

SAMPO Degree Programme in International Sales and Marketing

Bachelor of Business Administration, 210 ECTS

Bachelor of Business Administration

- Programme
- Curricula
- Implementations

Name and level of education

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

Admission requirements and applications

Universities of Applied Sciences Act 932/2014, Section 25
Before applying see the admission criteria at [Studyinfo](#)

Scope and duration

210 ECTS, 3.5 years

Recognition of learning

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

Mode of study

Full-time day programme

Language of tuition

The degree programme is conducted in English.
The studies include a certain amount of Finnish areal studies and a choice of other areal studies.
Finnish students are also offered a number of learning activities in Finnish and Swedish languages.

Requirements and decrees

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

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

Study attainments and assessment

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

Targets and structure

Porvoo Campus is the place to be if you as a student value learning in an atmosphere which is truly motivating and fun. You are important both as an individual learner and as a committed team member. You challenge yourself in learning future skills and growing into a specialist. You are an active and empowered learner in a supportive environment. Your professional growth is built on regular constructive feedback. You share because you care, as does everybody on Porvoo Campus. Your innovative ideas count and make the difference.

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

Programme contents:

Core studies 60 ECTS

Professional studies 60 ECTS

Specialization studies 30 ECTS

Free-choice studies 15 ECTS

Work placement 30 ECTS

Bachelor's thesis 15 ECTS

Internationalisation

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

The daily work of the students is all about operating in multicultural teams. They are supervised by staff representing several nationalities. The commissions they get from companies familiarise them with various markets and ways of doing business. They can also go on an exchange, do work placement abroad and participate in international development projects.

Work placement and cooperation with the business community

Learning takes place in real-life projects. Every semester the students work for a business company on challenges assigned by the company. Learning is work and work is learning.

Studying on Porvoo Campus gives you plenty of opportunities for networking, multicultural encounters and making friends. In fact, you can join projects in any degree programme and gain new perspectives across different industries and make your own personalized study path.

Career opportunities

Graduates from the Degree Programme in International Sales and Marketing acquire skills that prepare them for versatile employment possibilities and a fast career track.

Possible job title include e.g.

Key Account Manager

Project Manager

Team Leader

Store Manager

Sales Negotiator

Purchaser

HR Consultant

Area Manager

Import/Export Manager

Marketing Assistant

Product/Category Manager

Social Media Manager

Postgraduate studies

Non-Degree studies in Haaga-Helia

Master's Degree studies

University studies

Contact information

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Degree Programme Director (temp)

Mrs Malin Lahdensuo

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Degree Programme in International Sales and Marketing

Tunnus	Nimi	Summa
SAMPO19	Degree Programme in International Sales and Marketing	195-210
BASICSLC	Basic Studies	60
INS1LC1	Learning Camp	10
INS1PO101	Learning Camp 1 – Learn to learn	5
INS1PO102	Learning Camp 2 – Development methods	5
BUS1LC1	Business Basics for Sales and Marketing	10
BUS1LC101	Business Basics for Sales and Marketing 1	5
BUS1LC102	Business Basics for Sales and Marketing 2	5
OPE1LC1	Business Environment Analysis	10
OPE1LC101	Business Environment Analysis 1	5
OPE1LC102	Business Environment Analysis 2	5
SAL1LC1	Customer Insight	10
SAL1LC101	Customer Insight 1	5
SAL1LC102	Customer Insight 2	5
LEA1LC1	Self and Team Leadership	10
LEA1LC101	Self and Team Leadership 1	5
LEA1LC102	Self and Team Leadership 2	5
ARE1LC1	Areal Studies 1	10
FIN1PO101	Welcome to Finland 1	5
FIN1PO102	Welcome to Finland 2	5
NRD1PO101	Nordiska studier 1	5
NRD1PO102	Nordiska studier 2	5
PROFESLC	Professional Studies	60
INS2LC2	Learning Camp	10
INS2PO201	Learning Camp 3 – Service design	5
INS2PO202	Learning Camp 4 – Orientation to thesis writing	5
BUS2LC2	Value Creation in Sustainable Sales	10
BUS2LC201	Value Creation in Sustainable Sales 1	5
BUS2LC202	Value Creation in Sustainable Sales 2	5
LEA2LC20	Organisational Management and Leadership	10
LEA2LC201	Leading Human Resources	5
LEA2LC202	Developing Human Resources	5
LEA2LC22	Innovation and Entrepreneurship	10
LEA2LC221	Leading Sales and Business Development	10
SAL2LC2	Customer Experience Management	10
SAL2LC203	Customer Experience Management	10
ARE2LC2	Areal Studies 2	10

ASA2PO201	Asian Areal Studies 1	5
ASA2PO202	Asian Areal Studies 2	5
COD2PO201	Applied Coding 1	5
COD2PO202	Applied Coding 2	5
GER2PO201	German Areal Studies 1	5
GER2PO202	German Areal Studies 2	5
RUS2PO201	Russian Areal Studies 1	5
RUS2PO202	Russian Areal Studies 2	5
SPA2PO201	Spanish Areal Studies 1	5
SPA2PO202	Spanish Areal Studies 2	5
ADVANCELC	Advanced Studies	30
BUS3PO305	Artificial Intelligence in Business	5
BUS3PO320	Branding	10
BUS3PO316	Business Analytics	5
LEA3PO301	Developing Emotional Intelligence	5
PSS3PO302	E-Business	5-10
BUS3PO306	Foreign Market Expansion to Emerging Markets	5
BUS3PO311	Global Opportunities for Small and Medium Sized Companies 1	5
BUS3PO312	Global Opportunities for Small and Medium Sized Companies 2	5
BUS3PO314	Mind the Gap in International Business	10
BUS3PO310	Risk Management and Responsible Business	5-10
BUS3PO315	Service Innovation and Entrepreneurship	10
FREECHLC	Free Choice Studies	15
PLACELC	Work Placement	30
PLA6PO104	Work Placement	30
PLA6PO105	Work Placement 1	10
PLA6PO106	Work Placement 2	10
PLA6PO107	Work Placement 3	10
THESISLC	Bachelor's Thesis	0-15
THE7HH801	Thesis Phase 1	0-5
THE7HH802	Thesis Phase 2	0-5
THE7HH803	Thesis Phase 3	0-5
THE7HH804	Maturity Test	0

SAMPO19 Degree Programme in International Sales and Marketing: 210 op**BASICSLC Basic Studies: 60 op****INS1LC1 Learning Camp: 10 op****INS1PO101 Learning Camp 1 – Learn to learn: 5 op****Osaamistavoitteet**

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

Sisältö

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Moduuli on tarkoitettu aivan ensimmäiseksi opintojaksoksi eikä sillä ole lähtötasovaatimuksia.

Lisätiedot

Vastuuopettaja:

Maria Ruohola

Arviointikriteerit**Arvosana 1**

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

Arvosana 3

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

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

Arvosana 5

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

INS1PO102 Learning Camp 2 – Development methods: 5 op

Osaamistavoitteet

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

Sisältö

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit

Arvosana 1

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

Arvosana 3

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

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

Arvosana 5

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

BUS1LC1 Business Basics for Sales and Marketing: 10 op**BUS1LC101 Business Basics for Sales and Marketing 1: 5 op****Osaamistavoitteet**

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., understanding profitability, awareness of basic processes and operations in organisations, entrepreneurial and business mindset, ability to analyse the operational environment and savvy use of digital tools. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.

Sisältö

Business model planning (1st semester)

Business operations and processes (2nd semester)

Business calculations and estimations of profitability and financing (1st and 2nd semester)

Business ownership models and liabilities (2nd semester)

Professional ICT tools (1st and 2nd semester)

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

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

Arviointikriteerit**Arvosana 1**

The student is aware of the basic processes and operations in organisations. S/he understands the requirements of profitable business at some level and is able to estimate the profitability of operations and products with assistance. S/he is able to choose and use professional ICT tools in planning and estimating business operations when aided and guided by others. The student utilizes reliable sources. The student participates in the project planning, implementation and evaluation with a minimal input. S/he is able to operate when the task and instructions are given and when aided by other students and the supervisors.

Arvosana 3

The student has a some command on the basic processes and operations in organisations. S/he understands the requirements of profitable business and is able to estimate the profitability of operations and products. S/he is able to choose and use professional ICT tools in planning and estimating business operations. The student utilizes versatile and reliable sources. The student participates in the project planning, implementation and evaluation independently and makes use of the advise available. S/he is able to operate when the task and instructions are given.

Arvosana 5

The student understands and follows the current economic discussion from versatile, reliable and international sources. S/he has a good command on the basic processes and operations in organisations. The student understands the requirements of profitable business and is able to estimate the profitability of operations and products. S/he is able to choose and use professional ICT tools in planning and estimating business operations. The student utilizes versatile and reliable international sources. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. S/he is able display entrepreneurial and business oriented mindset as well as act proactively.

BUS1LC102 Business Basics for Sales and Marketing 2: 5 op**Osaamistavoitteet**

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., understanding profitability, awareness of basic processes and operations in organisations, entrepreneurial and business mindset, ability to analyse the operational environment and savvy use of digital tools. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.

Sisältö

Business model planning (1st semester)

Business operations and processes (2nd semester)

Business calculations and estimations of profitability and financing (1st and 2nd semester)

Business ownership models and liabilities (2nd semester)

Professional ICT tools (1st and 2nd semester)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. The module contents will be implemented through semester projects.

Arviointikriteerit**Arvosana 1**

The student is aware of the basic processes and operations in organisations. S/he understands the requirements of profitable business at some level and is able to estimate the profitability of operations and products with assistance. S/he is able to choose and use professional ICT tools in planning and estimating business operations when aided and guided by others. The student utilizes reliable sources. The student participates in the project planning, implementation and evaluation with a minimal input. S/he is able to operate when the task and instructions are given and when aided by other students and the supervisors.

Arvosana 3

The student has a some command on the basic processes and operations in organisations. S/he understands the requirements of profitable business and is able to estimate the profitability of

operations and products. S/he is able to choose and use professional ICT tools in planning and estimating business operations. The student utilizes versatile and reliable sources. The student participates in the project planning, implementation and evaluation independently and makes use of the advice available. S/he is able to operate when the task and instructions are given.

Arvosana 5

The student understands and follows the current economic discussion from versatile, reliable and international sources. S/he has a good command on the basic processes and operations in organisations. The student understands the requirements of profitable business and is able to estimate the profitability of operations and products. S/he is able to choose and use professional ICT tools in planning and estimating business operations. The student utilizes versatile and reliable international sources. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. S/he is able to display entrepreneurial and business oriented mindset as well as act proactively.

OPE1LC1 Business Environment Analysis: 10 op**OPE1LC101 Business Environment Analysis 1: 5 op****Osaamistavoitteet**

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., understanding of operational environment (e.g. stakeholders and networks), applying business law and regulations to common situations, value chain understanding, understanding basic functions of macroeconomics and global mindset. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.

Sisältö

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

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

Legal environment (2nd semester)

Digital environment (1st and 2nd semester)

Core actors, organisations and networks operating in local, domestic and international markets (1st and 2nd semester)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit**Arvosana 1**

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

is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Arvosana 3

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

Arvosana 5

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

Hyväksytty, hylätty

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

- Individual assignments
- Project output
- Exams
- Peer assessment
- Self-assessment
- Commissioners' assessment

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

OPE1LC102 Business Environment Analysis 2: 5 op**Osaamistavoitteet**

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., understanding of operational environment (e.g. stakeholders and networks), applying business law and regulations to common situations, value chain understanding, understanding basic functions of macroeconomics and global mindset. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.

Sisältö

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

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

Legal environment (2nd semester)

Digital environment (1st and 2nd semester)

Core actors, organisations and networks operating in local, domestic and international markets (1st and 2nd semester)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. The module contents will be implemented through semester projects.

Arviointikriteerit**Arvosana 1**

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

Arvosana 3

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

Arvosana 5

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

SAL1LC1 Customer Insight: 10 op**SAL1LC101 Customer Insight 1: 5 op**

Osaamistavoitteet

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

Sisältö

Customer understanding (1st and 2nd semester)

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

Consumer behaviour (1st and 2nd semester)

Customer journey (1st and 2nd semester)

Customer experience management (1st and 2nd semester)

Sales and marketing communication (2nd semester)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit**Arvosana 1**

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

Arvosana 3

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

Arvosana 5

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

SAL1LC102 Customer Insight 2: 5 op

Osaamistavoitteet

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

Sisältö

Customer understanding (1st and 2nd semester)

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

Consumer behaviour (1st and 2nd semester)

Customer journey (1st and 2nd semester)

Customer experience management (1st and 2nd semester)

Sales and marketing communication (2nd semester)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. The module contents will be implemented through semester projects.

Arviointikriteerit

Arvosana 1

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

Arvosana 3

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

Arvosana 5

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

LEA1LC1 Self and Team Leadership: 10 op**LEA1LC101 Self and Team Leadership 1: 5 op****Osaamistavoitteet**

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

Sisältö

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit**Arvosana 1**

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

Arvosana 3

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

Arvosana 5

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

student displays a career and goal-oriented mindset.

Hyväksytty, hylätty

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

Individual assignments
Project output
Exams
Peer assessment
Self-assessment
Commissioners' assessment

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

LEA1LC102 Self and Team Leadership 2: 5 op**Osaamistavoitteet**

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

Sisältö

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. The module contents will be implemented through semester projects.

Arviointikriteerit**Arvosana 1**

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

Arvosana 3

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

Arvosana 5

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

Hyväksytty, hylätty

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

Individual assignments
Project output
Exams
Peer assessment
Self-assessment
Commissioners' assessment

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

ARE1LC1 Areal Studies 1: 10 op**FIN1PO101 Welcome to Finland 1: 5 op****Osaamistavoitteet**

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

Sisältö

- Finland in a nutshell: geography, Finnish cities, towns and regions (1st semester)
- Finns and the Finnish language: origins and the present time (1st semester)
- Porvoo tour and museum visits (1st and 2nd semester)
- Finnish lifestyle and manners: family life, concept of time (1st and 2nd semester)
- Finnish education system (1st and 2nd semester)
- Finnish companies (1st and 2nd semester)

- Finnish food and gastronomy (1st and 2nd semester)
- Finnish language studies: personal information, family, living, shopping situations, daily routines, studies, food, different social situations (1st semester)
- Finnish nature (2nd semester)
- Finnish language studies: daily routines, living, studies, food, travelling, different social situations (2nd semester)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit**Arvosana 1**

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

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

Arvosana 3

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

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

Arvosana 5

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

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

FIN1PO102 Welcome to Finland 2: 5 op**Osaamistavoitteet**

This module continues the introduction to the Finnish language and society. The module is a part of basic studies in Porvoo Campus competence-based curriculum. It will give a student basic

communicative skills in the Finnish language (level A1). The module will also increase cultural awareness and knowledge of Finnish study and business styles. Upon completion of the course, the student starts the integration to the Finnish society and is able to understand Finnish working life, history and culture on basic level. Also the Finnish lifestyle, customs and manners will become familiar.??

Sisältö

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

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

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

Arviointikriteerit**Arvosana 1**

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

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

Arvosana 3

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

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

Arvosana 5

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

presented with strong communication skills.

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

NRD1PO101 Nordiska studier 1: 5 op

Osaamistavoitteet

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

Sisältö

Repetition av svenska (baserar sig på resultatet från nivåprovet)

Kultur och samhälle i Finland och i Sverige

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

Affärslivskommunikation t.ex. e-post och presentationer

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

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

Arviointikriteerit

Arvosana 1

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

Arvosana 3

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

Arvosana 5

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

NRD1PO102 Nordiska studier 2: 5 op

Osaamistavoitteet

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

Sisältö

Studier i svenska: språkriktighet

Yrkes- och arbetslivskultur i Norden

Skriftlig kundbetjäning

Marknadsförings- och digital kommunikation

Nätverksfärdigheter

Färdigheter att förmedla information

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

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

Arviointikriteerit

Arvosana 1

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

Arvosana 3

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

om produkter och tjänster, samt kan den centrala branschterminologin och känner till de viktigaste aktörerna.

Arvosana 5

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

PROFESLC Professional Studies: 60 op**INS2LC2 Learning Camp: 10 op****INS2PO201 Learning Camp 3 – Service design: 5 op****Osaamistavoitteet**

The goal of this module is to learn 21st century skills: collaboration, critical thinking and complex problem-solving, creativity and communication. - through Google Design Sprint

The module advances the following competences: ability to use relevant development methods, critical approach to information and sources, financial and trend analysis, problem-solving skills, communication and argumentation, ethical thinking, self-reflection skills and presentation skills and savvy use of digital tools.

Sisältö

stages of development process
development methods
digital tools and methods for data collection and analysis
professional communication
academic writing and reporting
personal study coaching

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is closely linked with the other learning camps and modules throughout the studies.

Arviointikriteerit**Arvosana 1**

The student has a vague picture of the different stages of a development process and is able to plan and implement the process with guidance. S/he has a limited understanding of the characteristics and usability of different development methods. The student is able to choose the relevant method for the task at hand and justify the reasoning for the selection only when aided by others. S/he has difficulties in using the digital tools needed for data collection and analysis. The student has a limited ability to communicate the results of the development process to the commissioner and other relevant audiences. S/he participates in the planning, implementation and evaluation with a minimal input. The student requires extra support from peers and supervisors in order to complete tasks. S/he

needs encouragement and external support to start the thesis process.

Arvosana 3

The student has a fairly clear picture of the different stages of a development process and is able to plan and implement the process quite well. S/he understands the characteristics and usability of different development methods rather well. The student is able to choose the relevant method for the task at hand and justify the reasoning for the selection to some extent. S/he has a relatively good ability to use the digital tools needed for data collection and analysis. The student is able to communicate the results of the development process quite effectively to the commissioner and other relevant audiences. The student participates in the planning, implementation and evaluation independently and makes use of the advice available. S/he displays an ability to start the thesis process. The student is able to operate when the task and instructions are given.

Arvosana 5

The student has a clear picture of the different stages of a development process and is able to plan and implement the process exceptionally well. S/he understands the characteristics and usability of different development methods. The student is able to choose the relevant method for the task at hand and justify the reasoning for the selection. S/he has an excellent ability to use the digital tools needed for data collection and analysis. The student is able to communicate the results of the development process effectively to the commissioner and other relevant audiences. S/he participates proactively in the planning, implementation and evaluation. The student displays a goal-oriented mindset and professional attitude as well as a clear orientation towards starting the thesis process.

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

The module is a part of professional studies in Porvoo Campus competence-based curriculum. The module advances the following competences: ability to choose a suitable thesis project, and justify relevant research approaches as well as development methods in thesis writing including critical and ethical thinking. Furthermore, Learning Camp 4 strengthens the student's academic communication skills.

Sisältö

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit**Arvosana 1**

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

Arvosana 3

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

Arvosana 5

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

BUS2LC2 Value Creation in Sustainable Sales: 10 op**BUS2LC201 Value Creation in Sustainable Sales 1: 5 op****Osaamistavoitteet**

The module is a part of professional studies in the Porvoo Campus competence-based curriculum. The module advances the following competences: entrepreneurial mindset, analytical and strategic thinking, business analysis as basis for decision-making, problem solving, international business intelligence, savvy use of digital tools, understanding business models. One of the main aims is to learn how different types of data analyses can support sales and business development.

Sisältö

Business models

Business analytics and decision making

Business processes and value chains

Financial reporting and other business reports

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

The module is a part of professional studies in the Porvoo Campus competence-based curriculum. The module advances the following competences: entrepreneurial mindset, analytical and strategic thinking, business analysis as basis for decision-making, problem solving, international business intelligence, savvy use of digital tools, understanding business models. One of the main aims is to learn how different types of data analyses can support sales and business development.

Arviointikriteerit**Arvosana 1**

The student can analyse a business as well as identify and apply different business models on a bare minimum level. Her/his use of strategic thinking and problem solving skills are limited. S/he is able to use international business intelligence/data and can create financial analyses only with support from others. The student requires a lot of assistance in order to make use of digital tools and research- and development methods. The student is able to operate only when the task and instructions are given and when aided by other students and the supervisors.

Arvosana 3

The student can analyse a business as well as identify and apply different business models on a good level. S/he shows some degree of strategic thinking and problem solving skills in his/her actions. S/he is able to use international business intelligence/data to support decision making and can create financial analyses. The student is able to make use of some digital tools and research- and development methods. S/he shows an understanding for value creation in business processes and works independently making use of feedback and coaching.

Arvosana 5

The student shows a high level of skills and versatility in analysing a business as well as in identifying and applying different business models. S/he shows an excellent degree of strategic thinking and problem solving skills in all of his/her actions. S/he is able to independently use international business intelligence/data to support decision making and can create financial analyses on her/his own initiative. The student is able to assess the usefulness of different digital tools and research- and development methods and use them meaningfully in her/his work. S/he displays a strong analytical approach in solving business development challenges and has a clear understanding of the strategic aspects of the decisions. The student can clearly think of business solutions with long-term profitability in focus.

BUS2LC202 Value Creation in Sustainable Sales 2: 5 op**Osaamistavoitteet**

The module advances the following competences: entrepreneurial mindset, analytical and strategic thinking, business analysis as basis for decision-making, problem solving, international business intelligence, savvy use of digital tools, understanding business models. One of the main aims is to learn how different types of data analyses can support sales and business development.

Sisältö

Business models

Business analytics and decision making

Business processes and value chains

Financial reporting and other business reports

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

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

Arviointikriteerit**Arvosana 1**

The student can analyse a business as well as identify and apply different business models on a bare minimum level. Her/his use of strategic thinking and problem solving skills are limited. S/he is able to use international business intelligence/data and can create financial analyses only with support from others. The student requires a lot of assistance in order to make use of digital tools and research- and development methods. The student is able to operate only when the task and instructions are given and when aided by other students and the supervisors.

Arvosana 3

The student can analyse a business as well as identify and apply different business models on a good level. S/he shows some degree of strategic thinking and problem solving skills in his/her actions. S/he is able to use international business intelligence/data to support decision making and can create financial analyses. The student is able to make use of some digital tools and research- and development methods. S/he shows an understanding for value creation in business processes and works independently making use of feedback and coaching.

Arvosana 5

The student shows a high level of skills and versatility in analysing a business as well as in identifying and applying different business models. S/he shows an excellent degree of strategic thinking and problem solving skills in all of his/her actions. S/he is able to independently use international business intelligence/data to support decision making and can create financial analyses on her/his own initiative. The student is able to assess the usefulness of different digital tools and research- and development methods and use them meaningfully in her/his work. S/he displays a strong analytical approach in solving business development challenges and has a clear understanding of the strategic aspects of the decisions. The student can clearly think of business solutions with long-term profitability in focus.

LEA2LC20 Organisational Management and Leadership: 10 op**LEA2LC201 Leading Human Resources: 5 op****Osaamistavoitteet**

As a result of studies and practices student are expected to be able to:
practice self-management and leadership
understand dynamics of effective teamwork and leadership principles and practice them
use appropriate problem and conflict resolving techniques in teamwork
recognize own and team potential and development opportunities
advance his/her team to effective performance and utilize the opportunities
represent his/her team and organisation professionally and develop networks
take appropriate roles (leader/follower) flexibly to advance team effectiveness

Sisältö

Teamwork process
Team leadership
Project management
Project leadership
Performance management
Motivational theories and their practice in teams and organisations

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit**Arvosana 1**

Moderate level of understanding dynamics of teamwork and leadership and practicing them
Moderate level of commitment to teamwork and contribution to outcomes
Moderate level of demonstration of self and team leadership skills
Some recognition of challenges of the team and teamwork and suggestion for improvement in modest level.

Arvosana 3

Clear understanding of the theories and practicing of effective teamwork and leadership
Good level of analysis and understanding of situational factors in effective team leadership and their impact on organisations
Good understanding of different roles in teamwork and practicing these roles appropriately and actively
Recognition of team strengths and weaknesses of the team and having solution oriented approach to challenges

Arvosana 5

Excellent understanding of the theories and practicing of effective teamwork and leadership
Excellent level of analysis and understanding of situational factors in effective team leadership and their impact on organisations
Excellent ability to take different roles in teamwork to advance goal achievement with a consideration to both organizational and individual goals
Encouraging and supporting creativity and development of team members in a perfect balance
Ability to change leadership and communication styles for different situations and doing it in a constructive and motivating approach
Able to inspire and motivate team members to reach the common goals

LEA2LC202 Developing Human Resources: 5 op**Osaamistavoitteet**

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

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

Sisältö

Situational leadership
Organisational behaviour, learning, and development

Organisational change leadership
Authentic leadership, employee advocacy
Transformational Leadership
Performance Leadership
Responsible Leadership

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit**Arvosana 1**

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

Arvosana 3

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

Arvosana 5

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

LEA2LC22 Innovation and Entrepreneurship: 10 op**LEA2LC221 Leading Sales and Business Development: 10 op****Osaamistavoitteet**

Students have completed the basic studies. The module is a part of professional studies in Porvoo Campus competence-based curriculum. The module advances the following competences: leadership and management of sales teams, relationship building, sustainable value creation, strategy development. Moreover, the module advances ability to successfully set up and implement your own sales project.

Sisältö

The module has four components:

Opportunity identification
Leading and managing sales teams
Sales negotiations

Business Development (Research/Benchmarking/ Implementation)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit**Arvosana 1**

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

Arvosana 3

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

Arvosana 5

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

Hyväksytty, hylätty

Individual assignments
Teamwork assignments
Peer assessment
Self-assessment

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

SAL2LC2 Customer Experience Management: 10 op**SAL2LC203 Customer Experience Management: 10 op****Osaamistavoitteet**

The module is a part of professional studies in Porvoo Campus competence-based curriculum and advances the following competences: Digital marketing, sales processes, customer experience, branding, effective presentations, ability to use relevant development methods, critical approach to information and sources, communication and argumentation. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.

Sisältö

- Digital Marketing
- Sales processes and personal sales
- Customer Experience
- Branding

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Sales and marketing related modules in semester 1 and 2 should be completed before starting this module. This module is linked with all the level 2 modules of the Campus 2017 curriculum. The module contents will be implemented through semester projects.

Arviointikriteerit**Arvosana 1**

The student finds it challenging to design and implement a digital marketing campaign with impact on the customer experience. His/her use of theory, methods and specific terminology is basic. S/he is able to conduct research, collect, analyse and visualise data when aided by others. The student has a basic knowledge of branding tools. S/he has some understanding of sales processes. The student is able to operate only when the task and instructions are given and when aided by other students and the supervisors.

Arvosana 3

The student is able to design and implement a digital marketing campaign with impact on the customer experience. His/her use of theory, methods and specific terminology is rather accurate. S/he is able to conduct research, collect, analyse and visualise data. The student can use a few branding tools. S/he is familiar with sales processes. The student is able to operate when the task and instructions are given.

Arvosana 5

The student is able to design and implement a professional digital marketing campaign with measurable impact on the customer experience. His/her use of theory, methods and specific terminology is very accurate. S/he is able to conduct a comprehensive research; collect, analyse and visualise data in a professional way. The student can use innovative branding tools. S/he has a good command of sales processes. The student is self-driven and contributes to the learning of others.

Hyväksytty, hylätty

Individual assignments

Teamwork assignments

Peer assessment & Self-assessment is done twice during the semester. The peer assessment form a multipliers which affects the personal grade from team assignments.

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

ARE2LC2 Areal Studies 2: 10 op**ASA2PO201 Asian Areal Studies 1: 5 op****Osaamistavoitteet**

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

Sisältö

Economy, geopolitics, culture and leadership in Asia

Doing business in Asia: Business culture and etiquette in Asia

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

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

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

Lisätiedot

Teacher: Annika Konttinen

Assessment is based on activities and deliverables:

Classroom activities

Individual assignments

Teamwork

Final deliverables

Peer assessment

Self-assessment

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

Arviointikriteerit**Arvosana 1**

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

Arvosana 3

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

Arvosana 5

The student has an advanced understanding of the culture, society, business environment and economy of Asian markets. The student has a comprehensive idea of the business culture and its context. S/he is able to communicate and network on a professional level with stakeholders in Asia.

The student's activity and participation are excellent. The student displays a culturally aware business-oriented approach towards Asia and is able to lead teamwork.

ASA2PO202 Asian Areal Studies 2: 5 op

Osaamistavoitteet

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

Sisältö

Consumer behaviour of Asian markets

Product and service development for Asian markets

Sales and marketing communication methods and channels for Asian markets

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

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

Lisätiedot

Teachers: Annika Konttinen, Niina Moilanen

The assessment is based on activities and deliverables:

Classroom activities

Individual assignments

Teamwork

Final deliverables

Peer assessment

Self-assessment

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

Arviointikriteerit

Arvosana 1

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

Arvosana 3

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

Arvosana 5

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

COD2PO201 Applied Coding 1: 5 op

Osaamistavoitteet

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

Sisältö

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prior experience in coding.

Links in many areas to key digital competences to other modules

Arviointikriteerit

Arvosana 1

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

Arvosana 3

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

Arvosana 5

The student has an advanced understanding of coding languages used in the module. He/She is able to develop coding independently. He/She applies an entrepreneurial problem-solving approach to their project work and coding creation processes. The student has a comprehensive culturally aware business-oriented approach by assessing the product needs for the customer.

Hyväksytty, hylätty

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

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

COD2PO202 Applied Coding 2: 5 op

Osaamistavoitteet

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

Sisältö

Virtual Course assignment (50%)

Case Study assignment exam (25%)

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

Dates for submission will be provided when the course starts.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit

Arvosana 1

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

Arvosana 3

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

Arvosana 5

The student has an advanced understanding of coding languages used in the module. He/She is able to develop coding independently. He/She applies an entrepreneurial problem-solving approach to their project work and coding creation processes. The student has a comprehensive culturally aware business-oriented approach by assessing the product needs for the customer.

Hyväksytty, hylätty

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

GER2PO201 German Areal Studies 1: 5 op

Osaamistavoitteet

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

Classroom activities

Individual assignments

Teamwork

Final deliverables

Language tests

Peer assessment

Self-assessment

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

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

Sisältö

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

Areal business operational environment and business culture.

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

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

Arviointikriteerit

Arvosana 1

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

Arvosana 3

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

Arvosana 5

The student has an advanced understanding of German-speaking regions, German language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate reliably in the local language and network with actors in the selected area. The student has a

comprehensive idea of the business culture and its context. The student displays a culturally aware business-oriented approach and is able to lead team work. The student's activity and participation are excellent.

GER2PO202 German Areal Studies 2: 5 op

Osaamistavoitteet

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

Classroom activities

Individual assignments

Teamwork

Final deliverables

Language tests

Peer assessment

Self-assessment

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

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

Sisältö

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

Areal business operational environment and business culture.

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

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

Arviointikriteerit

Arvosana 1

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

Arvosana 3

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

Arvosana 5

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

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

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

Sisältö

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit**Arvosana 1**

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

Arvosana 3

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

Arvosana 5

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

RUS2PO202 Russian Areal Studies 2: 5 op

Osaamistavoitteet

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

Sisältö

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit

Arvosana 1

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

Arvosana 3

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

Arvosana 5

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

SPA2PO201 Spanish Areal Studies 1: 5 op

Osaamistavoitteet

ASSESSMENT

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

Classroom activities

Individual assignments

Teamwork

Final deliverables

Peer assessment

Self-assessment

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

Sisältö

CONTENTS

The themes of the module are

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

WORKING LIFE CONNECTIONS

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

INTERNATIONALITY

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

COURSE TEACHER(S)

Antti Kurhinen, Porvoo

Maria Ruohtula, Porvoo

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Arviointikriteerit

Arvosana 1

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

Arvosana 3

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

Arvosana 5

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

SPA2PO202 Spanish Areal Studies 2: 5 op

Osaamistavoitteet

ASSESSMENT

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

Classroom activities

Individual assignments

Teamwork

Final deliverables

Peer assessment

Self-assessment

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

Sisältö

CONTENTS

The themes of the module are

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

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

STARTING LEVEL AND LINKAGE WITH OTHER COURSES

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

Arviointikriteerit

Arvosana 1

LEARNING OBJECTIVES AND ASSESSMENT

Grade 1

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

Arvosana 3

Grade 3

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

Arvosana 5**Grade 5**

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

ADVANCELC Advanced Studies: 30 op**BUS3PO305 Artificial Intelligence in Business: 5 op****BUS3PO320 Branding: 10 op****Sisältö**

Key concepts of branding
Branding in the digital age
Branding in B2B market
Branding as a strategic tool

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

The student has passed most of the compulsory courses.

Arviointikriteerit**Arvosana 1**

The student has gained some understanding of brand management and has been able to give some advice how the brand image of a commissioner could be enhanced. The student has contributed to the knowledge created in class only in a limited way.

Arvosana 3

The student has gained a good understanding of brand management and has been able to give good advice on how the brand image of a commissioner could be enhanced. The student has contributed to the knowledge created in class actively.

Arvosana 5

The student has gained an excellent understanding of brand management and has been able to prepare a concrete plan for how the brand of a commissioner could be enhanced. The student has contributed to the knowledge created in class only in an outstanding way.

Hyväksytty, hylätty

Active participation in classes, group work and workshops (80 % attendance required).
Final report for assigned commissioner (60 %).
Individual assignments (30 %).
Self and peer assessment (10 %)

BUS3PO316 Business Analytics: 5 op

LEA3PO301 Developing Emotional Intelligence: 5 op

Osaamistavoitteet

This module aims at a deeper understanding of the drivers of human behavior in leadership, sales, services and entrepreneurship. It makes use of psychological, biological and social factors with a lens of emotional intelligence.

Sisältö

The module has 5 components and is partly implemented online:

- Recap of motivational and leadership theories
- Human behavior in a social environment
- The role of biology and neuroscience in human behavior
- Human behavior in decision making
- Behavioural research methods + research project

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Students have completed the basic and professional studies in Leading Human Resources and Developing Human resources or similar. The module is a part of advanced studies in Porvoo Campus competence-based curriculum. The module aims to advance such competences as strategic thinking, strategic leadership and management, emotional intelligence, and effective leadership.

Arviointikriteerit

Arvosana 1

The students understands the drivers of human behavior on a basic level. With help the student can identify and analyse behaviors and make use of the insights in different contexts. S/he can plan and implement a behavioural research project with help.

Arvosana 3

The students understands the drivers of human behavior on a good level. The student can identify and analyse behaviors and make use of the insights in different contexts. S/he can independently plan and implement a behavioural research project.

Arvosana 5

The students understands the drivers of human behavior on a professional level. The student can identify and analyse behaviors and make very good use of the insights in different contexts. S/he can successfully plan and implement a behavioural research project.

PSS3PO302 E-Business: 10 op

Osaamistavoitteet

The aim of this course is for students to better understand and analyse the possibilities of e-business

and its position in overall business strategy. The module is a part of basic studies in the Porvoo Campus competence-based curriculum. The module advances competences such as the entrepreneurial and business mindset, awareness of basic processes and operations in organizations and global business mindset.

Sisältö

Part one (5 ECTS): Doing e-business:

- Basic concepts and definitions
- Current trends, future opportunities
- E-commerce business models
- Revenue models
- e-marketing concepts and models
- Online marketing communications
- Laws, regulations, rules, ethics

Part two (5 ECTS): Technical issues and channel strategies:

- Infrastructure and technology
- Building an e-commerce website
- Security and payment
- Measurements and follow-up
- Global business
- Online business performance

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Upon completion of the course students will have gained good knowledge of the basic functions, dimensions and forms of e-business. The course includes theoretical and practical frameworks for online business models and marketing concepts, online security, ethical issues, online payment options, laws regulation in e-business and the different measurements used in evaluating online performance.

Arviointikriteerit**Arvosana 1**

The student partly understands and is able to define the concept of e-business terminology and able to explain some examples of e-commerce & revenue models and e-marketing concepts. He/she is poorly able to analyse the operational environment by choosing and using research and development methods as well as digital tools when aided and guided by others. He/she can identify a few stakeholders and networks in both domestic and international markets. The student is able to operate only when the task and instructions are given and when He/she is aided by other students and the supervisors.

Arvosana 3

The student understands and is able to define most concepts of e-business terminology and able to explain examples of e-commerce & revenue models and e-marketing concepts. He/she is able to analyse the operational environment by choosing and using relevant research and development methods as well as digital tools. He/she can identify and analyse the core stakeholders and networks in both domestic and international markets. The student is able to operate when the task and instructions are given.

Arvosana 5

The student understands and is able to define the concept of e-business terminology and able to explain examples of e-commerce & revenue models and e-marketing concepts. He/she is able to analyse the operational environment by choosing and using relevant research and development

methods as well as digital tools. He/she has professionally advanced written communication skills and can elaborate on a specific area of business with precise vocabulary. He/she can identify and analyse the core stakeholders and networks in both domestic and international markets. The student is able to operate proactively with an entrepreneurial mindset.

Hyväksytty, hylätty

PART 1 (5 Credits): Concentrates on basic concepts, online business models and strategies behind e-business and e-marketing. Part 1 provides a theoretical foundation to move onto the optional part 2 stage of the course. In part 1 there are 3 assignments:

80% of part 1 weight-2 written assignments:

1) Intro to e-Business & Online Business models

2) e-Marketing & marketing communications

20% of part 1 weight:

3) Virtual presentation on one of the assignments submitted

PART 2 (optional, 5 credits): After completing the part 1, students may continue with part two which is worth an additional 5 credits. Students that complete part 1 and 2 gain a total of 10 credits for the e-Business course. Part 2 concentrates on creating an e-commerce website and concepts in online security, payment and laws and rules that regulate e-business. In part 2 there are 3 assignments:

- E-Commerce website (pass/fail)
- Electronic test (80% of part 2 weight): The exam tests understanding of concepts on security & payments, online business performance, web traffic and business global. Electronic
- Presentation/Report for website (20%): Presentation of e-commerce website based on theory from exam

BUS3PO306 Foreign Market Expansion to Emerging Markets: 5 op**BUS3PO311 Global Opportunities for Small and Medium Sized Companies 1: 5 op****BUS3PO312 Global Opportunities for Small and Medium Sized Companies 2: 5 op****BUS3PO314 Mind the Gap in International Business: 10 op****Osaamistavoitteet**

The module advances the following competences: communication, teamwork and negotiations in cross-cultural and virtual environments. Moreover, the module advances ability to do business with global mindset and manage some legal aspects of international business law.

Specific information on the learning objectives can be found in the grading criteria.

Sisältö

Cross-cultural communication

Cross-cultural team creation and leadership

Cross-cultural negotiations

Virtual working methods cross borders

International business law & international legal organisations

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Lisätiedot

This course is studied closely together with the course From request for quotation to delivery BUS3PO313. In case you plan to take only either one of these two course, please contact one of the teacher to discuss this possibility.

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

The student finds it challenging to communicate and negotiate in cross-cultural teams. His/her contribution in creating and/or leading a cross-cultural team is rather limited. S/he is able to utilize virtual working methods only when aided by other students and supervisors. S/he has limited knowledge on theories, methods and terminology in international business law and international legal organisations. S/he is able to apply legal rules on limited level.

Arvosana 3**Grade 3**

The student is able to communicate and negotiate in cross-cultural teams. S/he contributes actively in creating and/or leading a cross-cultural team. S/he is able to utilize virtual working methods to some extent. S/he has good knowledge on theories, methods and terminology in international business law and international legal organisations. S/he is able to apply legal rules on good level.

Arvosana 5**Grade 5**

The student is able to communicate and negotiate in cross-cultural teams excellently. S/he contributes very actively in creating and/or leading a cross-cultural team. S/he is able to utilize a number of virtual working methods professionally. S/he has excellent knowledge on theories, methods and terminology in international business law and international legal organisations. S/he is able to apply legal rules fluently and on professional level.

BUS3PO310 Risk Management and Responsible Business: 10 op**Osaamistavoitteet**

The module is a part of level 3 advanced studies in Porvoo Campus competence-based curriculum. The module advances the following competences: strategic planning, global mindset, professional leadership, risk management, sustainable and responsible business.

Sisältö

The course can be completed as 5 or 10 credits by combining two or all of the following:

Risk Management (2.5 credits)

Global risks landscape

Risk analysis and planning

Safety & Security (2.5 credits)

Safety and security in global travel and tourism

Cybersecurity

Corporate Social Responsibility (2.5 credits)

Businesses and the Sustainable Development Goals (SDGs)
CSR indicators

Sustainable Development Issues and Initiatives (2.5 credits)

The three levels of sustainability

Challenges (e.g. Overtourism, Climate Change) and opportunities (e.g. Inclusive Tourism, Circular Economy)

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

The module is a part of level 3 advanced studies in Porvoo Campus competence-based curriculum.

Lisätiedot

Responsible teachers: Annika Konttinen, Eva Holmberg

This is a virtual course in the Moodle platform.

One report assignment for each part of the module. Students can complete 5 or 10 credits.

Arviointikriteerit

Arvosana 1

The student is aware of risk management and corporate social responsibility in business operations. S/he is able to choose and use just a few sources. S/he has basic written communication skills and is able to compile a report about the themes of the module when aided by others. S/he finds it challenging to apply theory into practice. The student takes part in the module activities with a minimal input.

Arvosana 3

The student understands the importance of risk management and corporate social responsibility in business operations. S/he is able to develop risk management and responsible business practices to some degree. S/he is able to choose and use relevant sources. S/he has good written communication skills and is able to conduct research and draft a rather comprehensive report about the themes of the module with a variety of reliable sources and relevant industry examples. S/he can apply theory into practice independently. The student takes actively part in the module activities, shows initiative and is able to operate when tasks and instructions are given.

Arvosana 5

The student is able to develop risk management and corporate social responsibility in business operations. S/he is able to choose and use relevant information actively and independently from versatile sources. S/he has professionally advanced written communication skills and is able to conduct relevant research and draft a very thorough report that describes the topic in great detail, provides well-selected industry examples and analyses the phenomenon from a variety of viewpoints by using versatile international, up-to-date and reliable sources. The student can collect, analyse and use relevant data at a highly professional level. S/he is able to apply theory into practice independently. The student takes proactively part in the module activities and shows great initiative to learn about the topic.

BUS3PO315 Service Innovation and Entrepreneurship: 10 op

Osaamistavoitteet

S/he understands how new ventures and venture teams can be created. S/he is able to apply entrepreneurship and innovation theories to real-world challenges. S/he is able to develop and

manage complex projects and work in teams with colleagues from different backgrounds. S/he is able to develop new products, services and concepts within a start-up. S/he able to apply best-practice approaches to designing, developing, and running innovation-driven, often globally orientated, business. S/he understands the concept of entrepreneurial ecosystems and knows several supporting mechanisms for new ventures.

Sisältö

Service innovation and entrepreneurship module combines theory and practice covering the process from generating new business ideas, developing and refining ideas, and designing the infrastructure right through to launching the business.

Organisation culture and innovation

The service dominant logic

Service innovation & design

New service development (NSD) and customer experience

Entrepreneurship theories

Supporting mechanisms for new ventures (incubators, accelerators etc.)

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

The student has successfully completed the Basic Studies.

Arviointikriteerit**Arvosana 1**

S/he knows how new ventures and venture teams can be created. S/he is familiar with entrepreneurship and innovation theories and is able to apply them to some extent and with guidance to real-world challenges. S/he is able to be part of complex projects and work in teams with colleagues from different backgrounds. With support and as a member of a team s/he is able to develop new products, services and concepts within a start-up. S/he is poorly able to apply best-practice approaches to designing, developing, and running your own innovation-driven, often globally orientated, business. S/he is familiar with entrepreneurial ecosystems and knows supporting mechanisms for new ventures.

Arvosana 3

S/he knows well how new ventures and venture teams can be created. S/he is knows well entrepreneurship and innovation theories and is able to apply them to real-world challenges. S/he is able to develop and manage complex projects and work in teams with colleagues from different backgrounds. S/he is able to develop new products, services and concepts within a start-up. S/he able to apply best-practice approaches to designing, developing, and running your own innovation-driven, often globally orientated, business. S/he is well familiar with entrepreneurial ecosystems and knows supporting mechanisms for new ventures.

Arvosana 5

S/he knows very well how new ventures and venture teams can be created. S/he commands entrepreneurship and innovation theories in an excellent manner and is able to apply them to real-world challenges. S/he is able to develop, manage and lead complex projects and work in teams with colleagues from different backgrounds. S/he is able to develop new products, services and concepts within a start-up. S/he excellent in applying best-practice approaches to designing, developing, and running your own innovation-driven, often globally orientated, business. S/he is very familiar with entrepreneurial ecosystems and knows supporting mechanisms for new ventures.

FREECHLC Free Choice Studies: 15 op**PLACELC Work Placement: 30 op****PLA6PO104 Work Placement: 30 op****Osaamistavoitteet**

The students learn to develop their professional skills and to link their academic studies with real-life work practices and is able to evaluate and develop their workplace environment. Work placement is assessed as pass (H=accepted) or fail. Please see MyNet for further information.

Sisältö

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

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The student has successfully completed 120 ECTS.

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

The students

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

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

Sisältö

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

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Completion of 30-60 cr before the work placement begins

Lisätiedot

Leena Törmälä, Porvoo Campus

Liisa Wallenius, Porvoo Campus

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

The students

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

- are able to evaluate and develop their workplace environment

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

Sisältö

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

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Lisätiedot

Leena Törmälä, Porvoo Campus

Liisa Wallenius, Porvoo Campus

PLA6PO107 Work Placement 3: 10 op**Osaamistavoitteet**

The students

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

- are able to evaluate and develop their workplace environment

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

Sisältö

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

- Participation in a placement info meeting before work placement.
- Contact with the work placement advisor (lecturer) before and during the placement.
- Placement period in an approved company or organization. Keeping a learning log.

- Submitting a written or an oral placement report with the required attachments.
- Giving feedback on the learning platform or submitting a Work Placement Abroad –student report

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Lisätiedot

Leena Törmälä, Porvoo Campus

Liisa Wallenius, Porvoo Campus

THESISLC Bachelor's Thesis: 15 op**THE7HH801 Thesis Phase 1: 5 op****Osaamistavoitteet**

Upon completion of the module, the student is able to

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

Sisältö

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

Lähtötaso ja sidonnaisuudet muihin 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