



<b>GENERAL INFORMATION</b>	
<b>DEGREE PROGRAMME</b>	Degree Programme in Business Administration
<b>PERIOD OF EXECUTION</b>	2013-2016
<b>SCOPE</b>	210 ECTS credits
<b>DESCRIPTION</b>	<p>In the Degree Programme in Business Administration is conducted a Bachelor's degree of Business Administration, the degree name of which is a Bachelor of Business Administration. In the degree programme studies, the skills necessary for business operations and economic development thinking ability are acquired through the means of practice-based studies. The skills that are acquired through these studies are expanded through projects and assignments related to working life tasks and by working with the degree programme's partner companies. Studies for the Degree Programme in Business Administration emphasise internationalisation and diverse student exchange opportunities. For students who are planning on becoming entrepreneurs, personal coaching is available.</p>
<b>LANGUAGE OF STUDY</b>	Finnish
<b>CODE</b>	HBA13S1
<b>DEGREE</b>	Bachelor of Business Administration
<b>DEGREE LEVEL</b>	National Qualifications Framework level 6.
<b>TARGET GROUP AND ADMISSION CRITERIA</b>	<p>The applicant may possess a secondary school certificate, a vocational upper secondary qualification, a vocational or specialist vocational qualification or studies in the capacity of 60 ECTS credits in an Open University of Applied Sciences. All eligible applicants are invited to sit the national entrance examination. The entrance examination consists of three parts: an essay (10 points), multiple choice tasks based on advance information (15 points) and one part which assesses mathematical logical thinking (10 points). In order to successfully complete the test, an applicant must score at least 5 points.</p>
<b>STUDIES</b>	
<b>KEY LEARNING OUTCOMES</b>	<p>The degree programme prepares bachelors of Business Administration with comprehensive business skills that are able to independently obtain special skills quickly and effectively and thereby to develop in line with changes related to working life. The learning objective of the degree programme is that after graduation, bachelors of Business Administration possess wide-ranging professional skills, practical basic knowledge and skills, and the theoretical and practical basics for performing expert business tasks, good communications skills, good language skills, the skills required for international activities, and the conditions for monitoring the development and research in the field, for continuous training and for functioning as a member of society.</p> <p>The core competency that is provided for the clients of the degree programme (Figure 1) is a comprehensive business expertise. The core competency is also the way in which business skills are produced flexibly using business and cooperation partner networks. The clients see both students in the field and working life (in terms of companies, public authorities, the third sector, and intermediary organisations). During their studies, students learn to understand the basics of the business comprehensively, as well as learning how to apply their acquired knowledge in everyday working life.</p>

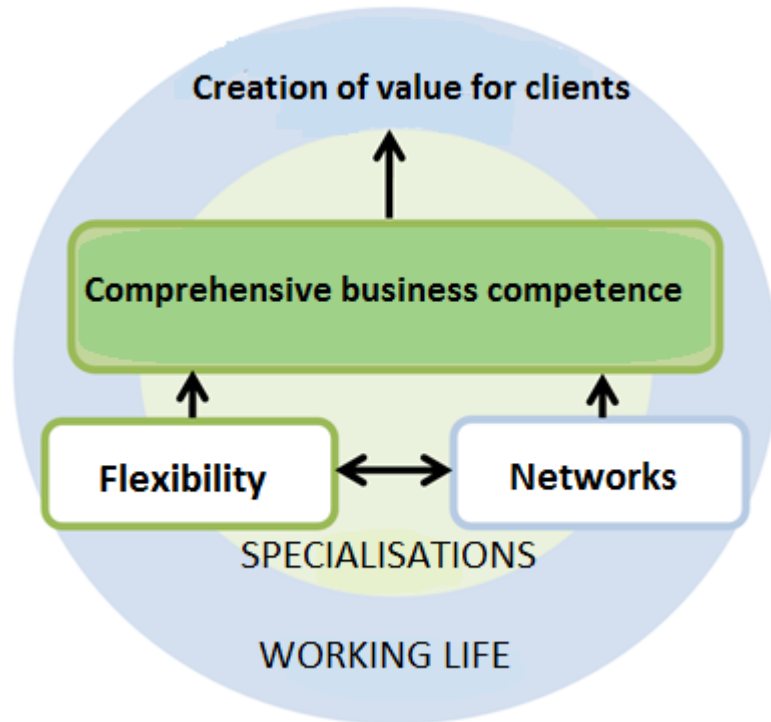


Figure 1 The core competencies of the degree programme

**PROFILE**

Expanding one's working life contacts during the study process will help in obtaining employment after students have completed their studies. Studies at the University of Applied Sciences have a close connection to working life throughout the period in which studies take place. The process of expanding contacts through the Degree Programme in Business Administration with working life is based on the so-called networking model. The aim is to take advantage of the network partners as experts and trainers. In addition to the teachers of the University of Applied Sciences, workplace counsellors and network partners are involved as learning support.

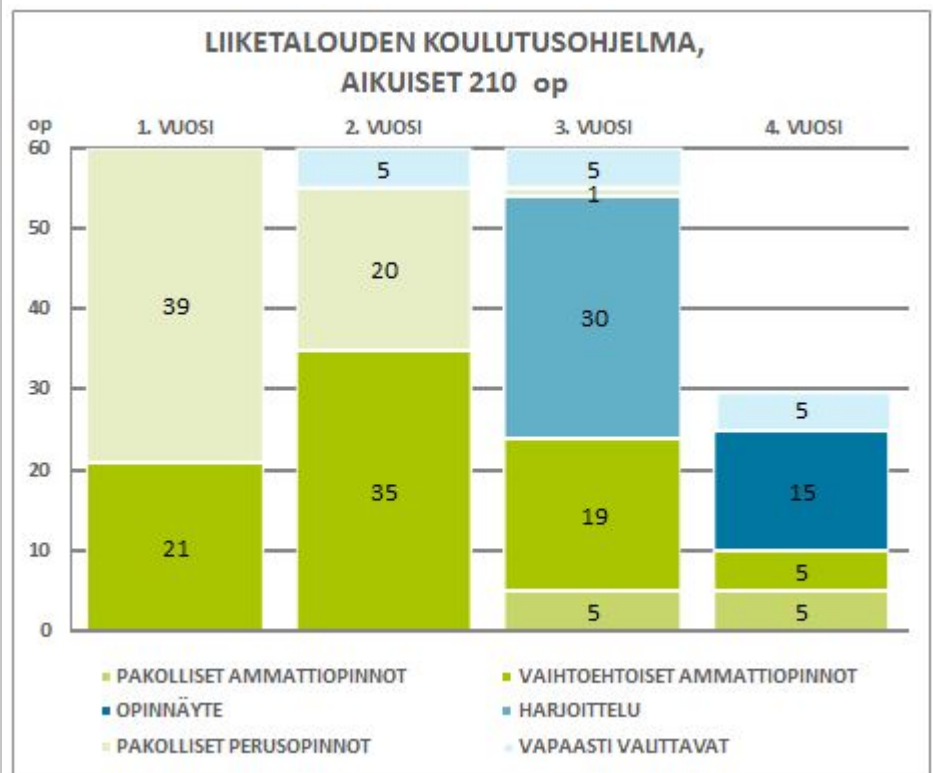
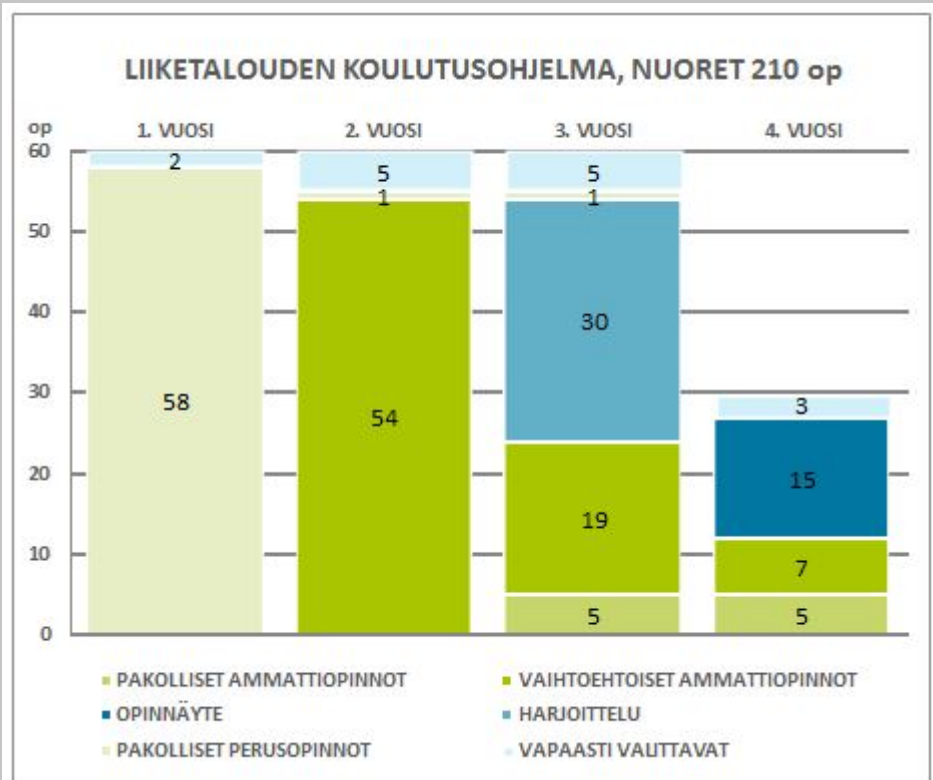
The specialisation options of the degree programme profile the degree programme. The specialisation options of the degree programme are based on the labour and skills needs of the Central Finland area. For each specialisation option in the degree programme, a dense network of working life relevance is built up that contributes to the student's study progress, obtaining placements, and employment in Central Finland. The aim is for more individual guidance, and taking into account the student's skill needs.

The task of the Central Finland region's business life and public agencies is to turn the education and skills into new innovative commercial successes. Research, development and innovation are a central part of student learning and students and staff are expected to possess an active approach to the promotion of the activity. Students take part in projects as part of their studies and receive project experience, as well as credits.

All students are encouraged to take on entrepreneurial activities. Those aiming at such entrepreneurial activities apply for a StartUp entrepreneurship path, which means an individual and personal entrepreneurial coaching programme. For those who plan to become retailer entrepreneurs, a Retailer Entrepreneurship path and online studies that



	<p>provide preparation for the programme are available. JAMK's Generator incubator is designed to promote student entrepreneurial abilities during and after their studies.</p> <p>Central Finland needs internationalised business professionals to support the increasing internationalisation of business. In the degree programme, a study path for an internationalising Bachelor of Business Administration has been developed, which allows studying to take place with those companies that operate in the international markets. In addition to the aforementioned, the goals of internationalisation are as follows:</p> <ul style="list-style-type: none"><li>a) to increase international student mobility, in the form of exchange students, research, development and innovation projects, and practical training</li><li>b) to network international business competence orientated students with local business and industry</li><li>c) to network foreign partners with the degree programme</li><li>d) also to allow the skills of the students who remain in their home country to act internationally.</li></ul>
<b>COURSE STRUCTURE</b>	<p>For students starting the degree studies, an orientation week is organised in which the basic guidance for studies is provided and the grouping of students is supported right at the start phase of the studies. The Bachelor's degree in the Degree Programme in Business Administration (210 ECTS credits) consists of the following:</p> <ul style="list-style-type: none"><li>• basic studies 60 ECTS credits</li><li>• vocational studies 90 ECTS credits</li><li>• elective studies supporting the development of expertise 15 ECTS credits</li><li>• specialization training 30 ECTS credits</li><li>• thesis 15 ECTS credits</li></ul>



(figures are explained for students in English)

It is recommended that students of Business Administration include in their degree programme studies in a foreign language for at least 30 ECTS credits or 10 ECTS credits/year in Finland by studies in a foreign language or abroad as an exchange student. From the student's point of view, the contents of the studies in vocational studies focus either on different subjects such as marketing, finance, or management, or on separate specialisation option in the degree programme for which application takes place after the first year. These specialisation options include, for instance, sports marketing, fashion and retail trade and the financial sector (Figure 2). Specialisation options direct the student's vocational studies so that for those who are selected to reach the specialisation, a number of vocational studies are required, and practical training and the thesis are directed towards the industries of the specialisation or to the work assignments of the specialisation. The specialisations are not identical but their contents and compulsory studies differ from each other.

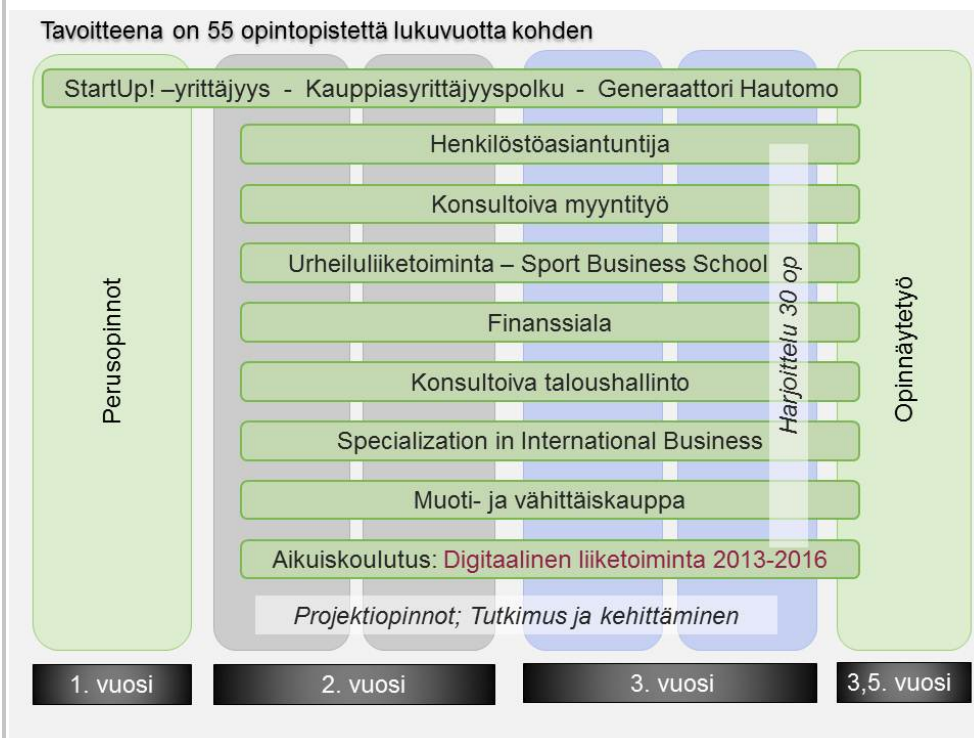


Figure 2: Competence increases in the specialisation options of the degree programme (the figure is explained for students in English)

## COURSE CONTENT AND PERFORMANCE

### The first year of study: study skills and business fundamentals

During the first year, students learn about the profession and the operating environment of the Bachelor of Business Administration, the criteria for economic life, and the criteria for the microeconomic disciplines. Communication skills emphasise international work and communications in a foreign language, along with professional communications. In the spring of the first year, students may wish to apply for the specialisation options of the degree programme. The personal learning plan (PLP) is compiled in the spring of the first year of study. Those wishing to become entrepreneurs will get a personal coach.



Adult education offer: studies are based on a personal study plan. Training is carried out in the form of multiform study and they include both classroom teaching and distance learning. Online studies include all students in the various stages of studies. Study-related learning tasks are to develop the operation of one's own job or other businesses in the field. Studying while working requires a goal-orientated and methodical approach. Also, time management skills, as well as family and employer support, are important for successful learning.

#### **Second year of studies: vocational studies**

The second year of studies focus on expanding the professional knowledge base. Students study according to their personal choices and specialise either on subject areas or on specialisation options of degree programmes. The courses are sequential and competence develops progressively and cumulatively. The students develop good knowledge of their training or professional field, involving the ability of the examination of theoretical knowledge and principles. Some of the most sought-after vocational studies are held twice a year while, on the other hand, part of the advanced studies are held only every other year. In vocational studies, parts of the studies are conducted in the English language.

#### **Third year of studies: project studies, on the job learning and practical training**

In the third study year, a professional skills base or practical skills are developed in particular. The aim of the third year is also a combining of the teaching and the research and development work, as well as on the job training in our working life network ie. student projects that are organised by students, employers and teachers, designed to develop professional skills. During the academic year students will complete 5-10 ECTS credits of required project studies. The project may include, for example, organising an event, carrying out a charity campaign or organising the accounting for a housing company. Practical training is usually carried out during the third year on the basis of a training plan that is approved in advance, mainly in one twenty-week period. Practical training is the best joint module for promoting employment. Students are encouraged to internationalise. It is recommended that all students study at foreign partner institutions of higher education and universities. All of these courses count towards the Bachelor degree in Business Administration. Students may also take practical training abroad.

#### **The fourth year of studies: the thesis and the graduation.**

In the autumn of the fourth year the thesis is completed, as well as the elective courses. The thesis is always prepared for the client. The thesis can cover anything from research, development, testing, or a design and development project. The thesis can also be part of a larger research and development project involving more elements. The thesis will always be reported in writing, and in the thesis a wide range of different ways of implementation are favoured. Elective studies cover either studies which are part of the student's own degree programme, or which are of another degree programme at the University of Applied Sciences, or which are of the Open University of Applied Sciences. Studies may also work as a continued route for studies to complement the work of a student who has completed a vocational qualification. Unlike other elective studies, route studies are carried out at the early stages of the studies.

The course shall be completed within two semesters from its beginning. The exception is the graduation thesis, practical training, special working life oriented project studies, as



	<p>well as extensive courses implemented in a number of semesters. If a course remains incomplete, the student shall start it again, and will again undertake the necessary courses according to the current requirements.</p> <p>In the first contact lesson of a course, a review is carried out of the course's learning objectives and content, along with the different procedures and evaluation criteria; additionally, the possible examination date is agreed upon (the immediate time at which this will be carried out) and the course completion date is announced, after which no further attempts are accepted. Students have the opportunity to try to complete a course a total of three times: during the immediate performance of the course or in two specially determined resit exam times.</p>
<b>LEARNING ASSESSMENT</b>	<p>Learning outcomes are assessed in relation to the course's learning objectives. Assessment decisions are based on the evaluation criteria provided in the course descriptions. Courses are assessed on the assessment scale that is specified in the course description. According to its purpose, the scale may be one of five steps: 5 (excellent), 4 (very good), 3 (good), 2 (satisfactory) and 1 (adequate) or a pass (P) or fail (0). The course has been failed (with a fail (0)) if the student does not achieve the minimum outcomes that are set for the completion of the course.</p> <p>Students have the right to know how the evaluation criteria are applied to their skills. Course performance is recorded in the transcript of records no later than one month after the declared point of completion for the course and always before the end of the academic year.</p> <p>The assessment methods used in various courses in the degree programme may vary, depending on what is deemed to be appropriate in relation to the learning objectives and the target competencies. Assessment can be made in areas such as, for example, on the basis of an exam, portfolio, self-assessment, peer review, client assessment, or a combination of these.</p>
<b>ACCREDITATION AND RECOGNITION OF PRIOR LEARNING (RPL)</b>	<p>The procedures for accreditation are described in the Degree Regulations and in the Study Guide.</p>
<b>MODE OF STUDY</b>	<p>Students can choose courses according to their career path, target profession, or personal interest from the extensive course offering in the Degree Programme in Business Administration. Extensive course offerings allow personalised study options and study careers.</p> <p>Student counselling is systematic, and for each student a personal career tutor is assigned who follows the progress of studies in addition to the study counsellor. Studies can be supervised in both day and evening offerings. In addition, Bachelor's degree studies at other universities of applied sciences and open universities of applied sciences can be accepted for the degree to a limited extent.</p> <p>The centralised separation of youth and adult education has been removed and the students now have a chance to use the flexible learning arrangements required by working life. Additionally, a few students each semester can be admitted to the Open University of Applied Sciences as a student. They carry out their studies together with the actual degree students. Degree students do not choose their studies from the offerings of their own Open University of Applied Sciences.</p>



	<p>The learning process in the Degree Programme in Business Administration is characterised by the fact that the methods of implementation vary by courses, and courses usually include a wide variety of elements such as contact studies, distance learning (eg. virtual learning, online studies, and mobile learning), self-learning, problem-based learning (PBL), team learning, project work, and as on-the-job learning. Studies of day and evening students differ mainly in the course offerings: the course offering for day studies is significantly larger than that for evening studies.</p> <p>In the degree programme, studies are mainly carried out on the premises of the JAMK University of Applied Sciences in Rajakatu Street, Jyväskylä. The youth degree studies are usually organised at the ages of eight to eighteen, and adult degree studies are mainly scheduled between Mondays to Thursdays during 5.00pm to 8.00pm, between two to four nights a week.</p>
<b>PROFESSIONAL GROWTH AND KNOW-HOW</b>	<p>Student activity and initiative are critical issues in the development of skills. The extent of studies, and the planned timing and qualifications which are built up during the training process, are described in the Study Guide. The curriculum of the degree programme is built on competence areas as well as on common and degree programme-specific competencies. More than one course comprises a competence area (for example, the financial sector or marketing) and learning progresses by competence areas. The profession-specific competencies are attached to competence areas and courses, and in these the development of the competence throughout the education process takes place.</p> <p>The competencies that are specific to the Degree Programme in Business Administration are as follows:</p> <ol style="list-style-type: none"><li>1. performance skills</li><li>2. customer relationship and marketing know-how</li><li>3. industry expertise (for example, financial sector expertise, financial expertise in property, public and private sector legal expertise, retail, sports business, etc)</li><li>4. business process know-how</li></ol> <p>The specialisation options highlight on-the-job training and working life cooperation. Those not learning in the specialisation options form their own study module out of the vocational studies of the degree programme appropriate for their own objectives. Students can also use the specialisations to compile suitable competence modules such as, for example, the specialisation for a sales expert can be combined with the specialisation for the sports business or the financial area. In the third year, students develop a professional skills base. Studies focus more and more on practical business tasks. The theses are always prepared for the client and in the specialisations they are prepared for the specialisation partners.</p>
<b>QUALIFICATION REQUIREMENTS AND REGULATIONS</b>	<p>The profession does not have specific qualification requirements that are based on legislation.</p>
<b>ADDITIONAL INFORMATION</b>	<p>Students may be charged separately for the cost of materials where such costs correspond to real life acquisitions or production costs in terms of teaching materials, tools, equipment, or supplies that remain in the student's possession after their education has been completed. If a student obtains similar materials from other sources, he or she is not charged for the cost of materials (Government Decree 1230/2009 2 §).</p> <p>Bachelor's degree programme is free for students.</p>





<b>GRADUATION</b>	<p>The requirement for the receipt of the certificate of Bachelor degree is that students complete the studies for their degree programme during the study period in accordance with the personal learning plan (PLP).</p> <p>JAMK University of Applied Sciences provides students with a certificate of completion of the Bachelor's degree (210, 240 or 270 ECTS credits). A transcript is attached to the certificate. A separate diploma supplement regarding the completion of specialisation options is given to the students.</p>
<b>EMPLOYMENT AND FURTHER STUDIES</b>	
<b>EMPLOYMENT OPPORTUNITIES</b>	<p>Of those students who take part in business administration, youth students find employment in general in new tasks, while adult students return to their former position. Example profiles for those persons who are employed from the Degree Programme in Business Administration are: entrepreneur, business advisor, accountant, salary calculator, service adviser, investment manager, salesperson, sales manager, store manager, customer service manager, director of administration, HR assistant, human resources manager, project coordinator, export seller, export assistant, or teacher.</p>
<b>OPPORTUNITIES FOR POST-GRADUATE STUDIES</b>	<p>After graduation and after about three years of a working life phase, the students of a Bachelor's degree programme can continue their studies in a Master's degree programme. The Master's degree at the University of Applied Sciences is a university level Master's degree. Studies can be continued in various areas such as, for example, by applying for Master's training at universities or the like. After graduating from the University of Applied Sciences it will be possible to continue in foreign institutions of higher education in Master's level degree programmes.</p> <p>JAMK University of Applied Sciences offers continuing education opportunities in specialisation studies, in learning agreement type in-service training, and in working life based continuing education. If a student graduates from the Master's degree programme, he or she can get the opportunity to continue their studies in the scientific or artistic studies at universities (37 §/558/2009). All further studies must be applied for separately.</p>
<b>OTHER INFORMATION</b>	
<b>HEAD OF THE DEGREE PROGRAMME</b>	<p>The person responsible for youth and adult education degree programmes is the Head of Department, Pertti Pernu. 040 8366 920.</p> <p>The programme coordinator for youth education is a principal lecturer by the name of Anne Eskola. The programme coordinator for adult education is the lecturer, Pekka Vanhanen.</p> <p>E-mail addresses are <a href="mailto:firstname.lastname@jamk.fi">firstname.lastname@jamk.fi</a></p>
<b>PROGRAMME PLANNING PROCESS</b>	<p>In addition to the core curricula for the degree level education at JAMK University of Applied Sciences, the starting points for the learning objectives of the Degree Programme in Business Administration are as follows:</p> <ol style="list-style-type: none"><li>1) international quality standards</li><li>2) national education development policies</li><li>3) regional development priorities</li><li>4) general qualification descriptions of a university of applied sciences (descriptions of the Finnish Universities)</li><li>5) where applicable, presentations of the National Qualification Framework (Finnish Universities National Qualifications Framework (NQF) work group results)</li></ol>



	<p>The curriculum is based on the projected future skills and predictable changes of the operating environment. This curriculum is used in the Degree Programme in Business Administration for youth and adult education. The starting point of the design is a drive-like, high-quality degree programme that ensures employment for the graduates, which enables the completion of the degree in a span of three and-a-half years.</p> <p>The degree programme has been a member of the Finnish Higher Education Evaluation Council (FINHEEC) in evaluation of centre of excellence in the academic year 2009-2010. The degree programme was ranked among the top sixteen in the national assessment.</p>
<b>SCHOOL</b>	JAMK University of Applied Sciences School of Business and Services Management, Degree Programme in Business Administration
<b>QUALITY MANAGEMENT</b>	<p>JAMK University of Applied Sciences is using the quality management system that has been audited by the Finnish Higher Education Evaluation Council (FINHEEC). Education is developed on the basis of course feedback collected from students. In addition to course feedback, the student organisation, JAMKO, annually collects feedback from the student union (known colloquially as Grumble Week). The feedback is discussed with the staff of the degree programme. In addition, the Head of Department visits each of the first year student groups that collects immediate feedback.</p> <p>The degree programme collects information in order that the working life relevance of the training process can be ensured and for the development of the training process with the help of studies that are aimed at the business and industry of the area, as well as through obtaining feedback from the Advisory Committee members and cooperation partners of the degree programme. The degree programme participates, according to opportunity, in various quality accreditations and develops activities based on the feedback that has been received from these.</p> <p>The principles of the curriculum are approved by the JAMK University of Applied Sciences Academic Board and by the Vice Rector of the degree programme specific curriculum.</p>
<b>PEDAGOGICAL PRINCIPLES</b>	<p>The degree programme is implemented in accordance with the pedagogical principles established by the University of Applied Sciences Academic Board.</p> <p>For more information: <a href="http://www.jamk.fi/english/aboutus/facts/pedagogical-principles">http://www.jamk.fi/english/aboutus/facts/pedagogical-principles</a></p>
<b>ETHICAL PRINCIPLES</b>	<p>The students and employees of JAMK University of Applied Sciences operate jointly according to the accepted (by JAMK Academic Board on 15.12.2010) ethical principles.</p> <p>For more information: <a href="http://www.jamk.fi/english/aboutus/facts/ethicalprinciples">http://www.jamk.fi/english/aboutus/facts/ethicalprinciples</a></p>
<b>LAST UPDATE</b>	20.12.2012
<b>CURRICULUM APPROVED</b>	21.12.2012 Heikki Malinen, Vice Rector