

# **GLOBBA Degree Programme in International 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**

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

Act of Polytechnics 9.5.2003/351 20§

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

## **Scope and duration**

3.5 years and 210 ECTS credits

## **Recognition of learning**

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

## **Mode of study**

Full-time day programme

Evening Studies

## **Language of tuition**

English

## **Requirements and decrees**

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

## **Study attainments and assessment**

See [Degree regulations](#)

## **Targets and structure**

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

Your aim is to

Acquire a mind-set of continuous personal and professional development.

Have a strong professional orientation to global business.

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

Structure of the programme:

Basic Studies (compulsory for all students): 100 ECTS credits (including 25 cr language studies)

Specialisation Studies: 50 credits

Free-choice Studies: 15 credits

Work Placement: 30 credits. This can be accomplished in Finland or abroad and in several parts, typically 15 cr and 15 cr, also by working part time during studies.

Thesis: 15 credits

TOTAL: 210 ECTS credits

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

## **Internationalisation**

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

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

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

The cooperation strengthens the learning in the basic and specialisation studies and offers the

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

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

## **Career opportunities**

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

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

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

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

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

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

## **Postgraduate studies**

### Non Degree Programmes

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

### **Alumni activities**

Haaga-Helia offers various alumni activities and events also for students, offering an opportunity to network and create new connections. Read more about the alumni activities [here](#).

### **Contact information**

Contacts:  
Degree Programme in International Business

Pasila campus  
Ratapihantie 13  
00520 Helsinki

Tel. +358 (0)9 229 611

Degree Programme Director: Anna Hankimaa  
Academic Advisors: Elizabeth SanMiguel, Marit Keränen, Eva Herttuainen (evening studies)  
All emails: [firstname.lastname@haaga-helia.fi](mailto:firstname.lastname@haaga-helia.fi)

### Study Services

## Degree Programme in International Business Mondragon autumn 2019

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

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

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

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

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

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

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

**Contents**

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

**Starting level and linkage with other courses**

No prerequisites required.

**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.

## **MAT1LF101 Business Mathematics: 5 op**

### **Learning objectives**

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

### **Contents**

- Exchanging currencies and currency fluctuations
- Consumer Price Index, inflation and purchasing power of money
- Simple and compound interest calculation
- Periodic payments
- Long-term loans
- Hire purchase
- Annual percentage rate

### **Starting level and linkage with other courses**

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



**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.

**ICT1LF101 Business ICT Skills: 5 op****Learning objectives**

You acquire such a toolkit of ICT skills and knowledge that gives you a solid foundation to succeed in your studies and business situations. You use successfully Haaga-Helia's ICT and e-learning environment and its various offerings in your studies. You design, implement and present a slide show. You utilize various document standards including Haaga-Helia's guidelines for reporting and assignment writing with given templates. You use spreadsheet computing for various types of calculations, reporting, data analysis (such as charts, sort and filtering, Pivot tables etc.). You portray, model and visualize business processes. Additionally, you integrate information and data between Office programs.

**Contents**

- Haaga-Helia's ICT environment
- Haaga-Helia's e-learning environment
- Windows operating system and user interface
- Overview of MS Office and shared office tools
- MS PowerPoint for presentations graphics
- MS Word for report and assignment writing
- MS Excel for spreadsheet computing
- MS Visio for business process portray and description
- Integrated usage of MS Office programs

**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.

**Approved/ Failed**

Assessment categories and structure to be announced in the implementation plan.

**ENT1LF101 Entrepreneurship: 5 op****Learning objectives**

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

**Contents**

Key concepts in entrepreneurship: an entrepreneur, entrepreneurship, a business  
Entrepreneurship processes: personal growth to entrepreneurship, from an idea to business model, starting a business  
Entrepreneurial competencies  
Different forms of entrepreneurship: individual entrepreneurship, intrapreneurship, social entrepreneurship

**Starting level and linkage with other courses**

No prerequisites.

**Further information**

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

Internationality

Students investigate and compare entrepreneurship in different cultures.

**MAR1LF101 Basics of Marketing: 5 op****Learning objectives**

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

**Contents**

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

**Starting level and linkage with other courses**

No prerequisites required.

**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.

**SCM1LF101 Basics of Supply Chain Management: 5 op****Learning objectives**

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

**Contents**

Elements and functions of the global supply chain

Features and challenges of international logistics

Purchasing process

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

Reverse logistics

Logistics service providers and logistics services

Financial importance and competitive advantages of SCM

Sustainable SCM (environment & ethics)

Role and risks of outsourcing

Customer service via sourcing and logistics

Incoterms

**Starting level and linkage with other courses**

No prerequisites.

**Further information**

Cooperation with the business community

Visiting lecturers from companies.

Internationality

Global supply chain management cases are used.

**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

## **HRM1LF101 Basics of Human Resource Management: 5 op**

### **Learning objectives**

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

### **Contents**

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

### **Starting level and linkage with other courses**

No prerequisites.

### **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.

## ACC1LF101 Basics of Financial Management: 5 op

### Learning objectives

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

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

You will be able to interpret the content of financial statements with the help of main financial ratios.

You will be able to make distinction between different cost types and understand the cost behavior and its implications to profitability calculations.

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

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

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

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

### Contents

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

### 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.

## **IBU1LF102 Selling to Export Markets: 5 op**

### **Learning objectives**

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

### **Contents**

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

### **Starting level and linkage with other courses**

Prerequisite: IBU1LF101 Introduction to International Business.

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

### **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.

**IBU1LF103 Internationalisation of a Firm: 5 op****Learning objectives**

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

**Contents**

Terminology and definitions

Reasons for companies to internationalise

Prerequisites for successful internationalisation/globalisation

Cultural Environment of International Business

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

Internationalisation processes of firms (focus: Finnish firms)

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

Organisational participants that make international business happen

Partners, networks and international value chain

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

Target market screening and selection

Market size assessment

**Starting level and linkage with other courses**

Prerequisite: IBU1LF101 Introduction to International Business. IBU1LF102 Selling to Export Markets is recommended to be studied at the same time.

**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.

**Approved/ Failed**

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

**ECO1LF101 International Economics: 5 op****Learning objectives**

Students develop their knowledge of International Economics.

**Contents****Macroeconomics**

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

**International Economics**

- classical and modern trade theories
- trade policy
- exchange rates
- exchange rate mechanisms
- WTO, economic integration

**Starting level and linkage with other courses**

No prerequisites.

**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.

**ICT1LF102 ERP and Project Management: 5 op****Learning objectives**

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

**Contents**

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

**Starting level and linkage with other courses**

Prerequisite: ICT1LF101 Business ICT Skills or equivalent competence.

**Further information**

Cooperation with the business community

ERP systems are widely used in all business sectors globally.

**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.

**BUS1LF101 Sustainable Business: 5 op****Learning objectives**

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

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

**Contents**

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

**Starting level and linkage with other courses**

No prerequisites.

**Further information**

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

**Internationality**

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

**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.

**IBU1LF104 International Trade Practicalities and Business Law: 5 op****Learning objectives**

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

**Contents**

International legal context

The risks in international business and managing them

Trade and competition laws of the European Union

International contracts

Intellectual property rights and their applications in digitalised world

Documents related to international business

Methods of international payments

Customs related issues

Cost elements related to export/import

Conflicts of laws and jurisdiction

Dispute resolution

**Starting level and linkage with other courses**

No prerequisites.

**Further information**

Cooperation with the business community

Guest speaker from an international company.

**Internationality**

All cases and exercises are related to export/import.

**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.

## TOO8LF003 SAP Overview: 5 op

## GLOLS-1002 LANGUAGE AND COMMUNICATION STUDIES: 25 op

## COM1LF101 International Business Communication: 5 op

### Learning objectives

You communicate in an effective manner both in writing and orally to an audience from different cultural backgrounds. You have developed your business vocabulary in English, and learnt to find and discern high quality information from a variety of sources. You know how to refer to sources and avoid plagiarism. You have developed your critical thinking skills and convey convincing arguments.

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

**Contents**

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

**Starting level and linkage with other courses**

No prerequisites

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

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

**Knowledge**

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

**Skills**

You can complete given tasks and assignments with assistance.

You need to develop how to apply knowledge.

**Competence**

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

**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

**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.

## **GER8LF101 German 1: 5 op**

### **Learning objectives**

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

### **Contents**

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

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

### **Starting level and linkage with other courses**

No prerequisites.

### **Assessment criteria**

#### **Grade 1**

Knowledge:

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

Skills:

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

Competence:

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

#### **Grade 3**

Knowledge:

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

Skills:

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

Competence:

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

professional development.

**Grade 5**

Knowledge:

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

Skills:

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

Competences:

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

**GER8LF102 German 2: 5 op****Learning objectives**

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

**Contents**

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

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

**Starting level and linkage with other courses**

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

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

Knowledge:

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

Skills:

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

Competence:

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

assistance.

### **Grade 3**

Knowledge:

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

Skills:

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

Competence:

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

### **Grade 5**

Knowledge:

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

Skills:

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

Competences:

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

## **GER8LF103 German 3: 5 op**

### **Learning objectives**

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

### **Contents**

- review of the key structures of the language and introduction to more advanced structures
- central vocabulary and structures for general business communication
- writing skills for basic business texts
- active participation in ordinary business communication situations
- basic skills for presentations on business-related subjects

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

### **Starting level and linkage with other courses**

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

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

Knowledge:

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

Skills:

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

Competence:

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

**Grade 3**

Knowledge:

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

Skills:

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

Competence:

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

**Grade 5**

Knowledge:

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

Skills:

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

Competences:

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

**GER8LF104 German 4: 5 op****Learning objectives**

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

Common European Framework of Reference for Languages CEFR is B1.

**Contents**

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

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

**Starting level and linkage with other courses**

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

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

Knowledge:

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

Skills:

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

Competence:

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

**Grade 3**

Knowledge:

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

Skills:

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

Competence:

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

**Grade 5**

Knowledge:

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

Skills:

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

Competences:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language

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

## **CHI8LE210 Chinese for Beginners 1: 5 op**

### **Learning objectives**

Learning outcomes

Target level: A1

Students

- know how to distinguish and pronounce the five tones in Mandarin Chinese
- get familiar with the Pinyin transliteration system
- know how to introduce themselves by stating their name, nationality, language skills, etc.
- can carry on some short superficial small talk
- get familiar with basic Chinese grammar
- learn the basics of reading and writing the most common Chinese characters

### **Contents**

Upon successful completion of the module, the students should be able to

- get familiar with the Chinese spoken language Pinyin system
- can have a short small talk in Chinese on some of the most common everyday topics
- learn the basics of reading and memorizing the most common Chinese characters

Contents

- Vocabulary and phrases from everyday conversations
- Know how to introduce oneself by states one's name, nationality, and language skills, etc.
- Culture elements will be introduced during the contact hours

Chinese is the most spoken language in the world and one of the official languages of the UN. It is used officially in mainland China, Hong Kong, Taiwan, and Singapore. It is also used in Malaysia and the business world of Southeast Asia to a large extent. The Chinese language has had a great impact on East Asian languages and cultures. Thousands of Chinese characters have been borrowed by the Japanese language, and about 65% of Korean words have their origin in Chinese.

Contrary to what many people believe, Chinese is not that difficult to learn. For example, the grammar is simple, the verbs are not conjugated and most words are short – only one or two syllables. Learning the Chinese characters takes time, but the graphic writing system is extremely interesting. The art of writing characters, i.e. calligraphy, is itself one of the most esteemed art forms in East Asia.

According to the latest language research made by the Chinese Ministry of Education in 2007, only 581 characters make up 80% of common Chinese texts. And if you know 934 characters, for whatever you might wish to read in Chinese, you can already recognize 90% of the characters.

### **Starting level and linkage with other courses**

Prerequisites

Starting level: 0 (No prerequisites)

### **Further information**

Contact hours once a week starting at 16 o'clock + internet teaching via Moodle

### **Assessment criteria**

Grade 1

Grade 1

The student

- has limited capability to understand simple oral and written messages and transmit them to the recipient. Speaking and writing skills are passable as far as constructions and/or pronunciation is concerned.
- is able to recognize simple constructions and frequently used expressions in different situations.

### **Grade 3**

Grade 3

The student

- is often able to understand simple oral and written messages and transmit them to the recipient. Speaking and writing skills are good as far as constructions and/or pronunciation is concerned.
- has readiness to apply the learned skills in practice on simple constructions in new situations.

### **Grade 5**

Grade 5

The student

- is able to understand simple oral and written messages and transmit them successfully to the recipient. Speaking and writing skills are excellent as far as constructions and/or pronunciation is concerned.
- knows how to apply the learned skills in practice on simple constructions in new situations.

### **Approved/ Failed**

Assessment (H-5)

- The module 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.
- Final exam 80%, Internet assignments 20%

## **CHI8LE220 Chinese for Beginners 2: 5 op**

### **Learning objectives**

Learning outcomes

Target level: A1.2

The course is designed for students who have successfully completed Chinese for Beginner 1 coursework and have mastered the basic conversational skills required at a basic level. The student will not only be provided with further opportunities to practice simple conversations on familiar topics, but they will also be expected to create their own conversations based on a given situation. In addition, they will be exposed to some basic and simple Chinese characters and to the basic structural characteristics of Chinese characters. Chinese writing will be introduced at this level, too. Meanwhile, major aspects of Chinese customs and culture will be introduced in order to enrich the students' experience in Chinese language learning.

### **Contents**

A student will learn the vocabularies and expression on the following topics:

- telling the time, hobbies and everyday routines
- telling about one's family
- basic language skills in a tee house, café, bar, restaurant, shop, etc.
- basic language skills in traveling situations such as buying train and plane tickets, asking for directions, etc.

- different kinds of question sentences and their answers
- culture elements will be introduced during the contact hours

**Starting level and linkage with other courses**

Prerequisites

Starting level: A1.1

Chinese for Beginners 1, or one semester of beginning level Chinese

**Further information**

Contact hours once a week starting at 16 o'clock + internet teaching via Moodle

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

Assessment

The module 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.

1 satisfactory

The student:

- has limited capability to understand simple oral and written messages and transmit them to the recipient. Speaking and writing skills are passable as far as constructions and/or pronunciation is concerned.
- is able to recognize simple constructions and frequently used expressions in different situations.

**Grade 3**

The student:

- is often able to understand simple oral and written messages and transmit them to the recipient. Speaking and writing skills are good as far as constructions and/or pronunciation is concerned.
- has readiness to apply the learned skills in practice on simple constructions in new situations.

**Grade 5**

The student:

- is able to understand simple oral and written messages and transmit them successfully to the recipient. Speaking and writing skills are excellent as far as constructions and/or pronunciation is concerned.
- knows how to apply the learned skills in practice on simple constructions in new situations.

**Approved/ Failed**

Assessment criteria (H-5)

Final exam 80%, internet assignments 20%

**CHI8LF103 Chinese 3: 5 op****CHI8LF104 Chinese 4: 5 op****Learning objectives**

You are able to handle a variety of business-related subjects in the language, are acquainted with business terminology in the language and are familiar with corporate culture and business life in the language area. You are also able to make presentations and handle typical customer services



situations. You can write business-related documents in the language. Your target level on the Common European Framework of Reference for Languages CEFR is B1.

**Contents**

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

**Starting level and linkage with other courses**

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

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

Knowledge:

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

Skills:

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

Competence:

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

**Grade 3**

Knowledge:

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

Skills:

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

Competence:

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

**Grade 5**

Knowledge:

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

Skills:

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

Competences:

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

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

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

**Contents**

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

**Starting level and linkage with other courses**

Minimum of two specialisation level courses

**Further information**

Find a company to make a project for!

**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.

## **MARLF-1002 Customer Relationship Management and Communication: 0 op**

### **MAR3LF101 BtoB Sales Skills: 5 op**

#### **Learning objectives**

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

#### **Contents**

B2B buying process and decision making

customer prospecting methods

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

planning your own work, control and development

cultural aspects in international B2B sales

ethical issues in B2B sales

#### **Starting level and linkage with other courses**

Prerequisite: MAR1LF101 Basics of Marketing.

#### **Further information**

Internationality

International context will be covered in sales skills exercises.

#### **Course formats**

Contact and distant sessions or educationalisation.

#### **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.

**MAR3LF102 Marketing Research Methods: 5 op****Learning objectives**

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

**Contents**

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

**Starting level and linkage with other courses**

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

**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.

## **MAR3LF103 Innovative Service Design: 5 op**

### **Learning objectives**

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

### **Contents**

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

### **Starting level and linkage with other courses**

Basics of Marketing (MAR1LF101).

### **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.

**MAR3LF104 Customer Relationship Management: 5 op****Learning objectives**

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

**Contents**

planning and implementing a company's customer strategy (the right customers)  
customer insight and understanding what customers value (customer value creation)  
buyer's purchasing process (B2B, B2G)

multichannel integration process  
information management process  
measurement and development of customer satisfaction  
customer profitability planning and control  
customer data collection, warehousing and analysis  
creating customer loyalty and loyalty programs (public and silent programs)

**Starting level and linkage with other courses**

Prerequisite: MAR1LF101 Basics of Marketing

**Further information**

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

**Internationality**

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

**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.

## **MAR3LF105 Branding and Marketing Communications: 5 op**

### **Learning objectives**

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

### **Contents**

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

### **Starting level and linkage with other courses**

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

### **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.

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

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

**Contents**

risk management

process analysis

current state analysis

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

**Starting level and linkage with other courses**

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

**Further information**

Cooperation with the business community

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

**Internationality**

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

**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.

**SCM3LF102 Strategic Sourcing: 5 op****Learning objectives**

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

**Contents**

spend analysis

purchasing portfolio matrix

supplier relationship management (SRM): theory and SAP SRM

supplier selection

**Starting level and linkage with other courses**

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

**Further information**

Cooperation with the business community

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

Internationality

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

**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.

**SCM3LF103 Sustainable SCM: 5 op****Learning objectives**

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

**Contents**

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

**Starting level and linkage with other courses**

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

**Further information**

Course format

Contact and distant sessions or project course or educationalisation.

**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.

## SCM3LF104 Quality Management: 5 op

### Learning objectives

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

### Contents

different perspectives on quality  
quality standards and audit process

#### Quality as a strategy:

- quality-cost analysis
- customer relationship management
- quality analysis tools

benchmarking

quality and services

quality as a management tool: ISO9001, OHSAS18001

audit process

EFQM (European Foundation for Quality Management) Excellence Model

quality cost analysis

SAP QM (Quality Management)

### Starting level and linkage with other courses

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

### Further information

Cooperation with the business community

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

Internationality

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

### **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.

## **SCM3LF105 SCM Tools and Optimisation: 5 op**

### **Learning objectives**

You are able to formulate and solve models for linear optimisation for business cases. You are able to assess the solution based on a sensitivity analysis. You are able apply optimisation on

transportation and transshipment problems. You are able to select and apply suitable inventory models for a business case.

**Contents**

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

**Starting level and linkage with other courses**

No prerequisites.

**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.

**GLOFREE-1002 FREE-CHOICE STUDIES: 15 op****MAT8LF101 Brush up Business Mathematics: 3 op****Learning objectives**

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

**Contents**

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

**Starting level and linkage with other courses**

No prerequisites.

**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.

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

### **Learning objectives**

The student

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

### **Contents**

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

### **Starting level and linkage with other courses**

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

## **COM8HH005 Video CV: 1 op**

### **Learning objectives**

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

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

### **Contents**

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

### **Starting level and linkage with other courses**

No prerequisites.

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

Your profile does not serve the purpose.

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

Unprofessional appearance.

**Grade 3**

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

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

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

**Grade 5**

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

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

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

**COM8HH006 Personal Branding in LinkedIn: 1 op****Learning objectives**

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

Create and update a useful professional LinkedIn profile.

Use their LinkedIn profile for personal branding.

**Contents**

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

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

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

Understandable but quite defective language.

Your photograph looks general rather than professional, poorly framed or technically defective. The

layout of your writing clearly reduces the readability of your text.

**Grade 3**

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

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

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

**Grade 5**

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

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

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

**COM8HH007 Using Twitter for Professional Purposes: 1 op****Learning objectives**

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

Create and update a useful professional Twitter profile.  
Use Twitter effectively for professional purposes.

**Contents**

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

**Starting level and linkage with other courses**

No prerequisites.

**Further information**

The students may enroll in Peppi during the implementation's enrollment time. After the instructor has accepted the enrollment, the students may send their completed learning task to the instructor any time during the time when the implementation is open, preferably three weeks before the desired registration of the grade.

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

Content:

Very few of your tweets/links provide at least partly professional and relevant information. Some

effort to interact with other tweeters.

Verbal expression:

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

Images:

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

### **Grade 3**

Contents:

Some of your tweets/links provide professionally relevant information. Interaction with other tweeters.

Verbal expression:

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

Images:

Your images convey the message. They look mostly professional, rather well framed and of rather good quality.

### **Grade 5**

Contents:

Your profile looks highly professional. All your tweets/links provide professionally very relevant, up-to-date, and well-argued information. Successful interaction with other tweeters.

Verbal expression:

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

Images:

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

## **COM8HH008 Using Instagram for Professional Purposes: 1 op**

### **Learning objectives**

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

Create and update a useful professional Instagram profile.

Use Instagram effectively for professional purposes.

### **Contents**

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

### **Assessment criteria**

#### **Grade 1**

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

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

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

**Grade 3**

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

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

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

**Grade 5**

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

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

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

**PLALF-1002 WORK PLACEMENT: 30 op****PLA6LF002C Basic Work Placement part 1: 5 op****PLA6LF002D Basic Work Placement part 2: 5 op****PLA6LF002E Basic Work Placement part 3: 5 op****PLA6LF002F Specialisation Work Placement Part 1: 5 op****PLA6LF002G Specialisation Work Placement Part 2: 5 op****PLA6LF002H Specialisation Work Placement Part 3: 5 op****THELF-1002 BACHELOR'S THESIS: 15 op****THE7LF100 Introduction to Thesis: 0 op****Learning objectives**

Upon completion of the examination, the student

- can explain the requirements for a GLOBBA thesis topic.
- understands the differences between commissioned vs. non-commissioned/desktop thesis.
- is able to choose the correct thesis type for the thesis project.

- can apply correctly the Haaga-Helia reporting and referencing guidelines
- understands the basics of what comprises ethical RDI
- knows and is able to follow Haaga-Helia's general and GLOBBA's degree programme level thesis instructions from the beginning to the end of the thesis process.

**SPECIAL INSTRUCTIONS:**

The course consists of an individual non-stop on-line virtual examination. After enrolling on the course, there is no need to wait for enrollment approval. Simply move on to read independently the examination material and the linked sites and documents available through GLOBBA Students SharePoint --> GLOBBA Thesis tab --> Folder titled "THE7LF100 Introduction to Thesis --- Virtual Home Examination Packet". The link to the on-line examination is available in the first PowerPoint file in that folder. Direct link to GLOBBA Students SharePoint Thesis site <https://haagahelia.sharepoint.com/sites/globbaforstudents/thesis/SitePages/Home.aspx>. Note that there is no Moodle environment.

**Contents**

- types of thesis projects
- negotiations and collaboration with commissioning organizations
- Haaga-Helia reporting and referencing guidelines.
- ethical principles in RDI
- research design and overlay matrix
- tools and software
- maturity test requirements
- thesis assessment criteria at Haaga-Helia UAS
- publication process
- academic writing
- Konto thesis management programme.

**Starting level and linkage with other courses**

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

First course in the compulsory Bachelor's Thesis module.

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

**Further information**

Examiner: Elizabeth San Miguel

Additional information: [elizabeth.sanmiguel@haaga-helia.fi](mailto:elizabeth.sanmiguel@haaga-helia.fi)

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

-

**Grade 3**

-

**Grade 5**

-

**Approved/ Failed**

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

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

## THE7LF101 Thesis Planning: 0 op

### Learning objectives

Upon completion of the course, the student is able to

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

### Contents

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

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

### Starting level and linkage with other courses

- Prerequisite: THE7LF100 Introduction to Thesis non-stop on-line examination must be completed to start the course.
- The course THE7LF101 Thesis Planning must be completed in order to (1) receive a named thesis advisor who advises the student in the following phases of the thesis process: THE7HH801, THE7HH802, THE7HH803 and THE7HH804 and (2) get a Konto project in the Haaga-Helia thesis management software

### Further information

GLOBBA Thesis Coordinator: Elizabeth San Miguel

### Assessment criteria

Grade 1

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### Grade 3

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### Grade 5

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### Approved/ Failed

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

### CRITERIA FOR PASS

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#### KNOWLEDGE

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

#### SKILLS

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

#### COMPETENCE

- Recognizes, describes and possibly develops expert operations in the field of business: developing own work, own competences, organizational processes and/or the field of study.
- Behaves professionally in thesis advising situations and meetings with working life.
- Utilizes the concepts, models and theories of international business in the thesis.
- Writes reports in professional English using the required style and register.



- Utilizes feedback to improve own decision-making.
- Discusses and presents his thesis project to various types of audiences
- Completes the legislated maturity test in the mother tongue of his secondary/high school education.

## **THE7HH801 Thesis Phase 1: 5 op**

### **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