

INTRODUCTION TO INTERNATIONAL BUSINESS

Code: IBU1LF101

Scope: 10 ECTS

Timing: semester 1

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

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

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

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you may show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet and in the implementation plan.

Cooperation with the business community

Company guest speakers and/or students interview a company representative of their own choosing and/or other feasible forms of cooperation.

Internationality

The course is international in the composition of the student teams, and the assignments are international in scope.

Course format

Contact and distant sessions.

Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good

(3), Satisfactory (2), Fair (1), Fail (0).

[Link to the joint assessment grid.](#) Assessment of your own learning.

Course teachers

Kevin Gore, Eva Herttuainen, Anita Pösö, Laurianne Bellotti

Learning materials

Materials to be given in the implementation plan.

BUSINESS MATHEMATICS

Code: MAT1LF101

Scope: 5 ECTS

Timing: semester 1

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

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

Learning outcomes

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

Contents

- exchanging currencies and currency fluctuations
- Consumer Price Index, inflation and purchasing power of money
- simple and compound interest calculation
- periodic payments
- long-term loans
- hire purchase
- annual percentage rate
- investment calculations

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Examples and exercises are business related.

Internationality

Understanding the effects of the currency fluctuations are an important factor in foreign trade.

Course Formats

Contact and distant sessions or virtual or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher

Jutta Heikkilä

Learning materials

Materials to be announced in the implementation plan.

BASICS OF MARKETING

Code: MAR1LF101

Scope: 5 ECTS

Timing: semester 2 for autumn 2018 and spring 2019 beginners, semester 1 for others

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

Contents

- creating customer value and engagement
- company and marketing strategy
- analysing the marketing environment
- marketing information to gain customer insights
- consumer and business buying behaviour
- customer value-driven marketing strategy
- products, services and brands
- new product development and life cycle
- marketing channels
- retailing and wholesaling
- promotion mix and advertising
- personal selling and sales promotion
- digital and social media marketing
- creating competitive advantage

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Identification and analysis of marketing activities of a small business.

Internationality

Course contents will make use of international examples and elements.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Kevin Gore

Learning materials

Materials to be announced in the implementation plan.

BUSINESS ICT SKILLS

Code: ICT1LF101

Scope: 5 ECTS

Timing: semester 1

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Knowledge and skills of included solutions and software applied are essential in the toolkit of contemporary business professional.

Internationality

Assignments and exercises will make use of international examples and elements.

Course formats

Contact and distant sessions or educationalisation.

Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good

(3), Satisfactory (2), Fair (1), Fail (0).

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course Teachers

Miikka Mäkelä, Tiina Siilasto

Learning materials

Materials to be announced in the implementation plan.

ENTREPRENEURSHIP

Code: ENT1LF101

Scope: 5 ECTS

Timing: semester 2

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

Contents

- key concepts in entrepreneurship: an entrepreneur, entrepreneurship, a business
- entrepreneurship processes: personal growth to entrepreneurship, from an idea to business model, starting a business
- entrepreneurial competencies
- different forms of entrepreneurship: individual entrepreneurship, intrapreneurship, social entrepreneurship

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

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

Internationality

Students investigate and compare entrepreneurship in different cultures.

Course Format

Contact and distant sessions or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teachers

Ilkka Malinen, Maija Suonpää

Learning materials

Materials to be announced in the implementation plan.

SUSTAINABLE BUSINESS

Code: BUS1LF101

Scope: 5 ECTS

Timing: semester 4 for autumn 2018 and spring 2019 beginners, semester 2 for others

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

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

Contents

- legal environment and norms
- international sustainability standards
- legal personality and legal actions
- sustainability reports
- sustainability and financial performances
- business trade and ethics
- contracts: formation and invalidity and ethics
- consumer trade and ethics
- competition law and ethics
- corporate law, code of conduct
- sustainable supply chain management
- creating customer value through sustainability

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

The course deals with sustainability reports of companies.

Internationality

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

Course formats

Contact and distant sessions or virtual course or project course or intensive course or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teachers

Hanna Harilainen, Christina Karlia-Palomäki

Learning materials

Materials to be announced in the implementation plan.

BASICS OF SUPPLY CHAIN MANAGEMENT

Code: SCM1LF101

Scope: 5 ECTS

Timing: semester 2

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

Contents

- elements and functions of the global supply chain
- features and challenges of international logistics
- purchasing process
- logistics and functions (customer service level, order management, inventory, warehousing, transportation, material handling)
- reverse logistics
- logistics service providers and logistics services
- financial importance and competitive advantages of SCM
- sustainable SCM (environment & ethics)
- role and risks of outsourcing
- customer service via sourcing and logistics
- Incoterms

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Visiting lecturers from companies.

Internationality

Global supply chain management cases are used.

Course Formats

Contact and distant sessions or virtual course or project course or intensive course or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Soile Kallinen

Learning materials

Materials to be announced in the implementation plan.

BASICS OF SUPPLY CHAIN MANAGEMENT

Code: SCM1LF101

Scope: 5 ECTS

Timing: semester 2

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

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- logistics service providers and logistics services
- financial importance and competitive advantages of SCM
- sustainable SCM (environment & ethics)
- role and risks of outsourcing
- customer service via sourcing and logistics
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Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Visiting lecturers from companies.

Internationality

Global supply chain management cases are used.

Course Formats

Contact and distant sessions or virtual course or project course or intensive course or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Soile Kallinen

Learning materials

Materials to be announced in the implementation plan.

BASICS OF HUMAN RESOURCE MANAGEMENT

Code: HRM1LF101

Scope: 5 ECTS

Timing: semester 2

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Company guest speakers and/or students interview a company representative.

Internationality

Assignments will make use of international business cases and examples. Multicultural teamwork.

Course formats

Contact and distant sessions or virtual course or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anita Pösö

Learning materials

Materials to be announced in the implementation plan.

BASICS OF FINANCIAL MANAGEMENT

Code: ACC1LF101

Scope: 5 ECTS

Timing: semester 2

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

You are able to understand financial statements and use various accounting methods for decision-making purposes. You can interpret the content of financial statements with the help of main financial ratios. You can make distinction between different cost types and understand the cost behaviour and its implications to profitability calculations. You can use cost-volume-profit analysis for different purposes like sensitivity analysis and price-setting. You can use basic cost allocation methods for decision-making purposes. You are able to prepare income statement and cash budget. You apply basic methods to evaluate capital investment options and understand the basics of "time value of money". You use basic tools for efficient working capital management.

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Company guest speakers and/or a visit to a financial management department of a company.

Internationality

Financial statements of global companies will be analysed in the course. All assignments apply to global trade environment.

Course Formats

Contact and distant sessions or virtual course or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anne Arkima, Juan Borra

Learning materials

Materials to be announced in the implementation plan.

SELLING TO EXPORT MARKETS

Code: IBU1LF102

Scope: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

Prerequisite: IBU1LF101 Introduction to International Business. IBU1LF103

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

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Student teams make a market research for a company. Company representatives will give an assignment to the team. Student teams are expected to build a strong relationship with the commissioning company.

Internationality

The market research will be done on a foreign market.

Course formats

Contact and distant lessons or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Pertti Tilli, Riku Hytönen

Learning materials

Materials to be announced in the implementation plan.

INTERNATIONALISATION OF A FIRM

Code: IBU1LF103

Scope: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

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

Learning outcomes

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

Contents:

- terminology and definitions
- reasons for companies to internationalise
- prerequisites for successful internationalisation/globalisation
- internationalisation processes of firms (focus: Finnish firms)
- market entry strategies (export entry modes, FDIs, contractual entry modes, projects)
- organisational participants that make international business happen
- partners, networks and international value chain
- international business strategy (global, transnational, multidomestic, international)
- target market screening and selection
- market size assessment

Recognising and validating prior learning (RPL)

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

Cooperation with the business community

Research (study of internationalisation process) of companies, visiting lecturers.

Internationality

The focus of the course is international business.

Course formats

Contact and distant sessions or virtual course or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Päivi Käre-Zein

Learning materials

Materials to be announced in the implementation plan.

INTERNATIONAL ECONOMICS

Code: ECO1LF101

Extent: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

You have a holistic view on the international economic environment. You understand the theoretical background for international economics. You can analyse and evaluate the effects of the international economic environment on the firm. You have developed strategic thinking in international business operations.

Contents

Macroeconomics

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

International Economics

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Guest speakers, real business-based examples and cases.

Internationality

The course deals extensively with international trade and finance issues both at country and global level. The assignments are international in scope.

Course formats

Contact and distant sessions or virtual course or educationalisation.

Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good

(3), Satisfactory (2), Fair (1), Fail (0).

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teachers

Sami Hartikainen, Jari Kaari

Learning materials

Materials to be announced in the implementation plan.

INTERNATIONAL TRADE PRACTICALITIES AND BUSINESS LAW

Code: IBU1LF104

Scope: 5 ETCS

Timing: semester 5 for autumn 2018 and spring 2019 beginners, semester 4 for others

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

Contents

- international legal context
- the risks in international business and managing them
- trade and competition laws of the European Union
- international contracts
- intellectual property rights and their applications in digitalised world
- documents related to international business
- methods of international payments
- customs related issues
- cost elements related to export/import
- conflicts of laws and jurisdiction
- dispute resolution

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Guest speaker from an international company.

Internationality

All cases and exercises are related to export/import.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Christina Karliä-Palomäki, Eeva Aarnio

Learning materials

Materials to be announced in th

ERP AND PROJECT MANAGEMENT

Code: ICT1LF102

Scope: 5 ECTS

Timing: semester 3 for autumn 2018 and spring 2019 beginners, semester 5 for others

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

Prerequisite: ICT1LF101 Business ICT Skills or equivalent competence.

Learning outcomes

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

Contents

- concept of ERP
- PM (project management) skills and knowledge areas
- project planning model
- PM process and steps
- PM tools
- preparing a project plan based on ERP case analysis
- ERP supporting business routines from various aspects: customers, suppliers, products
- execution of selected business processes within ERP system
- adaptation of ERP system to support and benefit the usage needs within the business environment

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

ERP systems are widely used in all business sectors globally.

Internationality

ERP is designed for an international business environment.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Tiina Siilasto, Miikka Mäkelä

Learning materials

Materials to be announced in the implementation plan.

SPECIALISATION PROJECT

Code: IBU3LF101

Scope: 5 ECTS

Timing: semester 5

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for all specialisation students

Starting level and linkage with other courses This course is a specialisation level course and requires the completion of Basic Studies Courses of semesters 1 - 3 (or equivalent competence). It is recommended that the project would be in the area of student's major specialisation. ICT1LF102 ERP and Project Management should be taken at the same time or before this course.

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

The project content of the course is linked directly to a commissioning company.

Internationality

The project is international in scope or has some international elements. Multicultural teamwork.

Course format

Project course

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Specialisation Coordinators

Learning materials

Materials to be announced in the implementation plan.

FORMS OF ENTREPRENEURSHIP

Code: ENT3LF101

Scope: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for ENT specialisation students

Starting level and linkage with other courses

Prerequisite: ENT1LF101 Entrepreneurship.

Learning outcomes

You learn different and continually evolving forms of entrepreneurship: family business, franchise, network business, cooperative etc. You recognize the requirements of different forms for an entrepreneur or a team and their importance to society. You assess the feasibility of an entrepreneurship form to fit your own personal motivations and goals. You identify the different ways of starting a business: self-employment, starting a new independent business, buying/continuing an existing business (= a business transfer) or buying a franchise. You learn the advantages and challenges of a small business internationalisation.

Contents

- family business and business transfer
- franchise and construction of a franchise chain
- network business and competence requirements
- cooperative as a form of team entrepreneurship
- different ways of starting business
 - self-employment
 - starting a new independent business
 - buying/continuing an existing business (= a business transfer)
 - buying a franchise
- international entrepreneurship

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Cooperation with local/international entrepreneurs and entrepreneurship associations.

Internationality

International orientations as part of student's entrepreneurship process

Course formats

Contact and distant sessions or educationalisation.

Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good

(3), Satisfactory (2), Fair (1), Fail (0).

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Maija Suonpää

Learning materials

Materials to be announced in the implementation plan.

ENTREPRENEUR'S NETWORKS AND ARENAS

Code: ENT3LF102

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for ENT specialisation students

Starting level and linkage with other courses

Prerequisite: ENT1LF101 Entrepreneurship.

Learning outcomes

You can identify and describe an entrepreneur's network and its influence on an entrepreneur's decision making. You start to create your own business network and strategies. You plan and implement a networking event. You identify and assess risks for a small business.

Contents

- networking; an entrepreneur's success factor
- visibility in Internet and social media, creating partnerships and networks
- planning and implementation of a networking event
- small business strategies and entrepreneur's everyday life
- financing possibilities for an entrepreneur
- risks in entrepreneurship and insurance possibilities
- entrepreneur's financial competence requirements and challenges in outsourcing

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Cooperation with local/international entrepreneurs and entrepreneurship associations.

Internationality

An international aspect is included in the student's business network.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Maija Suonpää

Learning materials

Materials to be announced in the implementation plan.

GROWTH FOR ENTREPRENEURSHIP

Code: ENT3LF103

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for ENT specialisation students

Starting level and linkage with other courses

Prerequisite: ENT1LF101 Entrepreneurship.

Learning outcomes

You identify and assess your entrepreneurial behaviour and competencies. Your competence development and personal growth is further supported in a network of professionals. You develop your business idea into a business model or plan. Alternatively, you can also make a business plan for another SME or family business. You can start your own business but it is not a requirement. If you are an entrepreneur, you can make all planning and developmental assignments for your own business or family business during the course. You can collect all the documents that support business activities or entrepreneurship into a portfolio thesis. The learning outcomes are the following:

- you can productize your own competencies
- you can assess your developmental needs and readiness for entrepreneurship
- you can create a business plan for your own or family business
- you can assess the feasibility of the business opportunity
- you create an entrepreneurship portfolio

Contents

- I as an entrepreneur
- from the analysis of a business idea into a business model or plan
- business planning and analyses (customer and environmental analyses, appropriate financial analyses)
- human resource and developmental needs in starting and running a business
- personal development plan for an entrepreneur

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

The course is primarily focused on students who plan to become an entrepreneur and start a business.

Internationality

Internationality can be part of a student's business plan.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Maija Suonpää

Learning materials

Materials to be announced in the implementation plan.

EMPLOYER BRANDING

Code: HRM3LF101

Extent: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for HRM specialisation students

Starting level and linkage with other courses

Prerequisite: HRM1LF101 Basics of Human Resource Management or equivalent competence.

Learning outcomes

You know the historical development of personnel management, people management and human resource management (HRM), and understand the PEST forces driving them. You understand the value of a range of employer branding models and concepts, and can analyse organizations using them. You can make suggestions to develop HR policies and practices. You can collect qualitative data on organizations and analyse it critically.

Contents

- history of HRM
- employer brand (EB), EB identity, EB position, EVP (employer value proposition)
- communicating EB
- EB management methods
- qualitative data collection methods
- basics of qualitative data analysis

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Company guest speakers and/or students interview a company representative of their own choosing and/or other feasible forms of cooperation.

Internationality

Assignments make use of international examples and elements. Multicultural teamwork.

Course formats

Contact and distance sessions, virtual course or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Elizabeth San Miguel, Anita Pösö

Learning materials

Materials to be announced in the implementation plan.

TALENT DEVELOPMENT

Code: HRM3LF102

Extent: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for HRM specialisation students

Starting level and linkage with other courses

Prerequisite: HRM1LF101 Basics of Human Resource Management or equivalent competence.

Learning outcomes

You can plan and implement recruitment and selection processes. You know the objectives, tools and methods of employee assessment, development and career management. You understand the objectives and uses of international assignments as a form of resourcing and career development.

Contents

- recruitment and selection
- competence management
- assessing and developing people
- career management
- international assignments

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Company guest speakers and/or students interview a company representative of their own choosing and/or other feasible forms of cooperation.

Internationality

Assignments will make use of international business cases and examples. Multicultural teamwork.

Course formats

Contact and distant sessions or virtual course or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anita Pösö, Elizabeth San Miguel

Learning materials

Materials to be announced in the implementation plan.

TALENT MANAGEMENT

Code: HRM3LF103

Extent: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for HRM specialisation students

Starting level and linkage with other courses

Prerequisite: HRM1LF101 Basics of Human Resource Management or equivalent competence.

Learning outcomes

You know the objectives, elements, tools and processes of performance management, can analyse their functionality and suggest improvements. You understand how employees can be motivated and engaged through total reward management. You also know the importance of managing employee wellbeing and the methods and processes to manage it. You know the purpose and process of exit management. You can use quantitative methods to measure and analyse employee engagement, wellbeing and satisfaction through surveys.

Contents

- performance management
- total rewards
- employee engagement
- wellbeing at work and managing work-related stress
- exit management
- employee surveys
- quantitative data analysis (descriptive statistics, graphical presentation, correlation)
- statistical inference
- interpreting and reporting quantitative research findings.
- assessing the validity and reliability of results

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Company guest speakers and/or students interview a company representative of their own choosing and/or other feasible forms of cooperation.

Internationality

Assignments will make use of international business cases and examples. Multicultural teamwork.

Coourse formats

Contact and distant sessions or virtual course or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anita Pösö, Elizabeth San Miguel

Learning materials

Materials to be announced in the implementation plan.

EHRM

Code: HRM3LF104

Extent: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for HRM specialisation students

Starting level and linkage with other courses

Prerequisite: HRM1LF101 Basics of Human Resource Management or equivalent competence.

Learning outcomes

You know the purpose and elements of eHRM systems, and understand its linkages to and integration with other business information systems (ERP). You are able to choose digital tools for recruitment processes. You know digital solutions for internal and external HR communication and can use them effectively. You are able to use basic HR functions in SAP system.

Contents

- HRM software and solutions
- ERP for HRM
- SAP HR system

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Company guest speakers and/or students interview a company representative of their own choosing and/or other feasible forms of cooperation.

Internationality

Assignments will make use of international business cases and examples. Multicultural teamwork.

Course formats

Contact and distant sessions or virtual course or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anita Pösö, Tiina Siilasto

Learning materials

Materials to be announced in the implementation

HR STRATEGY AND CHANGE

Code: HRM3LF105

Extent: 5 ECT

Timing: semesters 4 - 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for HRM specialisation students

Starting level and linkage with other courses

Prerequisites: all compulsory HRM courses (HRM3LF101 Employer Branding, HRM3LF102 Talent Development, HRM3LF103 Talent Management and HRM3LF104 eHRM).

Learning outcomes

You understand the purpose of, and the processes and tools used in strategic HR planning. You are able to identify and discuss the challenges changing business environments set for strategic HR planning. You understand the importance of the strategic link between HR and business strategies. You can analyse organisational HR strategies and suggest improvements. You are able to draft a change communication plan for a specific organisational need and to analyse external HR data and understand its function in the annual reporting system.

Contents

- HR strategy and planning
- strategic HRM and strategic alignment
- managing change and change communication

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Company guest speakers and/or students interview a company representative of their own choosing and/or other feasible forms of cooperation.

Internationality

Assignments will make use of international business cases and examples.

Course formats

Contact and distant sessions or virtual course or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anita Pösö, Elizabeth San Miguel

Learning materials

Materials to be announced in the implementation plan.

HR STRATEGY AND CHANGE

Code: HRM3LF105

Extent: 5 ECT

Timing: semesters 4 - 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for HRM specialisation students

Starting level and linkage with other courses

Prerequisites: all compulsory HRM courses (HRM3LF101 Employer Branding, HRM3LF102 Talent Development, HRM3LF103 Talent Management and HRM3LF104 eHRM).

Learning outcomes

You understand the purpose of, and the processes and tools used in strategic HR planning. You are able to identify and discuss the challenges changing business environments set for strategic HR planning. You understand the importance of the strategic link between HR and business strategies. You can analyse organisational HR strategies and suggest improvements. You are able to draft a change communication plan for a specific organisational need and to analyse external HR data and understand its function in the annual reporting system.

Contents

- HR strategy and planning
- strategic HRM and strategic alignment
- managing change and change communication

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Company guest speakers and/or students interview a company representative of their own choosing and/or other feasible forms of cooperation.

Internationality

Assignments will make use of international business cases and examples.

Course formats

Contact and distant sessions or virtual course or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anita Pösö, Elizabeth San Miguel

Learning materials

Materials to be announced in the implementation plan.

HR LEGISLATION

Code: HRM3LF106

Extent: 5 ECTS

Timing: semesters 4 - 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: elective

Starting level and linkage with other courses

Prerequisite: HRM1LF101 Basics of Human Resource Management or equivalent competence. BUS1LF101 Sustainable Business is recommended to be studied at the same time or before this course.

Learning outcomes

You know the key legislation regulating HR operations and you perceive labour law as part of the employment relationship. You can apply labour law, including collective agreements, in ordinary situations at work, and you are also familiar with the ethical approach of HRM. You master the main issues of labour law from recruitment to termination of the employment relationship, and you can apply your knowledge of ethical and legal HRM in Finland and internationally.

Contents

- scope of labour law, work force options
- collective agreements as part of labour law
- terms of employment
- working time
- annual holidays
- working environment, health and safety
- cooperation within undertakings
- termination of employment relationship
- international employment contracts
- EU labour law

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Company or trade union guest speakers and/or students interview a company representative of their own choosing and/or other feasible forms of cooperation.

Internationality

Approach to the international scope of labour law is given in the form of EU law case studies and international conflicts of law principles.

Course formats

Contact and distant sessions or virtual course or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Satu Pitkänen

Learning materials

Materials to be announced in the implementation plan.

LEADERSHIP

Code: HRM3LF107

Extent: 5 ECTS

Timing: semesters 4 - 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: elective

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

You know key leadership theories and models, and analyse situations through them. You know the purposes, methods and tools used in leadership development. You can assess your own leadership, supervisory and subordinate competences and pinpoint areas needing development. You have developed an understanding of challenging work place situations through discussion, stories and drama.

Contents

- leadership theories and models
- leadership development
- supervisory and subordinate skills
- challenging workplace situations

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Company guest speakers and/or students interview a company representative of their own choosing and/or other feasible forms of cooperation.

Internationality

Assignments will make use of international examples and elements. Multicultural teamwork.

Course formats

Contact and distant sessions or virtual or partly virtual course.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anita Pösö, Elizabeth San Miguel

Learning materials

Materials to be announced in the implementation plan.

BTOB SALES SKILLS

Code: MAR3LF101

Scope: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for MAR specialisation students

Starting level and linkage with other courses

Prerequisite: MAR1LF101 Basics of Marketing.

Learning outcomes

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

Contents

- B2B buying process and decision making
- customer prospecting methods
- B2B personal selling process step-by-step: sales call planning, approach, need identification, solutions presentation, dealing with objections and price, closing the sale and building up customer relations
- planning your own work, control and development
- cultural aspects in international B2B sales
- ethical issues in B2B sales

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Realistic selling exercises coordinated with other semester 4 courses: using the same companies' products/services, if possible. Planning a Sales Manual for the sales department of a real company.

Internationality

International context will be covered in sales skills exercises.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Riku Hytönen, Seija Bergström

Learning materials

Materials to be announced in the implementation plan.

MARKETING RESEARCH METHODS

Code: MAR3LF102

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for MAR specialisation students

Starting level and linkage with other courses

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

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Projects in the integrated course International Marketing Research are done together with organizations and the contents of research vary based on the needs of the client(s).

Internationality

Marketing research projects are tailored to client needs.

Course format

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Jutta Heikkilä, Maija Suonpää

Learning materials

Materials to be announced in the implementation plan.

INNOVATIVE SERVICE DESIGN

Code: MAR3LF103

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for MAR specialisation students

Starting level and linkage with other courses

Prerequisite: MAR1LF101 Basics of Marketing or equivalent competence.

Learning outcomes

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

Contents

- intro to service design and systems thinking: basic concepts
- service profit chain
- service model design: basic concepts
- funding mechanism and behavioural science
- operating role of the customer
- operating role of employees and corporate culture
- customer satisfaction, loyalty and profitability
- disruptive services
- managing capacity and demand
- design tools: service personas, location plans, service journey, service blueprinting

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Service innovations are tailored to the needs of a small business needs locally or internationally.

Internationality

Service innovation opportunities are searched globally depending on the student's interests.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Kevin Gore

Learning materials

Materials to be announced in the implementation plan.

CUSTOMER RELATIONSHIP MANAGEMENT

Code: MAR3LF104

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for MAR specialisation students

Starting level and linkage with other courses

Prerequisite: MAR1LF101 Basics of Marketing or equivalent competence.

Learning outcomes

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

Contents

- planning and implementing a company's customer strategy (the right customers)
- customer insight and understanding what customers value (customer value creation)
- buyer's purchasing process (B2B, B2G)
- multichannel integration process
- information management process
- measurement and development of customer satisfaction
- customer profitability planning and control
- customer data collection, warehousing and analysis
- creating customer loyalty and loyalty programs (public and silent programs)

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Business cases, company visit, guest speakers.

Internationality

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

Course format

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Tiina Siilasto

Learning materials

Materials to be announced in the implementation plan.

BRANDING AND MARKETING COMMUNICATIONS

Code: MAR3LF105

Extent: 5 ECTS

Timing: semester 5

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for MAR specialisation students

Starting level and linkage with other courses

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

Learning outcomes

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

Contents

- brand management theory and models
- brand engagement through storytelling and social media
- brand architecture and brand strategy
- qualitative brand research and brand management guidelines
- integrated marketing communication
- context analysis and communication research
- communication planning process
- communication objectives and measurement
- target group decisions in b-to-b and b-to-c communication
- media decisions
- marketing communication in social media
- message and creative decisions

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Client project work in connection with the course IBU3LF101 Specialisation Project.

Internationality

Client projects with international companies in connection with the Specialisation Project course if possible. Learning tasks based on international context. Multicultural teamwork.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teachers

Kevin Gore, Leena Korttilalli

Learning materials

Materials to be announced in the implementation plan.

INTERNATIONAL MARKETING RESEARCH

Code: MAR3LF106

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: elective

Starting level and linkage with other courses

No prerequisites. MAR3LF102 Marketing Research Methods is recommended to be studied at the same time.

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Projects are done together with organisations and the contents of research vary based on the needs of the client(s).

Internationality

International marketing research projects are tailored to a client's needs. Multicultural teamwork.

Course formats

Contact and distant sessions.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Jutta Heikkilä, Maija Suonpää

Learning materials

Materials to be announced in the implementation plan.

INTERNATIONAL SALES MANAGEMENT

Code: MAR3LF107

Scope: 5 ECTS

Timing: semester 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: elective

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

You understand the importance of managing the sales force. You know the components and tools of sales management in B2B sales. You contribute to the development of sales strategies and sales planning. You are aware of the methods needed in managing and leading an international sales team. You are aware of various sales channel options and you have the skills to develop direct and indirect sales channels. You are aware of the differences of international and domestic sales management.

Contents

Sales management and sales planning

- strategic role of selling
- cooperation between sales and marketing functions
- sales strategies, targeting and prospecting
- sales forecasting and budgeting
- international sales organisations and territory management
- sales channel selection and management
- relationship with agents and importing companies
- recruitment, selection, training and development of sales people
- leading a sales force: motivation, training and supervision
- sales control and funnel management
- ethical issues in international sales management
- cultural differences in international sales management

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Business cases and excursion / guest speaker.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact and distant sessions.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Kevin Gore

Learning materials

Materials to be announced in the implementation plan.

GROWTH AND COMPETITIVE STRATEGIES

Code: MAR3LF108

Scope: 5 ECTS

Timing: semester 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: elective

Starting level and linkage with other courses

Prerequisites: IBU1LF101 Introduction to International Business, MAR1LF101 Basics of Marketing and IBU1LF103 Internationalisation of a Firm.

Learning outcomes

You have an increased understanding of the complexity of operating an international company. You have a holistic view of running an international company (marketing, operations, logistics, financing). You improve your analytical skills (business environment, competition, KPI's) needed for fact-based decision making. You understand the significance of fierce competition in the international business environment. You understand the importance of strategy work in the digitalized world in order to facilitate changes. You know a wide range of strategic tools needed in order to succeed in global business.

Contents

- key concepts of international strategy work
- analysis of the dynamic business environment
- competitor analysis
- planning strategic growth options
- implementing a business strategy
- evaluating and measuring the success of the strategy
- strategic tool box
- competing in a simulated global environment

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Visitors and/or company visits.

Internationality

In the business simulation game, student teams will lead international/global companies. International cases.

Course formats

Contact and distant sessions.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Jari Luomakoski

Learning materials

Materials to be announced in the implementation plan.

E-BUSINESS (DIGITAL TRANSFORMATION OF BUSINESS)

Code: MAR3LF109

Scope: 5 ECTS

Timing: semester 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: elective

Starting level and linkage with other courses

Prerequisites: MAR1LF101 Basics of Marketing and SCM1LF101 Basics of Supply Chain Management.

Learning outcomes

You identify and explain the variety of e-business models, i.e., business to business, business to customer, consumer to consumer. You can explain the benefits and limitations of using e-business models in relation to traditional models. You can determine an appropriate e-business model for a specific company. You can apply the digitalization model as a means to expand business opportunities, add value and internationalize a specific business to transform it.

Contents

- business transformation tools and concepts
 - value creation
 - channel decisions (supply chain & marketing)
 - customer relations
 - revenue streams
 - Big Data and Internet of Things (IoT)
- future business trends

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

The project offers the opportunity to link up with a case company for the digitalization analysis.

Internationality

Projects are completed in multicultural and cross-disciplinary teams. The operations of case/partner companies are international in scope.

Course formats

Contact and distant sessions with some parts online.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Kevin Gore, Hanna Harilainen

Learning materials

Materials to be announced in the implementation plan.

FINANCIAL ACCOUNTING

Code: ACC3LF101

Scope: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for ACC/FIE specialisation students

Starting level and linkage with other courses

Prerequisite: ACC1LF101 Basics of Financial Management.

Learning outcomes

You understand the logic of double entry book keeping. You record business transactions for a firm. You are able to prepare accounts and financial statements for a company and run different types of accounting reports. You prepare statutory financial statements for a firm based on Finnish generally accepted accounting principles. You know how to record, calculate and prepare filings related to value added tax in domestic trade. You know how to define taxable profit and calculate the final tax expense for different forms of business organization. You coordinate efficient control and audit processes for a firm and liaise with auditors.

Contents

- accounting principles and double-entry bookkeeping
- accounts payables and accounts receivables
- closing of the financial year
- financial statements
- value added tax
- taxable profit and tax expense
- audit

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Guest lecturers and/or company visits will be organized in the area of accounting or audit profession.

Internationality

Approach to accounting and taxation will be reflected against global development in these areas e.g. IFRSs.

Course format

Contact and distant sessions or educationalisation.

Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good

(3), Satisfactory (2), Fair (1), Fail (0).

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anne Arkima, Juan Borra

Learning materials

Materials to be announced in the implementation plan.

BUSINESS CONTROLLING AND ANALYTICS

Code: ACC3LF102

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for ACC/FIE specialisation students

Starting level and linkage with other courses

Prerequisite: ACC3LF101 Financial Accounting.

Learning outcomes

You are able to plan, control and analyse profitability at different levels of operations and in different business fields, also constructing spreadsheet models. You can cope with practical accounting problems in different decision-making situations using relevant information for profitability and pricing. You understand the costs associated with manufacturing products or providing services and effectively control costs by understanding the activities that drive costs. You can interpret, discuss, report and present the best solutions based on the accounting information.

Contents

- value chain in a business
- role of managerial accounting in depth
- business and customer profitability analysis using different tools
- job costing and process costing
- ABC costing, lean production and total quality management
- relevant information for short term decisions
- cost and project controlling
- sustainability using environmental management accounting systems

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Guest lectures or company visits, software providers and project work based on business cases.

Internationality

Project companies worldwide and working in multicultural student teams.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Juan Borra, Anne Arkima, Susanna Honka

Learning materials

Materials to be announced in the implementation plan.

FINANCIAL STATEMENT ANALYSIS

Code: ACC3LF103

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for ACC/FIE specialisation students

Starting level and linkage with other courses

Prerequisite: ACC3LF101 Financial Accounting.

Learning outcomes

You identify and calculate the major categories of ratios for assessing the financial performance and position of a business. You define, calculate and interpret key financial ratios in terms of profitability, liquidity and solvency. You prepare a common-sized analysis as well a trend analysis. You understand ratings from major different institutions worldwide. You use Excel in a professional manner to analyse data and make conclusions based on statistical analysis. You apply the knowledge to a case company. You will be able to discuss the results and improve your analytical skills.

Contents

- formulas for the ratios: profitability, liquidity cycle and solvency
- interpreting key ratios by comparison in words
- key ratio indicators by business field using a median indicator and combination ratios
- descriptive statistics, correlation, regression and trend analysis
- cross tabulations and graphical presentation
- statistical inference

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Annual reports and project work.

Internationality

An international case company and benchmarking the closest competitors in multicultural student teams.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Heli Kortesalmi, Jutta Heikkilä

Learning materials

Materials to be announced in the implementation plan.

INTRODUCTION TO CORPORATE FINANCE

Code: FIE3LF101

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA

Course level: Specialisation Studies

Course type: compulsory for ACC/FIE specialisation students

Starting level and linkage with other courses

Prerequisites: ACC1LF101 Basics of Financial Management and MAT1LF101 Business Mathematics.

Learning outcomes

You recognize and understand the effects of risk and return for an enterprise. You understand the role of finance function of a company and you can make financial decisions related to working capital management, capital structure, payout policy, mergers and acquisitions. You can show detailed understanding of the decisions of financial management. You understand corporate control issues in different corporate funding situations. You can evaluate capital investment proposals of a company.

Contents

- basic concepts of financial decision making and financial planning
- corporate financing sources
- time value of money
- equity and debt finance
- capital investment decisions
- cost of capital and capital structure
- mergers, acquisitions and corporate control
- principles of corporate valuation

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Guest lecturers and project/case study work

Internationality

An international case company and benchmarking the closest competitors in multicultural student teams.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Mika Mustikainen

Learning materials

Materials to be announced in the implementation plan.

BUDGETING AND PERFORMANCE EVALUATION

Code: ACC3LF104

Scope: 5 ECTS

Timing: semester 5

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for ACC/FIE specialisation students

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Students will co-operate with a company in terms of a project in order to prepare budget or balance scorecard.

Internationality

Students will work in multicultural teams and preferably, case companies are operating in international environment.

Course formats

Contact and distant sessions or educationalisation.

Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good

(3), Satisfactory (2), Fair (1), Fail (0).

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anne Arkima, Juan Borra

Learning materials

Materials to be announced in the implementation plan.

INTERNATIONAL ACCOUNTING AND TAXATION

Code: ACC3LF105

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: elective

Starting level and linkage with other courses

Prerequisite: ACC3LF101 Financial Accounting.

Learning outcomes

You apply accounting and taxation rules applicable to international business. You apply IFRSs and prepare financial statements based on these standards. You prepare consolidated accounts for a small/medium sized group of companies. You record the effects of foreign currency translations. You use the basic international tax rules applicable in international trade e.g. cross border VAT and transfer pricing.

Contents

- IFRSs
- consolidated accounts
- foreign currency translations
- international taxation: cross border VAT & transfer pricing

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Guest lecturers, company visit, tax authority visit

Internationality

All course contents are linked to international business environment.

Course format

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anne Arkima, Heli Kortosalmi

Learning materials

Materials to be announced in the implementation plan.

INVESTMENT MANAGEMENT

Code: FIE3LF102

Scope: 5 ECTS

Timing: semester 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation studies

Course type: elective

Starting level and linkage with other courses

Prerequisite: FIE3LF101 Introduction to Corporate Finance.

Learning outcomes

You understand key roles and operations of financial markets. You can link theories and practices of investment management. You can prepare and analyse corporate valuations. You will be able to show detailed understanding of the decisions related to corporate valuation. You understand valuation principles of financial instruments. You can analyse alternative investment decision and alternative funding sources. You recognize and understand the effects of capital markets in financial decision-making situations.

Contents

- capital market operations in corporate funding situations
- corporate valuation in practice
- company analysis in equity and debt finance situations
- valuation of stocks, bonds and derivative instruments
- portfolio management issues
- investor behaviour in decision making

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Guest lectures, annual reports and project work

Internationality

An international case company and benchmarking the closest competitors in multicultural student teams.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Arto Elomaa

Learning materials

Materials to be announced in the implementation plan.

INTERNATIONAL FINANCE

Code: FIE3LF103

Scope: 5 ECTS

Timing: semester 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: elective

Starting level and linkage with other courses

Prerequisite: FIE3LF101 Introduction to Corporate Finance.

Learning outcomes

You are equipped with tools and theory to understand and analyse the international economic environment and the processes of international financial management. You identify financial systems and how they are structured. You can operate in the international financial markets and banking environment and are familiarised with foreign exchange markets and international trade. You recognize methods to manage foreign exchange and credit risk, including derivate instruments and how financial markets are different. You identify the various risks that businesses face in their daily operations in a competitive global environment. You also recognize and understand bank related risks and risk mitigation.

Contents

- financial institutions
- international banking: commercial and investment banking
- foreign exchange markets
- interbank markets and role of central banks
- trade and project finance
- bank and corporate risk management

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Guest lectures, partner company co-operations

Internationality

An international case company and benchmarking the closest competitors in multicultural student teams.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Mika Mustikainen, Arto Elomaa

Learning materials

Materials to be announced in the implementation plan.

THEME TOPICS IN ACCOUNTING AND FINANCE

Code: ACC3LF106

Scope: 5 ECTS

Timing: semester 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: elective

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

You are able to follow the latest developments in field of accounting and finance. You apply accounting and finance skills and knowledge in a wider current context. You are able to develop your skills further in line with the rapidly changing business environment.

Contents

Current topics in accounting and finance, for example:

- digitalization
 - global tax planning
 - IFRS
 - Big Data
 - data analytics
 - financial markets
 - accounting and finance job market
- (professional development)

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Guest lectures, company excursion

Internationality

The themes have an international aspect.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anne Arkima, Juan Borra

Learning materials

Materials to be announced in the implementation plan.

DEVELOPING SCM

Code: SCM3LF101

Scope: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for SCM specialisation students

Starting level and linkage with other courses

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

Learning outcomes

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

Contents

- risk management
- process analysis
- current state analysis
- SCOR (Supply Chain Operations Reference model) as a tool for supply chain development process
- KPIs and reporting

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

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

Internationality

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

Course format

Contact and distant sessions or virtual course or project course or intensive course or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Eeva Aarnio

Learning materials

Materials to be announced in the implementation plan.

STRATEGIC SOURCING

Code: SCM3LF102

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for SCM specialisation students

Starting level and linkage with other courses

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

Learning outcomes

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

Contents

- spend analysis
- purchasing portfolio matrix
- supplier relationship management (SRM): theory and SAP SRM
- supplier selection

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

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

Internationality

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

Course format

Contact and distant sessions or virtual course or project course or intensive course or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Hanna Harilainen, Tiina Siilasto

Learning materials

Materials to be announced in the implementation plan.

SUSTAINABLE SCM

Code: SCM3LF103

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for SCM specialisation students

Starting level and linkage with other courses

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Collaboration with international green logistics service providers/multinational green SCM companies/packaging associations or environmental NGO's. Course project for a commissioning party.

Internationality

Collaboration with international green logistics service providers/multinational green SCM companies or environmental NGO's. Multicultural teams.

Course format

Contact and distant sessions or project course or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Soile Kallinen

Learning materials

Materials to be announced in the implementation plan.

QUALITY MANAGEMENT

Code: SCM3LF104

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for SCM specialisation students

Starting level and linkage with other courses

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

Learning outcomes

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

Contents

- different perspectives on quality
- quality standards and audit process
- quality as a strategy
 - quality-cost analysis
 - customer relationship management
 - quality analysis tools
- benchmarking
- quality and services
- quality as a management tool: ISO9001, OHSAS18001
- audit process
- EFQM (European Foundation for Quality Management) Excellence Model
- quality cost analysis
- SAP QM (Quality Management)

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

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

Internationality

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

Course format

Contact and distant sessions or virtual course or project course or intensive course or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Eeva Aarnio, Soile Kallinen

Learning materials

Materials to be announced in the implementation plan.

SCM TOOLS AND OPTIMISATION

Code: SCM3LF105

Scope: 5 ECTS

Timing: semester 5

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory for SCM specialisation students

Starting level and linkage with other courses

Prerequisite: SCM1LF101 Basics of Supply Chain Management. ICT1LF102 ERP and Project Management is recommended to be studied at the same time or before this course.

Learning outcomes

You are able to formulate and solve models for linear optimisation for business cases. You are able to assess the solution based on a sensitivity analysis. You are able to apply optimisation on transportation and transshipment problems. You are able to select and apply suitable inventory models for a business case.

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Business life cases are used.

Internationality

Supply chain management is inherently global. Multicultural teams.

Course format

Contact lessons or educationalisation.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Jutta Heikkilä

Learning materials

Materials to be announced in the implementation plan.

PROCUREMENT PRACTICALITIES

Code: SCM3LF107

Scope: 5 ECTS

Timing: semesters 4 - 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: elective

Starting level and linkage with other courses

Prerequisites: SCM1LF101 Basics of Supply Chain Management and ICT1LF102 ERP and Project Management.

Learning outcomes

You learn procurement from the operational point of view. As there are various hands-on exercises with SAP, you learn to use different procurement functionalities in SAP, such as inventory management and logistics invoice verification.

Contents

- basic procurement process
- material requirements planning
- sources of supply
- supplier contracts
- pricing in procurement
- inventory management
- logistics invoice verification

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Different types of software are used for procurement operations. SAP is one of the most prominent softwares and many companies use it in their daily business operations, also in procurement.

Internationality

SAP is used globally so the knowledge that you learn during this course is valid internationally.

Course format

Contact and distant sessions.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Tiina Siilasto

Learning materials

Materials to be announced in the implementation plan.

HUMANITARIAN LOGISTICS

Code: SCM3LF108

Scope: 5 ECTS

Timing: semesters 4 - 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: elective

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

You understand what businesses can learn from the super-efficient humanitarian supply chains. You will gain a logistics perspective to humanitarian emergencies. You can identify key challenges of organizing the aid logistics before, during and after humanitarian disasters. You are able to list the benefits and practices of disaster preparedness.

Contents

- differences between humanitarian and business supply chains
- humanitarian supply chains
- disaster preparedness

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Co-operation and cases from NGO's.

Internationality

Humanitarian logistics as a field is global. Multicultural teams.

Course formats

Contact and distant sessions or virtual course or project course or intensive course.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Eeva Aarnio, Soile Kallinen

Learning materials

Materials to be announced in the implementation plan.

INTERNATIONAL BUSINESS COMMUNICATION

Code: COM1LF101

Scope: 5 ECTS

Timing: semester 1 for autumn 2018 and spring 2019 beginners, semester 3 for others

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

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

Contents

- written communication skills (reports, emails, press release, quotation etc.)
- referencing, avoiding plagiarism
- idea formulation and argumentation
- information literacy, visualizing information
- meeting procedures
- business vocabulary
- interpersonal communication skills
- personal communication style
- group communication
- intercultural communication
- personal selling
- public speaking and networking skills

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Working life connections

Possible visiting lecturers and speakers. Possible company projects. In semester 3, the

course is in close collaboration with Selling to Export Markets, so companies that work in conjunction with this course can be used as cases and sources/application of material.

Internationality

The course is international in the composition of the students and the assignments are international in scope.

Course formats

Contact and distant sessions or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anna Kimberley, Pia Tapio

Learning materials

Materials to be announced in the implementation plan.

FINNISH FOR FOREIGNERS 1

Code: FIN1LF101

Scope: 5 ECTS

Timing: semester 1

Language: English and Finnish

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

You manage orally in routine everyday situations, you know the elementary structures and vocabulary of Finnish language and you can write a short and simple text about yourself.

You are familiar with the Finnish culture and customs related to the topics of the course.

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Quest speakers or visits as appropriate.

Internationality

International and global business approach to course themes and topics and contributions by multicultural student groups.

Course formats

Contact and distant sessions or virtual course.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Hanna Tani, Tuula Jäppinen

Learning materials

Materials to be announced in the implementation plan.

FINNISH FOR FOREIGNERS 2

Code: FIN1LF102

Scope: 5 ECTS

Timing: semester 2

Language: English and Finnish

Curriculum: GLOBBA16

Course level: Basic studies

Course type: compulsory

Starting level and linkage with other courses

Prerequisite: Finnish for Foreigners 1 or equivalent competence (about 5 cr of previous studies).

Learning outcomes

Your capacity to talk has further developed, your command of the elementary structures has expanded and your vocabulary for everyday life situations has broadened. You are able to participate in everyday communication and read and write short texts in Finnish. You have gained language and culture basic skills to the extent that you are able to use the surrounding language environment to develop your language skills further. Your target level on the Common European Framework of Reference for Languages CEFR is A2.1.

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Quest speakers or visits as appropriate.

Internationality

International and global business approach to course themes and topics and contributions by multicultural student groups.

Course formats

Contact and distant sessions or virtual course.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Hanna Tani, Tuula Jäppinen

Learning materials

Materials to be announced in the implementation plan.

FINNISH FOR FOREIGNERS 3

Code: FIN1LF103

Scope: 5 ECTS

Timing: semester 3

Language: English and Finnish

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

Prerequisite: Finnish for Foreigners 2 or equivalent (about 10 cr of previous studies)

Learning outcomes

You are able to discuss familiar topics in everyday life. You develop your oral and writing skills. You are familiar with the Finnish culture and customs related to the topics of the course. Your target level on the Common European Framework of Reference for Languages CEFR is A2.2.

Contents

- Travelling
- The Finnish summer cottage, sauna and nature
- Health issue, going to a doctor
- Free time activities and hobbies
- The past tense of verbs (imperfekti)
- The construction `have to`
- The forms of object

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Quest speakers or visits as appropriate.

Internationality

Global business approach to course themes and contributions by multicultural student groups.

Course formats

Contact and distant sessions.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teachers

Tuula Jäppinen, Hanna Tani

Learning materials

Materials to be announced in the implementation plan.

FINNISH FOR FOREIGNERS 4

Code: FIN1LF104

Scope: 5 ECTS

Timing: semesters 1-7

Language: English and Finnish

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: free-choice

Starting level and linkage with other courses

Prerequisite: Finnish for Foreigners 3 or equivalent (about 15 cr of previous studies).

Learning outcomes

You are able to handle a variety of everyday life situations. You can tell about your studies and work experience and write your CV in Finnish. You have deepened your oral and writing skills. Your target level on the Common European Framework of Reference for Languages CEFR is A2.2 - B1.

Contents

- communication in offices
- education and work experience
- applying for a job in Finland
- shopping
- past tenses of verbs (perfekti, pluskvamperfekti)
- plural forms of nouns

Regognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Real business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

Global business approach to course themes, contributions by multicultural student groups and company cooperation

Course formats

Contact and distant sessions.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teachers

Tuula Jäppinen, Hanna Tani

Learning materials

Materials to be announced in the implementation plan.

FINNISH BUSINESS COMMUNICATION

Code: FIN1LF105

Scope: 5 ECTS

Timing: semester 4

Language: Finnish

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

The course has practical orientation, drawing on both theoretical knowledge and personal communication skills. You are familiar with different areas of corporate communications as well as with the linguistic and stylistic conventions of business writing in Finnish. You are able to write effective and reader-friendly messages, prepare a report and plan professional presentations. You are aware of the importance and strategic role of communication in companies and other organizations.

Contents

- functions of corporate communication
- business writing in various situation, such as the purchasing process, internal communications and public relations
- project work
- presentation skills
- customer service orientation in communications
- language planning

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Business based examples and cases, guest speakers, company visits as appropriate.

Internationality

Contributions by multicultural student groups.

Course formats

Contact and distant sessions or virtual course.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Hanna Tani

Learning materials

Materials to be announced in the implementation plan.

FINNISH FOR EXCHANGE STUDENTS

Code: FIN8LF101

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English and Finnish

Curriculum: GLOBBA16

Level: Basic Studies

Type: compulsory/free-choice

Starting level and linkage with other courses

No prerequisites. This course is for exchange students only.

Learning outcomes

You are able to use the most common vocabulary and phrases and cope in simple, routine every situations. You are also familiar with the basic characteristics of Finnish language, culture and habits related to everyday life. Your target level on the Common European Framework of Reference for Languages CEFR is A1.

Contents

- basics of pronunciation
- greetings, basic small talk phrases and complements
- asking and giving basic information in everyday situations
- shopping and ordering
- expressing time, place and direction
- vocabulary and key phrases for everyday and studying needs
- information about Finland and the Finnish culture

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Quest speakers or visits as appropriate.

Internationality

International and global business approach to course themes and contributions by multicultural student groups.

Course formats

Contact and distant sessions.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher

Hanna Tani

Learning materials

Materials to be announced in the implementation plan.

FRENCH 1

Code: FRE8LF101

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory/free-choice

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

No RPL at this level.

Cooperation with the business community

Real business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact sessions.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Laurianne Bellotti

Learning materials

Materials to be announced in the implementation plan.

FRENCH 2

Code: FRE8LF102

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English/French

Curriculum: GLOBBA16

Level: Basic Studies

Type: compulsory/free-choice

Starting level and linkage with other courses

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

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

No RPL at this level.

Cooperation with the business community

Real business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact sessions.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Laurianne Bellotti

Course Materials

Materials to be announced in the implementation plan.

FRENCH 3

Code: FRE8LF103

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: French

Curriculum: GLOBBA16

Level: Basic Studies

Type: compulsory/free-choice

Starting level and linkage with other courses

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

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. In such cases, evaluation on the 0-5 scale is based on a written test (weight 40 %), an oral test (weight 30 %) and a portfolio (weight 30 %). More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Real business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact and distance sessions or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Laurianne Bellotti

Learning materials

Materials to be announced in the implementation plan.

FRENCH 4

Code: FRE8LF104

Scope: 5 ETCS

Timing: semesters 1 - 7

Language: French

Curriculum: GLOBBA16

Level: Basic Studies

Type: compulsory/free-choice

Starting level and linkage with other courses

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

Learning outcomes

You are able to handle a variety of business-related subjects in the language, are acquainted with business terminology in the language and are familiar with corporate culture and business life in the language area. You are also able to make presentations and handle typical customer services situations. You can write business-related documents in the language. Your target level on the Common European Framework of Reference for Languages CEFR is B1.

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact and distance sessions or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher

Laurianne Bellotti

Learning materials

Materials to be announced in the implementation plan.

GERMAN 1

Code: GER8LF101

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory/free-choice

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

Contents

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

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

Recognising and validating prior learning (RPL)

No RPL at this level.

Cooperation with the business community

Real business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact sessions.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teachers

Eva Herttuainen, Sirpa Bode

Learning materials

Materials to be announced in the implementation plan.

GERMAN 2

Code: GER8LF102

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Level: Basic Studies

Type: compulsory/free-choice

Starting level and linkage with other courses

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

Learning outcomes

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

Contents

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

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Real business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact sessions.

Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good

(3), Satisfactory (2), Fair (1), Fail (0).

[Link to the joint assessment grid](#). The assessment of one's own learning.

Course teacher

Eva Herttuainen, Janne Mertala

Course Materials

Materials to be announced in the implementation plan.

GERMAN 3

Code: GER8LF103

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Level: Basic Studies

Type: compulsory/free-choice

Starting level and linkage with other courses

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

Learning outcomes

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

Contents

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

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Real business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact sessions.

Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good

(3), Satisfactory (2), Fair (1), Fail (0).

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher

Eva Herttuainen, Janne Mertala

Learning materials

Materials to be announced in the implementation plan.

GERMAN 4

Code: GER8LF104

Scope: 5 ETCS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Level: Basic Studies

Type: compulsory/free-choice

Starting level and linkage with other courses

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

Learning outcomes

You are able to handle a variety of business-related subjects in the language, are acquainted with business terminology in the language and are familiar with corporate culture and business life in the language area. You are also able to make presentations and handle typical customer services situations. You can write business-related documents in the language. Your target level on the Common European Framework of Reference for Languages CEFR is B1.

Contents

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

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact and distance sessions.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher

Eva Herttuainen, Janne Mertala

Learning materials

Materials to be announced in the implementation plan.

SPANISH 1

Code: SPA8LF101

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory/free-choice

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

No RPL at this level.

Cooperation with the business community

Real business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact sessions.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Montserrat Compte Fusté

Learning materials

Materials to be announced in the implementation plan.

SPANISH 2

Code: SPA8LF102

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English and Spanish

Curriculum: GLOBBA16

Level: Basic Studies

Type: compulsory/free-choice

Starting level and linkage with other courses

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

Learning outcomes

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

Contents

- vocabulary for basic every day and working life situations
- central structures of the language in the past tense
- spoken skills in Spanish
- reading, writing and comprehensive skills
- cultural knowledge in Spanish and Latin American contexts

Recognising and validating prior learning (RPL)

No RPL at this level.

Cooperation with the business community

Real business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact sessions.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Pekka Savinainen

Course Materials

Materials to be announced in the implementation plan.

SPANISH 3

Code: SPA8LF103

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Level: Basic Studies

Type: elective

Starting level and linkage with other courses

Spanish 1 and 2 or equivalent (10 credits of earlier studies).

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Real business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact & distance sessions or virtual course or educationalisation

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Montserrat Compte Fusté

Learning materials

Materials to be announced in the implementation plan.

SPANISH 4

Code: SPA8LF104

Scope: 5 ETCS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Level: Basic Studies

Type: compulsory/free-choice

Starting level and linkage with other courses

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

Learning outcomes

You are able to handle a variety of business-related subjects in the language, are acquainted with business terminology in the language and are familiar with corporate culture and business life in the language area. You are also able to make presentations and handle typical customer services situations. You can write business-related documents in the language. Your target level on the Common European Framework of Reference for Languages CEFR is B1.

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact and distance sessions or virtual course or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Montserrat Compte Fusté

Learning materials

Materials to be announced in the implementation plan.

SWEDISH BUSINESS COMMUNICATION

Code: SWE1LF101

Scope: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory for Finnish students with Finnish secondary education

Starting level and linkage with other courses

The starting level should be B1 on the Common European Framework of References for Languages (CEFR). Students who need to revise mathematics are advised to take SWE8LF103 Brush up Swedish before this course.

Learning outcomes

You are able to handle a variety of business-related subjects in Swedish. You are acquainted with business terminology and are familiar with the business life and culture in the Scandinavian language area. You are also able to make presentations and handle typical customer services situations. You can write business-related documents in Swedish. Your target level on the Common European Framework of Reference for Languages (CEFR) is B2.

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Business based examples and cases, guest speakers or company visits as appropriate.

Internationality

Nordic business approach to course themes and topics, contributions by company cooperation and Nordic seminars.

Course formats

Contact and distance sessions or educationalisation.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Pia Tapio, Marketta Keisu

Learning materials

Materials to be announced in the implementation plan.

SWEDISH 1

Code: SWE8LF101

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory/free-choice

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

No RPL at this level.

Cooperation with the business community

Real business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact sessions

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Anna Kimberley

Learning materials

Materials to be announced in the implementation plan.

SWEDISH 2

Code: SWE8LF102

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Level: Basic Studies

Type: compulsory/free-choice

Starting level and linkage with other courses

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

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

No RPL at this level.

Cooperation with the business community

Business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

Course formats

Contact sessions.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher

Anna Kimberley

Course Materials

Materials to be announced in the implementation plan.

MARKETING YOURSELF

Code: SLF8LF001

Scope: 3 ECTS (81 h)

Timing: semesters 4 - 7

Language: English

Curriculum: GLOBBA 09

Course level: Free-choice Studies

Course type: free-choice

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

Upon successful completion of the course, the student

- is familiar with the methods for analysing self and employers needs
- is able to assess job advertisements
- has strategic thinking for Marketing brand “Me” to potential employers
- has a holistic view of the hiring process
- understands the strategy to employability
- manages career and personal development planning

Contents

- getting to know your Marketability: competencies, behavioural traits & transferrable skills
- finding a job and company he/she would like to work for /& understand career options
- networking
- writing targeted CVs and cover letters
- interview process
- market brand ME in social media (LinkedIn)

Recognising and validating prior learning (RPL)

No RPL at this level.

Cooperation with the business community

Guest speakers. Understanding the recruitment process in today's working life.

Internationality

Course discussion about the similarities and differences between countries – targeted CV's in different countries.

Course formats

Contact and distance sessions.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Marit Keränen, Anna Kimberley

Learning materials

Materials to be announced in the implementation plan.

BRUSH UP BUSINESS MATHEMATICS

Code: MAT8LF101

Scope: 3 ECTS

Timing: semester 1

Language: English

Curriculum: GLOBBA09

Course level: Free-choice Studies

Course type: free-choice

Starting level and linkage with other courses

No prerequisites. This course can be completed at the same time or before MAT1LF101 Business Mathematics.

Learning outcomes

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

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Business life examples are studied when they support the course's learning outcomes.

Internationality

Examples and exercises are international in scope when applicable.

Teaching format

Contact sessions or intensive or educationalisation.

Assessment

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

[Link to the assessment grid.](#) The assessment of one's own learning.

Course teacher

Jutta Heikkilä

Learning materials

Materials to be announced in the implementation plan.

BRUSH UP SWEDISH

Code: SWE8LF103

Scope: 3 ECTS

Timing: semester 2

Language: Swedish

Curriculum: GLOBBA09

Course level: Free-choice Studies

Course type: free-choice

Starting level and linkage with other courses

No prerequisites. Nevertheless, the starting level should be A2 on the Common European Framework of Reference for Language (CEFR). For Finnish students with a Finnish secondary education who have grade 7 or less in the high-school diploma.

Learning outcomes

You handle a variety of everyday life situations. You are able to tell about your studies and work experience. You have deepened your oral and writing skills in everyday Swedish. Your target level on the Common European Framework of Reference for Languages CEFR is B1.

Contents

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

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Business based examples and cases, guest speakers, or company visits as appropriate.

Internationality

Nordic business approach to course themes and topics, contributions by company cooperation and Nordic seminars.

Course formats

Contact sessions

Assessment

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

[Link to the assessment grid.](#) The assessment of one's own learning.

Course teacher

Pia Tapio

Learning materials

Materials to be announced in the implementation plan.

ENGLISH FOR ACADEMIC PURPOSES

Code: ENG8LF001

Scope: 3 ECTS (81 h)

Timing: semesters 3 - 7

Language: English

Curriculum: GLOBBA09

Course level: Free-choice Studies

Course type: free-choice

Starting level and linkage with other courses

The course is only for the incoming exchange students. Degree students are not accepted to the course.

Learning outcomes

Upon completion of the course, the student

- communicates well in English, both orally and in writing
- has expanded his/ her knowledge and understanding of economic and financial texts and the vocabulary related to business
- is able to follow his/her other business classes conducted in English
- is able to give presentations in English
- is able to write reports according to HH guidelines

Contents

- writing business related texts
- discussions on current economic and business topics
- giving presentations
- communicating through various media (e.g. e-mailing, telephoning)

Recognising and validating prior learning (RPL)

No RPL at this level.

Cooperation with the business community

Business based examples and cases.

Internationality

Contributions by multicultural student groups. Course topics related to international business

Course formats

Contact and distance sessions.

Assessment

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

[Link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Pia Tapio

Learning materials

Materials to be announced in the implementation plan.

DOING BUSINESS AND WORKING IN THE MIDDLE EAST

Code: IBU8LF101

Scope: 5 ECTS

Timing: semesters 4 - 7

Language: English

Curriculum: GLOBBA18

Course level: Free-choice Studies

Course type: free-choice

Starting level and linkage with other courses

The first three semesters of the studies completed.

Learning outcomes

Aspects of the Arabic business life are important in global business environment. Managing Arab cultures, solving diversity related problems and reconciling dilemmas is everyday challenges for managers. How to cope with different national cultures and company cultures is a routine for people working in any company today. The objective for this course is to study the similarities and differences of Arabic culture and business culture. During the course competences related to communication, business negotiations and multicultural teamwork matters with Arabs are stressed together with focusing on strong networking skills and competences.

Contents

- Arabic countries, Islamic countries
- Arabic culture before and after Islam (dimensions)
- similarities and differences of Arabic countries and cultures
- basic pillars of Islam from the business perspective
- Arabic business culture vs. western business culture
- Arabic Business Environment
- communication challenges; non-verbal communication
- practical work life rules, business centres, middle men, expatriate life
- negotiations with Arabs
- marketing and selling to Arabs
- living as an expatriate in the Arabic countries

Recognising and validating prior learning (RPL)

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

Cooperation with the business community

Project assignments for a real company/company you would like to work with.

Internationality

All assignments apply to global trade environment in the Arabic countries.

Course Formats

Contact and distant sessions.

Assessment

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

[A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s)

Päivi Käre-Zein

Learning materials

Materials to be announced in the implementation plan.

JA START UP

Code: BUS8LH017

Scope: 10 op

Timing: TBA

Language: Finnish and English

Curriculum: Haaga-Helia curriculum

Course level: Specialisation studies

Course type: free choice

Starting level and linkage with other courses

No prerequisites. The course can be linked to the entrepreneurship specialization studies in GloBBA or to free-choice studies. The course suits for all students who are interested in entrepreneurship. This course can partly replace the basic Entrepreneurship course in GloBBA degree programme.

Description

JA (Junior Achievement) Start Up is an educational program where students establish their own JA Company, which operates on real money, for one term or one calendar year. The company will function as a test lab for students' ideas, provide a possibility to put working life skills into practice, and give students' an idea of what it is like to work in a small private company. In addition, students can grow their networks by connecting with other JA students.

The program is suitable for all students despite the field of study. Basic knowledge in business is an advantage but the program is based on multidisciplinary and learning by doing together. Students do not have to have a business idea at the beginning. More important is that the student has a will and enthusiasm to create new and learn by doing.

The students form small teams and establish their companies for one term or one academic year. A Student Company operates like any actual company, offering its products and services to clients. JA Start Up gives an excellent opportunity to students to test their ideas and develop business skills. Student Companies' are not liable to VAT as long as the net revenue of operations stays under 8.500.

JA Start Up Program is a program for all Universities and Universities of Applied Sciences in Finland. The Program ends to a national competition, where the students compete on the best business idea and the best JA Company is chosen. The winning company gets to participate in JA-YE Europe Enterprise Challenge for university and college-level student companies.

The course is a part of the European JA Start Up Program and similar courses are arranged throughout Europe. In Finland the program is coordinated by Junior Achievement – Young Enterprise Finland (Nuori yrittäjyys ry), which is a non-governmental organization. More information available at: www.nuoriyrittajyys.fi. In the metropolitan area the course is conducted in cooperation with other universities and universities of applied sciences and the student teams will be multidisciplinary.

Learning outcomes

Entrepreneurship is about creating possibilities and solutions in uncertain conditions. It is innovative actions resulting in new and improved companies. In many occupations entrepreneurship is the main form of working. The aim of the program is to offer students practical experiences of entrepreneurship and a chance to apply their knowledge in an

authentic business environment. After the course students have gained personal experience in creating and testing business ideas and establishing a business.

Contents

The content is adjusted according to the students and teams. In general the course consists of:

- start camp
- team building and ideation
- development of business ideas
- developing a business model and testing the business idea
- creating a business plan
- companies in operations
- coaching sessions and team meetings with other universities or universities of applied sciences
- regional fairs
- preparing for the JA Start Up competition (eg. elevator speech/pitching)
- selection to JA Start Up Finals (Finnish championship)
- NY Start Up Finals

Recognising and validating prior learning (RPL)

The course cannot be recognised as a prior learning. If you have previously taken part in other JA Program, for example during the secondary level studies, please contact the course teachers responsible for this course.

Cooperation with the business community

JA Finland cooperates with many Finnish and international companies, for example Microsoft and Roschier law firm.

Internationality

Haaga-Helia's best team takes part in the JA Start Up national competition. The winning company gets to participate in JA-YE Europe Enterprise Challenge for university and college-level student companies. paras tiimi pääsee Suomen Mestaruus -kilpailuihin.

Schedule

The length of the course is 3 – 4 periods. The schedule is adjusted as the course is going. The course cooperates with other universities and universities of applied sciences in the metropolitan area. Therefore it is not possible to agree on the guest lectures and company visits very early. The national and international competitions are organised by JA Finland and JA-YE Europe.

Teaching format

- team meetings (incl. NY Start Up -Team portal) 80-120 h
- contact sessions and personal consulting 30–70 h
- independent learning (incl. Ny Start Up portal) 80–120 h
- NY Start Up competition 20–150 <http://nystartup.fi/>

Assessment

Entrepreneurial attitude and actions 100%. Including creating and developing of the business plan and completion of other assignments. The course is graded on scale 1 – 5.

Teacher responsible for the course

Tarja Römer-Paakkanen

Maija Suonpää

Tarja Jokinen

Ilkka Malinen

Learning materials

NY Start Up portal and other possible material.

STARTUP SCHOOL - FUTURE WORKING SKILLS

Code: WOR8HH033

Scope: number of credits: 1 ECTS

Timing: 1.-7. semester

Language: English and Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>

Starting level and linkage with other courses

No requirements

Learning objectives and assessment

You learn which working skills are the most important for the future, and reflect on your way of working. You will clarify your personal skills and development areas, and make a development plan.

Course assessment is on a scale of 1 to 5. The assessment criteria is on scale 1-3-5.

Grade 1

Identifies personal working skills and communicates them to the group.

Can find development areas of personal working skills.

Can give input to the other students about their working skills.

Grade 3

Can identify personal working skills and communicate them to the group.

Can find development areas and create a personal plan to strengthen these.

Can give constructive feedback and support other students.

Grade 5

Can identify personal working skills, analyse and write an advanced development plan for those working skills.

Can give constructive feedback, support and give new ideas to other students' development plans.

Recognising and validating prior learning (RPL)

Accreditation of prior learning is applied on the course according to separate instructions. Please contact startupschool@haaga-helia.fi.

Internationality

Internationality is visible throughout the course and the assignments.

Contents

Group coaching, learning diary and assignments.

Learning methods

This course will be implemented using group coaching methods. Teacher will give directions and act as a facilitator.

Course includes mandatory self-learning assignments.

Assessment

Assessment is based on evaluation of assignments, learning diary and activity within the group work sessions.

Course teacher(s)

Maria Haukka maria.haukka@haaga-helia.fi

Learning materials

Provided by the teacher.

STARTUP SCHOOL - FIND YOUR STRENGTHS

Code: WOR8HH032

Scope: 5 ECTS

Timing: 1.-7. Semester

Language: English and Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>

Starting level and linkage with other courses

No requirements.

Learning objectives and assessment

Find and analyse your personal values, interests, passions and strengths. By analysing skills and competences you clarify your future professional career. Career can be self-employment, employment within an organisation or creation of a business idea. You learn self-leadership competences, and recognises development areas of his/her personal skills.

Course assessment is on a scale of 1 to 5. The assessment criteria is on scale 1-3-5.

Grade 1

Finds personal values, interests, passions and strengths

Recognises development areas and creates a development plan

Grade 3

Can reflect of her/his learning

Can develop independently her/his professional career or business idea

Understands importance of ongoing professional self-development

Grade 5

Recognises her/his strengths and knows how to develop them independently

Evaluates her/his self-development critically and acts accordingly

Student learns the principles of coaching and helps other students in their own development areas

Recognising and validating prior learning (RPL)

Accreditation of prior learning is applied on the course according to separate instructions.

Please contact startupschool@haaga-helia.fi.

Internationality

Internationality is visible through the course and the assignments.

Contents

The objective of the course is to develop your self-knowledge and self-leadership skills.

Each group has students with different competences and development areas for which the teacher tailors the course content accordingly. You will learn how to enlarge and utilize your networks. Also, you will get familiar with the coaching process.

Content can be as follows:

Identifying personal strengths

Understanding personal motivation and values behind motivation

Improving self-leadership skills and development areas

Developing self-knowledge

Learning better interaction methods

Learning methods

This course will be implemented as group coaching methods. Teacher will give directions, and acts as a facilitator.

Course includes mandatory self-learning assessments.

Assessment

Assessment is based on the evaluation of several assignments, and activity within the group coaching sessions.

Course teacher(s)

Please contact startupschool@haaga-helia.fi

Learning materials

Learning materials are provided by the teacher.

STARTUP SCHOOL - WARMUP PARADE

Code: WOR8HH013

Scope: 3 ECTS (81 h)

Timing: 1.-7. semester

Language: English (assignments can be done either in English or Finnish)

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>

Starting level and linkage with other courses

No prerequisites.

Learning objectives and assessment

Upon successful completion of the course, the student:

- learns about entrepreneurship and attitudes through real life cases
- learns different ways to come up with a business idea and has thought of some potential ideas for him-/herself
- is able to take into account the factors affecting team building
- has further developed his/her skills in overcoming challenges
- is able to reflect and analyze his/her own possibilities and development needs as an entrepreneur

Recognizing and validating prior learning (RPL)

Accreditation of prior learning is applied on the course according to separate instructions.

Please contact startupschool@haaga-helia.fi.

Working life connections

Company guest speakers and the student's own business idea.

Internationality

Internationality is visible through the guest speakers and assignments.

Contents

Students will become acquainted with entrepreneurship through the knowledge and examples provided by the visiting experts and entrepreneurs and by reading the course materials. By doing assignments online, students will reflect and analyse visitors', other entrepreneurs' or their own business idea and ways to develop themselves further.

Learning methods

8 h StartUp School WarmUp events, students choose at least two out of four events, which they will participate in.

73 h independent studies and individual assignments.

Assessment

Required:

- Student attends at least two (2) of the four sessions of WarmUps
- Student successfully completes four (4) assignments of the possible seven (7) ones. Assignments 1-4 are related to the WarmUp events and assignments 5-7 can be completed without attending the events. At least two (2) of the completed assignments have to be related to the WarmUp events.

The course is graded on the scale 1-5. Assessment criteria from GLOBBA Competence Gr

Grading/ Components	1-2	3-4
Knowledge	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.
Skills	You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.	You complete given tasks and assignments independently. You apply knowledge in handling on business related situations. You can conduct your own practice and identify ways to improve.
Competence	You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.	You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have challenges in passing on your skills and knowledge to others. You have an interest in professional development.
STARTUP SCHOOL - WARMUP PARADE	STARTUP SCHOOL - WARMUP PARADE	STARTUP SCHOOL - WARMUP PARADE

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Course teacher(s)

Taru-Lotta Gumse and Irma Mäkäräinen-Suni

Learning materials

Books: Taivas + Helveti 1-3 (in Finnish) & Founders at work (in English)

STARTUP SCHOOL - DEVELOPING ENTREPRENEURIAL MINDSET

Course name: StartUp School – Developing Entrepreneurial Mindset

Code: **WOR8HH022**

Scope: 5 ECTS (135 h)

Timing: 1.-7. semester

Language: English or Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrolment, please, see <http://startupschool.fi/what-we-offer/courses/>

Starting level and linkage with other courses

You should have a business idea to work with before entering this course.

Learning objectives

You will analyse yourself as an entrepreneur and learn to understand entrepreneurial lifestyle. By taking the first steps to define and develop the idea towards feasible business, you will start building your own entrepreneurial path. You also analyse and start to extend your entrepreneurial network during this course.

Recognizing and validating prior learning (RPL)

Accreditation of prior learning is applied on the course according to separate instructions. Please contact startupschool@haaga-helia.fi.

Working life connections

You develop and describe your own business idea and validate it with potential customers.

Internationality

Internationality is visible through the assignments, meetings and group discussions.

Content

- Me as an Entrepreneur
- Entrepreneurship as a lifestyle
- Customer problem and value proposition
- Idea description and prototype creation
- Network analysis and interview of the entrepreneur
- Cost structure and revenue streams

- Pitching your idea to the entrepreneurial society

Learning methods

Two f-2-f meetings, independent assignments, discussions and comments to the other students and pitching your idea.

Assessment criteria

You work independently, return your assignments, and discuss actively and develop your business idea during the course. Course assessment is on a scale of 1 to 5. The assessment criteria is on a scale of 1-3-5.

Grading/ Components	1	3	5
Self-leadership	Student understands own strengths and development areas. He/she identifies own entrepreneurial vision.	+ Based on self-analysis and discussions with others, student recognizes where he needs help and can build his activities based on this analysis.	+ Student creates a realistic and personal entrepreneur development plan and starts to implement it.
Communication and networks	Student describes his own network and recognizes for whom (stakeholders) he needs to communicate the business idea.	+ Student identifies the communication needs related to each stakeholder.	+ Student prepares communication plan to support the implementation of the business idea and justifies the need for those.
Idea development	Student takes the first customer contacts to test the idea and vision. Student describes customer problem, solution and value proposition of the idea.	+ Student tests and develops the idea further based on the customer feedback. + Student analyses and describes the business model of the idea	+ Student creates, describes and justifies the business idea as feasible business case, pitch and justify it to the other students.

Team work	Contribution in the group discussions active and student gives feedback to the others.	+ Student participates in the group discussions actively and helps other students with their challenges.	+ Student participates to the group discussion in Impressive way and contributes to the other students and share new ideas to the other students' work.
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STARTUP SCHOOL - PITCHING CAMP

Code: WOR8HH023

Scope: 3 ECTS (81 h)

Timing: 1.-7. semester

Language: English or Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>

Starting level and linkage with other courses

Student has successfully either completed the StartUp School Developing Entrepreneurial Mindset (WOR8HH022) course, or she/he has shown equivalent competences in some other way (including developing a business plan).

Learning objectives and assessment

Student can present her/his business idea clearly and effectively to the audience according to the timeframes. Student is able to communicate the uniqueness of the idea. She/he will develop the business idea and the pitch further based on the feedback. Student is able to give feedback and develop networks with other entrepreneurs and stakeholders.

During this course, student will:

- Practice pitching
- Practice presentation skills
- Train peer support, feedback and networking
- Practice target setting and working under pressure

Recognizing and validating prior learning (RPL)

Accreditation of prior learning is applied on the course according to separate instructions. Please contact startupschool@haaga-helia.fi.

Working life connections

Co-operation with experienced entrepreneurs and business developers is involved.

Internationality

Internationality is visible through the assignments.

Contents

Student will participate in a pitching workshop where she/he will practice and develop pitching. Student will give feedback to the other students and improve her/his pitching during the workshop.

The workshop has two pitching rounds where coaches will evaluate the effectiveness and clarity of the idea presentation.

Learning methods

Pre-assignment

Intensive pitching workshop

Post-assignment

Assessment

Course assessment is on a scale of 1 to 5. The assessment criteria is on scale 1-3-5.

Assessment criteria is from GLOBBA Competence Grid.

Grading/ Components	1-2	3-4
Knowledge	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts v explain how the theories and the tools are used. You h of the subject matter.

Skills	You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.	You complete given tasks and assignments independently. You apply knowledge on business related situations on your own practice and identify areas to improve.
Competence	You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.	You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you face challenges in passing on your knowledge to others. You have a plan for professional development.

Course teacher
Timo-Pekka Uotila

Course materials

Course materials are provided with the pre- and post-assignments, and during the camp.

<https://startupschool.fi/for-students/courses/?userLang=fi>

COMBINATION WORK PLACEMENT

Code: PLA6LF001

Scope: 30 ECTS

Timing: Semester 3-7

Language: English, Finnish or another language

Curriculum: GLOBBA16

Course level: Work Placement

Course type: compulsory

Starting level and linkage with other courses

Specialisation Studies started, as the Combination Work Placement has to be completed in the field of the chosen major specialisation. Moreover, the work placement tasks need to be pre-approved by the Specialisation/Combination Work Placement Coordinator.

Learning outcomes

The Combination Work Placement is an opportunity to complete the whole work placement in major specialisation related work tasks. For learning outcomes see Basic and Specialisation Work Placement descriptions.

Contents

Developing competencies, skills, knowledge and expertise in the field of the chosen major specialisation.

Recognising and validating prior learning (RPL)

If you have prior work experience that matches the requirements set, you may apply for RPL and progress faster through your studies. More information and instructions for RPL are available at SharePoint.

Cooperation with the business community

Learning through completing the tasks agreed with and supervised by the work placement employer.

Internationality

Students are strongly encouraged to complete their work placement in an internationally oriented organization or abroad.

Course format

Engagement in authentic work tasks related to the field of chosen major specialisation. Learning from feedback given by the employer. Self-reflection on the work placement experience. Preparation of the Work Placement Report, in which the work certificate is attached.

Assessment

Students' performance is graded on the following scale: Pass, Fail.

The assessment of one's own learning.

Combination Work Placement Coordinator(s)

ACC Specialisation Coordinator: Anne Arkima

MAR Specialisation Coordinator: Kevin Gore

SCM Specialisation Coordinator: Hanna Harilainen

HRM Specialisation Coordinator: Anita Pösö

ENT Specialisation Coordinator: Maija Suonpää

Learning materials

All material, such as guidelines, application and report templates as well as grant information for unpaid work placements, can be found on the SharePoint Site "GLOBBA Students", under "Work Placements".

BASIC WORK PLACEMENT

Code: PLA6LF002A

Scope: 15 ECTS

Timing: semesters 1 - 7

Language: English, Finnish or another language

Curriculum: GLOBBA16

Course level: Work Placement

Course type: compulsory

Starting level and linkage with other courses

No prerequisites. Nevertheless, the work placement tasks need to be pre-approved by the Basic Work Placement Coordinator.

Learning outcomes

The Basic Work Placement is an opportunity to gain hands on work experience in entry/junior level business or NGO administration duties. It allows the student to:

- develop practical skills for and an understanding of careers in business administration.
- take initiative and work with commitment to the tasks and the organisation.
- apply knowledge and skills gained in the work place and link them to the BBA studies, and vice versa.
- develop the ability to describe and evaluate the meaning of their own job tasks in the context of the organization.
- enhance the ability to analyse business tasks and problems by reflecting on and evaluating the company and its operations, and the tasks the student performed
- reflect on and evaluate strengths and weaknesses, competencies, employability and professional identity as well as plan their future career.
- build their professional networks.

Contents

Developing competencies, skills, knowledge and expertise in business administration.

Recognising and validating prior learning (RPL)

If you have prior work experience that matches the requirements set, you may apply for RPL and progress faster through your studies. More information and instructions for RPL are available at SharePoint.

Cooperation with the business community

Learning through completing the tasks agreed with and supervised by the work placement employer.

Internationality

Students are strongly encouraged to complete their work placement in an internationally oriented organization or abroad.

Course format

Engagement in authentic work tasks related to business administration. Learning from feedback given by the employer. Self-reflection on the work placement experience. Preparation of the Work Placement Report, in which the work certificate is attached.

Assessment

Students' performance is graded on the following scale: Pass, Fail.
The assessment of one's own learning.

Basic Work Placement Coordinator(s)

Marit Keränen

Learning materials

All material, such as guidelines, application and report templates as well as grant information for unpaid work placements, can be found on the SharePoint Site "GLOBBA Students", under "Work Placements".

SPECIALISATION WORK PLACEMENT

Code: PLA6LF002B

Scope: 15 ECTS

Timing: semester 3 - 7

Language: English, Finnish or another language

Curriculum: GLOBBA16

Course level: Work Placement

Course type: compulsory

Starting level and linkage with other courses

Specialisation Studies started, as the Specialisation Work Placement has to be completed in the field of the chosen major specialisation. Moreover, the work placement tasks need to be pre-approved by the Specialisation/Combination Work Placement Coordinator.

Learning outcomes

The Specialisation Work Placement is an opportunity to gain an authentic understanding of practical work and career options in the field of the chosen major specialisation. It allows the student to

- get real work experience in a professional environment working on tasks related to the major specialisation studies.
- develop practical skills for and an understanding of careers in the chosen field of major specialisation.
- apply knowledge and skills gained in the work place and link them to the major specialisation studies, and vice versa.
- develop the ability to describe and evaluate the meaning of their own job tasks in the context of the organization.
- assist the company and bring new ideas to the job.
- enhance the ability to analyse business tasks and problems in the chosen field of major specialisation by reflecting on and evaluating the company and its operations, and the tasks the student performed
- reflect and evaluate strengths and weaknesses, competencies, employability and professional identity in the chosen field of major specialisation as well as plan their future career.
- build their professional networks in the chosen major specialisation.

Contents

Developing competencies, skills, knowledge and expertise in the chosen major specialisation.

Recognising and validating prior learning (RPL)

If you have prior work experience that matches the requirements set, you may apply for RPL and progress faster through your studies. More information and instructions for RPL are available at SharePoint.

Cooperation with the business community

Learning through completing the tasks agreed with and supervised by the work placement employer.

Internationality

Students are strongly encouraged to complete their work placement in an internationally oriented organization or abroad.

Course format

Engagement in authentic work tasks related to the field of chosen major specialisation. Learning from feedback given by the employer. Self-reflection on the work placement experience. Preparation of the Work Placement Report, in which the work certificate is attached.

Assessment

Students' performance is graded on the following scale: Pass, Fail.
The assessment of one's own learning.

Specialisation Work Placement Coordinator(s)

ACC Specialisation Coordinator: Anne Arkima

MAR Specialisation Coordinator: Kevin Gore

SCM Specialisation Coordinator: Hanna Harilainen

HRM Specialisation Coordinator: Anita Pösö

ENT Specialisation Coordinator: Maija Suonpää

Learning materials

All material, such as guidelines, application and report templates as well as grant information for unpaid work placements, can be found on the SharePoint Site "GLOBBA Students", under "Work Placements".

GLOBBA BACHELOR'S THESIS MODULE

Codes:

THE7HH801 Thesis Phase 1 (5 ECTS) (no Peppi/MyNet enrolment required) consists of the following courses:

- **THE7LF100 Introduction to Thesis** (non-stop virtual home exam to be done before starting the THE7LF101). **Enrolment required.**
- **THE7LF101 Thesis Planning. Enrolment required.**

THE7HH802 Thesis Phase 2 (5 ECTS) (no Peppi/MyNet enrolment required). Prerequisite is completion of THE7LF901.

THE7HH803 Thesis Phase 3 (5 ECTS) (no Peppi/MyNet enrolment required). Prerequisite is completion of THE7LF901 and 902.

THE7HH804 Maturity Test (no Peppi/MyNet enrolment required). Prerequisite is completion of THE7LF901 and 902 and THE7HH903 in its final stages.

Thesis Clinics by Appointment to support the thesis process. Reservation list is available

at https://haagahelia.sharepoint.com/sites/globbaforstudents/thesis/layouts/15/start.aspx#
/.

Individual/team thesis advising with allocated thesis advisor

Scope: 15 ECTS (400h)

Timing: semesters 5 and 6

Language: English

Curriculum: GLOBBA16

Course level: Specialisation Studies

Course type: compulsory

Starting level and linkage with other courses

It is strongly recommended that the semesters 1-6 have been completed and specialisation studies begun, as the thesis is focused on an RDI project in the field of specialisation.

THE7LF100 Introduction to Thesis non-stop virtual home examination must be taken before starting THE7LF101. Test materials and link to test are located at https://haagahelia.sharepoint.com/sites/globbaforstudents/thesis/layouts/15/start.aspx#
/.

Portfolio theses are started at any time during the studies as agreed with the thesis coordinator.

Learning outcomes

Upon completion of the thesis, the student is able to

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

Contents

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

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

Recognition of prior learning (RPL)

For more information on the following, contact GloBBA thesis coordinator Elizabeth San Miguel.

- Recognition of prior learning (RPL) is available for the course THE7LF101 for students who have previously completed a bachelor's or master's thesis in higher education, or conducted and reported RDI projects at work or in hobbies. The RPL application should contain: transcript of record and thesis evaluation statement, work certificate, a complete thesis plan for the project to be undertaken as GloBBA Thesis. Start the process by completing the THE7LF100 Introduction to Thesis non-stop virtual home exam at <https://haagahelia.sharepoint.com/sites/globbaforstudents/thesis/layouts/15/start.aspx#/>

- The student may apply for transfer crediting of a previously completed bachelor's or master's thesis if it was completed in the student's field of professional specialization in GloBBA.
- Reports completed previously in working life, studies or leisure activities can be incorporated as part of a portfolio thesis.

Cooperation with the business community

Students are strongly encouraged to find a commissioning organization that has a need for an RDI project as part of their organizational process or service development. Commissioning organizations can be for-profits or non-profits.

Internationality

Theses must be completed to serve the needs of an international or foreign organisation, or a Finnish SME aiming to internationalize.

Course format

- **THE7HH801 Thesis Phase 1** (5 ECTS) consists of
- **THE7LF100 Introduction to Thesis:** independent study and a non-stop virtual home examination (27 h)
- **THE7LF101 Thesis Planning:** lectures and task debriefings (32 h), independent study (75 h)
- **THE7HH802 Thesis Phase 2** (5 ECTS): thesis advising and Thesis Clinics by appointment as needed, and independent study
- **THE7HH803 Thesis Phase 3** (5 ECTS):): thesis advising and Thesis Clinics by appointment as needed, and independent study
- **Thesis Clinics:** Make an appointment if you need assistance with thesis topic ideas and negotiating with businesses for a commissioned thesis, thesis methods, thesis structuring, academic writing and other necessities.
- **THE7HH804 Maturity** test consists of an e-exam in Tenttis (1,5 h).

Teacher(s)

- Thesis planning and all types of advising: Elizabeth San Miguel, Maija Suonpää
- Method advising: Elizabeth San Miguel (qualitative), Jutta Heikkilä (quantitative)
- Information retrieval and evaluation: library staff
- The students' named thesis advisor, who is a specialization major teacher.

Learning materials

- Handouts issued by lecturer
- GLOBBA Thesis Site in Sharepoint <https://haagahelia.sharepoint.com/sites/globbaforstudents/thesis/ layouts/15/st art.aspx#/>.
- Haaga-Helia UAS Reporting Guidelines <https://mynet.haaga-helia.fi/en/studies/thesis-bachelor/reporting-guidelines/Pages/default.aspx>.
- Haaga-Helia Thesis site for bachelor's students <https://mynet.haaga-helia.fi/en/studies/thesis-bachelor/Pages/default.aspx>.
- Methods literature on methods utilized in the thesis.
- Prior Haaga-Helia UAS theses.
- Theoretical literature on the thesis topic.

Assessment

- THE7LF901 (consisting of THE7LF100, THE7LF101), THE7HH902 and THE7HH903 are evaluated on a pass/fail scale. The evaluation criteria are shown in the table below. Additionally, the thesis plan which is part of THE7LF101 has a specialized set of assessment criteria available in the Moodle course site for enrolled students.
- Maturity test is evaluated on a pass/fail scale. Maturity test types and evaluation criteria can be found at <https://student.home.haaga-helia.fi/group/pakki/Maturity-Examination>
- Finalized thesis is evaluated using shared Haaga-Helia thesis evaluation criteria available in the Excel sheet available at <https://student.home.haaga-helia.fi/group/pakki/assessment>.

Assessment components and their respective weights

- See the point above.

Components	Pass
Knowledge	<p>Knows the objectives, phases and requirements of a UAS bachelor's thesis.</p> <p>Knows the differences between a research-based and a project/product based thesis, and can describe other thesis formats.</p> <p>Knows how to prepare and conduct negotiations with working life companies.</p> <p>Knows how to choose and demarcates the thesis topic, and determine the objectives and benefits of the thesis.</p> <p>Knows how to put together a research design and an overlay matrix, and what they are used for.</p> <p>Knows types of literature, and how to search and critically assess literature.</p> <p>Knows Haaga-Helia reporting guidelines and referencing system.</p> <p>Knows the concepts related to academic integrity and ethical RDI, and knows how to read Urkund plagiarism detection software programme results.</p> <p>Knows the purpose, types and assessment criteria of the legislated maturity test.</p> <p>Knows the thesis publication and assessment process.</p>
Skills	<p>produces a thesis plan and implements it flexibly according to the schedule.</p> <p>chooses the correct thesis type for his thesis project.</p> <p>gives, receives and utilizes feedback received in working life meetings and thesis advising situations.</p> <p>chooses and demarcates the thesis topic, and determines the objectives and benefits of the thesis.</p> <p>chooses the most suited research and project management methods to serve the thesis project.</p> <p>produces the research design and the overlay matrix.</p>

	<p>utilizes various types of sources and information search channels, and assesses source literature critically.</p> <p>applies the reporting and referencing guidelines of Haaga-Helia.</p> <p>conducts RDI ethically.</p>
<p>Competence</p>	<p>Recognizes, describes and possibly develops expert operations in the field of business: developing own work, own competences, organizational processes and/or the field of study.</p> <p>Behaves professionally in thesis advising situations and meetings with working life.</p> <p>Utilizes the concepts, models and theories of international business in the thesis.</p> <p>Writes reports in professional English using the required style and register.</p> <p>Utilizes feedback to improve own decision-making.</p> <p>Discusses and presents his thesis project to various types of audiences</p> <p>Completes the legislated maturity test in the mother tongue of his secondary/high school education.</p>