

# **INTBBA 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**

Daytime Studies

Blended learning Studies

The degree is offered either as daytime or blended studies. The daytime studies are taught mainly on campus in the daytime. The blended studies are implemented both on campus (2-3 evenings weekly) and online, and are intended for students with prior work experience. During the blended studies you can deepen your existing competences and update your theoretical knowledge. The whole degree cannot be completed online.

## **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**

The curriculum has been designed to promote the development of international business competence areas found to be crucial for today's experts. The programme

- offers students a truly international environment to build their networks and gain cultural intelligence
- gives a holistic business understanding and the competencies needed in the changing global and digital business environment in close collaboration with business
- supports the students' personal development through student-centred learning methods that allow them to develop a professional mindset for a lifelong career anywhere in the world
- prepares the students with the skills needed to manage business ethically, responsibly and sustainably.

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 environment. They anticipate future trends and cope proactively with the volatility of global markets. Our entrepreneurial, sales and service minded graduates create value through proactive networking in international contexts. They also promote ethics, responsibility, and sustainability in business. In addition, they manage and lead multinational projects using effective teamwork, digital tools, time management, communications and negotiation skills.

The International Business Degree (IB), 210 ECTS (credits), consists of:

- Key competences in business 45 ECTS
- Key competences in international business 30 ECTS
- Languages 20 ECTS
- Professional competences
- Major courses in international business 30 ECTS
- Major / Minor courses 40 ECTS
- Work placement 30 ECTS
- Thesis in the field of the Major 15 ECTS

In the International Business Degree, you can choose your Major from five specialisation fields:

- Accounting and Finance
- International Business Communication
- Marketing and Sales
- People Management
- Supply Chain Management

The Major course offering in each semester depends on the students' choices in the Major Application Rounds. Usually 3–5 Majors are opened per semester. The Major Application Rounds are carried out as surveys during the second semester. Some majors may be offered only as daytime or as evening versions. Majors that do not have enough applicants are not implemented, but Major and Minor courses can also be studied during an exchange semester abroad.

## **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 lectures in the programme.

In the daytime 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 joint and major 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.

Double Degrees offer the opportunity to build strong competitive advantage in international job markets. The Double Degree student studies 1-1,5 years in one of our renowned partner institutions, e.g., in Austria, France, Germany or Latvia, and obtains two degrees when graduating. You can apply to the Double Degree programmes during your second semester. The Double Degree studies abroad are typically completed during the third study year.

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 also participate in various international projects and networks, by developing e.g. the internationalisation and exports of enterprises.

## **Career opportunities**

The studies prepare you to work in all fields of international business. You can develop a career from assistant levels to management positions, as a specialist or in research and development positions. The studies enable you to run entrepreneurial projects as well as start and develop businesses. Graduates may also work in family business, franchising, freelancing, business consulting and innovative startups.

The Accounting and Finance Major focuses on areas, such as, accounting, international finance, profitability controlling, financial reporting and finding the most competitive sources and modes of finance for developing the company. Typical job titles after graduation include accountant, controller, business analyst and financial manager.

The International Business Communication Major develops expert communication and

strategic business development skills needed in international organisations. Foreign language competence, intercultural awareness and practical ICT skills are at the core of your studies. You will gain expertise in designing and delivering corporate events and projects. The emphasis is also on multiculturalism, good service ethic and organisational skills. Typical job titles after graduation include office manager, marketing coordinator, communications specialist, project coordinator, PR and event manager, management assistant or legal assistant.

The Marketing and Sales Major develops your skills in the areas of customer relationship management, international sales, digital marketing, service design, B2C branding, corporate and marketing communication and creating business value in B2B service processes. Graduates typically work in positions such as market researcher, digital content provider, customer experience consultant, brand manager, marketing coordinator, director of sales.

The People Management Major prepares for careers in human resource management (HRM) and leadership. The studies focus on attracting, managing, developing and rewarding talent ethically and responsibly in the competitive international labour market. Graduates typically work in positions of HRM assistant, HR consultant, HR coordinator, employer brand manager, payroll specialist, recruitment consultant, compensation and benefits manager. Eventually many aim for an HR manager or director position.

The Supply Chain Management (SCM) Major focuses on global sourcing, sustainability, and supporting sales and service operations. The studies include, for example, sourcing strategies, quality management and circular economy. Graduates collaborate with suppliers, optimise deliveries, engage in sustainable supply chain management, operations management, logistics, purchasing or sales management.

## **Postgraduate studies**

After finishing your International Business BBA studies you can apply for Master level studies in universities of applied sciences and universities in Finland and abroad.

Haaga-Helia offers Master's degree programme studies, e.g., Leading Business Transformation, Digital Business Opportunities, and Strategising in Organisations. You can apply to Haaga-Helia's Master education once you have 2 years of work experience after your Bachelor's degree.

## **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 Director: Anna Hankimaa

Guidance Counsellors: Elizabeth SanMiguel, Marit Keränen, Eva Herttuainen (blended learning)

All emails: [firstname.lastname@haaga-helia.fi](mailto:firstname.lastname@haaga-helia.fi)

[Study Services.](#)

## International Business, Full-time and Blended Learning, Pasila Campus

Code	Name	Sum
<b>INTBBA22</b>	<b>International Business, Full-time and Blended Learning, Pasila Campus</b>	<b>210</b>
INTKEYS	Key Competencies	95
<b>INTBRUSHUP</b>	<b>Brush up Studies</b>	<b>0-6</b>
SWE000HH1AE	Swedish Placement Test	0
SWE002HH1AE	Brush up Swedish	3
ANA000HH1AE	Mathematics Placement Test	0
ANA002HH1AE	Brush up Business Mathematics	3
<b>INTHHKEYS</b>	<b>Haaga-Helia Key Competencies</b>	<b>40</b>
COM001HH1AE	Professional Communication	5
MAR001HH1AE	Customer Insight and Marketing	5
ICB001HH1AE	ICT Competencies	5
SAL001HH1AE	Customer Experience and Sales	5
HRL001HH1AE	Teamwork and Project Management	5
ANA001HH1AE	Research and Development Skills	5
ECO001HH1AE	Basics of Financial Management	5
ENT001HH1AE	Entrepreneurship and Business Operations	5
<b>INTKEYSCAREER</b>	<b>Keys to Studies and Career</b>	<b>5</b>
INTCAREERCOMMON	Common Part	1
STU001HH1AE	Introduction to Studies	1
INTCAREERELECT	Elective Part	4
STU002HH1AE	Introduction to Digital Learning Environments	1
STU003HH1AE	Study Skills	1
STU004HH1AE	Time Management	1
STU005HH1AE	Wellbeing and Self-Leadership Skills	1
STU006HH1AE	Recognise and Communicate Your Strengths	1
STU007HH1AE	Career Planning	1
STU008HH1AE	Job-Seeking Skills	1
STU009HH1AE	Speed Up Your Career with Alumni	1
STU010HH1AE	Studies and Entrepreneurship	1
STU011HH1AE	Employment in Finland	1
<b>INTDEGREE</b>	<b>Key Competencies in Business Administration Studies</b>	<b>30</b>
ECO001TR1AE	Principles of Economics	5
HRL001TR1AE	People and Culture	5
LAW001TR1AE	International Business Law	5
ECO002TR1AE	Principles of Accounting and Finance	5
ANA001TR1AE	Introduction to Data Analytics for Business	5
ENT002TR1AE	Expanding to Foreign Markets	5

<b>INTLANGUAGES</b>	<b>Key Language Competencies</b>	<b>20</b>
CHI001AS2AE	Chinese 1	5
CHI002AS2AE	Chinese 2	5
CHI003AS2AE	Chinese 3	5
CHI004AS2AE	Chinese 4	5
FIN001AS2AE	Finnish Language and Culture 1	5
FIN002AS2AE	Finnish Language and Culture 2	5
FIN003AS2AE	Finnish Language and Culture 3	5
FIN004AS2AE	Finnish Language and Culture 4	5
FIN015AS2AE	Finnish for Exchange Students	5
FIN007AS2AE	Finnish for Work 1	5
FIN008AS2AE	Finnish for Work 2	5
FRE001AS2AE	French 1	5
FRE002AS2AE	French 2	5
FRE003AS2AE	French 3	5
FRE004AS2AE	French 4	5
GER001AS2AE	German 1	5
GER002AS2AE	German 2	5
GER003AS2AE	German 3	5
GER004AS2AE	German 4	5
SPA001AS2AE	Spanish 1	5
SPA002AS2AE	Spanish 2	5
SPA003AS2AE	Spanish 3	5
SPA004AS2AE	Spanish 4	5
RUS001AS2AE	Russian 1	5
RUS002AS2AE	Russian 2	5
RUS003AS2AE	Russian 3	5
RUS004AS2AE	Russian 4	5
SWE001HH1AE	Professional Swedish	5
FIN014AS2AE	Finnish Business Communication (for Finnish-speaking students)	5
<b>INTPROF</b>	<b>Professional Competencies</b>	<b>70</b>
<b>INTMAJOR</b>	<b>Major Studies</b>	<b>30-60</b>
<b>INTACCFIN</b>	<b>Accounting and Finance</b>	<b>30</b>
ECO001AS2AE	Management Accounting	5
ECO002AS2AE	Financial Accounting	5
ECO006AS2AE	Enterprise Finance Planning	5
ECO023AS2AE	Financial Statement Analysis	5
ECO005AS2AE	Financial Statements and Corporate Tax	5
ECO004AS2AE	Financial Processes and Service Design	5
<b>INTBUSCOM</b>	<b>International Business Communication</b>	<b>30</b>
COM003AS2AE	International Business Communication with Impact	5

ICB013AS2AE	ICT Applications for Business Communication	5
SER021AS2AE	Corporate Meetings and Events	5
INT003AS2AE	Knowledge of the European Union and Public Administration	5
HRL007AS3AE	Strategy Work and Development	5
COM006AS3AE	Crisis Communication	5
<b>INTPEOPLE</b>	<b>People Management</b>	<b>30</b>
HRL002AS2AE	HR Processes	5
LAW005AS2AE	Labour Law	5
HRL009AS2AE	Organizational Behaviour and Wellbeing at Work	5
HRL010AS3AE	Employer Branding and Talent Acquisition	5
HRL011AS3AE	Employee Experience	5
HRL012AS3AE	Technologies in People Management	5
<b>INTMARSAL</b>	<b>Marketing and Sales</b>	<b>30</b>
MAR003AS2AE	Integrated Marketing Communication	5
SAL001AS2AE	CRM and ERP for Sales	5
SAL004AS2AE	B2B Sales Skills	5
MAR001AS2AE	Strategic Branding	5
MAR002AS2AE	Data-Driven Marketing	5
SER020AS2AE	Service Design and Co-Innovation	5
<b>INTSCM</b>	<b>Supply Chain Management</b>	<b>30</b>
COR007AS2AE	Principles of Logistics and Supply Chain Management	5
COR011AS2AE	International Trade and Business Law	5
COR001AS2AE	Quality Management	5
COR003AS2AE	Principles of Procurement	5
COR008AS2AE	Circular Economy and Supply Chain Management	5
COR003AS3AE	Sourcing and Supplier Relationship	5
<b>INTPROFcompl</b>	<b>Complementary Professional Competencies</b>	<b>0-40</b>
<b>INTFINACC</b>	<b>Finance and Accounting</b>	<b>0-40</b>
ECO007AS2AE	Business Simulation	5
ECO006AS3AE	Management Reporting, BI	5
ECO016AS3AE	Corporate Finance and Investment	5
ECO017AS3AE	International Accounting - IFRS I	5
ECO020AS3AE	International Economics	5
<b>INTLANGCOM</b>	<b>Languages and Communication</b>	<b>0-40</b>
INT001AS2AE	Exchange Students as Course Assistants	1-2
INT002AS2AE	Intercultural Training	3
FIN006AS2AE	Puhutsä suomee?	5
FIN012AS2A	Kulttuurimaistiaisia Suomesta	5
<b>INTIHL</b>	<b>HR and Leadership</b>	<b>0-40</b>
HRL005AS2AE	Leading People and Teams	5
<b>INTMAR</b>	<b>Marketing and Communication</b>	<b>0-40</b>
MAR003AS3AE	Marketing Analytics and SEO	5
<b>INTSERV</b>	<b>Service Business</b>	<b>0-40</b>
SER023AS2AE	Work Based Project: Nordic Business Forum	3
SER025AS2AE	Work Based Project: Nordic Business Forum Team Leader	15
<b>INTENT</b>	<b>Entrepreneurship</b>	<b>0-40</b>



ENT001AS2AE	From Idea to Innovation	5
ENT005AS2AE	Forms of Entrepreneurship	5
ENT008AS2AE	Entrepreneur's Networks and Arenas	5
ENT020AS2AE	SuS Coaching	1-5
ENT021AS2AE	European Entrepreneurship Project	5
INTCORPLAN	Corporate Planning	0-40
COR012AS2AE	Green Packaging	5
INTANA	Analytics and Development	0-40
<b>INTMINPACKAGE</b>	<b>Minor Package</b>	<b>0-30</b>
INTWPLA	Work Placement	30
<b>PLA001HH1AE</b>	<b>Basic Work Placement</b>	<b>0-15</b>
<b>PLA001HH2AE</b>	<b>Professional Work Placement</b>	<b>0-15</b>
INTTHESIS	Thesis	15
<b>THE7HH801</b>	<b>Thesis Phase 1</b>	<b>0-5</b>
<b>THE7HH802</b>	<b>Thesis Phase 2</b>	<b>0-5</b>
<b>THE7HH803</b>	<b>Thesis Phase 3</b>	<b>0-5</b>
<b>THE7HH804</b>	<b>Maturity Test</b>	<b>0</b>

**INTBBA22 International Business, Full-time and Blended Learning, Pasila Campus: 210 op****INTKEYS Key Competencies: 95 op****INTBRUSHUP Brush up Studies: 6 op****Learning objectives**

Brush up studies are recommended based on the results of the placement test.

**SWE000HH1AE Swedish Placement Test: 0 op****SWE002HH1AE Brush up Swedish: 3 op****Learning objectives**

After successful completion the student is able to

- make use of general vocabulary
- express themselves orally and in writing
- understand elementary texts and simple speech
- use the most central structures of Swedish
- assess and develop their language learning skills
- take part of the course Professional Swedish/Svenska för arbetslivet

**Contents**

Grammar topics:

- question asking words
- time expressions and numbers
- nouns
- adjectives
- verbs
- personal pronouns
- word order

In addition to revising grammar and structures the student also practices vocabulary and expressions related to e.g. small talk and studies.

**Starting level and linkage with other courses**

To be able to successfully participate in this course, student needs to know the following knowledge, skills and tools:

The course is intended for students who have not passed the placement test in Swedish. The course prepares the student for the Key Competence course Svenska för arbetslivet.

The starting level of the course is A2 in the Common European Framework of Reference for Languages.

**Further information**

Obligatory assignments:

- exam
- written assignment
- oral assignment
- homework, Moodle quizzes, vocabulary tests

**ANA000HH1AE Mathematics Placement Test: 0 op****ANA002HH1AE Brush up Business Mathematics: 3 op****Learning objectives**

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

- utilise equations and proportionality in problem solving
- apply percentage calculations in basic calculations in their own field
- use Excel efficiently in calculations

**Contents**

- linear equations
- direct and inverse proportionality
- basic percentage calculations
- change and comparison in percents
- base value
- percentage point
- equations with powers
- use of Excel in mathematics

**Starting level and linkage with other courses**

The student will need to take Mathematics Placement test before taking this course.

This course has to be completed before the key competence course Basics of Financial Management.

This course is part of Haaga-Helia Key Competences.

**INTHHKEYS Haaga-Helia Key Competencies: 40 op****Learning objectives**

Haaga-Helia Key Competencies are compulsory for all students.

**COM001HH1AE Professional Communication: 5 op****Learning objectives**

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

- communicates responsibly orally and in writing, according to the demands of situation and the

target groups

- is able to use professionally different communication methods, channels and platforms
- identifies own competence level and is able to market own competencies convincingly
- is able to interact with others, give and receive feedback with respect in various intercultural environments
- is able to critically evaluate different communication sources, their operating practices and motives as well as the different responsibilities connected to the information they convey.

### **Assessment criteria**

#### **Grade 1**

Student:

- can communicate appropriately orally and in writing according to the situation
- knows different professional communication channels and platforms.

#### **Grade 3**

Student:

- produces communication content that fulfills task requirements with regard to the target group in various cultural environments
- confidently uses communication channels and platforms
- can identify own strengths and areas for development in interpersonal communication situations.

#### **Grade 5**

Student

- produces professional communication content in accurate English for multiple channels, with consideration to different cultural perspectives
- is able to critically assess contents and make use of different communication channels and platforms
- performs professionally and responsibly in demanding communication situations.

## **MAR001HH1AE Customer Insight and Marketing: 5 op**

### **Learning objectives**

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

- Can define basic concepts and processes of marketing
- Can describe customer-centric orientation, brand and service promises
- Knows how to utilise different sources and channels to find information that supports global customer understanding
- Can describe customer needs and customer journeys
- Can recognise the importance of cultural background in developing customer insights
- Knows how to recognise competitive means of marketing and can apply them in an ethical, responsible and sustainable manner

### **Contents**

- Comprehensive understanding of consumer behavior and customer-related data to draw customer insights
- Comprehensive and in-depth coverage of the Marketing Mix/4Ps (Product, Price, Place, Promotion), and extended to the 7Ps (People, Physical Evidence & Processes) to develop a holistic marketing strategy

### **Assessment criteria**

#### **Grade 1**

Knows the basic concepts, processes and the main goals of marketing. Understands the importance of customer focus in operations. Can describe the competitive means and customer needs in marketing. Can name global sources and channels from which customer related information is available.

**Grade 3**

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

**Grade 5**

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

**ICB001HH1AE ICT Competencies: 5 op****Learning objectives**

The student who completes this course or has acquired equivalent competence is able to:

- Use Office Applications to succeed in individual- and teamwork in Haaga-Helia studies.
- Apply data security and protection practices in own work and studies.
- Use modern collaboration tools appropriately.
- Create accessible Office documents.

**Contents**

Collaboration tools (M365: Microsoft Teams and OneDrive)

Data security and data protection

Word processing (Word)

Spreadsheet (Excel)

Presentation graphics (PowerPoint)

**Starting level and linkage with other courses**

Prerequisite Digital skills (1 cr) or comparable knowledge.

This course belongs to Haaga-Helia Key Competencies for all degrees.

**Further information**

The course material is based on English versions of Microsoft Office Word, Excel ja PowerPoint applications.

To complete the course assignments, you must install Microsoft Office Word, Excel and PowerPoint applications on your computer, their browser based online versions are not sufficient.

Course material is for Windows versions of apps, Mac users are not supported.

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

Student

- Can create, edit, and save files using Office tools
- Is able to share files with different permissions
- Masters basic concepts of data security and data protection

### Grade 3

Student

- Knows how to independently use office tools to speed up work tasks.
- Is able to act securely while respecting data protection.
- Knows the basic concepts of systems and web applications.

### Grade 5

Student

- Is able to apply tools for practical tasks.
- Knows the risks of your network environment and knows how to protect your files and folders.
- Know the basics of systems and application procedures.

## SAL001HH1AE Customer Experience and Sales: 5 op

### Learning objectives

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

- is able to define sales processes and basic concepts
- identifies customer needs and development targets
- identifies and describes the stages of a sales process and can sell their own ideas
- operates in a service-oriented manner and provides solutions to customer needs and understands the influence of culture in the sales process
- is able to evaluate the factors influencing the customer experience, including ethics, sustainability and global megatrends.

### Contents

This class is structured around the following themes:

- The sales function, sales roles and responsibilities, B2C vs. B2B
- Sales process and typical sales cycle
- FAB-analysis
- Customer Experience and purchase process
- Key elements of a successful sales interaction

### Starting level and linkage with other courses

This class is part of the Haaga-Helia key competences.

### Assessment criteria

#### Grade 1

Student:

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

#### Grade 3

Student:

- can formulate goals related to sales and customer encounters.

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

**Grade 5**

Student:

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

**HRL001HH1AE Teamwork and Project Management: 5 op****Learning objectives**

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

- identifies the principles and challenges of multi-cultural teamwork
- recognizes different tools and practices of project management
- develops teamwork and works purposefully in diverse teams
- takes advantage of good practice in project work
- sees opportunities and advantages of diversity in project teams
- collaborates inclusively, ethically, sustainably and responsibly in multi-cultural teams

**Contents**

- principles of efficient teamwork
- team roles, team development and team structure
- advantages of and challenges in multi-cultural teams
- principles of project management
- project planning and executing
- evaluation of project completion

**Starting level and linkage with other courses**

No prerequisites.

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

The student can describe group dynamics and the basics of project management. He/she understands the challenges related to multi-cultural team work. He/she is able to conduct appointed tasks in a project under guidance.

**Grade 3**

The student can analyse group dynamics and is able to apply project management tools in their own tasks. S/he participates actively in multi-cultural team work with taking responsibility for reaching the goals in the project realisation. S/he is able to give and receive both team and peer feedback as well

to conduct self-assessment. S/he is able to set objectives and work in a team as agreed.

**Grade 5**

The student can plan, execute and evaluate team work and projects and set development objectives both personally and for a team. S/he can take advantage of multi-cultural teams and is able to analyse the team effectiveness and performance. The student is able to use feedback for reflecting and analysing both a team's work and their own actions.

**ANA001HH1AE Research and Development Skills: 5 op****Learning objectives**

A student who has completed this course or acquired similar competence is able, in his/her own thesis or in other development project:

- gather relevant information and critically evaluate sources and reliability of the information
- describe the research process in a matter-of-fact and structured way and mark the sources appropriately
- use a method suitable for one's own thesis or project to gather and analyse data and working life information
- justify the choices made and make concrete development proposals
- apply ethical principles at all stages of one's own research or development work
- develop a topic for one's own thesis
- identify the method options needed to complete one's thesis, and recognize the stages of Haaga-Helia's thesis process.

**Contents**

Please see the learning targets. More detailed information of the content can be found in the implementation descriptions.

**Starting level and linkage with other courses**

The course precedes the Bachelor's thesis. During or after the course, the student registers for a thesis process in Wihi-system.

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

Assessment criteria - grade 1

The student

- Is able to find sources necessary for development and research work and masters reference techniques.
- Is able to write a research and development plan.
- Recognizes different research methods and ethical questions related to research work.

**Grade 3**

Assessment criteria - grade 3

The student (in addition to the previous)

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



**Grade 5**

## Assessment criteria - grade 5

The student (in addition to the previous)

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

**ECO001HH1AE Basics of Financial Management: 5 op****Learning objectives**

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

Can calculate and apply simple and compound interest calculations in various business cases,  
Knows how to analyze the income statement, balance sheet, and cost structure, and understands their cause-effect relationships

Knows how to calculate key figures based on the financial information of a company and how to interpret them.

Introduction to "3 P" model: profit, people and planet" with focus on the profit side of this.

Knows the basics of cost-volume-profit analysis

Knows basic pricing models and is able to apply VAT (value-added tax) in pricing.

The course includes various examples and business case of international companies.

**Contents**

Business Mathematics, simple and compound interest calculations

Basics of Financial Accounting: Financial statements, Balance Sheet, and Income statement

Basics of Managerial Accounting: Cost behavior, Cost Volume Profit, Break-even point, and related calculations

Principles of pricing and VAT.

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

1. The student is able to calculate basic simple and compound interest exercises. Is able to describe cost and profitability concepts and categories.

**Grade 3**

3. The student is able to select and apply the correct interest calculation method. Is able to describe the core principles of management and financial accounting. Is able to describe the effects of business transactions on the company's income statement, balance sheet and profitability. Is able to independently calculate the key figures of the income statement and balance sheet.

**Grade 5**

5. The student Is able to apply simple and compound interest independently in various business cases. Is able to analyze and interpret the income statement and balance sheet as well as key figures based on them. Is able to make decisions based on financial information as well as combine theoretical and practical information. Is able to apply VAT (value-added tax) in simple pricing.

**Approved/ Failed**

Based on exams, quiz,zes and exercises in class. Shared in the implementation depending on the type of course

**ENT001HH1AE Entrepreneurship and Business Operations: 5 op****Learning objectives**

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

- act entrepreneurially alone and in multicultural groups,
- describe ways of becoming an entrepreneur, entrepreneurship modes and company forms,
- analyze entrepreneurship from perspectives of individual, organization and operating environment,
- utilize the knowledge base, taking into account sustainability,
- describe the business using BMC as a tool,
- evaluate various business opportunities as well as
- analyze own and company networks.

**Contents**

Entrepreneurship in society  
Entrepreneurship opportunities  
Entrepreneur's networks  
Becoming an entrepreneur  
Me and entrepreneurship  
Operating environment and economic models  
Strategy and sustainability  
Business model

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

Student

- participates in tasks
- can describe entrepreneurship
- is familiar with basic theories of business

**Grade 3**

In addition to the previous part, students

- can evaluate their own potential as entrepreneurs
- can evaluate business opportunities, ways of becoming an entrepreneur and company forms
- can identify and create own network and
- are well acquainted with the knowledge base of business and the connections between sustainable development and business.

**Grade 5**

In addition to the previous part

- evaluate the challenges and opportunities of entrepreneurship and
- analyze and evaluate business opportunities, strategic choices and business models.

**INTKEYSCAREER Keys to Studies and Career: 5 op****Learning objectives**

Keys to Studies and Career include a Common Part (1 ECTS) and an Elective Part (4 ECTS).

**INTCAREERCOMMON Common Part: 1 op****Learning objectives**

The course is compulsory for all students.

**STU001HH1AE Introduction to Studies: 1 op****Learning objectives**

After having completed this or a corresponding course the student

- can interpret and utilize degree regulations in his/her studies
- can use library services, student wellbeing services, FSHS (Finnish Student Health Service) and international services.
- recognizes the special characteristics of studying at university of applied sciences
- is familiar with the structure of ISP and is able to update it, and identifies the basis of planning studies
- is able to search for work placement related information
- recognizes the basics and characteristics of his/her field
- appreciates and accepts the rules and conditions of his/her studies

**Starting level and linkage with other courses**

No prerequisites.

This course is included in Keys to Studies and Career which is one of the Haaga-Helia key competences.

**INTCAREERELECT Elective Part: 4 op****Learning objectives**

The student chooses four Keys to Studies and Career courses from the options available.

**STU002HH1AE Introduction to Digital Learning Environments: 1 op****Learning objectives**

Students who have completed this course or have acquired equivalent competence will be able to:

- use the Haaga-Helia network and remote access securely
- use Haaga-Helia's Moodle and e-learning environments
- use Peppi
- use Haaga-Helia student pages
- use the Haaga-Helia Office 365 environment and its various services, and
- use Haaga-Helia email

In addition, the student will identify the skills needed for independent virtual learning online.

**Contents**

Computer network and remote access

Peppi

Haaga-Helia student pages

Email and calendar

Office 365

Moodle

**Starting level and linkage with other courses**

No pre-requisites.

The course teaches the necessary IT skills to enable the student to use Haaga-Helia's IT systems, which is why the completion of this course is essential for all subsequent courses.

**STU003HH1AE Study Skills: 1 op****Learning objectives**

After having completed this course or a corresponding course, the student:

- is able to study in a university of applied sciences
- recognizes the benefits of group work and project-like work
- recognizes the basics of effective reading and note-taking techniques
- identifies and develops study skills and understands their importance for studies
- appreciates the importance of peer support as a facilitator of study progress

**Starting level and linkage with other courses**

No prerequisites.

This course is included in Keys to Studies and Career which is one of the Haaga-Helia key competences.

**STU004HH1AE Time Management: 1 op****Learning objectives**

After having completed this course or a corresponding course, the student

- identifies the meaning of cognitive control and importance of time management
- is able to manage his/her time
- can plan and follow his/her studies utilizing time management skills
- appreciates the importance of peer support in supporting time management
- is able to realistically plan his/her time taking well-being into account

**Starting level and linkage with other courses**

No prerequisites.

This course is included in Keys to Studies and Career which is one of the Haaga-Helia key competences.

**STU005HH1AE Wellbeing and Self-Leadership Skills: 1 op****Learning objectives**

After having completed this course or a corresponding course, the student

- recognizes the connection between wellbeing and ability to study
- is able to contribute to one's wellbeing in a changing environment
- identifies the different dimensions of self-leadership and is able to assess them from the perspective of one's own life
- identifies one's tolerance for pressure
- recognizes tools that support stress management

- is willing to discuss and analyze his/her wellbeing and self-leadership skills

**Contents**

The course includes four themes, which you'll look into independently as well.

- Self-knowledge and one's own values
- Pillars of wellbeing
- Study motivation
- Wellbeing challenges and stress management

**Starting level and linkage with other courses**

No prerequisites.

This course is included in Keys to Studies and Career which is one of the Haaga-Helia key competences.

**STU006HH1AE Recognise and Communicate Your Strengths: 1 op****Learning objectives**

After having completed this course or a corresponding course, the student:

- identifies one's personal and professional strengths and development needs
- can describe and analyze one's strengths
- can tell about his/her strengths to others
- recognizes the significance of communicating his/her strengths

**Contents**

The course includes four themes, and you'll be guided to have a closer look. The themes are working life skills, values, character strengths and competences.

**Starting level and linkage with other courses**

No prerequisites.

This course is included in Keys to Studies and Career which is one of the Haaga-Helia key competences.

**STU007HH1AE Career Planning: 1 op****Learning objectives**

After having completed this course or a corresponding course, the student:

- is able to search and utilize labour market data, e.g. information about salaries and employability in different fields, while planning one's career
- identifies one's strengths and development areas in relation to career plan
- recognizes different possibilities for further education
- is able to create and develop a career plan
- identifies the significance of career planning

**Starting level and linkage with other courses**

No prerequisites.

This course is included in Keys to Studies and Career which is one of the Haaga-Helia key competences.

**STU008HH1AE Job-Seeking Skills: 1 op****Learning objectives**

After having completed this course or corresponding course, the student:

- recognizes career opportunities in one's field
- identifies where and how to look for employment
- is able to create a distinguishable and targeted CV
- is able to create a personal and targeted job application
- is able to prepare for recruitment interview
- identifies and appreciates the importance of job-seeking skills

**Starting level and linkage with other courses**

No prerequisites.

This course is included in Keys to Studies and Career which is one of the Haaga-Helia key competences.

**STU009HH1AE Speed Up Your Career with Alumni: 1 op****Learning objectives**

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

- can clarify and strengthen one's expert identity
- can build a professional network
- understands the value of experience and implicit knowledge at work
- can reflect on one's expectations and targets related to roles at work
- can see his/her future at work, career and life in general

**Contents**

The mentoring program is a development process between the mentee (Haaga-Helia student) and the mentor (alumni). Mentoring is about learning together, sharing experiences and knowledge through interaction. The aim is to support the student's professional growth, graduation and employment. The individual goals of the mentoring program arise from the personal needs of the mentee.

The mentoring program consists of two-way mentoring meetings between the mentor and the mentee, as well as joint group meetings and self-study materials in Moodle. The content of mentoring meetings can be related to, for example, career planning, challenges in working life, challenges in the final stages of study, self-development or deepening expertise. The initial group meeting reviews the goals and rules of mentoring, draws up a mentoring agreement, shares experiences of the mentoring process and develops interaction skills.

**STU010HH1AE Studies and Entrepreneurship: 1 op****Learning objectives**

Learning objectives

Students who have completed this course or have acquired equivalent competence will be able to:

- Recognize the opportunities created by the entrepreneurship studies, the thesis, and the work placement offered by Haaga-Helia to boost and develop the student's own business.
- Recognize the study, coaching, and networking opportunities offered by Haaga-Helia's networks.

- Recognize and find internal and external entrepreneurship advising services.
- Understand the forms of financial support for entrepreneurship and for studies, as well as their interaction.
- List the entrepreneurship courses or modules of interest and their potential effect on the student's career plan.

**Contents**

The course covers the following themes. Students complete assignments on these themes in Moodle.

- Expanded understanding of entrepreneurship.
- The forms of financial support for studying entrepreneurship.
- The advising services for entrepreneurship.
- Studying entrepreneurship at Haaga-Helia (incl. networks).
- Create your own summary.

**Starting level and linkage with other courses**

No prerequisites.

**STU011HH1AE Employment in Finland: 1 op****Learning objectives**

After having completed this or a corresponding course the student

- understand the Finnish job market and work culture
- is able search for a job or work placement based on the specific requirements of Finnish job market
- shows development of his/her job seeking and networking skills
- has good application template like CV and cover letter

**Contents**

- CV and job advertisements
- Cover letter and job interview
- Networking on social media and LinkedIn
- Recognize your skills and motivation
- Your rights as an employee in Finland
- Finnish work culture
- Maintaining you well-being during job search

**Starting level and linkage with other courses**

NOTE: this course is not master -level course and course can not be attached to Master's degree. However master students are welcomed.

**INTDEGREE Key Competencies in Business Administration Studies: 30 op****Learning objectives**

Degree-specific Key Competencies are compulsory for all students studying in the degree.

**ECO001TR1AE Principles of Economics: 5 op****Learning objectives**

Student who has completed this course or acquired equivalent competence:

- knows the structure of the economy and identifies the most significant drivers of economic change

- understands the role of the public sector, consumers and businesses in society as a builder of wealth and well-being
- knows the principles of economic decision-making
- knows what is meant by corporate social responsibility and how the circular economy and sustainable development are promoted in business operations
- knows the key concepts and indicators of the economy
- understands current phenomena and trends in the global economy and their impact on the operations and competitiveness of companies.

**Contents**

- Economic growth, gross domestic product and well-being
- Economic sectors and actors
- Supply, demand and the markets
- Inequality
- Circular economy and sustainable development
- Globalization and foreign trade
- Economic policy

**Starting level and linkage with other courses**

No prior studies required

The Principles of Economics is key competences of qualification.

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

The student can describe:

- the importance of the economy and politics as a basis for the functioning of society
- economic phenomena, and is familiar with key economic concepts
- the structure of the economy and is familiar with the key international economic relations
- the principles of the circular economy, as well as the behavior and economic decision-making of people and businesses.

**Grade 3**

The student:

- can estimate the impact of economic phenomena on their own activities, on consumers and on businesses
- can interpret key basic economic concepts
- can describe economic phenomena and their impact on the operating environment
- knows the role of Finnish society in the European Union and in the wider international community
- can assess the importance of the circular economy in society. Knows and understands the behaviour and economic decision-making of people and companies.

**Grade 5**

The student can analyse

- the impact of economic phenomena on the operating environment
- masters the basic economic concepts excellently
- its own and the company's operations based on economic phenomena
- the future impact of the circular economy on society
- the impact of human and business behaviour and economic decision-making on the functioning of the overall economy.



**HRL001TR1AE People and Culture: 5 op****Learning objectives**

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

Recognizes forms and structures of organizations

Comprehends the role of culture in international organizations

Describes HR processes supporting and engaging employees

Distinguishes and analyzes ethics, responsibility and sustainability (ERS) in people management

Demonstrates diversity and inclusion in multicultural collaboration

Identifies the legal rights and responsibilities of employees and employers

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

You know some of the organizational structures. You can describe diversity and inclusion practices in a multicultural organization. You can list factors affecting collaboration and well-functioning organization. You know the meaning of ethics and social responsibility at work. You can identify some of the core HRM processes, and some legal rights and responsibilities of employees and employers.

**Grade 3**

You recognize different organizational forms and structures suitable for various circumstances. You can describe the impact of diversity and inclusion practices in a multicultural organization. You distinguish various factors affecting collaboration and a well-functioning organization. You recognize diverse stakeholders requirements for ethics and social responsibility in people management. You identify the core HRM processes and legal rights and responsibilities of employees and employers.

**Grade 5**

You recognize various organizational forms and structures and can assess their suitability for various circumstances. You rationalize and apply inclusive practices to support diversity in multicultural work environments. You analyze diverse stakeholders requirements for ethics and social responsibility in people management. You distinguish the quality of core HRM processes and can interpret legal rights and responsibilities of employees and employers.

**LAW001TR1AE International Business Law: 5 op****Learning objectives**

Is able to search and use legal knowledge and justify decisions in relevant business environments

Knows regulations in business environments e.g. local regulatory authorities, European Union and other environments

Is able to recognize ethical norms vs. legally binding conditions in business

Is able to analyse internationally recognized goals, e.g. by EU directives or UN sustainability development goals, and their legal assessment practices in business

Can negotiate, justify and argue with legally binding goals in international business environments

Knows the basics of contract formation

Is able to cooperate in order to form contracts in international business

Can identify different legal business forms and how global companies function as corporates

Is able to analyse business competition dynamics

Can recognize best practices of business management in international environments e.g. on-line

business, taxations, administration

Is acquainted with different national procedures of authorities in business (e.g. consumer rights, IPRs)

Is acquainted with different international dispute resolution methods

### **Contents**

Using Legal Resources

Hierarchy of Regulations and their Impact to Business

Authorities in International Business Environments and their Decisions

Analyzing internationally recognized goals e.g. EU Business Environment, UN SDGs

Legally Binding Negotiations and Negotiation Styles

Contract Formation in different Legal Cultures

Corporates in international business and how they function

Competition Law dynamics

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

No previous prerequisites

### **Further information**

RPL - recognition of prior learning

The student can show the level of his/her prior learning. This has to be done in the beginning of the course. RPL will be evaluated by the responsible teacher and the criteria of the evaluation is how the student has been able to show that he/she meets the study goals and contents and what is the level of the knowledge.

### **Assessment criteria**

#### **Grade 1**

Knows how to search for legal information needed in business environments

Knows basic business law concepts

Knows basic legal authorities in international business environments

Knows legal regulations and hierarchies

Is able to negotiate in basic negotiation environment

#### **Grade 3**

Understands how to relate different business law concepts and their contents in international business environments.

Understands what type of an impact different regulations and decisions of authorities have in international business.

Is able to negotiate in different cultural business environments.

Understands how corporates function.

#### **Grade 5**

Is able to use the contents of the course in business operations without difficulty.

This means the capability to apply concepts and negotiate in complex international business environments.

Has acquired theoretical and practical business knowledge of how global corporates function.

Is able to apply different regulations e.g. EU decisions to business cases.

## **ECO002TR1AE Principles of Accounting and Finance: 5 op**

**Learning objectives**

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

- record business transactions by applying double-entry bookkeeping technique
- prepare basic financial statements by applying generally accepted accounting practices
- justify the importance of planning and forecasting process for an organization
- prepare different sub-budgets and financial plans for a company
- recognize capital market actors and liaise with them
- identify and assess different options for companies to finance their operations and projects
- recognize the need for working capital in a company
- identify ethical and responsible aspects of a finance profession

**Contents**

- accounting equation
- double-entry bookkeeping
- financial closing and statements
- principles of budgeting
- financing options
- working capital
- finance as a profession

**Starting level and linkage with other courses**

The course belongs to BBA Common Competencies.

Prior to this course the student should have completed following HH key competence course or gained similar knowledge and skills:

ECO001HH1AE

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

Student can identify

- basic double-entry accounting technique and its linkages to the simple financial statements
- some budgeting principles in a small company
- some sources of finance and capital market operators
- concept of working capital

**Grade 3**

Student can apply

- double-entry technique in a simple business environment
- basic accounting principles in preparing financial statements
- some budgeting and financial planning methods for a company
- sources of finance suitable for a small company and recognize various capital market operators
- concept of working capital

**Grade 5**

Student can analyze and interpret

- financial information produced in accounting and recognizes the information flows from business transactions to financial statements
- basic accounting principles in preparing financial statements
- various budgets and plans and understand their importance in the decision making process
- sources of finance for a company
- various capital market operators offering financing

- working capital requirements of a company

## **ANA001TR1AE Introduction to Data Analytics for Business: 5 op**

### **Learning objectives**

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

- utilises business and customer data from various sources to support decision-making process
- processes data in Excel or other suitable software
- formulates data into tables and calculate descriptive statistics
- visualises data correctly
- analyses and interprets correlations and their significance
- is able to interpret, report and critically assess the results

### **Contents**

- statistics and their representation as tables and charts
- descriptive statistics
- correlation and regression
- time series
- basics of statistical inference

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

Prerequisite is the successful completion of course ICT Key Competences.

### **Assessment criteria**

#### **Grade 1**

Is able to calculate basic descriptive statistics. Visualises data with basic figures and tables. Is able to list the main results.

#### **Grade 3**

Analyses correlations, differences and trends. Visualises data with various figures and tables. Is able to interpret and report the results.

#### **Grade 5**

Analyses and interprets independently correlations, differences and trends. Selects and creates suitable graphical presentations to visualise data. Is able to interpret and assess the results and give suggestions for development.

## **ENT002TR1AE Expanding to Foreign Markets: 5 op**

### **Learning objectives**

After completion of this course or the equivalent assessment of prior learning, the student will be able to:

- Identify the motives and risks of internationalization.
- Compare and contrast internationalization processes and strategies.
- Differentiate how multinational companies operate (location, communication, decision making, etc.)
- Compare and assess the suitability of various market entry modes to identify the optional ways to grow in selected markets
- Articulate the process to create a partner network
- Recognize the different strategic options of the company to make a reliable market assessment
- Explain and criticize the challenges and opportunities SMEs and MNCs face in terms of ethics,

responsibility and sustainability when selling to markets abroad.

- Compare the cultural environment of business in developed and emerging markets.

### **Contents**

- Terminology and definitions
- Reasons for companies to internationalize
- Prerequisites for successful internationalization/globalization
- Cultural environment of international business
- Ethics, corporate social responsibility, sustainability and governance in international business operations
- Understanding emerging markets
- Market entry strategies (export entry modes, FDI, contractual entry modes, projects)
- Partners, networks and international value chain
- Strategy and organization in the international firm
- Target market screening and selection

### **Further information**

Contact lessons and project work.

Class-based learning and team project, assignments, and independent work.

### **Assessment criteria**

#### **Grade 1**

Assessment criteria

The student:

- knows the basic motives and risks of internationalization
- is able to identify some of the opportunities and challenges the international business environment poses.
- has a rudimentary knowledge of operation modes in foreign markets.
- knows the basic principles of internationalizing a firm's value chain and utilizing value networks.
- is able to understand SME firm's value chain activity and relate it to a theory or model.
- is able to understand the challenges and opportunities companies face in terms of ethics, responsibility and sustainability when selling to markets abroad.

#### **Grade 3**

Assessment criteria

The student:

- knows the different motives and risks of internationalization.
- is able to analyze the opportunities and challenges the international business environment poses.
- has a good knowledge of various operation modes in global markets.
- is familiar with internationalizing a firm's value chain and utilizing value networks.
- is able to participate as part of a team in analyzing the target market and drawing up a basic internationalization plan for a value chain activity of a firm.
- is able to explain the challenges and opportunities companies face in terms of ethics, responsibility and sustainability when selling to markets abroad.

#### **Grade 5**

Assessment criteria

- is able to identify proactive and reactive motives as well as the main risks associated with internationalization
- is able to analyze the relevant opportunities and challenges the international business environment

poses.

- has a solid knowledge of various operation modes in foreign markets.
- has an analytical comprehension of how to internationalize a firm's value chain and utilize value networks.
- is able to analyze the target market by choosing relevant information and draw up a well justified internationalization plan for a value chain activity of a firm.
- is able to explain and criticize the challenges and opportunities companies face in terms of ethics, responsibility and sustainability when selling to markets abroad.

**Approved/ Failed**

Grading scale

Grade 0: 0-39 points

Grade 1: 40-50 points

Grade 2: 51-60 points

Grade 3: 61-75 points

Grade 4: 76-89 points

Grade 5: 90-100 points

**INTLANGUAGES Key Language Competencies: 20 op****Learning objectives**

A total of 20 ECTS of language studies are required. In addition to the compulsory language studies, you can choose courses from the entire Haaga-Helia offering or e.g. 3UAS studies.

**CHI001AS2AE Chinese 1: 5 op****Learning objectives**

Learning outcomes

A student who has completed this course or has acquired equal knowledge will be able to

- manage in basic oral everyday situations/ use the elementary structures of the language in basic everyday situations
- master the Mandarin Pinyin transliteration system and the fundamentals of the Chinese writing system
- recognize the basic cultural specificities of the Chinese speaking countries
- recognize the cultural and language diversity and language
- plan his/her future language studies.

**Contents**

Content

- Pronunciation & intonation of Mandarin Pinyin
- Basic structures of the Language
- Basic structures and the most common characters of the Chinese writing system
- Small talk -situations
- Introducing and telling the name, nationality, language skills, etc.
- Ordering in a teahouse, cafe or a bar
- Getting information about the country and the culture

**Starting level and linkage with other courses**

No prerequisite course required

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

The student can use the Chinese language with assistance in work and everyday life very basic situations. He/She needs more practice regarding the pronunciation, the written characters and the structures of the language, and his/her vocabulary is limited. He/She has some knowledge regarding the cultural aspects, and he/she is somewhat familiar with the diversity of the work environment.

**Grade 3**

The student can use the Chinese language quite independently in work and everyday life basic situations, and to apply the knowledge in practical situations of communication. He/She manages quite well regarding the pronunciation, the written characters and the structures of the language, and his/her vocabulary is satisfactory. He/She has a good knowledge of the cultural aspects, and he/she understands the diversity of the work environment.

**Grade 5**

The student can use the Chinese language independently in work and everyday life basic situations, and he/she can be a confident and productive participant in many practical situations of communication. He/She performs very well with the pronunciation, the written characters and the structures of the language, and his/her vocabulary is versatile. He/She has a very good knowledge of the cultural aspects, and he/she can cope with the diversity of the work environment.

**CHI002AS2AE Chinese 2: 5 op****Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- handle everyday life and work situations orally
- master the basic skills of reading and writing common Chinese characters and interpreting their original "pictogram stories" and structures
- communicate in Chinese-speaking countries considering their special cultural characteristics
- take into account cultural diversity
- plan their future language studies and start their exchange abroad.

**Contents****Content**

- discuss one's own daily and weekly program
- describe one's living environment
- manage in a restaurant or a shopping center
- manage in renting a car or a bike
- express one's own opinion
- digital communication in the language in Chinese
- develop travel plans, booking a hotel and travelling
- deepen one's own cultural knowledge of Chinese-speaking countries and their cultures

**Starting level and linkage with other courses**

Chinese 1 course or equal knowledge

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

The student knows how to use the Chinese language in the most common every day and work life situations. He/She has mastered the basics of pronunciation, the most common language basics, the most common required written characters and partly also the course's vocabulary. He/She knows some general characteristics of the language area and its everyday life and work culture, and he/she has acquainted him/herself with the diversity of the Chinese-speaking environment.

**Grade 3**

The student knows how to use the Chinese language quite independently and naturally in the most common every day and work life situations. He/She has mastered the pronunciation, many language basics, majority of the required written characters and how to apply what he/she learnt to different language situations. He/She knows the general characteristics of the language area and its everyday life and work culture, and he/she understands the diversity of the Chinese-speaking environment much better than before.

**Grade 5**

The student knows how to use the Chinese language quite independently and naturally in different every day and work life situations. He/She has mastered the pronunciation, many language basics, almost all of the required written characters and he/she applies fearlessly what he/she has learnt to different language situations. He/She knows the general characteristics of the language area very well and its everyday life and work culture, and he/she understands and is able to promote the diversity of the Chinese-speaking environment.

**CHI003AS2AE Chinese 3: 5 op****Learning objectives**

## Learning outcomes

A student who has completed this course or has acquired equal knowledge will be able to

- manage in a variety of oral and written communication situations in work and everyday life
- share their own skills.
- communicate more fluently in Chinese-speaking countries, taking into account their cultural specificities
- make use of information sources in the Chinese language and the language area
- use the language more confidently and naturally.

**Contents**

## Content

- introduction and acquaintance in formal situations
- company presentations
- business positions, rank and business card
- job interviews
- customer service situations
- deepening knowledge of the country and culture

**Starting level and linkage with other courses**

Chinese 1 and Chinese 2 courses or equal knowledge



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

The student copes adequately with the usual communication situations in both general and professional language. The Chinese language is not yet progressing consistently. The language contains main structures, basic vocabulary and some professional vocabulary, but sometimes is difficult to understand and there is still a lot of room for improvement. The student knows the basic structures of the required characters and understands only part of the written characters required for the course.

**Grade 3**

The student copes well with the usual communication situations in both general and professional language. The Chinese language is progressing consistently and it is understandable. The language contains main structures, basic vocabulary and some professional vocabulary, but there is still room for improvement. The student knows well the structures of the required characters and understands most of the written characters required for the course.

**Grade 5**

The student copes very well with the usual communication situations in both general and professional language. The Chinese language is structurally clear and fluent. His/Her skills in the oral and written Chinese correspond very well to the learning outcomes of the course in the most important professional and everyday communication situations. The student not only masters the structures of the required characters but can also apply the knowledge in learning new characters. She/He understands almost all the written characters required for the course.

**CHI004AS2AE Chinese 4: 5 op****Learning objectives**

## Learning Objectives

A student who has completed this course or has acquired equal knowledge will be able to

- operate and communicate even more fluently in different oral and written situations in work life taking into account cultural characteristics
- utilize different sources of information in Chinese society
- understand Chinese business culture and business etiquette
- apply language flexibly also in new situations
- broaden and deepen their language skills also independently.

**Contents**

## Contents

- work life communication and related practices
- telling about education and your own career plans
- public relations communication
- presentation on Chinese business culture in English and Chinese

**Starting level and linkage with other courses**

Chinese 1, Chinese 2 and Chinese 3 courses or equal knowledge

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

The student copes adequately with the usual communication situations in both general and professional language. The Chinese language is not yet progressing consistently. The language contains main structures, basic vocabulary and some professional vocabulary, but sometimes is difficult to understand and there is still a lot of room for improvement. The student knows the structures of the required characters and understands only part of the written characters required for the course.

**Grade 3**

The student copes well with the usual communication situations in both general and professional language. The Chinese language is progressing consistently and it is understandable. The language contains main structures, basic vocabulary and some professional vocabulary, but there is still room for improvement. The student knows well the structures of the required characters and understands most of the written characters required for the course.

**Grade 5**

The student copes very well with the usual communication situations in both general and professional language. The Chinese language is structurally clear and fluent. His/Her skills in the written and oral Chinese correspond very well to the learning outcomes of the course in the most important professional and everyday communication situations. The student not only masters the structures of the required characters but can also apply the knowledge in learning new characters. She/He understands almost all the written characters required for the course.

**FIN001AS2AE Finnish Language and Culture 1: 5 op****Learning objectives**

After successfully completing the course, the student

- \* can introduce oneself, give basic information about oneself and ask simple questions
- \* can understand and use basic expressions and simple sentences in routine everyday situation
- \* is able to deal with some everyday social situations and handle simple shopping situations
- \* is aware of the basic characteristics of the Finnish language, culture and habits
- \* is able to use the surrounding language environment to develop one's language skills.

The target level on the Common European Framework of Reference for Languages CEFR is A1.

**Contents**

- basics of pronunciation
- greetings
- numbers and time expressions
- family
- weather
- everyday life
- basic structures and vocabulary for everyday needs

**Starting level and linkage with other courses**

No prerequisites.

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

(Min. 40% competence level)  
Developmental competence

**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**

(Min. 70% competence level)  
Functionally proficient

**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**

(Min. 90% competence level)  
Mastery

**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.

**Competence:** 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.

### **Approved/ Failed**

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

## **FIN002AS2AE Finnish Language and Culture 2: 5 op**

### **Learning objectives**

After successfully completing the course, the student

- \* can communicate in simple everyday situations
- \* can tell about his/her home
- \* knows some work-related vocabulary
- \* can use and understand the local case system of nouns
- \* is able to use the surrounding language environment to develop one's language skills.

The target level on the Common European Framework of Reference for Languages CEFR is A1.2.

### **Contents**

- pronunciation
- housing
- traveling
- food and drink
- professions and work
- expressing place and direction
- basic structures and vocabulary for everyday needs

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

Prerequisite: Finnish Language and Culture 1 or equivalent competence (about 5 ECTS of previous studies).

### **Assessment criteria**

#### **Grade 1**

(Min. 40% competence level)

Developmental competence

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**

(Min. 70% competence level)

Functionally proficient

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**

(Min. 90% competence level)

**Mastery**

**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.

**Competence:** 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.

**Approved/ Failed**

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

**FIN003AS2AE Finnish Language and Culture 3: 5 op****Learning objectives**

After successfully completing the course, the student

- \* can tell about his/her past
- \* is able to talk about his/her health
- \* can discuss his/her free time and hobbies
- \* develops his/her vocabulary and knowledge about the grammatical structures of the course.

The target level on the Common European Framework of Reference for Languages CEFR is A2.1.

**Contents**

- Travelling
- Health
- Free time activities and hobbies
- The past tense of verbs (Imperfect)
- The construction 'have to'
- The forms of object

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

(Min. 40% competence level)

**Developmental competence**

**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**

(Min. 70% competence level)

Functionally proficient

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**

(Min. 90% competence level)

Mastery

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.

Competence: 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.

### **Approved/ Failed**

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

## **FIN004AS2AE Finnish Language and Culture 4: 5 op**

### **Learning objectives**

After successfully completing the course, the student

- can tell about his/her studies and work experience and write a CV in Finnish
- can discuss festivities and national holiday traditions in Finland and other countries
- is able to handle simple communication situations as a customer in offices and shops
- is able to follow news in easy Finnish (Selkouutiset)

The target level on the Common European Framework of Reference for Languages CEFR is A2.2 - B1.

### **Contents**

- communication in offices
- education and work experience
- applying for a job in Finland
- shopping
- celebrating national holidays and other events

- past tenses of verbs (perfekti, pluskvamperfekti)
- plural forms of nouns
- comparative form of adjectives

**Starting level and linkage with other courses**

Prerequisite: Finnish Language and Culture 3 or equivalent competence (about 15 ECTS of previous studies).

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

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course. Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge. 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**

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

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

**FIN015AS2AE Finnish for Exchange Students: 5 op****Learning objectives**

After completing this course the student:

- knows the elementary vocabulary and structures of Finnish language needed in routine everyday situations
- has had a chance to practice and improve his / her independent language learning skills
- has learned to use the surrounding language environment to improve his / her Finnish skills
- is familiar with the basic characteristics of Finnish language, culture and habits related to everyday life.

**Contents**

- Basics of the pronunciation
- Vocabulary and key phrases for everyday and studying purposes
- Asking and giving information in everyday situations
- Shopping and ordering

- Introduction to expressing time, place and direction
- Information about Finland and the Finnish culture

**Starting level and linkage with other courses**

No prerequisites.

**Further information**

This course is for exchange students only.

**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.

Competence:

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

## **FIN007AS2AE Finnish for Work 1: 5 op**

### **Learning objectives**

Osaamistavoitteet:

- Opiskelija tutustuu työelämän tekstilajeihin ja pystyy kirjoittamaan mm. sähköpostin ja tekstiviestin
- Opiskelija osaa kertoa itsestään, omasta työhistoriastaan ja omasta osaamisestaan
- Opiskelija tuntee työelämää ja ammatteihin liittyvää sanastoa
- Opiskelija osaa ilmaista mielipiteensä ja kertoa näkemyksiään
- Opiskelija seuraa ajankohtaista keskustelua ja uutisointia liittyen työelämään tai muuhun ajankohtaiseen aiheeseen

### **Contents**

- \* Sopiminen, mielipiteen ilmaiseminen
- \* Konditionaali
- \* Puhekielen fraaseja ja sanontoja
- \* Tietoa ammateista
- \* Oma opiskelu- ja työhistoria
- \* Aikamuotojen kertaus
- \* Työhyvinvointi
- \* Rekrytointiasiaa

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

Lähtötasona eurooppalaisen viitekehyksen taitotaso B1.1

Kurssille voi osallistua, kun on suorittanut Haaga-Heliassa 20 opintopistettä suomea tai kun on muualla opiskellut vastaavan määrän suomea.

### **Assessment criteria**

#### **Grade 1**

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course. Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge. 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**

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

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

course. 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. 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.

## **FIN008AS2AE Finnish for Work 2: 5 op**

## **FRE001AS2AE French 1: 5 op**

### **Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- manage in basic oral or written everyday situations/ use the elementary structures of the language in basic and written everyday situations
- recognize the basic cultural specificity of the French speaking countries
- recognize the cultural and language diversity and language
- plan his/her future language studies.

### **Contents**

- Pronunciation & intonation
- Basic structures of the Language
- Small talk -situations
- Introducing itself, discuss studies & work
- Ordering in a restaurant
- Traveling
- Getting information about the country and the culture

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

No prerequisite course required

### **Assessment criteria**

#### **Grade 1**

The student can use the French language with assistance, when speaking and writing, in work and everyday life very basic situations. S/he needs more practice regarding the pronunciation and the structures of the language, and his/her vocabulary is limited. S/he has some knowledge regarding the cultural aspects, and he/she is somewhat familiar with the diversity of the work environment.

#### **Grade 3**

The student can use the French language quite independently, when speaking or writing, in work and everyday life basic situations, and to apply the knowledge in practical situations of communication. S/he manages quite well regarding the pronunciation and the structures of the language, and his/her vocabulary is satisfactory. S/he has a good knowledge of the cultural aspects, and he/she understands the diversity of the work environment.

#### **Grade 5**

The student can use the French language independently, when speaking and writing, in work and everyday life basic situations, and he/she can be a confident and productive participant in many practical situations of communication. S/he performs very well with the pronunciation and the structures of the language, and his/her vocabulary is versatile. S/he has a very good knowledge of

the cultural aspects, and he/she can cope with the diversity of the work environment.

## **FRE002AS2AE French 2: 5 op**

### **Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- handle everyday life and work situations orally and written
- communicate in French-speaking countries considering their special cultural characteristics
- take into account cultural diversity
- plan their future language studies and start their exchange abroad.

### **Contents**

- discuss one's own daily and weekly program
- describe one's living environment
- discuss university studies
- describe work life
- express one's own opinion
- digital communication in the language in French
- develop travel plans and traveling
- deepen one's own cultural knowledge of French speaking countries and their cultures

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

French 1 course or equal knowledge

### **Assessment criteria**

#### **Grade 1**

The student knows how to use the French language in the most common every day and work life situations. S/he has mastered the basics of pronunciation, the most common language basics and partly also the course's vocabulary. S/he knows some general characteristics of the language area and its everyday life and work culture, and he/she has acquainted him/herself with the diversity of the French-speaking environment.

#### **Grade 3**

The student knows how to use the French-language quite independently and naturally in the most common every day and work life situations. S/he has mastered the pronunciation, many language basics and how to apply what you learnt to different language situations. S/he knows the general characteristics of the language area and its everyday life and work culture, and he/she understands the diversity of the French-speaking environment much better than before.

#### **Grade 5**

The student knows how to use the French language quite independently and naturally in different every day and work life situations. He/She has mastered the pronunciation, many language basics and he/she applies fearlessly what he/she has learnt to different language situations. S/he knows the general characteristics of the language area very well and its everyday life and work culture, and he/she understands and is able to promote the diversity of the French-speaking environment.

## **FRE003AS2AE French 3: 5 op**

### **Learning objectives**

Upon successful completion, the student will be able to:

- manage in a variety of oral and written communication situations in work and everyday life
- share their own skills
- communicate more fluently in French-speaking countries, taking into account their cultural specificity
- make use of information sources in the French language and the language area
- use the language more confidently and naturally.

**Contents**

- introductions and greetings in formal situations
- argumentation skills
- discussing internships and your own career plans
- company presentations
- customer service situations
- deepening knowledge of the country and culture

**Starting level and linkage with other courses**

French 1 and German French courses or equal knowledge

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

The student copes adequately with the usual communication situations in both general and professional language. The French language is not yet progressing consistently. The language contains main structures, basic vocabulary and some professional vocabulary, but is sometimes difficult to understand and there is still a lot of room for improvement.

**Grade 3**

The student copes well with the usual communication situations in both general and professional language. The French language is progressing consistently and it is understandable. The language contains main structures, basic vocabulary and some professional vocabulary, but there is still room for improvement.

**Grade 5**

The student copes very well with the usual communication situations in both general and professional language. The French language is structurally clear and fluent. The student's skills in the written and oral French correspond very well to the learning outcomes of the course in the most important professional and everyday communication situations.

**FRE004AS2AE French 4: 5 op****Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to:

- operate and communicate even more fluently in different oral and written situations in work - life taking into account cultural characteristics
- utilize different sources of information in French
- monitor current topics in society in French language
- apply language flexibly also in new situations
- broaden and deepen their language skills also independently.

**Contents**

- Work Life Communication and related practices
- Public Relations Communication

- Trade Fairs
- Business Correspondence

**Starting level and linkage with other courses**

French 1, French 2 and French 3 courses or equal knowledge

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

The student copes adequately with the usual communication situations in both general and professional language. The French language is not yet progressing consistently. The language contains main structures, basic vocabulary and some professional vocabulary, but sometimes is difficult to understand and there is still a lot of room for improvement.

**Grade 3**

The student copes well with the usual communication situations in both general and professional language. The French language is progressing consistently, and it is understandable. The language contains main structures, basic vocabulary and some professional vocabulary, but there is still room for improvement.

**Grade 5**

The student copes very well with the usual communication situations in both general and professional language. The French language is structurally clear and fluent. The student's skills in the written and oral French correspond very well to the learning outcomes of the course in the most important professional and everyday communication situations.

**GER001AS2AE German 1: 5 op****Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- manage in basic oral or written everyday situations/use the elementary structures of the language in basic and written everyday situations
- recognize the basic cultural specificities of the German-speaking countries
- recognize the cultural and language diversity and language
- plan his/her future language studies.

**Contents**

- Pronunciation & intonation
- Basic structures of the Language
- Small talk -situations
- Introducing itself, discuss studies & work
- Ordering in a restaurant

- Traveling
- Getting information about the country and the culture

**Starting level and linkage with other courses**

No prerequisite course required

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

The student can use the German language with assistance, when speaking and writing, in work and everyday life very basic situations. He/She needs more practice regarding the pronunciation and the structures of the language, and his/her vocabulary is limited. He/She has some knowledge regarding the cultural aspects, and he/she is somewhat familiar with the diversity of the work environment.

**Grade 3**

The student can use the German language quite independently, when speaking or writing, in work and everyday life basic situations, and to apply the knowledge in practical situations of communication. He/She manages quite well regarding the pronunciation and the structures of the language, and his/her vocabulary is satisfactory. He/She has a good knowledge of the cultural aspects, and he/she understands the diversity of the work environment.

**Grade 5**

The student can use the German language independently, when speaking and writing, in work and everyday life basic situations, and he/she can be a confident and productive participant in many practical situations of communication. He/She performs very well with the pronunciation and the structures of the language, and his/her vocabulary is versatile. He/She has a very good knowledge of the cultural aspects, and he/she can cope with the diversity of the work environment.

**GER002AS2AE German 2: 5 op****Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- handle everyday life and work situations orally and written
- communicate in German-speaking countries considering their special cultural characteristics
- take into account cultural diversity
- plan their future language studies and start their exchange abroad.

**Contents**

- discuss one's own daily and weekly program
- describe one's living environment
- discuss university studies
- describe work life

- express one's own opinion
- digital communication in German
- develop travel plans and travelling
- deepen one's own cultural knowledge of German-speaking countries and their cultures

**Starting level and linkage with other courses**

German 1 course or equal knowledge

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

The student knows how to use the German language in the most common every day and work life situations. He/She has mastered the basics of pronunciation, the most common language basics and partly also the course's vocabulary. He/She knows some general characteristics of the language area and its everyday life and work culture, and he/she has acquainted him/herself with the diversity of the German-speaking environment.

**Grade 3**

The student knows how to use the German language quite independently and naturally in the most common every day and work life situations. He/She has mastered the pronunciation, many language basics and how to apply what you learnt to different language situations. He/She knows the general characteristics of the language area and its everyday life and work culture, and he/she understands the diversity of the German-speaking environment much better than before.

**Grade 5**

The student knows how to use the German language quite independently and naturally in different every day and work life situations. He/She has mastered the pronunciation, many language basics and he/she applies fearlessly what he/she has learnt to different language situations. He/She knows the general characteristics of the language area very well and its everyday life and work culture, and he/she understands and is able to promote the diversity of the German-speaking environment.

**GER003AS2AE German 3: 5 op****Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- manage in a variety of oral and written communication situations in work and everyday life
- share their own skills
- communicate more fluently in German-speaking countries, taking into account their cultural specificities
- make use of information sources in the German language and the language area
- use the language more confidently and naturally.

**Contents**

- introductions and greetings in formal situations
- argumentation skills
- discussing internships and your own career plans
- company presentations
- customer service situations
- deepening knowledge of the country and culture

**Starting level and linkage with other courses**

German 1 and German 2 courses or equal knowledge

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

The student copes adequately with the usual communication situations in both general and professional language. The German language is not yet progressing consistently. The language contains main structures, basic vocabulary and some professional vocabulary, but is sometimes difficult to understand and there is still a lot of room for improvement.

**Grade 3**

The student copes well with the usual communication situations in both general and professional language. The German language is progressing consistently and it is understandable. The language contains main structures, basic vocabulary and some professional vocabulary, but there is still room for improvement.

**Grade 5**

The student copes very well with the usual communication situations in both general and professional language. The German language is structurally clear and fluent. The student's skills in the written and oral German correspond very well to the learning outcomes of the course in the most important professional and everyday communication situations.

**GER004AS2AE German 4: 5 op****Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- operate and communicate even more fluently in different oral and written situations in work life taking into account cultural characteristics
- utilize different sources of information in German
- monitor current topics in society in German language
- apply language flexibly also in new situations
- broaden and deepen their language skills also independently.



**Contents**

- Work Life Communication and related practices
- Public Relations Communication
- Trade Fairs
- Business Correspondence

**Starting level and linkage with other courses**

German 1, German 2 and German 3 courses or equal knowledge.

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

The student copes adequately with the usual communication situations in both general and professional language. The German language is not yet progressing consistently. The language contains main structures, basic vocabulary and some professional vocabulary, but sometimes is difficult to understand and there is still a lot of room for improvement.

**Grade 3**

The student copes well with the usual communication situations in both general and professional language. The German language is progressing consistently, and it is understandable. The language contains main structures, basic vocabulary and some professional vocabulary, but there is still room for improvement.

**Grade 5**

The student copes very well with the usual communication situations in both general and professional language. The German language is structurally clear and fluent. The student's skills in the written and oral German correspond very well to the learning outcomes of the course in the most important professional and everyday communication situations.

**SPA001AS2AE Spanish 1: 5 op****Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- manage in basic oral or written everyday situations / use the elementary structures of the language in basic and written everyday situations
- recognize the basic cultural specificities of the Spanish speaking countries
- recognize the cultural and language diversity and language
- plan his/her future language studies.

**Contents**

- Pronunciation & intonation
- Basic structures of the language
- Small talk -situations
- Introducing yourself, discuss studies & work
- Ordering in a restaurant
- Traveling
- Getting information about the country and the culture

**Starting level and linkage with other courses**

0-level, there are no prerequisites for this course.

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

The student can use the Spanish language with assistance, when speaking and writing, in work and everyday life very basic situations. He/She needs more practice regarding the pronunciation and the structures of the language, and his/her vocabulary is limited. He/She has some knowledge regarding the cultural aspects, and he/she is somewhat familiar with the diversity of the work environment.

**Grade 3**

The student can use the Spanish language quite independently, when speaking or writing, in work and everyday life basic situations, and to apply the knowledge in practical situations of communication. He/She manages quite well regarding the pronunciation and the structures of the language, and his/her vocabulary is satisfactory. He/She has a good knowledge of the cultural aspects, and he/she understands the diversity of the work environment.

**Grade 5**

The student can use the Spanish language independently, when speaking and writing, in work and everyday life basic situations, and he/she can be a confident and productive participant in many practical situations of communication. He/She performs very well with the pronunciation and the structures of the language, and his/her vocabulary is versatile. He/She has a very good knowledge of the cultural aspects, and he/she can cope with the diversity of the work environment.

**Approved/ Failed**

0-5

**SPA002AS2AE Spanish 2: 5 op****Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- handle everyday life and work situations orally and written
- communicate in Spanish-speaking countries considering their special cultural characteristics
- take into account cultural diversity
- plan their future language studies and start their exchange abroad.

**Contents**

- discuss one's own daily and weekly program
- describe one's living environment
- discuss university studies
- describe work life
- express one's own opinion
- digital communication in the language in Spanish
- develop travel plans and travelling
- deepen one's own cultural knowledge of Spanish speaking countries and their cultures

**Starting level and linkage with other courses**

Spanish 1 course or equal knowledge

**Assessment criteria**

**Grade 1**

The student knows how to use the Spanish language in the most common every day and work life situations. He/She has mastered the basics of pronunciation, the most common language basics and partly also the course's vocabulary. He/She knows some general characteristics of the language area and its everyday life and work culture, and he/she has acquainted him/herself with the diversity of the Spanish-speaking environment.

**Grade 3**

The student knows how to use Spanish quite independently and naturally in the most common every day and work life situations. He/She has mastered the pronunciation, many language basics and how to apply what you learnt to different language situations. He/She knows the general characteristics of the language area and its everyday life and work culture, and he/she understands the diversity of the Spanish-speaking environment much better than before.

**Grade 5**

The student knows how to use the Spanish language quite independently and naturally in different every day and work life situations. He/She has mastered the pronunciation, many language basics and he/she applies fearlessly what he/she has learnt to different language situations. He/She knows the general characteristics of the language area very well and its everyday life and work culture, and he/she understands and is able to promote the diversity of the Spanish-speaking environment.

**Approved/ Failed**

0-5

**SPA003AS2AE Spanish 3: 5 op****Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- manage in a variety of oral and written communication situations in work and everyday life.
- share their own skills.
- communicate more fluently in Spanish speaking countries, taking into account their cultural specificities.
- make use of information sources in the Spanish language and the language area.
- use the language more confidently and naturally.

**Contents**

- introductions and greetings in formal situations
- argumentation skills
- discussing internships and your own career plans
- company presentations
- customer service situations
- deepening knowledge of the country and culture

**Starting level and linkage with other courses**

Spanish 2 or equal knowledge.

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

The student copes adequately with the usual communication situations in both general and professional language. The Spanish language is not yet progressing consistently. The language contains main structures, basic vocabulary and some professional vocabulary, but is sometimes difficult to understand and there is still a lot of room for improvement.

**Grade 3**

The student copes well with the usual communication situations in both general and professional language. The Spanish language is progressing consistently and it is understandable. The language contains main structures, basic vocabulary and some professional vocabulary, but there is still room for improvement.

**Grade 5**

The student copes very well with the usual communication situations in both general and professional language. The Spanish language is structurally clear and fluent. The student's skills in the written and oral Spanish correspond very well to the learning outcomes of the course in the most important professional and everyday communication situations.

**Approved/ Failed**

0-5

**SPA004AS2AE Spanish 4: 5 op****Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- operate and communicate even more fluently in different oral and written situations in work life taking into account cultural characteristics
- utilize different sources of information in Spanish
- monitor current topics in society in Spanish language
- apply language flexibly also in new situations
- broaden and deepen their language skills also independently.

**Contents**

- Work Life Communication and related practices
- Public Relations Communication
- Trade Fairs
- Business Correspondence

**Starting level and linkage with other courses**

Spanish 3 or equal knowledge.

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

The student copes adequately with the usual communication situations in both general and professional language. The Spanish language is not yet progressing consistently. The language contains main structures, basic vocabulary and some professional vocabulary, but sometimes is difficult to understand and there is still a lot of room for improvement.

**Grade 3**

The student copes well with the usual communication situations in both general and professional

language. The Spanish language is progressing consistently and it is understandable. The language contains main structures, basic vocabulary and some professional vocabulary, but there is still room for improvement.

**Grade 5**

The student copes very well with the usual communication situations in both general and professional language. The Spanish language is structurally clear and fluent. His/Her skills in the written and oral Spanish correspond very well to the learning outcomes of the course in the most important professional and everyday communication situations.

**Approved/ Failed**

0-5

**RUS001AS2AE Russian 1: 5 op****Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- manage in basic oral or written everyday situations/ use the elementary structures of the language in basic and written everyday situations
- recognize the basic cultural specificities of the Russian speaking countries
- recognize the cultural and language diversity and language
- plan his/her future language studies.

**Contents**

- Russian Alphabet
- Pronunciation & intonation
- Basic structures of the Language
- Small talk -situations
- Introducing itself
- Ordering in a café
- Russian name system
- Getting information about the country and the culture

**Starting level and linkage with other courses**

No prior language skills required

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

The student can use the Russian language with assistance, when speaking and writing, in work and everyday life very basic situations. He/She needs more practice regarding the pronunciation and the structures of the language, and his/her vocabulary is limited. He/She has some knowledge regarding the cultural aspects, and he/she is somewhat familiar with the diversity of the work environment.

**Grade 3**

The student can use the Russian language quite independently, when speaking or writing, in work and everyday life basic situations, and to apply the knowledge in practical situations of communication. He/She manages quite well regarding the pronunciation and the structures of the language, and his/her vocabulary is satisfactory. He/She has a good knowledge of the cultural aspects, and he/she understands the diversity of the work environment.

**Grade 5**

The student can use the Russian language independently, when speaking and writing, in work and everyday life basic situations, and he/she can be a confident and productive participant in many practical situations of communication. He/She performs very well with the pronunciation and the structures of the language, and his/her vocabulary is versatile. He/She has a very good knowledge of the cultural aspects, and he/she can cope with the diversity of the work environment.

**Approved/ Failed**

0-5

**RUS002AS2AE Russian 2: 5 op****Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- handle everyday life and work situations orally and in writing and discuss activities in the past
- communicate in the Russian-speaking countries being aware of their unique cultural characteristics
- take into account cultural diversity
- plan their future language studies and start their exchange abroad.

**Contents**

- discuss one's own daily and weekly program
- describe one's living environment
- discuss university studies
- describe work experience and work life
- express one's own opinion
- digital communication in the target language
- describe travel plans and travelling
- deepen one's own cultural knowledge of the Russian-speaking countries and their cultures

**Starting level and linkage with other courses**

Russian 1 course or equal knowledge

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

The student knows how to use the Russian language in the most common everyday and work life situations. He/she has mastered the basics of pronunciation, the most common language basics and also partly the active vocabulary. He/she knows some general characteristics of the language area and its everyday life and work culture, and he/she has acquainted him/herself with the diversity of the Russian-speaking environment.

**Grade 3**

The student knows how to use the Russian language quite independently and naturally in the most common everyday and work life situations. He/She has mastered the pronunciation, many language basics and how to apply what is learnt to different language situations. He/She knows the general characteristics of the language area and its everyday life and work culture, and he/she understands the diversity of the Russian-speaking environment much better than before.

**Grade 5**

The student knows how to use the Russian language quite independently and naturally in different everyday and work life situations. He/She has mastered the pronunciation, many language basics and he/she applies fearlessly what he/she has learnt to different language situations. He/She knows the general characteristics of the language area very well and its everyday life and work culture, and he/she understands and is able to promote the diversity of the Russian-speaking environment.

## **RUS003AS2AE Russian 3: 5 op**

### **Learning objectives**

Upon successful completion, the student will be able to:

- manage in a variety of oral and written communication situations in work and everyday life.
- share their own skills.
- communicate more fluently in Russia and Russian speaking countries, taking into account their cultural specificities.
- make use of information sources in the Russian language and the language area.
- use the language more confidently and naturally.

### **Contents**

- introductions and greetings in formal situations
- argumentation skills
- discussing your own career plans
- company presentations
- customer service situations
- formal emails and phone calls
- deepening knowledge of the country and culture

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

Completion of courses Russian 1 and Russian 2 or similar knowledge acquired in another way.

### **Assessment criteria**

#### **Grade 1**

The student copes adequately with the usual communication situations in both general and professional language. The Russian language is not yet progressing consistently. The language contains main structures, basic vocabulary and some professional vocabulary, but is sometimes difficult to understand and there is still a lot of room for improvement.

#### **Grade 3**

The student copes well with the usual communication situations in both general and professional language. The Russian language is progressing consistently and it is understandable. The language contains main structures, basic vocabulary and some professional vocabulary, but there is still room for improvement.

#### **Grade 5**

The student copes very well with the usual communication situations in both general and professional language. The Russian language is structurally clear and fluent. The student's skills in the written and oral Russian correspond very well to the learning outcomes of the course in the most important professional and everyday communication situations.

### **Approved/ Failed**

The course will be assessed on scale 0-5.

## **RUS004AS2AE Russian 4: 5 op**

### **Learning objectives**

A student who has completed this course or has acquired equal knowledge will be able to

- operate and communicate even more fluently in various oral and written situations in work life taking into account cultural characteristics
- utilize different sources of information in Russian
- monitor current topics in society in the Russian language
- apply language flexibly also in new situations
- broaden and deepen their language skills independently

### **Contents**

- Work Life Communication and related practices
- Public Relations Communication
- Trade Fairs
- Business Correspondence

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

Russian 1, Russian 2 and Russian 3 courses or equal knowledge

### **Assessment criteria**

#### **Grade 1**

The student copes adequately with the usual communicative situations in both general and professional language. The Russian language proficiency is not progressing consistently yet. The speech includes key structures, basic vocabulary and some professional vocabulary, but sometimes is difficult to understand and there is still a lot of room for improvement.

#### **Grade 3**

The student copes well with the usual communicative situations in both general and professional language. The Russian language is progressing consistently and it is comprehensible. The language contains main structures, basic vocabulary and some professional vocabulary, but there is still room for improvement.

#### **Grade 5**

The student copes very well with the usual communicative situations in both general and professional language. The Russian language is structurally clear and fluent. His/Her written and oral Russian proficiency corresponds very well to the learning outcomes of the course in the most important professional and everyday communicative situations.

## **SWE001HH1AE Professional Swedish: 5 op**

### **Learning objectives**

After successful completion the student is able to

- communicate in situations in their field of study and discuss topics related to that field in Swedish.
- keep up with news in their field of study and produce primary documents linked to that field in Swedish.
- operate in a Nordic work context taking the main cultural differences into consideration.



**Contents**

- Communication in work life, discussion and following of topical themes in own study field, writing short texts
- Cultural awareness, knowledge of Nordic business culture and responsible business in the Nordic countries

**Starting level and linkage with other courses**

The starting level is B1 in the Common European Framework of Reference for Languages.

The prerequisite is a passed placement test in Swedish or the completion of the Brush up Swedish course.

**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.

Competence: 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.

**FIN014AS2AE Finnish Business Communication (for Finnish-speaking students):  
5 op****Learning objectives**

This course has practical orientation, drawing on both theoretical knowledge and personal communication skills. You are familiar with different areas of corporate communications as well as with the linguistic and stylistic conventions of business writing in Finnish. You are able to write

effective and reader-friendly messages and documents and you can prepare a professional report in Finnish. You are aware of the importance and strategic role of communication in companies and other organizations.

**Contents**

- Functions of corporate and community communication
- Basics of business related text types
- Formal writing in a professional setting
- Written report (project work)
- Language planning

**Starting level and linkage with other courses**

No prerequisites. The course language of instruction is Finnish and you need to have proficient user language skills (level C1-C2) to follow the course successfully.

**Further information**

This is a virtual course. The course language of instruction is Finnish.

**Assessment criteria****Grade 1****Knowledge:**

You have a basic theoretical knowledge of corporate communications. You know the most relevant concepts and Haaga-Helia guidelines for writing reports and can partly apply them to new contexts. Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

**Skills:**

You have satisfactory skills to produce and deliver professional texts and reports in Finnish. Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

**Competence:**

You show satisfactory activity and initiative in the learning process. 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:**

You have a good theoretical knowledge of corporate communications. You know the relevant concepts and Haaga-Helia guidelines for writing reports and can apply them to new contexts. Your knowledge of the language is good in view of the projected learning outcomes of the course.

**Skills:**

You have good skills to produce and deliver professional texts and reports in Finnish. 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:**

You show activity and initiative in the learning process. 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:**

You have a very good theoretical knowledge of corporate communications. Your use of the relevant concepts and Haaga-Helia guidelines for writing reports in new contexts is very accurate. Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

**Skills:**

You have excellent skills to produce and deliver professional texts and reports in Finnish. 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.

**Competence:**

You show excellent activity and initiative in the learning process. 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.

## **INTPROF Professional Competencies: 70 op**

### **INTMAJOR Major Studies: 60 op**

#### **Learning objectives**

The student chooses a major from the options available in the degree programme.

### **INTACCFIN Accounting and Finance: 30 op**

#### **ECO001AS2AE Management Accounting: 5 op**

##### **Learning objectives**

A student who has completed this course or has acquired equivalent skills is able to:

- describe the importance and role of financial management as part of the company's decision-making and the basic concepts of management accounting
- apply the basics of managerial accounting techniques with high standard professional ethics and the role of communication as part of the management's accounting function;
- assess the impact of different parameters on the company's profitability;
- apply different management accounting methods to assess profitability and provide information for decision making
- Describe and apply the importance of working capital management

##### **Contents**

Management accounting as part of the company's decision-making

- Finance department organization within a company
- Ethical conduct of accounting professionals
- Cost behaviour, Responsibility accounting, Cost volume profit model. Sustainability
- Management and management of working capital
- Communication of financial information

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

Competence or course(s) required for precedence.

-Before completing this course, the student must have completed the key competence course related to Finance-Accounting.

The course is part of the joint studies of the economic and financial orientation area in English

**Further information**

Provided in moodle by the teacher. In some implementations we will use some other softwares like Proccountor, Mylab Accounting, etc.

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

- is able to present Financial information clearly and act analytically
- is able to refine numbers into information that is central to business development, which looks not only to the past but also to the future
- knows the most important basic concepts of management accounting and individual tasks

**Grade 3**

- knows the basic concepts of management accounting and understands the connections between them.
- is able to apply different cost accounting methods to support pricing and operational management
- Is able to present information clearly and propose alternatives considering different aspects financial and non financial.

**Grade 5**

- knows and understands efficiently the tasks of management accounting, cost accounting and cost concepts, and understands their importance in decision-making
- is able to assess the impact of different decisions and translate them accurately into cost benefit analysis and how these impact company's operations and profitability.
- Is able to communicate financial information efficiently

**Approved/ Failed**

See in the implementation plan.

Exam, exercises and attendance, depending on the type of implementation

**ECO002AS2AE Financial Accounting: 5 op****Learning objectives**

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

- is able to apply generally accepted accounting principles
- is able to recognize and interpret the effects of business transactions into income statement and balance sheet
- is able to prepare accounting for a small firm by using accounting software
- is able to analyze profitability and financial position of a company based on the accounting reports
- is able to comply with value added tax rules and procedures
- recognizes the career options and future roles of an accountant in a global environment
- operates ethically, responsibly and sustainably in ones role

**Contents**

- daily accounting process
- month end reporting
- principles of value added tax processes; VAT liable sales and deductible purchases
- basics of cross-border VAT

- most common period end adjustments
- accounting software
- roles and principles in accounting profession and career insights

**Starting level and linkage with other courses**

Following BBA key and common competence courses should be completed or similar knowledge and skills gained prior to this course:

ECO001HH1AE

ECO002TR1AE

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

Student

- is able to recognize some business transactions
- is able to record some business transactions by using accounting software
- recognizes basic value added tax rules and processes of a company

**Grade 3**

Student

- is able to prepare accounting based on the business transactions for a company
- is able to record the basic period end adjustments
- is able to use accounting software for preparing the accounts for a company
- is able to apply value added tax (VAT) rules in the daily accounting and know the main filing process of VAT
- is able to apply basic cross-border VAT rules
- is able to understand the information flows from daily accounting to accounting reports

**Grade 5**

In addition to prior level assessment criteria, student

- is able to manage period end adjustment process
- is able to verify the correctness of accounting information by thorough analysis of the monthly reporting
- is able to justify the importance of accounting information and understand its role for business development

**ECO006AS2AE Enterprise Finance Planning: 5 op****Learning objectives**

After completing the business finance orientation module, the student knows the key concepts of strategic and operational planning in corporate finance and is able to make long-term and short-term calculations in finance. The student understands and is able to analyze the company's financing planning calculations and is able to assess the cost and adequacy of financing. The student identifies financial risks and knows how to manage them.

**Contents**

The course content includes:

- Deepening financial market information
- Differences and conditions between equity and liabilities
- Methods of raising capital

- Basis of investment calculations
- Working capital management
- Risk management

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

Competence level 1-2: Student

- knows the basic concepts and methods of corporate financial planning
- is able to assess the company's financing needs based on the plans
- knows the key financing solutions of companies and their characteristics
- is familiar with key financial instruments and their characteristics
- is familiar with the cost differences of key financing solutions
- is familiar with the factors affecting working capital

**Grade 3**

Competence level 3-4: Student

- is familiar with the company's financial planning methods for different time periods
- is able to determine the company's financing needs for the planning of financing for different periods
- is familiar with market-based equity and debt in addition to traditional funding sources, and with the principles and practices of venture capital and crowdfunding;
- is familiar with the most common models used to determine the cost of equity, debt and total capital
- is familiar with working capital management methods for inventory management, trade receivables and accounts payable financing

**Grade 5**

Competence level 5: Student

- has an in-depth understanding of the importance of financial planning in the operations of companies of different sizes and is able to critically analyze the solutions made by companies.
- is familiar with the key domestic and international practices of financial markets and financial intermediation
- is able to prepare financial planning and risk management calculations in various decision situations and in situations requiring funding and foreign exchange trading.
- is able to determine the cost of equity, debt and total capital on the basis of market data from the perspective of both the company and the owner
- is able to prepare calculations related to working capital management for inventory management, trade receivables and accounts payable financing

**ECO023AS2AE Financial Statement Analysis: 5 op****Learning objectives**

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

- is able to analyze financial statements with commonly known tools and techniques in this field
- is able evaluate also non-financial information (ESG) provided by the companies
- is able to recognize differences in most common accounting standards and analyze their impact on the analysis
- is able to integrate sustainability reporting information to financial statement analysis in order to build broader view of the company

- is able to use visualization tools and storytelling techniques in presenting financial information to stakeholders
- is able to utilize applicable quantitative and qualitative research methods to analyze the dependencies of the variables presented in the financial statements and to make forecasts

**Contents**

- financial statement analysis including the notes to financial statements
- key ratio analysis
- non-financial data, sustainability reports
- presenting financial information
- visualization and storytelling
- quantitative and qualitative research methods

**Starting level and linkage with other courses**

Following BBA key and common competence courses should be completed or similar knowledge and skills gained prior to this course:

ECO001HH1AE

ECO002TR1AE

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

Student

- is able to recognise some financial statement analysis methods and knows how to apply them
- is able to identify standards and principles applied in financial statements
- is able to present some financial information

**Grade 3**

Student

- is able to analyze financial statements with key ratios as well as link them to the strategic goals of a company
- is able to utilize non-financial information in the analysis
- is able to recognize the value of notes to the financial statements in the analysis
- is able to present financial information and utilize visualization tools with ease
- is able to apply some quantitative or qualitative methods in the analysis

**Grade 5**

Student

- is able to analyze financial statements with key ratios as well as link them to the strategic goals of a company
- is able to evaluate financial statement analysis in risk assessment of a company
- is able to implement non-financial information into the analysis like e.g. sustainability report information
- is able to utilize information from notes to the financial statements in the analysis
- is able to present financial information and utilize visualization tools and storytelling convincingly
- is able to apply quantitative and qualitative methods to deepen the analysis

**ECO005AS2AE Financial Statements and Corporate Tax: 5 op****Learning objectives**

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

- is able to prepare statutory financial statements for a small company according to accounting standards
- is able to identify key international accounting standards
- is able to apply accrual principle in the valuation of assets and liabilities of a company
- is able to identify the minimum requirements of sustainability reporting in the financial statements
- is able to prepare cash flow statement
- is able to derive taxable income from the net income
- is able to distinguish tax implications in different company forms and analyse total tax rate from owners' perspective

**Contents**

- accounting principles and standards
- essential period end adjustment and valuation principles
- contents of the financial statement including notes
- cash flow statement
- non-financial information
- income taxation of a company

**Starting level and linkage with other courses**

Course ECO002AS2AE Financial accounting or similar competence level gained

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

- is able to assist in preparing the financial statements and prepare some basic period end adjustments
- is able to recognize the difference between taxable income and net income
- is able to distinguish tax rules for different company forms

**Grade 3****Student**

- is able to prepare financial statements according to accounting principles and standards
- is able to apply valuation principles to assets and liabilities
- is able to prepare basic cash flow statement
- is able to outline basic requirements for sustainability reporting
- is able to derive taxable income from the net income
- is able to choose applicable tax rules for different company forms and provide some advice on tax matters to management and owners

**Grade 5****Student**

- is able to prepare independently financial statement by applying all necessary accounting standards and principles
- is able to verify and justify that financial statements give a true and fair view of the company
- is able to prepare cash flow statement
- is able to apply common sustainability reporting requirements in connection to financial statements
- is able to derive taxable income from the net income
- is able to choose applicable tax rules for different company forms and recognize the differences in their total tax rate
- provide advice on tax matters to management and owners



**ECO004AS2AE Financial Processes and Service Design: 5 op****Learning objectives**

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

- is able to identify financial processes of a company; also in an international business context
- is able to recognise the importance of financial process mapping and difference between master and transactional data and how they can contribute in sustainable business development initiatives
- is able to design financial process and related data flows
- is able to document and recognize development areas of processes, also from automation point of view
- is able to identify the data connections between different applications
- is able to recognise service design concepts and tools
- is able to apply service design approach in creating services and in discovering development areas in business processes

**Contents**

- Financial processes and documentation of them; flowcharts, data flow diagrams
- Data input, data storage, data processing
- Enterprise Resource Planning (ERP) systems
- Service design

**Starting level and linkage with other courses**

Following BBA key and common competence courses should be completed or similar knowledge and skills gained prior to this course:

ECO001HH1AE

ECO002TR1AE

**INTBUSCOM International Business Communication: 30 op****COM003AS2AE International Business Communication with Impact: 5 op****Learning objectives**

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

- identifies organisational cultures and, recognises and differentiates between different communication styles in an organisation and analyses key elements for managing a multicultural office environment
  - Communicates and collaborates with representatives of other cultures effectively, and handles communication in various situations
  - Applies analytical skills to critically evaluate and respond to demanding communication situations
  - Applies critical perspective on cultural intelligence and awareness
  - Implements communication tools involving service oriented and inclusive attitude promoting ethics, responsibility and sustainability (ERS).
  - Collaborates inclusively, ethically and sustainably and responsibly in multicultural teams.
- 
- acts as a key support in implementing the strategy successfully in an expert organization
  - Proactively and independently performs challenging administrative tasks and activities
  - Possesses a strong command of ICT software related to office management

**Contents**

Theories of organisational communication and modern organisation  
Critical perspectives on Organisational Communication Structures  
Perspectives on Organisational culture  
Communicating Difference at Work (diversity management)  
Race and organisational communication  
Body and sexual communication in org comm  
Technologies of the body  
Communication, culture and Organising (cultural intelligence and awareness)  
Perspectives on organisational culture

**ICB013AS2AE ICT Applications for Business Communication: 5 op****Learning objectives**

Students who have completed this course or have acquired equivalent competence are able to use business communication digital tools and applications.

**Contents**

Microsoft 365 applications and features, for example  
Collaborative writing  
Forms  
Outlook  
SharePoint  
PowerPoint video and other advanced features.

**Starting level and linkage with other courses**

ICT Competencies

**Further information**

Final project is performed in groups.

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

Student achieves the points required for grade 1 on assignments

- knows some M365 environment applications and features
- is able recognize advanced Word features
- is able recognize advanced advanced PowerPoint feature
- can use the basic functions of Outlook
- can update SharePoint sites
- demonstrates self-direction and project work skills (e.g. time management skills and is able to work in a group).

**Grade 3**

Student achieve the points required for grade 3 on assignments

- is able to apply in practice some M365 environment applications and features
- is able apply in practice some advanced Word features
- is able apply in practice advanced some PowerPoint feature
- can use the more advanced functions of Outlook
- can create SharePoint sites
- demonstrates good self-direction and project work skills (e.g. time management skills and is able to work in a group).

**Grade 5**

Student achieve the points required for grade 5 on assignments

- is able to apply in practice some M365 environment applications and features well
- is able apply in practice advanced Word features well
- is able apply in practice advanced PowerPoint feature well
- can use the more advanced functions of Outlook well
- can create SharePoint sites and understand permissions well
- demonstrates excellent self-direction and project work skills (e.g. time management skills and is able to work in a group).

**SER021AS2AE Corporate Meetings and Events: 5 op****Learning objectives**

After completing the course the student

- Will be able to identify the theory and basics of event marketing, and business events as a part of an organization's business operations and marketing strategies
- Will be able to plan and arrange different corporate meetings and events
- Will be able to master basic legislation pertaining to corporate meetings and events
- Will be able to evaluate risks and opportunities in organizing an an event
- Will be able to master formal meeting procedures for onsite and online meetings
- Will be able to identify the importance of Annual General Meetings
- Will be able to write meeting documents according to the document standards

**Contents**

- Professional corporate-level meetings and events
- Legal requirements and safety regulations for meetings and events
- Formal meeting documents

**Starting level and linkage with other courses**

-

**Further information**

All parts of the course modules have to be passed during the term.

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

The student can master knowledge and skills in practice at a satisfactory level, and is able to participate as a member of the group occasionally.

The student masters meeting procedures at a satisfactory level. Most assignments have been completed but the analysis remains rather weak. The student has several absences and has been relatively passive during the lessons and has hardly contributed to the lessons.

The student has basic knowledge of the planning process of a corporate business event.

**Grade 3**

The student can master knowledge and skills in practice at a good level, and is able to participate as a member of the group mostly in an active manner.

The student masters meeting procedures at a good level. Most assignments have been completed according to instructions and returned on time. The student has participated in lessons on a regular basis. Students' active participation has not been very strong. Questions and comments have remained occasional.

The student has good knowledge of the planning process of a corporate business event.

**Grade 5**

The student can master knowledge and skills in practice at an excellent level, and is able to participate as a member of the group at an excellent level.

The student masters meeting procedures at an excellent level. All the assignments have been completed according to instructions and returned on time. The assignments are clearly completed. The student has participated in almost all the lessons. The student has been very active and constructive. The student has strongly contributed to the lessons by asking questions and making comments.

The student is able to master practical knowledge of the planning process of a corporate business event.

**Approved/ Failed**

0-5

**INT003AS2AE Knowledge of the European Union and Public Administration: 5 op****Learning objectives**

Upon successful completion of the course, the student

- knows and understands the structure and competences of global organisations eg the European Union and the United Nations institutions,
- has a good command of the terminology pertaining to the European Union and the United Nations organisations
- knows how to communicate effectively and appropriately in the European Union or United Nations related contexts, eg seminars, meetings and negotiations
- develops confidence in addressing EU and UN related issues professionally,
- is introduced to some key characteristics and requirements of English legal text, and knows how to use typical legal expressions in English

**Contents**

Course content, exercises and assignments on the following:

The tasks and competences of the key European Union institutions and the United Nations

Addressing key EU, UN and global issues eg climate change, diversity and inclusion, Brexit and trade

EU and UN terminology and related concepts Introduction to legal English

**Starting level and linkage with other courses**

B2.2-C.1

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

The student knows the EU and UN institutions' functions and structure and the related terminology on a satisfactory level and is able to produce functional professional communications in speaking and in writing in the EU context

**Grade 3**

The student knows the EU and UN institutions' functions and structure and the related terminology on a good level and is able to produce good, functional professional communications in speaking and in writing in the EU and UN context

**Grade 5**

The student knows the EU and UN institutions' functions and structure and the related terminology in an excellent manner and is able to produce excellent professional communications in speaking and in writing in the EU and UN context.

**HRL007AS3AE Strategy Work and Development: 5 op****COM006AS3AE Crisis Communication: 5 op****INTPEOPLE People Management: 30 op****HRL002AS2AE HR Processes: 5 op****Learning objectives**

Students who have completed this course or acquired similar skills will be able to:

- describe the essential content, processes and roles of human resources management
- evaluate HR processes and understand the impact of HR management on successful business.
- develop HR processes of internationally operating organizations
- analyze HR functions from an ERS point of view.

**Contents**

- HR's role and key processes
- Human Resource Planning
- Employer branding, recruitment and selection
- Onboarding
- Development of competence
- Performance management
- Rewarding
- Staff adjustment situations and exit management

**Starting level and linkage with other courses**

Students must have a basic understanding of business before completing the course.

**Further information**

Learning is done through individual and group assignments. For more detailed descriptions, see the course implementation plan.

The course requires strong self-study skills, smooth knowledge retrieval, group working skills and keeping on schedule.

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

Student

- knows the key HR processes of the company.
- is able to acquire knowledge in the role of a human resources specialist.
- is able to use the key concepts of human resources management in a predominantly correct way.

- knows some HRM professional services

**Grade 3**

## Student

- identifies the roles of different HR processes and their purpose as part of organizations' success.
- is able to work in key HRM processes of the enterprise.
- identifies the need for outsourcing related to key HRM processes and alternatives to implement them.

**Grade 5**

## Student

- can evaluate the company's HRM processes.
- identifies benefits and traps of outsourced HRM processes and knows how to evaluate HR practices against the company's strategy.
- analyzes critically and innovatively development opportunities in the field of HRM
- promotes ethical, responsibility and sustainability in HR practices.

**LAW005AS2AE Labour Law: 5 op****HRL009AS2AE Organizational Behaviour and Wellbeing at Work: 5 op****Learning objectives**

Students who have completed this course or acquired similar skills will be able to:

- basics of occupational psychology and positive psychology
- understand changing operating environments and is able to monitor development prospects in working life
- define the meaning and totality of individual well-being at work
- identify topical themes of well-being at work and apply them in personal and workplace well-being

**Contents**

- Occupational psychology and basic principles of positive psychology
- From stress to work engagement
- Being bored at work and getting at work
- Psychological capital and psychological recovery
- Cognitive ergonomics and technology-mediated work
- Changing working life and future work

**Starting level and linkage with other courses**

No entry-level conditions

**Further information**

Learning takes place in the characters of exploratory learning tasks, independent study and group discussions.

The course requires strong self-study skills, smooth knowledge retrieval and keeping on schedule.

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

## Student

- identify some of the basics of occupational and positive psychology
- awareness of the importance and totality of individual well-being at work
- knows the various actors related to well-being and health at work in the workplace

- is able to retrieve research data
- shows minimal dialogue of source material and reflection in tasks

**Grade 3**

## Student

- knows the basics of work and positive psychology
- can identify key factors affecting well-being at work
- knows the meaning and totality of individual well-being at work and is able to apply the knowledge acquired to promote one's well-being
- can describe the consideration of psychological capital in their own work
- is able to apply for current research information
- participates in joint knowledge building
- is able to apply the knowledge acquired to promote one's well-being
- is able to properly use source material in tasks

**Grade 5**

## Student

- understand the economic importance of occupational psychology
- is able to apply psychological capital at work
- is able to develop their own and work community well-being at work
- is able to actively work in the workplace, contributing to their well-being and others' well-being
- is able to utilize current research information
- actively participates in joint knowledge building
- demonstrate excellent application of source material and use quality sources in tasks

**HRL010AS3AE Employer Branding and Talent Acquisition: 5 op****Learning objectives**

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

Gains the knowledge and skills necessary to build and analyze an attractive employer brand and to acquire the best candidates to an organization.

Identify the core elements of employer branding; content, tools and channels matching the organizations mission, vision and strategy.

Can efficiently plan and implement recruitment and selection processes to acquire new employees.

Knows the objectives, tools and methods of employee assessment.

**Contents**

Employer Branding

Talent Acquisition

Recruitment

Selection

**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 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.

**HRL011AS3AE Employee Experience: 5 op****Learning objectives**

After having completed this course or attained an equivalent competence level, you

Know what constructs a positive employee experience.

Know the objectives, elements, tools and processes of performance management, competence development and rewarding and can analyse their functionality and suggest improvements.

You understand how employees can be motivated and engaged through total reward management.

You can use different methods to measure and analyse employee experience.

**Contents**

- Employee experience
- Employee engagement
- Assessing and measuring key people processes in employee experience: competence development, performance management, rewarding and wellbeing.

**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.

**HRL012AS3AE Technologies in People Management: 5 op****INTMARSAL Marketing and Sales: 30 op****MAR003AS2AE Integrated Marketing Communication: 5 op****Learning objectives**

After completing this course, the student:

- Can explain the phases in a marketing communication plan
- Can make use of storytelling as part of brand building
- Can describe the basic analytical tools of sales and marketing as well as being able to select the most appropriate ones for the needs of planning marketing communication
- Can set marketing communication objectives
- Can describe the importance of integrated marketing communication as a means to achieve business objectives
- Can assess the impact of solutions and their success with the aid of metrics

**Contents**

- Customer insights as the starting point for planning and implementation marketing communication
- The planning process of marketing communication
- Forms of marketing communication (own, paid and earned media as well as sponsorships)
- Target group-centered content strategy
- Practical marketing actions
- Metrics and tools for tracking marketing communication

**Starting level and linkage with other courses**

Starting level: Customer Insights and Marketing as well as Customer Experience and Sales should be completed beforehand. This course is part of the Marketing and Communication specialization learning path for the Bachelor's Degree in Business.

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

The student:

- Can explain the importance of customer insights and brand building as part of the development of a company's reputation.
- Can identify the role of research as part of the planning of marketing communication.

- Can recognize the planning phases in marketing communication.
- Can explain the forms of marketing communication in basic terms.
- Participates in the planning and implementation of marketing communication as part of a team.

**Grade 3**

The student:

- Can build a differentiated brand and develop a customer-centric company's reputation with the aid of marketing communication.
- Can make use of research outcomes for the basis of a creative communication plan.
- Can utilize various ideation methods in different planning phases.
- Can extract creative perspectives from different marketing communication forms, keeping in mind the needs of the target group.
- Can apply the principles of tracking in marketing communication.

**Grade 5**

The student:

- Can develop a customer-centric company's reputation with the aid of an insightful marketing communication plan that takes brand strategy into account.
- Can professionally utilize research outcomes in the planning of marketing communication.
- Has mastery of the phases in creative planning and is able to make use of creative ideation methods to achieve results.
- Can select creative perspectives among various marketing communication forms, which are in line with the thinking and behavior of target groups
- Can assess the success of marketing communication actions with the aid of different metrics and tools.

**SAL001AS2AE CRM and ERP for Sales: 5 op****Learning objectives**

The student understands the role of enterprise resource planning (ERP) and customer relationship management (CRM) software in sales and business.

The student has command of key ERP and CRM concepts and makes use of basic business processes.

The student has command of the accumulated data in ERP and CRM software and how it helps in measuring and developing the success of sales and business.

The student can depict business processes using a process modelling program.

**Contents**

Completing order-to-cash, procure-to-pay and manufacturing business processing with ERP software

Entry & update of leads, opportunities, quotes, and orders in a CRM system

Sales pipeline and sales process in CRM

Depicting business processes with a process modelling tool

**Starting level and linkage with other courses**

The course is part of Sales and Account Management orientation (Haaga-Helia Bachelor of Business Administration).

It is recommended to study the "Entrepreneurship and Business Operations" and "Customer Experience and Sales" courses prior to "CRM and ERP for Sales" or otherwise acquire the knowledge provided in these courses. The course, however, can also be studied as an independent

entity.

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

The student understands the role of enterprise resource planning (ERP) and customer relationship management (CRM) software in sales.

The student can satisfactorily depict business processes.

**Grade 3**

The student has command of key ERP and CRM concepts and processes from sales view.

The student can use basic functionalities of ERP and CRM software.

The student can depict business processes using process modelling tool.

**Grade 5**

The student has command of key ERP and CRM concepts and processes in sales, sales management and business in general.

The student has command of the accumulated data in ERP and CRM software and how it helps in measuring and developing the success of sales and business.

The student has a solid grasp of software functionalities in sales.

**SAL004AS2AE B2B Sales Skills: 5 op****Learning objectives**

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

- describe the elements of a successful B2B-sales encounter and define the necessary skills to excel in B2B-sales
- construct a successful B2B-sales conversation in an omnichannel environment and offer solutions to customers emphasizing customer value
- define and identify different types of buyer personas and adjust sales approach accordingly
- comprehend the extend of a customer experience and its influence on sales
- is able to take into account ethics, sustainability and responsibility in B2B sales.

The course also offers the necessary skills and knowledge for participation in the Best Seller and European Sales Competition.

**Contents**

- Ever-evolving B2B-sales arena and B2B-sales roles
- B2B-sales strategies and skills
- Thought leadership in B2B-sales and customer value driven sales approach
- Understanding and valuing diversity in sales
- Structure of a customer-centric sales encounter (sales process) and sales tools
- Sales conversation skills in practice (role-plays)

**Starting level and linkage with other courses**

The course is part of International Sales and Marketing (Haaga-Helia Degree Program in International Business) as well as Sales and Account Management orientation (Haaga-Helia Bachelor of Business Administration).

It is recommended to study the "Customer Experience and Sales" prior to "B2B Sales Skills" or otherwise acquire the knowledge provided in the courses.

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

- You are able to describe and define the parts of a customer-centric sales conversation
- You are able to engage in a customer-centric sales conversation
- You are able to define best customer solutions based on customer value
- You are able to identify different type of customer personas and develop your own approach based on that of the customers'

**Grade 3**

- You are able to describe and define the parts of a customer-centric sales conversation with confidence
- You are able to execute a customer-centric sales conversation in an omnichannel environment
- You are able to define best customer solutions and justify this to a customer based on customer value
- You understand the extend of a customer experience and its impact on sales
- You are able to identify different type of customer personas and adjust your own approach based on that of the customers'

**Grade 5**

- You are able to describe and define the parts of a customer-centric sales conversation with confidence
- You are able to execute a customer-centric sales conversation in an omnichannel environment in a professional manner and possess the skills and knowledge required to enter a sales competition (Best Seller Competition / European Sales Competition)
- You are able to define best customer solutions and justify this to a customer based on customer value in credible manner
- You understand the extend of a customer experience and its impact on sales and are able to leverage this in sales
- You are able to identify different type of customer personas and adjust your own approach based on that of the customers' in a professional manner

**MAR001AS2AE Strategic Branding: 5 op****Learning objectives**

After completing the course, the student:

- can explain the key concepts of brand building.
- can justify the importance of a sustainable brand and marketing strategy for business, marketing and management.
- is able to identify the elements of and build a brand and marketing strategy, taking into account ethics, sustainability and responsibility.
- is able to apply theories of branding and marketing communications in practice in a digital environment.
- is able to analyze brands and use this knowledge to develop brand marketing.

**Contents**

- Brand Strategy: Customer-based Brand Equity as the Basis of Business, Brand Storytelling, Brand Identity and Positioning, Brand Value Chain
- Planning and Implementation of a Sustainable Brand Strategy

- Developing a Uniform Brand Experience in Various Channels, Integrated Marketing Communication

**Starting level and linkage with other courses**

Starting level: Customer Insights and Marketing as well as Customer Experience and Sales should be completed beforehand. This course is part of the Marketing and Communication specialization learning path for the Bachelor's Degree in Business.

**Assessment criteria****Grade 1****Assessment Criteria - Grade 1**

The student can explain the basic concepts related to brand and marketing strategy. S/he is able to name some of the goals of a brand strategy and understands the role of marketing as a competitive asset.

**Grade 3****Assessment Criteria - Grade 3**

The student is able to describe the key concepts and processes of brand and marketing strategy. S/he understands their role in the organization and the connection to business goals. The student is able to apply theory in practice and design brand marketing solutions that take ethics, sustainability and responsibility into account.

**Grade 5****Assessment Criteria - Grade 5**

The student masters the concepts and processes of brand and marketing strategy. S/he is able to evaluate and apply theory and various frameworks to achieve business goals. The student is able to build a brand and marketing strategy and use it to add value to the customer, taking into account ethics, sustainability and responsibility. S/he is able to analyze brands and evaluate the implementation of a customer-driven brand strategy in marketing. The student can communicate their solutions professionally.

**MAR002AS2AE Data-Driven Marketing: 5 op****Learning objectives**

After completing this course, the student:

- can explain the central concepts, practices and systems in data-driven marketing.
- can describe how visitor data drawn from digital channels (home pages, search engines and social media channels) can be analyzed and used for customer insights and decision making in marketing.
- can plan personalized marketing based on collected data as well as set objectives and metrics.
- will complete a certification in data-driven marketing.
- is able to take into account ethics, sustainability and responsibility in the handling of data.

**Contents**

- The importance and use of data in the development of marketing, including marketing research
- How the use of data drives marketing nowadays
- Artificial Intelligence, automation and robotics as part of marketing
- The fundamentals of data-driven marketing

**Starting level and linkage with other courses**

Starting level: Customer Insights and Marketing as well as Customer Experience and Sales should be completed beforehand. This course is part of the Marketing and Communication specialization

learning path for the Bachelor's Degree in Business.

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

The student can define the basic concepts and tools used in data-driven marketing. With assistance, the student can find the necessary information and analyze data as the starting point in marketing.

**Grade 3**

The student can define the tools used in data-driven marketing as well as interpret the collected data. The student can find the necessary information and both analyze and make use of data as the starting point in marketing. The student understands the importance of measuring data and tracking for both customer insights and marketing.

**Grade 5**

The student can define data-driven marketing and its special features with mastery. The student is able to competently find essential information, and s/he can independently analyze and make use of data in marketing. S/he can select the appropriate metrics and make suggestions for improvement. The student can professionally communicate solutions.

**SER020AS2AE Service Design and Co-Innovation: 5 op****Learning objectives**

- The student can explain the concepts of service design and its processes.
- S/he can apply customer insights in the development of a new product through co-innovation.
- The student can also analyze current service products to make suggestions for improvements.
- The student will get an understanding of services from an international perspective.
- The student will take into account ethics, sustainability and responsibility in the design of services.

**Contents**

- Service Design Thinking and Customer-Centric Approach
- Service Design Concepts, Tools and Processes
- Services Marketing
- Gathering Customer Insights and Co-Innovation for New Product Development

**Starting level and linkage with other courses**

Opintojakso sijaitsee tradenomitutkinnon Palveluliiketoiminnan suuntautumisessa

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

After completing the course, the student:

The student knows the basic concepts related to service design and co-innovation methods. S/he is able to name some of the goals of service design processes and understands the role of service design and co-innovation as a competitive asset.

**Grade 3**

After completing the course, the student:

The student is able to describe the key concepts and processes of service design and co-innovation. S/he understands their role in the organization and the connection to business goals. The student is

able to apply theory in practice and design service solutions that take ethics, sustainability and responsibility into account.

**Grade 5**

After completing the course, the student:

The student masters the concepts and processes of service design and co-innovation. S/he is able to evaluate and apply theory and various frameworks to achieve business goals. The student is able to build a service process and use it to add value to the customer, taking into account ethics, sustainability and responsibility. S/he is able to analyze services and evaluate the implementation of a customer-driven service strategy in marketing. The student can communicate their solutions professionally.

**INTSCM Supply Chain Management: 30 op****COR007AS2AE Principles of Logistics and Supply Chain Management: 5 op****Learning objectives**

A student who has completed this course or has acquired equivalent skills is able to:

- define basic concepts of international logistics and supply chain management
- understand the competitive advantages of logistics and supply chain
- know logistical activities: purchasing, storage, transport and reverse logistics
- master benefits and risks of outsourcing logistics services in an international environment
- consider trade-off between logistics costs and customer service
- apply sustainability requirements in the supply chain

A student who has completed this course or has acquired equivalent skills is able to:

- master basic concepts and terms of logistics and reverse logistics and supply chain management.
- understand the competitive advantages, cost impacts and sustainability requirements of logistics and supply chain.
- consider benefits and risks of operating in an international environment.

After completing the course;

- You can recognize competitive advantage of supply chain management and critically assess elements of sustainable supply chain and reverse logistics
- You can plan logistics functions internationally considering customer service, costs and environmental friendliness
- You can assess risks and opportunities of outsourcing and logistics service providers and their services

**Contents**

- Elements of global supply chain and concept of sustainable supply chain
- Features and challenges of international logistics, purchasing process and reverse logistics

- Competitive advantages of logistics
- Logistics service providers and logistics services
- Role and risks of outsourcing

**Starting level and linkage with other courses**

- Basic business related courses completed.

**Further information**

Soile Kallinen

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

To some extent, the student knows some key concepts as well as logistics and understands something about the importance of the supply chain for business operations.

**Grade 3**

The student is fairly familiar with key concepts and logistics and understands the importance of the supply chain for business operations.

**Grade 5**

The student is very familiar with key concepts and logistics and comprehensively understands the importance of the supply chain for business operations.

The student is able to identify problems and create development ideas.

**Approved/ Failed**

Individual assignments, scale 1-5

Team assignments, scale 1-5

**COR011AS2AE International Trade and Business Law: 5 op****Learning objectives**

A student who has completed this course or has acquired equivalent skills is able to:

- identify the international transactions and trade practicalities both from exporter's (seller) and importer's (buyer) perspective
- recognise the risks related to international trade and how to manage them.
- will be confident in doing international business in practice
- understand the legal framework of international business and will be able to do business in the international legal context.
- take into account ethical, responsible and sustainable (ERS) values and long-term profit.

**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.

All cases and exercises are related to export/import.

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

Students:

- know risks related to international contracts
- know the key concepts of international business practicalities and business law
- can build a sale contract but with assistance

**Grade 3**

Students:

- know risks related to international contracts
- know the key concepts of international business practicalities and business law
- can build a sale contract almost without assistance

**Grade 5**

Students:

- know risks related to international contracts
- know the key concepts of international business practicalities and business law
- can build a sale contract independently
- can build breaches with clauses to guarantee success in international trade

**COR001AS2AE Quality Management: 5 op****Learning objectives**

Students who have completed this course or acquired similar skills will be able to:

- understand the role of quality management in proving competitive advantage to a supply chain in sustainable way.
- can describe the different costs of quality and take continuous improvement actions in the global supply chain operations
- can master some tools of total quality management
- knows auditing process

**Contents**

- . different perspectives on quality
- service and product quality
- quality standards and audit process

Quality as a strategy

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

**Starting level and linkage with other courses**

Prerequisite: Principles of Logistics and Supply Chain Management COR004AS2AE

**Further information**

Learning is done through individual and group assignments.

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

Students:

- knows the key concepts and terms used in quality management field.
- identifies the role of quality in international perspective
- can notice some developing topics but with assistance

**Grade 3**

Students:

- knows the key concepts and terms used in quality management field.
- identifies the role of quality in international perspective
- can notice some developing topics without assistance
- can use tools independently but needs some assistance to select a tool

**Grade 5**

Students:

- knows the key concepts and terms used in quality management field.
- identifies the role of quality in international perspective
- can evaluate some developing topics without assistance
- can prioritize and critically select tools and methods to improve quality aspect in business field.

**COR003AS2AE Principles of Procurement: 5 op****Learning objectives**

Upon successful completion of the course:

- the student has used ERP-system(s) for procurement and understands what the Purchasing Process is and what variations companies typically use about it
- the student has investigated and understands to which other business processes purchasing is interconnected (sales, manufacturing, warehouse and inventory management, enterprise asset management, financial management in particular)
- the student has explored and understands the different purchasing organization setups and their implications (centralized, decentralized, hybrid)
- the student has used ERP-system(s) to the extent that she/he understands how ERP systems facilitate purchasing and has learned to use some of these capabilities (such as material requirements planning, demand management, advanced planning for lean manufacturing etc.)
- the student is able to figure out some main trends, current and future, in purchasing, such as new scalable business models (C-to-C, C-to-B), traceability (tracking origin of materials), business networks such as Ariba
- the student learned to use SAP for purchasing and interrelated business processes

**Contents**

- theoretical framework for purchasing
- using SAP or comparable ERP solution capabilities for purchasing
- purchasing reporting and analyses

**Assessment criteria**

**Grade 1**

Students:

- knows a procurement process in a global business environment
- can create easy task in SAP ERP environment

**Grade 3**

Students:

- knows a procurement process in a global business environment
- can create easy task in SAP ERP environment
- can run reports

**Grade 5**

Students:

- knows a procurement process in a global business environment
- can create easy task in SAP ERP environment
- can run reports and analyse these reports independently

**COR008AS2AE Circular Economy and Supply Chain Management: 5 op****Learning objectives**

A student who has completed this course or has acquired equivalent skills is able to:

- know the circular economy's linkages to supply chain management
- identify feasible, ethical and resource efficient circular economy solutions
- recognize principles of collecting, recycling, purchasing circular materials and further processing of materials (sustainable manufacturing)
- assess various environmental impacts of circular economy and monitoring performance and environmental impacts with use of metrics of circular economy
- know principles of ISO 14001 environmental management system and new ISO Circular economy standard
- assess various greenhouse gas emissions of transportation modes

**Contents**

- Importance of supply chain management in circular economy
- Processes from collection, recycling, circular sourcing, manufacturing
- Greenhouse gases of various transportation modes
- Metrics related circular economy
- Principles of ISO 14001 and ISO Circular economy standard

**Starting level and linkage with other courses**

- Basic business related courses completed

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

- Is familiar with some supply chain processes for circular economy
- Is aware of some metrics for circular economy for monitoring performance
- Needs some help from others during team work

**Grade 3**

- Develops some supply chain processes for circular economy

- Is able to select some metrics for circular economy for monitoring performance
- Contributes well to team work

**Grade 5**

- Develops supply chain processes for circular economy in a holistic way
- Selects critically relevant metrics for circular economy for monitoring performance
- Facilitates team members during team work

**Approved/ Failed**

- Individual assignments, scale 1-5
- Team work. scale 1-5

**COR003AS3AE Sourcing and Supplier Relationship: 5 op****Learning objectives**

Students who have completed this course or acquired similar skills will be able to:

- understand the various roles of purchasing and supply management in achieving strategic success.
- know the strategic importance of supplier development to add value to international business partnerships.
- can choose and apply appropriate sourcing strategies to different commodities, services and suppliers taking account ethical and sustainable aspects.
- 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 a tool for SRM
- supplier selection

**Further information**

Learning is done through individual and group assignments.

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

Students:

- knows the key concepts in sourcing and supplier relationship scope.
- knows a key tools in general view and demonstrates some ability to perform skills and basic knowledge with an assistance

**Grade 3**

Students:

- knows the key concepts in sourcing and supplier relationship scope.
- explains the theories and models function in a field of global business environment in some extend
- knows a key tools in general view and demonstrates some ability to perform skills and basic knowledge without assistance

**Grade 5**

Students:

- knows the key concepts in sourcing and supplier relationship scope.
- explains the theories and models function in a field of global business environment

-knows a key tools and demonstrates good ability to perform skills and basic knowledge without assistance

## **INTPROFCOMPL Complementary Professional Competencies: 40 op**

### **Learning objectives**

The student can choose studies that deepen their own expertise. Courses can be chosen from their own degree or other degrees in Haaga-Helia. The student may choose one or several minor packages, additional major studies or individual courses from the common course offering.

The student can choose maximum 15 ECTS of level 4 Complementary Professional Competence courses. Level 4 studies include Haaga-Helia's studies marked as level 4 or studies from other than Haaga-Helia's fields of education.

Discuss level 4 studies with your guidance counselor.

## **INTFINACC Finance and Accounting: 40 op**

## **ECO007AS2AE Business Simulation: 5 op**

### **Learning objectives**

During the course students will simulate a copy machine company in which they have the full responsibility as board members. Teams have to take both operative and strategic decisions for every period based on the provided business information and its' analysis. Teams are expected to be able to justify their strategies and decisions fact based.

Developing marketing strategies and implementing them, building a financial strategy and braking it down to day to day operations as well as using management accounting tools like product costing will be your daily business. Managing and motivating your workforce at an efficient level and keeping the production capacities in mind will complement your managerial tasks. The combination and alignment of those individual functional strategies to an overarching corporate strategy under time pressure will be your masterpiece. Your shareholders expect rising share prices and want to be updated on development after every period.

### **Contents**

In TOPSIM -business simulation teams must take decisions on several fields:

- Corporate objectives and strategies
- Sales: Competition analysis, marketing mix, product life cycles, product re-launches, new product launches, entering a new market, costing of special transactions, contribution margin accounting and market research reports as a basis of information for marketing decisions
- R&D: Technology, ecology, value analysis
- Procurement/ warehousing: Optimum order quantity
- Manufacturing: Investment, disinvestment, in-house production or external procurement, capacity planning, ecological production, rationalisation, learning curve
- HR: HR planning, qualification, productivity, absences, fluctuation
- Finance and accounting: Cost type, cost centre, cost object accounting, gradual contribution margin accounting, financial planning, balance sheet recognition and income statement, cash flow, share price and company value, portfolio

### **Further information**

IN ENGLISH

Introduction:

<https://cloud.topsim.com/index.php?id=10&L=1>

## **ECO006AS3AE Management Reporting, BI: 5 op**

### **Learning objectives**

The course introduces student to business data management using modern business intelligence reporting tools. Student builds understanding of databases and metadata in business analytics. The learning objective of the course is to build skills that enable producing business intelligence reports and key performance indicators.

After completing the course, student understands the building blocks of financial reporting and can use reporting applications. Student learn how to modify and build reporting solutions independently in order to support business managers.

### **Contents**

- Excel in BI reporting
- Basics of the SQL language
- Databases in BI reporting
- Use of a modern BI-tools in financial reporting

### **Assessment criteria**

#### **Grade 1**

At the level of competence, the student:

- Knows the connections between operational systems of financial reporting
- Able to maintain and modify operational reports
- Knows the concept of metadata and database structure

#### **Grade 3**

At the level of competence, the student:

- Can build a reporting environment under supervision
- Knows readiness for developing business intelligence reporting
- Can create database connections to different financial applications for reporting purposes
- Can interpret key performance indicator presented in dashboards

#### **Grade 5**

At the level of competence, the student:

- Can act internal consultant in business reporting projects
- Can build a reporting environment independently
- Knows the how to enhance BI-reporting skills independently
- Can build key performance indicator dashboards

## **ECO016AS3AE Corporate Finance and Investment: 5 op**

### **Learning objectives**

You recognize and understand the effects of risk and return for an enterprise. You understand the role of finance function of a company and you can make financial decisions related to working capital

management, capital structure, financial instrument and corporate valuation. You can show detailed understanding of the decisions of financial management. You understand corporate control issues in different corporate funding situations. You can evaluate capital investment proposals of a company.

**Contents**

Basic concepts of financial decision making and financial planning

Corporate financing sources

Time value of money

Equity and debt finance

Capital investment decisions

Cost of capital and capital structure

Principles of corporate valuation

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

Knowledge

You know the key concepts within the course 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 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 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.

**ECO017AS3AE International Accounting - IFRS I: 5 op****Learning objectives**

In this course you will learn the basics of IFRS - International Financial Reporting Standards, which is the way how publicly listed companies prepare their group financial statements in over 120 countries. Additionally, we will study how to apply in practise the most important standards which usually differ with local accounting legislation.

**Contents**

Planned implementation schedule, changes possible.

Week 1: Brief into to IFRS. Framework and concepts. FAS IFRS similarities and differences.

Week 2: IAS 1 Presentation of IFRS financial statements

Week 3: IFRS 15 Revenue recognition

Week 4: IFRS 16 Leasing

Week 5: IAS 36 Impairment testing

Week 6: IFRS 9 Financial instruments

Week 7: IAS 37 Provisions

Week 8: Moodle exam at set time. You need a web-camera to participate the exam. Otherwise you can take the electronic examination in Exam rooms.

**Starting level and linkage with other courses**

In order to take this course, you need to have prior knowledge on preparing financial statements, for ex you should have taken courses ECO005AS2AE Financial Statements and Corporate Tax or ECO005AS2A Tilinpäätös ja yritysverotus or have similar knowledge.

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

Knows the basics of IFRS standards and is able to independently find some information about them.  
Is able to apply the standards in some real life business cases.

**Grade 3**

Knows the basics of IFRS standards and is able to independently find more information about them.  
Is able to apply the standards in typical real life business cases.

**Grade 5**

Knows the basics of IFRS standards and is able to independently find more information about them.  
Is able to apply IFRS standards in typical real life business cases and argument possible solutions with standards.

**Approved/ Failed**

Exam 70%

Assignments and homework 30%

**ECO020AS3AE International Economics: 5 op****Learning objectives**

Students develop their knowledge of International Economics.

**Contents**

Classic and modern trade theories

Trade policy



Foreign exchange markets  
Exchange rate determination  
Exchange rate regimes  
Economic integration

**Starting level and linkage with other courses**

The student has successfully completed Principles of Economics (Yritykset, kuluttajat ja yhteiskunta), or equivalent.

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

- knows some of the basic concepts of international economics
- knows some of the economic mechanisms in the international economic sphere
- in a team, is capable of analyzing some of the effects of the international economy on the firm
- understands news related to international economics
- knows where to look for information

**Grade 3**

- knows how economics is related to international economics
- knows core concepts of both international trade and international finance
- can independently analyze effects of international trade and international finance on the firm
- feels comfortable when working in a team
- in a team, can make suggestions for preventive measures

**Grade 5**

- has a very good understanding of the potential effects of international trade and international finance on the firm
- has a very good understanding of different models used in international economics
- can independently analyze potential opportunities in the international environment for the firm

**INTLANGCOM Languages and Communication: 40 op****INT001AS2AE Exchange Students as Course Assistants: 2 op****INT002AS2AE Intercultural Training: 3 op****FIN006AS2AE How to Understand Spoken Finnish?: 5 op****Learning objectives**

After successfully completing the course, the student

- knows the main differences between the written Finnish and spoken Finnish used in Helsinki region.
- understands more Finnish in conversations outside of the classroom
- has courage to begin and maintain the conversation in Finnish

**Contents****Contents MODULE 1**

- Topics: me and my family, in cafeteria
- Spoken Finnish grammar and vocabulary: personal pronouns, allegro speech

forms for the verb olla, numbers, possessive structure (Mulla on...)

#### Contents MODULE 2

- Topics: writing a message, going to movies, plans for weekend
- Spoken Finnish grammar and vocabulary: conjugating the verbs in WE-form (Me puhutaan), demonstrative pronouns, allegro speech forms for the verbs mennä, tulla, lähteä

#### Contents MODULE 3

Topics: one's opinion, free time and hobbies, housing  
Spoken Finnish grammar and vocabulary: some additional verb forms, possessive structure (Mun täytyy...), the ARI-words (makkari, synttärit, kuohari)

#### Contents MODULE 4

Topics: traveling (asking the way, buying tickets, telling about one's trip)  
Spoken Finnish grammar and vocabulary: perfect tense, some loan words

#### Contents MODULE 5

Topics: health and sickness, booking an appointment on phone, telling about one's past  
Spoken Finnish grammar and vocabulary: past tense verb forms (active and passive voice), MA-infinitive (Mä meen nukkuun.)

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

This course is aimed at non-native Finnish speakers with at least 15 credits of Finnish language studies with good grades in UAS or university.

#### **Further information**

This online course provides you with only the Helsinki region spoken Finnish, not all the dialects in Finland.

#### **Assessment criteria**

##### **Grade 1**

(Min. 40% competence level)

Developmental competence

Knowledge: Your knowledge of the spoken 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**

(Min. 70% competence level)

Functionally proficient

Knowledge: Your knowledge of the spoken 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**

(Min. 90% competence level)

**Mastery**

**Knowledge:** Your knowledge of the spoken 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.

**Competence:** In view of the projected learning outcomes, you have detailed and explicit knowledge in the spoken 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.

#### **Approved/ Failed**

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

## **FIN012AS2A Tastings of the Finnish Culture: 5 op**

### **Learning objectives**

Tämän opintojakson suorittanut opiskelija osaa

- analysoida ja esitellä suomalaista kulttuuria ja sen kuvaamaan suomalaista elämäntapaa
- reflektoida omia mieltymyksiään ja suhtautumistaan kulttuuriin
- kertoa suomalaisesta kulttuurista
- etsiä itselleen sopivia kulttuurielämyksiä

Tutustut suomalaisen suomalaiseen kulttuuriin itsenäisesti ja suoritat kurssin eri osiot haluamassasi järjestyksessä.

### **Contents**

Opiskelija tutustuu suomalaiseen kulttuuritarjontaan itsenäisesti ja suorittaa eri osiot ohjeiden mukaisesti.

**Osiot**

1. Suomalainen nykykirjallisuus: kahden suomalaisen romaanin lukeminen ja tenttiminen.
2. Suomalaisen esittävä taide: teatteriesityksen tai elokuvan katselu ja analysointi.
3. Suomalainen historia ja nykypäivä: käynti museossa ja siitä kertominen.

4. Oppimispäiväkirja: kokemusten reflektointi.

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

Tämä opintojakso on vapaavalintainen ja sopii kaikille opiskelijoille, joiden suomen kielen taito on vähintään B2. Myös äidinkieleltään suomalaiset opiskelijat voivat suorittaa kurssin.

### **Assessment criteria**

#### **Grade 1**

Opiskelija

- osaa kertoa lukemistaan kirjoista ja kuvailla niitä jonkin verran
- osaa kertoa näkemästään esityksestä tai elokuvasta
- osaa kertoa museokäynnistään
- osaa havainnoida kulttuurikokemuksiaan ja kuvailla suhtautumistaan niihin jonkin verran.

#### **Grade 3**

Opiskelija

- osaa kertoa lukemistaan kirjoista sekä niiden piirteitä sekä kuvailla ja analysoida niitä jonkin verran
- osaa kertoa näkemästään esityksestä tai elokuvasta, analysoida ja kuvailla sitä sekä nimetä joitakin olennaisia asioita
- osaa kertoa museokäynnistään sekä analysoida näkemiään asioita jonkin verran
- osaa havainnoida kulttuurikokemuksiaan sekä kuvailla ja reflektoida suhtautumistaan niihin jonkin verran.

#### **Grade 5**

Opiskelija

- osaa kertoa lukemistaan kirjoista sekä analysoida niiden piirteitä monipuolisesti ja relevantisti
- osaa kertoa näkemästään esityksestä tai elokuvasta, analysoida ja kuvailla sitä monipuolisesti sekä nimetä olennaisia asioita
- osaa kertoa museokäynnistään sekä analysoida näkemiään asioita sujuvasti ja relevantisti
- osaa havainnoida kulttuurikokemuksiaan sekä kuvailla ja reflektoida suhtautumistaan niihin monipuolisesti.

## **INTIHRL HR and Leadership: 40 op**

### **HRL005AS2AE Leading People and Teams: 5 op**

#### **Learning objectives**

You know key leadership theories and models and are able analyze situations through them. You are able assess your own leadership and pinpoint areas needing development. You will develop your coaching skills by acting as a coach and a coachee during the course. You have developed an understanding of challenging work place situations through discussion and stories.

#### **Contents**

Contents

- leadership theories and models
- leadership skills
- challenging workplace situations
- coaching in leadership

**INTMAR Marketing and Communication: 40 op****MAR003AS3AE Marketing Analytics and SEO: 5 op****INTSERV Service Business: 40 op****SER023AS2AE Work Based Project: Nordic Business Forum: 3 op****Learning objectives**

Nordic Business Forum is an international, annual, large-scale business seminar organised at Helsinki Expo & Congress Centre on September 27-28, 2023: <https://www.nbforum.com/nbf2023/>

Students can contribute to organising this seminar as part of their studies / Work Based Project course (3 ECTS) by joining the event's customer service team.

After having participated in this Work Based Project course, the student will be able to:

- contribute to the customer experience of a large-scale international event through various customer service functions
- demonstrate skills to create an excellent and unique customer experience as part of a team.
- comprehend the elements and rules of teamwork as well as team building practices.
- perform customer service in English

**Contents**

The project consists of face-to-face interviews held in English, three four-hour tailored training sessions; joint sessions & dedicated training for specific task(s) before the event, onsite rehearsal before the event, participating the actual two day event in various roles (customer service functions include e.g. Check-in, Cloakroom, Roaming Customer Service, Seminar Hall, First Class Services & First Class Shuttle and Speaker Services) and wrap-up and feedback session after the event.

**SER025AS2AE Work Based Project: Nordic Business Forum Team Leader: 15 op****INTENT Entrepreneurship: 40 op****ENT001AS2AE From Idea to Innovation: 5 op****Learning objectives**

A student who has completed this course or acquired similar skills:

- Understands the importance of the company's strategic choices in business planning
- Can develop an idea into a business using the most common tools of design thinking.
- Understands the importance of the Balanced Score Card tool in implementing the strategy.

**Contents**

- Strategic choices of the company
- Value Proposition Canvas
- Business Model Canvas

**Starting level and linkage with other courses**

Key competence: Entrepreneurship and business course or similar skills.

Suitable for combining with other entrepreneurship studies, but also suitable for anyone interested in

entrepreneurship, regardless of the studies.

**Further information**

StartUp School serves as the learning environment for the course.

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

The student knows the models and methods to develop the idea.

The student recognizes the means for implementing the strategy.

The student knows the basic elements of productization and commercialization.

The student identifies potential customer profiles.

**Grade 3**

In addition to the above, the student knows how to use development models and methods of the idea, create a business model from an idea, segment customers accordingly and identify customer potential.

**Grade 5**

In addition to the above, the student can customer-oriented and systematically develop idea and business model, productize the idea and make a further development plan for the idea and business model.

**ENT005AS2AE Forms of Entrepreneurship: 5 op****Learning objectives**

The student is able to identify different forms of entrepreneurship, such as family, chain, expert, team, etc.

The student is able to observe the development and change in forms of entrepreneurship

The student is able to describe forms of entrepreneurship based on the knowledge base

The student is able to contribute competently to a debate on forms of entrepreneurship

The student is able to evaluate entrepreneurship in a variety of ways in order to develop one's own or existing entrepreneurship

**Contents**

- Family business
- Chain entrepreneurship
- Cooperative entrepreneurship
- Specialist entrepreneurship
- Team entrepreneurship
- Immigrant entrepreneurship
- Other forms of entrepreneurship
- Personal reflection on entrepreneurship

- Pondering and reflecting what entrepreneurship means to the student. Is entrepreneurship sustainable?

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

The student identifies the specific features of different forms of entrepreneurship and has familiarised himself/herself with one of the forms of entrepreneurship in more detail using the knowledge base.

The student will identify the practices and opportunities associated with the different forms of entrepreneurship and understand the concepts and debates related to them.

**Grade 3**

In addition to the above, the student has been familiarized with several different forms of entrepreneurship through the knowledge base. He or she will be able to contribute to business development, taking into account the specificities of the different forms of entrepreneurship.

**Grade 5**

The student understands the practices, processes, and opportunities associated with different forms of entrepreneurship and is able to take them into account in business development. In addition, the student will have a thorough understanding of several forms of entrepreneurship through the knowledge base as part of his/her own entrepreneurship.

**ENT008AS2AE Entrepreneur's Networks and Arenas: 5 op****Learning objectives**

The student is able to identify his or her own entrepreneurial support networks both locally and internationally

The student is able to work in different entrepreneurship arenas

The student is able to use their networks in entrepreneurship and business planning.

The student is able to reflect, in cooperation with the group and experts, on the skills challenges of entrepreneurship and ways to overcome them

The student is able to collaborate in the implementation of an entrepreneurship event.

**Contents**

- The importance of networks in business
- Important forums for entrepreneurs in practice
- The challenges of an entrepreneur's stakeholder contacts
- Entrepreneur's finances, insurance and social security
- Entrepreneur's personal branding and visibility

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

The student will recognize how entrepreneurs access additional information, services, and assistance for business planning, operations, and development. The student will be able to find and use contacts, services, and sources of information necessary for entrepreneurship.

**Grade 3**

The student will have knowledge of the challenges of entrepreneurship and how entrepreneurs can obtain additional information, services, and assistance to plan, run and develop their businesses. The student will be able to find, evaluate and use a variety of contacts, services, and sources of information necessary for entrepreneurship.

**Grade 5**

The student will have knowledge about the challenges of entrepreneurship and how entrepreneurs can get more information, and services and help to plan, operate and develop their businesses. The student is able to search, evaluate and use different contacts, services, and sources of information necessary for entrepreneurship. The student will also be able to establish and maintain contacts with

entrepreneurs and experts. The student is competent in networking and cooperation and understands the impact of culture on the rules of the game, and is able to use networks and forums in his/her own activities.

## **ENT020AS2AE SuS Coaching: 5 op**

### **Learning objectives**

At the beginning of the course, you will define the learning outcomes together with your coach. These can be:

- improving your entrepreneurial competence
- advancing the business idea using relevant tools and approaches
- identifying relevant stakeholders and create implement plan
- evaluating your business idea to feasible business or improving your existing business and deciding the next steps writing and clarifying your business plan.

### **Contents**

You will agree your individual targets and content of this course together with your coach.

### **Further information**

The scope of the course is 1-5 credits. You can choose the extent of the implementation.

Completing one credit always means one meeting with the coach, completing the tasks assigned by the coach, writing a learning diary and reflecting on your learning in the process.

Apply for the course by filling in the following Webropol form:

<https://link.webropolsurveys.com/S/49D79ED92E37AF0C>

Once you have submitted the form, we will add you to the course in Peppi and Moodle and will be in contact with you.

## **ENT021AS2AE European Entrepreneurship Project: 5 op**

### **Learning objectives**

Student is able to apply creative and critical problem-solving skills when developing entrepreneurial ideas (new products, services) in a European context.

Student is able to create, describe and evaluate a value proposition.

Student is able to communicate and justify the value proposition to a variety of stakeholder groups.

Student is able to develop intercultural understanding, cooperation, negotiation and conflict management skills.

Student is able to demonstrate his/her ability to manage time under pressure and tolerate uncertainty inherent in intercultural teamwork.

### **Contents**

Entrepreneurial idea identification and assessment.

Sustainability in entrepreneurship

Value proposition

Business model

Pitching

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



No previous experience in any field is required

## **INTCORPLAN Corporate Planning: 40 op**

## **COR012AS2AE Green Packaging: 5 op**

### **Learning objectives**

- Student understands the role and functions of packaging
- Student gets familiar with various packaging materials and alternative materials replacing plastics packages
- Student is able to assess reusable, recyclable and compostable packages
- Student has tools for designing packages
- Student is able consider labels and claims in packaging how to involve end users for proper use and return of packages
- Student knows legal issues related to packages
- Student recognises the responsibility of producers and importers to collect packages back to circulation (duties of extended producer responsibility)

## **INTANA Analytics and Development: 40 op**

## **INTMINPACKAGE Minor Package: 30 op**

### **Learning objectives**

The student may choose one or several minor packages (15 ECTS) in the field of their own or other Haaga-Helia degrees.

Minor packages are presented in the [Study Guide](#).

## **INTWPLA Work Placement: 30 op**

### **Learning objectives**

The total scope of the work placement is 30 ECTS. Work placement consists of basic and specialisation work placement as defined by the degree.

## **PLA001HH1AE Basic Work Placement: 15 op**

### **Learning objectives**

After the work placement, students are able to

- identify and evaluate their own professional strengths and areas for development from the perspective of practical tasks at work
- act according to the rules of the work community
- evaluate the activities of the organisation and make specifically justified development proposals
- develop and update skills required at work as well as study and career plans

### **Contents**

Work placement can be completed in a suitable Finnish or international company, public entity or other suitable organisation, such as various associations or non-profit organisations. The student

can also work as an entrepreneur in his/her own company. Work placement can also be completed abroad.

**Starting level and linkage with other courses**

No prerequisites

**PLA001HH2AE Professional Work Placement: 15 op****Learning objectives**

After the work placement, students are able to

- identify and evaluate their own professional strengths and areas for development from the perspective of expertise in their field
- act in accordance with the rules of the work community
- evaluate the activities of the organisation and, if necessary, make justified development proposals
- continuously develop and update skills required at work as well as study and career plans

**Contents**

Work placement can be completed in a suitable Finnish or international company, public entity or other suitable organisation, such as various associations or non-profit organisations. The student can also work as an entrepreneur in his/her own company. Work placement can also be completed abroad.

**Starting level and linkage with other courses**

Professional studies or equivalent competences.

**INTTHESIS Thesis: 15 op****Learning objectives**

The thesis is carried out according to the Haaga-Helia guidelines.

**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