

INTERNATIONAL SEMESTER

Academic year 2022-2023

School of Entrepreneurship and Sales

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Autumn semester 2022 (end of August - mid-December)

Entrepreneurship and Sales, Module 1		
on Mondays & Thursdays		
Course name	Course code	ECTS credits
Brand Management	3011657	5
Service Design (on Wednesdays)	3011659	5
Business Models and Marketing	3011665	5
Total		15

Entrepreneurship and Sales, Module 2		
on Tuesdays & Fridays		
Course name	Course code	ECTS credits
Human Resource Management	3041248	5
Financing and Risk Management (on Wednesdays)	3011655	5
B2B Marketing and Sales	3011667	5
Total		15

BusinessAcademy*		
The schedule will be planned with the team and coach		
Course name	Course code	ECTS credits
Marketing Project	KH00BT88	5
Project Management for Entrepreneurs	KH00BT89	5
Total		10

*BusinessAcademy offers you a different way of learning where you are encouraged to test your boundaries and to experiment in an innovative learning environment. At BusinessAcademy, you will learn important project and teamwork skills with an entrepreneurial mindset. For more information, see [Innovation Pedagogy TUAS - Case BusinessAcademy](#), [BusinessAcademy website](#).

Spring semester 2023 (January - end of April/mid-May)

Entrepreneurship and Sales, Module 1		
Module dates to be published later		
Course name	Course code	ECTS credits
Logistics and Supply Chain Systems	3041230	5
Consumer Behavior and Consumption	KH00BV03	5
Cases in International Business	3011663	5
Total		15

Entrepreneurship and Sales, Module 2		
Module dates to be published later		
Course name	Course code	ECTS credits
Customer Oriented Product Development	3011664	5
Innovation Project	TE00BL66	10
Total		15

BusinessAcademy*		
The schedule will be planned with the team and coach		
Course name	Course code	ECTS credits
Marketing Project	KH00BT88	5
Project Management for Entrepreneurs	KH00BT89	5
Total		10

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Optional courses		
The schedule will be planned with the project team		
Course name	Course code	ECTS credits
Research Hatcheries on Circular Economy (REHA)*	TE00BQ93	2-10
Total		2-10

*The Research Hatchery (REHA) is a model in which a multidisciplinary team of students works to solve a circular economy related brief. The need for the brief can rise from a research, development and innovation project, from a client in work life, or from a student. Research Hatchery is led by coaches, people working in the projects and student tutors. In a REHA students learn about the substance and they also develop their innovation competences: creativity, critical thinking, initiative, group work and networking.