

# **IBBA Degree Programme in International Business Administration**

## **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

### **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.

### **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

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## Degree Programme in International Business Administration

### The core of the Campus 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 is built on regular constructive feedback. You share because you care, as does everybody on Porvoo Campus. Your innovative ideas count and make the difference. 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 is 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 with 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 is 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 needed in the future work life. Creativity,

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

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

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

Code	Name	Sum
<b>IBBA21</b>	<b>Degree Programme in International Business Administration</b>	<b>195-210</b>
BASICSIB-1001	Basic Studies	60
<b>YHT1PE001</b>	<b>Professional Communication</b>	<b>5</b>
<b>YHT1PE012</b>	<b>Customer Insight and Marketing</b>	<b>5</b>
<b>YHT1PE003</b>	<b>ICT Key Competencies</b>	<b>5</b>
<b>YHT1PE013</b>	<b>Customer Experience and Sales</b>	<b>5</b>
<b>YHT1PE005</b>	<b>Teamwork and Project Management</b>	<b>5</b>
<b>YHT1PE014</b>	<b>Introduction to Financial Administration</b>	<b>5</b>
<b>YHT1PE008</b>	<b>Entrepreneurship and Business Operations</b>	<b>5</b>
<b>OPE2IB101</b>	<b>International Business Environment</b>	<b>5</b>
<b>YHT1PE015</b>	<b>Professional English</b>	<b>5</b>
<b>FIN1PO101</b>	<b>Welcome to Finland 1</b>	<b>5</b>
<b>FIN1PO102</b>	<b>Welcome to Finland 2</b>	<b>5</b>
<b>IBBA21-CATEGORY-1000</b>	<b>Keys to Studies and Career</b>	<b>5</b>
YHT0PE002	Introduction to Studies	1
YHT0PE006	Wellbeing and Self-management Skills	1
YHT0PE005	Time Management	1
YHT0PE009	Speed Up Your Career with Alumni	1
YHT0PE004	Study Skills	1
PROFESIB-1001	Professional Studies	60
<b>IBBA21-IBBA20-CATEGORY-1000</b>	<b>Marketing and Sales in a Digital World</b>	<b>30</b>
BIG8TN001	Basics of AI	5
SAL2IB102	Digital Marketing	5
BUS2IB102	Budgeting and Performance Evaluation	5
MAR2IB101	International Marketing Research	5
LEA2IB101	Leading Human Resources in International Business	5
SAL2IB103	Marketing and Sales in a Digital World: Project Work	5
<b>IBBA21-IBBA20-CATEGORY-1001</b>	<b>Growth and Internationalization</b>	<b>30</b>

BUS2IB201	Managing Global Value Chains	5
OPE2IB201	Innovating and Internationalizing Services	5
OPE2IB202	Global Opportunities for Growth	5
OPE2IB203	Growth and Internationalization: Project Work	5
OPE2IB204	International Business Regulations and Law	5
YHT1PE006	Research and Development	5
ADVANCEIB-1001	Advanced Studies	30
<b>IBBA21-IBBA20- CATEGORY-1002</b>	<b>Strategic and Sustainable Leadership</b>	<b>0</b>
FIE3IB301	International Finance	5
LEA3IB301	Cross-cultural Leadership and Emotional Intelligence	5
SAL3IB301	Consultative Sales and Negotiations	5
BUS3IB302	Strategic and Sustainable Brand Management	5
BUS3IB303	Managing Processes: ERP Systems	5
BUS3IB304	Service Design as a Strategy	5
FREECHIB-1001	Free Choice Studies	15
PLACEIB-1001	Work Placement	30
<b>PLA6PO104</b>	<b>Work Placement</b>	<b>30</b>
<b>PLA6PO105</b>	<b>Work Placement 1</b>	<b>10</b>
<b>PLA6PO106</b>	<b>Work Placement 2</b>	<b>10</b>
<b>PLA6PO107</b>	<b>Work Placement 3</b>	<b>10</b>
THESISIB-1001	Bachelor's Thesis	0-15
<b>THE7HH801</b>	<b>Thesis Phase 1</b>	<b>0-5</b>
<b>THE7HH802</b>	<b>Thesis Phase 2</b>	<b>0-5</b>
<b>THE7HH803</b>	<b>Thesis Phase 3</b>	<b>0-5</b>
<b>THE7HH804</b>	<b>Maturity Test</b>	<b>0</b>

**IBBA21 Degree Programme in International Business Administration: 210 op****BASICSIB-1001 Basic Studies: 60 op****YHT1PE001 Professional Communication: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student:

- Knows how to communicate responsibly orally and in writing, with regard to the goals and the target group
- Knows how to make use of different communication methods, channels and platforms
- Knows how to identify one's own competence level and how to market one's own competencies convincingly
- Knows how to interact and listen to others in addition to giving and receiving feedback

**Assessment criteria****Grade 1**

1: Can communicate appropriately orally and in writing according to the situation. Knows different communication channels and platforms.

**Grade 3**

3: Knows how to produce communication content that fulfills task requirements with regard to the target group. Knows how to use communication channels and platforms. Can identify one's own strengths and areas for development in interpersonal communication situations.

**Grade 5**

5: Knows how to produce purposeful content in grammatically correct and stylistically appropriate language in English. Is able to use multiple communication channels and platforms in various ways. Knows how to assertively communicate in demanding presentation and communication settings.

**YHT1PE012 Customer Insight and Marketing: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student:

- Can define basic concepts and processes of marketing
- Can describe customer orientation, brand and service promises
- Knows how to utilise different sources and channels to find information that supports customer understanding
- Can describe client needs and customer paths
- Knows how to recognise competitive means of marketing and can apply them in a responsible sustainable manner.

**Assessment criteria****Grade 1**

Knows the basic concepts, processes and the main goals of marketing. Understands the importance

of customer focus in operations. Can describe the competitive means and customer needs in marketing. Can name sources and channels from which customer related information is available.

**Grade 3**

Can formulate marketing goals and understands the importance of brand and service promise. Can compare competitive means of marketing and understands their connection to marketing and sales goals. Understands the principles of sustainable development in marketing and sales. Can collect information that supports customer understanding from various sources. Can develop solutions to customer needs and communicate his or her own ideas.

**Grade 5**

Can justify the advantages and challenges of different means of competition and apply them to achieve marketing and sales goals. Is able to analyse the implementation of the principles of sustainable development in marketing. The student is able to analyse customer needs and use marketing measures to develop added value for the customer and to communicate his/her own solutions professionally.

**YHT1PE003 ICT Key Competencies: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student:

- Knows how to describe basic principles of information technology solutions
- Knows how to use office software to work and study more effectively.
- Knows how to follow the procedures for data security and data protection when saving and sharing information.
- Knows how to properly use up-to-date communication tools with an understanding of the specific characteristics of each.

**Assessment criteria****Grade 1**

Knows how to create, modify and save files with office information tools. Knows how to share files with different licenses to individuals and groups. Has command of the basic principles of data security and data protection.

**Grade 3**

Knows how to use office information tools independently for the completion of work tasks in a timely manner. Knows how to handle information securely with regard to data protection. Knows the basic principles of systems and web applications.

**Grade 5**

Knows how to use tools for practical applications at work. Is aware of the risks in the online environment and knows how to protect files and folders. Knows the basic principles of systems and solutions.

**YHT1PE013 Customer Experience and Sales: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student:

- Knows how to define sales processes as well as basic concepts
- Knows how to identify customer needs and customer experience development targets
- Knows how to describe the different stages of a sales encounter and can sell his/her ideas to others
- Knows how to operate in a service-oriented manner and provide solutions to customer needs to achieve sales goals
- Is able to evaluate the factors influencing the customer experience, also from the point of view of ethics and sustainability

### **Assessment criteria**

#### **Grade 1**

Can define sales-related concepts and processes and name sales-related goals. Identifies internal and external customers. Can describe the stages of a sales encounter and the factors that affect the customer experience.

#### **Grade 3**

Can formulate goals related to sales and customer encounters. Can collect information related to the customer experience from various data sources and channels. Understands the importance of long-term and profitable customer relationships in business. Can act in a service-oriented and customer-oriented manner in a sales situation. Can also evaluate the factors influencing the customer experience from the perspective of sustainable development. Can present his/her own ideas.

#### **Grade 5**

Can evaluate sales and customer interaction goals. Can analyse customer needs to develop customer experience. Can act purposefully in a sales situation and produce versatile solutions to customers' needs. Can also evaluate the factors influencing the customer experience from the perspectives of ethics and sustainable development. Can present his/her own solutions professionally.

## **YHT1PE005 Teamwork and Project Management: 5 op**

### **Learning objectives**

After having completed this course or attained an equivalent competence level, the student:

- Is target-oriented and knows how to work responsibly and ethically in diverse teams.
- Knows how to develop teamwork.
- Knows how to work in a project.
- Knows how to use best practices in project management.

### **Assessment criteria**

#### **Grade 1**

Is able to describe the concepts of team dynamics and especially responsibility in teamwork. Can describe different methods for project work and implement project tasks.

#### **Grade 3**

Is able to work in a responsible way in a team. Knows how to give and receive both team and peer feedback and assess one's own performance. Knows how to set goals and act in a project as agreed. Knows how to use project management tools in one's tasks.



**Grade 5**

Knows how to assess the issues of ethics, accountability and effectiveness in teamwork. Knows how analyse actions of a team and to develop one's own performance on the basis of feedback. Is able to work in a project responsibly towards goals and applying the selected working methods and assess the implementation of a project

**YHT1PE014 Introduction to Financial Administration: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student:

- Knows how to calculate key financial ratios like simple and compound interest calculations.
- Knows the basics of cost-volume-profit analysis
- Knows how to calculate key figures based on the financial information of a company and how to interpret them
- Knows how to analyze the income statement, balance sheet and cost structure, and understands their cause-effect relationships

**Assessment criteria****Grade 1**

Is able to describe cost and profitability concepts and categories. Is able to perform calculations related to company finances, such as interest calculations.

**Grade 3**

Is able to describe the core principles of management and financial accounting. Is able to describe the effects of business transactions on the company's income statement, balance sheet and profitability. Is able to independently calculate the key figures of the income statement and balance sheet.

**Grade 5**

Is able to analyze and interpret the income statement and balance sheet as well as key figures based on them. Is able to make decisions based on financial information as well as combine theoretical and practical information.

**YHT1PE008 Entrepreneurship and Business Operations: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student:

- Knows how to act with entrepreneurial mindset, both alone and with others.
- Knows how to recognize and assess different business opportunities and models.
- Knows and understands entrepreneurship from individual, organizational and societal perspectives.
- Knows how to identify different ways of starting and running a business taking into consideration new opportunities generated by sustainable development (e.g. Circular economy)
- Knows how to identify the main business networks and their importance to oneself and to the organisation. .

**Assessment criteria****Grade 1**

Is able to work both independently and in collaboration with team members. Takes responsibility of

one's tasks and actions. Can describe different forms of business models and entrepreneurship from different perspectives. Knows the basic principles of corporate responsibility.

**Grade 3**

Is able to assess one's own possibilities to be an entrepreneur. Understands the duties and responsibilities associated with different business formats. Is able to create networks and interest groups for the future. Knows the connection between business and sustainable development.

**Grade 5**

Is able to assess the barriers and enablers for entrepreneurship. Can analyze and assess business opportunities. Is able to plan business operations for a startup firm.

**OPE2IB101 International Business Environment: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student can demonstrate:

- The awareness about the importance of international business environment how it affects businesses
- The ability to analyse the business environment and its possible impact on a specific business
- The ability to analyze global trends, which affect businesses' possibilities to evolve
- The ability to identify events and trends on both macro and micro levels of economy
- The ability to use and combine information about the business environment, for the sake of improved planning and business development.

**Assessment criteria****Grade 1**

The student knows the importance and impacts of international business environment. S/he can name and define the key components of macro and micro economic issues and trends. S/he can define external, global factors influencing a company's decision making processes.

**Grade 3**

The student is capable of analyzing the international business environment, stakeholders in the environment and the impacts of them for a case organisation. S/he can connect the global and local trends into the business development needs of a given company. S/he is able suggest topics arising from the studies of the external environment to be considered in the planning of business operations.

**Grade 5**

The student has the ability to analyse international business environment and identify upcoming trends and even weak signals, which may be of importance for a given company. S/he can extract insights from relevant data and use the insights for the benefit of a company's development needs.

S/he can identify the opportunities and challenges in the environment, which need to be taken into consideration upon planning new operations, as well as suggest useful solutions to potential problems.

**YHT1PE015 Professional English: 5 op**

**Learning objectives**

After completing this course or acquiring corresponding learning elsewhere the student

- Can describe themselves and their competence in a positive, sales-oriented way in English.
- Knows the most central terminology of their field in English and is able to learn more independently.
- Can present an organization in their field, the industry and its operation in English.
- Can speak English in typical work-related situations in their field.
- Knows principles of multicultural communication and can adapt their communication in work-related situations according to those principles.
- Can evaluate their language and culture related competence and assess possible needs for development.

The CEFR level of the course is B2.

**Assessment criteria****Grade 1**

The student knows how to describe the key points of themselves and their competence in a limited manner. Knows some of the most central terminology of their field in English and knows how to learn more. Can present the basic key points of an organization in their field, the industry and its operation in English. Can speak English in some of the typical work-related situations in their field. Knows principles of multicultural communication at a basic level and can adapt their communication in work-related situations according to those principles to some extent. Can evaluate their language and culture related competence and assess possible needs for development. Limited language competence has an effect on reaching goals; the language skills are enough to manage simple situations but lead to misunderstandings at times. The student has been active in their studies to some extent and followed instructions.

**Grade 3**

The student knows how to describe the key points of themselves and their competence in English. Knows the most central terminology of their field in English and knows how to learn more. Can present the key points of an organization in their field, the industry and its operation in English without preparing in advance. Can speak English in most of the typical work-related situations in their field. Knows the principles of multicultural communication well and can usually adapt their communication in work-related situations according to those principles. Can evaluate their language and culture related competence and assess possible needs for development. The language competence makes reaching their goals challenging at times but is adequate for most situations and possible misunderstandings can be cleared. The student has been quite active in their studies and has followed given instructions most of the time.

**Grade 5**

The student knows how to describe themselves and their competence in a versatile and skillful manner in English. Knows the central terminology of their field in English very well and knows how to learn more. Can present an organization in their field, the industry and its operation in English in a versatile and sophisticated manner. Can speak English in work-related situations in their field fluently. Knows the principles of multicultural communication well and can adapt their communication in work-related situations fluently according to those principles. Can evaluate their language and culture related competence and assess possible needs for development. The student has been active in their studies and has followed given instructions consistently.

**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.

**IBBA21-CATEGORY-1000 Keys to Studies and Career: 5 op****YHT0PE002 Introduction to Studies: 1 op****YHT0PE006 Wellbeing and Self-management Skills: 1 op****YHT0PE005 Time Management: 1 op****YHT0PE009 Speed Up Your Career with Alumni: 1 op****YHT0PE004 Study Skills: 1 op****PROFESIB-1001 Professional Studies: 60 op****IBBA21-IBBA20-CATEGORY-1000 Marketing and Sales in a Digital World: 30 op****BIG8TN001 Basics of AI: 5 op****Learning objectives**

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

- \* understand what is AI and how it can affect business
- \* recognize opportunities of AI in different domains
- \* is able to analyze and visualize data
- \* knows the basic statistical methods used in data analysis
- \* knows how to use software to perform data analysis
- \* knows how to apply some basic methods used in AI
- \* knows trends in AI
- \* can recognize ethical challenges related to applying AI in business

### **Contents**

- \* definition of AI and basic concepts related to it
- \* business cases where AI is used
- \* methods and software for data analysis and visualization
- \* basics of statistical data analysis methods
- \* application of AI methods in a project work
- \* recent trends in AI
- \* ethical issues in AI

## **SAL2IB102 Digital Marketing: 5 op**

### **Learning objectives**

After having completed this course or attained an equivalent competence level, the student can:

- Plan and implement a digital marketing campaign
- Make use of branding tools
- Understand how to impact the customer experience

### **Assessment criteria**

#### **Grade 1**

Student can name the theories, methods and specific terminology of the field. S/he is able to conduct research, collect, analyse and visualise data when aided by others. The student has a basic knowledge of branding tools. The student is able to operate when the task and instructions are given and when aided by other students and the supervisors.

#### **Grade 3**

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

#### **Grade 5**

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

**BUS2IB102 Budgeting and Performance Evaluation: 5 op****Learning objectives**

You can prepare operational and financial budgets and measure performance against the targets. You are able to estimate revenues, expenses and resources over a certain period, including financing of the planned actions. You apply different budgeting techniques. You monitor and evaluate the business performance against the set goals. You present and communicate effectively the financial information within the organization. You make a qualitative research in the field of budgeting or performance evaluation

**Contents**

- master budget of a company
- forecasting and budgeting methods
- flexible budgets and variance analysis
- goal setting and measuring against the targets
- key performance indicators
- balance scorecard
- qualitative research method

**Starting level and linkage with other courses**

Basics of Financial Management

**Assessment criteria****Grade 1**

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

**Grade 3**

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

**Grade 5**

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



**MAR2IB101 International Marketing Research: 5 op****Learning objectives**

You can negotiate and prepare a marketing research plan to a client. You can implement an international marketing research project as a member of a student research team. You can take into consideration ethical and cultural challenges involved in the research process. You can report and present international marketing information for decision makers.

**Contents**

- research project design - quantitative, qualitative and mixed method
- research question development
- creating online questionnaires with Webropol
- implementing a research project
- writing a research report
- making interpretations and conclusions based on research findings
- assessing the reliability and validity of results
- influence of culture in a research process
- presenting research process and findings to the client
- feedback discussion with the client

**Starting level and linkage with other courses**

Marketing Research Methods done or running simultaneously

**Assessment criteria****Grade 1**

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

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

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

**Grade 3**

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

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

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

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

**Grade 5**

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

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

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

## **LEA2IB101 Leading Human Resources in International Business: 5 op**

### **Learning objectives**

After having completed this course or attained an equivalent competence level, the student can demonstrate:

- Identify the HRM processes and explain their functions
- 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,
- 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

### **Assessment criteria**

#### **Grade 1**

Student can name different HRM processes and explain their functions. S/he demonstrates a moderate level of understanding dynamics of teamwork and leadership and practicing them, S/he has some commitment to teamwork and contribution to outcomes, with some level of self and team leadership skills.

#### **Grade 3**

Student demonstrates a clear understanding of the relevant theories and practicing of effective teamwork and leadership. S/he has good level of analysis and understanding of situational factors in effective team leadership and their impact on organisations. S/he demonstrates good understanding of different roles in teamwork and practicing these roles appropriately and actively. Student has the recognition of team strengths and weaknesses of the team and having solution oriented approach to challenges.

#### **Grade 5**

Student has excellent understanding of the theories and practicing of effective teamwork and leadership. S/he demonstrates an excellent level of analysis and understanding of situational factors in effective team leadership and their impact on organisations. S/he performs excellent ability to take different roles in teamwork to advance goal achievement with a consideration to both organizational and individual goals. S/he encourages and supports creativity and development of team members in a perfect balance. S/he is able to inspire and motivate team members to reach the common goals

## **SAL2IB103 Marketing and Sales in a Digital World: Project Work: 5 op**

## **IBBA21-IBBA20-CATEGORY-1001 Growth and Internationalization: 30 op**

**BUS2IB201 Managing Global Value Chains: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student can:

- Recognize and understand global value chains,
- Analyse foreign markets and apply the acquired knowledge in the decision making.
- Demonstrate good knowledge on export and import processes and central concepts

**Assessment criteria****Grade 1**

Student has a moderate level of understanding of global value chains and recognition of central concepts in international trade. S/he is able to execute an export/import case when the task and instructions are given and when aided by other students and the supervisors.

**Grade 3**

Student has a clear understanding of global value chains and s/he recognizes the central concepts in international trade. S/he has a good level of ability to execute an export/import case with other students and the supervisors.

**Grade 5**

Student has an excellent level of understanding of global value chains and, high level of recognition of central concepts in international trade. S/he displays excellent ability to execute an export/import case proactively and independently.

**OPE2IB201 Innovating and Internationalizing Services: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student:

- Knows lean development of new services and business models for global markets,
- Has a good understanding of digital growth strategies and internationalization of ventures.

**Assessment criteria****Grade 1**

The student knows the basics of lean and parallel development of service, venture and new markets. His/her understanding of innovation opportunities is limited. The student shows some resilience in uncertain conditions while collaborating with startups.

**Grade 3**

The student demonstrates good knowledge of lean and parallel development of service, venture and new markets. His/her understanding of innovation opportunities is at good level. The student shows resilience in uncertain conditions while collaborating with startups.

**Grade 5**

The student demonstrates advanced knowledge of lean and parallel development of service, venture and new markets. His/her understanding of innovation opportunities is at excellent level. The student shows very good resilience in uncertain conditions while collaborating with startups.

**OPE2IB202 Global Opportunities for Growth: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student:

- Can define internationalisation as a process and list the possible challenges and opportunities in the process
- Can name and define international markets entry modes and strategies
- Has a good understanding of digital growth strategies and internationalization of ventures.
- Can identify, collect and analyse data for market entry decisions for a given enterprise

**Assessment criteria****Grade 1**

The student can name and define the most common international market entry modes. With support, the student is able to acquire and make use of relevant information supporting market entry decisions. His/her use of theory, methods and specific terminology is on a basic level.

**Grade 3**

The student is able to recognize international opportunities. The student is able to acquire and make use of relevant information supporting market entry decisions. His/her use of theory, methods and specific terminology is rather accurate.

**Grade 5**

The student shows professional command of recognizing international opportunities. The student is able to skillfully acquire and make use of relevant information supporting market entry decisions. His/her use of theory, methods and specific terminology is excellent.

**OPE2IB203 Growth and Internationalization: Project Work: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student:

- Can collect data and analyse them for supporting ventures in their intentions to grow through market expansion.
- Shows in practice ability to identify market opportunities,
- Demonstrates ability to analyze growth potential new international markets to support decision making
- Can identify the required resources and networks, and apply gained knowledge to create a market entry plan.

**Assessment criteria****Grade 1**

With support, s/he is able to contribute to an analysis on market opportunities and foreign market entry plan. S/he does not justify the suggestions and recommendations. The student is able to utilize networks and communicate with foreign markets only when the task and instructions are given and when aided by other students and the supervisors.

**Grade 3**

S/he is able to contribute to an analysis on market opportunities and a foreign market entry plan. She has some suggestions and recommendations, which are justified. The student shows initiative to utilize networks and communicate with foreign markets. S/he shows ability to communicate when the

task and instructions are given.

**Grade 5**

S/he is able contribute significantly to an analysis on market opportunities and a foreign market entry plan. S/he is able to create well justified suggestions and recommendations. S/he has an innovative approach to connect and utilize networks abroad. S/he shows ability to communicate successfully in the foreign markets.

**OPE2IB204 International Business Regulations and Law: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student:

- Understands the main legal framework and sources of international business law
- Is familiar with the core legal content applicable to international trade and related documentation
- Is able to communicate with correct legal terminology in international trade transactions
- Is able to identify, understand and apply basic legal contractual terms in practical situations

**Contents**

- Introduction to different legal systems
- Legal framework and sources of international business law
- Basic legal principles and legislative framework of the European Union
- Core content of commercial and contract law relating to international trade
- International contracts and trade
- Conflict of laws and jurisdiction
- Dispute resolution

**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 is able to identify main elements of the legal framework and sources of international business law and has basic knowledge on the core features thereof. S/he can identify main terminology and contractual terms used in international business transactions.

**Grade 3**

The student has an understanding on the legal framework and sources of international business law. S/he furthermore understands the relevant legal effects of rules regulating international business. S/he can apply most of the gained knowledge and legal terminology in practical situations, and is relatively independently able to assess the contents of essential contractual terms for typical situations in international business trade.

**Grade 5**

The student has a good understanding on the legal framework and sources of international business law. S/he furthermore has a more in-depth knowledge of the concepts and principles of international law and is capable of independently analyzing the legal effects of rules regulating international business. S/he can apply the gained knowledge and legal terminology in practical situations, and is independently able to assess and draft essential contractual terms for typical situations in international business trade.

**YHT1PE006 Research and Development: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student:

- Knows how to find relevant information as well as sources and critically assess the trustworthiness of information
- Knows how to analytically describe the research process in the appropriate academic style and correctly refer to sources
- Knows how to use suitable methods for the collection and analysis of data concerning working life
- Knows how to justify one's choices and make concrete and actionable development proposals
- Knows how to apply ethical principles throughout the research and development process

**Assessment criteria****Grade 1**

Is able to find sources necessary for development and research work. Is able to make a research and development plan. Recognizes different research methods and ethical questions related to research work.

**Grade 3**

Is able to choose and apply suitable methods for obtaining working life information. Can analyze information and data, and justify one's choices. Can describe the research process and concrete development proposals.

**Grade 5**

Is able to critically assess the reliability of information, analyses and research. Can apply ethical principles throughout one's research and development work. Is able to assess development proposals and their implementation in working life.

**ADVANCEIB-1001 Advanced Studies: 30 op****IBBA21-IBBA20-CATEGORY-1002 Strategic and Sustainable Leadership: 0 op****FIE3IB301 International Finance: 5 op****LEA3IB301 Cross-cultural Leadership and Emotional Intelligence: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student can:

- Demonstrate a good knowledge on various leadership theories, styles and their effective use as well as the role of emotional intelligence f
- Identify, define, and analyse situational and cultural factors affecting effective leadership practices
- Plan effective leadership strategies and practices for a given case
- Analyse own and others' development needs in leadership and emotional intelligence, and able to make strategic plans for development
- Use appropriate problem and conflict resolving techniques in teamwork
- Recognize own and team potential and sustainable 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

**Assessment criteria****Grade 1**

The student knows the major leadership theories and can list and define situational factors for effective leadership. S/he knows the importance of diversity for sustainable growth and innovation as well developing emotional intelligence. S/he can analyse leadership, effectiveness of a leadership practice

**Grade 3**

The student can analyse effectiveness of leadership practices and situational factors affecting them, and suggest improvements. 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 for a given context.

**SAL3IB301 Consultative Sales and Negotiations: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student can:

- Conduct successful international sales negotiations in a consultative manner
- Create strategic partnerships
- Make use of relevant tools to support the sales process
- Lead the sales team to success

**Assessment criteria****Grade 1**

The student knows the principles of consultative sales negotiations in an international environment and can list the various processes. The student is able to act as a member of a sales team. His/her use of theory, methods and specific terminology is on a basic level. With support, s/he is able to create strategic partnerships. The student is able to make use of some tools to support the sales process..

**Grade 3**

The student is able to plan and implement sales negotiations in an international environment. The student is able to lead a sales team. His/her use of theory, methods and specific terminology is rather accurate. S/he is able to create strategic partnerships. The student is able to make use of relevant tools to support the sales process. In a team, the student is able to operate and provide value to the team.

**Grade 5**

The student has a professional command of planning and implementing sales negotiations in an international environment. The student skilfully leads a sales team. His/her use of theory, methods and specific terminology is excellent. S/he is able to create valuable strategic partnerships. The student professionally makes use of relevant tools to support the sales process. In a team, the student is self driven, provides value to the whole team and has a positive impact on the learning of other students.

**BUS3IB302 Strategic and Sustainable Brand Management: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student can:

- Understand and describe strategic branding as a tool for business marketing and management In addition, they can apply problem identification and are able to
- Compare brand related sources and models on advanced level
- Apply branding theories to practical contexts to solve real life problems
- Combine strategic branding theories and student's own ideas to formulate new models
- Understand the significance of qualitative and quantitative research in branding
- Skills for researching, planning, analyzing developing and managing brand strategies and strategic management in general
- Develop in depth knowledge about brand management and strategic branding

**Assessment criteria****Grade 1**

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

**Grade 3**

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

**Grade 5**

The student has gained an excellent understanding of strategic brand management and has been able to prepare a concrete plan to enhance the brand of a commissioner. The student has contributed to the knowledge created in class in an outstanding way.

**BUS3IB303 Managing Processes: ERP Systems: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student can:

- Understand and analyse business processes, modeling,
- Manage and develop them in an analytical way
- Collect and analyse data about various business processes, and apply the acquired knowledge in an operating business.
- Moreover, the module advances ERP system skills in a business process context.



**Assessment criteria****Grade 1**

The student demonstrates a moderate level of understanding of analyzing and modeling a business process S/he has some recognition of the role and impact of integrated business processes in operating a business

**Grade 3**

The students demonstrates a clear understanding of analyzing and modeling business processes and the ability to apply related processes in practice. S/he recognizes the role and impact of business processes in operating a business. S/he can use ERP systems with some help of other students and the supervisors.

**Grade 5**

The student demonstrates excellent level of understanding of analyzing and modeling business processes and excellent ability to apply this in practice. S/he has high level of recognition of the role and impact of business processes, and excellent ability to use ERP systems proactively and independently.

**BUS3IB304 Service Design as a Strategy: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, the student can demonstrate the ability

- Set up and implement a service design process
- Facilitate co creation workshops
- Make use of customer understanding in strategic decision making and organisational change
- Design for a sustainable impact

**Assessment criteria****Grade 1**

With help, the student is able to set up and implement a service design process. With support, the student is able to make use of relevant research tools to gather customer understanding and to present the results visually. His/her use of theory, methods and specific terminology is on a basic level. With support, s/he is able to make use of customer understanding to support strategic decision making and organisational change. In a team, the student is able to operate when the task and instructions are given.

**Grade 3**

The student is able to set up and implement a service design process. The student is able to make use of relevant research tools to gather customer understanding and to present the results visually. S/he can facilitate co creation workshops. His/her use of theory, methods and specific terminology is rather accurate. S/he is able to make use of customer understanding to support strategic decision making and organisational change. In a team, the student is able to operate and provide value to the team.

**Grade 5**

The student has a professional command of setting up and implementing a service design process.

The student skilfully makes use of relevant research tools to gather customer understanding and presents the results visually. His/her use of theory, methods and specific terminology is excellent. S/he professionally makes use of customer understanding to support strategic decision making and organisational change. In a team, the student is self driven, provides value to the whole team and has a positive impact on the learning of other students.

### **FREECHIB-1001 Free Choice Studies: 15 op**

### **PLACEIB-1001 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 student submits a written work placement notification (application) to the work placement coordinator. Work placement comprises the following:

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

#### **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 student has to make a work placement notification to the work placement coordinator to seek acceptance for the work placement duties. Work placement comprises the following:

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

**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 student has to submit a work placement notification to the work placement coordinator to seek acceptance for the planned work placement duties. Work placement comprises the following:

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

**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

**THESISIB-1001 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](https://haaga-helia.fi/thesis-assessment-criteria)



**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

future. Therefore, you are engaged in real and practical projects which prepares you for your future career. Porvoo Campus students praise the team spirit as well as the many opportunities for collaboration and creative problem-solving in projects.

Programme contents:

Basic studies 60 ECTS

Professional studies 60 ECTS

Advanced studies 30 ECTS

Free-choice studies 15 ECTS

Work placement 30 ECTS

Bachelor's thesis 15 ECTS

## **Internationalisation**

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 is truly international with approximately 50 nationalities.

## **Work placement and cooperation with the business community**

You are able to start networking with companies already during your studies.

## **Career opportunities**

A bachelor of International 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

Product planner

Marketing manager or assistant

Account manager

Entrepreneur

## **Postgraduate studies**

Non-Degree studies in Haaga-Helia

Master's Degree studies

University studies

## **Contact information**

Haaga-Helia University of Applied Sciences

Porvoo Campus

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