

Degree Programme in Business Administration, Turku (210 cr)

English translation, degree programme conducted in Swedish.

Degree: **YH-examen i företagsekonomi**

Qualification title: **Tradenom (YH)**

Duration of studies: **3,5 years**

Study type: **Full-time** 

» [Generic competences](#)

» [Language Information for Students with Swedish or Finnish as Prior Language of Instruction.](#)

Kontaktuppgifter: [Enheter](#) | [Utbildningsansvariga](#)

Code	Name	Cr/year/total					
		1	2	3	4	5	Total
Gru	Core Studies						51 cr
FEKÅTP	Teamwork, Projects and Entrepreneurship	27					27 cr
CA15IN01	• Introduction to Academic Studies <i>The student is familiar with his/her UAS and field of education.</i> <i>The student knows how to study in a smart and efficient manner.</i>	3					3 cr
FEKÅ16TPE01	• Projects <i>The student</i> <ul style="list-style-type: none"> - is able to organize activities of a project group to meet the goals of the external employer - is able to plan, implement, report, present and assess projects - is able to share knowledge within the project group - takes responsibility for his/her own activities and acts in accordance with agreed course of actions 	3					3 cr
FEKÅ16TPE02	• Professional Teamwork 1 <i>The student</i> <ul style="list-style-type: none"> - is able to assess and develop his/her own learning style - is able to share knowledge and learn together with other people - is able to take responsibility for his/her own work process in the team 	3					3 cr
FEKÅ16TPE03	• Business Economy and Entrepreneurship <i>The student</i> <ul style="list-style-type: none"> - understands the significance of a business idea or concept - knows about business development tools - has knowledge about company and organization establishment in Finland - has a positive attitude towards entrepreneurship 	3					3 cr
FEKÅ16TPE04	• Financial Accounting <i>The student</i> <ul style="list-style-type: none"> - is able to record fundamental business transactions and draw up final accounts of a small business activity. - comprehends the theoretical content based on the Accounting Act and understands the principles of double-entry bookkeeping. 	6					6 cr
FEKÅ16TPE05	• Principles of Marketing <i>The student</i> <ul style="list-style-type: none"> - has a good grasp of the fundamental principles of marketing - knows about the importance of customers - is able to carry out customer segmentation - is able to choose the right channels to reach the target group with his/her message 	3					3 cr
FEKÅ16TPE06	• IT <i>The student</i> <ul style="list-style-type: none"> - is able to use word processing programs - is able to utilize programs in order to visualize oral presentations and to create posters - is familiar with the basics of a calculator program 	3					3 cr
YH10SV01	• Swedish <i>The student</i> <ul style="list-style-type: none"> - can communicate coherently and in a professional manner both orally and in writing, in a work context - demonstrates appropriate knowledge of the process of academic writing and a correct use of references - can use different channels to retrieve information and compile reports according to the standard form and layout 	3					3 cr
FEKÅLF	Profitable Entrepreneurship	24					24 cr
FEKÅ17LF01	• Working Environment of Tourism <i>The student</i> <ul style="list-style-type: none"> - has an overall view of the features and structure of tourism industry. - know the industrys actors, visitors and partners 	3					3 cr
FEKÅ16LF02	• Professional Profile and Working Environment of a BBA	3					3 cr

	<p><i>The student</i></p> <ul style="list-style-type: none"> - has knowledge about the career opportunities of a Bachelor of Business Administration - knows about the most important employers on a national level. - is able to use practical tools for identifying and developing his/her prospects in a changing labor market. - is able to search for, utilize and critically assess relevant information in an independent manner. 						
FEKÅ16LF03	<p>• Management Accounting</p> <p><i>The student</i></p> <ul style="list-style-type: none"> - understands the basic prerequisites for a profitable business. - knows how to calculate direct costs and relevant key ratios. 	3					3 cr
FEKÅ16LF04	<p>• Budgeting</p> <p><i>The student</i></p> <ul style="list-style-type: none"> - is able to compile and analyze results, balance sheets and cash flow statements. - understands the role of budgeting in business planning. 	3					3 cr
FEKÅ16LF05	<p>• Economics and Mathematics</p> <p><i>The student</i></p> <ul style="list-style-type: none"> - is capable of carrying out different kinds of economic calculations that are commonly used in companies - can interpret calculations and use calculation programs - can use calculations to support decisions 	3					3 cr
FEKÅ16LF06	<p>• Company Law</p> <p><i>The student</i></p> <ul style="list-style-type: none"> - is familiar with the different business organizations - has knowledge of decision making and responsibility in different types of business organizations 	3					3 cr
CA15FI01	<p>• Finnish</p> <p><i>The student</i></p> <p>Demonstrates ability to present his/her own education, work experience and know-how</p> <p>Is able to cooperate in professional and branch specific situations, in both spoken and written Finnish</p> <p>Has the skills to communicate with different partners and is able to participate in a discussion within the field of work</p> <p>Is able to account for his/her working environment, such as presenting the company or organization as well as its services or products</p> <p>Demonstrates proficiency in the terminology of the field</p> <p>Shows such skills in the Finnish language as are in accordance with the Act on the Knowledge of Languages Required of Personnel in Public Bodies. This means that the student must show satisfactory (grade 1, 2 or 3) or good (grade 4 or 5) skills in speaking and writing. Written and oral skills are assessed separately.</p> <p>Previous knowledge required: B1</p>	3					3 cr
YH10EN01	<p>• English</p> <p><i>The student</i></p> <ul style="list-style-type: none"> - shows the ability to communicate in a professional manner in a work context in speaking as well as writing. - is familiar with essential terminology within his/her field and is able to benefit from professional literature. - has a positive attitude to developing his/her receptive and productive language skills and is familiar with the relevant tools. - is aware of cultural differences in international contexts. 	3					3 cr
Yrk	Professional Studies						60 cr
FEKÅ16FU	Business Management and Development		18				18 cr
FEKÅ16FU01	<p>• Organization</p> <p><i>The student</i></p> <ul style="list-style-type: none"> - knows about different organizational structures and how they affect the organization. - is able to analyze and develop organizational cultures. - is able to identify the internal structures and processes based on the goal, activity and surroundings of an organization. 		3				3 cr
FEKÅ16FU02	<p>• Multi-professional Leadership</p> <p><i>The student</i></p> <ul style="list-style-type: none"> - is comfortable in his/her own professional role. - can apply the basic values and the ethical principles of the profession within his/her own field. - understands the significance of an open attitude. - acknowledges the benefits of having co-workers with diverse qualifications/professional backgrounds. - is able to lead with a reflective and developmental approach and knows how to apply the right leadership style 		3				3 cr

	to the right situation.						
FEKÅ16FU03	<ul style="list-style-type: none">• Human Resource Management <i>knows how personnel management and organisation are connected to a company's business, goals and strategies.</i> <i>knows about the processes and systems of recruitment, human resource development and compensation.</i> <i>understands the connections between the well-being of the personnel and a company's success.</i>		6				6 cr
FEKÅ16FU04	<ul style="list-style-type: none">• Contract Law <i>The student</i> <i>- understands the core problems and issues in legal agreements both nationally and internationally.</i> <i>- learns how to draw up different contracts and thereby avoid typical problems in legal agreements.</i>		3				3 cr
FEKÅ16FU05	<ul style="list-style-type: none">• Business Finnish (Yritysviestintä) <i>The student</i> <i>- masters the typical communication situations within the relevant field of business.</i> <i>- can participate in and work with a company's communications and understands the importance of communications to the success of the company.</i> <i>- is able to use professional Finnish when writing and presenting central documents, is aware of differences in styles and is able to use different styles in communications.</i> <i>- understands the essential parts of articles, texts and news related to his/her own field.</i>		3				3 cr
FEKÅ16KM	Managing Customer Relationships and New Markets		18				18 cr
FEKÅ16KM01	<ul style="list-style-type: none">• Managing Customer Relationships <i>The student</i> <i>- has knowledge about the relevant theories and concepts within customer relations.</i> <i>- is able to develop customer relations by means of processes and models.</i> <i>- is able to analyze customer value and profitability.</i> <i>- is able to use information systems when handling customer relations.</i> <i>- is able to choose the right channels in order to reach the target group with his/her message.</i>		6				6 cr
FEKÅ16KM02	<ul style="list-style-type: none">• Market Analysis <i>The student</i> <i>- is familiar with the market analysis process.</i> <i>- is able to use the necessary tools to carry out a market analysis.</i> <i>- is able to give an oral, written and visual presentation of the results of a market analysis.</i> <i>- is able to make decisions based on the results of a market analysis.</i>		6				6 cr
FEKÅ16KM03	<ul style="list-style-type: none">• Professional English <i>The student</i> <i>- masters the typical communication situations within the relevant field of business</i> <i>- can participate in and work with a company's communications and understands the importance of communications to the success of the company.</i> <i>- is able to use professional English when writing and presenting central documents. The student is also aware of differences in styles and knows how to use different styles in communications.</i> <i>- understands the essential parts of articles, texts and news related to his/her own field.</i>		3				3 cr
FEKÅ16KM04	<ul style="list-style-type: none">• Elective Foreign Language 1 <i>The student</i> <i>- understands the importance of proficiency in language and culture in order to be able to communicate effectively within the business sector.</i> <i>- possesses a positive attitude towards further developing his/her receptive and productive language skills.</i> <i>- has knowledge of the essential structural features of the language and can adapt these in common practical situations in working and everyday environments.</i>		3				3 cr
FEKÅ16TU	Development Activities of a BBA			12			12 cr
FEKÅ16TU01	<ul style="list-style-type: none">• Research and Examination Methods <i>The student</i> <i>- is able to identify relevant research questions of the field within the discipline.</i> <i>- is able to identify and present the research problem.</i> <i>- is able to apply ethical principles to the research process.</i> <i>- understands the importance of scientific literature within selected area of study.</i> <i>- is able to apply qualitative and quantitative research methods to the research problem.</i>			3			3 cr

FEKÅ16TU02	• Statistics <i>The student</i> <ul style="list-style-type: none"> - knows how to read and use data and information from statistics. - is able to use simple statistical methods within quantitative research. - is able to search and manage information as well as utilize the sources of information within his/her own field of business. - is able to critically evaluate information and take a comprehensive view. 			3			3 cr
FEKÅ16TU03	• Development Activities <i>The student</i> <ul style="list-style-type: none"> - is able to work in a systematic and flexible manner within research and development projects. - is able to develop his/her skills within research methodology, qualitative and quantitative research methods as well as scientific writing. - is able to carry out applied research and give a report of the work according to Novia University's writing instructions for thesis. 			6			6 cr
FEKÅ16ES	Economy and Society			12			12 cr
FEKÅ16ES01	• National Economy <i>The student</i> <ul style="list-style-type: none"> - understands the importance of a comprehensive view of the national economy and its effect on the environment. - is familiar with the central concepts and theories in economy. - is familiar with the characteristics of international business. - is able to understand the connection between current events and theories of national economy. 			6			6 cr
FEKÅ16ES02	• Labour Law <i>The student</i> <ul style="list-style-type: none"> - has knowledge about and is able to apply central legislation to working life. - is familiar with different types of organizations in working life and understands how to establish and maintain a working relationship. - understands how business can be organized in situations of change. 			3			3 cr
FEKÅ16ES03	• Elective Foreign Language 2 <i>The student</i> <ul style="list-style-type: none"> - understands the importance of proficiency in language and culture in order to be able to communicate effectively within the business sector. - possesses a positive attitude towards further developing his/her receptive and productive language skills. - has knowledge of the essential structural features of the language and can adapt these in common practical situations in working and everyday environments. 		3				3 cr
YrkMf	ELECTIVE PROFESSIONAL STUDIES						45 cr
FEKÅ16MF	The Customer, Trademark and Legal Aspect		15				15 cr
FEKÅ16MF01	• Marketing Communications and PR <i>The student</i> <ul style="list-style-type: none"> - is able to develop and apply a marketing communications plan. - is able to draw up a message adapted to the target group and select the right channel, both internally and externally. - knows about current media and knows how to utilize them in communications. - knows about measuring the results of marketing communications. - is able to integrate PR as a part of marketing communications. 		6				6 cr
FEKÅ16MF02	• Building and developing brands <i>understands the importance of branding for a business.</i> <i>knows the main theoretical models and processes for brand building.</i> <i>can analyse, build and develop a brand.</i> <i>knows how to communicate the brand internally and externally.</i> <i>knows how to measure brand performance.</i>		6				6 cr
FEKÅ16MF03	• Market Law <i>The student</i> <ul style="list-style-type: none"> - knows about the laws and regulations which control marketing, such as consumer protection, inappropriate practices, digital channels, competition, etc. 		3				3 cr
FEKÅ16MK	New Markets, New Communication			21			21 cr

FEKÅ16MK01	• Visual Communication <i>The student</i> <ul style="list-style-type: none"> - is familiar with the theoretical frameworks of graphic design. - is proficient in techniques that draw attention. - is able to set up visual marketing based on the channel, the profile of the target group as well as the budget. - understands the significance of cultural differences within visual communication. - is aware of the judicial limitations within visual communication. 			6			6 cr
FEKÅ16MK02	• Marketing Projects 1 <i>The student</i> <ul style="list-style-type: none"> - is able to plan, implement and assess a marketing project of his/her own choice. - is able to collaborate with an external employer and keep her/him up to date about the development of the project. - is able to apply the right theory to the project. - is able to create a budget for a project and present the income statements. 			3			3 cr
FEKÅ16MK03	• Digital Marketing <i>The student</i> <ul style="list-style-type: none"> - knows about current techniques and is able to utilize digital channels for reaching the target groups. - is able to compose his/her message correctly depending on the channel used. - has knowledge about measuring and analyzing the effect of marketing in digital channels. - is able to integrate digital marketing by means of traditional channels. - knows how to compose digital marketing in a profitable manner. 			6			6 cr
FEKÅ16MK04	• From international to global marketing <i>understands the context of going global.</i> <i>is familiar with different alternatives of internationalization.</i> <i>can analyze a company's prerequisites for international activities and plan an activity such as export-/import plan, market entry, global market mix.</i> <i>adopts a new, modern marketing approach with new strategies and new ways of acting</i>			6			6 cr
FEKÅDM	Service Design and Marketing				9		9 cr
FEKÅ16SDM01	• Service Design <i>The student</i> <ul style="list-style-type: none"> - is able to create offers related to service design as well as develop services with a multiprofessional approach. - realizes the connection between service design, development of business- and activities. - understands how service design can produce added value to the customer. - is familiar with service design methods and is able to use them in his/her work in an innovative and creative manner. 				6		6 cr
FEKÅ16SDM02	• Marketing Projects 2 <i>The student</i> <ul style="list-style-type: none"> - is able to plan, implement and assess a marketing project of his/her own choice. - is able to collaborate with an external employer and keep her/him up to date about the development of the project. - is able to apply the right theory to the project. - is able to create a budget for a project and present the income statements. 				3		3 cr
YrkTm	ELECTIVE PROFESSIONAL STUDIES						45 cr
FEKÅ16RN	Regional and National Tourism Development			15			15 cr
FEKÅ16RNT01	• National Tourism Development <i>The student</i> <ul style="list-style-type: none"> - is able to use the characteristics of the regional and national culture when developing tourism. - regards cultural heritage as a resource for tourism and understands the balance between financial and cultural values in this context. - can produce cultural tourism products according to the principles of sustainable development. - is familiar with different types of tourists, their motives, needs and behaviour. 			6			6 cr
FEKÅ16RNT02	• Regional Tourism Development <i>The student</i> <ul style="list-style-type: none"> - has an overall view of the different areas and characteristics of the tourism industry. - has knowledge of the tourism industry of the region. - is able to develop regional strengths within the tourism industry while taking sustainable development into consideration. 			3			3 cr

FEKÅ16RNT03	• Event Planning <i>The student</i> <ul style="list-style-type: none"> - can describe events as a phenomenon in tourism industry. - understands the significance of events in the development of tourist destinations. - can develop and organize different types of events by means of relevant methods. 		6				6 cr
FEKÅ16IT	International Tourism Development			12			12 cr
FEKÅ16ITM01	• Tourism Planning and Development <i>is able to analyze the dynamics of interactions between the economic, sociocultural, environmental and political impacts of travel and tourism on a local and a global level.</i> <i>understands the concept and practice of tourism planning and development in both developed and developing countries.</i> <i>understands that tourism small and medium-size enterprises can be a key factor for success in shaping a destination.</i>			6			6 cr
FEKÅ16ITM02	• Intercultural Issues in Tourism <i>becomes familiar with issues related to (inter)culturality in tourism and is able to make practical implications of these matters.</i> <i>is aware of the relationship between culture and principles of sustainability.</i> <i>knows about Finland's major inbound and outbound tourism markets and is provided with tools to communicate effectively and bridge cultural differences when working in an international environment.</i>			3			3 cr
FEKÅ16ITM03	• Global Tourism and Future Trends <i>is familiar with current and possible future trends which impact on global travel and tourism.</i> <i>understands the relationship between principles of sustainability and the development and management of global tourism.</i>			3			3 cr
FEKÅ16ET	E-Tourism at Tourist Destinations			9			9 cr
FEKÅ16ET01	• Introduction to E-Tourism <i>The student</i> <ul style="list-style-type: none"> - is familiar with central terminology and contemporary development within E-Tourism. - understands the connection between IT development, the tourist and tourism industry. 			3			3 cr
FEKÅ16ET02	• E-Tourism for the Purpose of Developing and Directing Tourism <i>The student</i> <ul style="list-style-type: none"> - knows about the information- and communication strategy used by tourism companies and organizations. - is able to evaluate different digital information channels that are used by the tourist when seeking for information. - is able to see how tourism in a destination can undergo operative development by means of DMS. - is able to identify the digital development that will have an effect on the future tourism industry. 			6			6 cr
FEKÅ16SDU	Service Design and Experience Production				9		9 cr
FEKÅ16SDU01	• Service Design <i>The student</i> <ul style="list-style-type: none"> - is able to create offers related to service design as well as develop services with a multiprofessional approach. - realizes the connection between service design, development of business- and activities. - understands how service design can produce added value to the customer. - is familiar with service design methods and is able to use them in his/her work in an innovative and creative manner 				6		6 cr
FEKÅ16SDU02	• Experience Production <i>The student</i> <ul style="list-style-type: none"> - knows about the characteristics of an experience room. - is able to use selected working methods in experience production. - has advanced knowledge about service development and marketing of experience products. 				3		3 cr
Yrkrv	ELECTIVE PROFESSIONAL STUDIES						45 cr
FEKÅ16BB	Accounting and Financial Statements		15				15 cr
FEKÅ16BB01	• From Accounting to Balancing the Books <i>The student</i> <ul style="list-style-type: none"> - is familiar with accounting and balancing the books 		6				6 cr

	<ul style="list-style-type: none"> - understands how periodizing affects the results of the financial statements - is able to refer to laws, decrees and other sources when balancing the books - is able to apply the ethical principles of the profession - is able to present the financial statement - is able to use an accounting program. 					
FEKÅ16BB02	• Payroll Administration <i>The student</i> <ul style="list-style-type: none"> - is able follow the laws of employment and working conditions in practice - has knowledge about the collective bargaining agreement and is able to apply the correct bargaining agreement - masters the basic principles of payroll administration 	3				3 cr
FEKÅ16BB03	• Income and VAT Taxation <i>The student</i> <ul style="list-style-type: none"> - has knowledge about the procedures related to income taxation of private individuals and different types of companies as well as the knowledge about value added taxation in business. 	3				3 cr
FEKÅ16BB04	• Integrated Accounting Systems <i>The student</i> <ul style="list-style-type: none"> - has proficiency in the most essential features of an integrated accounting system. - understands how the different components form an integrated unity. - is able to plan and organize a simple accounting system. 	3				3 cr
FEKÅ16EG	Management Accounting and Auditing		21			21 cr
FEKÅ16EG01	• Operations Inspection and Audit <i>The student</i> <ul style="list-style-type: none"> - has knowledge about and understands the basic principles and essential theories within the field of operations inspection and audit. - is able to carry out inspection and audit processes as well as produce oral and written reports about them. 		3			3 cr
FEKÅ17EG02	• Financial Statement Analysis <i>The student</i> <ul style="list-style-type: none"> - understands the importance of adjusting the report in the context and of making appropriate key performance indicator analyses. 		3			3 cr
FEKÅ16EG03	• Financial management and reporting <i>understands the relationship between financial management and corporate governance.</i> <i>understands the importance of financial reporting in the decision-making process.</i> <i>can identify key success factors for an operation.</i> <i>is able to develop and use key measures in order to analyse and improve the operations of a company.</i>		6			6 cr
FEKÅ16EG04	• Financing and financial markets <i>understands the key elements of the financial markets including various forms of financing.</i> <i>knows how to raise capital for a company.</i> <i>can manage investments in financial instruments and portfolios.</i>		6			6 cr
FEKÅ17EG01	• Risk Management and Internal Control <i>The student</i> <ul style="list-style-type: none"> - knows the meaning of risk management and internal control in an organization - knows risk management methods and structures for building an internal control - knows how to do a risk analysis and make an action plan 		3			3 cr
FEKÅ16DR	Service Design and Accounting			9		9 cr
FEKÅ16DR01	• Digitalization and Accounting <i>The student</i> <ul style="list-style-type: none"> - understands the significance of digitalization to the field of accounting and can use digitalization for the purpose of achieving higher quality and efficiency within accounting. - is able to create offers related to service design as well as develop services with a multiprofessional approach. 			6		6 cr
FEKÅ16DR02	• Project in Accounting <i>The student</i>			3		3 cr

	<ul style="list-style-type: none"> - is able to plan, implement and assess an optional project within accounting - is able to collaborate with an external employer and keeps him/her up to date about the development of the project - takes responsibility for his/her own work and understands the consequences - is able to apply the correct theory and appropriate legislation to the project. 						
Val	Elective Studies						9 cr
FEKÅ16VAL	Elective Studies		6	3			9 cr
Pra	Work Placement						cr
FEKÅ16PR	WORK PLACEMENT	9	9		12		30 cr
FEKÅ16PR01	• General Work Placement <i>General Work Placement</i> <i>The student</i> <ul style="list-style-type: none"> - is able to express his/her goals for learning and plan working tasks. - is able to organize his/her own activities. - acts independently in different work communities and can initiate own suggestions for development. - is familiar with different forms of activity in companies and organizations. - is aware of responsibility regarding sustainable development at work. - is able to apply competences acquired during his/her period of study. - has created own networks and contacts for future professional needs. - is able to document and evaluate his/her own performance in relation to earlier experiences and theoretical knowledge. 	9					9 cr
FEKÅ16PR02	• Business Work Placement <i>The student</i> <ul style="list-style-type: none"> - is able to express his/her goals for learning and plan working tasks. - is able to organize his/her own activities. - acts independently in different work communities and can initiate own suggestions for development. - is familiar with different forms of activity in companies and organizations. - is aware of responsibility regarding sustainable development at work. - is able to apply competences acquired during his/her period of study. - has created own networks and contacts for future professional needs. - is able to document and evaluate his/her own performance in relation to earlier experiences and theoretical knowledge. 		9				9 cr
FEKÅ16PR03	• Specialization Work Placement <i>The student</i> <ul style="list-style-type: none"> - is able to express his/her goals for learning and plan working tasks. - is able to organize his/her own activities. - acts independently in different work communities and can initiate own suggestions for development. - is familiar with different forms of activity in companies and organizations. - is aware of responsibility regarding sustainable development at work. - is able to apply competences acquired during his/her period of study. - has created own networks and contacts for future professional needs. - is able to document and evaluate his/her own performance in relation to earlier experiences and theoretical knowledge. 				12		12 cr
EXA	Bachelor's Thesis						cr
FEKÅ16EX	DEGREE THESIS			15			15 cr
FEKÅ16EX01	• Degree Thesis 1 <i>The student</i> <ul style="list-style-type: none"> - is able to adapt practical and theoretical competences on current problems within his/her own field of business. - has a critical and analytical view and is able to act according to ethical principles. - is able to develop problem areas and can raise relevant research questions. - can be responsible for and describe and argue for the choice of methods when accomplishing assignments or projects. - reflects on, documents and reports development processes - demonstrates professional competence. 			5			5 cr
FEKÅ16EX02	• Degree Thesis 2 <i>The student</i> <ul style="list-style-type: none"> - is able to adapt practical and theoretical competences on current problems within his/her own field of business. - has a critical and analytical view and is able to act according to ethical principles. 			5			5 cr

	<ul style="list-style-type: none"> - is able to develop problem areas and can raise relevant research questions. - can be responsible for and describe and argue for the choice of methods when accomplishing assignments or projects. - reflects on, documents and reports development processes - demonstrates professional competence. 						
FEKÅ16EX03	<p>• Degree Thesis and Maturity Test <i>The student</i></p> <ul style="list-style-type: none"> - is able to adapt practical and theoretical competences on current problems within his/her own field of business. - has a critical and analytical view and is able to act according to ethical principles. - is able to develop problem areas and can raise relevant research questions. - can be responsible for and describe and argue for the choice of methods when accomplishing assignments or projects. - reflects on, documents and reports development processes - demonstrates professional competence. 			5			5 cr