles of quality management and can use some of the methods of continuous improvement.

Kiitettävä (5)

The student understands the methods of quality management and continuous improvement and is able to apply them in her / his work. He/ she is able to improve the productivity and efficiency of the firm effectively.

Assignment: The student is able to identify, define and implement an improvement project. He/she understands the principles of quality management and can use the methods of continuous improvement effectively.

YB00BG74 Productivity and Continuous Improvement: 5 op**Sisältö**

This theme is a part of module YABM16A-1010 Organisational Renewal

Arviointikriteerit**Tyydyttävä (1-2)**

The student knows the main methods of quality management and continous improvement. He / she knows the main princiiples of improving the productivity and efficiency of the firm.

Assignment: The student is able to identify and define an improvement project. He/she knows the principles of quality management and the main methods of continuous improvement.

Hyvä (3-4)

The student understands the methods of quality management and continuous improvement and is able to apply them in her/his work. He/she is able to improve the productivity and efficiency of the firm.

Assignment: The student is able to identify and define an improvement project. He / she understands the principles of quality management and can use some of the methods of continuous improvement.

Kiitettävä (5)

The student understands the methods of quality management and continuous improvement and is able to apply them in her / his work. He/ she is able to improve the productivity and efficiency of the firm effectively.

Assignment: The student is able to identify, define and implement an improvement project. He/she understands the principles of quality management and can use the methods of continuous improvement effectively.

YB00BG75 Business in an international environment: 5 op

Sisältö

This theme is a part of module YABM16A-1010 Organisational Renewal

Arviointikriteerit

Tyydyttävä (1-2)

The student understands the business potential and opportunities in the international markets. He / she knows how the international supply chains and networks operate.

Assignment: The student knows the principles of internationalisation and can make a tentative internationalisation plan.

Hyvä (3-4)

The student understands the business potential and opportunities in the international markets, can manage international supply chains and understands the role of the networks in the international business.

Assignment: The student understands the pre-requisites of internationalisation, target market and international customer segments. He / she can make an internationalisation plan.

Kiitettävä (5)

The student understands the business potential and opportunities in the international markets and can analyse them. He/she can manage international supply chains and understands the role of the networks in the international business.

Assignment: The student can analyse the pre-requisites of internationalisation, choose a target market and international customer segments. He/she can make a feasible internationalisation plan, defining the phases of internationalisation, networks and co-operation.

YABM16A-1007 Elective Studies: 0 op

YABM16A-1012 Start Up Business School: 15 op

YB00BM61 Business Opportunity Theory and Project: 5 op

Osaamistavoitteet

Business Opportunity Theory and Project

- Student develops solution for identified or assigned business opportunity in practice.
- Student can search, identify, evaluate business opportunities and generate ideas for solution.

Commercialisation Theory and Project

- Student can commercialise product/service/business idea from customer's perspective.
- Student develops product/service/business solution in practice.

Business Modeling Theory and Project

- Student can design business model, evaluate feasibility and profitability of business model.

Sisältö

Searching and evaluating business opportunity

- Business environment: market factors, industry factors, key trends and macroeconomic factors
- Searching and creating development opportunities
- Creative working process and tools
- Generating, evaluating and selecting ideas
- Defining and describing idea

YB00BM62 Commercialisation Theory ja Project: 5 op**Sisältö**

Idea commercialisation

- Identifying and segmenting customer groups
- Customer's tasks, needs and benefits
- Value proposition: product/service features, solution for need and benefits
- Competitor analysis and defining competitive advantage
- Personal selling of an idea

YB00BM63 Business Modeling Theory and Project: 5 op**Sisältö**

Business Modeling

- Product / service process analysis from customers perspective
- Business Modeling around value proposition to customer segment
- Personal business model selling
- Product / Service value for customer as increased sales, improved profitability or saved costs
- Product / service pricing
- Evaluating business model profitability and feasibility

YABM16A-1008 Master's Thesis: 30 op**Osaamistavoitteet**

The aim of the thesis is to develop and demonstrate the students' ability to apply research data, to use selected methods for analysing and solving workplace problems and to carry out demanding specialist tasks independently. The thesis is a development task or applied research study based on completed studies, existing theoretical data in the field of expertise and empirical data acquired in the workplace. The thesis aims at solving a problem arising in a work environment. Its purpose is to create, produce and develop competence to satisfy the needs of the labour market and the society in the region. The thesis process contributes to developing the students' professional knowledge and skills, a developmental and research- oriented approach to work, skills in team work, interaction and networking. At the same time students develop their overall understanding of the subject of interest and of the research and development process.

99991204 Master's Thesis: 30 op