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

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Degree Programme in International Business

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[Study Services](#).

International Business, Daytime, Mondragón

Code	Name	Sum
INTBBA22MON	**International Business, Daytime, Mondragón**	**210**
INTKEYSH-1001	Key Competencies	95
INTBRUSHUPH-1001	**Brush up Studies**	**0-6**
SWE002HH1AE	Brush up Swedish	3
CO00BA16	Svenska i arbetslivet	3
ANA000HH1AE	Mathematics Placement Test	0
ANA002HH1AE	Brush up Business Mathematics	3
INTHHKEYSH-1001	**Haaga-Helia Key Competencies**	**40**
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
INTDEGREEH-1001	**Key Competencies in Business Administration Studies**	**30**
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
INTLANGUAGESH-1001	**Key Language Competencies**	**20**
FRE001AS2AE	French 1	5
GER001AS2AE	German 1	5
INTPROF-1002	Professional Competencies	70
INTMAJORH-1001	**Major Studies**	**30-60**
INTPROFCOMPLH-1001	**Complementary Professional Competencies**	**0-40**
SLF8LF101	Project of Life 1	1
INTMINPACKAGEH-1001	**Minor Package**	**0-30**
INTWPLA-1002	Work Placement	30
PLA001HH1AE	**Basic Work Placement**	**0-15**
PLA001HH2AE	**Professional Work Placement**	**0-15**
INTTHESIS-1002	Thesis	15
THE7HH801	**Thesis Phase 1**	**0-5**
THE7HH802	**Thesis Phase 2**	**0-5**

| THE7HH803 | Thesis Phase 3 | 0-5 |
| THE7HH804 | Maturity Test | 0 |

INTBBA22MON International Business, Daytime, Mondragón: 210 op

INTKEYSH-1001 Key Competencies: 95 op

INTBRUSHUPH-1001 Brush up Studies: 6 op

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

SWE002HH1AE Brush up Swedish: 3 op

Learning objectives
After successful completion the student is able to

- make use of general vocabulary

- express themself 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

CO00BA16 Swedish for Professional Purposes: 3 op

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.

INTHHKEYSH-1001 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
Prerequiste 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
Entrepreneuship 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.

INTDEGREEH-1001 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 asess 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 prerequistions

Further information
RPL - recognizition 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 Comeptences.

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

INTLANGUAGESH-1001 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.

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.

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.

INTPROF-1002 Professional Competencies: 70 op

INTMAJORH-1001 Major Studies: 60 op

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

INTPROFCOMPLH-1001 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.

SLF8LF101 Project of Life 1: 1 op

INTMINPACKAGEH-1001 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-1002 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-1002 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