

GLOBBA Degree Programme in International Business Bachelor of Business Administration, 210 ECTS

Bachelor of Business Administration

Programme

Name and level of education

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

Admission requirements and applications

General eligibility for higher education in Finland; Language skills as required in the joint application system to degree programmes conducted in English

Act of Polytechnics 9.5.2003/351 20§

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

Scope and duration

3.5 years and 210 ECTS credits

Recognition of learning

See Haaga-Helia general rules for the accreditation here [Recognition of learning](#)

Mode of study

Full-time day programme

Evening Studies

Language of tuition

English

Requirements and decrees

General eligibility for higher education in Finland; Language skills as required in the joint application system to degree programmes conducted in English

Study attainments and assessment

See [Degree regulations](#)

Targets and structure

Why to Choose Haaga-Helia BBA in International Business, Helsinki Pasila?

Your aim is to

Acquire a mind-set of continuous personal and professional development.
Have a strong professional orientation to global business.
Develop competencies in effective multicultural teamwork and communication.
Acquire a variety of competences needed by business developers, digital implementers, knowledge facilitators, relationship builders and solution providers.
Become an expert in one of the key fields in global business such as in customer relationship management and communication, entrepreneurship, financial management, human resource management and supply chain management.

Structure of the programme:

Basic Studies (compulsory for all students): 100 ECTS credits (including 25 cr language studies)
Specialisation Studies: 50 credits
Free-choice Studies: 15 credits
Work Placement: 30 credits. This can be accomplished in Finland or abroad and in several parts, typically 15 cr and 15 cr, also by working part time during studies.
Thesis: 15 credits

TOTAL: 210 ECTS credits

Haaga-Helia International Business graduates are highly competitive knowledge workers in the global labour markets. Graduates have the skills and broad-based know-how needed in global professional B2B services-focused environment. They anticipate future trends and cope proactively with the volatility of global markets. Our sales and service minded graduates create value through proactive networking in international contexts. In addition, they manage and lead multinational projects using effective teamwork, digital tools, time management, communications and negotiation skills. They also appreciate the importance of sustainability and business ethics.

Internationalisation

When studying in the Haaga-Helia International Business Programme students have several opportunities to include multicultural dimensions in their degree studies. About one half of the students in the programme come outside Finland. They represent over 60 different nationalities. Annually more than 150 exchange students study in the programme. The large international student community at Haaga-Helia offers a natural daily platform for multicultural learning. Learning of multicultural communication and business knowledge is based on the vast expertise of the Haaga-Helia teaching staff. The full-time lecturers represent several different nationalities. In addition, visiting guest lecturers from Haaga-Helia's international partner institutions give frequently lectures in the programme. In the full-time day programme students with the Finnish educational background must include either an exchange study period or work placement abroad in their degree studies. The wide network of international partner institutions all over the world helps all degree students find a suitable university for an exchange semester or two semester long double degree studies.

Work placement and cooperation with the business community

The programme works in cooperation with a wide range of different companies and organisations in Finland and abroad.

The cooperation strengthens the learning in the basic and specialisation studies and offers the students the possibility to develop their professional networks while studying. The programme offers Double Degrees with universities and universities of applied sciences abroad. It belongs to the global CIDD Double Degree network developing double degrees further together with partners.

The students of the programme can benefit from the wide network of almost 200 international partner institutions of Haaga-Helia. All students are encouraged to include exchange studies or work placement abroad in their degree. The programme staff and students function also in various international projects and networks, by developing e.g. the internationalisation and exports of enterprises.

Career opportunities

The studies prepare the graduates to work in all fields of international business. As a BBA one can develop a career from assistant levels to management positions, as an entrepreneur, a specialist or in RDI positions.

The Specialisation Major Customer Relationship Management and Communication prepares for careers in marketing, sales and communication. It gives skills in the areas of innovation and sales management, digital marketing, service design, B2B branding, corporate and marketing communication and how to create customer value in B2B service processes.

Financial Management leads to positions in areas such as accounting, controlling or finance. The studies focus on, for example, profitability controlling, financial reporting and how to find the most competitive sources and modes of finance for the company's development projects and transactions. Typical job titles after graduation: accountant, controller, business analyst, financial manager.

Supply Chain Management (SCM) focuses on sourcing, sustainability, and the SCM function as supporting companies' sales and service. The studies include, for example, sourcing strategies, managing quality and circular economy principles. Graduates collaborate with suppliers, optimise deliveries and engage in sustainable supply chain management. Graduates typically work in the areas of operations, logistics, purchasing or sales management.

Human Resource Management (HRM) prepares for careers in people management and leadership. HRM studies focus on attracting, managing, developing and rewarding talent in the competitive international labour market. Graduates typically work in positions of HRM assistant, HR consultant, HR coordinator, payroll specialist, recruitment consultant, compensation and benefits manager. Eventually many aim for the HR manager position.

Entrepreneurship specialisation prepares for careers in entrepreneurship and intrapreneurship. Entrepreneurship studies focus on learning entrepreneurial competences to run entrepreneurial projects as well as start and develop a business. Graduates work as self-employed, in family business, franchising, freelancing, startups, as business advisors, innovation assistants or managers.

Postgraduate studies

[Non Degree Programmes](#)

Master studies: [DP in Leading Business Transformation](#)
University Studies

Contact information

Contacts:

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[Study Services](#)

Degree Programme in International Business Mondragon autumn 2019

Tunnus	Nimi	Summa
GLOB16S19MON	Degree Programme in International Business Mondragon autumn 2019	215
GLOBS-1002	BASIC STUDIES	80
<i>IBU1LF101</i>	<i>Introduction to International Business</i>	<i>10</i>
<i>MAT1LF101</i>	<i>Business Mathematics</i>	<i>5</i>
<i>ICT1LF101</i>	<i>Business ICT Skills</i>	<i>5</i>
<i>ENT1LF101</i>	<i>Entrepreneurship</i>	<i>5</i>
<i>MAR1LF101</i>	<i>Basics of Marketing</i>	<i>5</i>
<i>SCM1LF101</i>	<i>Basics of Supply Chain Management</i>	<i>5</i>
<i>HRM1LF101</i>	<i>Basics of Human Resource Management</i>	<i>5</i>
<i>ACC1LF101</i>	<i>Basics of Financial Management</i>	<i>5</i>
<i>IBU1LF102</i>	<i>Selling to Export Markets</i>	<i>5</i>
<i>IBU1LF103</i>	<i>Internationalisation of a Firm</i>	<i>5</i>
<i>ECO1LF101</i>	<i>International Economics</i>	<i>5</i>
<i>ICT1LF102</i>	<i>ERP and Project Management</i>	<i>5</i>
<i>BUS1LF101</i>	<i>Sustainable Business</i>	<i>5</i>
<i>IBU1LF104</i>	<i>International Trade Practicalities and Business Law</i>	<i>5</i>
<i>TOO8LF003</i>	<i>SAP Overview</i>	<i>5</i>
GLOLS-1002	LANGUAGE AND COMMUNICATION STUDIES	25
<i>COM1LF101</i>	<i>International Business Communication</i>	<i>5</i>
<i>GER8LF101</i>	<i>German 1</i>	<i>5</i>
<i>GER8LF102</i>	<i>German 2</i>	<i>5</i>
<i>GER8LF103</i>	<i>German 3</i>	<i>5</i>
<i>GER8LF104</i>	<i>German 4</i>	<i>5</i>
<i>CHI8LE210</i>	<i>Chinese for Beginners 1</i>	<i>5</i>
<i>CHI8LE220</i>	<i>Chinese for Beginners 2</i>	<i>5</i>
<i>CHI8LF103</i>	<i>Chinese 3</i>	<i>5</i>
<i>CHI8LF104</i>	<i>Chinese 4</i>	<i>5</i>
<i>FIN8LF104</i>	<i>Introduction to Finnish Language and Culture</i>	<i>2</i>
GLOSS-1002	SPECIALISATION STUDIES	50
<i>IBU3LF101</i>	<i>Specialisation Project</i>	<i>5</i>
<i>MARLF-1002</i>	<i>Customer Relationship Management and Communication</i>	<i>0</i>
MAR3LF101	BtoB Sales Skills	5
MAR3LF102	Marketing Research Methods	5
MAR3LF103	Innovative Service Design	5
MAR3LF104	Customer Relationship Management	5
MAR3LF105	Branding and Marketing Communications	5

SCMLF-1002	Supply Chain Management	0
SCM3LF101	Developing SCM	5
SCM3LF102	Strategic Sourcing	5
SCM3LF103	Sustainable SCM	5
SCM3LF104	Quality Management	5
SCM3LF105	SCM Tools and Optimisation	5
GLOFREE-1002	FREE-CHOICE STUDIES	15
MAT8LF101	Brush up Business Mathematics	3
ENG8LF101	Developing Academic Writing	3
COM8HH005	Video CV	1
COM8HH006	Personal Branding in LinkedIn	1
COM8HH007	Using Twitter for Professional Purposes	1
COM8HH008	Using Instagram for Professional Purposes	1
PLALF-1002	WORK PLACEMENT	30
PLA6LF002C	Basic Work Placement part 1	5
PLA6LF002D	Basic Work Placement part 2	5
PLA6LF002E	Basic Work Placement part 3	5
PLA6LF002F	Specialisation Work Placement Part 1	5
PLA6LF002G	Specialisation Work Placement Part 2	5
PLA6LF002H	Specialisation Work Placement Part 3	5
THELF-1002	BACHELOR'S THESIS	15
THE7LF100	Introduction to Thesis	0
THE7LF101	Thesis Planning	0
THE7HH801	Thesis Phase 1	0-5
THE7HH802	Thesis Phase 2	0-5
THE7HH803	Thesis Phase 3	0-5
THE7HH804	Maturity Test	0

**GLOB16S19MON Degree Programme in International Business Mondragon
autumn 2019: 215 op****GLOBS-1002 BASIC STUDIES: 80 op****IBU1LF101 Introduction to International Business: 10 op****Osaamistavoitteet**

You have an understanding of the general business framework. You know the purpose and role of different business functions and their connection to international business. You are able to work in a multicultural team and reflect your own professional development. You get insights into the areas of human resource management, supply chain management, accounting, finance and principles of economics.

You identify the general business competencies and understand their importance for your personal development and future career. You know the common recruitment and selection criteria and can apply them both from the employer and applicant perspective. You know the importance of the supply chain and logistics in business operations. You are able to consider the customer orientation and cost efficiency of supply chain management.

You understand the basic cash and transaction flows of a company and can interpret them with accounting concepts. You recognize the basic legal framework of accounting and taxation. You are able to recognize financial services and funding options for business purposes.

You know the basis for competitiveness in international trade, the basics of supply and demand, as well as competition in different market structures.

Sisältö

- case companies in the context
- approaches for effective multicultural teamwork
- learning styles
- generic and business competencies
- recruitment and selections
- customer orientation and cost efficiency of supply chain management
- international competitiveness; supply and demand
- competition and market structures
- accounting as a language of business
- financing of an enterprise

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites required.

Arviointikriteerit**Arvosana 1**

Knowledge:

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills:

You can complete given tasks and assignments with assistance.

You need to develop how to apply knowledge.

Competence:

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3

Knowledge:

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills:

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence:

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

Knowledge:

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills:

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence:

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

MAT1LF101 Business Mathematics: 5 op

Osaamistavoitteet

You can solve various business mathematics problems correctly and efficiently using Excel. You are able to evaluate the effect of inflation, time and changes in the currency exchange rates on the value of money. You are able to make calculations related to financial instruments and investments.

Sisältö

Exchanging currencies and currency fluctuations

Consumer Price Index, inflation and purchasing power of money

Simple and compound interest calculation

Periodic payments

Long-term loans

Hire purchase

Annual percentage rate

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites. Nevertheless, students who need to revise mathematics are advised to take MAT8LF101 Brush up Business Mathematics at the same time or before this course.

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You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3

You know the key concepts well and can explain how the theories and models function and the tools are used.

You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations.

You can critique your own practice and identify ways to improve.

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

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ICT1LF101 Business ICT Skills: 5 op**ENT1LF101 Entrepreneurship: 5 op****Osaamistavoitteet**

You identify and describe key concepts and processes in entrepreneurship. You can assess your current level of entrepreneurial behaviour. You recognize differences in entrepreneurship in different cultures. You can generate and assess business ideas and develop an idea into a business model.

Sisältö

Key concepts in entrepreneurship: an entrepreneur, entrepreneurship, a business

Entrepreneurship processes: personal growth to entrepreneurship, from an idea to business model, starting a business

Entrepreneurial competencies

Different forms of entrepreneurship: individual entrepreneurship, intrapreneurship, social entrepreneurship

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

No prerequisites.

Lisätiedot

Cooperation with the business community

Interviews with entrepreneurs provide insight to the life of entrepreneurs in Finland and abroad.

Internationality

Students investigate and compare entrepreneurship in different cultures.

MAR1LF101 Basics of Marketing: 5 op

Osaamistavoitteet

You can identify and describe key concepts and processes in marketing. You are able to collect basic customer data to identify customer needs and problems. You can identify and analyze different dimensions in a small business marketing environment and describe their influence on marketing decisions. You can identify and describe marketing mix decisions in a small business.

Sisältö

- Creating customer value & engagement
- Company & marketing strategy
- Analyzing the marketing environment
- Marketing information to gain customer insights
- Consumer & business buying behaviour
- Customer value-driven marketing strategy
- Products, services & brands
- New product development & life cycle
- Marketing channels
- Retailing & wholesaling
- Promotion mix & advertising
- Personal selling & sales promotion
- Digital & social media marketing
- Creating competitive advantage

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

No prerequisites required.

Arviointikriteerit

Arvosana 1

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Arvosana 5**Knowledge:**

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Skills:

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Competence:

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

SCM1LF101 Basics of Supply Chain Management: 5 op**Osaamistavoitteet**

You understand the role of modern supply chain management (SCM) in creating competitive advantage to a firm from the financial, customer service as well as ethical and environmental perspective. You master the basic SCM concepts, which will help you in communicating with the internal and external stakeholders.

Sisältö

Elements and functions of the global supply chain

Features and challenges of international logistics

Purchasing process

Logistics and functions (customer service level, order management, inventory, warehousing, transportation, material handling)

Reverse logistics

Logistics service providers and logistics services

Financial importance and competitive advantages of SCM

Sustainable SCM (environment & ethics)

Role and risks of outsourcing

Customer service via sourcing and logistics

Incoterms

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites.

Lisätiedot

Cooperation with the business community
Visiting lecturers from companies.

Internationality
Global supply chain management cases are used.

HRM1LF101 Basics of Human Resource Management: 5 op

Osaamistavoitteet

You understand the role and added value HRM delivers to organisational performance and how it relates to strategy. You can describe the goals and processes of each HRM area. You recognise the rights and obligations labour law and the tripartite system sets for the employee and employer. You understand the ethical issues in HR management and business process outsourcing.

Sisältö

- HRM process including HR strategy and planning, recruitment and selection, performance management, rewarding, wellbeing at work, health and safety, training and development and exit management
- Labour law from the employee's perspective including employment contracts, tripartite system, collaborative negotiations, discipline and grievance
- CSR from the HR viewpoint
- HR outsourcing

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites.

Arviointikriteerit

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ACC1LF101 Basics of Financial Management: 5 op

Osaamistavoitteet

In this course you will learn some basic accounting-finance concepts you will use for your entire professional career.

If you engage, participate actively work & study, you will be able to understand financial statements and use various accounting methods for decision-making purposes.

You will be able to interpret the content of financial statements with the help of main financial ratios. You will be able to make distinction between different cost types and understand the cost behavior and its implications to profitability calculations.

You will be able to use cost-volume-profit analysis for different purposes like sensitivity analysis and price-setting.

You will be able to use basic cost allocation methods for decision-making purposes.

You will be able to prepare basics income statement and cash budget.

You will be able to use basic tools for efficient working capital management.

Sisältö

- financial statement analysis
- working capital
- variable and fixed costs
- cost-volume-profit analysis
- cost allocation
- budgeted income statement and cash flow

Arviointikriteerit

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IBU1LF102 Selling to Export Markets: 5 op

Osaamistavoitteet

You are able to sell a project to a commissioning company and learn how to build a strong relationship with them. You learn how to keep the company updated (show your accountability and progress) and how to make good use of the feedback they provide to you. You learn to make an international market research in a systematic way by using reliable sources of information and appropriate theoretical tools (secondary research). You get confident in contacting potential foreign customers and other valuable parties to get business information from them (primary research). Finally, you are able to evaluate the market entry options for the company and to make fact based recommendations for them.

Sisältö

- B-to-B sales skills
- selling a project idea to a commissioning company
- evaluating the organizational readiness to internationalize
- evaluating the suitability of the company's offering for foreign markets
- screening countries to identify a promising target market
- justifying the choice of the target country
- assessing the market potential of the chosen market
- analysing the international value chain
- identifying and evaluating potential foreign business partners and direct customers and
- contacting them personally to find out their purchasing interest
- estimating the company's sales potential in the target country
- recommendations how to enter the target market and how to position the product/service on the market
- interim and final reporting face-to-face with the commissioning company

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: IBU1LF101 Introduction to International Business.

IBU1LF103 Internationalisation of a Firm is recommended to be studied at the same time.

Arviointikriteerit

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IBU1LF103 Internationalisation of a Firm: 5 op

Osaamistavoitteet

You identify the reasons why companies internationalise (push and pull factors). You understand the history of internationalisation processes and strategies of firms. You understand why and how multinational companies operate (location, communication, decision-making etc.). You have a holistic picture of SME's and MNC's challenges while selling to global markets. You are able to assess and compare the suitability of the various market entry modes and understand the optional ways to grow in the selected markets. You understand the partner network creation process of a company. You recognize the different strategic options of the company to make a reliable market assessment.

Sisältö

Terminology and definitions

Reasons for companies to internationalise

Prerequisites for successful internationalisation/globalisation

Cultural Environment of International Business

Ethics, Corporate Social Responsibility, Sustainability and Governance in International Business Operations

Internationalisation processes of firms

Market entry strategies (export entry modes, FDIs, contractual entry modes, projects)

Organisational participants that make international business happen

Partners, networks and international value chain

International business strategy (global, transnational, multidomestic, international)

Target market screening and selection

Market size assessment

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: IBU1LF101 Introduction to International Business. IBU1LF102 Selling to Export

Markets is recommended to be studied at the same time.

Arviointikriteerit

Arvosana 1

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Competence

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Arvosana 3**Knowledge**

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Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

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Arvosana 5**Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

Hyväksytty, hylätty

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).

ECO1LF101 International Economics: 5 op**Osaamistavoitteet**

Students develop their knowledge of International Economics.

Sisältö**Macroeconomics**

- economic growth, unemployment and inflation
- money
- fiscal and monetary policy

International Economics

- classical and modern trade theories

- trade policy
- exchange rates
- exchange rate mechanisms
- WTO, economic integration

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites.

Arviointikriteerit**Arvosana 1****Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance.

You need to develop how to apply knowledge.

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3**Knowledge:**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills:

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5**Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

ICT1LF102 ERP and Project Management: 5 op

Osaamistavoitteet

You have qualifications for project management (PM) and are familiar with project planning, well-managed implementing and finishing projects. You are introduced into modern ERP (Enterprise Resource Planning) information systems. You utilize ERP systems' basic functionalities and run business processes within the system.

Sisältö

The course is divided into two major parts, project management and an ERP part. The ERP part of the course will be done with SAP.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: ICT1LF101 Business ICT Skills or equivalent competence. Prerequisite

Lisätiedot

Cooperation with the business community

ERP systems are widely used in all business sectors globally.

Arviointikriteerit

Arvosana 1

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations. You can critique your own practice and identify ways to improve.

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

BUS1LF101 Sustainable Business: 5 op

Osaamistavoitteet

You identify the minimum requirements set by the laws and regulations and recognise ethical conduct beyond them. You have legal knowledge necessary for conducting basic business procedures and you understand the basic legal concepts and logical rules necessary for independent use of sources of law.

You have developed awareness of sustainability and skills to enhance sustainable business values in terms of people, planet and profit. You understand the various motives to invest in sustainability as well as the impact of sustainability in the competitiveness of a company. You understand what it means to embed and integrate sustainability in business environments. You know the basics of analysing sustainability reports of companies. You know the basic concepts of contract and competition law.

Sisältö

Legal environment and norms
International sustainability standards
Legal personality and legal actions
Sustainability reports
Sustainability and financial performances
Business trade and ethics
Contracts: formation and invalidity and ethics
Consumer trade and ethics
Competition law and ethics
Corporate law, code of conduct
Sustainable supply chain management
Creating customer value through sustainability

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites.

Lisätiedot

Cooperation with the business community
The course deals with sustainability reports of companies.

Internationality

The content of the course deals with sustainability challenges of global companies.

Arviointikriteerit**Arvosana 1**

Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3

Knowledge

You know the key concepts well and can explain how the theories and models function and the tools

are used. You have a general view of the subject matter.

Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

IBU1LF104 International Trade Practicalities and Business Law: 5 op

Osaamistavoitteet

You identify the international transactions and trade practicalities both from exporter's (seller) and importer's (buyer) perspective. You recognise the risks related to international trade and how to manage them. You will be confident in doing international business in practice. You understand the legal framework of international business and will be able to do business in the international legal context.

Sisältö

International legal context

The risks in international business and managing them

Trade and competition laws of the European Union

International contracts

Intellectual property rights and their applications in digitalised world

Documents related to international business

Methods of international payments

Customs related issues

Cost elements related to export/import

Conflicts of laws and jurisdiction

Dispute resolution

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites.

Lisätiedot

Cooperation with the business community

Guest speaker from an international company.

Internationality

All cases and exercises are related to export/import.

Arviointikriteerit**Arvosana 1****Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3**Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5**Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

TOO8LF003 SAP Overview: 5 op**GLOLS-1002 LANGUAGE AND COMMUNICATION STUDIES: 25 op****COM1LF101 International Business Communication: 5 op****Osaamistavoitteet**

You communicate in an effective manner both in writing and orally to an audience from different cultural backgrounds. You have developed your business vocabulary in English, and learnt to find

and discern high quality information from a variety of sources. You know how to refer to sources and avoid plagiarism. You have developed your critical thinking skills and convey convincing arguments.

You know how to communicate in meetings and effectively network and build relationships with the business community. You know your personal communication style and have developed your intercultural competence. You have strengthened your selling skills and public speaking.

Sisältö

written communication skills (reports, emails, essay, summary, reflective narrative)
referencing, avoiding plagiarism
idea formulation and argumentation
information literacy, visualizing information
business vocabulary
interpersonal communication skills
personal communication style
group communication
intercultural communication
personal selling
public speaking and networking skills
critical reflection skills

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites

Arviointikriteerit**Arvosana 1**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).

Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance.

You need to develop how to apply knowledge.

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3**Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

GER8LF101 German 1: 5 op**Osaamistavoitteet**

You can manage orally in basic everyday situations, know the elementary structures of the language and can write a short and simple text. You are also familiar with the basic cultural aspects of the language area when it comes to everyday and working life. Your target level on the Common European Framework of Reference for languages is A1.

Sisältö

- basics of pronunciation
- vocabulary to introduce yourself and describe your environment
- basic structures of the language
- first steps in speaking the language
- basic writing skills
- basic culture elements

During the language studies, students can participate in an official language test "Goethe-Test Pro German for Professionals". The official certificate may increase the professional value of your German studies.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites.

Arviointikriteerit**Arvosana 1****Knowledge:**

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

Arvosana 3**Knowledge:**

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5**Knowledge:**

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competences:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

GER8LF102 German 2: 5 op**Osaamistavoitteet**

After completing the course, your capacity to talk has further developed, your command of the elementary structures has expanded and your vocabulary for everyday and working life situations has broadened. You are able to read and write short texts in the language. You have gained language and culture basic skills to the extent that you are ready to start further developing your skills in the language toward working life purposes. Your target level on the Common European Framework of Reference for languages is A1–A2.

Sisältö

- vocabulary for basic everyday and working life situations
- central structures of the language
- basic oral skills
- reading and writing skills
- cultural knowledge

â€œDuring the language studies, students can participate in an official language test "Goethe-Test Pro - German for Professionals". The official certificate may increase the professional value of your German studies.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: German 1 or equivalent competence (5 credits of earlier studies).

Arviointikriteerit**Arvosana 1****Knowledge:**

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

Arvosana 3

Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

Knowledge:

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competences:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

GER8LF103 German 3: 5 op

Osaamistavoitteet

You are able to discuss familiar topics in everyday and working life. You are familiar with basic business terminology in the language. You have deepened your oral and writing skills toward working life needs. You are familiar with ordinary communication situations in business, such as presentations and customer service related situations. You are aware of the key business culture features of the language area. Your target level on the Common European Framework of Reference for Languages CEFR is A2–B1.

Sisältö

- review of the key structures of the language and introduction to more advanced structures
- central vocabulary and structures for general business communication

- writing skills for basic business texts
- active participation in ordinary business communication situations
- basic skills for presentations on business-related subjects

During the language studies, students can participate in an official language test "Goethe-Test Pro - German for Professionals". The official certificate may increase the professional value of your German studies.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisites: German 1 and 2 or equivalent competence (10 credits of earlier studies).

Arviointikriteerit

Arvosana 1

Knowledge:

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

Arvosana 3

Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

Knowledge:

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competences:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

GER8LF104 German 4: 5 op**Osaamistavoitteet**

You are able to handle a variety of business-related subjects in the language, are acquainted with business terminology in the language and are familiar with corporate culture and business life in the language area. You are also able to make presentations and handle typical customer services situations. You can write business-related documents in the language. Your target level on the Common European Framework of Reference for Languages CEFR is B1.

Sisältö

- vocabulary and structures for business communication
- more advanced skills for presentations on business-related subjects
- oral tools for customer-related situations
- writing skills for business-related documents

During the language studies, students can participate in an official language test "Goethe-Test Pro - German for Professionals". The official certificate may increase the professional value of your German studies.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisites: German 1, 2 and 3 or equivalent competence (15 credits of earlier studies).

Arviointikriteerit**Arvosana 1**

Knowledge:

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

Arvosana 3

Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

Knowledge:

Your knowledge of the language is excellent in view of the projected learning outcomes of the

course.

Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competences:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

CHI8LE210 Chinese for Beginners 1: 5 op

CHI8LE220 Chinese for Beginners 2: 5 op

CHI8LF103 Chinese 3: 5 op

CHI8LF104 Chinese 4: 5 op

Osaamistavoitteet

You are able to handle a variety of business-related subjects in the language, are acquainted with business terminology in the language and are familiar with corporate culture and business life in the language area. You are also able to make presentations and handle typical customer services situations. You can write business-related documents in the language. Your target level on the Common European Framework of Reference for Languages CEFR is B1.

Sisältö

vocabulary and structures for business communication
more advanced skills for presentations on business-related subjects
oral tools for customer-related situations
writing skills for business-related documents

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: Chinese 3 or equivalent competence (5 credits of earlier studies).

Arviointikriteerit

Arvosana 1

Knowledge:

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

Arvosana 3

Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5**Knowledge:**

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competences:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

FIN8LF104 Introduction to Finnish Language and Culture: 2 op**GLOSS-1002 SPECIALISATION STUDIES: 50 op****IBU3LF101 Specialisation Project: 5 op****Osaamistavoitteet**

You manage the different stages of a project effectively by implementing a project for a client company. You can propose development suggestions for business operations. You manage relationships with your team members and collaborators.

Sisältö

- a commissioned project with a company acquired by the student
- alternatively, you can participate in a Haaga-Helia RDI project or a project assigned by the teachers or StartUp School
- planning, scheduling, implementing and managing a project in practice
- monitoring and reporting the project outcome

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Minimum of two specialisation level courses

Lisätiedot

Find a company to make a project for!

Arviointikriteerit

Arvosana 1

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
- Skills: - You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.
- Competence: You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance

Arvosana 3

- Knowledge: You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.
- Skills: You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.
- Competence: You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

- Knowledge: You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

MARLF-1002 Customer Relationship Management and Communication: 0 op**MAR3LF101 BtoB Sales Skills: 5 op****Osaamistavoitteet**

You know the personal selling process in B2B sales and ways to develop your skills as a professional salesperson. You also know various selling techniques in B2B sales negotiations in an international context and you understand the importance of planning your own work, control and customer service in B2B sales.

Sisältö

B2B buying process and decision making

customer prospecting methods

B2B personal selling process step-by-step: sales call planning, approach, need identification, solutions presentation, dealing with objections and price, closing the sale and building up customer relations

planning your own work, control and development

cultural aspects in international B2B sales

ethical issues in B2B sales

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: MAR1LF101 Basics of Marketing.

Lisätiedot

Internationality

International context will be covered in sales skills exercises.

Course formats

Contact and distant sessions or educationalisation.

Arviointikriteerit**Arvosana 1**

Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3

Knowledge

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

MAR3LF102 Marketing Research Methods: 5 op**Osaamistavoitteet**

You can choose an appropriate research approach for the needs of your marketing research project. You can design both qualitative and quantitative research, analyse data and draw conclusions.

Sisältö

- quantitative vs qualitative research approaches
- qualitative and quantitative data collection methods and question development
- qualitative data analysis
- quantitative data analysis (descriptive statistics, graphical presentation, correlation)
- statistical inference
- interpreting and reporting qualitative and quantitative research findings
- assessing the reliability and validity of results
- developing analytical and reasoning skills and critical thinking

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites. MAR3LF106 International Marketing Research is recommended to be studied at the same time.

Arviointikriteerit**Arvosana 1**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations.

You can critique your own practice and identify ways to improve.

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

MAR3LF103 Innovative Service Design: 5 op

Osaamistavoitteet

You will gain an appreciation for the growing importance of services, service design and service management. You will have the ability to identify, describe, and explain service models. You will attain a knowledge of relevant service management concepts and service design tools. You will be able to apply service management concepts and service design tools to a service process. You can analyze, criticize and compare service management and service design tools as well as plan, construct and create an effective service management moment. You can evaluate, appraise, measure and judge a service failure and service excellence case and you will complete a service innovation case and customer journey map with a service customer persona.

Sisältö

- Intro to service design & systems thinking: Basic concepts
- Service profit chain
- Service model design: Basic concepts
- Funding mechanism & behavioral science
- Operating role of the customer
- Operating role of employees & corporate culture
- Customer satisfaction, loyalty & profitability
- Disruptive services
- Managing capacity & demand
- Design tools: Service personas, service journey, service blueprinting

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Basics of Marketing (MAR1LF101).

Arviointikriteerit

Arvosana 1

Knowledge:

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills:

You can complete given tasks and assignments with assistance.

You need to develop how to apply knowledge.

Competence:

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3

Knowledge:

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills:

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence:

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

Knowledge:

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills:

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence:

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

MAR3LF104 Customer Relationship Management: 5 op**Osaamistavoitteet**

You know how to create and develop profitable long-term relationships with carefully targeted customers. You know the key tasks and the role of an account/key account manager. You understand the purchasing process of corporate and governmental customers. You know how to manage customer profitability by using appropriate tools. You understand how to coordinate the activities of multiple sales channels. You are familiar with some CRM IT-tools.

Sisältö

planning and implementing a company's customer strategy (the right customers)
customer insight and understanding what customers value (customer value creation)
buyer's purchasing process (B2B, B2G)
multichannel integration process
information management process
measurement and development of customer satisfaction
customer profitability planning and control
customer data collection, warehousing and analysis
creating customer loyalty and loyalty programs (public and silent programs)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: MAR1LF101 Basics of Marketing

Lisätiedot

Cooperation with the business community
Business cases, company visit, guest speakers.

Internationality

International and global customer relationships (e.g., global account management) will be covered.

Arviointikriteerit**Arvosana 1****Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to

manage without assistance.

Arvosana 3

Knowledge

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

MAR3LF105 Branding and Marketing Communications: 5 op

Osaamistavoitteet

You understand and can describe branding as a strategic tool for business management, leadership and marketing. You know the value of brand management in local and global markets. You know the role and content of marketing communications in international business. You can apply branding and marketing communications theories to practical contexts. You can use research findings to develop branding and marketing communications.

Sisältö

- Brand management theory and models
- Brand engagement through storytelling and social media
- Brand architecture and brand strategy
- Qualitative brand research and brand management guidelines
- Integrated marketing communication
- Context analysis and communication research
- Communication planning process
- Communication objectives and measurement
- Target group decisions in B2B and B2C communication
- Media decisions
- Marketing communication in social media
- Message and creative decisions

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: MAR1LF101 Basics of Marketing or equivalent competence. IBU3LF101 Specialisation Project is recommended to be studied at the same time.

Arviointikriteerit**Arvosana 1****Knowledge:**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills:

You can complete given tasks and assignments with assistance.

You need to develop how to apply knowledge.

Competence:

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3**Knowledge:**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills:

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence:

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5**Knowledge:**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills:

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence:

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

SCMLF-1002 Supply Chain Management: 0 op**SCM3LF101 Developing SCM: 5 op****Osaamistavoitteet**

You are able to identify possible problems, risks and development areas in different supply chains. You have the skills to measure key performance (KPIs) and other supply chain indicators. You are capable of improving supply chain management (SCM) by using organizational and technology based tools.

Sisältö

risk management

process analysis

current state analysis

SCOR (Supply Chain Operations Reference model) as a tool for supply chain development process

KPIs and reporting

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

Lisätiedot

Cooperation with the business community

During the course you will analyse a real life case from a supply chain perspective, keeping in mind a service and support point of view.

Internationality

SCM has a strong link to international business and the cases are related to global environment.

Multicultural teams.

Arviointikriteerit**Arvosana 1**

Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3

Knowledge

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

SCM3LF102 Strategic Sourcing: 5 op**Osaamistavoitteet**

You understand the various roles of purchasing and supply management in achieving strategic success. You know the strategic importance of supplier development to add value to international business partnerships. You can choose and apply appropriate sourcing strategies to different commodities, services and suppliers. You know the implications of information technology for strategic partnerships and the supply base.

Sisältö

spend analysis

purchasing portfolio matrix

supplier relationship management (SRM): theory and SAP SRM

supplier selection

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

Lisätiedot

Cooperation with the business community

During the course you will analyse a real life case from a supply chain perspective, keeping in mind a service and support point of view.

Internationality

Sourcing has a strong link to international business and the cases are related to the global environment. Multicultural teams.

Arviointikriteerit**Arvosana 1****Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3**Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5**Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

SCM3LF103 Sustainable SCM: 5 op**Osaamistavoitteet**

You promote environmentally friendly resources and energy saving processes by reusing, reducing and recycling. You know how to reduce greenhouse gas emissions, carbon footprint and waste in operations within the global supply chain. You aim at minimizing environmental pollution and you know alternative and renewable energy sources. You consider how to reduce the environmental impact of warehousing, packaging and transportation. You understand the structure of the environmental management system. You master environmental laws and regulations. You are able to restructure the supply chain to be more sustainable.

Sisältö

Green Supply Chain management and green strategies
closed loop SCM and circular economy
green logistics areas
negative environmental impacts of various transportation modes
green packaging
green energy sources
certifications and green design
indicators of environmental sustainability
environmental reporting and LCA (life cycle analysis)
carbon footprint calculations
laws and regulations related to sustainability in the supply chain
recycling service providers and recycling services

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

Lisätiedot

Course format

Contact and distant sessions or project course or educationalisation.

Arviointikriteerit**Arvosana 1**

Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3**Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5**Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

SCM3LF104 Quality Management: 5 op**Osaamistavoitteet**

You understand the role of quality management in providing competitive advantage to a supply chain. You are able to describe the different costs of quality and take continuous improvement actions in the global supply chain operations. You master the tools of total quality management and the auditing process.

Sisältö

different perspectives on quality
quality standards and audit process

Quality as a strategy:

-quality-cost analysis
-customer relationship management

-quality analysis tools

benchmarking

quality and services

quality as a management tool: ISO9001, OHSAS18001

audit process

EFQM (European Foundation for Quality Management) Excellence Model

quality cost analysis

SAP QM (Quality Management)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

Lisätiedot

Cooperation with the business community

During the course a student will analyse a real life case from the quality perspective.

Internationality

Supply chain management has a strong link to international business and the cases are related to the global environment. Multicultural teams.

Arviointikriteerit

Arvosana 1

Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3

Knowledge

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

SCM3LF105 SCM Tools and Optimisation: 5 op

Osaamistavoitteet

You are able to formulate and solve models for linear optimisation for business cases. You are able to assess the solution based on a sensitivity analysis. You are able apply optimisation on transportation and transshipment problems. You are able to select and apply suitable inventory models for a business case.

Sisältö

- formulating decision making problems
- solving linear problems graphically
- computer solutions for linear optimisation models
- sensitivity analysis of the solution
- transportation and transshipment problems
- inventory models

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites.

Arviointikriteerit

Arvosana 1

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations.

You can critique your own practice and identify ways to improve.

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

GLOFREE-1002 FREE-CHOICE STUDIES: 15 op

MAT8LF101 Brush up Business Mathematics: 3 op

Osaamistavoitteet

You learn various percentage calculations that are needed during your business studies. You are able to apply proportionality. You can solve linear equations and average annual change in percents.

Sisältö

- direct and inverse proportionality
- basic percentage calculations
- change and comparison in percentages
- average annual change
- changes in percentage points
- linear equations

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites.

Arviointikriteerit

Arvosana 1

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Arvosana 3

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations.

You can critique your own practice and identify ways to improve.

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

ENG8LF101 Developing Academic Writing: 3 op**Osaamistavoitteet**

The student

- is able to write academic texts to specified audiences
- can produce short and long academic texts according to process writing principles
- is able to find, evaluate and uses sources in compliance with ethical standards of academic conduct, including writing in-text citations and bibliographic entries
- can recognize and use academic English writing conventions such as appropriate tone, tense, vocabulary, paragraph types, linking words and phrases
- knows how to transform research outcomes (quantitative and/or qualitative) into the appropriate academic format
- can edit both own and text of others
- understands how to structure a thesis/report according to academic standards

Sisältö

- Text audience, organization and style (tone, voice, tense, vocabulary)
 - Process writing: Exploring and focusing on a topic, outlining, organizing texts from general-specific and specific-general, logical division of ideas
 - Finding, evaluating and using sources ethically (referencing), academic misconduct (see TENK pdf), writing in-text citations and bibliographic entries
 - Paragraph types: thematic, descriptive, narrative, argumentative, comparative/contrastive and metatextual
 - Linking words and phrases, punctuation
 - Paraphrasing, writing summaries and abstracts
 - Structuring a thesis/report according to academic standards, ensuring compliance with the institutional instructions Writing reports and theses at Haaga-Helia
- Additionally, progressive levels of vocabulary and grammar are integrated into each topic.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites, but recommended at the start of the Thesis Planning course.

COM8HH005 Video CV: 1 op

Osaamistavoitteet

Upon successful completion of the course, the students are able to:

Make a video CV to be able to effectively evaluate their presentation skills and nonverbal behaviour. A video CV (video résumé) is presentation of oneself in video format. It is meant to be more free-form than a written CV in that the language should not be overly scripted and the style of speaking should be relaxed and rather informal.

Sisältö

Students study the various sources about how to build and enhance a useful professional video CV on their own. The instructions and assessment criteria will contribute to guiding the study and the learning task. The instructor will assess the final outcome.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites.

Arviointikriteerit**Arvosana 1**

Your profile does not serve the purpose.

Your language is unclear and mostly difficult to understand. Poor vocabulary or inaccurate use of words.

Unprofessional appearance.

Arvosana 3

You present your skills, education, work experience and/or career aspiration mostly clearly. The big picture is mostly clear.

Mostly correct, fluent and clear language. You use important keywords and make it easy to listen to your speech.

Mostly fluent body language and contact with the audience. Positive self-confidence. Positive appearance. Mostly good use of the camera, rather well framed.

Arvosana 5

You present your skills, education, work experience and/or career aspiration very clearly and professionally. The big picture is very clear and very well structured. You use keywords very wisely. Very creative content.

Correct, very fluent, very clear and very creative language. Rich and accurate vocabulary. You emphasize the keywords and use pitch variation very well to make listening to your speech very pleasant.

Excellent and appealing body language and contact with the audience. Very convincing self-confidence. Very pleasant or creative appearance. Very good choice of the background. Very good use of the camera, very well framed.

COM8HH006 Personal Branding in LinkedIn: 1 op**Osaamistavoitteet**

Upon successful completion of the course, the students are able to:

Create and update a useful professional LinkedIn profile.
Use their LinkedIn profile for personal branding.

Sisältö

Students study the various sources about how to build and enhance a useful professional LinkedIn profile on their own. The assessment criteria will contribute to guiding the study and the learning task. The instructor will assess the final outcome.

Arviointikriteerit**Arvosana 1**

You provide mostly relevant information but the big picture is unclear. You have hardly any connections to other people or groups.

Understandable but quite defective language.

Your photograph looks general rather than professional, poorly framed or technically defective. The layout of your writing clearly reduces the readability of your text.

Arvosana 3

You present your experience, education, skills, and other merits mostly clearly. The big picture is mostly clear. You use links. Your summary presents your critical and essential information. You are connected to people and groups. You have endorsements and recommendations.

Easily readable language with very few mistakes. Rather versatile and accurate vocabulary.

Your photograph looks professional and rather well framed. The layout of your writing looks well balanced.

Arvosana 5

You present your experience, education, skills, and other merits very clearly and professionally. The big picture is very clear and very well structured. You use links very clearly and professionally. Your summary highlights your critical and essential information in a very appealing way. You are very well connected to people and professionally useful groups. You have endorsements and recommendations.

Correct, very fluent and creative language. Rich and accurate vocabulary. You use the keywords very wisely.

Your photograph looks very professional, very well framed and of very good quality. The layout of your writing and the visual effects enhance the readability of your text.

COM8HH007 Using Twitter for Professional Purposes: 1 op**COM8HH008 Using Instagram for Professional Purposes: 1 op****Osaamistavoitteet**

Upon successful completion of the course, the students are able to:

Create and update a useful professional Instagram profile.

Use Instagram effectively for professional purposes.

Sisältö

Students study the various sources about how to create an Instagram profile and how to use Instagram effectively for professional purposes in their own career. The assessment criteria will contribute to guiding the study and the learning task. The instructor will assess the final outcome.

Arviointikriteerit**Arvosana 1**

Only a few of your posts provide professionally interesting content. Lack of a clear story. Some effort to interact with others.

Understandable but quite defective language. Your keywords and hashtags are minimal or poorly chosen.

Your use of images/videos do not seem to convey the message very clearly but they draw some attention. They look poorly framed or technically defective.

Arvosana 3

You provide professionally some relevant content. You tell a story. Interaction with others.

Easily readable language with very few mistakes. Rather versatile and accurate vocabulary. You use keywords and hashtags mainly quite well.

Most of your images/videos convey the message. Most of them look professional, rather well framed and of rather good quality.

Arvosana 5

Your profile looks highly professional. You provide professionally very relevant and appealing content. Very clear, engaging, well integrated, and creative story. Successful interaction with others.

Correct, very fluent and creative language. Rich and accurate vocabulary. You use keywords and hashtags very wisely.

Your images/videos convey the message in a highly creative way. They look highly professional, very well framed and of high technical quality.

PLALF-1002 WORK PLACEMENT: 30 op**PLA6LF002C Basic Work Placement part 1: 5 op****PLA6LF002D Basic Work Placement part 2: 5 op****PLA6LF002E Basic Work Placement part 3: 5 op****PLA6LF002F Specialisation Work Placement Part 1: 5 op**

PLA6LF002G Specialisation Work Placement Part 2: 5 op**PLA6LF002H Specialisation Work Placement Part 3: 5 op****THELF-1002 BACHELOR'S THESIS: 15 op****THE7LF100 Introduction to Thesis: 0 op****Osaamistavoitteet**

Upon completion of the examination, the student

- can explain the requirements for a GLOBBA thesis topic.
- understands the differences between commissioned vs. non-commissioned/desktop thesis.
- is able to choose the correct thesis type for the thesis project.
- can apply correctly the Haaga-Helia reporting and referencing guidelines
- understands the basics of what comprises ethical RDI
- knows and is able to follow Haaga-Helia's general and GLOBBA's degree programme level thesis instructions from the beginning to the end of the thesis process.

Sisältö

- types of thesis projects
- formulation of research questions and dividing it into investigative questions, and formulation of project objective and dividing it into project tasks.
- demarcation for a research-based thesis and scope for a product/project-based thesis
- knowledge base (theoretical frame of reference), and research and project management methods
- negotiations and collaboration with commissioning organizations
- Haaga-Helia reporting and referencing guidelines.
- ethical principles in RDI
- research design and overlay matrix
- tools and software
- maturity test
- thesis assessment criteria
- publication process
- academic writing

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: Semesters 1-3 completed and specialisation studies begun.

First course in the compulsory Bachelor's Thesis module.

Forms the first part of the THE7HH801 Thesis Phase 1 course. Corresponds to 1 ECTS of independent study.

Lisätiedot

Examiner: Elizabeth San Miguel

Additional information: elizabeth.sanmiguel@haaga-helia.fi

Arviointikriteerit**Arvosana 1**

-

Arvosana 3

-

Arvosana 5

-

Hyväksytty, hylätty

Pass: Online home exam result min 75% (>=39 pts)

Fail: Online home exam result < 75% (<39 pts)

THE7LF101 Thesis Planning: 0 op**Osaamistavoitteet**

Upon completion of the course, the student is able to

- produce a thesis plan and implement it flexibly according to the schedule.
- choose the correct thesis type for his thesis project.
- give, receive and utilize feedback received in working life meetings and thesis advising situations.
- choose and demarcate the thesis topic, and determine the objectives and benefits of the thesis.
- choose the most suited research and project management methods to serve the thesis project.
- produce the research design and the overlay matrix.
- utilize various types of sources and information search channels, and assess source literature critically.
- apply the reporting and referencing guidelines of Haaga-Helia.
- conduct RDI ethically.
- recognize, describe and possibly develop expert operations in the field of business: developing own work, own competences, organizational processes and/or the field of study.
- behave professionally in thesis advising situations and meetings with working life.
- utilize the concepts, models and theories of international business in the thesis.
- write the thesis report in professional English using the required style and register.
- discuss and present his thesis project to various types of audiences
- complete the legislated maturity test in the mother tongue of his secondary/high school education.
- follow Haaga-Helia's thesis instructions.

Sisältö

The following as they relate to the bachelor's thesis.

- types of thesis projects
- formulation of research questions and dividing it into investigative questions, and formulation of project objective and dividing it into project tasks.
- demarcation for a research-based thesis and scope for a product/project-based thesis
- knowledge base (theoretical frame of reference), and research and project management methods
- negotiations and collaboration with commissioning organizations
- Haaga-Helia reporting and referencing guidelines.
- ethical principles in RDI
- research design and overlay matrix
- tools and software
- maturity test
- thesis assessment criteria
- publication process
- academic writing

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

- Prerequisite: THE7LF100 Introduction to Thesis non-stop on-line examination must be completed to start the course.

- The course THE7LF101 Thesis Planning must be completed in order to (1) receive a named thesis advisor who advises the student in the following phases of the thesis process: THE7HH801, THE7HH802, THE7HH803 and THE7HH804 and (2) get a Konto project in the Haaga-Helia thesis management software

Lisätiedot

GLOBBA Thesis Coordinator: Elizabeth San Miguel

Arviointikriteerit**Arvosana 1**

-

Arvosana 3

-

Arvosana 5

-

Hyväksytty, hylätty

- 100% active attendance in contact sessions.
- Completion of tasks 1-7 per instructions
- A written thesis plan meeting the standards set for the thesis plan

CRITERIA FOR PASS

KNOWLEDGE

- Knows the objectives, phases and requirements of a UAS bachelor's thesis.
- Knows the differences between a research-based and a project/product based thesis, and can describe other thesis formats.
- Knows how to prepare and conduct negotiations with working life companies.
- Knows how to choose and demarcates the thesis topic, and determine the objectives and benefits of the thesis.
- Knows how to put together a research design and an overlay matrix, and what they are used for.
- Knows types of literature, and how to search and critically assess literature.
- Knows Haaga-Helia reporting guidelines and referencing system.
- Knows the concepts related to academic integrity and ethical RDI, and knows how to read Urkund plagiarism detection software programme results.
- Knows the purpose, types and assessment criteria of the legislated maturity test.
- Knows the thesis publication and assessment process.

SKILLS

- produces a thesis plan and implements it flexibly according to the schedule.
- chooses the correct thesis type for his thesis project.
- gives, receives and utilizes feedback received in working life meetings and thesis advising situations.
- chooses and demarcates the thesis topic, and determines the objectives and benefits of the thesis.
- chooses the most suited research and project management methods to serve the thesis project.
- produces the research design and the overlay matrix.
- utilizes various types of sources and information search channels, and assesses source literature critically.

- applies the reporting and referencing guidelines of Haaga-Helia.
- conducts RDI ethically.

COMPETENCE

- Recognizes, describes and possibly develops expert operations in the field of business: developing own work, own competences, organizational processes and/or the field of study.
- Behaves professionally in thesis advising situations and meetings with working life.
- Utilizes the concepts, models and theories of international business in the thesis.
- Writes reports in professional English using the required style and register.
- Utilizes feedback to improve own decision-making.
- Discusses and presents his thesis project to various types of audiences
- Completes the legislated maturity test in the mother tongue of his secondary/high school education.

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 opintojaksoihin

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 opintojaksoihin

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 opintojaksoihin

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