

INTERNATIONAL SEMESTERS

Academic year 2023-2024

School of Entrepreneurship and Sales

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Autumn semester 2023 (end of August - mid December)

Business Operations Management 1 (recommended to take the module as a whole)			
Course name + link to study guide	Course code	ECTS credits	Prerequisites / quota of students / weekly schedule etc.
Digital Marketing Basics https://opinto-opas.turkuamk.fi/index.php/en/PLIITS22/course_unit/7565	3041249	5	Mon & Thu
B2B Marketing and Sales https://opinto-opas.turkuamk.fi/index.php/en/PLIITS22/course_unit/7568	3041252	5	Mon & Thu
Healthy Meetings and Events https://opinto-opas.turkuamk.fi/index.php/en/PMMWES22/course_unit/11910	KH00BM34	5	Mon & Thu
Sustainable Development and Corporate Responsibility https://opinto-opas.turkuamk.fi/index.php/en/PLIITS22/course_unit/20623	KH00CD78	5	Tuesdays & Fridays
Service Design https://opinto-opas.turkuamk.fi/index.php/en/PLIITS22/course_unit/21014	KH00CE21	5	Tuesdays & Fridays
Communication and cultural sensitivity in service encounters https://opinto-opas.turkuamk.fi/index.php/en/PMMWES22/course_unit/1795	3011585	5	Tuesdays & Fridays
Total		30	

Tourism and Wellness Business (recommended to take the module as a whole)			
Course name + link to study guide	Course code	ECTS credits	Prerequisites / quota of students / weekly schedule etc.
Digital Marketing Basics https://opinto-opas.turkuamk.fi/index.php/en/PMMWES22/course_unit/7565	3041249	5	Mon & Thu
Wellness tourism demand and concepts https://opinto-opas.turkuamk.fi/index.php/en/PMMWES22/course_unit/18670	KH00BY74	5	Mon & Thu
Responsible tourism and wellness business https://opinto-opas.turkuamk.fi/index.php/en/PMMWES22/course_unit/18674	KH00BY78	5	Mon & Thu
Healthy Meetings and Events https://opinto-opas.turkuamk.fi/index.php/en/PMMWES22/course_unit/11910	KH00BM34	5	Mon & Thu
Communication and cultural sensitivity in service encounters https://opinto-opas.turkuamk.fi/index.php/en/PMMWES22/course_unit/1795	3011585	5	Tuesdays & Fridays
Human resources and competence development as competitive advantage https://opinto-opas.turkuamk.fi/index.php/en/PMMWES22/course_unit/18673	KH00BY77	5	Tuesdays & Fridays
Total		30	

Spring semester 2024 (January - end of April)

Business Operations Management 2 (recommended to take the module as a whole)			
Course name + link to study guide	Course code	ECTS credits	Prerequisites / quota of students / weekly schedule etc.
International Economics https://opinto-opas.turkuamk.fi/index.php/en/PLIITS22/course_unit/1850	3041199	5	
Creativity and Innovativeness https://opinto-opas.turkuamk.fi/index.php/en/PLIITS22/course_unit/1880	3041234	5	
Human Resource Management https://opinto-opas.turkuamk.fi/index.php/en/PLIITS22/course_unit/8683	3041248	5	
Leadership https://opinto-opas.turkuamk.fi/index.php/en/PLIITS22/course_unit/1830	3041149	5	
Innovation Project* https://opinto-opas.turkuamk.fi/index.php/en/PLIITS22/course_unit/11744	TE00BL66	10	
Total		30	

*Innovation project is typically a development project implemented in co-operation with a company or another external customer. However, the project may also be a part of Turku University of Applied Science's internal research and development activities, or it can be based on a student's, student team's own project, or business idea. In addition, development projects related to different student competitions are applicable.

Students select their preferred projects they want to work after exhibition.

After completing the course, the student can:

- participate in systematic research and development activities as a responsible member of the project team
- describe the principles of project team operation and project control
- explain the importance of the project's goals to the business of the stakeholders
- use modern tools of project management in project planning and implementation

- solve problems related to project implementation
- apply his/her knowledge to achieve project goals
- document the project
- identify areas of further development related to one's professional skills and is able to deepen one's professional skills according to the project's goals
- evaluate his/her learning and professional development in the project.

More information: <https://innovaatioprojektit.turkuamk.fi/en/capstone-projektit-english/>