

Obiettivi formativi e Piano di Studi

The BBA in Entrepreneurship - developed with the support of Tiimiakatemia JAMK University of Applied Sciences - is structured into three years plus one additional semester for the thesis.

Students are budding entrepreneurs, creating their own real companies and learning how to lead them.

The programme will provide students with the global mindset and the soft-skills required by international employers.

The proximity with the business community will give students an understanding of the different business management practices opened up for them more career opportunities once graduated. The graduates can in fact be also more appealing to international companies interested in business development on a global scale.

MATERIA	ECTS	MATERIA	ETCS
Development as an Expert 1	5	Global project management	5
Development as an Expert 2	5	From young leadership to programme leaders	10
Development as an Expert 3	5	International project 1	5
Entrepreneurship	3	International project 2	10
Innovation week	3	Financial Management	10
Digital Skills	3	Quality Assurance	10
Communication skills	3	Leadership in Practice	10
English for working life	5	Marketing Project 1	5
Marketing	5	Marketing Project 2	5
Management	5	Event project	10
Introductory Economics	5	Coaching project	15
Global Business Environment	3	International study tour	15
Service Systems	5	Team leader programme	10
Introduction to Accounting	5	General manager of the team enterprise	15
International Commercial Law	3	Team Entrepreneurs leadership pro-gramme	30
Business Mathematics	3	Entrepreneur's Path	30
Basic of marketing research	4		
Leadership	7		
Leadership and Management Skills	7		
Customer Service and Sales Skills	6		
Marketing Skills	6		
Partnership and Networking Skills	6		
Creativity and Innovation Management	6		
Knowledge management	6		
Brand management	6		
Producer Skills	5		
Innovation Road Programme	10		
Entrepreneur Coaching	15		