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

Name and level of education

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

Admission requirements and applications

Universities of Applied Sciences Act 932/2014, Section 25
Before applying see the admission criteria at Studyinfo

Scope and duration

210 ECTS, 3.5 years

Recognition of learning

Read more about the principles of recognition of learning at Haaga-Helia. Recognition of learning

Mode of study

Full-time day programme

Language of tuition

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

Requirements and decrees

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

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

Study attainments and assessment

Find out more about the degree regulations and assessment process of Haaga-Helia Degree regulations

Targets and structure

Porvoo Campus curriculum is based on competences that are need 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 change to make study trips abroad, create business ideas and organize events such as DigiDay, Campus does Good and Business Idea Fair. You also study in learning camps and reading circles.

This is what our students have said:
“I have learnt to challenge myself, do things faster and more efficiently and evaluate myself.”

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

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

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

Programme contents:
Core studies 60 ECTS
Professional studies 60 ECTS
Specialization studies 30 ECTS
Free-choice studies 15 ECTS
Work placement 30 ECTS
Bachelor´s thesis 15 ECTS

Internationalisation

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

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

Work placement and cooperation with the business community

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

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

Career opportunities

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

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

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

Postgraduate studies

Master's Degree studies
Non-Degree studies in Haaga-Helia
University studies

Alumni activities

Read more about the Haaga-Helia´s alumni and join the international network.

Contact information

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

Competence Area Director: Yücel Ger
Degree Director: Anna Hankimaa
Guidance Councellor: Mari Austin

All emails: firstname.lastname@haaga-helia.fi

Study Services

Porvoo Campus Info +358 40 488 7444
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Degree Programme in Aviation Business

The core of the Campus 2017 philosophy

Porvoo Campus offers a modern and innovative learning environment, where students work in real projects. As a student you are able to start networking with companies already during your studies. Porvoo Campus is truly international with approximately 50 nationalities. Studies include teamwork, international projects as well as options for exchange and work placement abroad.

Engaging Campus atmosphere: Motivating, supportive and modern campus

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 in built on regular constructive feedback. You share because you care, as does everybody on Porvoo Campus. Your innovative ideas count and make the difference. This is what our students have said:

“Staff members really listen and care for the students and their further learning.”

“The atmosphere on Porvoo Campus in motivating, inviting, relaxed, cosy, happy and encouraging!”

“Lots of light! Traditional hierarchical classrooms are happily missing.”

“Campus is so lovely! So many different types of rooms, where we students can work in groups and independently!

International and team based way of working

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. Porvoo Campus students praise the team spirit as well as the many opportunities for collaboration and creative problem-solving in projects. They also really value the change to practice team work in mixed groups:

“I like working with people from other countries and cultures it´s interesting to see how they think about solving problems.”

“I enjoy working teams with different students and it has been nice to get to know some other students outside my group. It is nice to share ideas which each other and learn from others. I also enjoy developing team work skills and think it is a very important skill to have in future.”

“We have had a lot of group work and projects, and this is positive because group work skills and getting along with different types of people in needed in almost every job.”

Learning by doing: Real and concrete projects that prepare for the future work

Porvoo Campus curriculum is based on competences that are need 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 change to make study trips abroad, create business ideas and organize events such as DigiDay, Campus does Good and Business Idea Fair. You also study in learning camps and reading circles. This is what our students have said:

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

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

Code	Name	Sum
ABBA22	**Degree Programme in Aviation Business**	**195-210**
BASICSAB-1004	Basic Studies	60
INS1AB1-1004	***Learning Camp***	***10***
INS1PO101	Learning Camp 1 – Learn to learn	5
INS1PO102	Learning Camp 2 – Development methods	5
BUS1AB1-1004	***Aviation Business Basics***	***10***
BUS1AB101	Aviation Business Basics 1	5
BUS1AB102	Aviation Business Basics 2	5
OPE1AB1-1004	***Aviation Business Environment***	***10***
OPE1AB101	Aviation Business Environment 1	5
OPE1AB102	Aviation Business Environment 2	5
SAL1AB1-1004	***Customer Competence in Aviation Business***	***10***
SAL1AB101	Customer Competence in Aviation Business 1	5
SAL1AB102	Customer Competence in Aviation Business 2	5
LEA1AB1-1004	***Self and Team Leadership***	***10***
LEA1AB101	Self and Team Leadership 1	5
LEA1AB102	Self and Team Leadership 2	5
ARE1AB1-1004	***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
PROFESAB-1004	Professional Studies	60
INS2AB2-1004	***Learning Camp***	***10***
INS2PO221	Learning Camp 3 – Safety and Risk Management in Aviation	5
INS2PO202	Learning Camp 4 – Orientation to thesis writing	5
BUS2AB2-1004	***Aviation Business Operations***	***10***
BUS2AB201	Managing Aviation Business Operations	5
BUS2AB202	Customer Experience in Aviation Business Models	5
LEA2AB20-1004	***Organisational Management and Leadership***	***10***

LEA2AB201	Leading Human Resources in Aviation Business	5
LEA2AB202	Developing Human Resources in Aviation Business	5
LEA2AB22-1004	***Advanced Sales and Entrepreneurship***	***10***
LEA2AB221	Leading Sales and Business Development	10
SAL2AB2-1004	***Sales and Marketing in Aviation Business***	***10***
SAL2AB201	Marketing and Sales in Aviation Business	5
SAL2AB202	Service Design and Branding in Aviation Business	5
ARE2AB2-1004	***Areal Studies 2***	***10***
ASA2PO201	Asian Areal Studies 1	5
ASA2PO202	Asian Areal Studies 2	5
COD2PO201	Applied Coding 1	5
COD2PO202	Applied Coding 2	5
GER2PO201	German Areal Studies 1	5
GER2PO202	German Areal Studies 2	5
RUS2PO201	Russian Areal Studies 1	5
RUS2PO202	Russian Areal Studies 2	5
SPA2PO201	Spanish Areal Studies 1	5
SPA2PO202	Spanish Areal Studies 2	5
ADVANCEAB-1004	Advanced Studies	30
AIR3PO301	***Airline Business***	***10***
AIR3PO302	***Airport Business***	***10***
AIR3PO303	***Air Cargo***	***10***
FREECHAB-1004	Free Choice Studies	15
PLACEAB-1004	Work Placement	30
PLA6PO104	***Work Placement***	***30***
PLA6PO105	***Work Placement 1***	***10***
PLA6PO106	***Work Placement 2***	***10***
PLA6PO107	***Work Placement 3***	***10***
THESISAB-1004	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***

ABBA22 Degree Programme in Aviation Business: 210 op

BASICSAB-1004 Basic Studies: 60 op

INS1AB1-1004 Learning Camp: 10 op

INS1PO101 Learning Camp 1 – Learn to learn: 5 op

Learning objectives
This is the very first module that the students have in their studies
It is common for all the degree programmes and it's taught in English
It enhances the following competences of the competence based curriculum:
• goal orientation • integrity and responsible behavior • understanding of different learning styles • agile and professional attitude
• self reflection skills and critical thinking • cultural awareness / global mindset • expressing oneself, listening and understanding others

Contents
• inquiry learning strategies
• setting goals and milestones
• group activities with group dynamics elements
• orientation to ICT-tools and digital platforms of Porvoo Campus
• Haaga-Helia guidelines for writing reports
• business etiquette and ethics of Porvoo Campus
• global mindset

Starting level and linkage with other courses
The module is aimed for the beginning of the studies being the very first module of studies. Hence it has no prerequisites.

Further information
Responsible teachers:
Mari Austin
Maria Ruohtula

Assessment criteria
Grade 1

The student is able to set personal goals to be followed and reflected upon incoming camps with guidance. S/he has a rather limited picture of the upcoming studies and her/his ability to work in an international environment. The student has a limited understanding of the Porvoo Campus learning culture and methods. S/he has difficulties in using the basic tools and platforms needed in studies. The student has difficulties with expressing oneself and understanding others. The student has a very limited ability to analyse and reflect upon him/herself as a learner. S/he displays some ability to plan the following semester together with peers and supervisors. The student is able to evaluate earlier plans and make some adjustments only when offered external assistance and support. The student participates in the project planning, implementation and evaluation with a minimal input. The student requires extra support from peers and supervisors in order to complete tasks.

Grade 3

The student is able to set a few personal goals to be followed and reflected upon incoming camps. S/he has a rather good picture of the upcoming studies and is able to work in an international environment. The student understands the Porvoo Campus learning culture and methods rather well. S/he is able to use the basic tools and platforms needed in studies. The student is able to express oneself and understand others. The student is able to analyse and reflect upon him/herself as a learner. S/he is able to plan the following semester together with peers and supervisors. The student is able to evaluate earlier plans and make some adjustments. The student participates in the project planning, implementation and evaluation independently and makes use of the advise available.The student is able to operate when the task and instructions are given.

Grade 5

The student is able to set personal goals to be followed and reflected upon incoming camps. S/he has a clear picture of upcoming studies and working in an international environment. The student understands the Porvoo Campus learning culture and methods. S/he is able to use the basic tools and platforms needed in studies. The student is able to express oneself and understand others. The student has an excellent ability to analyse and reflect upon him/herself as a learner. S/he is able to plan and contribute towards the following semester together with peers and supervisors. The student is able to evaluate earlier plans and make adjustments. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student is able display a goal-oriented mindset and professional attitude.

INS1PO102 Learning Camp 2 – Development methods: 5 op

Learning objectives

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.

Contents

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

Starting level and linkage with other courses

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

Assessment criteria

Grade 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.

Grade 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 advise available. The student is able to operate when the task and instructions are given.

Grade 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 display a goal-oriented mindset and professional attitude.

BUS1AB1-1004 Aviation Business Basics: 10 op

BUS1AB101 Aviation Business Basics 1: 5 op

Learning objectives
Upon completion of the course:

LO1: Student is able to define the process in becoming an entrepreneur and evaluate different available business forms and formalities.
LO2: Understanding entrepreneurial approach, business mindset based on individual, organisation and society context
LO3: Evaluate different entrepreneurial opportunities and business models with sustainability considerations e.g. circular economy.
LO4: Promote entrepreneurial spirit through individual participation, group work and understanding team dynamics influence in start-up context
LO5: The student realises the value and use of creating a useful business network both from an individual perspective and organisation´s view

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

Contents
• The characteristics of an entrepreneur and intrapreneur
• Analysis of business environment with emphasis on aviation
• Introduction to forms of business in Finland
• Process of founding a business
• Making a business plan/business model
• Permits/legal issues/investment

• Pitching own business idea
• Business model canvas and its components

Starting level and linkage with other courses
No previous studies needed and no binding connections to other courses

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

Assessment criteria
Grade 1

Grade 1
The student's understanding of entrepreneurship key concepts is limited. Student's level of skill in developing and in establishing a business, is below average. Her's/his' knowledge about the basic theoretical frameworks and business model is below average. Student's attitude towards learning through participation in teamwork and conducting assignments, is below average. Her/his capability to analyze organizational practices that facilitate different types of businesses is limited.

Grade 3

Grade 3
The student has good entrepreneurial skills and understands components of establishing own business.
S/he has a good knowledge of the basic theoretical frameworks and business model which is necessary in business set up. S/he has a good attitude towards learning through participation in teamwork and conducting assignments. S/he has a good self- and group critical thinking. S/he can objectively measure the success of business.

Grade 5

Grade 5
The student has excellent entrepreneurial skills in developing and in establishing both an innovative and viable business. S/he has excellent knowledge about the theoretical frameworks, business models and its application in practice. S/he has an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments. S/he has an excellent measurements skills and analyses of business success.

Approved/ Failed

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

BUS1AB102 Aviation Business Basics 2: 5 op

Learning objectives
Upon completion of the course, the student is able to:
LO1: Calculate and understand key financial metrics
LO2: Assess basic financial statement information and understand drivers for corporate profitability.
LO3: Calculate organisation´s key financial performance indicators (KPIs) and interpret these in business and aviation context
LO4: Create visuals with the use of data in order to produce business development storylines

The module advances project management, business mindset, ability to analyse macroeconomical

influence on aviation business context. In addition, the implementation promotes the use of digital networking tools and the use of different data sources for industry and organisational analysis.

Starting level and linkage with other courses
No previous studies needed and no binding connections to other courses.

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

Assessment criteria
Grade 1

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

Grade 3

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

Grade 5

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

create a positive group atmosphere. S/he understands concepts presented, and master the available tools applicable for analytical assessments.

Approved/ Failed

N/A

OPE1AB1-1004 Aviation Business Environment: 10 op

OPE1AB101 Aviation Business Environment 1: 5 op

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

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

Contents
Analysis of the operational environment and the stakeholders within the aviation industry
Basics of macro and microeconomics
Ecosystem, megatrends
Regulation
History of Aviation
Future of Aviation
Sustainability
Digitalization

Starting level and linkage with other courses
The module has no prerequisites. This module is offered at the first semester.

Further information
RECOGNISING AND VALIDATING PRIOR LEARNING (RPL)
If students have acquired the required competence in previous work tasks, recreational activities or in other studies, they can show the competence with a demonstration and progress faster through their studies. More information can be asked from the instructor.

CONNECTIONS TO BUSINESS LIFE
Company visits, guest lecturers and workshops in cooperation with different companies and organisations.

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

Assessment criteria
Grade 1

Grade 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.

Grade 3

Grade 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 advise available. The student is able to operate when the task and instructions are given.

Grade 5

Grade 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.

OPE1AB102 Aviation Business Environment 2: 5 op

Learning objectives

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

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

Contents

Analysis of the operational environment within the aviation industry (1st and 2nd semester)
Basics of macro and microeconomics (1st and 2nd semester)
Legal environment (2nd semester)
Digital environment (1st and 2nd semester)
Core actors, organisations and networks operating in local, domestic and international markets with emphasis on the aviation industry (1st and 2nd semester)

Starting level and linkage with other courses
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.

Assessment criteria
Grade 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.

Grade 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.

Grade 5

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

SAL1AB1-1004 Customer Competence in Aviation Business: 10 op

SAL1AB101 Customer Competence in Aviation Business 1: 5 op

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

implementations of this module with the same objectives yet with a different industry-specific focus.

Contents
The content of this course is:
Customer understanding and segmentation
Customer needs and expectations
Consumer behavior, buying, and decision-making processes
Customer Journey and Touchpoints
Customer Service in Aviation
Customer Relationship management
Basics of Marketing

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

Further information
Connections to business life
When possible, company visits, also during covid guest lecturers and workshops in cooperation with different companies and organizations.

Assessment criteria
Grade 1

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

Grade 3

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

Grade 5

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

Approved/ Failed

Grading 1 - 5 or approved/ failed

The assessment methods are defined in the implementation plans. The assessment methods may include:
Individual assignments
Group works
Project work
Final deliverables
Peer assessment
Commissioners' assessment

SAL1AB102 Customer Competence in Aviation Business 2: 5 op

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

Contents
• Customer understanding (1st-2nd semester)
• Tools to identify customer needs and expectations (1st-2nd semester)
• Consumer behaviour (1st-2nd semester)
• Customer journey (1st-2nd semester)
• Customer experience management (1st-2nd semester)
• Sales and marketing communication (with an aviation industry specific approach) (2nd semester)

Starting level and linkage with other courses
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.

Assessment criteria
Grade 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.

Grade 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 advise available. The student is able to operate when the task and instructions are given.

Grade 5

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

LEA1AB1-1004 Self and Team Leadership: 10 op

LEA1AB101 Self and Team Leadership 1: 5 op

Learning objectives

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.

Contents

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)

Starting level and linkage with other courses

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.

Assessment criteria

Grade 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.

Grade 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 advise available. The student is goal-oriented and self-driven to a certain extent.

Grade 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.

Approved/ Failed

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

Individual assignments
Projet 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.

LEA1AB102 Self and Team Leadership 2: 5 op

ARE1AB1-1004 Areal Studies 1: 10 op

FIN1PO101 Welcome to Finland 1: 5 op

Learning objectives

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.??

Contents

• 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)

Starting level and linkage with other courses
No prerequisites for Welcome to Finland 1. Welcome to Finland 2 is linked with the module 1.

Assessment criteria
Grade 1

Grade 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.

Grade 3

Grade 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.

Grade 5

Grade 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

Learning objectives

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.??

Contents

• 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)

Starting level and linkage with other courses

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

Assessment criteria

Grade 1

Grade 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.

Grade 3

Grade 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.

Grade 5

Grade 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 Nordic Areal Studies 1: 5 op

Learning objectives
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.

Contents
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

Starting level and linkage with other courses
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.

Assessment criteria
Grade 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 kundserice, 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 braschen.

Grade 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 kundserice, 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.

Grade 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 braschterminologin.

NRD1PO102 Nordic Areal Studies 2: 5 op

Learning objectives

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.

Contents

Studier i svenska: språkriktighet
Yrkes- och arbetslivskultur i Norden
Skriftlig kundbetjäning
Marknadsförings- och digital kommunikation
Nätverksfärdigheter
Färdigheter att förmedla information

Starting level and linkage with other courses

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.

Assessment criteria

Grade 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 braschen. Hen kan skriva enkla sammanhängande texter om ämnen som är

välkända för hen.

Grade 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.

Grade 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 effektivtge ge information om produkter och tjänster, samt känner väl till den centrala branschterminologin. Hen kan skriva klar och detaljerad text inom egna intresseområden och kan skriva rapport.

PROFESAB-1004 Professional Studies: 60 op

INS2AB2-1004 Learning Camp: 10 op

INS2PO221 Learning Camp 3 – Safety and Risk Management in Aviation: 5 op

Learning objectives

Upon completion of the course, the student:
• is familiar with aviation safety regulatory framework
• recognizes the distinctive features of safety, security and quality in aviation
• is familiar with the basic elements of aviation safety management system
• understands the basic principles of aviation risk management

Contents

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

Starting level and linkage with other courses

Starting level and linkage with other courses
No previous studies needed and no binding connections to other courses

Further information

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

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

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

Assessment criteria
Grade 1

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

Grade 3

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

Grade 5

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

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

Learning objectives
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.

Contents
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

Starting level and linkage with other courses
The student has completed the first year of basic studies. The module is a part of professional studies in Porvoo Campus competence-based curriculum.

Assessment criteria
Grade 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.

Grade 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.

Grade 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 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.

BUS2AB2-1004 Aviation Business Operations: 10 op

BUS2AB201 Managing Aviation Business Operations: 5 op

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

Contents
When choosing managing aviation business operations course you will learn about following topics:
Growth and changes in the global airline industry

Different airline markets and alliances
Consolidations and partnerships in the aviation industry
Airline business models and operations
Measuring airline performance and gore competences
Case studies of airlines and different airline business models

BUS2AB202 Customer Experience in Aviation Business Models: 5 op

Learning objectives

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

Contents

Customer journey
Business models and operations, driven by customer experience
Case studies of airlines, airports, cargo companies (focus on future trends in the context of current financial performance)
Business plans for business models driven by customer experience (airline, airport, cargo) for a business plan competition;
Modelling a supply chain for a commissioner, supply chain management, optimising supply management in airlines / airports / cargo
Module portfolio (career oriented) with reflection

Starting level and linkage with other courses

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

Assessment criteria

Grade 1

The student has a limited ability to analyse business operations. S/he has difficulties in recognising different business models and choosing appropriate models. S/he has difficulties with strategic thinking and problem solving. S/he is able to approach aviation business from the perspective of customer experience, to consider profitable business models and see the strategic connection between management of business operations and customer experience. S/he can take part in customer experience analysis only when aided by others. Her/his understanding of value chains and the customer journey along with customer experience driven business operations is very limited. The student can use digital tools, research and development methods only when the task and instructions are given and when aided by other students and the supervisors. The student has challenges with time management and submission of assignments/project work.

Grade 3

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

Grade 5

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

LEA2AB20-1004 Organisational Management and Leadership: 10 op

LEA2AB201 Leading Human Resources in Aviation Business: 5 op

Learning objectives

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

Contents

Contents:
- Human resource management in a company
- Well-functioning workplace
- Basics of Great Leadership
- Performance management and development
- Team building, diversity, and teaming games
- Recruitment process in a company
- Outsourcing and other challenges in recruiting
- How to make an application and an impressive cv
- Interviews and practices
- Motivation and motivational theories
- Motivation in a workplace
- Employee experience and leadership
- Leadership communication
- Conflict resolution
- Internal communication and practices

Starting level and linkage with other courses

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

Assessment criteria

Grade 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.

Grade 3

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

Grade 5

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

Approved/ Failed

No Exam

Assessment criteria based on:
individual assignment
Project work
Group/Pair work

LEA2AB202 Developing Human Resources in Aviation Business: 5 op

Learning objectives
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

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

Starting level and linkage with other courses
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.

Assessment criteria
Grade 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.

Grade 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.

Grade 5

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

LEA2AB22-1004 Advanced Sales and Entrepreneurship: 10 op

LEA2AB221 Leading Sales and Business Development: 10 op

Learning objectives
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.

Contents
The module has four components:

Opportunity identification
Leading and managing sales teams

Sales negotiations
Business Development (Research/Benchmarking/ Implementation)

Starting level and linkage with other courses
Students have completed the basic studies. The module is a part of professional studies in Porvoo Campus competence-based curriculum.

Assessment criteria
Grade 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.

Grade 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.

Grade 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.

Approved/ Failed

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

SAL2AB2-1004 Sales and Marketing in Aviation Business: 10 op

SAL2AB201 Marketing and Sales in Aviation Business: 5 op

Learning objectives
The course aims at developing marketing and sales understanding. After a successful participation of the course the participant should have proficiency in:

-Understanding sales and marketing key functions and processes in aviation business development context
-Evaluating customer segments, sales and marketing channels, pricing, and product creation for strategy considerations
-Analysing airline customer journey and are able to future develop the journey within changing business environment
-Creating and justify sales and marketing plans
-Critically evaluate sales and marketing performance and make future recommendations

Aviation has been at the fore front of digital transformation and development for over twenty years, and its impact to how airlines sell and market their products is indisputable. Succeeding in sales and marketing strategies and actions are crucial in this highly competitive industry. During this implementation, students will explore the business environment for a chosen airline and develop strategies to advance sales and marketing goals. You will investigate airline customer journey from sales, service, communication, and marketing perspective, knowing that today's passengers are always in the journey loop. You will assess questions such as: How company strategy will impact marketing and sales strategy? Which customer segments to focus on and develop products for? How to measure marketing performance? By the end of the course, you will be able to identify sales and marketing opportunities, and make plans to accelerate airline commercial performance.

Contents
Market Research and Analysis
Project Management
Market plan and budget considerations
Customer Experience and Customer Journey
Channel Management
Customer Contacts
Sales Communication & Customer Relationship Management
Value Proposition

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

Assessment criteria
Grade 1

(Basic knowledge, completes given tasks and assignments on a satisfactory level)
You are able to understand and interpret the basic principles of marketing and sales, through listing and formulating the essential considerations. In addition, you can calculate and present marketing and sales KPIs and variables. Moreover, you can apply and reflect basic strategy frame and present considerations in your marketing and sales plan.

Grade 3

Good (You have Comprehensive knowledge, and are expected to compare and link course concepts. You have completed given tasks and assignments on a good level, showing positive attitude through participating in some discussions, and makes visible efforts in analysing and solving

possible challenges and problematics.)

You can apply and interpret the basic principles of marketing and sales and can benefit to business considerations through various KPIs assessment. In addition, you can not only calculate essential marketing and sales KPIs, but discuss and analyse different variables impacting performance evaluation. Moreover, you are able to critically evaluate a marketing and sales report applied with adequate variable considerations. Furthermore, you can interpret, asses and present different considerations in a structured marketing and sales plan report and presentation.

Grade 5

Excellent: (In addition to finalising all given tasks with exemplary results, you can widely build knowledge by demonstrating comprehensive use of course concepts. You consistently contribute in discussions, indicate thorough preparation and elaborate on analytical insight and conclusions. You have a distinguished level of problem-solving skills, and an innovative mindset for analytical assessments. You can cooperate responsibly and constructively in a professional manner and take others views into consideration.)

You can apply and interpret the principles of marketing and sales for driving initiatives in the field. You can formulate the essential KPIs and develop business based on the analysis. You possess skills in independently applying insights of marketing and sales as part of commercial consideration context. Moreover, you are able to visually illustrate, with the help of qualitative and quantitative data, how to develop business activities through several variables influencing marketing and sales. Furthermore, you can clearly create, asses and present key considerations through a well formulated marketing and sales plan report and presentation it in an innovative manner.

Approved/ Failed

Individual assignments
Teamwork assignments
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.

SAL2AB202 Service Design and Branding in Aviation Business: 5 op

Learning objectives

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

Contents

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

professional ICT tools

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

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

NOTE! Alternative implementation: Design Sprint in the international Nordplus Ekotek project, week 17 (25. - 29.4.2022)
Contant Liisa Wallenius (liisa.wallenius@haaga-helia.fi) if you are interested. There are 3 places for Haaga-Helia UAS students and the course will be given in Skövde, Sweden.

Assessment criteria
Grade 1

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

Grade 3

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

Grade 5

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

Approved/ Failed

Grading 1 -5 or approved/ failed

Individual assignments
Teamwork assignments
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.

ARE2AB2-1004 Areal Studies 2: 10 op

ASA2PO201 Asian Areal Studies 1: 5 op

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

Contents
Economy, geopolitics, culture and leadership in Asia
Doing business in Asia: Business culture and etiquette in Asia

Starting level and linkage with other courses
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.

Further information
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.

Assessment criteria
Grade 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.

Grade 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.

Grade 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.

Approved/ Failed

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ASA2PO202 Asian Areal Studies 2: 5 op

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

Contents
Consumer behaviour of Asian markets
Product and service development for Asian markets
Sales and marketing communication methods and channels for Asian markets

Starting level and linkage with other courses
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.

Further information
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.

Assessment criteria
Grade 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.

Grade 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.

Grade 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

Learning objectives

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).

Contents

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%)

Starting level and linkage with other courses

No prior experience in coding.
Links in many areas to key digital competences to other modules

Assessment criteria

Grade 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.

Grade 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.

Grade 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.

Approved/ Failed

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

Learning objectives
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.

Contents
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.

Starting level and linkage with other courses
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).

Assessment criteria
Grade 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.

Grade 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.

Grade 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.

Approved/ Failed

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

Learning objectives
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.

Contents
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

Starting level and linkage with other courses
The module is a part of professional studies in the Porvoo Campus competence-based curriculum. No previous studies in German are requiered. 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).

Assessment criteria
Grade 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.

Grade 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.

Grade 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

Learning objectives

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.

Contents

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.

Starting level and linkage with other courses

The module is a part of professional studies in the Porvoo Campus competence-based curriculum. No previous studies in German are requiered. 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).

Assessment criteria

Grade 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.

Grade 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.

Grade 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

Learning objectives

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.

Contents

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

Starting level and linkage with other courses

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).

Assessment criteria

Grade 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.

Grade 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.

Grade 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

Learning objectives

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.

Contents

• 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

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 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).

Assessment criteria

Grade 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.

Grade 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.

Grade 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

Learning objectives

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.

Contents
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

Starting level and linkage with other courses
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).

Assessment criteria
Grade 1

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.

Grade 3

Grade 3
The student is able to understand Spanish speaking world, Spahish 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.

Grade 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.

SPA2PO202 Spanish Areal Studies 2: 5 op

Learning objectives
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.

Contents
CONTENTS
The themes of the module are
1) basic language studies in oral and written Spanish: me, family, friends and colleagues, home; daily activities, restaurant; and
2) Latin American business operational environment and business culture, areal differences and trade relations.

Starting level and linkage with other courses
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).

Assessment criteria
Grade 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.

Grade 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.

Grade 5

Grade 5
The student has an advanced understanding of Spanish speaking world, Spanish language and the cultural, political, economic and social aspects of its environment. S/he is able to communicate reliably in the local language and network with actors in the selected area. The student has a comprehensive idea of the business culture and its context. The student's activity and participation are excellent. The student displays a culturally aware business-oriented approach and is able to lead team work.

ADVANCEAB-1004 Advanced Studies: 30 op

AIR3PO301 Airline Business: 10 op

Learning objectives
The implementation aims at developing students' ability to build a holistic view of airline key commercial units activity functions. After a successful participation of the course the participant should have proficiency in recognising real-life airline commercial business functions and assess their impact on airline business considerations. The course aims at building up insight in airlines professional expectation through:
-The ability to recognise processes between airline business stakeholders.
-Interpreting airline business concepts and drivers such as strategic considerations, market management, pricing, network planning, and sustainability application
-Enhance students' ability to cultivate strategic thinking and articulate functions in different airline business models.
-Assess airline key unit functions and their intent in context of airline management
-Applying KPIs impact considerations on airline route and O&D performance
-Articulating and creating a Commercial Business Plan formulation for positioning an airline in its market(s)

Contents
CONTENTS
*Commercial Management and Strategy
*Finance and Treasury
*Sales
*Marketing

*Network Planning (Schedules, Fleet & Profitability Scenarios)
*Revenue Management and Pricing
*Alliances and Partnerships
*Ancillaries Business
*Loyalty
*Sustainability
*Industrial Affairs, Politics & Law

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

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

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

Assessment criteria
Grade 1

Grade 1
(Basic knowledge, completes given tasks and assignments on a satisfactory level)
You are able to understand and interpret the basic principles of airline business, through listing and formulating the essential considerations. In addition, you can calculate and present airline business KPIs and variables. Moreover, you have shown basic knowledge in performance evaluation assessment. Furthermore, you can apply and reflect basic strategy frame and present considerations in your commercial business plan report.

Grade 3

Grade 3
Good (You have Comprehensive knowledge, and are expected to compare and link course concepts. You have completed given tasks and assignments on a good level, showing positive attitude through participating in some discussions, and makes visible efforts in analysing and solving possible challenges and problematics.)

You can apply and interpret the basic principles of airline business and can benefit to business considerations through KPIs assessment. In addition, You can not only calculate essential KPIs, but discuss and analyse different variables impacting performance evaluation. Moreover, you are able to critically evaluate a Commercial Business Plan report applied with airline business variable considerations. Furthermore, you can interpret, asses and present different considerations in a structured commercial business plan report and presentation.

Grade 5

Grade 5
Excellent: (In addition to finalising all given tasks with exemplary results, you can widely build knowledge by demonstrating comprehensive use of course concepts. You consistently contribute in discussions, indicate thorough preparation and elaborate on analytical insight and conclusions. You have a distinguished level of problem-solving skills, and an innovative mindset for analytical

assessments. You can cooperate responsibly and constructively in a professional manner and take others views into consideration.)

You can apply and interpret the principles of airline business for driving commercial initiatives and performance evaluation. You can formulate the essential KPIs and develop business based on the analysis. You possess skills in independently applying insights of airline business in commercial plan considerations context. Moreover, you are able to visually illustrate, with the help of qualitative and quantitative data, how to develop business activities through several variables influencing airline business. Furthermore, you can clearly create, asses and present key considerations through a well formulated commercial plan report and presentation in an innovative manner.

AIR3PO302 Airport Business: 10 op

Learning objectives
Learning objectives and assessment

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

Contents
Strategic planning
Concept development at airports in airport industry
Ecosystem, megatrends
Sustainability
Sales
Digitalization
Sustainability
Value creation
Safety&security, regulation
Risk management
Operations and systems
Capacity management
Master planning
Future airports

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

Assessment criteria
Grade 1

Grade 1
The student has limited abilities and knowledge to work with strategic planning, economics, ecosystem, megatrends, digitalization, sustainability, value creation, concept development, passenger experience, risk management, operations, safety&security, regulation, capacity management, sales, performance, master planning and future airports in the airport context. The student participates in project teamwork, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Grade 3

Grade 3
The student has good abilities and knowledge to work with strategic planning, economics, ecosystem, megatrends, digitalization, sustainability, value creation, concept development, passenger experience, risk management, operations, safety&security, regulation, capacity management, sales, performance, master planning and future airports in the airport context. The student participates in project teamwork, implementation and evaluation with active input. The student is able to work and proactively and independently.

Grade 5

Grade 5
The student has excellent abilities and knowledge to work with strategic planning, economics, ecosystem, megatrends, digitalization, sustainability, value creation, concept development, passenger experience, risk management, operations, safety&security, regulation, capacity management, sales, performance, master planning and future airports in the airport context. The student actively participates and leads when necessary project teamwork, implementation and evaluation. The student actively seeks to work proactively and independently in a highly productive manner.

AIR3PO303 Air Cargo: 10 op

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

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

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

Assessment criteria
Grade 1

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

students and the supervisors.

Grade 3

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

Grade 5

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

FREECHAB-1004 Free Choice Studies: 15 op

PLACEAB-1004 Work Placement: 30 op

PLA6PO104 Work Placement: 30 op

Learning objectives
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.

Contents
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 students 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

Starting level and linkage with other courses
The student has successfully completed 120 ECTS.

PLA6PO105 Work Placement 1: 10 op

Learning objectives
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.

Contents
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

Starting level and linkage with other courses
Completion of 30-60 cr before the work placement begins

Further information
Leena Törmälä, Porvoo Campus
Liisa Wallenius, Porvoo Campus

PLA6PO106 Work Placement 2: 10 op

Learning objectives
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.

Contents
Work placement can be full-time or part-time work with a minimum of 20 h/week. A students 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

Starting level and linkage with other courses
Completion of work placement 1 and a minimum of 60 cr.

Further information
Leena Törmälä, Porvoo Campus
Liisa Wallenius, Porvoo Campus

PLA6PO107 Work Placement 3: 10 op

Learning objectives
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

Contents
Work placement period is normally uninterrupted. Work placement can be full-time or part-time work with a minimum of 20 h/week. A students 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

Starting level and linkage with other courses
Completion of work placement 1 and 2, and 120 cr.

Further information
Leena Törmälä, Porvoo Campus
Liisa Wallenius, Porvoo Campus

THESISAB-1004 Bachelor's Thesis: 15 op

THE7HH801 Thesis Phase 1: 5 op

Learning objectives
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.

Contents
• Thesis at Haaga-Helia
• Thesis process and progress in Wihi
• 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.

Starting level and linkage with other courses
Studies specified by the degree.

Assessment criteria
Grade 1

See thesis assessment criteria in haaga-helia.fi

Grade 3

See thesis assessment criteria in haaga-helia.fi

Grade 5

See thesis assessment criteria in haaga-helia.fi

Approved/ Failed

During the thesis process, progress is graded as pass/fail according to degree-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 Wihi and a thesis supervisor has approved it.

THE7HH802 Thesis Phase 2: 5 op

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

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

Starting level and linkage with other courses
Thesis phase 1 completed

Assessment criteria
Grade 1

See thesis assessment criteria in MyNet

Grade 3

See thesis assessment criteria in MyNet

Grade 5

See thesis assessment criteria in MyNet

Approved/ Failed

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

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

Contents
- finalizing the thesis
- publishing the thesis

Starting level and linkage with other courses
Thesis phases 1/3 and 2/3 completed. Phase 3/3 cannot be approved before the maturity exam and plagiarism check have been passed.

Assessment criteria
Grade 1

See thesis assessment criteria in MyNet

Grade 3

See thesis assessment criteria in MyNet

Grade 5

See thesis assessment criteria in MyNet

Approved/ Failed

See thesis assessment criteria in MyNet

THE7HH804 Maturity Test: 0 op

Learning objectives
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.

Contents
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.

Starting level and linkage with other courses
The thesis is completed.

Further information
See instructions in MyNet