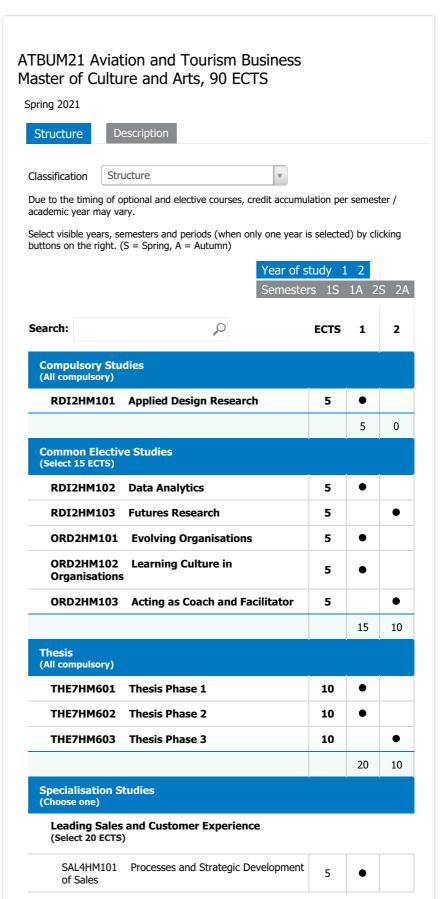


CURRICULA ARCHIVE ?SEARCH FOR COURSES

IN FINNISH

HOME > MASTER'S STUDIES > ATBUM DEGREE PROGRAMME IN AVIATION AND TOURISM BUSINESS > **AVIATION AND TOURISM BUSINESS**





ch:	٥	ECTS	1	2
SAL4HM102 Organisation	Developing Sales Oriented	5	•	
SAL4HM103 and Leading	Development of Customer Journey Customer Experience	5		•
SAL4HM104	Online Store as Sales Channel	5		•
Communication	on and Marketing Management)			
COM4HM101	Strategic Brand Management	5	•	
COM4HM102	H2H Communication	5	•	
COM4HM103	Digital Marketing Technologies	5		•
COM4HM106 Production	Leading Creative Planning and	5		
Digital Busine Select 20 ECTS	ess Opportunities			
DIG4HM101	Digital Service Design	5	•	
DIG4HM102	Business Analytics	5	•	
DIG4HM103	Robotic Automation	5		(
DIG4HM104	Emerging Technology Opportunities	5		(
DIG4HM106 Business	Artificial Intelligence in Modern	5		
Experience Ec Select 20 ECTS	conomy and Designing Services			
EXP4HM101	Service Design	10	•	
EXP4HM102 Transformation	From Services to Experiences and ons	5	•	
EXP4HM103	Brand Experience Development	5		
EXP4HM104 Networks	Design Service Systems and Value	5		•
EXP4HM005 Methodology	Imagineering with Lego Serious Play	5		
Leadership an (Select 20 ECTS)	nd Human Resource Management)			
LEA4HM101 Management	Strategic Human Resources	5	•	
LEA4HM102	Leadership Clinic	5	•	
LEA4HM103	Reflective Leadership	5	•	
LEA4HM104 Brand	Employee Experience and Employer	5	•	
LEA4HM105	Conscious Leader	5		
LEA4HM106 Organisations	Diversity and Inclusion in Global	5		•
Strategic Thin Select 20 ECTS	king and Management)			
STR4HM101 Strategies	Strategic Thinking and Growth	5	•	
STR4HM102	Strategy in Practice	5	•	
	Experimental and Engaging Strategy	5		

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STR4HM10 Economy	4 Responsible Business and Sharing	5		•
STR4HM10	5 Strategic Financial Management	5		,
Entrepreneu (Select 20 ECT	urial Business Management TS)			
ENT4HM10	2 From Opportunities to Business	10	•	
ENT4HM10 Resources	6 Growth Through Entrepreneurial and Networks	10		
			85	8
Free-Choice Si Select 20 ECTS)				
Information (Select 0-20 E	Services and Systems CCTS)			
ICT4HM101	1 Cloud Services	5	•	
ICT4HM102	2 ICT Management Best Practices	5	•	
ICT4HM103 Blockchain	3 ICT Security Basics from Trust to	5	•	
		5		
ICT4HM104 Developme				
		5		
Developme	5 Enterprise ICT Architecture	5		'
Developme	5 Enterprise ICT Architecture 6 ICT Sourcing		•	,
Developme ICT4HM105 ICT4HM106	Enterprise ICT Architecture ICT Sourcing Air Transport Management	5	•	
Developme ICT4HM105 ICT4HM106 ATB8HM101	Enterprise ICT Architecture ICT Sourcing Air Transport Management Airport Management	5 5	•	
Developme ICT4HM109 ICT4HM100 ATB8HM101 ATB8HM102 ATB8HM103	Enterprise ICT Architecture ICT Sourcing Air Transport Management Airport Management	5 5 5	• •	