

Studies for Exchange Students, International Business, Autumn (24KVIBS)

Level of education

Bachelor degree

Credits

0

Duration (years)

1

Language

English

Specifications

Degree programme

Bachelor's Degree Programme in International Business

Type of education

Bachelor's Degree, Full-Time Studies

Description

Code	Name	Sum
24KVIBS	Studies for Exchange Students, International Business, Autumn	94
24KVIBS-1001	AUTUMN SEMESTER 2024	94
3B00DW37	Sustainable Nature and Event Tourism	5
3B00DW33	Experience Economy and Product Development	5
3B00DW35	Tourism Marketing	5
3B00DW45	Innovations and Business Management	5
3B00EX35	Consultation Projects, Entrepreneurship Focus	10
3B00DW29	Operations Management	4
3B00DW31	Professional Selling	4
3B00DW27	Business Game	4
3B00FB61	E-commerce and Platform Economy	5
3B00FB63	E-commerce Strategy and Planning	5
NN00FA93	Introduction to Entrepreneurship	5
NN00FH28	Sprint Innovation Festival	3
NN00FK98	Being a Sustainable Entrepreneur	1
NN00FK99	Sustainable Business Modelling	1
NN00FL00	Measuring the Impact of Your Actions	1
NN00FO12	Self Branding	1

NN00FO10	Modern Digital Marketing	1
NN00FO11	Modern Digital Selling	1
NN00FQ15	Student Self-Leadership	1
3B00FU87	Research Project in Customer Intelligence	6
3B00DW47	Consultation Projects, Business Development Focus	10
3B00FB62	Service Design Thinking and Customer Centric Business Development	5
3B00DW95	Conflict Management and Communication	5
NN00FQ18	From Expert to Entrepreneur	1

24KVIBS Studies for Exchange Students, International Business, Autumn: 0 op

24KVIBS-1001 Autumn Semester 2024: 94 op

Optionality

Select n pieces

Number

0

3B00DW37 Sustainable Nature and Event Tourism: 5 op

Credits

5 - 5

Objectives

The course is focusing on nature, wellbeing and event tourism from the sustainability point of view.

Learning outcomes:

Course is introducing the aspects of sustainability in tourism business.

Important and profitable types of tourism are studied

Students are familiarized with cases concerning each type of tourism.

After completing the course, students are able to:

Consider principles of sustainability in tourism business

Identify motivational factors typical for human nature contact and to apply these factors in developing nature tourism

Understand wellbeing in tourism business and to be able to include aspects of it into developing tourism

Design, organize and manage different kinds of events

Content

Which are the principles of sustainability in tourism?

Which are the motivational factors typical for human nature contact and how to consider these in tourism?

Why is wellbeing an important aspect in every type of tourism and how to consider it in designing products?

What is event management and how to design, organize and manage different kinds of events successfully?

Assessment scale

0-5

Assessment criteria

Assessment criteria - satisfactory (1-2)

The student is able to identify and list principles of sustainability in tourism business as well as motivational factors for human-nature contact. The student recognises and is able to define the significance of well-being in tourism business and explain how it is included in tourism products. The student is able to participate actively in designing and organising an event.

Assessment criteria - good (3-4)

The student is able to consider and evaluate principles of sustainability in event tourism products as well as motivational factors for human-nature contact. The student is able to explain the relationship between well-being aspects and success in tourism business. The student is able to design and organise an event as an active member of a team.

Assessment criteria - excellent (5)

The student is able to profoundly understand the relationship of a human being and the sustainable use of nature in event tourism. He/she can include these elements to event tourism product development alongside with the well-being aspects. The student is able to design innovative events, organise and manage them in a leading role.

3B00DW33 Experience Economy and Product Development: 5 op

Credits

5 - 5

Objectives

Experience Economy and Product Development course is introducing the nature of experience economy and it is focused on practical designing and analyzing experience products in tourism business. Students learn the special characteristics of products and services within tourism industry. Product design model for practical product development is studied.

After completing the course students are able to:

Understand the nature of product development in tourism business

Apply the experience product design tools in product development process

Analyze the existing products and to improve the quality of experience products

Content

Which are the characteristics of tourism products and services?

How to apply experience design tools in tourism product development in practice?

How to analyze the existing experience products and how to improve them?

Further information

-

Prerequisites

-

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student recognises the specific nature of product development in experience / tourism business. He/she is able to explain the process of tourism product development using design tools. The student is able to participate in analysing and improving tasks of existing experience products in a team, taking responsibility of his/her own performance.

Assessment criteria - good (3-4)

The student can clearly explain various aspects of the nature of product development in experience / tourism business. The student is able to do basic product analysis and apply a product design tool in the context of the experience / tourism business. The student participates actively and responsibly in the teamwork taking responsibility of team performance. The student is capable of receiving and giving feedback actively and constructively.

Assessment criteria - excellent (5)

The student is able to analyse thoroughly an existing experience product and to find and evaluate different tools appropriate for the problem at hand. He/she is able to apply the design tools in product development taking into account the specific business needs and develop highly original or innovative ideas. The student takes a leading role in a team, working in a responsible, flexible and constructive way developing the group's interaction.

3B00DW35 Tourism Marketing: 5 op

Credits

5 - 5

Objectives

Tourism marketing course focuses on customer-oriented marketing of tourism products and services. The aim is to learn skills needed for planning and implementing tourism marketing and for using a multitude of integrated marketing mix tools for various target groups, business environments and situations.

After completing the course, students will be able to:

- Understand the special features and tools of marketing tourism products and services.
- Analyze factors influencing tourism marketing and be familiar with planning, implementing and monitoring marketing in the field of tourism.
- Apply tourism marketing strategies, planning principles and integrated marketing mix tools for various target markets, business environments and situations.

Content

- What are customer needs and requirements for tourism products and services in consumer and business-to-business markets?
- What are the special features, elements, tools and processes of tourism marketing?

- What do the decisions of integrated tourism marketing mix and branding include, how is the value chain created and how is planning and implementation of tourism marketing done?
- What kind of media and technological solutions exist for interactive marketing of tourism products and services and what online business possibilities offer for tourism marketing?
- How to draw up a marketing plan for diverse tourism businesses?

Further information

-

Prerequisites

-

Assessment criteria

Assessment criteria - satisfactory (1-2)

The student is able to define the basic concepts and specific features of tourism marketing. The student can explain the strategic marketing planning, implementing and monitoring process in tourism marketing. He/she participates in the given marketing task taking responsibility for his/her own performance.

Assessment criteria - good (3-4)

The student is able to apply marketing planning process for making a marketing plan for a tourist business. The student is able to work responsibly and engage in a group work contributing to the success.

Assessment criteria - excellent (5)

The student masters the concepts and principles of tourism marketing and their relationships. The student is able to develop a fluent and well reasoned marketing plan and has good capabilities to apply the learning in the tourism context with different types of products and services. The individual contribution in the class and team have been especially active, responsible and constructive.

3B00DW45 Innovations and Business Management: 5 op

Credits

5 - 5

Objectives

Learning outcomes of the course:

The course provides a theoretical overview and the tools for creating innovations for profitable business. Using service creation as a tool, it provides insights of product and services development process and the positioning of innovation into right marketplace. Also, creating a reasonable business model and basics of ensuring the intellectual property rights (IPR's) are discussed.

After completing the course, students will be able to:

- Understand the different aspects of innovation, and its role in developing a business
- Recognize, assess and suggests solutions for supporting organizations innovation performance
- Apply innovation theories and practices in a variety of business settings
- Evaluate the business feasibility of innovations, products and services
- Understand the product and service design process phases
- Identify the critical phases of product and service design projects

Content

How to foster innovations?

How to develop products and services from innovations?

What are intellectual property rights and how to ensure them?
How to evaluate project business feasibility?

Further information

-

Prerequisites

-

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student can name different aspects of innovation, and their role in developing a business. He/she can recognise solutions for supporting an organisation's innovation performance. The student is able to apply innovation theories and practices in a variety of business settings. He/she can evaluate the business feasibility of innovations, products and services. The student recognises the different phases in the product and service design process.

Assessment criteria - good (3-4)

The student is familiar with the different aspects of innovation, and their role in developing and growing a business. He/she can recognise and assess solutions for supporting an organisation's innovation performance. The student understands the strategies most effective for exploiting innovations. The student is able to apply innovation theories and practices in a variety of business settings. He/she can evaluate the business feasibility of innovations, products and services. The student can plan, implement and assess the different phases of the product and service design process. He/she can identify critical phases of product and service design projects.

Assessment criteria - excellent (5)

The student has in-depth understanding of the different aspects of innovation, and their role in developing and growing a business. He/she can recognise, assess and advocate the most suitable solutions for improving an organisation's innovation performance. The student can develop and implement the most effective strategies for exploiting innovations. The student is able to implement innovation theories into practice in a variety of business settings. He/she can boost the business feasibility of innovations, products and services. The student can plan, implement and assess the different phases of the product and service design process. He/she can tackle critical phases of product and service design projects.

3B00EX35 Consultation Projects, Entrepreneurship Focus: 10 op**Credits**

10 - 10

Objectives

Learning outcomes of the course unit

This course will cover how innovation supports entrepreneurs through the creation of new businesses opportunities, capturing of new markets and improved organizational effectiveness. The course will focus on the role of innovation in the entrepreneurial process and how innovation can be transformed into ongoing new ventures. Innovation and entrepreneurship theories and concepts will be applied in real life business cases. The course approach is practical: teams of 3-4 students pick up a project from a commissioning company/organization or start project of their own.

After completing the course, students will be able to:

- Understand the role of innovation in the context of entrepreneurship
- Carry out consultation projects with a focus on entrepreneurship
- Accomplish the project, analyze and report the results to customer
- Plan and implement a project independently and as member of a team.

Content

- How to utilize innovation in the context of entrepreneurship
- How to convert ideas to innovation?
- How to commercialize innovations?
- How to implement innovation management in start-up companies
- How to consult entrepreneurs on innovation

Further information

This course will be taught in conjunction with the course "INNOVATIONS AND BUSINESS MANAGEMENT (5 credits)"

Assessment criteria

Assessment criteria - satisfactory (1-2)

The student is able to apply the concepts and theories of innovation into practice by carrying out simple consultation projects for startups or SME:s. Under supervision and with the support of a mentor, the student is able to accomplish the project and report the results to the customer. He/she can support a consultation project as member of a team.

Assessment criteria - good (3-4)

The student is familiar with the concepts and theories of innovation and can utilize them in a practical small business case consultation project. He/she can independently and as a member of a group carry out consultation project for startups or SMEs. The student is able to plan, implement, and evaluate consultation projects and report the project results to the customer. He/she can contribute to the outcomes of a consultation project as a member of a team.

Assessment criteria - excellent (5)

The student has in-depth understanding of the concepts and theories of innovation and he/she can utilise these concepts in a practical small business case consultation project. He/she can independently, or in a leading role in a team, carry out consultation projects for startups and SMEs. The student is able to plan, implement, and report the project to the customer. The student is able to reflect on his/hers own as well as team work process. He/she can facilitate, contribute and enhance the outcomes of a consultation project as a leading member of a team.

3B00DW29 Operations Management: 4 op

Credits

4 - 4

Objectives

Operations Management (OM) is a discipline that applies to restaurants, cafe as well as to factories like Ford and Whirlpool. The techniques of OM apply throughout the world to virtually all productive enterprise. It doesn't matter if the application is in an office, a hospital, a restaurant, a department store, or a factory- the production of goods and services requires operations management. The course covers the basic aspects of OM including operations in services and production.

After completing the course, students will be able to:

- Manage the operations and processes in services and production
- Calculate the productivity and labour-productivity
- know how to design a service and product in order to minimize the inventory cost and design an optimal Supply Chain (Sustainable design)
- Know the forecasting methods
- Know the techniques of Material Requirement Planning

Content

Operations and Productivity

- Forecasting
- Design of goods and services
- Aggregate Planning and MRP
- JIT, SCORE Model and Lean Operations

Further information

There will be two implementations of the course, one in the autumn semester and another in the spring.

Prerequisites

-

Assessment criteria

Assessment criteria - satisfactory (1-2)

The student is able to recognise and analyse the organisation's processes and understand the basic principles of how they work together. The student understands the basic methodology of how to improve the processes' efficiency and their added value to both internal and external stakeholders. The student understands the importance of various, relevant stakeholders and the way how the information they each represent needs to be connected in order for the entire organisation to operate soundly. The student has a limited ability to plan and steer the organisation's processes.

Assessment criteria - good (3-4)

The student is able to map the entire organisation's processes and the way they connect and interact with each other, as both internal and external stakeholders. The student knows several relevant tools which he/she can independently apply in various operations management situations. The student knows how and from where to acquire the necessary systemic information in order to analyse, improve and manage the organisation's processes. The student is capable of adapting to changed requirements depending on which of the life-cycle stages the concerned processes are currently in. The student also understands how the processes are linked to the management supporting ERP-systems.

Assessment criteria - excellent (5)

The student is able to plan, erect and manage any of the organisation's processes and to apply relevant tools where necessary. The student also knows how to manage the entity of organisation's processes and operations effectively. The student can question any of organisation's operation and focus his/hers

attention on relevant attributes in order to improve their overall performance. The student also understands the meaning of channel separation and can apply this both when summoning information and capitalising on the collected information on practical level. The student can also benchmark an organisation and its processes, detecting pertinent bottlenecks or improvement areas. The student possesses also basic managerial strategic knowledge regarding execution of operations and processes.

3B00DW31 Professional Selling: 4 op

Credits

4 - 4

Objectives

During the course students will learn different techniques and skills for improving their professional sales skills. The student will study different approaches for sales situations and negotiations as well as gain their understanding of sales process.

After completing the course, the students will be able to

- Communicate and negotiate in a demanding business environment.
- Manage a sales process both in b-to-c and b-to-b sales situations.
- Understand the role and usage of digital tools in a sales process.
- Know how to prepare and handle sales situations across cultures.

Content

- What are professional sales skills and techniques?
- How to sell successfully in b-to-c and b-to-b settings?
- What kind of digital tools are used in selling?
- How to sell and negotiate in other, selected countries?

Further information

There will be two implementations of the course, one in the autumn semester and another in the spring.

Prerequisites

-

Assessment scale

0-5

Assessment criteria

Assessment criteria - satisfactory (1-2)

The student is able to conduct sales negotiations in different target markets. The student knows basic techniques for understanding customer needs. He/she is somewhat familiar with persuasion techniques used in professional selling. The student can give simple sales presentations. He/she knows how to close sales in some situations. The student is aware of digital tools used in the sales process.

Assessment criteria - good (3-4)

The student is able to conduct sales negotiations in both B2B and B2C settings in different target markets. The student can ask questions to understand customer needs. He/she is familiar with persuasion techniques used in professional selling. The student can identify sales prospects. The student can make professional sales presentations and is familiar with the methods of overcoming sales resistance. He/she knows how to close sales, resulting in enduring buyer-seller relationships. The student is familiar with digital tools in the sales process.

Assessment criteria - excellent (5)

The student is able to conduct complex sales negotiations in both B2B and B2C settings in domestic and international target markets. The student can ask the right questions to fully understand customer needs. He/she is familiar with different persuasion techniques used in professional selling. The student understands the role of social influence in sales settings and he/she can identify sales prospects. The student can make professional sales presentations and is familiar with various methods of overcoming sales resistance. He/she knows how to close sales, resulting in long-lasting and mutual beneficial buyer-seller relationships. The student is familiar and able to use diverse digital tools in the sales process.

Assessment criteria - approved/failed

Not approved

The student has poor skills of conducting sales negotiations. The student is unaware of basic techniques for understanding customer needs. He/she is unfamiliar with persuasion techniques used in professional selling. The student is unable to give sales presentations. He/she does not know how to close sales. The student is unaware of digital tools used in the sales process.

3B00DW27 Business Game: 4 op**Credits**

4 - 4

Objectives

In this course students operate as a management team of a global company. Management teams come up with a company strategy and make decisions to maximize the profits and company value. Company operations are carried out in a business simulation game in a competitive team environment.

After completing the course, the students will be able to:

Utilize the role of strategy as a key success factor.

Explain the interdependence between the different company operations.

Demonstrate knowledge and skills in financial review, company analysis, and strategy formulation.

Utilize tools for entrepreneurial thinking.

Content

What is a role of a strategy to manage a company?

How does product portfolio, pricing, marketing and product features impact the demand of the product?

How to analyze company's financial performance and how to impact it?

How to work as a successful team utilizing each team players' strengths?

Further information

There will be two implementations of the course, one in the autumn semester and another in the spring.

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student participates in the team work but is able to read the market and company information and utilise that data in decision making if assisted. The student struggles to see the link between the decisions in different company functions and the financial outcome.

Assessment criteria - good (3-4)

The student actively participates in the teamwork and completes all the required tasks with good quality. The student is able to analyse the market and company information in order to form a company strategy.

The student participates actively in decision making enabling the improvement of the company status. The student understands the link between the various company functions. The student is able to give a presentation about the company's strategy and value, and answer questions related to these topics.

Assessment criteria - excellent (5)

The student actively participates in the teamwork and demonstrates a problem-solving attitude. The student successfully analyses the market and company information in order to form a rational company strategy and is able to make decisions aligned with the chosen strategy. The student understands the link between the various company functions. The student is able to give a clear and justified presentation about the company's strategy and the company's value. The student is able to answer various questions about the market situation and the company's value proposal.

3B00FB61 E-commerce and Platform Economy: 5 op**Credits**

5 - 5

Degree programme

Bachelor's Degree Programme in International Business

Objectives

This course covers the basics of e-commerce and platform economy. The students are introduced to the theories of platform economy through variety of case studies and business examples. E-commerce ecosystems are studied and network theories applied to e-commerce ecosystems.

After completing the course student will be able to

- describe the theories of platform economy
- understand the different revenue logics in e-commerce
- define different networks, actors and interactions in ecosystem
- build a platform economy based business model

Content

- Network effects
- Digital platforms
- Knowing, understanding and applying digital technologies
- Building e-commerce
- Business Model Canvas
- Prerequisite: Business planning 1 and 2 or equivalent

Prerequisites

Prerequisite: Business Planning 1 and 2 or equivalent

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student knows the basics of e-commerce and platform economy. He/she can use the basic terms and can define e-commerce. The student recognises and defines different theories in ecosystems and e-commerce business models. The student can perform the given tasks with routine performance. He/she has been partly active in participating the teamwork according to the peer evaluation.

Assessment criteria - good (3-4)

The student has achieved the course objectives well, but needs further development. He/she can apply theories accordingly. The student is able to structure between business models and earning logic. The student cooperates responsibly and has participated in the team work and classes actively contributing the final outcome with his/her knowledge and ideas according to the peer evaluations.

Assessment criteria - excellent (5)

The student has achieved the course objectives excellently. He/she masters the concepts and models of platform economy, business models and revenue models. The student is able to conduct fluent and reasoned e-commerce business model and has good capabilities to apply the learning. The individual contribution in the class and team have been especially active.

3B00FB63 E-commerce Strategy and Planning: 5 op**Credits**

5 - 5

Degree programme

Bachelor's Degree Programme in International Business

Objectives

The students will learn about strategic planning in e-commerce business model. During this course the students will learn about different kinds of strategic actions and tools that can be used in e-commerce. The student will study different strategy options and make a strategic growth plan for an e-commerce business.

After completing the course student will be able to

- make a strategic growth plan for e-commerce
- understand e-commerce risks and management
- define scalability possibilities and obstacles

Content

- How to create an e-commerce strategy?
- What does a company need for a growth strategy?
- Why strategic thinking is important?
- Core concepts of strategic management in e-commerce
- Prerequisite: Business planning 1 & 2, E-commerce and platform economy, or equivalent

Prerequisites

Prerequisite: Business Planning 1 and 2, E-commerce and Platform Economy, or equivalent (Knowledge about digital platforms)

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student is able to identify principles of the business strategy and strategic planning. He/she recognizes and is able to determine elements of growth strategy. The student is able to participate in a team project performing the given tasks in according to instructions.

Assessment criteria - good (3-4)

The student is able to determine and apply the concept and tools of the business strategy and strategic

planning. He/she is able to conduct some analysis and suggest development actions suitable for the business strategy. The student actively contributes to a team project being able to receive and give constructive feedback.

Assessment criteria - excellent (5)

The student masters the concepts and different models of strategic planning and is able to connect business strategy to e-commerce strategy. He/she is able to conduct well-structured analysis and is able to create, evaluate and combine different solutions to a given e-commerce problem. The student acts in a flexible and constructive way in team projects developing the team's interaction.

NN00FA93 Introduction to Entrepreneurship: 5 op**Credits**

5 - 5

Objectives

This course introduces you to the basic principles and concepts of entrepreneurship and the skills required to succeed as an entrepreneur. You will gain insights into sustainable entrepreneurship, the required skills, and related challenges as well as the many different options for pursuing entrepreneurship. The course consists of online lectures by experienced entrepreneurs from different fields of business as well as learning assignments. This is completely an online course without dependencies to period schedules.

Upon completion of the course, you will:

- understand complex entrepreneurial phenomena
- understand the skills entrepreneurs need
- be familiar with the different types of business structures
- understand the key competencies for sustainable entrepreneurship
- know how business ideas are generated
- have an understanding of future business trends
- be able to consider entrepreneurship as a potential career option
- describe your own skills and competencies

More info: <https://hubs.fi/en/studies/study-calendar/>

Content

The course consists of online lectures and learning tasks. You get to give, and you get, peer feedback and have the opportunity to network with visiting lecturers. Each lecture will include an interesting real-life story told by an experienced entrepreneur to shed light on the challenges and decisions they have faced on their career path. You will discuss and reflect on your learning and complete learning assignments to broaden your perspectives. In addition, you will expand your knowledge by reading literature, articles and other online materials (such as MOOC courses).

Assessment scale

Pass/Fail

Assessment criteria**Assessment criteria - approved/failed**

To pass the course, you must demonstrate that you have achieved the expected learning outcomes – namely an understanding of the key principles of sustainable entrepreneurship – in the form of a learning diary or other prescribed assignment. You will be expected to assess and analyse your own abilities and motives of becoming an entrepreneur.

A student will receive a failing grade if he or she does not demonstrate an understanding of entrepreneurial phenomena and the related concepts. A student who is not able to describe the required skills and assess his or her own capabilities to pursue sustainable entrepreneurship will also fail the course.

NN00FH28 Sprint Innovation Festival: 3 op

Credits

3 - 3

Objectives

Sprint Innovation Festival is an intensive course during which you will work as a team with your student-colleagues of different fields to create solutions to real life challenges given by a company or an organization. The over-arching theme of the festival is sustainability. Coaches, professionals and company representatives guide you during the innovation project with variety of methods and tools. At the end of the course every team presents their solution to judge panel who selects the best ideas. Winners are awarded in a gala.

After the Sprint Innovation Festival student can:

- take a creative and user-centric approach (design thinking)
- initiate and advance the innovation process within a limited time
- present the idea to the customers and stakeholders in a concise and sales-like manner (pitching)
- act as a member of a multidisciplinary and cross-cultural team
- productively combine knowledge and skills from different fields

Content

Session 1: Team up and Data

- Kick off for the team work: roles and introductions
- Orientation to the program and innovation process
- Understanding the problem

Online Team Work and ideation

- Independent team work on an online platform
- Key note videos, coaching sessions and tools provided to support the ideation
- Teams summarize the ideation phase with list of top ideas

Session 2: Working on the Top Ideas

- Feedback from the working life partners
- Keynotes speeches to inspire the innovation
- Expert clinics to help solving the bottle necks

Session 3: Working on the idea & Building the Pitch

- Finalizing the idea
- Working on the final presentation
- Check point with coaches

Day 4: Presenting the outcomes

- Presenting to the judges
- Receive feedback: reflect and learn from both success and failure
- Awards gala and ceremony

Assessment scale

Pass/Fail

Assessment criteria**Assessment criteria - approved/failed**

Approved when you have demonstrated to be involved and committed to each Sprint Innovation Festival-day in an active manner; e.g. you can study independently and as a member of the team the assignment, ask additional questions. You are capable of providing ideas, seek for solutions, present your own suggestions and give/ receive feedback. You can independently describe the completed innovation process, its phases and outcome.

Failed if you have missed more than one day out of five without replacing the hours with agreed manner (e.g. covering the work by independent working hours). Fail may occur if you cannot describe what you and your team accomplished during the innovation process, its phases, methods and outcome.

NN00FK98 Being a Sustainable Entrepreneur: 1 op**Credits**

1 - 1

Objectives

This course provides an introductory look into sustainable entrepreneurship and its key concepts. You will learn what it means to be(come) a sustainable entrepreneur using theoretical models, case-studies and reflection exercises.

At the end of the course you will have developed an understanding of sustainable entrepreneurship and what this means for your own life, profession and/or your start-up.

Other courses in this set include:

- Part 2: Sustainable business modelling
- Part 3: Measuring the impact of your actions

Note: it is not required to join all courses in this series. You can also enroll for just one course.

LEARNING OUTCOMES

After the course, you:

- will understand the key elements of sustainability in a start-up setting
- will have learnt from at least one sustainable entrepreneur in Finland
- can evaluate your own affinity toward sustainable entrepreneurship

Content

This course will take place online. The course consists primarily of self-paced online learning using a series of short videos and learning exercises to achieve the learning outcomes. In addition to the online content, you will receive coaching sessions with your coach. During the course you will need to find, interview and reflect on the case of one 'real' sustainable entrepreneur of your choosing.

Further information**THE COACH & TEACHER**

This course is delivered by Titus van der Spek. Titus is a lecturer based in the Netherlands at the Hague University of Applied Sciences. He specializes in social entrepreneurship and innovation. If you have any questions about this course, please contact:

Titus van der Spek, t.c.vanderspek@hhs.nl

Assessment scale

Pass/Fail

Assessment criteria

Assessment criteria - approved/failed

Approved

Approved when you have demonstrated successful work towards the learning outcomes: you understand the main aspects of sustainable entrepreneurship. You can assess your own traits and connect them to sustainable entrepreneurship. You have completed the learning assignments, which includes an interview with a sustainable entrepreneur.

Failed

Failed if you have not succeeded in understanding the phenomena of sustainable entrepreneurship. You have not mastered the learning outcomes in a way that you could describe the required skills and assess your own capabilities in the field of sustainable entrepreneurship.

NN00FK99 Sustainable Business Modelling: 1 op

Credits

1 - 1

Objectives

This course explores strategies to achieve sustainability within a start-up or business model. Using theoretical models, case-studies and reflection exercises, you will be guided through different parts of the organizational model and learn how to incorporate sustainable-thinking across each part.

At the end of the course you will be able to provide an advice on how a business model can execute more sustainable strategies.

Other courses in this set include:

- Part 1: Being a sustainable entrepreneur
- Part 3: Measuring the impact of your actions

Note: it is not required to join all courses in this series. You can also enroll for just one course.

LEARNING OUTCOMES

After the course, you:

- will understand the key concepts of a sustainable business model strategy
- have developed a personal toolkit of canvasses and tools to advise on sustainable business modelling
- will be able to apply sustainable business modeling strategies to an existing case.

Content

The course consists primarily of self-paced online learning. You will be guided through a series of short videos and learning exercises to achieve the learning outcomes. In addition to the online content, you will receive coaching sessions with your coach. During the course you will need to apply learnings to an existing business model or to a startup model.

Further information

THE COACH & TEACHER

This course is delivered by Titus van der Spek. Titus is a lecturer based in the Netherlands at the Hague University of Applied Sciences. He specializes in social entrepreneurship and innovation. If you have any questions about this course, please contact:

Titus van der Spek, t.c.vanderspek@hhs.nl

Assessment scale

Pass/Fail

Assessment criteria

Assessment criteria - approved/failed

Approved

Approved when you have demonstrated successful work towards the learning outcomes: you understand the main aspects in sustainable business modelling. You can apply learnings to develop an advice for a real case. You have completed the learning assignments, which includes desk and possibly field research.

Failed

Failed if you have not succeeded in understanding the phenomena of sustainable business modelling. You have not mastered the learning outcomes in a way that you could provide an advice to incorporate sustainable thinking at different parts of a business or start-up model.

NN00FL00 Measuring the Impact of Your Actions: 1 op

Credits

1 - 1

Objectives

This course provides an introduction into the realm of impact measurement. You will learn how to measure the emissions of your own daily actions and set new targets. Additionally, you will learn how to complete a basic impact assessment for a business or start-up.

At the end of the course you will have developed a solid understanding of your own emission, and how you may want to change daily routines and activities. You will also understand how to measure the impact of a business or start-up and set new impact targets for it.

Other courses in this set include:

- Part 1: Being a sustainable entrepreneur
- Part 2: Sustainable business modelling

Note: it is not required to join all courses in this series. You can also enroll for just one course.

LEARNING OUTCOMES

After the course, you:

- will be able to translate the sustainable development goals to your own life
- will understand your own daily emissions and future goals respectively
- will be able to develop a basic Theory of Change for a business or start-up case

Content

The course consists primarily of self-paced online learning. You will be guided through a series of short videos and learning exercises to achieve the learning outcomes. In addition to the online content, you will receive coaching sessions with your coach. During the course you will need track your own

emissions over a few weeks and conduct field research into a business or start-up case.

Assessment scale

Pass/Fail

Assessment criteria

Assessment criteria - approved/failed

Approved

Approved when you have demonstrated successful work towards the learning outcomes: you understand the basics of personal emission measurement and target setting. You can conduct a Theory of Change for a business or start-up. You have completed the learning assignments, which includes weekly emissions tracking and field research to complete your Theory of Change.

Failed

Failed if you have not succeeded in tracking or setting new targets for your emissions. You have not mastered the learning outcomes in a way that you can develop a Theory of Change using field research for a business or start-up.

NN00FO12 Self Branding: 1 op

Credits

1 - 1

Objectives

This course is an introduction to personal branding in digital platforms. You get to build or refresh your own professional brand by filling in pages on a personal branding book template.

Learning outcomes

After completing the course you:

- will have a basic overview on digital self branding
- know how to build and strengthen your professional network
- know the basics of professional online communication
- will have knowledge on content marketing and different digital platforms

Content

This course covers the following six topics:

Introduction to personal branding

How to get started with self branding?

How to build your professional network?

How to plan goal-oriented communication online?

How to use content marketing strategies?

How to use different digital platforms?

Assessment scale

Pass/Fail

Assessment criteria

Assessment criteria - approved/failed

Pass

Completing all learning assignments in Moodle.

Fail

Not completing all learning assignments in Moodle.

NN00FO10 Modern Digital Marketing: 1 op

Credits

1 - 1

Objectives

This course gives you an overview on modern digital marketing. During this course you will learn basics about digital marketing strategy, marketing automation and using different digital platforms for marketing purposes.

Learning outcomes

After completing the course you:

- will have a basic overview on different areas of digital marketing
- are able to describe what kind of topics to cover in digital marketing strategy
- know how to set goals in digital marketing
- have introductory level knowledge on digital platforms and automation
- will know about measuring digital marketing

Content

- Introduction to digital marketing
- How to make a digital marketing strategy?
- How to set goals in digital marketing?
- How to use different digital channels and platforms for digital marketing purposes?
- How can you benefit from marketing automation and scheduling posts?
- How do you measure digital marketing?

Assessment scale

Pass/Fail

Assessment criteria

Assessment criteria - approved/failed

Pass

Completing all learning assignments in Moodle.

Fail

Not completing all learning assignments in Moodle.

NN00FO11 Modern Digital Selling: 1 op

Credits

1 - 1

Objectives

This course provides an introduction into digital sales. During this online course you will get an overview into different areas of digital selling including social selling, using buyer personas and organizing online sales meetings.

Learning outcomes

After completing the course you:

- will have a basic understanding what digital sales consists of
- know how to set and measure goals in digital sales
- know how to use buyer personas
- understand how to create value in online world
- describe the basic steps on customer journey
- know how to organize an online sales meeting

Content

This course will cover the next six topics:

- Introduction to digital selling
- How to you set goals and track process in digital sales?
- How can you use buyer personas in digital sales?
- How do you help and create value to customers instead of pushing?
- How do you convert leads into customers?
- How do you do selling 100% online?

Assessment scale

Pass/Fail

Assessment criteria

Assessment criteria - approved/failed

Pass

Completing all learning assignments in Moodle.

Fail

Not completing all learning assignments in Moodle.

NN00FQ15 Student Self-Leadership: 1 op

Credits

1 - 1

Objectives

This short self-leadership course provides you with some insights on how to organize your work more efficiently, how study-engagement affects you and the people around you and how do you transform your learnings into value for yourself and others.

After the course, you:

- will understand the key elements of leading your own work and studies
- will have learnt to assess your and your organizations role in study engagement
- you can evaluate your ways of working and find the first steps to improve them

This course is part of HUBS 24H Online Library. You can choose these 1 cr courses as many as you like and work on your skills in self-leadership, sustainable entrepreneurship and sales & marketing.

Content

You will explore videos, articles, canvases, dialogue and and reflection as tools to get to the bottom of your own ways to lead your path.

Assessment scale

Pass/Fail

3B00FU87 Research Project in Customer Intelligence: 6 op

Credits

6 - 6

Degree programme

Bachelor's Degree Programme in International Business

Objectives

The aims of this course are threefold. It provides the students understanding in customer intelligence: how to collect and analyze customer information in a reliable and useful way. It also gives the students basic knowledge of the necessary research approaches for their research project. In addition the course includes a project management module to develop skills in managing a multicultural business project.

After completing the course the student will be able to plan and execute a customer oriented research and development project in a scientifically reliable way.

Content

Key questions:

- What are the principles of valid and reliable research for business (or academic world)
- Which tools and methods can be used in increasing the understanding of customer needs to co-create customer value?
- How to refine research data to customer intelligence?
- How to communicate the results in an interesting way?
- How to manage a research and development project successfully?

Further information

The course consists of lectures, exercises and the planning and execution of a customer related r&d project for a company or organization.

Research and Development Project:

Student teams find themselves a customer organization with an information and development need, execute data collection and analysis and give development suggestions based on their analysis. The outcomes will be presented in a public seminar, which is planned and managed by the students themselves. Teachers will provide coaching for the project teams.

There will be two implementations of the course, one in the autumn semester and another in the spring.

Prerequisites

None

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student has rudimentary knowledge of quantitative and qualitative research methods, including data collection methods such as surveys, interviews and observations. He/she is capable of collecting and analysing basic customer data. The student has elementary skills in planning and implementing a research project in the context of customer intelligence.

Assessment criteria - good (3-4)

The student has advanced knowledge of quantitative, qualitative and mixed research methods, including

diverse data collection methods such as surveys, interviews and observations. The student knows the difference between primary and secondary data. He/she is able to select suitable data collection methods for a variety of situations and provide reasons for the selection. The student knows how to collect and analyse customer data. He/she is able to utilise the gained insights to improve business processes. The student is skilled in planning and implementing a research project in the context of customer intelligence.

Assessment criteria - excellent (5)

The student has excellent knowledge of quantitative, qualitative and mixed research methods, including diverse data collection methods such as surveys, interviews, observations, document analysis and others. The student knows the difference between primary and secondary data. He/she is able to select accurate data collection methods for a variety of situations and justify reasons for the selection. The student knows how to collect and analyse customer data. He/she is able to utilise the gained insights to improve business processes. The student has profound skills in planning and implementing a research project in the context of customer intelligence. The student thoroughly understands how data, analytics, and insights work together.

3B00DW47 Consultation Projects, Business Development Focus: 10 op**Credits**

10 - 10

Objectives

This course goes through the different steps of product or service design process in practice. It gives a good understanding of how the idea is developed into a ready product or service. The course approach is practical: teams of 3-4 students pick up project from a commissioning company/organization or start project of their own.

After completing the course, students will be able to:

- Apply the concepts and theories of product and service design into practice
- Carry out consultation projects in product and service design area
- Accomplish the project, analyze and report the results to customer
- Plan and implement a project independently and as member of a team.

Content

How to implement product design project in practice?

How to implement service design project in practice?

How to manage the customer interface in consultation projects?

Further information

-

Prerequisites

-

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student can apply the concepts and theories of product and service design into practice. He/she can carry out simple consultation projects in product and service design area. Under supervision and with the support of a mentor, the student is able to accomplish the project and report the results to the customer. He/she can support a consultation project as member of a team.

Assessment criteria - good (3-4)

The student is familiar with the concepts and theories of product and service design and can utilise these concepts in a practical business case consultation project. He/she can independently and as a member of a group carry out consultation projects in the product and service design area. The student is able to plan, implement, and evaluate consultation projects and is able to report the project results to the customer. He/she can contribute to the outcomes of a consultation project as member of a team.

Assessment criteria - excellent (5)

The student has in-depth understanding of the concepts and theories of product and service design and can utilise these concepts in a practical business case consultation project. He/she can independently and as a member of a group carry out consultation projects in the product and service design area, plus he/she is able to reflect on his/her own service design work progress. The student is able to plan, implement, and evaluate consultation projects and is able to report the project results to the customer. He/she can contribute and enhance the outcomes of a consultation project as member of a team. The student actively facilitates the outcome of the consultation project.

3B00FB62 Service Design Thinking and Customer Centric Business Development: 5 op

Credits

5 - 5

Degree programme

Bachelor's Degree Programme in International Business

Objectives

In this course students will learn service design thinking in a digital business environment. The student will study how service design thinking is applied to customer centric business development and how the customer centric value chains are formed. Students will use service design tools and methods to design a business development plan for an e-commerce company.

After completing the course, the students will be able to:

- develop innovative business development plan by using different kind of tools, like Storytelling, Design Scenarios, Service Blueprints, Empathy Map etc.
- search different kind of relevant customer information using design thinking tools
- describe the value chain in e-commerce

Content

- Service Design as an inter-disciplinary approach
- Fields of Service Design
- Service Design Thinking tools

Prerequisites

-

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student has rudimentary knowledge of service design thinking, including data collection methods such as surveys, interviews and observations. He/she is capable of using basic design thinking tools

such as Empathy Map. The student has elementary skills in planning and implementing a research project in the context of service design thinking.

Assessment criteria - good (3-4)

The student has advanced knowledge of Service Design Thinking methods, including such as Value Proposition Canvas and Lean Canvas. The student knows the difference between customer centric and customer based. He/she is able to select suitable Service Design methods for a variety of situations and provide reasons for the selection. The student knows how to build a value chain. He/she is able to utilize the gained insights to improve business processes. The student is skilled in planning and implementing a service design project in the context of e-commerce.

Assessment criteria - excellent (5)

The student has excellent knowledge of service design methods, including interviews, observations, document analysis and others. He/she is able to select accurate service design methods for a variety of situations and justify reasons for the selection. The student knows how to build a value chain. He/she is able to utilize the gained insights to improve business processes. The student has profound skills in planning and implementing a service design project in the context of e-commerce. The student thoroughly understands how service design, value chain and customer-centricity work together.

3B00DW95 Conflict Management and Communication: 5 op

Credits

5 - 5

Degree programme

Bachelor's Degree Programme in International Business

Objectives

The course aims at improving the students' understanding of conflict management, resolution and communication, in a company or organizational environment. Furthermore, crisis communication is among the essential topics of this course. There is an increasing need for settling disputes between individuals and groups of individuals, as a result of internationalization of business and a variety of financial restraints that cause tension among management and personnel of a company (internal conflict management). External conflict management deals with measures a company must take in order to control its brand, image, customer and stakeholder relations, in circumstances of uncertainties and even open conflicts. It is suitable for students who are interested in developing one's conflict and crisis management abilities, especially in terms of communication.

After completing the course, the student will be able to:

- understand basics of conflict management and resolution in a company.
- understand crisis communication in organizational environment.

Content

The contents include the followings:

- demonstrations, examples, creation of conflict and crisis resolution strategy/plans.
- communication rehearsals and analyses.

Further information

Implementation plan.

Prerequisites

None.

Assessment scale

0-5

Assessment criteria**Assessment criteria - satisfactory (1-2)**

The student can name basic concepts of conflict management, change and crisis communication and the ways of influencing (lobbying). He/she is able to recognise situations where these communication skills are needed. He/she knows the significance of these in terms of advocating welfare of the organisation he/she represents. He/she is able to apply the tools and best practices in simple cases.

Assessment criteria - good (3-4)

The student can explain why conflict management, change and crisis communication, and influencing are important for any organisation. He/she has, to some extent, the ability to apply theories on them in conjunction with real life cases. He/she is able to participate in producing credible and implementable plans for situations where these are needed. The student is able to act in a sustainable way ethically in delicate conflict and crisis situations.

Assessment criteria - excellent (5)

The student is able to take initiative in complex conflict and crisis situations, as well as in lobbying for his/her organisation. He/she is able to co-lead a group responsibly for prompt action that is often required, in terms of preventing the organisation from finding itself in a further predicament. He/she can be entrusted with the role of a spokesperson and mediator even in demanding conflict and crisis cases. He/she understands the significance of trustworthy appearance while addressing demanding cases on behalf of his/her organisation.

NN00FQ18 From Expert to Entrepreneur: 1 op**Credits**

1 - 1

Objectives

This short course provides you with some insights on how to describe your knowledge, skills and competences. You will explore videos, articles, canvases, dialogue and and reflection as tools to get to the bottom of your own ways to build your future.

Learning outcomes

After completing the course you:

- will understand the key elements of identifying and describing your knowledge, skills and competences
- will know how to take your expertise into practice as entrepreneur or employee
- will know how to apply your possibilities in your future working life

Content

1. Identifying your competence
2. Articulating your expertise
3. Putting your know-how into practice

Feedback**Assessment scale**

Pass/Fail

Assessment criteria

Assessment criteria - approved/failed

Approved when you have demonstrated successful work towards the learning outcomes: you understand the main aspects of identifying and describing your knowledge, skills and competences. You can assess your own skills and connect them to your career plans. You have completed the learning assignments in Moodle.

Failed if you have not succeeded in understanding the phenomena of identifying and describing your knowledge, skills and competences. You have not mastered the learning outcomes in a way that you could describe the required skills and assess your own capabilities. Not completing all learning assignments in Moodle.