

ABBA Degree Programme in Aviation Business Bachelor of Business Administration, 210 ECTS

Bachelor of Business Administration

- Programme
- Curricula
- Implementations

Name and level of education

Bachelor of Business Administration (BBA) and the Finnish title of tradenomi

Admission requirements and applications

Universities of Applied Sciences Act 932/2014, Section 25

Before applying see the admission criteria at [Studyinfo](#)

Scope and duration

210 ECTS, 3.5 years

Recognition of learning

Read more about the principles of recognition of learning at Haaga-Helia. [Recognition of learning](#)

Mode of study

Full-time day programme

Language of tuition

The degree programme is conducted in English.

The studies include a certain amount of Finnish areal studies and a choice of other areal studies.

Finnish students are also offered a number of learning activities in Finnish and Swedish languages.

Requirements and decrees

Completion of the courses specified in the curriculum, compulsory work placement, a thesis and maturity test.

The Government Decree on Universities of Applied Sciences 1129/2014.

Study attainments and assessment

Find out more about the degree regulations and assessment process of Haaga-Helia [Degree regulations](#)

Targets and structure

Porvoo Campus curriculum is based on competences that are needed in the future work life. Creativity, critical thinking and ability to solve problems are competences that are needed in the future. You are engaged in real and practical projects which prepares you for your future career. You will have a chance to make study trips abroad, create business ideas and organize events such as DigiDay, Campus does Good and Business Idea Fair. You also study in learning camps and reading circles.

This is what our students have said:

“I have learnt to challenge myself, do things faster and more efficiently and evaluate myself.”

“We learn through practice by engaging in real projects instead of sitting in lectures. In my opinion this prepares us better for work life and helps to adapt theory into practice.”

A graduate of Aviation Business Bachelor degree programmes on Porvoo Campus will have a clear and comprehensive understanding of aviation business and its operational environment, such as airports, airlines, cargo, safety, and regulations. The graduate will be flexible and competent to operate across various tasks in dynamic and changing professional context of aviation business, prepared to forecast future developments. The graduate will have a solid professional background and readiness to lead continuous self-development. During the studies, the graduate will master information gathering, analysis, and critical thinking. The graduate will excel at applying the knowledge in project work.

All studies will take place in an international multicultural environment, which will enable the graduate with intercultural skills. The graduate will also have strong teamwork skills, the right attitude for sales and service, and entrepreneurial approach.

Programme contents:

Core studies 60 ECTS

Professional studies 60 ECTS

Specialization studies 30 ECTS

Free-choice studies 15 ECTS

Work placement 30 ECTS

Bachelor's thesis 15 ECTS

Internationalisation

Most of the learning takes place in real-life projects for aviation businesses operating internationally. This opens up doors for the students and helps them develop their networks already during the studies. This makes it easier for graduates to find jobs both in Finland and abroad.

A study period abroad is recommended. It can be exchange, work placement, project or thesis work. The programme itself offers a multicultural laboratory in daily work.

Work placement and cooperation with the business community

Learning takes place projects. In most of the modules the students work for a aviation business company on challenges assigned by the company. Learning is work and work is learning.

On Porvoo Campus, learning takes place in authentic and demanding worklife projects led by multicultural groups. These projects commissioned by representatives of aviation business companies and organizations help students develop professional networks already during the studies.

Career opportunities

Learning with business life opens up doors for the students and helps them develop their networks already during the studies. This makes it easier for graduates to find jobs both in Finland and abroad.

A bachelor of Business Administration on Porvoo Campus might be employed in various industries with several professional titles, some of which may include for instance:

Customer service specialist
Sales manager or assistant
Sales analyst
Traffic and product planner
Marketing manager or assistant
Account manager
Entrepreneur

Postgraduate studies

[Master's Degree studies](#)

[Non-Degree studies in Haaga-Helia](#)

University studies

Alumni activities

[Read more about the Haaga-Helia's alumni and join the international network.](#)

Contact information

Haaga-Helia University of Applied Sciences
Porvoo Campus
Taidetehtaan­katu 1
FI-06100 Porvoo

Porvoo Study Services: +358 400 230 405
email: [studyservices.porvoo\(at\)haaga-helia.fi](mailto:studyservices.porvoo@haaga-helia.fi)

Porvoo Campus Info +358 40 488 7444
email: [porvooinfo\(at\)haaga-helia.fi](mailto:porvooinfo@haaga-helia.fi)

Haaga-Helia operator +358 9 229 611

Degree Programme Director (temp)
Mrs Kiti Häkkinen
email: kiti.hakkinen(at)haaga-helia.fi

Degree Programme in Aviation Business

Tunnus	Nimi	Summa
ABBA22	Degree Programme in Aviation Business	195-210
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ARE1AB1-1004	Areal Studies 1	10
FIN1PO101	Welcome to Finland 1	5
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NRD1PO101	Nordiska studier 1	5
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PROFESAB-1004	Professional Studies	60
INS2AB2-1004	Learning Camp	10
INS2PO221	Learning Camp 3 – Safety and Risk Management in Aviation	5
INS2PO202	Learning Camp 4 – Orientation to thesis writing	5
BUS2AB2-1004	Aviation Business Operations	10
BUS2AB201	Managing Aviation Business Operations	5
BUS2AB202	Customer Experience in Aviation Business Models	5
LEA2AB20-1004	Organisational Management and Leadership	10
LEA2AB201	Leading Human Resources in Aviation Business	5
LEA2AB202	Developing Human Resources in Aviation Business	5
LEA2AB22-1004	Advanced Sales and Entrepreneurship	10
LEA2AB221	Leading Sales and Business Development	10
SAL2AB2-1004	Sales and Marketing in Aviation Business	10
SAL2AB201	Marketing and Sales in Aviation Business	5
SAL2AB202	Service Design and Branding in Aviation Business	5

ARE2AB2-1004	Areal Studies 2	10
ASA2PO201	Asian Areal Studies 1	5
ASA2PO202	Asian Areal Studies 2	5
COD2PO201	Applied Coding 1	5
COD2PO202	Applied Coding 2	5
GER2PO201	German Areal Studies 1	5
GER2PO202	German Areal Studies 2	5
RUS2PO201	Russian Areal Studies 1	5
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ADVANCEAB-1004	Advanced Studies	30
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FREECHAB-1004	Free Choice Studies	15
PLACEAB-1004	Work Placement	30
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THE7HH803	Thesis Phase 3	0-5
THE7HH804	Maturity Test	0

ABBA22 Degree Programme in Aviation Business: 210 op**BASICSAB-1004 Basic Studies: 60 op****INS1AB1-1004 Learning Camp: 10 op****INS1PO101 Learning Camp 1 – Learn to learn: 5 op****Osaamistavoitteet**

Moduulissa kehitetään seuraavia osaamisalueita: itseohjautuvuus, erilaisten oppimistapojen ymmärtäminen, yhteistyötaidot, joustavuus ja ammatillisuus, globaali ajattelutapa, reflektointi- ja esiintymistaidot sekä digitaalisten työvälineiden hallinta.

Sisältö

- tutkivan ja kehittävän oppimisen strategiat
- tavoitteiden ja virstanpylväiden asettaminen
- toimiminen ryhmissä, ryhmädynamiikkaelementit
- orientoituminen Porvoo Campuksen ICT-työkaluihin ja digitaalisiin alustoihin
- Haaga-Helian raportointiohjeet
- Porvoo Campuksen business-etiketti ja etiikka
- globaali ajattelutapa

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Moduuli on tarkoitettu aivan ensimmäiseksi opintojaksoksi eikä sillä ole lähtötasovaatimuksia.

Lisätiedot

Vastuupettaja:

Maria Ruohola

Arviointikriteerit**Arvosana 1**

Opiskelija pystyy asettamaan joitain henkilökohtaisia tavoitteita ja refleктоimaan niitä ohjatusti. Hänellä on melko rajoittunut tietämys tulevista opinnoistaan ja kyvystään työskennellä kansainvälisessä ympäristössä. Opiskelija on sisäistänyt heikosti Porvoo Campuksen oppimiskulttuurin ja -metodit. Hän osaa auttavasti käyttää opinnoissa tarvittavia perustyökaluja ja oppimisalustoja. Hän kykenee ilmaisemaan itseään ja ymmärtämään muita auttavasti. Opiskelijalla on rajoittunut kyky analysoida ja reflektoida itseään oppijana. Hän pystyy jonkin verran suunnittelemaan tulevaa lukukautta yhdessä muiden opiskelijoiden ja ohjaajien kanssa. Opiskelija kykenee arvioimaan aikaisempia suunnitelmia ja tekemään korjauksia ainoastaan kun hän saa ulkopuolista apua ja tukea. Opiskelijan panos projektin suunnitteluun, toteutukseen ja arviointiin on minimaalinen. Opiskelija tarvitsee ylimääräistä tukea muilta opiskelijoilta ja ohjaajilta suorittaakseen tehtäviä.

Arvosana 3

Opiskelija pystyy asettamaan henkilökohtaisia tavoitteita ja refleктоimaan niitä jonkin verran. Hänellä on melko hyvä tietämys tulevista opinnoistaan ja kyvystään työskennellä kansainvälisessä ympäristössä. Opiskelija on sisäistänyt melko hyvin Porvoo Campuksen oppimiskulttuurin ja -metodit. Hän osaa käyttää opinnoissa tarvittavia perustyökaluja ja oppimisalustoja. Hän kykenee

ilmaisemaan itseään ja ymmärtämään muita. Opiskelijalla on kyky analysoida ja reflektoida itseään oppijana. Hän pystyy suunnittelemaan tulevaa lukukautta yhdessä muiden opiskelijoiden ja ohjaajien kanssa. Opiskelija kykenee arvioimaan aikaisempia suunnitelmia ja tekemään joitakin korjauksia. Opiskelija osallistuu itsenäisesti projektin suunnitteluun, toteutukseen ja arviointiin ja käyttää hyödykseen saatavilla olevia neuvoja. Opiskelija pystyy toimimaan saatuaan tehtävän ja ohjeet.

Arvosana 5

Opiskelija pystyy asettamaan henkilökohtaisia tavoitteita ja refleктоimaan niitä. Hänellä on selkeä tietämys tulevasta opinnoistaan ja kyvystään työskennellä kansainvälisessä ympäristössä. Opiskelija on sisäistänyt Porvoo Campuksen oppimiskulttuurin ja -metodit. Hän osaa käyttää sujuvasti opinnoissa tarvittavia perustyökaluja ja oppimisalustoja. Hän kykenee ilmaisemaan itseään ja ymmärtämään muita erinomaisesti. Opiskelijalla on hyvä kyky analysoida ja reflektoida itseään oppijana. Hän pystyy rakentavasti suunnittelemaan tulevaa lukukautta yhdessä muiden opiskelijoiden ja ohjaajien kanssa. Opiskelija kykenee arvioimaan aikaisempia suunnitelmia ja tekemään tarvittavat korjaukset. Opiskelija osallistuu proaktiivisesti projektin suunnitteluun, toteutukseen ja arviointiin ja käyttää hyödykseen saatavilla olevia neuvoja. Opiskelija on määrätietoinen ja hänellä on ammattimainen asenne.

INS1PO102 Learning Camp 2 – Development methods: 5 op

Osaamistavoitteet

The module advances the following competences: goal orientation, business thinking, understanding of the role of research in business processes, analysing skills, academic writing and presentation skills, critical thinking, self-reflection and savvy use of digital tools. The module is closely linked with the other modules throughout the studies.

Sisältö

Research process
Secondary data sources
Types of research
Qualitative and quantitative data collection methods
Data analysis methods
Digital tools used in data collection and reporting
Academic writing and reporting

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is a part of basic studies in Porvoo Campus competence-based curriculum.

Arviointikriteerit

Arvosana 1

The student has a limited picture of the research approaches and has difficulties in naming qualitative and quantitative data collection methods. The student shows some ability to collect the data needed for the research, but needs assistance and support in organising and analysing the material. The student participates in the project planning, implementation, reporting and evaluation with a minimal input. The student requires extra support from peers and supervisors in order to complete tasks.

Arvosana 3

The student is familiar with the research approaches and can explain and provide practical examples of qualitative and quantitative data collection methods. The student is able to design and implement

the data collection so that the material is fairly comprehensive and representative, as well as to analyze the data appropriately and carefully so that conclusions can be drawn. The student participates in the project planning, implementation, reporting and evaluation independently and makes use of the advice available. The student is able to operate when the task and instructions are given.

Arvosana 5

The student is familiar with the research approaches and is able to assess the suitability of different data collection methods for different research tasks. The student is able to design and implement the data collection so that the material is comprehensive, representative and reliable, and to analyze the data appropriately and carefully so that it is possible to make meaningful and justified conclusions. The student participates proactively and with goal-orientation in the project planning, implementation, reporting and evaluation. The student is able to display a goal-oriented mindset and professional attitude.

BUS1AB1-1004 Aviation Business Basics: 10 op

BUS1AB101 Aviation Business Basics 1: 5 op

Osaamistavoitteet

Upon completion of the course:

LO1: Student is able to define the process in becoming an entrepreneur and evaluate different available business forms and formalities.

LO2: Understanding entrepreneurial approach, business mindset based on individual, organisation and society context

LO3: Evaluate different entrepreneurial opportunities and business models with sustainability considerations e.g. circular economy.

LO4: Promote entrepreneurial spirit through individual participation, group work and understanding team dynamics influence in start-up context

LO5: The student realises the value and use of creating a useful business network both from an individual perspective and organisation's view

The aim: Learn to think like an entrepreneur and to solve real-world problems by creating something new. After a successful participation in the course, the student should be able to develop business model considerations in context of entrepreneurial process in starting up a business. In addition, the student will be able to present a new venture idea to potential decision makers. Student will understand the difference between intrapreneurship and entrepreneurship and develop skills in innovative thinking, considering both inside and outside a corporate frame.

Sisältö

- The characteristics of an entrepreneur and intrapreneur
- Analysis of business environment with emphasis on aviation
- Introduction to forms of business in Finland
- Process of founding a business
- Making a business plan/business model
- Permits/legal issues/investment
- Pitching own business idea
- Business model canvas and its components

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

No previous studies needed and no binding connections to other courses

Lisätiedot

This course might involve a project work commissioned by an external company.

Arviointikriteerit**Arvosana 1****Grade 1**

The student's understanding of entrepreneurship key concepts is limited. Student's level of skill in developing and in establishing a business, is below average. Her's/his' knowledge about the basic theoretical frameworks and business model is below average. Student's attitude towards learning through participation in teamwork and conducting assignments, is below average. Her/his capability to analyze organizational practices that facilitate different types of businesses is limited.

Arvosana 3**Grade 3**

The student has good entrepreneurial skills and understands components of establishing own business.

S/he has a good knowledge of the basic theoretical frameworks and business model which is necessary in business set up. S/he has a good attitude towards learning through participation in teamwork and conducting assignments. S/he has a good self- and group critical thinking. S/he can objectively measure the success of business.

Arvosana 5**Grade 5**

The student has excellent entrepreneurial skills in developing and in establishing both an innovative and viable business. S/he has excellent knowledge about the theoretical frameworks, business models and its application in practice. S/he has an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments. S/he has an excellent measurements skills and analyses of business success.

BUS1AB102 Aviation Business Basics 2: 5 op**Osaamistavoitteet**

Upon completion of the course, the student is able to:

LO1: Calculate and understand key financial metrics

LO2: Assess basic financial statement information and understand drivers for corporate profitability.

LO3: Calculate organisation's key financial performance indicators (KPIs) and interpret these in business and aviation context

LO4: Create visuals with the use of data in order to produce business development storylines

The module advances project management, business mindset, ability to analyse macroeconomical influence on aviation business context. In addition, the implementation promotes the use of digital networking tools and the use of different data sources for industry and organisational analysis.

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

No previous studies needed and no binding connections to other courses.

Lisätiedot

This course might involve a project work commissioned by an external company.

Arviointikriteerit**Arvosana 1**

The student knows how to find data sources and organising both qualitative and quantitative data by choosing and using research and development methods when aided and guided by others. S/he has difficulties in evaluating, understanding and making calculations and evaluations based on given assignments. S/he has a limited ability to recognise data usage for driving business and building up narratives based on numerical analysis. S/he struggles with forming storylines with the help of data and environmental scanning tools. The student is able to identify revenue streams within the project scope with assistance. S/he understand geographical and customer segmentation with assistance. S/he is able to display only a poor level of revenue generation considerations and methods. The student participates in the project planning, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Arvosana 3

The student is able to use data sources and organise data by choosing and using research and development methods. S/he is able to evaluate, understand and make calculations based on given metric assignments. S/he has a rather good ability to recognise data usage for driving business and building up narratives based on numerical analysis. The student is able to identify revenue streams within the project scope with assistance. S/he understand customer and geographical segmentation. S/he is able to display a moderately good level of revenue generation considerations and methods. S/he is able to form storylines by using environmental scanning tools and use information gathered from different data sources. The student participates independently and takes initiatives in group work regarding project planning, implementation and evaluation. The student is able to operate when tasks and instructions are given.

Arvosana 5

A student that performs exemplary with excellence in this course is identified by consistently contributing in class discussions and indicates thorough preparation and analytical insight. The student interacts with the class, giving space for argumentation and room for fellow student opinions. S/he focuses on building understanding on the narrative at hand by contributing with opinions and insight. S/he is prepared, keeps deadlines, makes comments and references to the learning material, makes visible efforts in analysing and solving possible challenges and problematics. The exemplary student is able to use data sources and organise data by choosing and using research and development methods. S/he is able to evaluate, understand and make calculations based on given metrics performance assignments. S/he has an excellent ability to recognise data usage for driving business and building up narratives based on numerical analysis. The student is able to identify revenue streams within the project scope and form valuable storylines with help of environmental scanning tools by using different data information sources. S/he has profound understand regarding customer and geographical segmentation. S/he is able to display a good level of revenue generation considerations and methods. The student is able to operate when tasks and instructions are given. S/he is happy to take leadership, yet, possesses communication skills to create a positive group atmosphere. S/he understands concepts presented, and master the available tools applicable for analytical assessments.

OPE1AB1-1004 Aviation Business Environment: 10 op**OPE1AB101 Aviation Business Environment 1: 5 op**

Osaamistavoitteet

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the understanding of the operational environment (for example stakeholders and ecosystem) within the aviation industry. The module advances also the value chain understanding, understanding basic functions of macroeconomics and global mindset.

There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.

Sisältö

Analysis of the operational environment and the stakeholders within the aviation industry

Basics of macro and microeconomics

Ecosystem, megatrends

Regulation

History of Aviation

Future of Aviation

Sustainability

Digitalization

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module has no prerequisites. This module is offered at the first semester.

Lisätiedot

RECOGNISING AND VALIDATING PRIOR LEARNING (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or in other studies, they can show the competence with a demonstration and progress faster through their studies. More information can be asked from the instructor.

CONNECTIONS TO BUSINESS LIFE

Company visits, guest lecturers and workshops in cooperation with different companies and organisations.

INTERNATIONALITY

Possibility to work with international teams and instructors. Guest lecturers from international organisations and partner universities. International learning materials.

Arviointikriteerit**Arvosana 1**

The student has some understanding of the concept and the terminology of the operational environment. S/he uses only a few sources and needs assistance to find relevant information. S/he finds it challenging to analyse the operational environment. S/he is able to choose and use some research and development methods as well as digital tools when aided and guided by others. S/he can identify a few stakeholders and networks in both domestic and international markets. The student finds it challenging to work in an international team and/or global context. The student participates in the project planning, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Arvosana 3

The student understands and is able to define the concept and the terminology of the operational environment. S/he is able to search for relevant sources and use them independently. S/he is able to analyse the operational environment by choosing and using research and development methods as

well as digital tools. S/he can identify and analyse the core stakeholders and networks in both domestic and international markets. The student is able to work in an international team and/or global context. The student participates in the project planning, implementation and evaluation independently and makes use of the advice available. The student is able to operate when the task and instructions are given.

Arvosana 5

The student understands and is able to define the concept and the terminology of the operational environment. S/he is able to search for relevant information actively and independently from versatile sources. The student is able to assess the reliability of the sources and use them with skill. S/he is able to analyse the operational environment by choosing and using relevant research and development methods as well as digital tools. S/he can identify and analyse the core stakeholders and networks in both domestic and international markets. The student works extraordinarily well in an international team and/or global context. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student is able to operate proactively with an entrepreneurial mindset.

OPE1AB102 Aviation Business Environment 2: 5 op**Osaamistavoitteet**

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., understanding of operational environment (e.g. stakeholders and networks) within the aviation industry. Furthermore, applying law and regulations to common situations in aviation. The module advances also value chain understanding, understanding basic functions of macroeconomics and global mindset.

There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.

Sisältö

Analysis of the operational environment within the aviation industry (1st and 2nd semester)

Basics of macro and microeconomics (1st and 2nd semester)

Legal environment (2nd semester)

Digital environment (1st and 2nd semester)

Core actors, organisations and networks operating in local, domestic and international markets with emphasis on the aviation industry (1st and 2nd semester)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. This module, offered in Semester 1, is part 1 of the upcoming module, offered in Semester 2, with the similar name. The module contents will be implemented through semester projects.

Arviointikriteerit**Arvosana 1**

The student has some understanding of the concept and the terminology of the operational environment. S/he uses only a few sources and needs assistance to find relevant information. S/he finds it challenging to analyse the operational environment. S/he is able to choose and use some research and development methods as well as digital tools when aided and guided by others. S/he can identify a few stakeholders and networks in both domestic and international markets. The student finds it challenging to work in an international team and/or global context. The student

participates in the project planning, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Arvosana 3

The student understands and is able to define the concept and the terminology of the operational environment. S/he is able to search for relevant sources and use them independently. S/he is able to analyse the operational environment by choosing and using research and development methods as well as digital tools. S/he can identify and analyse the core stakeholders and networks in both domestic and international markets. The student is able to work in an international team and/or global context. The student participates in the project planning, implementation and evaluation independently and makes use of the advice available. The student is able to operate when the task and instructions are given.

Arvosana 5

The student understands and is able to define the concept and the terminology of the operational environment. S/he is able to search for relevant information actively and independently from versatile sources. The student is able to assess the reliability of the sources and use them with skill. S/he is able to analyse the operational environment by choosing and using relevant research and development methods as well as digital tools. S/he can identify and analyse the core stakeholders and networks in both domestic and international markets. The student works extraordinary well in an international team and/or global context. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student is able to operate proactively with an entrepreneurial mindset.

SAL1AB1-1004 Customer Competence in Aviation Business: 10 op**SAL1AB101 Customer Competence in Aviation Business 1: 5 op****Osaamistavoitteet**

The module is a part of basic studies in Porvoo Campus competency-based curriculum and advances the following competencies: e.g., customer understanding and service, understanding how to find and maintain customers, customer lifecycle, customer analysis, focus on customer behavior within the aviation industry. The module advances also communication and argumentation, active listening and rapport building and skillful communication. There are also other parallel implementations of this module with the same objectives yet with a different industry-specific focus.

Sisältö

The content of this course is:

Customer understanding and segmentation

Customer needs and expectations

Consumer behavior, buying, and decision-making processes

Customer Journey and Touchpoints

Customer Service in Aviation

Customer Relationship management

Basics of Marketing

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus curriculum. This module, offered in Semester 1, is part 1 of the upcoming module, offered in

Semester 2, with a similar name. The module contents will be implemented through semester projects.

Lisätiedot

Connections to business life

When possible, company visits, also during covid guest lecturers and workshops in cooperation with different companies and organizations.

Arviointikriteerit**Arvosana 1**

The student understands how to find and maintain customers by choosing and using research and development methods when aided and guided by others. S/he has difficulties in evaluating different customer types and changing communication accordingly. S/he has a limited ability to recognize and follow customer needs as well as focus on customers' behavior. S/he is able to display only a poor level of customer orientation. The student participates in the project planning, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Arvosana 3

The student understands how to find and maintain customers by choosing and using relevant research and development methods. S/he is able to evaluate customer types and change communication accordingly. S/he can recognise and follow customer needs as well as focus on customer experience. The student has a rather good ability to use different marketing communication channels. S/he is able display some level of customer orientation. The student participates in the project planning, implementation and evaluation independently and makes use of the advise available. The student is able to operate when the task and instructions are given.

Arvosana 5

The student understands how to find and maintain customers by choosing and using relevant research and development methods. S/he is able to evaluate customer types and change communication accordingly. S/he can recognize and follow customer needs as well as focus on customer behavior in the Aviation environment. S/he knows the basics of marketing and is able to use different marketing communication channels. The student participates proactively and with goal-orientation in the project planning, implementation, and evaluation. The student is able to display an excellent customer-oriented mindset.

SAL1AB102 Customer Competence in Aviation Business 2: 5 op**Osaamistavoitteet**

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., customer understanding and service, understanding how to find and maintaining customers, customer lifecycle, customer analysis, focus on customer experience within the aviation industry. The module advances also communication and argumentation, active listening and rapport building and skillful communication. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.

Sisältö

- Customer understanding (1st-2nd semester)
- Tools to identify customer needs and expectations (1st-2nd semester)

- Consumer behaviour (1st-2nd semester)
- Customer journey (1st-2nd semester)
- Customer experience management (1st-2nd semester)
- Sales and marketing communication (with an aviation industry specific approach) (2nd semester)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. This module, offered in Semester 1, is part 1 of the upcoming module, offered in Semester 2, with the similar name. The module contents will be implemented through semester projects.

Arviointikriteerit**Arvosana 1**

The student understands how to find and maintain customers by choosing and using research and development methods when aided and guided by others. S/he has difficulties in evaluating different customer types and changing communication accordingly. S/he has a limited ability to recognise and follow customer needs as well as focus on customer experience. The student is able to use different sales and marketing communication channels only with assistance. S/he is able to display only a poor level of customer orientation. The student participates in the project planning, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Arvosana 3

The student understands how to find and maintain customers by choosing and using relevant research and development methods. S/he is able to evaluate customer types and change communication accordingly. S/he can recognise and follow customer needs as well as focus on customer experience. The student has a rather good ability to use different sales and marketing communication channels. S/he is able display some level of customer orientation. The student participates in the project planning, implementation and evaluation independently and makes use of the advice available. The student is able to operate when the task and instructions are given.

Arvosana 5

The student understands how to find and maintain customers by choosing and using relevant research and development methods. S/he is able to evaluate customer types and change communication accordingly. S/he can recognise and follow customer needs as well as focus on customer experience. S/he is able to use different sales and marketing communication channels. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student displays excellent customer oriented mindset and is able to develop business in a responsible manner.

LEA1AB1-1004 Self and Team Leadership: 10 op**LEA1AB101 Self and Team Leadership 1: 5 op****Osaamistavoitteet**

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., self-reflection and management, future work life skills, time and stress management, integrity and responsible behaviour, professional communication and career orientation. There are also other parallel implementations of this module with the same

objectives yet with a different industry specific focus.

Sisältö

team work and team building (1st and 2nd semester)
multiculturalism (1st and 2nd semester)
time management (1st and 2nd semester)
professional communication and ICT tools (1st and 2nd semester)
project management (1st and 2nd semester)
self-reflection (1st and 2nd semester)
feedback (1st and 2nd semester)
networking (1st and 2nd semester)
employability and employment opportunities (2nd semester)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. This module, offered in Semester 1, is part 1 of the upcoming module, offered in Semester 2, with the similar name. The module contents will be implemented through semester projects.

Arviointikriteerit**Arvosana 1**

The student is able to practice self-reflection with guidance. The student displays limited time-management and stress management skills. The student has difficulties in giving and receiving feedback. S/he has limited sensitivity towards personal and cultural differences and difficulties in adapting to the respective environment. The student participates in the project planning, implementation and evaluation with a minimal input. The student needs support in finding motivation.

Arvosana 3

The student is able to practice self-reflection and critical thinking at some level. The student displays some time-management and stress management skills. The student is able to give and receive feedback. S/he understands personal differences and multicultural environments and adapts to the respective environment at some level. The student participates in the project planning, implementation and evaluation independently and makes use of the advice available. The student is goal-oriented and self-driven to a certain extent.

Arvosana 5

The student is able to practice self-reflection and critical thinking. The student displays time-management and stress management skills. S/he is self-disciplined and self-motivated. The student is able to give and receive constructive feedback. S/he understands personal differences and multicultural environments and adapts to the respective environment. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student displays a career and goal-oriented mindset.

Hyväksytty, hylätty

The assessment methods are defined in the implementation plans. The assessment methods may include:

Individual assignments
Project output
Exams
Peer assessment

Self-assessment
Commissioners' assessment

LEA1AB102 Self and Team Leadership 2: 5 op

ARE1AB1-1004 Areal Studies 1: 10 op

FIN1PO101 Welcome to Finland 1: 5 op

Osaamistavoitteet

This module offers an introduction to the Finnish language and society. The module is a part of basic studies in Porvoo Campus competence-based curriculum. It will give a student basic communicative skills in the Finnish language (level A1). The module will also increase cultural awareness and knowledge of Finnish study and business styles. Upon completion of the course, the student starts the integration to the Finnish society and is able to understand Finnish working life, history and culture on basic level. Also the Finnish lifestyle, customs and manners will become familiar.??

Sisältö

- Finland in a nutshell: geography, Finnish cities, towns and regions (1st semester)
- Finns and the Finnish language: origins and the present time (1st semester)
- Porvoo tour and museum visits (1st and 2nd semester)
- Finnish lifestyle and manners: family life, concept of time (1st and 2nd semester)
- Finnish education system (1st and 2nd semester)
- Finnish companies (1st and 2nd semester)
- Finnish food and gastronomy (1st and 2nd semester)
- Finnish language studies: personal information, family, living, shopping situations, daily routines, studies, food, different social situations (1st semester)
- Finnish nature (2nd semester)
- Finnish language studies: daily routines, living, studies, food, travelling, different social situations (2nd semester)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites for Welcome to Finland 1. Welcome to Finland 2 is linked with the module 1.

Arviointikriteerit

Arvosana 1

The student has some understanding of the lesson and group work orientation. S/he can identify and understand a few contents of the course. The student participates in learning activities with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and supervisors. The student has difficulties in accomplishing the assignments.

In his/her Finnish language skills the student can produce short sentences/texts, though he/she has many difficulties in the written/oral outcome. The student uses the essential vocabulary (personal information, family, living, shopping situations, daily routines, studies, food, transportation, different social situations) and the language constructions of the course satisfactory. The student can pronounce the Finnish words with some difficulties.

Arvosana 3

The student understands and is able to define contents of the course. S/he knows how to adapt Finnish study and business styles. The student is able to operate when the task and instructions are

given. The student follows lessons and participates in group works well. The student completes the assignments and presents them well and independently.

In his/her Finnish language skills the student can produce short sentences/texts, though he/she has some difficulties in the written/oral outcome. The student uses quite well the essential vocabulary (personal information, family, living, shopping situations, daily routines, studies, food, transportation, different social situations) and the language constructions of the course. The student can pronounce the Finnish words without mayor difficulties.

Arvosana 5

S/he has professionally advanced in contents of the course. S/he shows excellent skills how to adapt Finnish study and business styles. The student follows lessons and participates actively in all assignments of the module. The assignments are done independently without difficulties and presented with strong communication skills.

In his/her Finnish language skills the student can produce short sentences/texts without mayor difficulties in the the written/oral outcome. The student uses vey well the essential vocabulary (personal information, family, living, shopping situations, daily routines, studies, food, transportation, different social situations) and the language constructions of the course. The student can pronounce the Finnish words without difficulties.

FIN1PO102 Welcome to Finland 2: 5 op

Osaamistavoitteet

This module continues the introduction to the Finnish language and society. The module is a part of basic studies in Porvoo Campus competence-based curriculum. It will give a student basic communicative skills in the Finnish language (level A1). The module will also increase cultural awareness and knowledge of Finnish study and business styles. Upon completion of the course, the student starts the integration to the Finnish society and is able to understand Finnish working life, history and culture on basic level. Also the Finnish lifestyle, customs and manners will become familiar.??

Sisältö

- Finland in a nutshell: geography, Finnish cities, towns and regions (1st semester)
- Finns and the Finnish language: origins and the present time (1st semester)
- Porvoo tour and museum visits (1st and 2nd semester)
- Finnish lifestyle and manners: family life, concept of time (1st and 2nd semester)
- Finnish education system (1st and 2nd semester)
- Finnish companies (1st and 2nd semester)
- Finnish food and gastronomy (1st and 2nd semester)
- Finnish language studies: personal information, family, living, shopping situations, daily routines, studies, food, different social situations (1st semester)
- Finnish nature (2nd semester)
- Finnish language studies: daily routines, living, studies, food, travelling, different social situations (2nd semester)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Welcome to Finland 1. Welcome to Finland 2 is linked with the module 1.

Arviointikriteerit

Arvosana 1

The student has some understanding of the lesson and group work orientation. S/he can identify and understand a few contents of the course. The student participates in learning activities with a

minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and supervisors. The student has difficulties in accomplishing the assignments.

In his/her Finnish language skills the student can produce short sentences/texts, though he/she has many difficulties in the written/oral outcome. The student uses the essential vocabulary (personal information, family, living, shopping situations, daily routines, studies, food, transportation, different social situations) and the language constructions of the course satisfactory. The student can pronounce the Finnish words with some difficulties.

Arvosana 3

The student understands and is able to define contents of the course. S/he knows how to adapt Finnish study and business styles. The student is able to operate when the task and instructions are given. The student follows lessons and participates in group works well. The student completes the assignments and presents them well and independently.

In his/her Finnish language skills the student can produce short sentences/texts, though he/she has some difficulties in the written/oral outcome. The student uses quite well the essential vocabulary (personal information, family, living, shopping situations, daily routines, studies, food, transportation, different social situations) and the language constructions of the course. The student can pronounce the Finnish words without mayor difficulties.

Arvosana 5

S/he has professionally advanced in contents of the course. S/he shows excellent skills how to adapt Finnish study and business styles. The student follows lessons and participates actively in all assignments of the module. The assignments are done independently without difficulties and presented with strong communication skills.

In his/her Finnish language skills the student can produce short sentences/texts without mayor difficulties in the the written/oral outcome. The student uses vey well the essential vocabulary (personal information, family, living, shopping situations, daily routines, studies, food, transportation, different social situations) and the language constructions of the course. The student can pronounce the Finnish words without difficulties.

NRD1PO101 Nordiska studier 1: 5 op

Osaamistavoitteet

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan kommunicera på svenska och skapa nätverk tillsammans med aktörer inom branschen. Den studerande har en uppfattning om affärskultur och dess utgångspunkter. Hen kan kommunicera interaktivt i försäljning och kundservice, klara av att hålla produktpresentation på svenska, kan ge information om produkter och tjänster, samt kan den centrala braschterminologin och känner till de viktigaste aktörerna.

Sisältö

Repetition av svenska (baserar sig på resultatet från nivåprovet)

Kultur och samhälle i Finland och i Sverige

Nordiska samhällen, affärskultur och affärsverksamhetsmiljö: Finland, Sverige, Norge, Danmark och Island

Affärslivskommunikation t.ex. e-post och presentationer

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Utgångsnivån är B1 på referensramen för de europeiska språken (CEFR) och den studerande bör ha tidigare studier i svenska på andra stadiet då kursen inleds. Språknivån i svenska testas i början och i slutet av modulen och en del av innehållet varierar enligt nivån som den studerande uppnått.

Kursen integreras med terminens andra aktiviteter enligt studerandes kunskaper och färdigheter i svenska.

Arviointikriteerit**Arvosana 1**

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan kommunicera på det lokala språket (svenska) och skapa nätverk inom det aktuella området. Hen har en viss förmåga att förstå affärslivskultur och utgångspunkter. Den studerande förmår agera enligt de uppgifter och anvisningar hen får av andra studerande och handledare. Hen kan kommunicera behjälpligt i försäljning och kundservice, samt kan ge information om produkter och tjänster ifall hen har tillgång till hjälpmedel (dator, ordbok). Hen kan en del av terminologin som används i den egna branschen.

Arvosana 3

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan kommunicera på svenska och skapa nätverk tillsammans med aktörer inom branschen. Den studerande har en uppfattning om affärskultur och dess utgångspunkter. Den studerande förmår agera och utföra uppgifter med hjälp av instruktioner. Hen kan kommunicera interaktivt i försäljning och kundservice, klara av att hålla produktpresentation på svenska, kan ge information om produkter och tjänster, samt kan den centrala branschterminologin och känner till de viktigaste aktörerna.

Arvosana 5

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan framgångsrikt kommunicera på svenska och skapa nätverk tillsammans med aktörer inom branschen. Hen har en omfattande uppfattning om regionens affärskultur och dess utgångspunkter. Den studerande uppvisar prov på kultursensitivitet och affärsorienterade färdigheter. Hen kan kommunicera interaktivt och proaktivt i kundservice och i försäljning, kan hålla en professionell produktpresentation på svenska och kan besvara frågor, kan spontant diskutera ämnen som berör en själv och branschen, kan effektivt ge information om produkter och tjänster, samt känner väl till den centrala branschterminologin.

NRD1PO102 Nordiska studier 2: 5 op**Osaamistavoitteet**

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan kommunicera på svenska och skapa nätverk tillsammans med aktörer inom branschen. Den studerande har en uppfattning om affärslivskultur, dess utgångspunkter och det nordiska samhället. Hen kan kommunicera interaktivt i försäljning och kundservice, klarar av att hålla produktpresentation på svenska, kan ge information om produkter och tjänster, samt kan den centrala branschterminologin och känner till de viktigaste aktörerna.

Sisältö

Studier i svenska: språkriktighet

Yrkes- och arbetslivskultur i Norden

Skriftlig kundbetjäning

Marknadsförings- och digital kommunikation

Nätverksfärdigheter

Färdigheter att förmedla information

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Modulens utgångsnivå är B1/ referensramen för de europeiska språken (CEFR) och den studerande bör ha avlagt modulen Nordiska studier 1.

Kursen integreras med terminens andra teman och uppgifter enligt den studerandes kunskaper och färdigheter i svenska.

Arviointikriteerit**Arvosana 1**

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan kommunicera på det lokala språket (svenska) och skapa nätverk inom det aktuella området. Hen har en viss förmåga att förstå affärslivskultur, dess utgångspunkter och det nordiska samhället. Den studerande förmår agera enligt de uppgifter och anvisningar hen får av andra studerande och handledare. Hen kan kommunicera behjälpligt i försäljning och kundservice, samt kan ge information om produkter och tjänster ifall hen har tillgång till hjälpmedel (dator, ordbok). Hen kan en del av terminologin som används i den egna branschen. Hen kan skriva enkla sammanhängande texter om ämnen som är välkända för hen.

Arvosana 3

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan kommunicera på svenska och skapa nätverk tillsammans med aktörer inom branschen. Den studerande har en uppfattning om affärslivskultur, dess utgångspunkter och det nordiska samhället. Den studerande förmår agera och utföra uppgifter med hjälp av instruktioner, Hen kan kommunicera interaktivt i försäljning och kundservice, klarar av att hålla produktpresentation på svenska, kan ge information om produkter och tjänster, samt kan den centrala branschterminologin och känner till de viktigaste aktörerna.

Arvosana 5

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan framgångsrikt kommunicera på svenska och skapa nätverk tillsammans med aktörer inom branschen. Hen har en omfattande uppfattning om regionens affärslivskultur, dess utgångspunkter och det nordiska samhället. Den studerande uppvisar prov på kultursensitivitet och affärsorienterade färdigheter. Hen kan kommunicera interaktivt och proaktivt i kundservice och försäljning, kan hålla en professionell presentation på svenska, besvara frågor, kan spontant diskutera ämnen som berör en själv och branschen, kan effektivt ge information om produkter och tjänster, samt känner väl till den centrala branschterminologin. Hen kan skriva klar och detaljerad text inom egna intresseområden och kan skriva rapport.

PROFESAB-1004 Professional Studies: 60 op**INS2AB2-1004 Learning Camp: 10 op****INS2PO221 Learning Camp 3 – Safety and Risk Management in Aviation: 5 op****Osaamistavoitteet**

Upon completion of the course, the student:

- is familiar with aviation safety regulatory framework
- recognizes the distinctive features of safety, security and quality in aviation

- is familiar with the basic elements of aviation safety management system
- understands the basic principles of aviation risk management

Sisältö

- Evolution of threats in aviation
- Basic safety regulations guiding the operations of European airlines
- Introduction to safety, security and quality in aviation
- Aviation safety management system(s)
- Risk management in airline flight operations

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses

Lisätiedot

This course will provide participants with a basic knowledge of aviation safety regulatory framework, basic SMS (Safety Management System) concepts and aviation risk management. Attendees will understand the responsibilities and processes concerning the safety of commercial flight operations.

Topics covered include e.g. human factors, human error, safety culture, SMS requirements, SMS policy, organizational structure and responsibilities, Safety Risk Management, Safety Assurance and Safety Promotion.

The course can be recommended for persons planning on working almost in any role within aviation industry.

Arviointikriteerit**Arvosana 1**

The students understanding of key concepts concerning specific regulatory framework, aviation safety and risk management is limited. Student's attitude towards learning through participation in teamwork and conducting assignments, is below average. Student's capability to analyze basic causalities in aviation safety and risk management is limited.

Arvosana 3

The student has good understanding of key concepts concerning specific regulatory framework, aviation safety and risk management. Student has a good attitude towards learning through participation in teamwork and conducting assignments. S/he has a good self- and group critical thinking. Student can objectively analyze basic causalities in aviation safety and risk management.

Arvosana 5

The student has excellent understanding of key concepts concerning specific regulatory framework, aviation safety and risk management. Student has an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments. Student has an excellent ability to analyze basic causalities in aviation safety and risk management.

INS2PO202 Learning Camp 4 – Orientation to thesis writing: 5 op**Osaamistavoitteet**

The module is a part of professional studies in Porvoo Campus competence-based curriculum. The module advances the following competences: ability to choose a suitable thesis project, and justify

relevant research approaches as well as development methods in thesis writing including critical and ethical thinking. Furthermore, Learning Camp 4 strengthens the student's academic communication skills.

Sisältö

Orientation to thesis writing
Finding a thesis project
The thesis process
Research and development methods
Research, diary, portfolio theses and theses of product type
Ethics in thesis process
Presentation of research data in reporting
Thesis assessment criteria
Literature review
Categories of literature
Literature search
Critical thinking
Academic English/Finnish/Swedish
Writing process and techniques
Grammar, text style and structure

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The student has completed the first year of basic studies. The module is a part of professional studies in Porvoo Campus competence-based curriculum.

Arviointikriteerit**Arvosana 1**

The student has some understanding of how to write a report in an academic way. The student has a vague picture of the thesis process and is able to plan the process with guidance. S/he is able to write a basic knowledge base and apply Haaga-Helia reporting instructions in a limited way. The student has some understanding of the difference between theses of research and product type and the usability of different development methods. The student understands to some extent the importance of ethics in research and development work. S/he has some insights into how a thesis is assessed.

Arvosana 3

The student is able to write a report in an academic way. The student has a realistic picture of the thesis process and is able to plan the process independently. S/he is able to write an informative knowledge base and is able to apply Haaga-Helia reporting instructions well. The student understands the difference between a thesis of product and research type and the usability of different research and development methods. The student can discuss the importance of ethics in research and development work. S/he has a good insight into how a thesis is assessed and can to some extent apply this insight on an existing thesis.

Arvosana 5

The student has an extensive view of the thesis process and is able to plan and start the process independently. S/he is able to write an extensive knowledge base with discourse between the sources and is able to follow Haaga-Helia reporting instructions in an excellent way. The student has a real understanding of the difference between a thesis of product and research type. S/he can assess the suitability of different research and development methods and argue for what data collection method could be applied in different projects. The student has a knowledge about the

importance of ethics in research and development work. S/he has a good insight into how a thesis is assessed and can assess an existing thesis based on the assessment criteria.

BUS2AB2-1004 Aviation Business Operations: 10 op

BUS2AB201 Managing Aviation Business Operations: 5 op

Osaamistavoitteet

The module advances the following competences: analytical and strategic thinking, knowledge and analysis of aviation business operations, problem-solving skills, global business intelligence, understanding structural changes in the aviation industry, savvy use of digital tools and customer journey understanding. The module will focus both on airline business and airport business.

Sisältö

When choosing managing aviation business operations course you will learn about following topics:

Growth and changes in the global airline industry

Different airline markets and alliances

Consolidations and partnerships in the aviation industry

Airline business models and operations

Measuring airline performance and core competences

Case studies of airlines and different airline business models

BUS2AB202 Customer Experience in Aviation Business Models: 5 op

Osaamistavoitteet

The module advances the following competences: entrepreneurial thinking, analytical and strategic thinking, knowledge and analysis of customer experience in aviation, problem-solving skills, global business intelligence, financial and trend analysis, savvy use of digital tools and customer journey understanding. The module will focus both on airline business and airport business.

Sisältö

Customer journey

Business models and operations, driven by customer experience

Case studies of airlines, airports, cargo companies (focus on future trends in the context of current financial performance)

Business plans for business models driven by customer experience (airline, airport, cargo) for a business plan competition;

Modelling a supply chain for a commissioner, supply chain management, optimising supply management in airlines / airports / cargo

Module portfolio (career oriented) with reflection

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is a part of professional studies in Porvoo Campus competence-based curriculum.

Arviointikriteerit

Arvosana 1

The student has a limited ability to analyse business operations. S/he has difficulties in recognising different business models and choosing appropriate models. S/he has difficulties with strategic thinking and problem solving. S/he is able to approach aviation business from the perspective of customer experience, to consider profitable business models and see the strategic connection between management of business operations and customer experience. S/he can take part in

customer experience analysis only when aided by others. Her/his understanding of value chains and the customer journey along with customer experience driven business operations is very limited. The student can use digital tools, research and development methods only when the task and instructions are given and when aided by other students and the supervisors. The student has challenges with time management and submission of assignments/project work.

Arvosana 3

The student is able to analyse business operations, recognise different business models and choose appropriate models rather well. S/he displays some strategic thinking and problem-solving skills from the perspective of customer experience, and can apply the knowledge to manage business operations from the perspective of customer experience. S/he can take part in customer experience analysis in team work. Her/his understanding of value chains and the customer journey along with customer experience driven business operations is reliable. The student can use a few digital tools, research and development methods. The student is able to operate when the task and instructions are given. The student submits assignments and project work on time.

Arvosana 5

The student is able to analyse independently business operations, work with different business models and think strategically with problem-solving skills. S/he is able to use global business intelligence for decision-making from the perspective of customer experience. S/he can lead customer experience analysis in team work. Her/his understanding of value chains and the customer journey along with customer experience driven business operations is exemplary for other students. Her/his understanding of value chains and business processes is excellent. The student can use versatile digital tools as well as choose and use relevant research and development methods. S/he has a business-oriented mindset with a focus on profitability. The student submits assignments and project work on time.

LEA2AB20-1004 Organisational Management and Leadership: 10 op**LEA2AB201 Leading Human Resources in Aviation Business: 5 op****Osaamistavoitteet**

As a result of the studies, the student will learn about self-leadership and essential leadership skills in work surroundings and utilize the dynamics of excellent teamwork leadership principles in practice. The student knows the company's personnel sector with all its functions and can communicate skillfully in the work community. The student can also use appropriate problem and conflict resolution skills and identify their own and the team's potential and development opportunities. Motivation theories are included in the learning objectives of this course. The goal of this course is also for the student to learn to advance their team to effective performance, take advantage of opportunities, and take flexible roles to promote team effectiveness.

Sisältö

Contents:

- Human resource management in a company
- Well-functioning workplace
- Basics of Great Leadership
- Performance management and development
- Team building, diversity, and teaming games
- Recruitment process in a company

- Outsourcing and other challenges in recruiting
- How to make an application and an impressive cv
- Interviews and practices
- Motivation and motivational theories
- Motivation in a workplace
- Employee experience and leadership
- Leadership communication
- Conflict resolution
- Internal communication and practices

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Starting level and linkage with other courses:

Self and Team Leadership 1 and 2 are prerequisites, module is linked to other modules through projects and continues as Developing Human Resources in semester 4 with a developmental focus.

Arviointikriteerit**Arvosana 1**

Moderate level of understanding dynamics of teamwork and leadership and practicing them

Moderate level of commitment to teamwork and contribution to outcomes

Moderate level of demonstration of self and team leadership skills

Some recognition of challenges of the team and teamwork and suggestion for improvement in modest level.

Arvosana 3

A clear understanding of the theories and practicing of effective teamwork and leadership

Good level of analysis and understanding of situational factors ineffective team leadership and their impact on organizations

Good understanding of different roles in teamwork and practicing these roles appropriately and actively

Recognition of team strengths and weaknesses of the team and having solution-oriented approach to challenges

Arvosana 5

Excellent understanding of the theories and practicing of effective teamwork and leadership

Excellent level of analysis and understanding of situational factors ineffective team leadership and their impact on organizations

Excellent ability to take different roles in teamwork to advance goal achievement with a consideration to both organizational and individual goals

Encouraging and supporting creativity and development of team members in a perfect balance

Ability to change leadership and communication styles for different situations and do it in a constructive and motivating approach

Able to inspire and motivate team members to reach the common goals

LEA2AB202 Developing Human Resources in Aviation Business: 5 op**Osaamistavoitteet**

As a result of studies and practices student are expected to be able to demonstrate more advanced level of practice of:

Analyse own and others' development needs in leadership and make strategic plans for development

practice self-management and leadership
understand dynamics of effective teamwork and leadership principles and practice them
use appropriate problem and conflict resolving techniques in teamwork
recognize own and team potential and development opportunities and act upon them
advance his/her team to effective performance and utilize the opportunities
represent his/her team and organisation professionally and develop networks
take appropriate roles (leader/follower) flexibly to advance team effectiveness

Sisältö

Situational leadership
Organisational behaviour, learning, and development
Organisational change leadership
Authentic leadership, employee advocacy
Transformational Leadership
Performance Leadership
Responsible Leadership

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is a part of professional studies in Porvoo Campus competence-based curriculum. Module is a continuation of Leading Human Resources and aims to advance the following competences: strategic and creative thinking in leadership, effective leadership, professional communication, cultural awareness, developmental leadership. The module will be integrated with other modules, projects and learning activities whenever possible.

Arviointikriteerit**Arvosana 1**

The student knows how to form, motivate and lead diverse teams strategically when aided and guided by others. S/he understands how to develop people skills as well as organisational communication, both external and internal. The student is able to perform tasks according to given instructions when s/he is aided by other students and the supervisors.

Arvosana 3

The student can form, motivate and lead diverse teams strategically. S/he is able to use an appropriate leadership and communication style when guided. S/he displays good people skills as well as professionalism in external and internal communication. The student is able to solve organisational challenges when the task and instructions are given. The student is able to use research and developmental methods to lead improved performance.

Arvosana 5

The student excels in motivating and leading diverse teams strategically. S/he is able to choose an appropriate leadership and communication style. S/he shows people skills as well as professionalism in external and internal communication. The student is able to solve organisational challenges proactively. The student is able to choose and use relevant research and developmental methods.

LEA2AB22-1004 Advanced Sales and Entrepreneurship: 10 op**LEA2AB221 Leading Sales and Business Development: 10 op****Osaamistavoitteet**

The module advances the following competences: leadership and management of sales teams,

relationship building, sustainable value creation, strategy development. Moreover, the module advances ability to successfully set up and implement your own sales project.

Sisältö

The module has four components:

Opportunity identification

Leading and managing sales teams

Sales negotiations

Business Development (Research/Benchmarking/ Implementation)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Students have completed the basic studies. The module is a part of professional studies in Porvoo Campus competence-based curriculum.

Arviointikriteerit**Arvosana 1**

The student finds it difficult to analyse the business environment to identify business opportunities in the market. With help the student can identify and develop solution to customer needs. S/he can plan and manage a sales process on a real-life project on a basic level. The student has some insight in using suitable sales management tools and leading a team to success. S/he has basic negotiation and communication skills. The student is able to work as a member of a sales team and contribute to the overall results with guidance.

Arvosana 3

The student can analyse the business environment to identify business opportunities in the market. The student can use the right tools to identify customer needs and develop solutions for the customers. S/he knows how to manage a sales process on a real-life project. The student has good insight in using suitable sales management tools and leading a team to success. S/he shows good negotiation and communications skills. S/he can work responsibly as a team member and shows initiative in reaching the common goal efficiently. S/he displays a broad range of work-life related competences.

Arvosana 5

The student can analyse the business environment to identify business opportunities in the market in a professional manner. The student professionally uses the right tools to identify customer needs and develop solutions for the customers. S/he has very good command of how to manage a sales process on a real-life project. The student has excellent insight in using suitable sales management tools and shows great input for leading the team to success. S/he shows excellent negotiation and communications skills. S/he has professional skills to work as a team member and shows extraordinary initiative in reaching the common goal. S/he displays a broad range of work-life related competences and makes efficient use of them.

SAL2AB2-1004 Sales and Marketing in Aviation Business: 10 op**SAL2AB201 Marketing and Sales in Aviation Business: 5 op****Osaamistavoitteet**

LO1: Students will understand sales and marketing key functions and processes in aviation business development context

LO2: Students gain proficiency in understanding Customer Segmentation, Channels Management, and Design Thinking for strategy considerations

LO3: Students are able to use qualitative and quantitative data for driving business initiatives from sales and marketing aspects

LO4: Students understand the influence of effective group work and the business impact considered by team dynamics

The module advances skills in planning, implementation, developing commercial storylines through research and innovative thinking. During the course we will set up a market plan that will consider both sales and marketing commercial aspects for driving business initiatives. The aim of the course is to develop an overall understanding of the marketing and sales functions in an aviation business environment. Students will explore various concepts and frameworks to position a firm in its market environment and to become a viable operator in chosen target segments. We assess questions as for example: Where should we invest for creating visibility and why? Which customer segments should be in focus? How do we develop products and services for different customer segments, and how/why do aviation differentiate for example between business and leisure customers? By the end of the course, you should be able to identify business opportunities through user research, develop innovative ideas, and turn the ideas into a Market Plan.

Sisältö

Market Research and Analysis

Project Management

Market plan and budget considerations

Customer Experience and Customer Journey

Channel Management

Customer Contacts

Sales Communication & Customer Relationship Management

Value Proposition

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is a part of professional studies in Porvoo Campus competence-based curriculum. The module advances the following competences: distribution and sales, customer experience, sales and services in global markets, solution oriented selling, customer value propositions, marketing, effective presentations.

Arviointikriteerit

Arvosana 1

The student can find relevant theory, methods and specific terminology. S/he is able to conduct market research and collect data and to analyse the needs of customers to provide solutions to them only when aided by others. The student can use marketing tools with assistance from others. S/he is able to acquire knowledge of sales, distribution, and service experience for global markets. The student is able to operate when the task and instructions are given and when aided by other students and the supervisors.

Arvosana 3

The student is able to use theory, methods and his/her usage of specific terminology is accurate. S/he is able to conduct market research and collect data to gain reliable understanding how to analyse the needs of customers to provide solutions to them. The student can use marketing tools. S/he has knowledge of sales, distribution, and service experience for global markets.

Arvosana 5

The student can apply theory and methods and use specific terminology very accurately in various contexts. S/he is able to conduct relevant market research and collect data to gain a comprehensive understanding of customer needs and provide solutions. The student can use marketing tools with desired impact. S/he has reliable knowledge of sales, distribution, and service experience for global markets. S/he has an innovative approach and can conduct research at a highly professional level.

SAL2AB202 Service Design and Branding in Aviation Business: 5 op

Osaamistavoitteet

The student is able to design business processes, services and products successfully. His/her use of theory, methods and specific terminology is excellent. S/he is able to conduct relevant research and collect data to provide solutions that have outstanding value. The student can use branding tools with the desired impact. S/he has an innovative approach and can lead module activities on a highly professional level.

Sisältö

market research and analysis
design thinking for business processes, product development and services
customer experience
branding
professional ICT tools

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is a part of professional studies in Porvoo Campus competence-based curriculum. The module advances the following competences: product development and service design, design of business processes and customer experience management, knowledge of branding for global markets, effective presentations.

Lisätiedot

The course Service Design and Branding in Aviation Business will be implemented as Design Sprint during the intensive week 12, 21. - 25.3.2022. at 9 - 16.
An additional group work session is on Tuesday 12.4. at 9 - 11.45.
Final presentations will be held on Thursday 21.4. at 12 - 16.

NOTE! Alternative implementation: Design Sprint in the international Nordplus Ekotek project, week 17 (25. - 29.4.2022)

Contact Liisa Wallenius (liisa.wallenius@haaga-helia.fi) if you are interested. There are 3 places for Haaga-Helia UAS students and the course will be given in Skövde, Sweden.

Arviointikriteerit

Arvosana 1

The student understands how to design business processes, services and products with customer in mind. S/he can use relevant theory, methods and specific terminology. S/he is able to conduct research and collect data when aided by others. The student can use branding tools with assistance from others.

Arvosana 3

The student is able to design business processes, services and products with customer in mind. His/her use of theory, methods and specific terminology is accurate. S/he is able to conduct market research and collect data to provide solutions. The student can use branding tools independently and in team work.

Arvosana 5

The student is able to design business processes, services and products successfully. His/her use of theory, methods and specific terminology is excellent. S/he is able to conduct relevant research and collect data to provide solutions that have outstanding value. The student can use branding tools with the desired impact. S/he has an innovative approach and can lead module activities on a highly professional level.

ARE2AB2-1004 Areal Studies 2: 10 op**ASA2PO201 Asian Areal Studies 1: 5 op****Osaamistavoitteet**

The module advances the following competences: e.g., communication, cultural awareness, customer understanding and global business mindset.

Sisältö

Economy, geopolitics, culture and leadership in Asia

Doing business in Asia: Business culture and etiquette in Asia

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is a part of the professional studies in Porvoo Campus competence-based curriculum.

The module advances the following competences: e.g., communication, cultural awareness, customer understanding and global business mindset. The module can be taken as 5cr+5cr module.

The first part (5 cr) gives an overall understanding of the Asian markets and business culture, the second part (5 cr) part consists of product planning and marketing for the Asian markets.

Lisätiedot

Teacher: Annika Konttinen

Assessment is based on activities and deliverables:

Classroom activities

Individual assignments

Teamwork

Final deliverables

Peer assessment

Self-assessment

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected via an electronic form.

Arviointikriteerit**Arvosana 1**

The student has a very basic understanding of the culture, society, business environment and economy of Asian markets. The student has some understanding of the business culture and its context. S/he has challenges with communicating and networking with stakeholders in Asia. The student's activity and participation are minimal. The student is able to operate only when the task and instructions are given and when aided by other students and supervisors.

Arvosana 3

The student is able to understand the culture, society, business environment and economy of Asian

markets. The student has an idea of the business culture and its context. S/he is able to communicate and network with stakeholders in Asia. The student's activity and participation are rather good. The student is able to operate when the task and instructions are given.

Arvosana 5

The student has an advanced understanding of the culture, society, business environment and economy of Asian markets. The student has a comprehensive idea of the business culture and its context. S/he is able to communicate and network on a professional level with stakeholders in Asia. The student's activity and participation are excellent. The student displays a culturally aware business-oriented approach towards Asia and is able to lead teamwork.

ASA2PO202 Asian Areal Studies 2: 5 op**Osaamistavoitteet**

The module advances the following competences: e.g., communication, cultural awareness, customer understanding and global business mindset.

Sisältö

Consumer behaviour of Asian markets

Product and service development for Asian markets

Sales and marketing communication methods and channels for Asian markets

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is a part of the professional studies in Porvoo Campus competence-based curriculum. The module can be taken as 5cr+5cr module. The first part (5 cr) gives an overall understanding of the Asian markets and business culture, the second part (5 cr) part consists of product planning and marketing for the Asian markets.

Lisätiedot

Teachers: Annika Konttinen, Niina Moilanen

The assessment is based on activities and deliverables:

Classroom activities

Individual assignments

Teamwork

Final deliverables

Peer assessment

Self-assessment

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected via an electronic form.

Arviointikriteerit**Arvosana 1**

The student is aware of the consumer behaviour of selected Asian markets. S/he has challenges with communicating and networking with stakeholders in Asia. The student is able to assess and develop products and services as well as to choose marketing communication methods for Asian markets only when aided by others. The student's activity and participation are minimal. The student is able to operate only when the task and instructions are given and when aided by other students and supervisors.

Arvosana 3

The student understands the consumer behaviour of selected Asian markets to some degree. S/he is able to communicate and network with stakeholders in Asia. The student has some ability to assess and develop products and services as well as to choose marketing communication methods for Asian markets. The student's activity and participation are rather good. The student is able to operate when the task and instructions are given.

Arvosana 5

The student understands the consumer behaviour of selected Asian markets. S/he is able to communicate and network on a professional level with stakeholders in Asia. The student is able to assess and develop products and services as well as to choose the most effective marketing communication methods for Asian markets. The student's activity and participation are excellent. The student displays a culturally aware business-oriented approach towards Asia and is able to lead teamwork.

COD2PO201 Applied Coding 1: 5 op**Osaamistavoitteet**

The module advances the following competences: cultural awareness, customer understanding and business mindset, research methods, market research and product service development. The module is linked to the core modules Business Environment and Customer Competences. The module can be taken as 5cr and can be later followed with a free-choice studies/star module (5cr).

Sisältö

- 1) Website Design-HTML 5 -20%
- 2) Java script -20%
- 3) Introduction to coding with Python - 40%
- 4) AI & Machine Learning -30% (group presentation=15% and individual assign=15%)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prior experience in coding.

Links in many areas to key digital competences to other modules

Arviointikriteerit**Arvosana 1**

The student has some understanding of coding languages used in the module. He/She is able to communicate at a minimal level in the coding language. The student displays limited cultural business awareness and is able to assess some of the product needs for the customer. The student is able to operate only when aided by other students and supervisors.

Arvosana 3

The student is able to understand coding languages used in the module. He/She is able to develop some coding independently. The student is able to operate with tasks both in teams and independently. The student displays some culturally aware business-oriented approaches by assessing the product needs for the customer.

Arvosana 5

The student has an advanced understanding of coding languages used in the module. He/She is able to develop coding independently. He/She applies an entrepreneurial problem-solving approach

to their project work and coding creation processes. The student has a comprehensive culturally aware business-oriented approach by assessing the product needs for the customer.

Hyväksytty, hylätty

Virtual exams are provided on Moodle for Website Design, Javascript and Python. Two attempts are provided for each exam. There is also a written assignment at the end of the course on Artificial Intelligence.

- Pre-Assignment - Pass/Fail
- Website Design HTML 5 - 20%
- Java script - 20%
- Introduction to coding with Python - 40%
- AI & Machine Learning -20% (group presentation)

COD2PO202 Applied Coding 2: 5 op**Osaamistavoitteet**

The module further advances the competences from the Applied Coding 1 module: cultural awareness, customer understanding and business mindset, research methods, market research and product service development. The module is linked to the core modules Business Environment and Customer Competences.

Sisältö

Virtual Course assignment (50%)

Case Study assignment exam (25%)

Guest & Teacher lectures (attendance & class tasks) (25%)

Dates for submission will be provided when the course starts.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module advances the following competences: cultural awareness, customer understanding and business mindset, research methods, market research and product service development. This module can only be taken on completion of the Applied Coding 1 (COD2PO201).

Arviointikriteerit**Arvosana 1**

The student has some understanding of coding languages used in the module. He/She is able to communicate at a minimal level in the coding language. The student displays limited cultural business awareness and is able to assess some of the product needs for the customer. The student is able to operate only when aided by other students and supervisors.

Arvosana 3

The student is able to understand coding languages used in the module. He/She is able to develop some coding independently. The student is able to operate with tasks both in teams and independently. The student displays some culturally aware business-oriented approaches by assessing the product needs for the customer.

Arvosana 5

The student has an advanced understanding of coding languages used in the module. He/She is able to develop coding independently. He/She applies an entrepreneurial problem-solving approach

to their project work and coding creation processes. The student has a comprehensive culturally aware business-oriented approach by assessing the product needs for the customer.

Hyväksytty, hylätty

There is one case study exam on a topic that the instructor will outline when the course starts. There are also 3 compulsory class assignments. Re-exams can be arranged during the module implementation, but must be agreed with the course instructor before the end of the module.

GER2PO201 German Areal Studies 1: 5 op**Osaamistavoitteet**

Assessment details can be checked from implementation plans (including attendance requirements).

Classroom activities

Individual assignments

Teamwork

Final deliverables

Language tests

Peer assessment

Self-assessment

The assessment is based on the progress of a student towards mastering German Areal studies, rather than on a tested level of linguistic competence (German language).

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected in an electronic form.

Sisältö

Areal history, geography, society, economy, trade relations, entrepreneurship.

Areal business operational environment and business culture.

Areal language (for business, sales and services) and business communication

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is a part of professional studies in the Porvoo Campus competence-based curriculum.

No previous studies in German are required. The module advances the following competences: communication, cultural awareness, customer understanding and global business mindset. The module is expected to be taken as a 5 + 5 ECTS module and can be later followed by a star module (5 ECTS).

Arviointikriteerit**Arvosana 1**

The student has some understanding of German-speaking regions, German language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at a minimal level in the local language and network with actors in the selected area. The student has only a limited understanding of the business culture and its context. The student is able to operate only when aided by other students and supervisors. The student's activity and participation are minimal.

Arvosana 3

The student is able to understand German-speaking regions, German language and the cultural,

political, economic and social aspects of its environment. S/he is able to communicate at some level in the local language and network with actors in the selected area. The student has a clear idea of the business culture and its context. The student is able to operate with tasks both in teams and independently. The student's activity and participation are rather good.

Arvosana 5

The student has an advanced understanding of German-speaking regions, German language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate reliably in the local language and network with actors in the selected area. The student has a comprehensive idea of the business culture and its context. The student displays a culturally aware business-oriented approach and is able to lead team work. The student's activity and participation are excellent.

GER2PO202 German Areal Studies 2: 5 op**Osaamistavoitteet**

Assessment details can be checked from implementation plans (including attendance requirements).

Classroom activities

Individual assignments

Teamwork

Final deliverables

Language tests

Peer assessment

Self-assessment

The assessment is based on the progress of a student towards mastering German Areal studies, rather than on a tested level of linguistic competence (German language).

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected in an electronic form.

Sisältö

Areal history, geography, society, economy, trade relations, entrepreneurship.

Areal business operational environment and business culture.

Areal language (for business, sales and services) and business communication.

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

The module is a part of professional studies in the Porvoo Campus competence-based curriculum.

No previous studies in German are required. The module advances the following competences: communication, cultural awareness, customer understanding and global business mindset. The module is expected to be taken as a 5 + 5 ECTS module and can be later followed by a star module (5 ECTS)

Arviointikriteerit**Arvosana 1**

The student has some understanding of German-speaking regions, German language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at a minimal level in the local language and network with actors in the selected area. The student has only a limited understanding of the business culture and its context. The student is able to operate only when aided by other students and supervisors. The student's activity and participation are

minimal.

Arvosana 3

The student is able to understand German-speaking regions, German language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at some level in the local language and network with actors in the selected area. The student has a clear idea of the business culture and its context. The student is able to operate with tasks both in teams and independently. The student's activity and participation are rather good.

Arvosana 5

The student has an advanced understanding of German-speaking regions, German language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate reliably in the local language and network with actors in the selected area. The student has a comprehensive idea of the business culture and its context. The student displays a culturally aware business-oriented approach and is able to lead team work. The student's activity and participation are excellent.

RUS2PO201 Russian Areal Studies 1: 5 op**Osaamistavoitteet**

The student is able to understand Russia, Russian language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at some level in the local language and network with actors in the selected area. The student has a clear idea of the business culture and its context.

Sisältö

- 1) The Cyrillic alphabet and basic language studies in oral and written Russian: greetings, Russian name system, me, family, friends, a city, at a café, nationalities and countries, clock
- 2) about Russian history, society, geography and economy

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is a part of professional studies in the Porvoo Campus competence-based curriculum. The level A1 module is aimed to students with no prior studies in Russian language. The module advances the following competences: cultural awareness, customer understanding, business mindset and business communication. The module is expected to be followed by the module Russian Areal Studies 2 (5 ECTS).

Arviointikriteerit**Arvosana 1**

The student has some understanding of Russia, Russian language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at a minimal level in the local language and network with actors in the selected area. The student has only a limited understanding of the business culture and its context. The student is able to operate only when aided by other students and supervisors.

Arvosana 3

The student is able to understand Russia, Russian language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at some level in the local language and network with actors in the selected area. The student has a clear idea of the business culture and its context. The student is able to operate with tasks both in teams and independently.

Arvosana 5

The student has an advanced understanding of Russia, Russian language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at some level in the local language and network with actors in the selected area. The student has a comprehensive idea of the business culture and its context. The student's activity and participation are excellent. The student displays a culturally aware business-oriented approach and is able to lead team work.

RUS2PO202 Russian Areal Studies 2: 5 op**Osaamistavoitteet**

The student is able to understand Russia, Russian language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at some level in the local language and network with actors in the selected area. The student has a clear idea of the business culture and its context.

Sisältö

- Basic language studies in oral and written Russian with themes: my language skills, study and work, traveling and traffic, restaurant, leisure time, hobbies
- Russian business operational environment and business culture

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is a part of professional studies in the Porvoo Campus competence-based curriculum. The prerequisite for this level A2 module is Russian Areal Studies 1 or approximately 100 hours of prior Russian language studies. The module advances the following competences: cultural awareness, customer understanding, business mindset and business communication. Students who wish to deepen their Russian after completing this module can take the Intermediate and Advanced Russian (5ECTS).

Arviointikriteerit**Arvosana 1**

The student has some understanding of Russia, Russian language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at a minimal level in the local language and network with actors in the selected area. The student has only a limited understanding of the business culture and its context. The student's activity and participation are minimal. The student is able to operate only when aided by other students and supervisors.

Arvosana 3

The student is able to understand Russia, Russian language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at some level in the local language and network with actors in the selected area. The student has a clear idea of the business culture and its context. The student's activity and participation are rather good. The student is able to operate with tasks both in teams and independently.

Arvosana 5

The student has an advanced understanding of Russia, Russian language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at some level in the local language and network with actors in the selected area. The student has a comprehensive idea of the business culture and its context. The student's activity and participation are excellent. The student displays a culturally aware business-oriented approach and is able to lead team work.

SPA2PO201 Spanish Areal Studies 1: 5 op**Osaamistavoitteet****ASSESSMENT**

Assessment details can be checked from implementation plans (including attendance requirements).

Classroom activities

Individual assignments

Teamwork

Final deliverables

Peer assessment

Self-assessment

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected in an electronic form.

Sisältö**CONTENTS**

The themes of the module are

- 1) basic language studies in oral and written Spanish: greetings, presentations, getting to know new people, countries and cities, shopping; and
- 2) Spanish business operational environment and business culture, areal differences and trade relations.

WORKING LIFE CONNECTIONS

Possible company visits and guest lecturers and workshops from different companies and organisations.

INTERNATIONALITY

Possibility to operate with international teams and international lectures. Possible guest lecturers from international organisations and partner universities.

COURSE TEACHER(S)

Antti Kurhinen, Porvoo

Maria Ruohutla, Porvoo

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is a part of professional studies in the Porvoo Campus competence-based curriculum. The level A1 module is aimed to students with no prior studies in Spanish language. The module advances the following competences: cultural awareness, customer understanding, business mindset and business communication. The module is expected to be followed by the module Spanish Areal Studies 2 (5 ECTS).

Arviointikriteerit**Arvosana 1**

The student has some understanding of the Spanish speaking world, Spanish language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at a minimal level in the local language and network with actors in the selected area. The student has only a limited understanding of the business culture and its context. The student's activity and participation are minimal. The student is able to operate only when aided by other students and supervisors.

Arvosana 3

The student is able to understand Spanish speaking world, Spanish language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at some level in the local language and network with actors in the selected area. The student has a clear idea of the business culture and its context. The student's activity and participation are rather good. The student is able to operate with tasks both in teams and independently.

Arvosana 5

The student has an advanced understanding of Spanish speaking world, Spanish language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate reliably in the local language and network with actors in the selected area. The student has a comprehensive idea of the business culture and its context. The student's activity and participation are excellent. The student displays a culturally aware business-oriented approach and is able to lead team work.

SPA2PO202 Spanish Areal Studies 2: 5 op**Osaamistavoitteet****ASSESSMENT**

Assessment details can be checked from implementation plans (including attendance requirements).

Classroom activities

Individual assignments

Teamwork

Final deliverables

Peer assessment

Self-assessment

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected in an electronic form.

Sisältö**CONTENTS**

The themes of the module are

- 1) basic language studies in oral and written Spanish: me, family, friends, home; countries and cities; studying, work, restaurant, accommodation, traveling and traffic, branches of Industry,; and
- 2) Latin American business operational environment and business culture, areal differences and trade relations.

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin**STARTING LEVEL AND LINKAGE WITH OTHER COURSES**

The module is a part of professional studies in the Porvoo Campus competence-based curriculum. The prerequisite for this level A1 module is Spanish Areal Studies 1 or approximately 100 hours of prior Spanish language studies. The module advances the following competences: cultural awareness, customer understanding, business mindset and business communication. Students who wish to deepen their Spanish after completing this module can take the Intermediate and Advanced Spanish (5 ECTS).

Arviointikriteerit**Arvosana 1****LEARNING OBJECTIVES AND ASSESSMENT**

Grade 1

The student has some understanding of the Spanish speaking world, Spanish language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at a minimal level in the local language and network with actors in the selected area. The student has only a limited understanding of the business culture and its context. The student's activity and participation are minimal. The student is able to operate only when aided by other students and supervisors.

Arvosana 3**Grade 3**

The student is able to understand Spanish speaking world, Spanish language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate at some level in the local language and network with actors in the selected area. The student has a clear idea of the business culture and its context. The student's activity and participation are rather good. The student is able to operate with tasks both in teams and independently.

Arvosana 5**Grade 5**

The student has an advanced understanding of Spanish speaking world, Spanish language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate reliably in the local language and network with actors in the selected area. The student has a comprehensive idea of the business culture and its context. The student's activity and participation are excellent. The student displays a culturally aware business-oriented approach and is able to lead team work.

ADVANCEAB-1004 Advanced Studies: 30 op**AIR3PO301 Airline Business: 10 op****Osaamistavoitteet**

LO1: Student understands processes between airline business stakeholders and develops airline business mindset from an individual and organisation's view point

LO2: Promotes corporate strategic thinking and airline business model considerations.

LO3: Understand airline key units and their functions in context of airline management

LO4: Promotes the understanding of effective group work, team dynamics, avoiding silo mindset considerations.

Sisältö**CONTENTS**

Commercial Management:

*Finance and Treasury

*Sales

*Marketing

*Resource Management (Schedules, Fleet & Profitability Scenarios)

*Revenue Management and Pricing

*Alliances and Partnerships

*Steering Business through data

*Ancillaries Business

*Loyalty

Operational Management:

- *Ground Operations
 - *Operations Control
 - *Cargo Operations
 - *Technical Operations and Engineering
 - *Inflight Experience
- Strategy, Leadership & Development:
- *Sustainability
 - *HR
 - *Lean, Service Design & Processes
 - *Industrial Affairs, Politics & Law

WORKING LIFE CONNECTIONS

Company and airline visits, guest lecturers and project work in cooperation with different aviation companies and organisations.

INTERNATIONALITY

Teamwork in an international group, supervised by international instructors. Guest lecturers from international organisations and partner universities.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is a part of professional studies in Porvoo Campus competence-based curriculum. Prerequisites for the module are that the student has completed basic and professional studies in aviation. Alternatively, basic airline knowledge gained in working a few years in an airline.

Arviointikriteerit

Arvosana 1

Grade 1 – Student shows limited performance for given group and individual assignments

Arvosana 3

Grade 3 – Student shows good performance for given group and individual assignments

Arvosana 5

Grade 5 – Student shows excellent performance for given group and individual assignments

AIR3PO302 Airport Business: 10 op

Osaamistavoitteet

Learning objectives and assessment

The module advances the following competences with specific focus on airport business: strategic planning, economics, ecosystem, megatrends, digitalization, sustainability, value creation, concept development, passenger experience, risk management, operations, safety&security, regulation, capacity management, sales, performance, master planning and future airports.

Sisältö

Strategic planning
Concept development at airports in airport industry
Ecosystem, megatrends

Sustainability
Sales
Digitalization
Sustainability
Value creation
Safety&security, regulation
Risk management
Operations and systems
Capacity management
Master planning
Future airports

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is part of advanced studies in Porvoo Campus competence based curriculum. Prerequisites for the module are that the student has completed basic and professional studies.

Arviointikriteerit**Arvosana 1**

The student has limited abilities and knowledge to work with strategic planning, economics, ecosystem, megatrends, digitalization, sustainability, value creation, concept development, passenger experience, risk management, operations, safety&security, regulation, capacity management, sales, performance, master planning and future airports in the airport context. The student participates in project teamwork, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Arvosana 3

The student has good abilities and knowledge to work with strategic planning, economics, ecosystem, megatrends, digitalization, sustainability, value creation, concept development, passenger experience, risk management, operations, safety&security, regulation, capacity management, sales, performance, master planning and future airports in the airport context. The student participates in project teamwork, implementation and evaluation with active input. The student is able to work and proactively and independently.

Arvosana 5

The student has excellent abilities and knowledge to work with strategic planning, economics, ecosystem, megatrends, digitalization, sustainability, value creation, concept development, passenger experience, risk management, operations, safety&security, regulation, capacity management, sales, performance, master planning and future airports in the airport context. The student actively participates and leads when necessary project teamwork, implementation and evaluation. The student actively seeks to work proactively and independently in a highly productive manner.

AIR3PO303 Air Cargo: 10 op**Osaamistavoitteet**

The module advances the following competences with specific focus on air cargo: analytical and strategic thinking, strategic planning, value creation, process development, risk management, safety&security, regulation, strategic sales, enabling digitalization, managing sales and performance, future orientation.

Sisältö

- Strategic planning
- Concept and business development within air cargo
- Digitalization and sustainability within air cargo context
- Sales and business performance management
- Value creation
- Risk management
- Airports and airlines within the air cargo networks
- Key factors and stakeholders in the air cargo industry
- Air Cargo industry forecasts and trends, future
- Air cargo safety and security management and industry regulations

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is part of advanced studies in Porvoo Campus competence based curriculum.

Prerequisites for the module are that the student has completed basic and professional studies.

Arviointikriteerit**Arvosana 1**

The student has limited abilities to conduct analytical and strategic thinking, strategic planning and has gained limited knowledge of value creation, concept development, risk management, strategic sales and e-commerce, enabling digitalization, managing sales and performance. The student participates in project teamwork, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Arvosana 3

The student has good abilities to conduct analytical and strategic thinking, strategic planning and has gained sufficient knowledge of value creation, concept development, risk management, strategic sales and e-commerce, enabling digitalization, managing sales and performance. The student participates in project teamwork, implementation and evaluation with active input. The student is able to work and proactively and independently.

Arvosana 5

The student has excellent abilities to conduct analytical and strategic thinking, strategic planning and has gained outstanding knowledge of value creation, concept development, risk management, strategic sales and e-commerce, enabling digitalization, managing sales and performance. The student actively participates and leads when necessary project teamwork, implementation and evaluation. The student actively seeks to work proactively and independently in a highly productive manner.

FREECHAB-1004 Free Choice Studies: 15 op**PLACEAB-1004 Work Placement: 30 op****PLA6PO104 Work Placement: 30 op****Osaamistavoitteet**

The students learn to develop their professional skills and to link their academic studies with real-life work practices and is able to evaluate and develop their workplace environment. Work placement is

assessed as pass (H=accepted) or fail. Please see MyNet for further information.

Sisältö

Work placement period is one uninterrupted period or several shorter ones. Work placement can be full-time or part-time work with a minimum of 20 h/week. A student submits a written work placement notification (application) to the work placement coordinator. Work placement comprises the following:

- Participation in a placement info meeting before work placement.
- Contact with the work placement advisor (lecturer) before and during the placement.
- Placement period in an approved company or organization.
- Keeping a learning log.
- Submitting a written or an oral placement report with the required attachments and submitting the required documents to the advisor.
- Giving feedback on the learning platform or submitting a Work Placement Abroad –student report

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

The student has successfully completed 120 ECTS.

PLA6PO105 Work Placement 1: 10 op**Osaamistavoitteet**

The students

- learn to develop their professional skills and to link their academic studies with real-life work practices
- are able to evaluate and develop their workplace environment

Work placement is an integral part of polytechnic studies. The placement work has to be approved in advance by the work placement co-ordinator by submitting a notification via MyNet. Students have to be registered as attendants to this course during the work placement.

Sisältö

Work placement period is normally uninterrupted but students can complete their work placement also in two or three parts. Work placement can be full-time or part-time work with a minimum of 20 h/week. Work placement comprises the following:

- Participation in a placement info meeting before work placement.
- Contact with the work placement advisor (lecturer) before and during the placement.
- Placement period in an approved company or organization. Keeping a learning log.
- Submitting a written or an oral placement report with the required attachments. Alternatively, writing HH work placement blog and submitting the required documents to the advisor.
- Giving feedback on the learning platform or submitting a Work Placement Abroad –student report

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

Completion of 30-60 cr before the work placement begins

Lisätiedot

Leena Törmälä, Porvoo Campus

Liisa Wallenius, Porvoo Campus

PLA6PO106 Work Placement 2: 10 op**Osaamistavoitteet**

The students

- learns to develop their professional skills and to link their academic studies with real-life work

practices

- are able to evaluate and develop their workplace environment

Work placement is an integral part of polytechnic studies. The placement has to be approved in advance by the work placement co-ordinator. Students have to be registered as attendants during the work placement. Work placement is assessed as pass (H=accepted) or fail. Please see MyNet for further information.

Sisältö

Work placement can be full-time or part-time work with a minimum of 20 h/week. A student has to make a work placement notification to the work placement coordinator to seek acceptance for the work placement duties. Work placement comprises the following:

- Participation in a placement info meeting before work placement.
- Contact with the work placement advisor (lecturer) before and during the placement.
- Placement period in an approved company or organization. Keeping a learning log.
- Submitting a written or an oral placement report with the required attachments.
- Giving feedback on the learning platform or submitting a Work Placement Abroad –student report

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

Completion of work placement 1 and a minimum of 60 cr.

Lisätiedot

Leena Törmälä, Porvoo Campus

Liisa Wallenius, Porvoo Campus

PLA6PO107 Work Placement 3: 10 op

Osaamistavoitteet

The students

- learn to develop their professional skills and to link their academic studies with real-life work practices

- are able to evaluate and develop their workplace environment

Work placement is an integral part of polytechnic studies and students can apply for work placement 3 after they have completed 120 cr. Students have to be registered as attendants during the work placement

Sisältö

Work placement period is normally uninterrupted. Work placement can be full-time or part-time work with a minimum of 20 h/week. A student has to submit a work placement notification to the work placement coordinator to seek acceptance for the planned work placement duties. Work placement comprises the following:

- Participation in a placement info meeting before work placement.
- Contact with the work placement advisor (lecturer) before and during the placement.
- Placement period in an approved company or organization. Keeping a learning log.
- Submitting a written or an oral placement report with the required attachments.
- Giving feedback on the learning platform or submitting a Work Placement Abroad –student report

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

Completion of work placement 1 and 2, and 120 cr.

Lisätiedot

Leena Törmälä, Porvoo Campus

Liisa Wallenius, Porvoo Campus

THESISAB-1004 Bachelor's Thesis: 15 op**THE7HH801 Thesis Phase 1: 5 op****Osaamistavoitteet**

Upon completion of the module, the student is able to

- Know different stages of the thesis process
- Know the aim of her/his thesis
- Search for information in a variety of reliable sources.
- Define the key concepts of her/his thesis.
- Create a realistic schedule for her/his thesis
- Know requirements and the basic structure of the thesis.
- plan a research-based development project outline.

Sisältö

- Thesis at Haaga-Helia
- Thesis process and progress in Konto
- Student's role and responsibilities during the thesis process
- Confidentiality in theses
- Content and extent of the thesis
- Content and extent of a research-based development project
- Source information search, reliable information and critical evaluation of them.
- Formal referencing
- Selection criteria for research and innovation methods
- Thesis reporting according to Haaga-Helia reporting guidelines
- Self management during the thesis process.

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

Studies specified by the degree programme

Arviointikriteerit**Arvosana 1**

See thesis assessment criteria in MyNet

Arvosana 3

See thesis assessment criteria in MyNet

Arvosana 5

See thesis assessment criteria in MyNet

Hyväksytty, hylätty

During the thesis process, progress is graded as pass/fail according to programme-specific objectives.

After the thesis evaluation process is completed, H for "pass" is replaced by the thesis grade.

To pass the module all assignments (incl. research based development project outline = thesis outline) must be submitted and approved.

Research based development project outline is uploaded in Konto and a thesis supervisor has approved it.

THE7HH802 Thesis Phase 2: 5 op**Osaamistavoitteet**

The student knows how to use relevant source material, apply suitable methods and follow reporting guidelines.

Sisältö

2/3 completed thesis, according to programme-specific guidelines and principles

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

Thesis phase 1 completed

Arviointikriteerit**Arvosana 1**

See thesis assessment criteria in MyNet

Arvosana 3

See thesis assessment criteria in MyNet

Arvosana 5

See thesis assessment criteria in MyNet

Hyväksytty, hylätty

During the thesis process, progress is graded as pass/fail according to programme-specific objectives.

After the thesis evaluation process is completed, H for "pass" is replaced by the thesis grade.

THE7HH803 Thesis Phase 3: 5 op**Osaamistavoitteet**

The student finishes the thesis according to the Haaga-Helia guidelines and thesis schedule.

Sisältö

- finalizing the thesis
- publishing the thesis

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

Thesis phases 1/3 and 2/3 completed. Phase 3/3 cannot be approved before the maturity exam and plagiarism check have been passed.

Arviointikriteerit**Arvosana 1**

See thesis assessment criteria in MyNet

Arvosana 3

See thesis assessment criteria in MyNet

Arvosana 5

See thesis assessment criteria in MyNet

Hyväksytty, hylätty

See thesis assessment criteria in MyNet

THE7HH804 Maturity Test: 0 op**Osaamistavoitteet**

The maturity examination is a learning experience which aims at helping the student polish his/her communication skills. Also, the aim is to present the proficiency of the student as well as the contents of the thesis.

The maturity test demonstrates the student's familiarity and expertise in the subject field of the thesis as well as language competency in Finnish or Swedish, as required in Finnish legislation (A1129/2014, § 8).

The language required for the maturity test is determined by the language the student studied as first language/mother tongue during secondary level education. The maturity test also serves as a demonstration of spoken and written competence in the language in question. The language of the maturity exam is also marked in the degree certificate.

Sisältö

In Haaga-Helia, the maturity test can take one of three forms, as agreed with the thesis advisor: an essay, an item for a staff newsletter or a media release. The maturity test is not the same as an exam answer.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The thesis is completed.

Lisätiedot

See instructions in MyNet