

**TURKU UNIVERSITY OF APPLIED SCIENCES**  
(Faculty of Business and Life Sciences)



**INTERNATIONAL DISTANCE LEARNING PROGRAMME**

PROFESSIONAL SPECIALISATION STUDIES 2010  
**EXECUTIVE MBA PROSPECTUS**

(In collaboration with)  
**WWEDU World Wide Education**



## Introduction

### *Background*

The International Distance Learning Programme is a joint initiative between the Turku University of Applied Sciences and WWEDU, World Wide Education, Austria. The objective of the programme is to offer professional specialization courses of Turku University of Applied Sciences to students irrespective of their location without compromising on quality. Students get access to the same high-quality education that we are proud to deliver to our students.

### *Recognition of Professional Specialization Studies*

Professional specialization studies are part of adult education and they aim to develop already acquired skills and knowledge in a certain field of specialization. The Turku University of Applied Sciences is established under the Polytechnics Act 315/2003 under government decree on UAS/Polytechnics (352/2003 including amendments) which defines the objectives, extent and overall structure of UAS / polytechnic degrees.

The Ministry of Education confirms the degree programmes of UAS / polytechnics, and within the framework of these regulations, the UAS / polytechnics decide on the content and structure of their programmes in more detail. The UAS / polytechnics also decide on their annual curricula and forms of instruction. The universities of applied sciences provide education for Bachelor's and Master's degrees, which are professionally oriented.

Under separate regulations concerning continuing education, *täydennuskoulutus*, Universities of Applied Sciences are allowed to offer professional specialisation programmes that enhance the professional development of adult students. The executive Master of Business Administration Programme of the University is a continuing education programme that awards students the title of Master of Business Administration (MBA). The Specialization studies at Finnish Universities of Applied Sciences are based on the Act 351/2003, Ordinance 352/2003 and Ordinance 256/1995 issued on Universities of Applied Sciences studies.

The Executive MBA will be audited and certified by the Turku University of Applied Sciences as part of the Continuing Education Programme and accepted by WWEDU World Wide Education. The title awarded for the graduate is Executive MBA.



## About the Executive MBA

The Executive Master's programme has been designed to increase the ability and readiness of the student to face and manage the changes in working environment. This programme will increase the opportunities in applying for more challenging positions and give skills and knowledge for becoming an entrepreneur or managing innovation and change in organisations. The general objective of the post-graduate level of professional specialisation studies in university of applied sciences is to correspond to the demand of higher skills and expertise in business life. The aim of the programme, based on the requirements proposed by development of the work life, is to equip the student with an adequate knowledge and skills to be able to work in management, development and other specialist tasks in business.

The Programme is provided by the Business and Life Science Faculty of the Turku University of Applied Sciences and delivered via distance learning by WWEDU World Wide Education.

There are three Specialisations- General Management, Bio-Business and IT Management.

### **General Management**

The objective of this programme is to provide students in full time employment with the praxis-oriented knowledge and skills required to successfully accomplish management assignments. Taken into account is the demand for internationalisation, the constantly increasing orientation towards market economies, the use of new information and communication technologies and increasing inter-cultural challenges. The modular structure of the studies together with the pallet of lecture blocks and distance study elements (streaming, learning on demand, offline learning) provided, is geared towards the special situation of students in full time employment. The management and specialist positions in internationalising small and medium sized companies operating in an environment of fierce competition are demanding more and more specialised skills. There is a demand for commercialisation of innovations both in high-tech and in-growth service companies. Deeper knowledge is also required in project management and implementation of R&D projects.

**Language of Instruction:** English/German

### **Structure**

Common Obligatory Studies	30 ECTS
Core Specialisation Studies	15 ECTS
Elective Specialisation Studies	15 ECTS
Extensive Project Report	30 ECTS

**TOTAL** **90 ECTS**



<b>Course name</b>	<b>ECTS credits</b>	
<b>COMMON OBLIGATORY STUDIES</b>		<b>30</b>
Methodological Studies	5	
Marketing 1	5	
Management I	5	
Business Law	5	
Information Technology	5	
Accounting and Controlling	5	
<b>SPECIALISATION STUDIES</b>		
<b>Core</b>		<b>15</b>
Strategic Management	5	
International Marketing	5	
Strategic Human Resource Management	5	
<b>Electives</b>		<b>15</b>
Management II	5	
Marketing II	5	
Communications Studies	5	
International Law	5	
Leadership	5	
International Business Strategies	5	
Marketing III	5	
International Political Economy	5	
Managing Non-Profit Organisations	5	
Disaster and Relief Management	5	
Innovation and Technology Management	5	
<b>Extensive Project Report</b>	<b>30</b>	
<b>TOTAL</b>		<b>90</b>



## Bio-Business

The objective of this Executive MBA specialisation in Biobusiness is to develop skills at the crossroads of business and life sciences. The program was developed following a study of the skill needs of the biotechnology industry in Europe. It prepares students to understand the biotechnology industry and the models and strategies need to support the commercialisation and internationalisation of biotechnology firms. It is suitable for students with previous education in business studies and life sciences/healthcare who aspire to work in the biotechnology and pharmaceutical industries, or employees of biotech firms. The studies in this part of the programme should provide students the tools to lead a life science business, to network and establish partnerships and to commercialise and internationalise their innovative technologies and products.

**Language of Instruction:** English

### Structure

<b>Course name</b>	<b>ECTS credits</b>
<b>COMMON OBLIGATORY STUDIES</b>	<b>30</b>
Methodological Studies	5
Marketing 1	5
Management I	5
Business Law	5
Information Technology	5
Accounting and Controlling	5
	5
<b>SPECIALISATION STUDIES</b>	
<b>Core</b>	<b>15</b>
Innovation and Technology Management	5
Innovation and New Venture Creation	5
Intellectual Property Rights	5
<b>Electives</b>	<b>15</b>
International Technology Transfer	5
Strategic Management	5
Life Science Studies	5
High-Tech Marketing	5
Leading a Biotech Firm	5
Drug Development Process	5
Pharma and Biotech Industry Analysis	5
<b>Extensive Project Report</b>	<b>30</b>
<b>TOTAL</b>	<b>90</b>



## IT Management Specialisation

The ICT industry is a fast-moving yet fragmented. For firms to succeed, they need to understand the complexity of the industry and to identify the core competences that drive organizational outcomes. The course emphasizes the business processes in the development and commercialisation of ICT products and services. Special attention will be given to outsourcing in the ICT industry. The MBA with specialisation in IT Management is designed for professionals in the ICT industry with the aim to developing their skills in business orientation to ICT and software design. The programme offers in-depth knowledge in the design, development, commercialisation and internationalisation of ICT products. It also looks at the transfer, adoption and diffusion of ICT.

**Language of Instruction:** English

### Structure

<b>Course name</b>	<b>ECTS credits</b>	
<b>COMMON OBLIGATORY STUDIES</b>		<b>30</b>
Methodological Studies	5	
Marketing I	5	
Management I	5	
Business Law	5	
Information Technology	5	
Accounting and Controlling		
<b>SPECIALISATION STUDIES</b>		
<b>Core</b>		<b>15</b>
Software Development Process	5	
Intellectual Property Rights for IT	5	
Information Technology II	5	
<b>Electives</b>		<b>15</b>
E-Business	5	
The Giants of Telecommunications	5	
High-Tech Marketing	5	
Knowledge Management	5	
Global Innovation Development in IT	5	
Outsourcing IT Services	5	
International Business Strategies	5	
Project Management	5	
<b>Extensive Project Report</b>	<b>30</b>	
<b>TOTAL</b>		<b>90</b>



## HOW TO APPLY

### **Application deadlines:**

There are no application deadlines. Due to the distance learning nature of the studies, students can begin their studies at any time.

### **Admission Requirements**

Applicants should generally meet the admission requirements to a Post-Graduate Studies Finland. Candidates must also have at least 3 years work experience. Work experience could be experience gained while taking a degree, professional studies or after graduation experience. Applicants to the Executive MBA must be holders of a Bachelor's Degree or a Professional or vocational post-secondary certificate with relevant work experience. In determining the eligibility for studies, students will also be evaluated on their non-diploma education and training which may be counted into credits.

### **Instructions for Applying**

Candidates should fill in the Application form at the end of this document and return by surface mail or email to WWEDU Worldwide Education (TUAS@wwedu.com) . Once an application has been received, Turku University of Applied Sciences will make a decision about the eligibility of candidates.

Please allow a period of at least 4 weeks from the day of submitting your applications for processing.

Following your successful application, you will receive a package by mail that includes:

- An Acceptance Letter signed by Turku University of Applied Sciences
- Instructions for Studying
- Tuition Fee payment instructions

### **CONTACT PERSON AT THE FACULTY OF LIFE SCIENCES AND BUSINESS STUDIES**

**The Executive MBA Programme is a Professional Specialisation Programme under the Faculty of Business and Life Sciences. As such, ALL enquiries should be directed at the faculty and not the International Coordinators of TUAS or the general admissions office of the university.**



TURUN AMMATTIKORKEAKOULU  
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- Eila Jylhä, Programme Manager
- Foster Ofosu, International Distance Learning Programme Manager
- Ana Kupri, International Distance Learning Programme Coordinator

**CONTACT PERSONS AT WWEDU / INSTRUCTION LANGUAGE**  
[TUAS@wwedu.com](mailto:TUAS@wwedu.com)

Oliver Schuster (Austria) / English

Sheila Coker (Finland) / English

Christian Kupetz (Austria) / German