

EUROACADEMY

Faculty of Business Management

1. Name of the Curriculum	Ärijuhtimine
2. Name of the Curriculum in English	Business Management
3. Higher education level	<i>Professional higher education</i>
4. Study form(s)	<i>Full-time study and part-time study</i>
5. Educational establishment	<i>EuroAcademy</i>
6. Volume of Curriculum (ECTS)	<i>180 ECTS</i>
7. Nominal duration of studies	<i>3 years</i>
8. Curriculum group	<i>Business and administration</i>
9. Curriculum code in Estonian Education Information System (EHIS)	<i>137098</i>
10. Language(s) of instruction	<i>English</i>
11. Other languages needed for achieving the study outcomes	
12. First registration of the Curriculum	<i>05.01.2012</i>
13. Date of approval of the curriculum version in the educational establishment	<i>25.08.2015 by EuroAcademy's Senate 25.08.2015 the NPO Eesti Euroinfo Ühing Managing Board</i>
14. Admission requirements	<i>Secondary education or corresponding foreign qualifications; interview at the admissions commission. In the language of instruction, the language level B2 is needed, if the previous education has not been acquired in the language of instruction.</i>
15. Curriculum's major speciality (or specialities) and their volume (ECTS)	<i>Major speciality: Business management (180 ECTS)</i>
16. Minor(s), other possible specializations and their volume (ECTS)	<i>Specializations: Management in the area of culture (18.0 ECTS) Management in the area of tourism (18.0 ECTS)</i>
17. Goals of the Curriculum	<ul style="list-style-type: none"> • <i>To provide broad-based economic and business education, offering systematic economics-theoretical knowledge and company management and economy knowledge and skills, providing prerequisites for work in various offices in business and other organisations or for continuing studies in the Master programme.</i> • <i>To deepen the general knowledge about society and economy, underlying formation of social competence and the capacity to react to changes in the society, expected from higher education.</i> • <i>To develop the capacity for independent work and the analytical skills, enabling the person having passed the programme to be an independent competent decision-maker in his professional activity.</i>

18. Outcomes of study	<p><i>The person having passed the curriculum:</i></p> <ul style="list-style-type: none"> • Will possess the knowledge about general functioning of the economy and major areas of business management and its problems, possessing professional competencies (in conformity with requirements of the professional standard „Business manager IV“) enabling him or her to work as a specialist or manager in various offices in business and economic organisations: the skills for working as business manager; the skills for working in accounting and finance area; the skills for working in the area of marketing; the skill to be an entrepreneur; the person having passed the major in culture management will possess additionally the skills to manage the culture organisations and projects. • Will have a systemic overview of theoretical bases of economy and business, of their basic concepts and research methods. He/she will be able to view as a system the economic and business processes. • Will understand the fields of application of various areas of business and their interdisciplinary links. • Will be able to formulate and analyse the business management related problems and initiate the projects, to find suitable methods and technologies to solve the professional problems and to estimate various solutions. • Will know the communication skills and information and communications, necessary for professional activity. He or she will be ready for cooperation with various target groups and he or she will be capable of teamwork and leading the team. • Will be able to participate in the language of instruction and English, in specialist discussions, being able to explain the problems considered both verbally and in written. • Will be ready to participate in civic society, being aware of the role of his/her professional activity and its consequences and ethical problems. • Will be able to determine the needs for complementary education and will have the prerequisites for taking the Master programme.
19. Name of diploma or academic degree(s) upon graduation	<p><i>Diploma of professional (applied) higher education</i></p>
20. Documents issued upon graduation	<p><i>Diploma of professional higher education, Transcript of records, Diploma Supplement in English</i></p>
21. Short description of the Curriculum structure	<p><i>Structure of Curriculum:</i></p> <p>Obligatory modules (total 117 ECTS) <i>General modules (29 ECTS), incl.:</i> <i>General subjects (23 ECTS)</i> <i>Languages (6 ECTS)</i> <i>Basic modules (88 ECTS), incl.:</i> <i>Economical-theoretical framework of business (9 ECTS)</i> <i>Informatics and mathematics (15 ECTS)</i> <i>Management (13.5 ECTS)</i> <i>Marketing management (10.5 ECTS)</i> <i>Accounting and finance management (20.5 ECTS)</i> <i>Entrepreneurship (19.5 ECTS)</i></p> <p>Modules of elective subjects (14 ECTS to be elected) <i>Economy</i> <i>Management and entrepreneurship</i> <i>Accounting</i> <i>Module of other subjects</i></p> <p>Optional subjects (6 ECTS) Term paper (3 ECTS) Seminar (3 ECTS) Practice (27 ECTS) Graduation thesis (10 ECTS) Module of specialization:</p>

	<i>Culture management (18 ECTS)</i> <i>Tourism management (18 ECTS)</i>
22. Options for completing the Curriculum	<i>The possibility to get specialization in management of culture area</i> <i>The possibility to get specialization in management of tourism area</i>
23. Graduation requirements	<i>Completing the curriculum in its full scope, including the defence of the graduation thesis.</i>
24. Additional information	<i>Dean of Faculty of Business Management Maret Branten PhD, Phone 6115807</i> <i>E-mail: maret@euroakadeemia.ee; www.euroakadeemia.ee</i>

CURRICULUM MODULES, THEIR GOALS AND STUDY OUTCOMES

GENERAL MODULES:

Name of Module: General subjects		Volume: 23.0 ECTS
Goals	To provide the general modern world outlook and skills needed to a specialist in business and economy. To form the necessary social competence, providing general knowledge about the society and basic skills to act as member of the contemporary society. To teach basics of research.	
Study outcomes	<p>The person having passed the module:</p> <ul style="list-style-type: none"> • Will possess knowledge about society and economy: Will know the philosophical treatments of the world. Will orient in bases of law. Will orient in principles and legislative framework of the European Union. Will be aware of ecological and environmental protection problems. • Will be able work with computer: Word, Excel, PowerPoint, possibilities of Internet. • Will be able to carry out elementary research. 	
Assessment of module: As per subjects, basing on the general grading system		
Subjects		
Code	Name of subject	Volume ECTS
GPEN6060	Computer studies	3.0
GPEN6020	Law Fundamentals	3.0
GPEN6080	Office Work Management	2.0
GPEN6010	Philosophy	3.0
GPEN6100	Fundamentals of Ecology and Environmental Protection	3.0
GPEN6045	EU Fundamentals and Institutions	3.0
GPEN6030	Innovatics	3.0
GPEN6090	Fundamentals of Research	3.0

Principles of selection: Obligatory module

Name of module: Languages		Volume: 6.0 ECTS
Goals	To teach the foreign languages, in order to provide the ability to communicate internationally in speciality: the ability to read specialist articles and books in a foreign language, to communicate with the business partners, to participate at international conferences, to explain his/her position verbally and in written.	
Study outcomes	The person having passed the module: Will have mastery of English and English business language on level B2.	
Assessment of module As per subjects, basing on the general grading system		

Subjects		
Code	Name of subject	Volume ECTS
K090	Business English	6.0
K001	Estonian	6.0
K002	Russian	6.0
K050	French (A1)	6.0
K060	Italian (A1)	6.0
K070	German (A1)	6.0
K080	Spanish (A1)	6.0

Principles of selection: It is obligatory to pass the language programmes in the scope of 6 ECTS (Business English). Other languages can be studied as elective or optional subjects.

BASIC MODULES: they will provide a systemic understanding of functioning and problems of economy and business area, basic competences in specialty (total 88 ECTS)

* The noted subjects are not envisaged in the culture management direction

** The noted subjects are not envisaged in the tourism management direction

Name of module: Basic module 1. Economical-theoretical framework of business		Volume: 9.0 ECTS
Goals	To provide knowledge in area of economical theory and economical politics, being theoretical framework for treatment of business and entrepreneurial processes. To present the regularities of general functioning of the economy: macro- and micro-economical model. To teach perceiving the impact of macro- and micro-economical processes on entrepreneurship. To give an overview of the goals of economic policy and possibilities to realise them.	
Study outcomes	The person having passed the module: <ul style="list-style-type: none"> • Will know theoretical foundations of economy and have knowledge of general functioning of economy. • Can use the concepts of macro- and microeconomics and their regularities for perceiving and analysing the concrete economical situations • Can visualise the company and business processes in the macro- and micro-economical context • Will have the knowledge of feasibility and consequences of use of different economical-political levers 	
Assessment of module As per subjects, basing on the general grading system		
Subjects		
Code	Name of subject	Volume
BPEN1010	Foundations of economic policy**	3.0
BPEN1020	Microeconomics	3.0
BPEN1030	Macroeconomics	3.0

Principles of selection: Obligatory module

Name of module: Basic module 2. Informatics and mathematics		Volume: 15.0 ECTS
Goals	To provide knowledge in mathematics and possibilities of application of mathematics at solving mathematical tasks. To teach statistical methods. To provide basic knowledge on use of quantitative methods in economical and business analysis. To teach applications of business information technology.	
Study outcomes	The person having passed the module:	

	<ul style="list-style-type: none"> • Can solve the tasks of economy, by use of economical mathematics and apparatus. • Will know and can use the statistical methods. • Will be able to use in practice the above skills. • Is well versed with solutions of modern information technology.
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Assessment of module As per subjects, basing on the general grading system

Subjects

Code	Name of subject	Volume ECTS
BPEN1040	Informatics	3.0
BPEN1050	Information technology	4.5
BPEN1060	Business mathematics*	4.5
GPEN6050	Methods of Statistics	3.0

Principles of selection: Obligatory module

Name of module: Basic module 3. Management **Volume: 13.5 ECTS**

Goals	To teach the theoretical bases of management of organisations and use of theory in various situations.
Study outcomes	<p>The person having passed the module:</p> <ul style="list-style-type: none"> • Will know the fundamental principles of organisation and human resource management and various concepts. • Will know the main activities of management and basic competences of manager and leader. • Will have the knowledge of build-up of organisation and distribution of work, organisation behaviour and organisation culture. • Will regard as important the formation of values and human relations in organisation. • Is capable of teamwork and can solve conflicts. • Can consciously select between different management styles • Will know the problem range of the area, can analyse different management situations and choose solutions • Will be knowledgeable about ethical problems of management.

Assessment of module As per subjects, basing on the general grading system

Subjects

Code	Name of subject	Volume ECTS
GPEN6160	Basics of management	3.0
BPEN1070	Organisational behaviour	4.5
BPEN1080	Strategic management	3.0
BPEN1090	Personnel management	3.0

Principles of selection: Obligatory module.

Name of module: Basic module 4. Marketing management **Volume: 10.5 ECTS**

Goals	To provide basic knowledge of marketing as functional area of business management. To teach price formation. To teach logistics.
Study outcomes	<p>The person having passed the module:</p> <ul style="list-style-type: none"> • Will know the problems of marketing area. • Can analyse the market situations and use various marketing techniques. • Can do market research. • Will know the principles of price formation and can apply them. • Will know ethics of marketing.

	<ul style="list-style-type: none"> • Will have an overview of problems and importance of marketing communication. • Can solve the logistical tasks 	
Assessment of module As per subjects, basing on the general grading system		
Subjects		
Code	Name of subject	Volume ECTS
BPEN1100	Marketing	4.5
BPEN1110	Price formation**	3.0
BPEN1120	Logistics*,**	3.0

Principles of selection: Obligatory module.

Name of module: Basic module 5. Accounting and financial management		Volume: 20.5 ECTS
Goals	<p>To provide knowledge of economic accounting as a system, about finance of the company and institutions related to financial activity of the company – banks and stock exchange.</p> <p>To teach legal and conceptual framework of financial accounting (accountancy) and carrying out economical accounting in the company. To provide the fundamental knowledge about the management of company finance and sources of financing. To teach money and banking and the matters concerning securities.</p>	
Study outcomes	<p>The person having passed the module:</p> <ul style="list-style-type: none"> • Will know the legal and conceptual framework of financial accounting • Will have mastery of methods and process of financial accounting. • Can draw and analyse the financial reports of the company. • Will know the alternative accounting methods and can make a choice between them. • Is knowledgeable about the ethical issues of financial accounting. • Can make a choice between different financing and investing possibilities. • Will know the principles of banking. • Will be knowledgeable about securities and transactions with them. • Can operate as an accountant. 	
Assessment of module As per subjects, basing on the general grading system		
Subjects		
Code	Name of subject	Volume ECTS
BPEN1130	Financial and management accounting	7.0
BPEN1140	Securities and stock exchange*,**	4.5
BPEN1150	Money and banking**	4.5
BPEN1160	Company finance*	4.5

Principles of selection: Obligatory module

Name of module: Basic module 6. Entrepreneurship		Volume 19.5 ECTS
Goals	<p>To provide knowledge about business management as an interdisciplinary area of activity, whose basic functional components are management, marketing management and financial management. To teach the matters relating to founding a company and management thereof. To provide an overview of entrepreneurial environment and legislative framework of entrepreneurship</p>	
Study outcomes	<p>The person having passed the module:</p> <ul style="list-style-type: none"> • Will be able to perceive the links between various domains and problems of business and business management as an interdisciplinary area of activity, 	

	whose functional components are management, marketing management and economical accounting and finance management <ul style="list-style-type: none"> • Will have a systemic overview of business • Can analyse the entrepreneurial environment and markets • Can estimate the possibility and potential of creating a company • Can draw a business plan • Can set up a virtual business 	
Assessment of module As per subjects, basing on the general grading system		
Subjects		
Code	Name of subject	Volume ECTS
BPEN1170	Foundations of business management	3.0
BPEN1180	Virtual business*	3.0
BPEN1190	Organisation of company	4.5
BPEN1200	Business law	3.0
BPEN1210	Labour law	3.0
BPEN6210	Project management	3.0

Principles of selection: Obligatory module

MODULES OF SPECIALISING

Name of module: Management of culture		Volume: 18.0 ECTS
Goals	To teach the issues of economics and management of culture organisations and projects.	
Study outcomes	The person having passed the module: <ul style="list-style-type: none"> • Will be able to market the cultural events. • Will be able to fund culture organisations and projects. • Will be able to work with creative people. 	
Assessment of module As per subjects, basing on the general grading system		
Subjects		
Code	Name of subject	Volume ECTS
BPEN5010	Foundations of creative economy	4.5
BPEN5020	PR techniques in culture	3.0
BPEN5040	Marketing in culture	2.5
BPEN5050	Organisation of activity of the cultural institutions	2.0
BPEN5060	Culture finance	3.0
BPEN5070	Advertising in culture	3.0

Principles of selection: module must be selected to provide specialising in culture management

Name of module: Management in the area of tourism		Volume: 18.0 ECTS
Goals	To teach questions of economics and management of tourism organisations and projects.	
Study outcomes	The person having passed the module: <ul style="list-style-type: none"> • Will be able to work in tourist organisations holding various positions 	
Assessment of module Per subjects, on the basis of a general assessment system		
Subjects		
Code	Name of subject	Volume ECTS
BPEN6010	Basics of tourism economy	4.0

BPEN6020	The world's tourism geography	4.0
BPEN6030	Organisation of travelling insurance	3.0
BPEN6040	Organisation of tourism servicing	4.0
BPEN6050	Tourism management	3.0

Principles of choice: the module must be selected for acquiring the speciality Tourism Management

ELECTIVE SUBJECTS MODULES: will enable to deepen the specialist knowledge upon student's option; to elect subjects within 14.0 ECTS.

Name of module: Electives module 1. Economy		
Goals	To deepen the knowledge of the area of economy.	
Study outcomes	The person having passed the subjects of the module will have an in-depth knowledge of the area of economy.	
Assessment of module As per subjects, basing on the general grading system		
Subjects		
Code	Name of subject	Volume ECTS
BPEN3010	Estonia's development scenarios	3.0
BPEN3020	History of economy	3.0
BPEN3030	International Economic Strategy	3.0
BPEN3040	Foreign economy and trade	4.5
RPEN1220	Economic and Financial Policies of the EU	2.5

Name of module: Electives module 2. Management and entrepreneurship		
Goals	To deepen the knowledge of the area of management and entrepreneurship.	
Study outcomes	The person having passed the subjects of module will have an in-depth knowledge of the area of management and/or entrepreneurship.	
Assessment of module As per subjects, basing on the general grading system		
Subjects		
Code	Name of subject	Volume ECTS
BPEN3050	Management programmes on computer	3.0
GPEN6220	Small entrepreneurship	3.0
BPEN3060	Business ethics	3.0
GPEN6200	Law of Obligations	3.0
BPEN3070	Law of Property Act	3.0
GPEN6170	Protection of intellectual property	3.0
BPEN3080	Consumer behaviour and consumer protection	3.0
BPEN3150	Analysis of company competitiveness	3.0
BPEN3090	Occupational safety and occupational health	3.0

Name of module: Electives module 3. Accounting		
Goals	To deepen knowledge of the area of economic accountancy.	
Study outcomes	The person having passed the subjects of module will have an in-depth knowledge of the area of economic accountancy.	

Assessment of module As per subjects, basing on the general grading system		
Subjects		
Code	Name of subject	Volume ECTS
BPEN3100	Yield on investments	2.0
BPEN3110	Accounting programmes on computer	2.0
BPEN3120	Taxation and public finance	4.5

Name of module: Electives module 4. Module of other subjects		
Goals	To deepen selectively different specialist knowledge.	
Study outcomes	The person having passed the subjects of module will have learned the languages and/or culture study/sociology/psychology	
Assessment of module As per subjects, basing on the general grading system		
Subjects		
Code	Name of subject	Volume ECTS
GPEN6130	Cultural Studies	3.0
K030-K080	Languages from the languages module	Every language 6.0
GPEN6140	Sociology	3.0
GPEN6120	Psychology	3.0
RPEN1170	Public relations and mass media	3.0
GPEN6190	Protocol and etiquette	3.0
RPEN1040	International organisations	3.0
GPEN6180	EU Environmental Security	3.0

Optional subjects		Volume at least 6.0 ECTS
Goals	To enable the student to elect subjects according to his/her preferences and interests from other EuroAcademy curricula, from other Estonian higher schools or those of foreign countries.	
Study outcomes	Will depend on elected subject. In addition to that, experience and widening of world outlook resulting from mobility.	
Assessment	Transfer of ECTSs on general bases	

Principles of selection: obligatory as regards 6 ECTS

Term paper BPEN4050		Volume 3.0 ECTS
Goals	To develop the student's abilities for independent research work. To deepen knowledge of the area in which the term paper is written.	
Study outcomes	The person having passed the module: <ul style="list-style-type: none"> • Will be able to carry out research and process and analyse the data. • Will be able to organise the results of research. • Will be able to present the research. • Will possess enhanced knowledge in topic of the term paper. 	
Assessment	On the basis of general grading system	

Principles of selection: obligatory

Seminar BPEN1220		Volume 3.0 ECTS
Goals	To provide specialist knowledge in topical issues. To deepen the skills of the students in independent work by preparing the seminar topics. To deepen the skills of students for speaking up and participating in teamwork.	

Study outcomes	The person having passed the module: <ul style="list-style-type: none"> • Will be able to compose abstracts and papers. • Will be able to speak up and defend his/her positions. • Will be able to work in a team.
Assessment	On the basis of general grading system

Principles of selection: obligatory

Practice BPEN4000		Volume 27.0 ECTS
Goals	To enable the student to get an idea of practical work of companies /organisations, their structure, management, objectives etc. To enable the student to get work experience, by using the theoretical knowledge acquired.	
Study outcomes	The person having passed the module: <ul style="list-style-type: none"> • Will be able to use the learned knowledge in actual work environment. • Will possess the specialist work experience. • Will be aware of the need for continuous work-related complementary education. • Will possess understanding of work organisation and management of institutions /organisations. 	
Assessment	On the basis of general grading system	
Code	Name of subject	Volume ECTS
BPEN4001	1st practice. Organisation of work at company	9.0
BPEN4002	2nd practice. Organisation of management in a company	9.0
BPEN4003	3rd practice. Pre-diploma practice	9.0

Principles of selection: obligatory

Graduation thesis BPEN7000		Volume: 10.0 ECTS
Goals	To provide the experience of independent scientific work and to find out about the ability to use the knowledge acquired during the period of instruction.	
Study outcomes	The person having passed the module: <ul style="list-style-type: none"> • Will be able to use the matters learned at setting up the problem, focussing on it and solving it. • Will be able to work with theoretical sources. • Will be able to carry out empirical research and process the data. • Will be able to prepare for publication of a scientific research. • Will be able to present the work. 	
Assessment	Assessment will take place at public defence of the graduation thesis and it is graded	

Principles of selection: obligatory

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