

# Advertising

Code: MAR8PO006

Scope: 6 ECTS

Timing: 3rd, 5th, 7th semester

Language: English

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: Free-choice

## Starting level and linkage with other courses

No prerequisites.

## Learning objectives and assessment

### Grade 1

The student has a limited understanding of advertising theory and tools. The student follows assignments and classroom activities with difficulty and under supervision. The student lacks sufficient skills in advertising. The student is able to apply the knowledge and skills in advertising at a minimal level of creativity.

### Grade 3

The student has an adequate understanding of advertising theory and tools. The student performs well in assignments and classroom activities within a team and independently. The student demonstrates satisfactory skills in advertising. The student performs well in assignments and classroom activities within a team and independently. The student demonstrates satisfactory skills in advertising. The student is able to apply the knowledge and skills in advertising at a standard level of creativity.

### Grade 5

The student accomplishes assignments and classroom activities with initiative and leadership. The student demonstrates strong skills in advertising. The student is able to apply the knowledge and skills in advertising at an advance of creativity.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

## Working life connections

Possible projects and guest lecturers

## Internationality

Possible international projects, partners and guest lecturers

## **Contents**

- Advertising and psychology
- Advertising and communication
- Advertising and creativity
- Campaign development and message strategy
- Advertising and ethics: Socially responsible marketing communication
- The future of advertising: threats and trends
- Planning, designing and creating print ads with Photoshop and InDesign
- Planning, designing and creating radio ads with Audacity
- Creating invitations, business cards, ads, corporate promo pieces with Illustrator

## **Learning methods**

Inquiry learning, lectures, guest lectures, workshops, presentation sessions

Contact hours 28 h

Independent studies (reading, project work, assignments) 52 h

Self-assessment of learning 1h (completed online in WinhaOpaali)

## **Assessment**

Active participation

Course assignments (must be submitted on time)

## **Course teachers**

Leena Aitto-oja, Porvoo

Jörgen Wollsten, Porvoo

## **Learning materials**

Wells, W., Moriarty, S., Burnett, J. Advertising: principles & practice

Sissors, Jack Z. and Baron, Roger B. Advertising media planning

Rossiter, John R. and Percy, Larry. Advertising communications & promotion management

Sutherland, Max and Sylvester, Alice K. Advertising and the mind of the consumer: what works, what doesn't, and why

Donald E. Parente. Advertising campaign strategy: a guide to marketing communication plans

Radio advertising: the authoritative handbook / Robert Schulberg.

Photoshop 5 expert (or other versions)

# Airport Management

Code: AIR8PO801

Scope: 5 ECTS

Timing: Summer Semester

Language: English

Curriculum: Master in Aviation and Tourism Business/Bachelor in Aviation

Course level: Elective Advanced Professional Studies

Course type: Elective

## Starting level and linkage with other courses

The course is part of Elective Advanced Professional Studies in Aviation and Tourism Business

## Learning objectives and assessment

### *Competence level 1-2*

- The student can identify main concepts in airport management, planning and operations
- The student can identify, list and combine basic structures and business models in airport management, airline management and other airport-related organizations (e.g. ground handlers, airport facility management companies, etc.)
- With some help, the student is able to collect and analyse general airport research findings from both academic (e.g. ATRS, etc.) and industry (e.g. ACI, IATA, etc.) researches

### *Competence level 3-4*

- The student can describe information on the current airport operational and legislative environment and link it into different airport elements and respective theories
- The student can apply to some extent different airport managerial, operational and planning frameworks and theories at both practical and strategic level
- The student can evaluate and discuss various airport business models (including private and publicly own models of airport operators)

### *Competence level 5*

- The student is able to gain and analyse information on the current airport managerial, planning and operational environment, including state-of-the-art concepts, new technology, as well as new and anticipated legislation
- The student is able to collect and analyse relevant airport research findings as a basis for decision making
- The student is able to apply extensively different airport frameworks and theories at both practical and strategic level
- The student can evaluate and further develop various airport business models

Passed courses are assessed on a scale of 1 to 5.

## **Recognising and validating prior learning (RPL)**

If students have acquired the required competences in previous work tasks, recreational activities or on another course, they can show the competences with a demonstration, and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at [MyNet](#).

## **Working life connections**

The course is undertaken into 3 different phases:

1. Pre-Assignment: The students will undertake a preparatory assignment covering the course's main elements at a high level;
2. Intensive Course: The intensive week will build upon the course's pre-assignment learnings and will include lectures and group project case studies;
3. Post-Assignment: the course's post assignment will provide students with the opportunity of selecting an airport area of their interest for in-depth specialization.

## **Internationality**

The course is taught in English, is attended by international students and all assignments are related to an international company. The course is international by definition.

## **Contents**

- Airport Operational environment
- Key Airport Stakeholders
- Airport Business models
- Current international airport trends
- Introduction to Airport Business
- Airport and Airlines Relationship
- Airport Terminal Operations
- Airport Airside Operations
- Airport Certification and Safety Auditing
- Airport Facility Management
- Airport Marketing
- Airport Commercial Revenues Generation
- Airport Strategy
- Airport Optimization

## **Learning methods**

The learning methods are based on both contact sessions and independent work. Case-based learning is applied throughout the intensive week course. Students will work in teams to implement challenging real-life airport projects. In these group projects, students will practice and develop their skills and knowledge in the tools and methods relevant to each specific project-task. Students are expected to assume managerial, planning and operational airport responsibility for these airport real projects from start to finish. The teacher will act as a coach in the student's learning processes.

## **Assessment**

The course requires strong and goal-oriented commitment on behalf of the students to team work and the contact sessions in the module. The grade will be based partly on the output and the value of the projects deliverables (40%) and partly on the students own commitment, activity and demonstrated professional attitude during the intensive course and pre-assignment (40%). The third part of the assessment is the individual post-course assignment, that includes also a relevant literature review (20%).

## **Course teacher(s)**

Dr. Konstantinos Kalligiannis

## **Learning materials**

Ashford, N., Coutu, P. and Beasley, J. (2012), Airport Operations, McGraw Hill Professional

Atkin, B. and Brooks, A. (2009). Total Facilities Management, Third Edition, Wiley-Blackwell

Caves, R. & G.D. Gosling (1999). Strategic Airport Planning, Pergamon

Doganis, R. 1992. The Airport Business, Routledge, London

Doganis, R. 2010. Flying off Course: Airline economics and marketing. London: Routledge.

De Neufville, R, A.R. Odoni, P. Belobaba, T.G. Reynolds (2013): Airport Systems, Planning, Design and Management, 2nd Edition, McGraw-Hill.

Graham, A. 2013. Managing Airports: An international perspective. Fourth Edition.

Halpern, N. & Graham, A. 2013. Airport Marketing

IATA: Airport Development Reference Manual

Kazda, A. & Caves, R. (2007). Airport Design and Operation, Pergamon

Norman J. Ashford & al. 2012. Airport Operations

Sheehan, J.J. 2013. Business and Corporate Aviation Management. New York: McGraw-Hill Education

Wensveen, J. G. 2015. Air Transport. A Management Perspective. Ashgate. Young S. & Wells, A. 2011. Airport Planning and Management. Sixth Edition.

Young, S. & A.T. Wells (2011). AIRPORT PLANNING AND MANAGEMENT, 6th Edition, McGraw-Hill.

# Alcohol Pass

Code: PSS8PO028

Scope: 1 ECTS

Timing: Intensive week

Language: English

Course level: Professional studies

Course type: Free-choice

Course fee: 20 €

## Starting level and linkage with other courses

No prerequisites

## Learning objectives and assessment

- legislation and supervision in licensed premises in Finland
- basic dispensing concepts in Finland
- requirements for dispensing in Finland
- exam for dispensing certificate

The course requires 100 % attendance.

Assessment: Passed (H) /failed (no grade)

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at [MyNet](#).

## Working life connections

Course contents are based on working life needs and legislation.

## Contents

- legislation and supervision in licensed premises in Finland
- basic dispensing concepts in Finland
- lectures of requirements for dispensing in Finland
- exam for alcohol proficiency certificate

## Learning methods

Contact lessons

Individual, pair and team assignments

Independent studies

The assessment of one's own learning 1 h

### **Assessment**

Passed (H) /failed (no grade)

### **Course teacher**

Jaana Laaksonen, Porvoo

### **Learning materials**

Valvira's instruction for licensed premises

Lectures and other teaching materials

# Alkoholipassi

Tunnus: PSS8PO025

Laajus: 1 op

Ajoitus: 1., 4. lukukausi

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

Kurssimaksu: 20 €

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Ei edeltävyysvaatimuksia

## Osaamistavoitteet ja arviointi

- anniskelulainsäädäntö ja valvonta anniskeluravintoloissa Suomessa
- eri anniskeluluokitukset ja vaatimukset Suomessa
- edellytykset anniskelutoimintaan Suomessa
- osaamistesti

Opintojakso arvioidaan asteikolla Hyväksytty / hylätty (ei arvosanaa).

## Aikaisemmin hankitun osaamisen tunnistaminen ja tunnustaminen (AHOT)

Jos opiskelija on saavuttanut vaadittavan osaamisen esimerkiksi aikaisemmissa työtehtävissä, harrastuksissa tai jollain toisella opintojaksolla, hän voi osoittaa osaamisensa ja edetä opinnoissa ripeämmin. Katso lisätiedot ja ohjeet aiemmin hankitun osaamisen tunnistamisesta ja tunnustamisesta (AHOT) [MyNetistä](#) tai Haaga-Helian [www-sivuilta](#).

## Työelämäyhteydet

Opintojakson sisällöt vastaavat elinkeinon vaatimuksia ja käytäntöjä.

## Sisältö

- anniskelulainsäädäntö ja valvonta anniskeluravintoloissa Suomessa
- eri anniskeluluokitukset ja vaatimukset Suomessa
- edellytykset anniskelutoimintaan Suomessa
- osoitetut oppimistehtävät
- osaamistesti

## Oppimistavat

Lähiopetus

Yksilö- ja ryhmätehtävät

Itsenäinen opiskelu

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi



## **Arviointi**

Hyväksytty (H) /hylätty (ei arvosanaa)

## **Vastuopettaja**

Jaana Laaksonen, Porvoo

## **Oppimateriaalit**

Valviran ohjeistus Alkoholiasiat ravintolassa (verkkomateriaali)

Luennot ja muu mahdollinen opintojaksolla osoitettu materiaali

# Android App Development

Code: TOO8PO036

Scope: 5 ECTS

Timing: 2-3 semester

Language: English

Curriculum: All Porvoo curricula

Course level: Advanced professional studies

Course type: Free-choice

## Starting level and linkage with other courses

This coding unit uses Android mobile app creation as the main concept. In this unit students will be introduced to App Inventor 2 for creating apps and then move onto using Android Studio, with the possibility to publish any completed app projects onto the Google Play store.

## Learning objectives and assessment

### Grade 1

The student has a some ability to understand the app creation process. He/She has some difficulties in using App Inventor 2, Inventor Designer and Inventor blocks. He/She has some difficulties in using Android Studio. The student is able to operate only when the task and instructions are given and when aided by other students and the supervisors. The student displays limited cultural business awareness and is able to assess some of the product needs for the customer.

### Grade 3

The student is able to demonstrate understanding of the app creation process. He/She has understanding of using App Inventor 2, Inventor Designer and Inventor blocks. He/She is able to use Android Studio, XML and Java languages and is able to develop some coding independently. The student is able to operate only when the task and instructions are given and when aided by other students and the supervisors. The student displays some culturally aware business-oriented approaches by assessing the product needs for the customer.

### Grade 5

The student demonstrates independent understanding of many parts of the app creation process. He/She has can idenpendently use App Inventor 2, Inventor Designer and Inventor blocks. He/She is able to use Android Studio, XML and Java languages coding independently. The student applies an entrepreneurial problem solving approach to the app creation process. The student displays a culturally aware business-oriented approach by assessing the product needs for the customer.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at [MyNet](#).

## **Working life connections**

Possible company visits and guest lecturers and workshops from different companies and organisations.

## **Internationality**

Possibility to work with international team and international lectures. Possible guest lecturers from international organisations and partner universities.

## **Contents**

- Introduction to app creation and App Inventor 2
- Creation of new Android project for a shopping app (fictional company in Porvoo)
- Setting up App Inventor 2 interface environment
- Using Inventor Designer
- Using the App Inventor Blocks Editor
- Testing with the Android emulator
- Widgets and controlling the app behaviour with Java
- Enabling support for different screen sizes and pixel densities for Android model and devices
- Publishing the app on the Google Play store

## **Learning methods**

Inquiry learning

Peer-to-peer learning

Tutorials

Possible company visits

Lectures and workshops

Independent study and teamwork

The assessment of one's own learning

## **Assessment**

Individual assignment 70%

Peer assessment 20%

The self-assessment (through Winha) of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected via an electronic form.

## **Course teacher(s)**

Darren Trofimczuk, Porvoo

## **Learning materials**

Books on the content topics

E-books and online articles

Online tutorials

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.

# Data Analytics

Code: TOO8PO037

Scope: 3 ECTS

Timing: 5th semester

Language: English

Curriculum: All Porvoo Curricula

Course level: Professional Studies

Course type: Free-choice

## Starting level and linkage with other courses

The student has successfully completed the Basic Studies as well as one or more ERP course such as Toiminnanohjaus and SAP as a Management Tool or Introduction to SAP.

## Learning objectives and assessment

The objective on this course is to learn data analytics as a process to cultivate data for decision making. This process includes the following steps: justify analytics problem, identify proper data sources, clean up data and create data model, upload data to the data model, create visualizations and use the illustrations for decision making. Assignments will be given to practice these steps and the assignments will be assessed. On this course, students typically have an opportunity to learn the most recent data analytics applications on the market.

Grade 1

The student has successfully done most of the analytics exercises according given instructions

Grade 3

The student has successfully done all the analytics exercises and applied the knowledge to solve related analytics problems on his/her own.

Grade 5

The student has successfully done all the analytics exercises and applied excellently the knowledge to solve related analytics problem on his/her own.

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at [MyNet](#).

## Working life connections

Most of the exercises are derived from real or simulated business cases.

## **Internationality**

Course is implemented in English language.

## **Learning methods**

The teacher selects and enters options that are appropriate for the course. The potential options are as follows:

Contact lessons  
Individual, pair and team assignments  
Simulation games

## **Assessment**

Fulfillment of exercises are being assessed.

## **Course teacher(s)**

Veijo Vääntinen, Porvoo

## **Learning materials**

Material will be provided through Moodle.

# Distribution Systems for Travel Professional

Code: TRA8PO051

Scope: 3 ECTS

Timing: 1-7 semester

Language: English

Curriculum: All Porvoo Curricula

Level: professional studies

Type: free choice studies

## Starting level and linkage with other courses

No prerequisites, a basic course in Amadeus Distribution System which is used worldwide in travel business.

## Learning objectives and assessment

Upon successful completion of the course, the student will

- understand the basics of the air transportation, rules and regulations
- be able to make basic reservations using Amadeus GDS
- understand the basics of airfares

The course is evaluated on scale 1 to 5. The assessment criteria is presented on scale 1 - 3 - 5.

### Grade 1

The Student understands the basics of the air traffic and different airlines. Knows the basics of the fares.

The Student can use Amadeus for making a basic reservation.

The Student lacks the means to independently start working/practicing in professional environment.

### Grade 3

The Student knows different airlines and their differences. Knows different airfares and routes.

The Student can make a basic reservation and choose the right fare for customer.

The Student can work in professional environment with little assistance from professionals.

### Grade 5

The Student understands widely air traffic business, routes and regulations and understands the difference between airfares.

The Student can independently make different kinds of reservations and offer different options for customers.

The student can easily start working /practicing in professional environment using Amadeus GDS.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

## **Working life connections**

Case studies from different Airline companies.

## **Internationality**

The course main subject is the INTERNATIONAL fare construction.

## **Contents**

The course will familiarise students with passenger aviation and air transport essentials and Amadeus global distribution system used in travel agencies and airlines.

- Information about air carriers and alliances
- Basics of the fares in Amadeus GDS
- Basic airline reservations
- Agreements and regulations

## **Learning methods**

Inquiry learning, case studies, lectures, laboratory sessions, exercises and assignments.

## **Assessment**

Written Individual Exam

## **Course teacher(s)**

Alexandre Kostov, Porvoo

## **Learning materials**

Amadeus materials

Instructor's own materials



# Elämönhallinta

Tunnus: LEA8PO801

Laajuus: 3 op

Ajoitus: xx lukukausi

Kieli: suomi

OPS: Porvoo Campus 2017

Moduulin taso: ammattiopinnot

Moduulin tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Moduulilla ei ole lähtötasovaatimuksia.

## Osaamistavoitteet ja arviointi

Opintojakso tukee elämönhallintaa, sen avulla opiskelija saa työkaluja parempaan jaksamiseen opinnoissa, töissä ja arjessa. Opiskelija oppii tunnistamaan omia voimavaroja ja löytämään aikaa itselle ja oman hyvinvoinnin tukemiselle. Hän pystyy ratkaisukeskeiseen itsensä kehittämiseen ja rakentamaan vuorovaikutukseen. Kurssin avulla opiskelija edistää omaa itsetuntemusta, ihmissuhteita, ajankäyttöä ja tulevaisuuden suunnittelua.

Arviointi on hyväksytty – hylätty. Opintojakson hyväksytty osallistuminen edellyttää annettujen tehtävien tekemistä ja osallistumista lähiopetuskertoihin.

## Aikaisemmin hankitun osaamisen tunnistaminen ja tunnustaminen (AHOT)

Jos opiskelija on saavuttanut vaadittavan osaamisen esimerkiksi aikaisemmissa työtehtävissä, harrastuksissa tai muissa opinnoissa, hän voi osoittaa osaamisensa ja edetä opinnoissa ripeämmin. Katso lisätiedot ja ohjeet aiemmin hankitun osaamisen tunnistamisesta ja tunnustamisesta (AHOT) [MyNetistä](#) tai [www-sivuilta](#).

## Työelämäyhteydet

Workshopit ja vierailuluennoitsijat.

## Sisältö

- Kohti itseni näköistä elämää
- Hyvä arjen perusta: ruoka, uni ja liikunta
- Stressi, ajanhallinta ja rentoutuminen
- Rakentava vuorovaikutus
- Itsetuntemus ja itsetunto
- Omien ajatusten tunnistaminen ja niiden kanssa työskenteleminen
- Ratkaisukeskeinen itsensä kehittäminen

## **Oppimistavat**

Tutkiva ja kehittävä oppiminen

Itsenäinen ja ohjattu työskentely

Lähtapaamiset

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

## **Arviointitavat**

Arviointi on hyväksyty – hylätty. Opintojakson hyväksyty osallistuminen edellyttää annettujen tehtävien tekemistä ja osallistumista lähiopetuskertoihin.

Winhan kautta annettava opintojaksopalautteeseen sisältyvä itsearviointi ei vaikuta moduulin arvosanaan, sitä käytetään ainoastaan opintojakson kehittämiseen. Palaute kerätään sähköisesti.

## **Vastuopettaja(t)**

Mari Austin, Porvoo

## **Oppimateriaalit**

Aiheeseen liittyvä kirjallisuus (myös E-kirjat ja online-artikkelit)

Verkkotutoriaalit

Muu aiheeseen liittyvä materiaali

Sosiaalisen median kanavat

# Financial Accounting in SMEs

Code: BES8PO013

Scope: 3 ECTS

Timing: 3rd-7th semester

Language: English

Curriculum: All Porvoo Curricula

Course level: Professional Studies

Course type: Free-choice

## Starting level and linkage with other courses

Student has completed the basic and professional studies in finance. Part of study module Business and Entrepreneurial Skills

## Learning objectives and assessment

### Grade 1

The student can identify, list and combine the main theoretical concepts within financial accounting and external reporting. With great difficulty and under strict supervision, the student partly collect, poorly analyse and partly use relevant research findings to create an example business at a beginner's level. With great difficulty and under strict supervision, the student can partly work with an example business in a team. S/he poorly apply problem identification, analysis and solving to projects

### Grade 3

The student can describe the relevant concepts within the course content and apply them to new contexts. The student can link the key theoretical concepts to the practical task to present the big picture. The student can collect, partly analyse and partly use relevant research findings to create an example business at a beginner's level. The student can work with an example business in a team. S/he can apply problem identification, analysis and solving to projects.

### Grade 5

The student uses and combines different theories within financial accounting to present own models. Student is aware of other views of the knowledge. His/her use of theory and specific terminology is very accurate. S/he uses findings to compare different theories and viewpoints. The student can collect, analyse and use relevant research findings to create an example business at a high professional level. The student can work very professionally with an example business in a team. S/he can fully apply problem identification, analysis and solving to projects.

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## Recognising and validating prior learning (RPL)

Methods for validating a student's prior learning are agreed individually. Please, contact the responsible teacher.

## **Working life connections**

Possible company visits and guest lecturers.

## **Internationality**

Possible company visits and guest lecturers.

## **Contents**

A deeper look into the annual report and book-keeping systems

Different reports a company must deliver to external stakeholders in different phases of its operations

Principles of corporate income taxation (for limited liability companies) and the VAT.

## **Learning methods**

Contact lessons

Individual, pair and team assignments

Independent studies

The assessment of one's own learning

## **Assessment**

Course assessment is based on an assignment and achievement portfolio created by each student.

## **Course teacher(s)**

Kalle Rähä, Porvoo

## **Learning materials**

Materials provided by the teacher during the lessons

Searching, finding and analysing the usefulness of information sources is part of the course programme.

# Finlands ekonomiska historia

Tunnus: CUL8PO021

Laajuus: 3 op

Ajoitus: 1.-7. lukukausi

Kieli: ruotsi/ suomi

OPS: Kaikki Porvoon OPS:t

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Ei lähtötaasovaatimuksia

## Osaamistavoitteet ja arviointi

Opiskelija ymmärtää ja analysoi Suomen tapahtumia itsenäisyydestä lähtien 2000 -luvulle saakka. Hän kykenee keskustelemaan Suomen itsenäisyyden aikaisista tapahtumista.

Arvosana 1

Opiskelija on perehtynyt Suomen itsenäisyyden ajan päätapahtumiin ja niiden taustoihin. Hän kykenee keskustelemaan Suomen itsenäisyyden ajan taloudellisista päätapahtumista.

Arvosana 3

Opiskelija on perehtynyt Suomen itsenäisyyden ajan tapahtumiin ja niiden taustoihin. Hän kykenee ottamaan kantaa ja keskustelemaan Suomen itsenäisyyden ajan taloudellisista tapahtumista

Arvosana 5

Opiskelija on perehtynyt Suomen itsenäisyyden ajan tapahtumiin ja niiden taustoihin ja tuntee yksityiskohtia. Hän kykenee keskustelemaan ja analysoimaan tapahtumia Suomen talouden historiassa.

Opintojakso arvioidaan asteikolla 1 - 5. Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

## Aikaisemmin hankitun osaamisen tunnistaminen ja tunnustaminen (AHOT)

Näyttötavasta sovitaan opettajan kanssa tapauskohtaisesti

## Työelämäyhteydet

Opiskelija perehtyy halutessaan valitsemansa yrityksen historiaan opintojakson osana

## Kansainvälisyys

Opiskelija tarkastelee Suomen talouden historiaa globaalissa kontekstissa

## **Sisältö**

Opintojaksolla käydään läpi Suomen historiaa, talouden kehitystä ja yhteiskunnallisia asioita sekä opiskelijan valitsemaa teemoja.

## **Oppimistavat**

Tämän opintojakson tavoitteet voi saavuttaa esimerkiksi seuraavilla tavoilla:

- a. Verkkotehtävät TAI
- b. Tenti.

Opintojaksoon sisältyy oman oppimisen arviointi.

## **Arviointitavat**

Kurssitehtävät 100 %

## **Vastuopettaja**

Riitta Forsnabba, Porvoo

## **Oppimateriaali**

Opettajan laatima oppimateriaali ja kirjallisuusluettelo löytyy Moodle sivustolta

# Finnish Culture and Society

Code: CUL8PO027

Scope: 3 ECTS

Timing: Autumn and spring semester

Language: English

Curriculum: Porvoo Campus, Exchange Students

Course level: Basic Studies

Course type: Free-choice

## Starting level and linkage with other courses

No prerequisites

## Learning objectives and assessment

This course is recommended for exchange students who are studying in Finland. The course is an introduction to Finnish society, culture and language which will increase cultural awareness and knowledge of Finnish study and business styles. Upon completion of the course, the student is able to understand Finnish history and culture on basic level. Also the Finnish lifestyle, customs and manners will become familiar.

### Grade 1

The student has some understanding of the lesson and group work orientation. S/he can identify and understand a few contents of the course. The student participates in learning activities with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and supervisors. The student has difficulties in accomplishing an individual assignment/ pair assignment. The student has participated at least four times of the eight lessons.

### Grade 3

The student understands and is able to define the contents of the course. S/he knows how to adapt to Finnish study and business styles. The student is able to operate when the task and instructions are given. The student participates in learning activities independently and makes use of the advice available. The student completes the assignment task and presents it appropriately and relatively independently in English. The student has participated at least 5 times of the eight lessons.

### Grade 5

S/he has professional advancement in the contents of the course. The student participates proactively and with goal-orientation in the learning activities. The assignment is done without difficulties and presented with strong publishing/ communication skills in English. The student has participated at least seven times of the eight lessons.

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## **Recognising and validating prior learning (RPL)**

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at [MyNet](#). More detailed instructions for teachers on the intranet: Työkalut -> AHOT -> AHOT-ohjeistus (Tools -> RPL -> RPL instructions).

## **Working life connections**

The course is strongly linked to Porvoo region which gives new students of Porvoo Campus a possibility to adapt more easily to their new study environment and region. Company visit and self-study projects will give an idea of Finnish business culture and manners and might even help in developing future networks.

## **Internationality**

Possibility to work and study with international fellow students.

## **Contents**

- Finland in a nutshell: geography, weather and food
- Finnish history: Finland between east & west, Finland after independency
- Introduction to Finnish language
- Porvoo tour and museum visits
- Finnish lifestyle and manners
- Business history and culture:  
From traditional industries to high-technology. Company visit.
- Finnish Education
- Sports
- Music & pop culture

## **Learning methods**

Contact lessons  
Museum and company visits  
Individual, pair and team assignments  
Independent studies  
The assessment of one's own learning

## **Assessment**

Lessons & field trips  
Independent study and assignments  
Self-assessment of learning  
Students can complete this course also by doing an essay on given topics.



## **Course teacher(s)**

Mari Austin, Porvoo  
Antti Kurhinen, Porvoo

## **Learning materials**

Provided by teacher

# Global Mindset

Code: SCS8PO030

Scope: 3 ECTS

Timing: Spring and summer semesters

Language: English

Curriculum: All Porvoo Curricula

Level: Basic studies

Type: Free-choice

## Starting level and linkage with other courses

No prerequisites

## Learning objectives and assessment

This course is suitable for all students who are interested in working and/or studying in an international environment and is highly recommended for students who will complete their student exchange or internship abroad during their studies. The course aims at increasing students' employability in international environment. The course advances the following outcomes and competences: intercultural confidence both in home country and in an international environment, ability to network in a global and intercultural business environment, cultural sensitivity, an increased competitiveness on a global job market and a solution-oriented mindset towards cultural issues.

### Grade 1

The student shows poor work orientation. S/he can identify and understand a few contents of the course. The instructions of self-assignment are not followed. The student has difficulties in accomplishing an individual assignment.

### Grade 3

The student understands and is able to define contents of the course. S/he knows different cultural dimensions and how to adapt to different study and business styles. The student is able to operate according to instructions. The student completes the assignment task and presents it appropriately and relatively independently in English.

### Grade 5

S/he has a professional grip on the contents of the course. The student has operated according to instructions of the self-assignment and all the given tasks are completed. The assignment is done without difficulties and presented with strong publishing/ communication skills in English.

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through

their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

### **Working life connections**

The students might work/study/network in multicultural contexts with international students, guest lecturers and partner institutions.

### **Internationality**

International learning materials and cases.

### **Contents**

- Cultural awareness, knowledge of different business and study cultures
- Global mindset and flexible way of thinking and seeing cultural differences
- Conflict prevention and management
- Changing situations in international communication
- Internationalisation plan
- Learning diary / report

### **Learning methods**

Lectures/ workshps combined with independent studies or

This course could be completed totally as a virtual online course with independent studies

Individual assignment

The assessment of one's own learning

### **Assessment**

Independent study and assignment: learning diary/ report.

### **Course teacher(s)**

Mari Austin, Porvoo

### **Learning materials**

Provided by instructor on Moodle.

# Hygiene Pass

Code: PSS8PO027

Scope: 1 ETC

Timing: Intensive week

Language: English

Curriculum: All Porvoo Curricula

Course level: Professional studies

Course type: Free-choice

Course fee: 20 €

## Starting level and linkage with other courses

No prerequisites

## Learning objectives and assessment

- legislation and supervision in catering premises in Finland
- basic catering concepts in Finland
- requirements for catering in Finland
- safe and hygienic working methods
- exam for hygiene proficiency certificate (hygiene passport)

Assessment: Passed (H) /failed (no grade)

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at [MyNet](#).

## Working life connections

Course contents are based on working life needs and legislation.

## Contents

- legislation and supervision in catering premises in Finland
- basic catering concepts in Finland
- lectures of requirements for catering in Finland
- safe and hygienic working methods
- most common cause of food poisoning
- HACCP (Hazard Analysis and Critical Control Points)
- exam for hygiene proficiency certificate (hygiene passport)

## **Learning methods**

Contact lessons

Individual, pair and team assignments

Independent studies

The assessment of one's own learning 1 h

## **Assessment**

Passed (H) /failed (no grade)

## **Course teacher**

Jaana Laaksonen, Porvoo

## **Learning materials**

Evira's instruction for catering industry

Laukkanen, Marja: Basic facts of food hygiene

Materials for proficiency certificates notified separately

# Hygieniapassi

Tunnus: PSS8PO024

Laajuus: 1 op

Ajoitus: 1., 4. lukukausi.

Opetuskieli: suomi

OPS: Kaikki Porvoon OPS:t

Opintojakson taso: vapaasti valittava

Opintojakson tyyppi: vapaasti valittava

Kurssimaksu: 20 €

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Ei lähtötasovaatimuksia

## Osaamistavoitteet ja arviointi

Opintojakson suoritettuaan opiskelija osaa elintarvikehygienian perusteet. Opiskelija tietää elintarvikehygieniasta säädetyn ohjeistuksen ja osaa soveltaa sitä työssään.

Opiskelija on suorittanut opintojakson, kun hän suorittaa kirjallisen hygieniaosaamistestin hyväksytysti.

Opintojakso arvioidaan asteikolla hyväksytty/hylätty

## Aikaisemmin hankitun osaamisen tunnistaminen ja tunnustaminen (AHOT)

Jos opiskelija on saavuttanut vaadittavan osaamisen esimerkiksi aikaisemmissa työtehtävissä, harrastuksissa tai jollain toisella opintojaksolla, hän voi osoittaa osaamisensa ja edetä opinnoissa ripeämmin esittämällä hygieniaosaamistodistuksensa. Katso lisätiedot ja ohjeet aiemmin hankitun osaamisen tunnistamisesta ja tunnustamisesta (AHOT) MyNetistä tai www-sivuilta.

## Kurssimaksu:

20 €opiskelija

## Työelämäyhteydet

Opintojaksolla tutustutaan ravitsemisyrittäjien käytäntöihin hygienia- ja turvallisuusnäkökulmista.

## Kansainvälisyys

Hygienia- asioita tarkastellaan myös kansainvälisesti toimivan yrityksen näkökulmasta.

## Oppimistavat

Tämän opintojakson osaamistavoitteet voi saavuttaa esimerkiksi seuraavilla tavoilla:

- a. Lähiopetus ja itsenäinen työskentely, hygiententti TAI
- b. Oppimistehtävät ja hygiententti

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

### **Arviointitavat**

Hyväksytty suoritus hygieniatentissä  
Oppimistehtävän hyväksytty suorittaminen

### **Vastuopettaja(t)**

Päivi Forsblom (Porvoo)

### **Oppimateriaalit**

Elintarvikehygienian perusteet, SEFO konsultointi

Elintarvikeviraston materiaali [www.evira.fi](http://www.evira.fi) , sivuilta löytyy kohta hygieniaosaaminen ja edelleen opiskelumateriaalia/www-linkit

Muu aiheeseen liittyvä materiaali

# IATA Regulations and Management

Code: TRA8PO036

Scope: 6 ECTS

Timing: 4th semester

Language: English

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: Free choice

## Starting level and linkage with other courses

The student has successfully completed the Basic Studies in Amadeus Selling Platform, Command Page.

The course is part of the curriculum of Degree program in Tourism.

## Learning objectives and assessment

Upon successful completion of the course, the students will be able to:

- Apply mileage system pricing skills to international routings
- Read and interpret GDS displays relevant to mileage system pricing
- Define common fare construction terms and abbreviations
- Identify and price different journey types (including one-way, round/circle trip, Round-the-World and mixed class journeys)
- Use the IATA Fare Formula to correctly price a journey
- Apply global indicators to routings
- Assess and apply air fare taxes
- Read, interpret and apply fare rules
- Convert different currencies and NUCs
- Apply all minimum-fare rule checks in pricing itineraries
- Add a manual fare to a GDS booking file
- Use GDS to issue tickets for manually-priced reservations
- Construct and read a linear fare construction
- Decode and interpret each field of an e-ticket
- Issue electronic tickets

### Grade 1

The student understands the role of IATA in the organization and management of airline fares.

The student follows fare constructions with difficulties and needs support to calculate normal international airfares using the IATA Mileage System of Fare Construction

The student meets minimum requirements of worklife tasks related to airline fares.

### Grade 3

The student understands well the role of IATA in the organization and management of airline fares.

The student performs well fare constructions and independently calculates normal and advanced international airfares using the IATA Mileage System of Fare Construction

The student meets standard requirements of worklife tasks related to airline fares.



## Grade 5

The student has an advanced understanding of the role of IATA in the organization and management of airline fares.

The student accomplishes fare constructions with confidence and creativity. The student calculates normal and advanced international airfares using the IATA Mileage System of Fare Construction  
The student meets professional requirements of worklife tasks related to airline fares.

## **Recognising and validating prior learning (RPL)**

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

## **Working life connections**

Case studies from different Airline companies.

## **Internationality**

The course main subject is the INTERNATIONAL fare construction.

## **Contents**

- Introduction to air fares, analysing itineraries and retrieving fares from a GDS
- Introduction to the mileage system
- Practice pricing one way and circle trips
- Limitations on indirect travel, side trips and surface sectors
- Backhauls, circle trips, journeys in different classes of service and alternative fare break points
- Lowest combinations, round-the-world journeys, sales indicators and minimum checks
- Currency conversion, taxes and practice ticketing

## **Learning methods**

Inquiry learning, case studies, lectures, tutorial sessions, presentations and seminars; for certain components of the curriculum, computer lab demonstrations and hands on sessions will be included.

Content and Language Integrated Learning method will be used in teaching.

## **Assessment**

Written individual Exam 100%

## **Course teacher(s)**

Alexandre Kostov, Porvoo

## **Learning materials**

IATA - UFTAA materials

Instructor's own materials

# Inclusive Tourism

Code: TRA8PO801

Scope: 5 ECTS

Timing: 1-7 semester

Language: English

Curriculum: All Porvoo Curricula

Course level: Professional studies

Course type: Free-choice

## Starting level and linkage with other courses

No prerequisites

## Learning objectives and assessment

### Grade 1

- The student can identify key challenges of inclusive tourism
- The student can define the key concepts of inclusive tourism
- The student can identify needs of different target groups of inclusive tourism
- The student can develop inclusive tourism products using some basic tools of Service Design when receiving support and guiding from teachers and fellow students

### Grade 3

- The student can describe and combine the diversity of needs of different target groups of inclusive tourism
- The student can apply to some extent generic frameworks of inclusive tourism at practical level when developing inclusive tourism supply
- The student can develop inclusive tourism products by using some basic tools of Service Design rather independently

### Grade 5

- The student can professionally discuss key challenges within inclusive tourism
- The student can apply generic frameworks of inclusive tourism at practical level and is able to generate new approaches to optimize the meeting with supply and demand
- The student can develop inclusive tourism products by using some more advanced tools of Service Design independently

Passed courses are assessed on a scale of 1 to 5.

## Recognising and validating prior learning (RPL)

If students have acquired the required competences in previous work tasks, recreational activities or on another course, they can show the competences with a demonstration, and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at [MyNet](#).

## **Working life connections**

The course is undertaken as an assignment to an organisation; and done as a team (or individually). Students will be divided into teams and they are expected to have the whole responsibility of the project including arranging meetings with the commissioner, agreeing on project content, implementation and goal setting as well as agreeing on deliverables with the commissioner(s).

## **Internationality**

The course is taught in English, is attended by international students and assignments are related to an organisation with at least international activities.

## **Contents**

- Accessibility
- Accessible tourism
- Inclusive tourism
- Tourism for all
- Inclusive tourism demand
- Inclusive tourism supply
- Service Design as approach
- Tools in Service Design

## **Learning methods**

The learning methods are based on one contact session, e-learning and independent case study work. Case-based learning is applied throughout the course. Students will work in teams (individually) studying a case related to inclusive tourism. In the project, students will practice and develop their skills and knowledge in Service Design methods relevant to the project. Teachers will act as coaches in the student's learning process.

## **Assessment**

The course requires strong and goal-oriented commitment on behalf of the student to team or individual work and the contact session of the course. The grade will be based partly on the output and the value of the case study (60%) and partly on two individual assignments, one in the beginning and the other in the end of the course (40%).

## **Course teacher(s)**

Eva Holmberg, Porvoo  
Jarmo Ritalahti, Pasila

## **Learning materials**

Amadeus 2017. Voyage of discovery - Working towards inclusive and accessible travel for all, s.4, 16. Amadeus IT Group. Madrid. <http://www.amadeus.com/documents/reports/accessible-travel-report-voyage-of-discovery.pdf>.

UNWTO 2013. World Tourism Organization. Recommendations on Accessible Tourism. UNWTO. Madrid. Luettavissa:

[http://cf.cdn.unwto.org/sites/all/files/pdf/unwto\\_recommendations\\_on\\_accessible\\_tourism.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_recommendations_on_accessible_tourism.pdf).

More literature will be specified in the implementation plan.

# Intermediate and Advanced Finnish

Code: FIN8PO801

Scope: 5 ECTS

Timing: 2nd-6th semester

Languages: English and Finnish

Curriculum: Porvoo Campus 2017

Course level: Professional studies

Course type: Free-choice

## Starting level and prerequisites

This star level module is a part of advanced level studies in the Porvoo Campus competence-based curriculum. In this module the student deepens his/her knowledge and skills in Finnish language. The module advances the following competences: skillful oral and written communication in a foreign language, global mindset and cultural awareness and customer understanding and service. The module follows the global mindset activities in Learning Camps and is linked to environment and customer competence studies. The module requires earlier Finnish studies of at least 6 months of regular lessons. The students' language level is tested before starting the module.

## Learning objectives and assessment

### Grade 1

The student can produce short written and oral messages in the target language, though he/she has many difficulties in the pronunciation and the written outcome. The student uses the essential vocabulary and the constructions of the study material satisfactory. The student has returned the assignments with deficiencies and/or not on time. The student has quite a lot to improve in service and sales orientation and business-like conduct. The student is able to operate only when aided by other students and supervisors. The student has reached his/her individual learning goals only partly.

### Grade 3

The student can produce written and oral messages in the target language, though he/she has some difficulties in the pronunciation and the written outcome. The student uses quite well the essential vocabulary and the constructions of the study material. The student has returned most of the assignments on time. The student shows good service and sales orientation and business-like conduct. The student is able to operate with tasks both in teams and independently. The student has reached his/her individual learning goals quite well.

### Grade 5

The student can produce long written and oral messages in the target language with good pronunciation and correct written outcome. The student masters the essential vocabulary and the constructions of the study material. The student has returned all the assignments on time. The student shows good service and sales orientation and business-like conduct. The student displays a culturally aware business-oriented approach and is able to lead team work. The student has reached his/her individual learning goals very well.

## **Recognising and validating prior learning (RPL)**

Recognition of prior learning is not possible in this module because the contents of the module are tailor made according to the student's personal competences. The module is individually planned the student's actual language level being the starting point for the studies.

## **Working life connections**

Possible company visits and contacts.

## **Internationality**

Possibility to operate with international students and other persons. Possible guest lecturers from international organisations and partner universities.

## **Contents**

The student and the teacher plan together the contents of the module in the beginning of the module. The content areas are reading, writing, listening, speaking and conversation in the target language. The level and the learning goals of these five areas are agreed in the beginning of the module together with the teacher.

The module's scope is 5 credits and requires 135 hours of student's work. The module is planned to be carried out in one semester (18 weeks). The students carry out their studies mainly independently, nevertheless with a continuous dialogue with the teacher.

## **Learning methods**

Inquiry learning:  
Independent study  
Peer-to-peer learning  
Coaching sessions  
Company visits  
Online Courses  
The assessment of one's own learning

## **Assessment**

Assessment details can be checked from implementation plans (including attendance requirements).  
Individual assignments  
Teamwork  
Final deliverables  
Peer assessment  
Self-assessment

The self-assessment (through Winha/Peppi) of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected in an electronic form.

## **Course teacher(s)**

Antti Kurhinen, Porvoo

## **Learning materials**

Books on the content topics

E-books and online articles

Online tutorials

Massive Open Online Courses

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.



# Intermediate and Advanced French

Code: FRE8PO801

Scope: 5 ECTS

Timing: 2nd-6th semester

Languages: English and French

Curriculum: Porvoo Campus 2017

Course level: Professional studies

Course type: Free-choice

## Starting level and prerequisites

This star level module is a part of advanced level studies in the Porvoo Campus competence-based curriculum. In this module the student deepens his/her knowledge and skills in French language. The module advances the following competences: skillful oral and written communication in a foreign language, global mindset and cultural awareness and customer understanding and service. The module follows the global mindset activities in Learning Camps and is linked to environment and customer competence studies. The module requires earlier French studies of at least 6 months of regular lessons. The students' language level is tested before starting the module.

## Learning objectives and assessment

### Grade 1

The student can produce short written and oral messages in the target language, though he/she has many difficulties in the pronunciation and the written outcome. The student uses the essential vocabulary and the constructions of the study material satisfactory. The student has returned the assignments with deficiencies and/or not on time. The student has quite a lot to improve in service and sales orientation and business-like conduct. The student is able to operate only when aided by other students and supervisors. The student has reached his/her individual learning goals only partly.

### Grade 3

The student can produce written and oral messages in the target language, though he/she has some difficulties in the pronunciation and the written outcome. The student uses quite well the essential vocabulary and the constructions of the study material. The student has returned most of the assignments on time. The student shows good service and sales orientation and business-like conduct. The student is able to operate with tasks both in teams and independently. The student has reached his/her individual learning goals quite well.

### Grade 5

The student can produce long written and oral messages in the target language with good pronunciation and correct written outcome. The student masters the essential vocabulary and the constructions of the study material. The student has returned all the assignments on time. The student shows good service and sales orientation and business-like conduct. The student displays a culturally aware business-oriented approach and is able to lead team work. The student has reached his/her individual learning goals very well.

## **Recognising and validating prior learning (RPL)**

Recognition of prior learning is not possible in this module because the contents of the module are tailor made according to the student's personal competences. The module is individually planned the student's actual language level being the starting point for the studies.

## **Working life connections**

Possible company visits and contacts.

## **Internationality**

Possibility to operate with international students and other persons. Possible guest lecturers from international organisations and partner universities.

## **Contents**

The student and the teacher plan together the contents of the module in the beginning of the module. The content areas are reading, writing, listening, speaking and conversation in the target language. The level and the learning goals of these five areas are agreed in the beginning of the module together with the teacher.

The module's scope is 5 credits and requires 135 hours of student's work. The module is planned to be carried out in one semester (18 weeks). The students carry out their studies mainly independently, nevertheless with a continuous dialogue with the teacher.

## **Learning methods**

Inquiry learning:  
Independent study  
Peer-to-peer learning  
Coaching sessions  
Company visits  
Online Courses  
The assessment of one's own learning

## **Assessment**

Assessment details can be checked from implementation plans (including attendance requirements).  
Individual assignments  
Teamwork  
Final deliverables  
Peer assessment  
Self-assessment

The self-assessment (through Winha/Peppi) of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected in an electronic form.

## **Course teacher(s)**

Maria Ruohtula, Porvoo

## **Learning materials**

Books on the content topics

E-books and online articles

Online tutorials

Massive Open Online Courses

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.

# Intermediate and Advanced German

Code: GER8PO801

Scope: 5 ECTS

Timing: 2nd-6th semester

Languages: English and German

Curriculum: Porvoo Campus 2017

Course level: Professional studies

Course type: Free-choice

## Starting level and prerequisites

This star level module is a part of advanced level studies in the Porvoo Campus competence-based curriculum. In this module the student deepens his/her knowledge and skills in German language. The module advances the following competences: skillful oral and written communication in a foreign language, global mindset and cultural awareness and customer understanding and service. The module follows the global mindset activities in Learning Camps and is linked to environment and customer competence studies. The module requires earlier German studies of at least 6 months of regular lessons. The students' language level is tested before starting the module.

## Learning objectives and assessment

### Grade 1

The student can produce short written and oral messages in the target language, though he/she has many difficulties in the pronunciation and the written outcome. The student uses the essential vocabulary and the constructions of the study material satisfactory. The student has returned the assignments with deficiencies and/or not on time. The student has quite a lot to improve in service and sales orientation and business-like conduct. The student is able to operate only when aided by other students and supervisors. The student has reached his/her individual learning goals only partly.

### Grade 3

The student can produce written and oral messages in the target language, though he/she has some difficulties in the pronunciation and the written outcome. The student uses quite well the essential vocabulary and the constructions of the study material. The student has returned most of the assignments on time. The student shows good service and sales orientation and business-like conduct. The student is able to operate with tasks both in teams and independently. The student has reached his/her individual learning goals quite well.

### Grade 5

The student can produce long written and oral messages in the target language with good pronunciation and correct written outcome. The student masters the essential vocabulary and the constructions of the study material. The student has returned all the assignments on time. The student shows good service and sales orientation and business-like conduct. The student displays a culturally aware business-oriented approach and is able to lead team work. The student has reached his/her individual learning goals very well.

## **Recognising and validating prior learning (RPL)**

Recognition of prior learning is not possible in this module because the contents of the module are tailor made according to the student's personal competences. The module is individually planned the student's actual language level being the starting point for the studies.

## **Working life connections**

Possible company visits and contacts.

## **Internationality**

Possibility to operate with international students and other persons. Possible guest lecturers from international organisations and partner universities.

## **Contents**

The student and the teacher plan together the contents of the module in the beginning of the module. The content areas are reading, writing, listening, speaking and conversation in the target language. The level and the learning goals of these five areas are agreed in the beginning of the module together with the teacher.

The module's scope is 5 credits and requires 135 hours of student's work. The module is planned to be carried out in one semester (18 weeks). The students carry out their studies mainly independently, nevertheless with a continuous dialogue with the teacher.

## **Learning methods**

Inquiry learning:  
Independent study  
Peer-to-peer learning  
Coaching sessions  
Company visits  
Online Courses  
The assessment of one's own learning

## **Assessment**

Assessment details can be checked from implementation plans (including attendance requirements).  
Individual assignments  
Teamwork  
Final deliverables  
Peer assessment  
Self-assessment

The self-assessment (through Winha/Peppi) of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected in an electronic form.

## **Course teacher(s)**

Michael Reinert, Porvoo

## **Learning materials**

Books on the content topics

E-books and online articles

Online tutorials

Massive Open Online Courses

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.

# Intermediate and Advanced Russian

Code: RUS8PO801

Scope: 5 ECTS

Timing: 2nd-6th semester

Languages: English and Russian

Curriculum: Porvoo Campus 2017

Course level: Professional studies

Course type: Free-choice

## Starting level and prerequisites

This star level module is a part of advanced level studies in the Porvoo Campus competence-based curriculum. In this module the student deepens his/her knowledge and skills in Russian language. The module advances the following competences: skillful oral and written communication in a foreign language, global mindset and cultural awareness and customer understanding and service. The module follows the global mindset activities in Learning Camps and is linked to environment and customer competence studies. The module requires earlier Russian studies of at least 6 months of regular lessons. The students' language level is tested before starting the module.

## Learning objectives and assessment

### Grade 1

The student can produce short written and oral messages in the target language, though he/she has many difficulties in the pronunciation and the written outcome. The student uses the essential vocabulary and the constructions of the study material satisfactory. The student has returned the assignments with deficiencies and/or not on time. The student has quite a lot to improve in service and sales orientation and business-like conduct. The student is able to operate only when aided by other students and supervisors. The student has reached his/her individual learning goals only partly.

### Grade 3

The student can produce written and oral messages in the target language, though he/she has some difficulties in the pronunciation and the written outcome. The student uses quite well the essential vocabulary and the constructions of the study material. The student has returned most of the assignments on time. The student shows good service and sales orientation and business-like conduct. The student is able to operate with tasks both in teams and independently. The student has reached his/her individual learning goals quite well.

### Grade 5

The student can produce long written and oral messages in the target language with good pronunciation and correct written outcome. The student masters the essential vocabulary and the constructions of the study material. The student has returned all the assignments on time. The student shows good service and sales orientation and business-like conduct. The student displays a culturally aware business-oriented approach and is able to lead team work. The student has reached his/her individual learning goals very well.

## **Recognising and validating prior learning (RPL)**

Recognition of prior learning is not possible in this module because the contents of the module are tailor made according to the student's personal competences. The module is individually planned the student's actual language level being the starting point for the studies.

## **Working life connections**

Possible company visits and contacts.

## **Internationality**

Possibility to operate with international students and other persons. Possible guest lecturers from international organisations and partner universities.

## **Contents**

The student and the teacher plan together the contents of the module in the beginning of the module. The content areas are reading, writing, listening, speaking and conversation in the target language. The level and the learning goals of these five areas are agreed in the beginning of the module together with the teacher.

The module's scope is 5 credits and requires 135 hours of student's work. The module is planned to be carried out in one semester (18 weeks). The students carry out their studies mainly independently, nevertheless with a continuous dialogue with the teacher. The work load is divided as follows:

- starting session together with all the students of the module (2h)
- creating the individual study plan with the teacher (2h)
- 6 coaching sessions with the teacher (12h), one session every three weeks
- group or pair work with other student(s) of the same target language (10h)
- participating in the Campus International Day's program (4h)
- independent regular studying (100h = 5h/week)
- presentation of the learning outcomes in the final session with other students of the module (4h)

## **Learning methods**

Inquiry learning:

Independent study

Peer-to-peer learning

Coaching sessions

Company visits

Online Courses

The assessment of one's own learning



## **Assessment**

Assessment details can be checked from implementation plans (including attendance requirements).

Individual assignments

Teamwork

Final deliverables

Peer assessment

Self-assessment

The self-assessment (through Winha/Peppi) of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected in an electronic form.

## **Course teacher(s)**

Riitta Forsnabba, Porvoo

## **Learning materials**

Books on the content topics

E-books and online articles

Online tutorials

Massive Open Online Courses

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.

# Intermediate and Advanced Spanish

Code: SPA8PO801

Scope: 5 ECTS

Timing: 2nd-6th semester

Languages: English and Spanish

Curriculum: Porvoo Campus 2017

Course level: Professional studies

Course type: Free-choice

## Starting level and prerequisites

This star level module is a part of advanced level studies in the Porvoo Campus competence-based curriculum. In this module the student deepens his/her knowledge and skills in Spanish language. The module advances the following competences: skillful oral and written communication in a foreign language, global mindset and cultural awareness and customer understanding and service. The module follows the global mindset activities in Learning Camps and is linked to environment and customer competence studies. The module requires earlier Spanish studies of at least 6 months of regular lessons. The students' language level is tested before starting the module.

## Learning objectives and assessment

### Grade 1

The student can produce short written and oral messages in the target language, though he/she has many difficulties in the pronunciation and the written outcome. The student uses the essential vocabulary and the constructions of the study material satisfactory. The student has returned the assignments with deficiencies and/or not on time. The student has quite a lot to improve in service and sales orientation and business-like conduct. The student is able to operate only when aided by other students and supervisors. The student has reached his/her individual learning goals only partly.

### Grade 3

The student can produce written and oral messages in the target language, though he/she has some difficulties in the pronunciation and the written outcome. The student uses quite well the essential vocabulary and the constructions of the study material. The student has returned most of the assignments on time. The student shows good service and sales orientation and business-like conduct. The student is able to operate with tasks both in teams and independently. The student has reached his/her individual learning goals quite well.

### Grade 5

The student can produce long written and oral messages in the target language with good pronunciation and correct written outcome. The student masters the essential vocabulary and the constructions of the study material. The student has returned all the assignments on time. The student shows good service and sales orientation and business-like conduct. The student displays a culturally aware business-oriented approach and is able to lead team work. The student has reached his/her individual learning goals very well.

## **Recognising and validating prior learning (RPL)**

Recognition of prior learning is not possible in this module because the contents of the module are tailor made according to the student's personal competences. The module is individually planned the student's actual language level being the starting point for the studies.

## **Working life connections**

Possible company visits and contacts.

## **Internationality**

Possibility to operate with international students and other persons. Possible guest lecturers from international organisations and partner universities.

## **Contents**

The student and the teacher plan together the contents of the module in the beginning of the module. The content areas are reading, writing, listening, speaking and conversation in the target language. The level and the learning goals of these five areas are agreed in the beginning of the module together with the teacher.

The module's scope is 5 credits and requires 135 hours of student's work. The module is planned to be carried out in one semester (18 weeks). The students carry out their studies mainly independently, nevertheless with a continuous dialogue with the teacher.

## **Learning methods**

Inquiry learning:  
Independent study  
Peer-to-peer learning  
Coaching sessions  
Company visits  
Online Courses  
The assessment of one's own learning

## **Assessment**

Assessment details can be checked from implementation plans (including attendance requirements).  
Individual assignments  
Teamwork  
Final deliverables  
Peer assessment  
Self-assessment

The self-assessment (through Winha/Peppi) of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected in an electronic form.

## **Course teacher(s)**

Antti Kurhinen, Porvoo  
Maria Ruohtula, Porvoo

## **Learning materials**

Books on the content topics

E-books and online articles

Online tutorials

Massive Open Online Courses

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.

# Intermediate and Advanced Swedish

Kod: SWE8PO802

Omfattning: 5 sp

Tidpunkt: 2.-6. terminen

Språk: Engelska, finska och svenska

Läroplan: Borgå Campus 2017

Nivå: Fördjupade studier

Kurstyp: Fritt valbar

## Utgångsnivå och koppling till andra kurser

Den här stjärnmodulen utgör en del av de fördjupade studierna i Borgå Campus kompetensbaserade läroplan. I modulen fördjupar den studerande sina kunskaper och färdigheter i svenska språket. Modulen främjar följande kompetenser: muntliga och skriftliga kommunikationsfärdigheter, globalt tänkande och kulturkännedom, kundkännedom samt kundservice. Modulen kräver tidigare studier i svenska och nivån B1.2 i den gemensamma europeiska referensramen för språk (CEFR).

## Kunskapsmål och bedömning

### Vitsord 1

Den studerande kan med viss tvekan producera skriftliga och muntliga meddelanden på svenska.

Hen har vissa svårigheter med uttal och skriftlig produktion. Den studerande använder central terminologi och grundläggande konstruktioner med viss tvekan.

Den studerande har planerat och lämnat in uppgifterna med vissa brister och/eller inte inom utsatt tid. Den studerande bör anpassa sina kommunikationsmönster så att de blir mera affärsmässiga och professionella när det gäller försäljning och kundservice. Den studerande förmår agera på svenska. Hen har nått inlärningsmålen endast delvis.

### Vitsord 3

Den studerande kan producera effektiva skriftliga och muntliga meddelanden på svenska. Hen kan ha tillfälliga problem med uttal och skriftlig produktion. Den studerande har ett tillräckligt affärsordförråd för att kunna använda svenska som arbetsspråk relativt obehindrat.

Den studerande har lämnat in de flesta uppgifterna inom utsatt tid. Hen uppvisar goda insikter i försäljning och kundservice och uppför sig på ett affärsmässigt sätt också när hen kommunicerar.

Den studerande kan sköta uppgifter och ta ansvar både i team och individuellt och kan arbeta och knyta nätverkskontakter på svenska. Den studerande har ganska väl uppnått sina individuella inlärningsmål.

### Vitsord 5

Den studerande kan producera effektiva och ingående skriftliga och muntliga meddelanden på svenska, har ett relativt naturligt uttal och åstadkommer med text obehindrat. Hen behärskar mycket väl den centrala affärsterminologin.

Den studerande har lämnat in alla uppgifter inom utsatt tid. Hen uppvisar utmärkta insikter i försäljning och kundservice och uppför sig mycket affärsmässigt. Den studerande kan mycket väl sköta uppgifter och ta ansvar både i team och individuellt. Hen kan leda team, och är väl förtrogen med svensk kultur och svenskt affärsliv. Hen kan med lätthet använda svenska som arbetsspråk och knyta nätverkskontakter på svenska. Den studerande har mycket väl uppnått sina individuella inlärningsmål.

## **Identifiering och erkännande av tidigare inhämtat kunnande (AHOT)**

Validering av tidigare inläring är inte möjlig i den här modulen eftersom modulinnehållet skraddarsys enligt den studerandes personliga kompetenser. Modulen planeras tillsammans med den studerande för att passa den studerandes personliga kompetenser och språkförmåga.

## **Arbetslivskontakter**

Företagsbesök och -kontakter i mån av möjlighet.

## **Internationella aspekter**

Möjlighet att jobba med internationella studerande och andra personer. Eventuellt svenskspråkiga gästföreläsare från internationella organisationer och partneruniversitet.

## **Innehåll**

I början av modulen planerar läraren och den studerande tillsammans modulinnehållet (personlig studieplan). Den studerande utvecklar sin språkfärdighet när det gäller läsning, skrivning, lyssnande och interaktion i valda kontexter och ämnesområden. Inlärningsmålen för dessa fem delområden fastställs tillsammans med läraren i början av modulen.

Modulen är värd 5 studiepoäng och kräver 135 h arbete av den studerande. Modulen ska avklaras på en termin (18 veckor). Den studerande utför i huvudsak sina studier individuellt, dock med hjälp av en fortgående dialog med läraren.

## **Inlärningsmetoder**

Forskningsbaserad inläring  
Självständigt arbete  
Kamratinläring  
Coaching  
Företagsbesök  
Online-inläring  
Utvärdering av egen inläring

## **Bedömningsmetoder**

Bedömningskriterierna enligt beskrivningen ovan, i kursplanerna ges noggrannare information om utvärderingspraxisen.

Individuella inlärningsuppgifter och prestationer

Teamarbete

Själv- och kamratutvärdering

Självutvärderingen påverkar inte modulvitsordet. Självutvärderingen och de studerandes kursfeedback (som insamlas elektroniskt) används till att utveckla modulen.

## **Ansvariga lärare**

Riitta Forsnabba, Borgå

Pia Kiviaho-Kallio, Borgå

## **Läromaterial**

Varierande material enligt den studerandes inlärningsmål.

(Elektronisk) litteratur, artiklar, material på nätet

Sajter för språkinläring, applikationer och verktyg

Material som de studerande producerar.

# International Study Module

Code: EXCH2PO201

Scope: 30 ECTS

Timing: Level 2

Language: English/ other

Curriculum: Porvoo Campus 2017

Module level: Professional studies

Module type: Compulsory

Haaga-Helia offers a possibility to study one semester/ academic year as an exchange student abroad. The student exchange abroad gives a chance to gain international competences, develop language and cultural skills and study new subjects. It also gives an opportunity to establish an international professional network, not to mention friendships and an experience of a lifetime! The exchange studies should fulfill the requirements and learning objectives of this international study module. Studies completed abroad will be substituted as an international study module, 30 ECTS at Haaga-Helia.

## Starting level and linkage with other modules

The module has no links with other modules. This module cannot be done before 60 credits are gained.

## Learning objectives and assessment

The student exchange can take place during the second year of studies.

The host/ exchange institution courses should advance the following competences depending on the timing of the exchange: e.g. ability to use relevant development methods, effective leadership, critical and strategic thinking, global business intelligence, value chain understanding, branding, marketing, knowledge of sales and service experience for foreign markets.

The courses can vary and the student should choose the courses from his/her specialization point of view. Language and cultural courses maximum 10 credits. Courses should be professional/ advanced level courses from second or third study year. All studies completed during the exchange have to be approved by Porvoo Campus International Coordinator.

## Learning outcomes

- Personal and professional development
- Global mindset, language and intercultural competences
- Agility and adaptability in changing environments
- Orientation towards an international career

## Recognising and validating prior learning (RPL)

The student need to return a transcript with other exchange documents via moveon system to get exchange studies substituted and validated as international study module. More information and instructions for recognising and validating prior exchange studies are available at [MyNet](#).



## **Connections to business life**

According to a host/ exchange institution

## **Internationality**

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

## **Learning methods**

According to a host/ exchange institution

## **Assessment**

The assessment methods according to a host/ exchange institution. The self-assessment = exchange report (through moveon system) of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the development of international study module. The feedback is collected via an electronic form/ exchange report model and is compulsory to return after mobility.

## **Instructor(s) responsible**

International Coordinator Porvoo Campus

## **Learning materials**

According to a host/ exchange institution

# Introduction to SAP

Code: TOO8PO032

Scope: 6 ECTS

Timing: 3rd - 7th semester

Language: English

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: Free-choice

## Starting level and linkage with other courses

ERP or a similar course, SAP as a Management Tool or similar course recommended

## Learning objectives and assessment

Upon successful completion of this course, the student

- learns the main business processes in SAP ERP
- learns the difference between the concepts ERP and analytics
- is able to continue to the professional level such as taking TERP10 or TS410 certification courses as the next step
- understands how business processes and financial management are interrelated
- is able to run the main business processes in SAP and analyze their financial impacts
- is able to use SAP to run a business

Exercises cover the following business processes: Procurement, Fulfillment, Production, Inventory Management, Warehouse Management, Internal and External accounting, Enterprise Asset Management, Human Capital Management and Project System

The course is based on SAP ECC and S/4 HANA applications.

In order to achieve

Grade 1

the student has to do all exercises.

Grade 3

the student has to do all exercises correctly.

Grade 5

the student has to do all exercises, get good grade from the exam and do challenge assignments.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

## **Working life connections**

Guest lecturers may be invited.

## **Internationality**

Global competences and skills

## **Learning methods**

Inquiry learning

Contact lessons

SAP exercises

Exam

## **Course teacher(s)**

Veijo Vänttinen, Porvoo

## **Learning materials**

Integrated Business Processes with ERP systems, Simha R. Magal, Jeffrey Word; WileyPlus

Learning material given through Moodle.

# Johdatus digitaalisen markkinoinnin ja myynnin työkaluihin

Tunnus: TOO8PO802

Laajuus: 5 op

Ajoitus: lukukausi 1-7

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintoihin

Perusteet myynnistä, markkinoinnista ja liiketoiminnan ICT -työkaluista.

Opintojakson tavoitteena on tutustua digitaalisuuden tuomiin mahdollisuuksiin liiketoiminnassa ja erityisesti pienen yrityksen näkökulmasta. Kurssilla tutustutaan mm. somen ja muun internet -markkinointikanavien soveltamiseen markkinoinnissa ja myynnissä. Lisäksi käydään läpi keskeisimmät digitaalisen markkinoinnin mittarit ja mittaamisen työkalut. Opintojakson voi suorittaa kokonaan verkossa.

Opintojaksolla tehdään yrityslähtöisiä harjoituksia, jotka tukevat opiskelijan oman opiskelun, työn tai yritystoiminnan kehittämistä. Opintojaksoon sisältyy harjoitustyö, jonka opiskelija tekee oman kiinnostuksen ja tarpeen mukaan opintojakson sisältöalueista. Opintojaksolla opastetaan myös Google Analytics ja Google AdWords -sertifikaatin suorittamiseen. Toisen sertifikaatin suorittaminen korvaa harjoitustyön.

## Osaamistavoitteet ja arviointi

Opintojakson suorittuaan opiskelija

Arvosana 1

osaa joiltakin osin hahmottaa digitaalisuuden tuomia mahdollisuuksia markkinoinnissa ja myynnissä erityisesti pienen tai keskikokoisen yrityksen näkökulmasta

Arvosana 3

osaa pääosin hahmottaa digitaalisuuden tuomia mahdollisuuksia markkinoinnissa ja myynnissä erityisesti pienen tai keskikokoisen yrityksen näkökulmasta (markkinointikampanjat ja Analytics)

Arvosana 5

osaa hyvin hahmottaa digitaalisuuden tuomia mahdollisuuksia markkinoinnissa ja myynnissä erityisesti pienen tai keskikokoisen yrityksen näkökulmasta

Opintojakso voi sisältää myös opiskelijoiden toiveiden mukaisia sisältöjä tarpeen mukaan, jolloin opintojakson sisältö muotoutuu opiskelijaryhmän mukaan.

## **Työelämäyhteydet**

Opintojaksolla tehdään yrityslähtöisiä. Opiskelija voi kytkeä harjoitustyön omaan opinnäyteytöhön, omaan työhön tai yritystoimintaan.

## **Sisältö**

Sosiaalinen media myynnin ja markkinoinnin tukena

- Somemarkkinoinnin kanavat
- Somemainonnan muodot
- Somemainonnan kohdentaminen ja vaikuttavuuden ja tehokkuuden mittaaminen

Google Adwords -mainonta

- Mitä Google Adwords -mainonta on ja miten se toimii?
- Hakusanojen optimointi
- Tulokset ja mittaaminen

Google Analytics

- Peruskäsitteet ja toimintaperiaate
- Tavoitteiden valinta
- Tulosten mittaaminen

## **Arvintitavat**

Opintojakso arvioidaan asteikolla 1 - 5. Arviointiin sisältyy viikkotehtävät 40 % + tentti 30 % + oma kehittämisprojekti/ harjoitustyö 30 %.

## **Vastuopettaja**

Tiina Jokinen, Porvoo

## **Oppimistavat**

Opintojakson lähiopetus koostuu viikoittaisista tapaamisista, joissa harjoitustehtävien avulla tutustutaan lähiopetuskerran aiheisiin ja samalla opiskelijalla on mahdollisuus saada ohjausta oman kehittämisprojektiin tekemiseen. Opintojakso on mahdollista suorittaa kokonaan myös verkossa.

## **Oppimateriaalit**

Moodlen ym. sähköisten alustojen oppimateriaali

ilmoitetaan myöhemmin

# Johdon talousviestintä

Tunnus: BUS8PO802

Laajuus: 5 op

Ajoitus: 3.-6. lukukausi

Kieli: suomi

OPS: Porvoo Campus 2017

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Lähtötasovaatimuksena on, että Yrityksen kirjanpito –moduuli on suoritettu tai että opiskelijoilla on vastaavat tiedot.

## Osaamistavoitteet ja arviointi

Arvosana 1

Opiskelija osaa tulkita taloushallinnon perusdataa jossain määrin. Opiskelija tunnistaa kohderyhmiä ja kanavia, mutta ei hallitse/hahmota kokonaisuuksia. Hallitsee pörssitiedottamisen avainasiat, mutta analyysi on kevyttä. Tekee yksilötehtävät ja osallistuu ryhmiin, mutta passiivisesti.

Arvosana 3

Opiskelija osaa tulkita taloushallinnon perusdataa. Opiskelija tunnistaa kohderyhmiä ja kanavia sekä hahmottaa kokonaisuuksia. Osaa myös kohdentaa viestit kohderyhmien mukaan tarinallistaen. Hallitsee pörssitiedottamisen avainasiat. Tekee yksilötehtävät huolellisesti ja osallistuu ryhmiin aktiivisesti.

Arvosana 5

Opiskelija osaa syvällisesti analysoida ja tulkita taloushallinnon perusdataa. Opiskelija tunnistaa kohderyhmiä ja kanavia sekä hallitsee kokonaisuuksia. Opiskelija osoittaa kykyä luovaan ongelmanratkaisuun ja viestien monipuoliseen tarinallistamiseen. Osaa tehdä monimutkaisesta datasta kohderyhmälle selkeitä viestejä. Hallitsee pörssitiedottamisen avainasiat hyvin. Tekee yksilötehtävät huolellisesti osoittaen erityistä kiinnostusta ja osallistuu ryhmiin erittäin aktiivisesti.

## Työelämäyhteydet

Opintojaksolla hyödynnetään mahdollisuuksien mukaan yrityselämän edustajia vierailuluentoisijoina. Tehtävät tehdään aitojen yritysesimerkkien avulla.

## Sisältö

- Tilinpäätöksen ja tunnuslukujen tulkinta
- Datan muokkaaminen ymmärrettäväksi ja visuaaliseksi
- Kohderyhmien tunnistaminen (esim. johto, sijoittajat, henkilöstö) ja kanavien valinta
- Viestien muokkaaminen kohderyhmän mukaan
- Pörssitiedottaminen
- Tarinallistaminen numeraalisen tiedon selkeyttäjänä

## **Oppimistavat**

Alkupohdinta (edellytys kurssille osallistumiseen)

Verkko-opetus, jossa opiskelijat tekevät sekä yksilö- että ryhmätehtäviä. Kurssin tehtävissä hyödynnetään mahdollisuuksia soveltaa omista työkokemuksista kertyneitä tietoja.

## **Arviointitavat**

Yksilö- ja ryhmätehtävät (50 %)

Yksilöloppuraportti (50 %)

## **Vastuopettajat**

Anna Sivonen, Porvoo

Maria Vickholm, Porvoo

## **Oppimateriaalit**

Haaga-Helian raportointiohjeet

Opettajan ilmoittama ja jakama materiaali

# Kuvankäsittely Photoshop

Tunnus: TOO8PO014

Laajuus: 3 op

Ajoitus: 4., 6. lukukausi

Opetuskieli: suomi

OPS: Kaikki Porvoon OPS:t

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Lähtötaso: Henkilökohtainen tietojenkäsittely suoritettu

## Osaamistavoitteet ja arviointi

Opiskelija

- osaa digitaalisen kuvankäsittelyn ja Photoshop- ohjelmiston perusteita
- osaa kuvien perussäädöt:
  - rajaus ja oikaisu
  - kuvakoon muuttaminen
  - värien ja sävyjen säätäminen eri työkaluilla
  - terävöitys
- ymmärtää tasojen merkityksen ja osaa hallita niitä
- osaa käyttää eri valintatyökaluja erilaisten valintojen tekemisessä
- ymmärtää säätötasojen merkityksen
- osaa korjata kuvia
- pystyy poistamaan kuvasta kuvan taustaa eri menetelmien avulla
- pystyy yhdistämään kuvia, tekstiä, sekä erilaisia grafiikkaelementtejä
- ymmärtää maskien merkityksen sekä osaa hallita maskeja
- osaa käyttää tavallisimmat suotimet ja tehosteet
- osaa käyttää tekstityökaluja ja muokkailia tekstiä

Arvosana 1

Opiskelija tuntee Photoshop ohjelman ja osaa käyttää sitä ohjeiden mukaan. Opiskelija osaa ohjatusti valita oikeat työkalut ja menetelmät määritellyssä tilanteessa. Suoritettu työ on puutteellista.

Arvosana 3

Opiskelija tuntee Photoshop ohjelman ja osaa käyttää sitä monipuolisesti ohjeiden mukaan. Opiskelija osaa itsenäisesti valita oikeat työkalut ja menetelmät määritellyssä tilanteessa. Suoritettu työ on tyydyttävä.

Arvosana 5

Opiskelija tuntee Photoshop ohjelman ja osaa soveltaa sitä itsenäisesti ja monipuolisesti. Opiskelija osaa itsenäisesti valita oikeat työkalut ja menetelmät kaikissa tilanteissa. Suoritettu työ on kauttaaltaan hyvälaatuista.



Osallistuminen 30%

Etätehtävät 70%

## Sisältö

Opintojaksolla tutustutaan Adobe Photoshop -kuvankäsittelyohjelman ja digitaalisen kuvan tärkeimpiin perusominaisuuksiin sekä myös joihinkin kehittyneempiin piirteisiin. Alussa perehdytään kuvankäsittelyohjelman käyttöliittymään sekä digitaalisen kuvankäsittelyn perusteisiin. Kurssilla opitaan myös korjailemaan kuvaa teknisesti ja tehdään luovaa kuvamanipulaatiota. Kurssilla harjoitellaan mm. sävyjen ja värien säätämistä, työkalujen käyttöä sekä kuvayhdistelmien tekemistä layereiden (tasojen) avulla.

- Digitaalisen kuvankäsittelyn perusteet
  - käsitteet
  - resoluutio
  - värijärjestelmät
  - tiedostotyypit
- Photoshop perusteet
  - käyttöliittymä, asetukset
  - yleisimmät työkalut
- Kuvan perussäädöt
  - rajausta ja oikaisu
  - kuvakoon muuttaminen
  - värien ja sävyjen säätäminen eri työkaluilla
  - terävöitys
- Tasot
  - tasojen merkitys ja hallinta
- Valinnat
  - valintatyökalut
  - valintojen tekeminen
- Säätötasot
  - käytön etuja
- Kuvan korjailu
  - roskien ja naarmujen yms. poistaminen
- Taustan poistaminen
  - eri menetelmiä
- Kuvien yhdisteleminen
  - kuvakollaasit
  - kuvan, tekstin ja grafiikkaelementtien yhdistäminen
- Maskit
  - maskien merkitys ja hallinta
- Suotimet ja tehosteet
  - tehostegalleria
  - esimerkkejä
- Tekstin lisääminen kuviin
  - tekstityökalu
  - tekstitasot
  - tekstin muokkaaminen

## **Oppimistavat**

Ohjatut harjoitukset ja itsenäisesti tehtävät etätehtävät  
Oman oppimisen arviointi

## **Vastuopettaja**

Jörgen Wollsten, Porvoo

## **Oppimateriaalit**

Moodlen kautta jaettavat oppimistehtävät ja -harjoitukset

# Languages and Cultures using Tandem Methods

Code: CUL8PO012

Scope: 3 ECTS

Timing: 2nd-7th Semester

Language: English/Finnish

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: Free-choice

## Starting level and linkage with other courses

-

## Learning objectives and assessment

Passed:

The student knows the essential items of the language and culture of a target country.

The students in tandem pairs independently organize all the required sessions (46 hours) and write a learning diary on each session as well as on cultural events to the supervising teacher. Furthermore, the student writes independently a final essay of the outcomes of the course. The student prepares with his/her tandem partner a presentation of the main issues of the sessions for the final meeting of the course. The student uses English as a working language.

The course is evaluated on scale PASSED – FAILED.

## Recognition and validating of prior learning (RPL)

Recognition of prior learning (RPL) is not possible.

## Internationality

The work pairs represent different cultures and languages.

## Contents

The course is a reciprocal language and intercultural communication course in which the students are paired with a native speaker of the target language to work on a series of learning tasks. The paired students work independently, but the study process of each tandem pair will be guided by a tandem instructor.

Language studies

Cultural studies and events

## **International dimension**

The work pairs represent different cultures and languages.

## **Learning methods**

Tandem sessions 48 school hours (à 45 min)

- with the tandem pair 16 x 1,5 h = 24 h
- two visits to cultural events = 6 h
- two sessions with the tandem instructor = 1,5 h
- final seminar with other tandem pairs = 4,5 h

Written tasks 26 school hours (à 45 min)

- learning diary 7,5 h
- one essay/student on cultural topics (about 3 pages each) = 4,5 h
- final work for the presentation (poster, PP presentation, video etc.) = 7,5 h

Independent work and information retrieval = 7,5 h

The assessment of one's own learning

## **Course teacher(s)**

Michael Reinert, Porvoo

## **Learning materials**

No common learning materials

# Life Skills and Wellbeing

Code: LEA8PO802

Scope: 3 ECTS

Timing: Spring semester

Languages: English

Curriculum: Porvoo Campus 2017

Course level: Professional studies

Course type: Free-choice

## Starting level and linkage with other courses

The module has no links with other modules.

This module is a part of free-choice studies in the Porvoo Campus competence-based curriculum.

## Learning objectives and assessment

This study module guides a student to develop his/her life management skills. It helps the student to manage own resources better and allows to be successful at home, in studies and workplace. The course is wellness oriented and emphasizes responsible decision-making, constructive communication and planning for a healthy lifestyle. With this study module the student gains more understanding in self- consciousness, relationships, time and money management and in future planning.

The module is graded on scale passed/failed. The module is passed if all the contents are completed on time and the student has participated in contact lessons.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or in other studies, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at [MyNet](#).

## Connections to business life

Workshops and guest lecturers.

## Internationality

Possibility to operate with international students and other persons.

## Contents

- Welcome to my life - past, present and future
- Healthy everyday life: nutrition, sleep and exercise
- Stress and time management, body consciousness
- Constructive communication skills

- Self-awareness and self-esteem
- Recognising and managing emotions
- Decision making and goal setting

## **Learning methods**

Inquiry learning:

Independent study

Peer-to-peer learning

Coaching sessions

The assessment of one's own learning

## **Assessment**

The module is graded on scale passed/failed. The module is passed if all the contents are completed on time and the student has participated in contact lessons.

Assessment details can be checked from the implementation plan (including attendance requirements).

The assessment includes: Self-assessment, Final deliverables

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected in an electronic form.

Module instructor(s)

Mari Austin, Porvoo

## **Study materials**

Literature (also e-books and online-articles)

E-tutorials

Other subject related materials

Social media channels

# Miedot alkoholijuomat

Tunnus: RES8PO022

Laajuus: 3 op

Ajoitus: 4. - 7. lukukausi

Opetuskieli: suomi

OPS: Kaikki Porvoon OPS:t

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Anniskelupassi suoritettu

## Osaamistavoitteet ja arviointi

Tavoitteena on tutustua eri viini- ja oluttyyppeihin, oppia niiden valmistusmenetelmät ja tärkeimmät tuotantoalueet sekä ymmärtää makuun, laatuun ja säilyvyyteen vaikuttavat tekijät. Tavoitteena on myös oppia viinien ja oluiden tarjoiluetiketti sekä tutustua viinitermistöön ja aistinvaraiseen arviointiin.

Opintojakso arvioidaan asteikolla 1 - 5. Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 1

Opiskelija tuntee tärkeimmät viini- ja oluttyypit sekä ymmärtää kasvuolosuhteiden ja valmistustapojen vaikutuksen juoman ominaisuuksiin. Opiskelija hahmottaa viinin tarjoilun ja maistatuksen käytännöt.

Arvosana 3

Opiskelija tuntee tärkeimmät tuotantomaa- ja -alueet, niiden ominaispiirteet sekä yleisimpien lajikkeiden käyttötarkoitukset ja tarjoilumenetelmät. Opiskelija hallitsee oluiden ja viinien tarjoilun ja osaa tulkita etikettien sisältöä.

Arvosana 5

Opiskelija tuntee klassiset rypälelajikkeet ja uudet trendit sekä tietää ulkoisten tekijöiden vaikutukset makukokemukseen. Opiskelija tunnistaa yleisimmät laatuluokitukset ja osaa antaa juomasuosituksia eri tarkoituksiin.

## Aikaisemmin hankitun osaamisen tunnistaminen ja tunnustaminen (AHOT)

Jos opiskelija on saavuttanut vaadittavan osaamisen esimerkiksi aikaisemmissa työtehtävissä, harrastuksissa tai jollain toisella opintojaksolla, hän voi osoittaa osaamisensa ja edetä opinnoissa ripeämmin. Katso lisätiedot ja ohjeet aiemmin hankitun osaamisen tunnistamisesta ja tunnustamisesta (AHOT) MyNetistä tai www-sivuilta.

## Työelämäyhteydet

Opintojaksolla on vieraileva luennoitsija elinkeinoelämästä.

## **Kansainvälisyys**

Opintojaksolla käsitellään juomakulttuuria kansainvälisestä näkökulmasta.

## **Sisältö**

Viini- ja oluttietoutta opetellaan teoriassa luentojen ja tehtävien avulla sekä käytännössä harjoitusten ja aistinvaraisen arvioinnin kautta. Tutustutaan trendeihin ja kuluttajakäyttäytymiseen sekä harjoitellaan viinin esittelyä ja tarjoilua sekä maisteluetikettiä ja sanastoa.

## **Oppimistavat**

Luennot ja osoitetun materiaalin itsenäinen opiskelu

## **Harjoitustehtävät**

Tarjoiluetiketti ja aistinvarainen arviointi

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

## **Arviointitavat**

Aktiivinen osallistuminen ja oppimistehtävät

## **Vastuopettaja**

Jaana Laaksonen, Porvoo

## **Kurssimaksu**

30€opiskelija

## **Oppimateriaalit**

Ilmoitetaan opintojakson alussa



# Nordic Ideation Camp

Code: BES8PO016

Scope: 5 ECTS

Timing: 5th -23th of November 2018 (intensive camp in Lyngby, Denmark 12th -16th of November)

Language: English

Curriculum: Porvoo Campus 2017

Level: Basic studies

Type: Free-choice

## Starting level and linkage with other courses

Students following the 2010 curriculum: Participants are expected to have completed the first semester studies.

Students following the 2017 curriculum: The course is part of the semester projects. Students are expected to have completed the first semester studies.

## Learning objectives and assessment

Upon successful completion of this intensive project, the students acquire necessary skills to work in multicultural teams solving real life problems for companies.

- Creating international networks
- Understanding cultural frameworks
- Using relevant digital tools
- Solving real-life business challenges
- Taking responsibility for the team's learning (reflection skills)

### Grade 1

The student has basic understanding of solving real-life business challenges. S/he can apply cultural frameworks and create international networks with support. With guidance, s/he takes responsibility for the team's learning.

### Grade 3

The student has a good understanding of solving real-life business challenges. S/he can apply cultural frameworks and create international networks with good results. S/he takes responsibility for the team's learning.

### Grade 5

The student has a professional understanding of solving real-life business challenges. S/he can apply cultural frameworks and create international networks with excellent results. S/he shows great engagement and responsibility for the team's learning.

## **Recognising and validating prior learning (RPL)**

Students following the 2017 Campus curriculum can choose other projects in order to build their competences. Students following older curricula are advised to look for other similar courses, in case that the participation in this intensive three-week project based implementation is impossible.

## **Working life connections**

The course is anchored in a commissioned project from a real business. There will be guest lectures, company visits and presentations

## **Internationality**

The course has international students from three different institutions. Part of the work is done in different countries.

## **Contents**

The course is implemented together by Cphbusiness (Denmark), Estonian Business School and Haaga-Helia Porvoo Campus, with 20 students from each institution, working together in mixed teams. The travel, food and accommodation costs will be covered by the project, which is funded by Nordplus. The main theme of the course is business development.

General schedule:

- The first week (week 45) the students are assigned to teams, given the development task by the local partner businesses and start the work online.
- The second week (week 46) is an intensive camp at CPH Business Lyngby. The teams will create ideas for improving the commissioner companies' business, generally in the field of sales, marketing and service development.
- The third week (week 47) is reserved for writing the final report, both for the partner businesses, as well as a more elaborate report including reflections on the process and learning of the team. The course ends with a review session.

## **Assessment**

The project is evaluated on a scale of 1 to 5.

For the students following the new Campus curriculum (as of spring 2017), the project work will be channeled to the semester competence modules. Or, marked as free-choice.

For the students following older curricula the project will be evaluated as a separate five-credit course, either in free-choice or elective studies.

Participation and overall activity 40%, Project process, final report and outcome 60%

Compulsory attendance.

## **Course teachers**

Kalle Rähkä, Porvoo

Marika Alhonen, Porvoo

## **Learning materials**

Will be provided during the camp.

# Rahoitus ja sijoitustoiminta

Tunnus: BUS8PO801

Laajuus: 5 op

Ajoitus: 4. - 6. lukukausi

Kieli: suomi

OPS: Kaikki Porvoon OPS:t

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

1. vuosikurssin opinnot suoritettu

## Osaamistavoitteet ja arviointi

Sijoittamiseen liittyvää osiota suunnitellaan yhdessä kurssin opiskelijoiden kanssa.

Arvosana 1

Opiskelija tuntee rahoituksen osa-alueet ja ymmärtää rahoituksen merkityksen yritystoiminnassa. Osaa hinnoitella yleisimpiä rahoitusinstrumentteja ja ymmärtää investoinnin kannattavuuden merkityksen yritystoiminnassa. Osaa tehdä kannattavuuslaskelman.

Opiskelija tuntee yleisimmät sijoituskohteet ja niiden tuoton muodostumisen. Ymmärtää hajauttamisen ja riskein merkityksen sijoitustoiminnassa

Arvosana 3

Opiskelija tuntee rahoituksen osa-alueet ja ymmärtää rahoituksen merkityksen yritystoiminnassa hyvin. Osaa hinnoitella yleisimpiä rahoitusinstrumentteja ja ymmärtää investoinnin kannattavuuden merkityksen yritystoiminnassa hyvin. Osaa tehdä kannattavuuslaskelman.

Opiskelija tuntee yleisimmät sijoituskohteet ja niiden tuoton muodostumisen hyvin. Ymmärtää hajauttamisen ja riskein merkityksen sijoitustoiminnassa hyvin.

Arvosana 5

Opiskelija tuntee rahoituksen osa-alueet ja ymmärtää rahoituksen merkityksen yritystoiminnassa erinomaisesti. Osaa hinnoitella yleisimpiä rahoitusinstrumentteja ja ymmärtää investoinnin kannattavuuden merkityksen yritystoiminnassa erinomaisesti. Osaa tehdä kannattavuuslaskelman itsenäisesti.

Opiskelija tuntee yleisimmät sijoituskohteet ja niiden tuoton muodostumisen erinomaisesti. Ymmärtää hajauttamisen ja riskein merkityksen sijoitustoiminnassa erinomaisesti

Opintojakso arvioidaan asteikolla 1 - 5. Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

## Työelämäyhteydet

Yhteistyö pankkien kanssa

## Sisältö

Opintojakso jakautuu kahteen osioon:

1. Rahoitukseen, jossa käsitellään yritystoiminnan rahoituksen osa-alueita. Oppilaat tekevät oppimistehtäviä, joiden tarkoituksena on tutustua yleisimpiin rahoitusmuotoihin.
  - periaatteet yrityksen rahoituksen analysointiin ja suunnitteluun,
  - rahoitusinstrumenttien hinnoittelu ja hinnan muodostuminen,
  - investoinnin kustannukset ja kannattavuus,
  - yrityksen lyhyen- ja pitkäaikavälin rahoitus.
2. Sijoittamiseen, jossa paneudutaan sijoitusmarkkinoihin sijoittajan näkökulmasta. Tarkastelussa keskitytään sijoituspäätöksiin vaikuttaviin tekijöihin, eri sijoitusmuotoihin ja instrumentteihin, sijoitusten tuottoon ja riskeihin.
  - sijoitusstrategia ja tavoitteet
  - riskinsietokyky
  - eri sijoitusinstrumentit ja niiden tuotto ja riskit
  - varallisuuden hajautus
  - kaupankäyntikulut
  - sijoitusmarkkinat ja niiden analysointi

## Oppimistavat

Lähiopetus ja siihen liittyvät tehtävät

## Oppimistehtävät

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi

## Arviointitavat

Oppimistehtävät 40 %

Tentti 40 %

Aktiivisuus 20 %

## Vastuopettaja(t)

Kai Pietilä, Porvoo

## Oppimateriaalit

Martikainen T & Martikainen M; Rahoituksen perusteet, WSOY

Knüpfer S & Puttonen V; Moderni rahoitus, WSOY

Sijoittamisen kirjat + blogit (ilmoitetaan kurssin edetessä)

Pörssisäätiön oppaat

# Reading Finnish 1

Code: FIN8PO005

Scope: 3 ECTS

Timing: 2nd - 7th semester

Language: Finnish

Curriculum: TOBBA10, POBBA10, SAMPO15

Level: Professional studies

Type: Free-choice / elective (international students)

## Starting level and linkage with other courses

Prerequisites: Finnish for Foreigners 1, 2 and 3 (FIN1LC001, FIN1LC002, FIN1LC003)

## Learning objectives and assessment

### Grade 1

The student understands different types of real life texts (daily news and different media texts, company press releases, advertisements, brochures, etc.), though he/she has many difficulties.

### Grade 3

The student understands different types of real life texts (daily news and different media texts, company press releases, advertisements, brochures, etc.) without mayor difficulties.

### Grade 5

The student understands different types of real life texts (daily news and different media texts, company press releases, advertisements, brochures, etc.) without difficulties.

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

## Contents

The student studies different types of real life texts and make assignments and vocabulary lists or write summaries (English or Finnish) based on the content of these texts.

## Learning methods

No contact lessons, independent on-line studies, written assignments, examination

The assessment of one's own learning

## **Assessment**

Written assignments 70 %

Written examinations 30 %

## **Course teacher(s)**

Kurhinen, Antti Petteri, Porvoo

## **Learning materials**

The course materials are provided by the advisor.



# Reading Finnish 2

Code: FIN8PO006

Scope: 3 ECTS

Timing: 2nd - 7th semester

Language: Finnish

Curriculum: TOBBA10, POBBA10, SAMPO15

Level: Professional studies

Type: Free-choice / elective (international students)

## Starting level and linkage with other courses

Prerequisites: Finnish for Foreigners 1, 2 and 3 (FIN1LC001, FIN1LC002, FIN1LC003)

## Learning objectives and assessment

Pass

The student understands normal Finnish texts (books) and can produce summaries in Finnish based on these books, though he/she might have difficulties and make some mistakes.

After completing the needed assignments the student gets the grade “pass”.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

## Contents

The student has to read two books in Finnish (minimum 300 pages each) and write a summary of 10 pages of both books and a personal opinion of one page each.

## Learning methods

No contact lessons, independent on-line studies, written assignments

The assessment of one's own learning

## Assessment

Written assignments 100 %

## Course teacher(s)

Antti Kurhinen, Porvoo

## Learning materials

To be chosen together with the advisor.

# Responsible Business

Code: WOR8PO024

Scope: 3 ECTS

Timing: free choice

Language: English

Curriculum: All Porvoo curriculums

Course level: Professional Studies

Course type: Free-choice

## Starting level and linkage with other courses

No starting level requirements.

## Learning objectives and assessment

### Grade 1

He/she recognizes moral values, and is aware of some ethical choices related to business. He/she is able to observe some ethical problems in businesses around him/her. He/she is able to name the areas of responsible business. Use of language is acceptable, but there is lack of correct terms in the text.

### Grade 3

He/she recognizes moral values, and is aware of many ethical choices related to business, and is also able to describe them. He/she is able to observe ethical problems in businesses around him/her, and write analytical text about those observations. He/she is able to name the areas of responsible business and recognizes them from his /her own experiences. Use of language is good and correct terms are used fluently in the text.

### Grade 5

He/she recognizes moral values, and is aware of many ethical choices related to business, and is also able to describe and analyze them. He/she is able to observe ethical problems in businesses around him/her, and write analytical text about those observations with practical examples. He/she is able to name the areas of responsible business, recognizes them from his /her own surroundings and has knowledge to make grounded decisions concerning ethics. Use of language is excellent, correct terms are used fluently and the text is presented in logical order.

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## Working life connections

A student used his/her own experiences about working life as a basis of text.

## Internationality

Literature is international.

## **Learning methods**

Independent studies

## **Assessment**

An essay or an exam; either one 100%

## **Course teacher(s)**

Kirsi Ola, Porvoo

## **Learning materials**

Ferrell O.C, Fredrich John, Ferrell Linda. Business Ethics. Ethical Decision Making and Cases. Houghton Mifflin Company. 2005. Sixth Edition. (s. 1-163)

Tietenberg, Tom. Environmental Natural Resource Economics. Pearson 2006, 7. Edition. (s.1-13, s. 527- 551, + a chapter that concerns your field of work).

+ one free-choice book, preferably written after 2010 and handling responsible business

# Ruoan ja juoman liitto

Tunnus: RES8PO033

Laajuus: 3 op

Ajoitus: 4.-6. lukukausi

Opetuskieli: suomi

OPS: Kaikki Porvoon OPS:t

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Suositteltu lähtötaso: RES8PO024 Tarjoilu- ja viinitietous

## Osaamistavoitteet ja arviointi

Tavoitteena on oppia valitsemaan ja perustellusti suosittelemaan sopivia viinejä erilaisille ruoille ja menukokonaisuuksille ottaen huomioon asiakkaan toivomukset.

Arvosana 1

Opiskelija tuntee viinityypit ja niiden tarjoilutavat sekä ymmärtää ruoan raaka-aineiden vaikutuksen viinin makuun ja valintaan. Opiskelija osaa viinin tarjoilun käytännöt.

Arvosana 3

Opiskelija tuntee viinityypit ja tarjoilutavat sekä viinin ja ruoan yhdistämisen peruseriaatteen ja erilaisten makuyhdistelmien syntymisen.

Arvosana 5

Opiskelija tuntee viinin ja ruoan klassiset yhdistelmät ja uudet trendit sekä tietää makuelementtien yhdistelyn vaikutukset makukokemukseen. Opiskelija osaa valita ja suositella viinejä eri ruokalajeille ja menukokonaisuuksille.

Opintojakso arvioidaan asteikolla 1 - 5. Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

## Aikaisemmin hankitun osaamisen tunnistaminen ja tunnustaminen (AHOT)

Jos opiskelija on saavuttanut vaadittavan osaamisen esimerkiksi aikaisemmissa työtehtävissä, harrastuksissa tai jollain toisella opintojaksolla, hän voi osoittaa osaamisensa ja edetä opinnoissa ripeämmin. Katso lisätiedot ja ohjeet aiemmin hankitun osaamisen tunnistamisesta ja tunnustamisesta (AHOT) MyNetistä tai www-sivuilta.

## Kurssimaksu

40€/opiskelija

## Työelämäyhteydet

Opintojaksolla voi olla vierailevia luennoitsijoita ja yritysvierailuja

## **Kansainvälisyys**

Opintojaksolla käsitellään ruoka- ja juomakulttuuria kansainvälisestä näkökulmasta.

## **Sisältö**

Ruoan ja viinin yhdistelemistä opetellaan teoriassa ja käytännössä aineiston ja harjoitusten avulla. Kerrataan viinin esittelyä ja tarjoilua sekä maisteluetikettiä ja sanastoa. Suunnitellaan ja toteutetaan erilaisia ruoka-annoksia ja menukokonaisuuksia sekä testataan viinin ja ruoan yhdistämistä maistellen ja arvioiden.

## **Oppimistavat**

Tämän opintojakson osaamistavoitteet voi saavuttaa esimerkiksi seuraavilla tavoilla:

- a. Lähiopetus ja siihen liittyvät tehtävät TAI
- b. Lähiopetus, itsenäinen opiskelu ja oppimistehtävä

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

## **Arviointitavat**

Aktiivinen osallistuminen ja oppimistehtävät

## **Vastuopettaja(t)**

Päivi Forsblom, Porvoo  
Jaana Laaksonen, Porvoo

## **Oppimateriaalit**

Berglund, Immonen, Rinta-Huumo. 1998. Makuasioita viinistä ja ruosta. OTAVA

Lehtovaara, Hämäläinen. 2014. Ravintolakokin käsikirja. SanomaPro. Helsinki.

Mäkelä. 2002. Ruoan ja viinin liitto. OTAVA

Alko. Viiniä Aterialla - opas viinin ja ruoan liittoon.

Muu mahdollinen kurssilla jaettu / osoitettu materiaali

# SAP as a Management Tool

Code: TOO8PO031

Scope: 3 ECTS

Timing: 2nd- 6th semester

Language: English

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: free choice

## Starting level and linkage with other courses

This is a suitable course to start studying the management information systems contents and courses. There are no formal requirements except that the students are recommended to have studied basic ICT and business courses already.

## Learning objectives and assessment

Upon successful completion of the course, the student:

- understands what integrated business processes mean in practice
- understands how SAP ERP supports business processes
- is familiar with using SAP ERP system to run business processes
- can derive business reports to facilitate decision making

In order to get

Grade 5:

the student has to attend all game events and do all assignment properly.

Grade 3:

the student has to attend all game events and do all assignment.

Grade 1:

the student has to attend game events and do some exercises.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

## Working life connection

Authentic SAP system is used throughout the course; simulation engine provides the look and feel from real business.

## **Internationality**

No direct connection, but all the materials are provided in English language. The course prepares the students for an international simulation game event taking place each summer.

## **Learning methods**

Inquiry learning,  
learning through gaming,  
individual assignments

## **Course teacher(s)**

Veijo Vääntinen, Porvoo

## **Learning materials**

Compulsory ERPsim license (50 CAD)

Learning material through Moodle and ERPsim website

# Safety Pass

Code: PSS8PO029

Scope: 1 ECTS

Timing: 1st, 4th semester

Language: English

Curriculum: Porvoo curriculum

Course level: Professional Studies

Course type: Free-choice

Course fee: 20 €

## Starting level and linkage with other courses

No prerequisites

## Learning objectives and assessment

Learning objectives:

- Legislation and supervision in safety premises in Finland
- Importance of safety in tourism
- Tourism safety characteristics
- Laws and rules
- Independent risk management
- Risks in various fields
- Emergency response
- Test (exam for safety proficiency certificate Safety Pass)
- Going through the exam results

The course requires 100 % attendance. Assessment: Passed (H) /failed (no grade)

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at [MyNet](#).

## Working life connections

Course contents are based on working life needs and legislation.

## Learning methods

Contact lessons (the course requires 100 % attendance)

Lectures, discussions and group work, Duration: 8 x 45 minutes

The assessment of one's own learning 1 h



## **Assessment**

Exam for safety proficiency certificate (Safety Pass).  
Passed (H) /failed (no grade)

The course requires 100 % attendance.

## **Course teacher(s)**

Päivi Forsblom, Porvoo

## **Learning materials**

Lapin Urheiluopisto. 2014. Safety for tourists – an introduction travel industry safety passport.  
Rovaniemen koulutuskuntayhtymä. (available in Campus Library)

# Saksan alkeet 3 / Elementary German 3

Code: GER4PO003

Scope: 3 ECTS

Timing: 2nd. – 3rd. semester

Language: English

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: Elective / Free Choice

## Starting level and linkage with other courses

German elementary 2 or equivalent knowledge.

Competence level: A1/A2 Common European Framework of Reference levels

## Learning objectives and assessment

### Grade 1

The student can produce short loose basic sentences in German, though he/she has many difficulties in the pronunciation and the written outcome. The student uses the essential vocabulary and the basic constructions of German satisfactory. The student has returned the assignments with deficiencies and/or not on time. The student shows poor service and sales orientation and business-like conduct.

### Grade 3

The student can produce short loose sentences in German, though he/she has some difficulties in the pronunciation and the written outcome. The student uses quite well the essential vocabulary and the constructions of the course. The student has returned most of the assignments on time. The student shows good service and sales orientation and business-like conduct.

### Grade 5

The student can produce short loose sentences in basic German with rather good pronunciation and written outcome. The student masters the essential vocabulary and the constructions of the course. The student has returned all the assignments on time. The student shows good service and sales orientation and business-like conduct.

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## Recognising and validating prior learning (RPL)

Recognition of prior learning (RPL) is not an option. The student having prior competences in German is recommended to take a German course of another level or to choose the elementary 1 level of another optional language.

## Working life connections

Possible articles and assignments on or visits from the German speaking industry.

## **Internationality**

Possible visits of German speaking exchange students.

## **Contents**

- Swapping and sharing: Sharing is trendy, Taking and giving
- Celebrations and guests: Cooking and celebrating
- Music bands, professions, flat share, write simple curriculum vitae
- Order and disorder, favorite cities and places, sightseeing (tourist features) planning, workplace computer and bureau
- This and that, buying and selling, shopping

## **Learning methods**

- a. Attending to the contact lessons and completing the assignments OR
- b. Independent studies in Promentor platform

The options include the assessment of one's own learning

## **Assessment**

Oral performance (oral exercises during the classes, business-like conduct) 30%

Written performance (written assignments and written exams, business-like written communication) 70%

## **Course teacher(s)**

Michael Reinert, Porvoo

## **Learning materials**

DaF leicht A2.1, Klett Stuttgart 2015. ISBN 978-3-12-676255-7

Extra material: Youtube learning videos and Deutsche Welle:

<http://www.dw.com/de/deutsch-lernen/lernangebote-f%C3%BCr-das-niveau-a2/s-13213>

# Saksan alkeet 4 / Elementary German 4

Code: GER4PO004

Scope: 3 ECTS

Timing: 2nd-3rd. Semester

Language: German/English

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: Elective/free-choice

## Starting level and linkage with other courses

German elementary 3 or equivalent knowledge.

Competence level: A2 Common European Framework of Reference levels

## Learning objectives and assessment

### Grade 1

The student can produce short loose basic sentences in German, though he/she has many difficulties in the pronunciation and the written outcome. The student uses the essential vocabulary and the basic constructions of German satisfactory. The student has returned the assignments with deficiencies and/or not on time. The student shows poor service and sales orientation and business-like conduct.

### Grade 3

The student can produce short loose sentences in German, though he/she has some difficulties in the pronunciation and the written outcome. The student uses quite well the essential vocabulary and the constructions of the course. The student has returned most of the assignments on time. The student shows good service and sales orientation and business-like conduct.

### Grade 5

The student can produce short loose sentences in basic German with rather good pronunciation and written outcome. The student masters the essential vocabulary and the constructions of the course. The student has returned all the assignments on time. The student shows good service and sales orientation and business-like conduct.

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## Recognising and validating prior learning (RPL)

Recognition of prior learning (RPL) is not an option. The student having prior competences in German is recommended to take a German course of another level or to choose the elementary 1 level of another optional language.

## Working life connections

Possible articles and assignments on or visits from the German speaking industry.

## **Internationality**

Possible visits of German speaking exchange students.

## **Contents**

- Emotions and contacts, to become acquainted with someone online
- Sports and games
- Job of one's dreams
- Presentation of a company

## **Learning methods**

- a. Attending to the contact lessons and completing the assignments OR
- b. Independent studies in Promentor platform

The options include the assessment of one's own learning

## **Assessment**

Oral performance (oral exercises during the classes, business-like conduct) 30%

Written performance (written assignments and written exams, business-like written communication)  
70%

## **Course teacher(s)**

Michael Reinert, Porvoo

## **Learning materials**

DaF leicht A2.1, Klett Stuttgart 2015. ISBN 978-3-12-676255-7

DaF im Unternehmen A2, Klett Stuttgart 2015. ISBN 978.3.12.676445-2

Extra material: Youtube learning videos and Deutsche Welle:

<http://www.dw.com/de/deutsch-lernen/lernangebote-f%C3%BCr-das-niveau-a2/s-13213>

# Sales Pitch Competition

Code: BES8PO015

Scope: 3 ECTS

Timing: 1st – 2nd semester

Language: English

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: Free-choice

## Starting level and linkage with other courses

No prerequisites.

## Learning objectives and assessment

### Grade 1

The student prepares a sales pitch and performs in a professional way.

Understands the concept of successful sales on a basic level.

The student shows basic presentations and communication skills and passed the preparation phase.

### Grade 3

The student prepares a good sales pitch and performs in a professional way.

Understands and applies successful sales concept on a good level.

The student shows good presentation and communication skills and performs well in the semifinals.

### Grade 5

The student prepares an excellent sales pitch and performs in a convincing and professional way.

The student interacts with the audience in an engaging way and finds relevant arguments and motivations to support his/hers idea.

Understands and applies successful sales concept on an excellent level.

The student demonstrates excellent presentation and communication skills and wins the competition.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

## Working life connections

Guest lecturers and coaches from different companies. The sales pitch competition is supported by significant sponsors. Finalists will be awarded with gifts from main sponsors.

## **Internationality**

Cooperation with international partner/s.

## **Contents**

- advanced presentation skills
- sales skills to support successful business negotiations and presentations
- advanced communication skills
- participation in semifinal
- participation in finals

## **Learning methods**

Lectures

Coaching sessions

Rehearsals and recording of sales pitches

Independent study and preparation

Participation in competition

## **Assessment**

Preparation phase 25%

Semifinals 25%

Finals 50%

## **Course teacher(s)**

Leena Aitto-oja, Porvoo

## **Course materials**

Examples of excellent sales pitches and Ted Talks on Youtube

Teacher's materials

# School Visit Road Show

Code: INS8PO801

Scope: 3 ECTS

Timing: 2nd-6th semester

Languages: English, Finnish and Swedish

Curriculum: Porvoo Campus 2017

Course level: Professional studies

Course type: Free-choice

## Starting level and linkage with other courses

The module has no links with other modules. This module cannot be done before 30 credits are gained.

This module is a part of free-choice studies in the Porvoo Campus competence-based curriculum. Haaga-Helia Porvoo Campus is a unique learning place that aims to attract motivated prospective students. Among the applicants, on-Campus visits have proven to be the most influential factor in deciding what school to apply to. In this module Haaga-Helia Porvoo Campus students learn different ways to present and market Porvoo Campus.

## Learning objectives and assessment

The module advances the following competences: **customer understanding and service, ability to make presentations with sales mindset, skillful oral and written communication, branding and marketing, savvy use of digital tools, goal orientation, integrity and responsible behaviour, agile and professional attitude, expressing oneself, customer understanding and effective presentations.**

The student is familiar with the opportunities that Haaga-Helia provides and knows well the characteristics of Porvoo Campus degree programs. The student can create marketing materials, use social media as a marketing tool and give presentations. The student shows good service and sales orientation and business-like conduct. The student is able to operate both in teams and independently.

The module is graded on scale passed/failed. The module is passed if all the contents are completed on time.

## Learning outcomes

- Customer understanding and service
- Ability to make effective presentations with sales mindset
- Efficient use of branding and marketing
- Savvy use of digital tools
- Goal orientation
- Agility and professional attitude
- Better customer understanding



## **Connections to business life**

Possible marketing events for companies.

## **Internationality**

Possibility to operate with international students and other persons. Possible guest lecturers from international organisations and partner universities.

## **Contents**

Planning and designing marketing material  
Contacting, finding and maintaining potential customer schools  
Planning and executing at least three marketing events for prospective students  
Marketing Porvoo Campus on social media

## **Learning methods**

Inquiry learning:  
Independent study  
Peer-to-peer learning  
Coaching sessions  
The assessment of one's own learning

## **Assessment**

Assessment details can be checked from the implementation plan (including attendance requirements).

The assessment methods may include:  
Final deliverables  
Peer assessment  
Self-assessment

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected in an electronic form.

## **Module instructors**

Mari Austin, Porvoo

## **Learning materials**

Haaga-Helia's and schools' web-portals  
Relevant media  
Social media tools

Exercises, tests  
Materials produced by students.

# Social Media in Marketing

Code: MAR8PO067

Scope: 6 ECTS

Timing: 3rd-6th semester

Language: English

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: Free-choice

## Starting level and linkage with other courses

Basic knowledge of Marketing

## Learning objectives and assessment

### Grade 1

The student can identify some trends in consumer behaviour and social media. S/he knows some of the differences between social media channels and can analyse case company's social media presence at a basic level. Marketing strategies, tactics and actions are discussed briefly in the the social media marketing plan.

### Grade 3

The student can identify major trends in consumer behaviour and social media. S/he knows the pros and cons of various social media channels and can analyse case company's social media presence quite well. Marketing strategies, tactics and actions are well discussed in the the social media marketing plan, along with performance measurement and monitoring.

### Grade 5

The student can identify major trends in consumer behaviour and social media. S/he knows the pros and cons of various social media channels and can analyse case company's social media presence in detail. Marketing strategies, tactics and actions are well discussed in the the social media marketing plan, backed up with a range of concrete examples from business life. The report includes a detailed description of online performance measurement and monitoring tools.

## Recognising and validating prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course individually in each case.

## Working life connections

Examples and case studies used during the course come from real business life.

## Internationality

International learning materials and cases.

## **Learning methods**

Individual/pair assignments  
Independent studies  
The assessment of one's own learning

The course is a virtual course and will be completed online.

## **Assessment**

100% social media marketing plan (6 assignments)

## **Course teacher**

Anu Seppänen, Porvoo

## **Learning materials**

Any reliable and up-to-date book, article, specialist interview or internet source is suitable.

A range of literature, articles and internet links are introduced by the teacher in order to help students find the proper sources.

# Social Media in Travel and Tourism

Code: MAR8PO066

Scope: 3 ECTS

Timing: 3rd-7th semester

Language: English

Curriculum: All Porvoo Curricula

Level: professional studies

type: free-choice

## Starting level and linkage with other courses

-

## Learning objectives and assessment

### Grade 1

The student understands the idea behind social media and can identify and describe the main social media concepts and tools. S/he recognizes some of the factors affecting customer behaviour on the Internet and has some ideas of how to plan marketing communications on the Internet in general. The student can analyse the possibilities of social media as a tool for marketing communication at a basic level and present simple recommendations based on the analysis.

### Grade 3

The student can identify and describe the most relevant social media concepts and tools in travel and tourism and understands the importance of reputation management in social media. S/he recognizes factors affecting customer behaviour on the Internet and knows how to plan marketing communications in social media. The student can analyse the possibilities of social media as a tool for marketing communication quite well and is able present some relevant recommendations based on the analysis.

### Grade 5

The student can describe the role of social media in promoting tourism products very well and knows the importance of reputation management in social media. S/he recognizes the most relevant factors affecting customer behaviour on the Internet and knows how to plan marketing communications in social media. The student can analyse the possibilities of social media as a tool for marketing communication very well and present relevant and justified recommendations based on the analysis.

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## Recognising and validating prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course individually in each case.

## Working life connections

Examples and case studies used during the course come from real business life.

## **Internationality**

International learning materials and cases.

## **Learning methods**

Individual/pair assignments

Independent studies

The assessment of one's own learning

The course is a virtual course and will be completed online.

## **Assessment**

100% case studies and report

## **Course teacher**

Anu Seppänen, Porvoo

## **Learning materials**

Any reliable and up-to-date book, article, specialist interview or internet source is suitable.

A range of literature, articles and internet links are introduced by the teacher in order to help students find the proper sources.

# Tarjoilu- ja viinitietous

Tunnus: RES8PO024

Laajuus: 3 op

Ajoitus: 3. – 5. Lukukausi

Kieli: suomi

OPS: Kaikki Porvoon OPS:t

Taso: ammattiopinnot

Tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Anniskelupassi suoritettu

## Osaamistavoitteet ja arviointi

Opintojakson tavoitteena on perehdyttää opiskelija ravintolapalveluiden perusteisiin, toimintamalleihin ja tuotevalikoimaan sekä tarjoilu- ja palvelujärjestelmiin. Opiskelija tutustuu klassiseen menu- ja viinitermistöön, viinien säilytys- ja tarjoilukäytäntöihin sekä ymmärtää palveluketjun osatekijät ja hyvän asiakaskokemuksen edellytykset.

Opintojakso arvioidaan asteikolla 1 - 5. Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 1

Opiskelija tuntee joiltain osin eri tarjoilumuotoja, menukokonaisuuksia ja viinejä, ymmärtää asiakaspalvelun pääperiaatteet ja osaa ohjatusti toteuttaa palveluketjun eri osa-alueita.

Arvosana 3

Opiskelija tuntee eri tarjoilumuodot ja -käytännöt, yleisimmät menukokonaisuudet sekä viinilajikkeet ja –etiketin. Hallitsee tarjoilukäytännöt ja osaa toteuttaa niitä.

Arvosana 5

Opiskelija hallitsee eri tarjoilumuodot ja -käytännöt, menukokonaisuudet sekä viinilajikkeet ja –etiketin. Ymmärtää hyvän asiakaskokemuksen ja laadukkaan palveluketjun eri osa-alueet ja niiden merkityksen ja osaa ammattimaisen asiakaspalvelun.

## Aikaisemmin hankitun osaamisen tunnistaminen ja tunnustaminen (AHOT)

Jos opiskelija on saavuttanut vaadittavan osaamisen esimerkiksi aikaisemmissa opinnoissa tai työtehtävissä, hän voi osoittaa osaamisensa ja edetä opinnoissa ripeämmin. Lisätiedot ja ohjeet aiemmin hankitun osaamisen tunnistamisesta ja tunnustamisesta (AHOT) MyNetistä tai www-sivuilta.

## Työelämäyhteydet

Harjoitustehtävät sisältävät tutustumista elinkeinoon, lisäksi vieraileva luennoitsija ja / tai yrityskäynti.

## **Kansainvälisyys**

Opintojakso antaa perusteet ravintola-alan asiakaspalvelutehtäviin kansainvälisyys huomioiden.

Kurssin puitteissa osallistutaan mahdollisuuksien mukaan campuksella järjestettävien tapahtumien järjestelyihin ja toteutukseen

## **Sisältö**

Opintojaksolla opiskelija tutustuu teorian, tehtävien ja käytännön harjoitusten avulla eri tarjoilumuotoihin, ravintolan tapakulttuuriin sekä klassisiin menüsältöihin ja ravintolatrendeihin. Opiskelija harjoittelee työvälineiden asianmukaista käyttöä sekä oppii viini ja gastronomista sanastoa.

## **Oppimistavat**

Luennot ja osoitetun materiaalin itsenäinen opiskelu  
Harjoitustehtävät  
Käytännön tarjoiluharjoitukset  
Oman oppimisen arviointi

## **Arviointitavat**

Arvioinnissa huomioidaan suoritettut tehtävät, käytännön harjoitukset, aktiivisuus sekä ammattimainen ja palvelulähtöinen asenne.

## **Vastuopettaja**

Jaana Laaksonen, Porvoo

## **Oppimateriaalit**

Ursin, H. & Mykkänen, J. 2007. Tarjoilukirja. Restamark. Vantaa.

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.



# Thesis Writing

Code: THE8PO020

Scope: 3 ECTS

Timing: 6th - 7th semester

Language: English

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: Free-choice

## Starting level and linkage with other courses

Basic studies must be accomplished.

Prerequisites:

English Communication

Professional Communication

Business English

Experience in project work

Reliable knowledge of Haaga-Helia reporting guidelines

Knowledge of basic research practices.

## Learning objectives and assessment

### Grade 1

The student has an adequate knowledge of thesis writing process in Haaga-Helia; is aware of the international academic standards of research, writing, and publishing. With difficulty and under supervision, the student can collect, analyse and demonstrate exemplary academic practices. Most of the course assignments are submitted on time. With difficulty and under supervision, the student can take roles in / a view of international interdisciplinary research activities and develop them into research proposals.

### Grade 3

The student has a deep knowledge of thesis writing process in Haaga-Helia; can apply international academic standards of research, writing, and publishing. Independently or in teams, the student can collect, analyse and demonstrate exemplary academic practices. Almost all course assignments are submitted on time. Independently or in teams, the student can take active roles in / pro-active view of international interdisciplinary research activities and develop them into valid research proposals.

### Grade 5

The student has an outstanding precise knowledge of thesis writing process in Haaga-Helia; can implement successfully international academic standards of research, writing, and publishing. The student shows advanced skills when collecting, analysing and demonstrating exemplary academic practices. All course assignments are submitted on time and match the requirements. The student is professionally competent when taking initiatives roles in / an insider's view of international interdisciplinary research activities and developing them into strong research proposals.

## **Recognising and validating prior learning (RPL)**

If the students have acquired the required competences in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and thus progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

## **Working life connections**

The course has been designed in cooperation with the industry. The commissioners are companies and organisations that are potential employers and thesis commissioners.

## **Internationality**

The course includes activities of multicultural and multilingual nature, supported by the requirements established by the projects and the commissioners.

## **Contents**

- Upon the completion of the course the students will be able to
- understand the thesis writing process in Haaga-Helia;
- know how to optimise their work with academic sources;
- see the value of responsible academic practices;
- understand how their work fits larger academic contexts;
- structure their research and writing process;
- start developing their own writing style
- advance their writing and editing skills;

## **Learning methods**

The course is implemented as a series of workshops on thesis guidelines (Haaga-Helia); thesis planning; plagiarism; thesis structure; time management and individual styles in thesis writing; interdisciplinary research practices; and distribution of research findings

Lectures and workshops 27 h

Independent study 51 h

## **Assessment criteria**

Attendance and classroom activities 40%

Individual assignments 40%

Course/Semester Portfolio 20%

The course requires 80% attendance. Course assignments must be submitted on time, unless agreed otherwise with the instructor.

## **Course teachers**

Ivan Berazhny, Porvoo

## **Learning materials**

Learning materials are selected according to the individual learning needs of students within the framework of the curriculum.

# Tourism and the Environment

Code: TOU8PO017

Scope: 3 ECTS

Timing: 5th, 6th semester

Language: English

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: Free choice

## Starting level and linkage with other courses

The student has successfully completed the Basic Studies. The course can be completed as a study tour to the UK & Ireland, and combined with ENG8PO010 and DES8PO029. During the study tour, the student can gain 3-9 credits depending on how many courses are taken.

## Learning objectives and assessment

### Grade 1

The student is able to identify the connection between the environment and tourism. The student can identify and describe a few tourism impacts on the environment. With great difficulty and under strict supervision, the student can collect, poorly analyse and use research findings to create an assignment about the environmental impacts of tourism in a destination case. The student participates in module activities, but shows poor initiative.

### Grade 3

The student is able to identify and describe the connection between the environment and tourism. The student can describe the concept of environmental tourism impacts. The student can link the key theoretical concepts to a practical case. The student can apply problem identification, analysis and solving to cases about making tourism more environmentally friendly. The student can collect, analyse and use relevant theory and research findings to create suggestions for making tourism more environmentally friendly in a case destination. The student shows interest in the topic and participates actively in the module activities.

### Grade 5

The student uses and combines different theoretical definitions and concepts regarding tourism and environmental impacts. His/her use of theory, methods and specific terminology is very accurate. The student can collect, analyse and use relevant theory and versatile research findings as well as reliable and up-to-date sources to create environmental guidelines and suggestions to be applied to a case destination. The student can fully apply problem identification, analysis and solving to cases regarding tourism and environmental impact. The student takes proactively part in the module activities and shows great initiative.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

## **Working life connections**

Possible guest lecturers from the industry.

## **Internationality**

Possible guest lecturers from international organisations and partner universities. International learning materials.

## **Contents**

- Environment as attraction
- Experiencing the natural and built environment
- Environmental impact and the tourism industry
- Current environmental issues and the tourism industry
- Environmental initiatives by tourism businesses

## **Learning methods**

Inquiry learning

Active participation in module activities

Presentation of a case study

Excursion to a national park

Lectures

Independent study

The assessment of one's own learning

## **Assessment**

Assessment is based on a case study presentation and active participation in module activities (50 %) and an exam (50 %).

## **Course teacher(s)**

Annika Konttinen, Porvoo

## **Learning materials**

Hall, C.M., Gossling, S. & Scott, D. 2015. The Routledge Handbook of Tourism and Sustainability.

Holden, A. 2008. Environment and Tourism.

# Turvallisuuspassi

Tunnus: PSS8PO026

Laajuus: 1 op

Ajoitus: 1., 4. lukukausi

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

Kurssimaksu: 20 €

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Ei lähtötaasovaatimuksia

## Osaamistavoitteet ja arviointi

Matkailualan turvallisuuspassi Matupa on majoitus- ja ravitsemisalan, ohjelmopalvelualan ja rinnekeskusten työntekijöille tarkoitettu vapaaehtoinen turvallisuuskoulutus. Matupa on eräänlainen turvallisuusintro: se antaa työntekijöille perustiedot matkailun turvallisuusasioista ja innostaa omien turvallisuustaitojen kehittämiseen.

Matupa-opintojakson päätavoite on asiakasturvallisuuden lisääminen, onnettomuuksien ennaltaehkäiseminen ja matkailutuotteen laadun parantaminen. Turvallisuuspassikoulutus sopii kaikille matkailun, hotelli- ja ravintola-alan, liikunta- ja ulkoilupalveluiden, festivaalien, elämyspuistojen ja tapahtumien piirissä toimiville. Matkailualan turvallisuuspassikoulutuksen tavoitteena on, että koulutettava:

- ymmärtää turvallisuuden keskeisen merkityksen matkailuelinkeinon ja palveluketjun menestymisen/taloudellisen kehityksen tms. kannalta
- arvostaa turvallisuutta keskeisenä matkailutuotteen laatutekijänä
- oppii arviomaan riskejä ja ennalta ehkäisemään onnettomuuksia omassa työympäristössään
- tuntee keskeiset lainsäädännön velvoitteet ja osaa oma-aloitteisesti perehtyä työpaikkakohtaisiin erityissäännöksiin
- tuntee oman toimialansa keskeiset turvallisuusriskit
- tietää oikeat toimintatavat hätä- ja onnettomuustilanteissa.

Opintojakso arvioidaan asteikolla hyväksytty/hylätty. Hyväksytty arvosana edellyttää läsnäoloa luennoilla sekä turvapassikokeen hyväksyttyä suoritusta (vähintään 32/40 pistettä). Passi on todistus hyväksytysti suoritetusta Matkailualan Turvallisuuspassikoulutuksesta. Passi on voimassa viisi vuotta koulutuksen suorituskuukaudesta.

## Aikaisemmin hankitun osaamisen tunnistaminen ja tunnustaminen (AHOT)

Jos opiskelija on saavuttanut vaadittavan osaamisen esimerkiksi aikaisemmissa työtehtävissä, harrastuksissa tai jollain toisella opintojaksolla, hän voi osoittaa osaamisensa ja edetä opinnoissa ripeämmin. Katso lisätiedot ja ohjeet aiemmin hankitun osaamisen tunnistamisesta ja tunnustamisesta (AHOT) [MyNetistä](#) tai [www-sivuilta](#).

## **Kurssimaksu**

20 €/opiskelija

## **Työelämäyhteydet**

Opintojaksolla käsitellään matkailualan turvallisuusasioita yritysten näkökulmasta ja case-tapausten kautta

## **Kansainvälisyys**

Turvallisuusasioita tarkastellaan myös kansainvälisesti toimivan yrityksen näkökulmasta.

## **Sisältö**

- Turvallisuuden merkitys matkailussa
- Matkailun turvallisuuden erityispiirteet
- Lait ja säännöt
- Omatoiminen riskienhallinta
- Eri toimialojen riskit
- Toiminta hätätilanteessa
- Kurssikoe

Kurssilaiset tutustuvat koulutuksen aihepiireihin etukäteen lukemalla Matupa-oppikirjan Turisti turvassa – lyhyt oppimäärä. Kokeen läpäisseet saavat kortin, joka on voimassa viisi vuotta.

## **Oppimistavat**

Luennot, keskustelu, itsearviointi ja ryhmätyöt ja itsenäinen opiskelu sekä turvallisuussuunnitelman laatiminen valitun teeman mukaan.

SPEK (Suomen Pelastusalan Keskusjärjestö) määrittelee läsnäolovelvoitteeksi luennoilla vähintään kahdeksan oppituntia. Koulutus voidaan jakaa usealla eri päivälle.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

## **Arviointitavat**

Osallistuminen lähiopetukseen ja hyväksytyt kurssikokeen suorittaminen. Turvapassia ei myönnetä ilman hyväksytyä koesuoritusta.

## **Vastuopettaja**

Päivi Forsblom, Porvoo

## **Oppimateriaalit**

Lapin Urheiluopisto. 2014. Turisti tuvassa – lyhyt oppimäärä. Rovaniemen koulutuskuntayhtymä.

Oppikirja tilataan yhteistilauksena kaikille henkilökohtaiseen käyttöön.

Muu opettajan osoittama materiaali.

# Urasuunnittelu ja työnhaku

Tunnus: SLF8PO041

Laajuus: 3 op

Ajoitus: 4. - 6. lukukausi

Kieli: suomi

OPS: Kaikki Porvoo OPS:t

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Ei lähtötaasovaatimuksia tai sidonnaisuuksia muihin opintojaksoihin

## Osaamistavoitteet ja arviointi

Arvosana 1

Opiskelija tuntee joiltain osin omat vahvuutensa, heikkoutensa ja tarpeensa työntekijänä ja –hakijana. Hän osaa suunnitella omaa uraansa lyhyellä tähtäimellä. Hän tarvitsee vielä apua työhaussa ja työelämän pelisäännöistä.

Arvosana 3

Opiskelija tuntee omat vahvuutensa, heikkoutensa ja tarpeensa työntekijänä ja –hakijana. Hän osaa suunnitella omaa uraansa. Hän hallitsee tiedonhaun työhausta ja työelämän pelisäännöistä.

Arvosana 5

Opiskelija tuntee erittäin hyvin omat vahvuutensa, heikkoutensa ja tarpeensa työntekijänä ja –hakijana. Hän osaa suunnitella omaa uraansa määrätietoisesti. Hän hallitsee hyvin tiedonhaun työhausta ja työelämän pelisäännöistä ja hän osaa soveltaa käytäntöön niistä saamia tietoja.

Opintojakso arvioidaan asteikolla 1 - 5. Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

## Aikaisemmin hankitun osaamisen tunnistaminen ja tunnustaminen (AHOT)

Mikäli opiskelija on saavuttanut edellä kuvatun osaamisen esimerkiksi aikaisemmissa työtehtävissä, harrastuksissa tai jollain toisella opintojaksolla, hän voi osoittaa osaamisensa opintojakson opettajalle.

## Työelämäyhteydet

Osana opintojaksoa opiskelija etsii tietoa valitsemastaan yrityksestä/yhteisöstä ja tekee työhakemuksen ja ansioluettelon tätä silmällä pitäen.

## Kansainvälisyys

Kansainvälisyys tulee esiin opiskelijan omien työelämäkiinnostusten muodossa, mutta ei yleisesti.



## **Sisältö**

- Yrittäjäyys
- Työnhaku
- Oman uran suunnittelu
- SWOT-analyysi omasta itsestä työnhakijana ja –tekijänä
- Työelämän pelisäännöt

## **Oppimistavat**

Tämän opintojakson osaamistavoitteet voi saavuttaa esimerkiksi seuraavilla tavoilla:

- a. Itenäinen materiaaliin tutustumien ja tehtävien tekeminen ja palauttaminen moodle-oppimisalustan kautta TAI
- b. Omassa työssä oppiminen (opinnollistaminen)

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

## **Arviointitavat**

Kirjalliset tehtävät 100%

## **Vastuopettaja(t)**

Mari Austin, Porvoo

## **Oppimateriaalit**

Opintojakson materiaali on moodlessa ja sisältää opettajan omaa materiaalia sekä linkkejä Internetistä löytyvään materiaaliin.

# Vastuullinen liiketoiminta

Tunnus: WOR8PO023

Laajuus: 3 op

Ajoitus: 1.-7. lukukausi

Kieli: suomi/ englanti/ ruotsi

OPS: Kaikki Porvoon OPS:t

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Ei lähtötaaso-vaatimuksia

## Osaamistavoitteet ja arviointi

Arvosana 1

Opiskelija ymmärtää ihmisen moraaliin vaikuttavia tekijöitä. Opiskelija on auttavasti perehtynyt liiketoiminnan harjoittamisen eettisiin vaatimuksiin. Opiskelija tunnistaa omassa ympäristössään tavallisia yrityseettisiä ongelmia. Tuntee vastuullisen yritystoiminnan osa-alueet ja tunnistaa joitakin näistä näitä omasta kokemusmaailmastaan. Kielenkäyttö on kohtuullista, mutta termien käytössä on puutteita tai se on suppeaa.

Arvosana 3

Opiskelija ymmärtää ihmisen moraaliin vaikuttavia tekijöitä. Opiskelija on perehtynyt liiketoiminnan harjoittamisen eettisiin vaatimuksiin, kykenee kuvailemaan näitä eettisiä vaatimuksia ja antamaan yksittäisiä konkreetteja esimerkkejä niistä. Opiskelija tunnistaa ja osaa pohtia omassa ympäristössään havaitsemiaan tavallisia yrityseettisiä ongelmia. Tuntee vastuullisen yritystoiminnan osa-alueet ja tunnistaa näitä omasta kokemusmaailmastaan. Kielenkäyttö on sujuvaa ja termejä on käytetty oikein.

Arvosana 5

Opiskelija ymmärtää ihmisen moraaliin vaikuttavia tekijöitä. Opiskelija on perehtynyt liiketoiminnan harjoittamisen eettisiin vaatimuksiin, kykenee kuvailemaan näitä eettisiä vaatimuksia ja analysoimaan työelämässä esiintyviä asioita eettiseltä ja moraaliselta kannalta. Opiskelija tunnistaa, pohtii ja tekee tietoisia valintoja toimintaympäristössään koskien yrityksen eettisiä perusperiaatteita. Kielenkäyttö on sujuvaa, termien käyttö asiantuntevaa ja opiskelija osaa esittää asian loogisessa järjestyksessä.

Opintojakso arvioidaan asteikolla 1 - 5. Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

## Työelämäyhteydet

Kurssilla pohditaan omia työelämäkokemuksia ja -havaintoja.

## Kansainvälisyys

Kirjallisuus on kansainvälistä.

## **Oppimistavat**

Kurssi on itseopiskelukurssi.

## **Arviointitavat**

Joko tentti tai essee 100%.

## **Vastuopettaja(t)**

Kirsi Ola, Porvoo

## **Oppimateriaalit**

Yhteensä kolme (3) teosta.

Kaikille yhteiset:

Lehtipuu Petri, Monni Susanna. Synergia. Vastuullisen yritystoiminnan menestysmalli. Talentum. 2007

Ferrell O.C, Fredrich John, Ferrell Linda. Business Ethics. Ethical Decision Making and Cases. Houghton Mifflin Company. 2005. Sixth Edition. (s. 1-163)

Sekä yksi (1) seuraavista:

Bonnedahl Karl Johan, Jensen Tommy & Sandström Johan. Ekonomi och moral –vägar mot ökat ansvarstagande. Liber. 2007. (s.75-239)

Heiskanen, Erika, Salo, Jari. Eettinen johtaminen. Talentum. 2007.

Heikkinen, Jaakko. Moraali ja etiikka käytännössä. Käsikirja. Tietosanoma.1995. (s.1-193, 200-205.)

Tietenberg, Tom. Environmental Natural Resource Economics. Pearson 2006, 7. Edition. (s.1-13, s. 527- 551, + a chapter that concerns your field of work).

Tiedustele englanninkielisen suorituksen kirjallisuuslistaa vastuopettajalta sähköpostitse.

# Virtual Photoshop

Code: TOO8PO018

Scope: 3 ECTS

Language: English

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: Free-choice

## Starting level and linkage with other courses

No prerequisites.

## Learning objectives and assessment

After completing this course, the student will understand the basics of digital image processing and the Photoshop program and

- be able to make basic document adjustments:
  - Make selections
  - Change the image size
  - Adjust colours and hues with the appropriate tools
  - Sharpening photos
- understand the significance of layers and know how to work with layers
- be able to use different selection tools
- understand the significance of adjustment layers
- know how to repair and retouch photos
- be able to remove a background from the picture with different eraser tools
- know how to merge several pictures into one picture file
- understand the masking tools and know how to use them
- be able to use the most commonly used filters and layer styles
- be able to use the text tools and know how to manipulate text
- know the difference between different file types and be able to save files to be used on the web
- be able to use pictures in other programs
- be able to print a picture

### Grade 1

The student has a limited understanding of Photoshop and digital image processing. The student follows assignments and activities with difficulty and under supervision.

### Grade 3

The student has an adequate understanding of Photoshop and digital image processing. The student performs well in assignments and activities within a team and independently.

### Grade 5

The student has an advanced understanding of Photoshop and digital image processing. The student accomplishes assignments and activities with initiative and leadership.

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## **Recognising and validating prior learning (RPL)**

Recognition of prior learning (RPL) is granted according to Haaga-Helia's instructions.

## **Internationality**

The course is open to international students, which provides an international dimension to their experiences. In addition, the course contents are presented through an international perspective.

## **Contents**

Students learn how to use Adobe Photoshop and the basics of digital image processing, as well as some of the more advanced features. At the start of the course, focus is on simple image processing and on Photoshop's user interface. Students will also learn creative image manipulation.

## **Learning methods**

Web based course with no contact teaching. Independent exercises and assignments 80 h.  
Self-assessment of learning

## **Assessment**

The student's ability to apply the knowledge and display of creativity. The aspects that are assessed are the finalized web photo gallery and the assignments.

## **Course teacher**

Jörgen Wollsten, Porvoo

## **Learning material**

Material given by the teacher distributed via Moodle.

# Vocational Finnish for Business and Tourism

Code: FIN8PO007

Scope: 3 ECTS

Timing: 4th semester

Language: English, Finnish

Curriculum: TOBBA10, POBBA10, SAMPO,15

Level: Professional studies, CEFR A2-B1

Type: Elective (international students)

## Starting level and linkage with other courses

Prerequisites: Finnish for Foreigners 1, 2 and 3 (FIN1LC001, FIN1LC002, FIN1LC003)

## Learning objectives and assessment

### Grade 1

The student can produce work-related texts, though he/she has many difficulties in the written outcome. The student understands different text of various working life situations (work experience, job advertisements, company and product descriptions, destination marketing, studies) and can implement the language constructions of the course satisfactory.

### Grade 3

The student can produce work-related texts, though he/she has some difficulties in the written outcome. The student understands quite well different text of various working life situations (work experience, job advertisements, company and product descriptions, destination marketing, studies) and can implement the language constructions of the course without mayor difficulties.

### Grade 5

The student can produce work-related texts without mayor difficulties in the written outcome. The student understands very well different text of various working life situations (work experience, job advertisements, company and product descriptions, destination marketing, studies) and can implement the language constructions of the course without difficulties.

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## Recognising and validating prior learning (RPL)

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

## Contents

The main topics of the course are as follows:

- past tenses and conditional forms

- plural forms of the nominals
- comparison of the adjectives
- different communication situations of working life (applying for a job, job advertisement, media texts about work, descriptions of companies, products and services, destination marketing)
- Finnish culture and society.

## **Learning methods**

No contact lessons, independent on-line studies, written assignments, examination

The assessment of one's own learning

## **Assessment**

Written assignments 70 %

Written examinations 30 %

## **Course teacher(s)**

Antti Kurhinen, Porvoo

## **Learning materials**

The course materials are provided by the advisor.

# Website design and creation

Code: TOO8PO010

Extent: 3cr

Timing: 3rd, 5th, 7th semester

Language: English

Curriculum: All Porvoo Curricula

Level: Professional studies

Type: elective

## Starting level and linkage with other courses

No prerequisites.

## Learning objectives and assessment

Upon completion of the course, the student will:

- understand the basics of web site design and creation
- understand different ways of creating web sites
- know how to create and maintain web sites using Adobe Dreamweaver software and Weebly
- knows how to code web sites using HTML and CSS
- know the basics of digital image processing and Adobe Photoshop software
- understand issues related to copyright

### Grade 1

The student has a limited understanding of web site creation and tools. The student follows assignments and classroom activities with difficulty and under supervision.

### Grade 3

The student has an adequate understanding of web site creation and tools. The student performs well in assignments and classroom activities within a team and independently.

### Grade 5

The student has an advanced understanding of web site creation and tools. The student accomplishes assignments and classroom activities with initiative and leadership.

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## Recognising and validating prior learning (RPL)

Recognition of prior learning (RPL) is granted according to Haaga-Helia's instructions.

## Working life connections

Cooperation with the business community is indicated by creating web sites for companies.



## **Internationality**

The course is open to international students, which provides an international dimension to their experiences. In addition, the course contents are presented through an international perspective.

## **Contents**

Students learn the basics of creating a web site, the importance of creating a manuscript for their web sites- why do I create pages, for whom are they created, how are they marketed.

Students learn about the Adobe Muse software and its most important basic features, as well as some of the advanced features. In addition the web pages will also be created using the on-line tool Weebly.

Students also learn to use the basic features of Adobe Photoshop imaging software and digital imaging.

- Website design and creation: content, layout, and hierarchical structure
- Analysis of the target group
- Benchmarking other sites
- Copyright issues
- Basics of image processing
  - image cropping and straightening
  - different file formats, as well as to their suitability for creating web pages
  - changing the image size and its impact on the speed of web site loading times
  - adjusting the colour and tone using different tools
  - image sharpening
  - transferring images to other programs and websites
- HTML language basics
- Basics of CSS
- Acquisition and registration of a domain
- Web hotel
- Website Maintenance
- Marketing and search engine optimization

## **Learning methods**

Contact teaching 32 h, independent exercises and assignments 48 h.

Self-assessment of learning

## **Assessment**

The student's ability to apply the knowledge and display of creativity. The aspects that are assessed are the finalized web sites and the assignments.

## **Course teacher**

Jörgen Wollsten, Porvoo

## **Learning material**

Material given by the teacher distributed via Moodle.