

# MUBBA Degree Programme for Multilingual Management Assistants

## Bachelor of Business Administration, 210 ECTS

Autumn 2016

- [Structure](#)
- [Description](#)

Select visible years, semesters and periods (when only one year is selected) by clicking buttons below. (S = Spring, A = Autumn)

Year of study 1 2 3 4

Semesters 1A 1S 2A 2S 3A 3S 4A

Search: <input type="text"/>	ECTS	1	2	3	4
English (All compulsory)					
<a href="#">ENG2LE201 International Business Documents</a>	5				
<a href="#">COM2LE202 Languages for International Communication</a>	5				
<a href="#">ENG1LE201 Professional Writing Skills</a>	5				
		5	5	0	5
Finnish (Select 10-20 ECTS)					
<a href="#">FIN1LE201 Finnish Business Communication 1</a>	5				
<a href="#">FIN2LE201 Finnish Business Communication 2</a>	5				
<a href="#">FIN1LE203 Finnish for Beginners 1</a>	5				
<a href="#">FIN1LE204 Finnish for Beginners 2</a>	5				
<a href="#">FIN2LE202 Finnish for Work 1</a>	5				
<a href="#">FIN2LE203 Finnish for Work 2</a>	5				
		25	5	0	0
Language Studies (Select 30 ECTS)					
Chinese (All compulsory)					

Search: <input type="text"/>	ECTS	1	2	3	4
<a href="#">CHI4LE201 Chinese Business Communication 1</a>	5				
<a href="#">CHI4LE202 Chinese Business Communication 2</a>	5				
<a href="#">CHI4LE203 Chinese Business Environment</a>	5				
French (All compulsory)					
<a href="#">FRE4LE201 French Business Communication 1</a>	5				
<a href="#">FRE4LE202 French Business Communication 2</a>	5				
<a href="#">FRE4LE203 French Business Environment</a>	5				
German (All compulsory)					
<a href="#">GER4LE201 German Business Communication 1</a>	5				
<a href="#">GER4LE202 German Business Communication 2</a>	5				
<a href="#">GER4LE203 German Business Environment</a>	5				
Russian (All compulsory)					
<a href="#">RUS4LE201 Russian Business Communication 1</a>	5				
<a href="#">RUS4LE202 Russian Business Communication 2</a>	5				
<a href="#">RUS4LE203 Russian Business Environment</a>	5				
Spanish (All compulsory)					
<a href="#">SPA4LE203 Latin American Business Environment</a>	5				
<a href="#">SPA4LE201 Spanish Business Communication 1</a>	5				
<a href="#">SPA4LE202 Spanish Business Communication 2</a>	5				
Swedish (All compulsory)					
<a href="#">SWE4LE203 Nordic Business Environment</a>	5				
<a href="#">SWE4LE202 Swedish Business Communication</a>	5				

Search: <input type="text"/>	ECTS	1	2	3	4
		55	30	0	0
Assistant as Service Designer (All compulsory)					
<a href="#">SER2LE201 Assistant as Service Designer</a>	10				
<a href="#">SER2LE203 Study and Career Planning</a>	2				
<a href="#">SER2LE202 Successful Event</a>	5				
		0	15	0	2
Business and Entrepreneurship (All compulsory)					
<a href="#">BUS1LE201 Business Environment</a>	10				
<a href="#">BUS2LE201 Business Planning</a>	5				
<a href="#">BUS1LE202 Business Processes</a>	10				
<a href="#">BUS2LE202 Strategic Business Development</a>	5				
		20	5	0	5
Knowledge and Information Expertise (All compulsory)					
<a href="#">TOO2LE201 ICT Applications for Business 1</a>	5				
<a href="#">TOO2LE202 ICT Applications for Business 2</a>	5				
<a href="#">TOO1LE201 Office Applications 1</a>	5				
<a href="#">TOO1LE202 Office Applications 2</a>	5				
		10	5	5	0
Organisational Communication (All compulsory)					
<a href="#">COM2LE201 Communicating with Impact</a>	5				
<a href="#">COM1LE101 Effective Communication in Organisations</a>	5				
		5	5	0	0
Specialisation Studies					

Search: <input type="text"/>	ECTS	1	2	3	4
(Select 10 ECTS)					
Entrepreneurship (All compulsory)					
Leadership and HR (All compulsory)					
<a href="#">LEA4LE201 HR Management</a>	5				
<a href="#">LEA4LE202 HRM Project</a>	5				
Marketing, Sales and Service (All compulsory)					
<a href="#">MAR4LE202 Creative Solutions in Marketing and Communications</a>	5				
<a href="#">MAR4LE201 Marketing and Networks</a>	5				
Meetings Industry (All compulsory)					
<a href="#">SER4LE202 Events Management</a>	5				
<a href="#">SER4LE201 International Conferences and Congresses</a>	5				
Organisational Communication (All compulsory)					
<a href="#">COM4LE201 Building Communication Competence and Confidence</a>	5				
<a href="#">COM4LE202 Creative Solutions in Marketing and Communications</a>	5				
		0	20	20	0
Mubba Free-choice studies (Select 0 pieces)					
Work Placement (Choose one)					
<a href="#">PLA6LE201 Work Placement</a>	30				

Search: <input type="text"/>	ECTS	1	2	3	4
		0	0	30	0
Bachelor's Thesis (Choose one)					
<a href="#">THE7LE101 Thesis, Entrepreneurship</a>	0				
<a href="#">THE7LE102 Thesis, HR and Leadership</a>	0				
<a href="#">THE7LE104 Thesis, Marketing, Sales and Service</a>	0				
<a href="#">THE7LE103 Thesis, Meetings Industry</a>	0				
<a href="#">THE7LE105 Thesis, Organisational Communication</a>	0				
		0	0	75	0
ECTS credits per period / semester / academic year		120	90	130	12

Due to the timing of optional and elective courses, credit accumulation per semester / academic year may vary.

## **International Business Documents, 5 cr - ENG2LE201**

Course unit language

English

Upcoming implementations

- International Business Documents ENG2LE201-3004 20.01.2020-22.05.2020 5 op (LE4B, ...) +
- International Business Documents ENG2LE201-3005 20.01.2020-22.05.2020 5 op (LE4A, ...) +

## Languages for International Communication, 5 cr - COM2LE202

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

This course is intended for students to improve their English-language skills in the various areas of business, as well as in relevant areas of an international nature such as specific economic, cultural and political topics. By giving a Pecha Kucha presentation it is intended that the student can both produce an effective presentation in English and gain confidence in giving one. Another goal of the course is to develop critical thinking, argumentation skills and confidence when discussing a given topic and defending one's viewpoint.

Contents

Texts utilizing high-level English on business topics and those of an international nature, such as economic, cultural and political topics  
Pecha Kucha presentations in front of the class  
Critical discussions about various topics relating to the texts mentioned above, in pairs and as a class  
Working with high-level grammar via in-class exercises  
Concentration on vocabulary, which will comprise the final examination, and which is found in the texts read as homework and discussed in class

Execution methods

Reading articles in relevant areas as homework  
Reading these articles as a class to practice reading high-level English and to clarify any questions as to terms or concepts in the text that might not be clear  
Discussing some of these articles in pairs and as a class, with the intention of developing critical thinking and argumentation skills  
Working on high-level grammar exercises in class that incorporate relevant terminology  
Preparing and giving a Pecha Kucha presentation in class

Learning materials

Students will be provided with articles and in-class exercises by the teacher, and do not need to purchase a book or other materials for this course.

Starting level and linkage with other courses

Students are to have completed the basic and professional studies in English, on both the content and language levels, before taking this course.

Assessment criteria

Assessment criteria - grade 1

The student has a satisfactory mastery of terminology and vocabulary related to various fields of business and socially relevant topics of an international nature, and can express this.  
The student is able to analyze and discuss various professional texts on a basic level.  
The student completes a Pecha Kucha presentation.

The student passes the final examination.  
The student attends at least 80% of the lessons.

#### Assessment criteria - grade 3

The student has a good mastery of terminology and vocabulary related to various fields of business and socially relevant topics of an international nature, and can express this.  
The student is able to analyze and discuss various professional texts on an intermediate level.  
The student gives a good Pecha Kucha presentation.  
The student passes the final examination with at least an average score.  
The student attends at least 80% of the lessons.

#### Assessment criteria - grade 5

The student will master terminology and concepts related to various fields of business and international communication, and can express this.  
The student is able to dissect and analyze various professional texts in order to their understand their terminology and concepts.  
The student gives a strong Pecha Kucha presentation.  
The student passes the final examination with an above-average score.  
The student attends at least 80% of the lessons.



## **Professional Writing Skills, 5 cr - ENG1LE201**

Course unit language

English

Upcoming implementations

- Professional Writing Skills ENG1LE201-3003 20.01.2020-22.05.2020 5 op (LE2A) +
- Professional Writing Skills ENG1LE201-3004 20.01.2020-22.05.2020 5 op (LE2B) +

## **Finnish Business Communication 1, 5 cr - FIN1LE201**

Course unit language

English

Upcoming implementations

- Finnish Business Communication 1 FIN1LE201-3002 20.01.2020-22.05.2020 5 op (LE2A, ...) +

Learning objectives

Upon completion of the course, the student

use Finnish in a proficient manner; to produce clear, comprehensible texts and presentations

recognise and describe the features of the Finnish language

recognise the structure and essential parts of Finnish business documents

produce texts and presentations related to recruitment and business

present him/herself in a positive light when applying for jobs

formulate the message in a manner that promotes the company and/or minimises harm to it

Contents

Recruitment: job advertisement, cv, job application, cover letter, job interview

Business documents: memorandum, minutes, quotation, offer, order, invitation

Execution methods

Contact hours

Independent studies

The assessment of one's own learning

Oral and written exercises individually and in pairs, group work

Homework and preparation for lessons and exams.

Recognising and validating prior learning (RPL)

Accreditation of prior learning (APL) is observed on the course according to separate instructions. Please, contact the teacher when starting the course.

Learning materials

Kankaanpää, S. & Piehl, A. 2011. Tekstintekijän käsikirja. Opas työssä kirjoittaville. Yrityskirjat. Helsinki.

Kortetjärvi-Nurmi, S. & Murtola, K. 2015. Areena. Yritysviestinnän käsikirja. Edita. Helsinki. TAI

Kortetjärvi-Nurmi, S., Kuronen, M.-L. & Ollikainen, M. 2011. Yrityksen viestintä. Edita. Helsinki.

Other material provided by teacher.

Starting level and linkage with other courses

Office Applications 1. Excellent Finnish skills if one's mother tongue is other than Finnish.

Assessment criteria

Assessment criteria - grade 1

The student is able to write basic documents in Finnish by using word processing programs and standard Finnish document templates and produce understandable documents. (S)he understands the varying purposes of different documents and meets deadlines, follows instructions and participates in class.

### Assessment criteria - grade 3

The student is able to independently write basic documents in Finnish, which are of suitable quality be sent to the recipient in terms of appearance and phrasing. (S)he is able to write texts with appropriate style and nuance for the target audience. The student is able to present him/herself in somewhat positive light in recruitment situations and displays the proper ways of professional working and meets deadlines. (S)he knows how to follow instructions and independently apply his/her skills, as well as is able to give feedback to others. The student knows how to benefit from feedback and learns from mistakes.

### Assessment criteria - grade 5

The student is able to independently plan and write documents and texts in Finnish, which are correct in appearance, phrasing and contents. S/he is able to manage the most demanding word processing tasks. The student is able to write documents and texts fluently, including suitable style and nuance, in different communication situations in work life, such as job hunting and business purposes. (S)he is able to present him/herself in positive light in recruitment situations, follows schedules well and is able to plan how to best use his/her own time. S/he shows initiative and is able to share his/her knowledge and give constructive feedback to others. The student is able to assess the contents, appearance and phrasing of documents and presentations, improve his/her working methods and seek new solutions.

## **Finnish Business Communication 2, 5 cr - FIN2LE201**

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon completion of the course, the student

practice his/her skills in managing various speech situations in business life  
prepare and give presentations, as well as express oneself clearly in a group  
give and receive constructive feedback on oral presentations  
act well as a listener and as a member of the audience  
understand the importance of correct and suitable language in PR related events and documents  
recognise the structure and assess the content and meaning of varying PR messages  
formulate the message that promotes the company and/or minimizes harm to it  
manage corporate communications situations, including sensitive ones, in the appropriate style

Contents

Theory: preparation, observation; types of speech situations, dialogue, argumentation, group dynamics  
Practice giving presentations on one's own: improvised speeches, presentations  
Practice in groups: panel discussions and debates  
Practical exercises and tips on planning and giving presentations, giving feedback and managing stage fright  
Observing yourself as a speaker or performer by writing a learning diary  
Analysing PR and communication in Finnish business environment: e.g. websites, social media and traditional media  
Producing and improving PR messages: press releases, bulletins, invitations etc.  
Practical exercises on representing the company in different situations

Execution methods

Focus is on practice individually and in groups.

Contact hours

Independent studies

The assessment of one's own learning

Written and oral exercises individually and in pairs, group work, workshops.

Homework and preparation for lessons and exams

Learning materials

E.g.

Kallio, H. 2006. Point. Tehoa ja taitoa työelämän esiintymistilanteisiin. Infor, Hämeenlinna. OR

Koskimies, R. 2002. Asiantuntijan esiintymistaito. Finn Lectura, Helsinki

Kortetjärvi-Nurmi, S. & Murtola, K. 2015. Areena. Yritysviestinnän käsikirja. Edita. Helsinki. OR

Kortetjärvi-Nurmi, S., Kuronen, M.-L. & Ollikainen, M. 2011. Yrityksen viestintä. Edita. Helsinki.

Other material provided by teacher.

Starting level and linkage with other courses

Mastering the rules of correct written Finnish, sufficient text processing skills (Word) and command of Powerpoint; Preferably Finnish Business Communication 1. Excellent Finnish skills if one's mother tongue is other than Finnish.

Assessment criteria

Assessment criteria - grade 1

The student shows interaction in standard communication situations, listens to others, expresses her/his own opinion and argues her/his own point. (S)he is able to make a presentation in a clear voice and aims at getting in contact with the audience. The student is able to give peer feedback when asked and is able to produce understandable PR documents and presentations, as well as understands the varying purposes of different documents. (S)he meets deadlines, follows instructions and participates in class.

Assessment criteria - grade 3

The student works successfully in a flexible manner in team communication situations: (S)he communicates actively, listens to others and argues her/his own point well. The student is able to plan a suitable, well-organized presentation by proportion, duration and demonstration, and speaks correct spoken Finnish in a clear voice and has a good contact with the audience. (S)he is able to give and utilize peer feedback, and independently evaluate and produce basic PR documents in Finnish, which are of suitable quality to be sent to the recipient in terms of appearance and phrasing. The student displays proper ways of professional working and meets deadlines. (S)he knows how to follow instructions and independently apply his/her skills.

Assessment criteria - grade 5

The student expresses her/himself using dialogue in team communication situations and is able to guide them successfully in a flexible manner. (S)he listens actively, shows her/his know-how in argumentation, and pays attention to the others. The student is able to modify her/his working methods and make presentations which are skillfully targeted and suitable for different communication situations and the professional role. The student speaks correct and well-versed Finnish language, in a clear voice and natural expression and in contact with the audience. (S)he shows excellent technical know-how, gives constructive peer feedback to others, and is able to critically assess her/his own communication skills and develop through practice and feedback. The student is able to independently evaluate, plan and produce PR documents in Finnish, which are correct in appearance, phrasing and contents. S/he is able to manage the most demanding word processing tasks. The student follows schedules well and is able to plan his/her time use.

## **Finnish for Beginners 1, 5 cr - FIN1LE203**

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Starting level 0, target level A1 in Finnish.

Upon completion of the course, the student is able to

understand elementary Finnish

express him/herself in everyday situations and tell about his/her life, family, appearance and feelings  
at some level understand and describe the basic facts of the Finnish culture and the Finnish language

Contents

Pronunciation

Greetings, introducing oneself: nationality, family

Numbers, prices

Expressions of time

Weather

Days of the week, months, seasons of the year

To have, to have not

Verb conjugation in present tense, types 1 - 5

Basic adjectives, colours

Asking questions with question words and with the question suffix

Execution methods

Contact hours

Independent studies

The assessment of one's own learning

Oral and written exercises individually and in pairs, group work.

Homework and preparation for lessons and exams.

Learning materials

Gehring, S. & Heinzmann, S. 2010. Suomen mestari 1. Suomen kielen oppikirja aikuisille. Finn Lectura. Helsinki.

Chapters 1 - 5. (compulsory)

Other material provided by teacher.

Starting level and linkage with other courses

No previous studies are required. This course is to be finished before taking any other studies in Finnish for foreigners.

Assessment criteria

Assessment criteria - grade 1

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

### Assessment criteria - grade 3

The student is often able to understand simple oral and written messages and transmit them to the recipient. Speaking and writing skills are good as far as constructions and/or pronunciation is concerned. (S)he is able to apply the learned skills in practice on simple constructions in new situations.

### Assessment criteria - grade 5

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

# Finnish for Beginners 2, 5 cr - FIN1LE204

Course unit language

English

Upcoming implementations

- Finnish for Beginners 2 FIN1LE204-3002 20.01.2020-22.05.2020 5 op (LE2A, ...) +

Learning objectives

Upon completion of the course, the student

is able to tell about his/her home

can tell about his/her work

is able to plan a trip and a party

is able to make a short presentation in Finnish

is able to produce simple connected text on topics that are familiar or of personal interest

has deepened his/her knowledge of the Finnish culture and language

Contents

Consonant gradation and other changes (in the stem) of nouns and verbs

Different types of nouns: nominative plural, local cases

Expressing one's opinion

Postpositions

Imperative mood

Existential clause

Inflection of the personal and demonstrative pronouns

Use of the partitive case: uncountable words

Basics of the object

Ordinal numbers

Subordinate clauses and conjunctions

Vocabulary: furniture, tourism, travelling, means of transportation, food, parties, work and occupation

Elementary features of spoken language

Execution methods

Contact hours

Independent studies

The assessment of one's own learning

Oral and written exercises individually and in pairs, group work.

Homework and preparation for lessons and exams

Learning materials

Gehring, S. & Heinzmann, S. 2010. Suomen mestari 1. Suomen kielen oppikirja aikuisille. Finn Lectura. Helsinki.

Chapters 6 - 9. (compulsory)

Other material provided by teacher.

Starting level and linkage with other courses

The student has successfully completed the course Finnish for Beginners 1 FIN1LE203 or acquired this level in the entry level test in Finnish.



## Assessment criteria

### Assessment criteria - grade 1

The student understands some basic structures and vocabulary in familiar everyday situations and some basic elements in short texts. (She) is able to apply some of the learned skills and communicate in some everyday situations.

### Assessment criteria - grade 3

The student understands the basic structures and vocabulary in familiar everyday situations and some short texts. (S)he is able to apply the learned skills and communicate in most familiar everyday situations.

### Assessment criteria - grade 5

The student usually understands well the basic structures and vocabulary in everyday situations and in short everyday-related texts. (S)he is able to apply the learned skills and communicate independently in familiar and new situations.

## **Finnish for Work 1, 5 cr - FIN2LE202**

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon completion of the course, the student

can tell about his/her past and introduce his/her own culture or other topics of interest

has learned how to apply for a job in Finland

is able to make a presentation in Finnish

has got improved vocabulary and speaking skills, also the knowledge of Finnish grammar

gets basic information and skills considering working life in Finnish

Contents

Conjunctions

Object

Conditional mood

Past tense forms and usage

3. infinitive

Present passive voice

Writing email

Studies, work experience

Presentation or oral summary

Execution methods

Contact hours

Independent studies

The assessment of one's own learning

Oral and written exercises individually and in pairs, group work.

Homework and preparation for lessons and exams.

Learning materials

Gehring, S.& Heinzmann, S. 2012. Suomen mestari 2. Suomen kielen oppikirja aikuisille. Finn Lectura. Helsinki.  
(compulsory)

Other material provided by teacher.

Starting level and linkage with other courses

The student has successfully completed the courses Finnish for Beginners 1 & Finnish for Beginners 2 or acquired this level in the entry level test in Finnish.

Assessment criteria

Assessment criteria - grade 1

The student has a passable command of standard oral and written Finnish on general and some field-specific topics. The student is able to communicate in some situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

### Assessment criteria - grade 3

The student has a satisfactory command of standard oral and written Finnish on general and some field-specific topics. The student is able to communicate in many situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

### Assessment criteria - grade 5

The student has a good command of standard oral and written Finnish on general and some field-specific topics. The student is able to communicate in most situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

## **Finnish for Work 2, 5 cr - FIN2LE203**

Course unit language

English

Upcoming implementations

- Finnish for Work 2 FIN2LE203-3002 20.01.2020-22.05.2020 5 op (LE2A, ...) +

Learning objectives

Upon completion of the course, the student  
has basic information and skills considering work life in Finnish  
is able to communicate in Finnish in basic work life situations  
acquires the skills to produce clear and logical texts on simple work-related issues  
is familiar with current topics in in Finland

CV

Work interview

Job application

Contents

Plural forms of nouns

Grammar: comparison of adjectives, past tenses

The process of applying a job in Finland and in Finnishh

Cultural differences

Telephone Finnish

Getting acquainted with current topics by using newspapers and other media

Execution methods

Contact hours

Independent studies

Assessment of one's own learning

Oral and written exercises individually and in pairs, group work.

Homework and preparation for lessons and exams.

Learning materials

Gehring, S.& Heinzmann, S. 2012. Suomen mestari 2. Suomen kielen oppikirja aikuisille. Finn Lectura. Helsinki.  
(compulsory)

Other material provided by teacher.

Starting level and linkage with other courses

The student has successfully completed the courses Finnish for Beginners 1 & 2, and Finnish for Work 1 or  
acquired this level in the entry level test in Finnish.

Assessment criteria

Assessment criteria - grade 1

The student understands the main points of work-related texts in both the work life vocabulary, and he/she is able  
to produce work-related texts in Finnish with several corrections, when assisted substantially.

Assessment criteria - grade 3

The student understands the essential parts of work-related texts in both the written and oral form. The student has a fairly good command of work life vocabulary, and he/she is able to produce work-related texts in Finnish when assisted.

Assessment criteria - grade 5

The student understands well the essential parts of work-related texts in both the written and oral form. The student has a very good command of work life vocabulary, and he/she is able to produce work-related texts in Finnish independently.

**Chinese Business Communication 1, 5 cr - CHI4LE201**

Course unit language

English

Teachers

Hai Guo

Upcoming implementations

No upcoming implementations yet.

## **Chinese Business Communication 2, 5 cr - CHI4LE202**

Course unit language

English

Upcoming implementations

- Chinese Business Communication 2 CHI4LE202-3003 30.03.2020-22.05.2020 5 op (LS3D, ...) +

## **Chinese Business Environment, 5 cr - CHI4LE203**

Course unit language

English

Upcoming implementations

- Chinese Business Environment CHI4LE203-3004 20.01.2020-22.05.2020 5 op (LS6D, ...) +



## **French Business Communication 1, 5 cr - FRE4LE201**

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon successful completion of the course, the student  
knows basics of French grammar and can use key French language structures  
understands some basics of Business French  
is able to have small-talks in ordinary situations  
can use various sources of information related to French language and society  
is aware of cultural differences

Contents

French Grammar

Oral exercises

Basics of Business French vocabulary and concepts

Intercultural topics

Execution methods

a.Contact lessons, assignments and final exams OR

b.Not attending the contact hours but doing the coursework and taking the test OR

c.Recognition of prior learning

A student can demonstrate his or her equivalent language skills relating to the course objectives and content. This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. The evaluation is based on the final exams.

Learning materials

Grammaire progressive du français avec 680 exercices, nouvelle édition – niveau intermédiaire, Maïa Grégoire, Odile Thiévenaz, CLE international

Web-pages

Material provided by the teacher.

Starting level and linkage with other courses

French for beginners 1 (FRE4LS210) and French for beginners 2 (FRE4LS220) or Secondary school French or equivalent.

Assessment criteria

Assessment criteria - grade 1

The student has limited writing and speaking skills in French and a limited basic knowledge of Business French. His/her speaking and writing skills are passable as far as constructions and pronunciation are concerned. She/he can partly apply the learned skills in practice in new situations.

Assessment criteria - grade 3

The student has good writing and speaking skills in French and a good basic knowledge of Business French. His/her speaking and writing skills are good as far as constructions and pronunciation are concerned. She/he has the readiness to apply in practice the skills learned.

Assessment criteria - grade 5

The student has strong writing and speaking skills in French and a good basic knowledge of Business French. She/he knows how to apply the learned skills acquired in practice in new situations.

## French Business Communication 2, 5 cr - FRE4LE202

Course unit language

English

Upcoming implementations

- French Business Communication 2 FRE4LE202-3002 20.01.2020-22.05.2020 5 op (LE2A, ...) +

Learning objectives

Upon successful completion of the course, the student:  
knows basics of French grammar and can use key French language structures  
understands the French working environment and business life  
understands the concepts linked to French business life  
understands cultural differences and can implement this knowledge into practical situations.  
knows basics of PR-french  
is able to write more demanding Business documents  
knows how to find information about enterprises

Contents

French Grammar  
Vocabulary and concepts of the French economy and business life  
Business and PR-letters  
Invitations  
Practice of telephone conversation  
Intercultural awareness  
Case studies and information retrieval

Execution methods

a.Contact lessons, assignments and final exams OR  
b.Independent studies OR  
c.Recognising and validating prior learning (RPL)  
Student might show its expertise just by attending the final exam. This must be agreed upon with the teacher no later than two weeks before the course begins.

Learning materials

Grammaire progressive du français avec 680 exercices, nouvelle édition – niveau intermédiaire, Maïa Grégoire, Odile Thiévenaz, CLE international  
Web-pages  
Material provided by the teacher.

Starting level and linkage with other courses

French Business Communication 1 (FRE4LE201) or equivalent Basic French studies and Business French Vocabulary

Assessment criteria

Assessment criteria - grade 1

The student has limited skills in written and spoken business communication and manages short and simple professional conversations by phone. She/he has limited understanding of the French working environment. She/he knows only the basics of French Business and PR Communication and needs support to write Business and PR documents.

### Assessment criteria - grade 3

The student has good skills in written and spoken business communication and manages a professional conversation by phone. She/he has a good command of key concepts in Business French and understands to some extent the French working environment on a cultural basis. She/he can in certain cases write Business and PR documents independently and successfully.

### Assessment criteria - grade 5

The student has strong skills in written and spoken business communication and is fully capable of maintaining a professional conversation by phone. She/he has an excellent command of key concepts in Business French and understands fully the French working environment on a cultural basis. She/he can write Business and PR documents independently and successfully.

## French Business Environment, 5 cr - FRE4LE203

Course unit language

English

Upcoming implementations

- French Business Environment FRE4LE203-3002 20.01.2020-22.05.2020 5 op (LE6B, ...) +

Learning objectives

Upon successful completion of the course, the student  
understands cultural differences between Finland and France.  
is able to talk about Finland in French  
understands French and Finnish societies  
is able to find information

Contents

French civilization  
Oral presentations on Finnish civilization  
Information retrieval  
French medias: newspapers, television, radio and internet

Execution methods

- a. Contact lessons, assignments and final exam OR
- b. Independent studies, assignments and final exam OR
- c. Recognising and validating prior learning (RPL)

A student can demonstrate his or her equivalent language skills relating to the course objectives and content. This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on a scale of 1-5.

Learning materials

Material provided by the teacher  
Web-pages

Starting level and linkage with other courses

French Business Communication 1 (FRE4LE201) and French Business Communication 2 (FRE4LE202) or equivalent French studies.

Assessment criteria

Assessment criteria - grade 1

The student knows the French and Finnish societies somewhat and recognizes the main cultural differences. She/He has a limited capability to speak of Finland. She/He shows limited skills in understanding spoken and written news, and is only partly able to put into practice the skills acquired.

Assessment criteria - grade 3

The student knows both the French and Finnish societies. She/He understands the main cultural differences which lead to different behavior in each culture, and is able to some extent to take into consideration perceptions when dealing with these countries. She/He can speak of Finland by showing relevant intercultural aspects. The student shows good skills in understanding spoken and written news and is able to put into practice the skills acquired.

## Assessment criteria - grade 5

The student knows well both the French and Finnish societies. She/He understands the cultural differences which leads to different behaviors in each culture, and is able to take into consideration these perceptions when dealing with these countries. She/He can speak of Finland by showing excellent intercultural knowledge and awareness. The student shows excellent skills in understanding spoken and written news and is able to put into practice the skills acquired.

## **German Business Communication 1, 5 cr - GER4LE201**

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon successful completion of the course, the student is able to produce grammatically correct German in oral and written form for business purposes and he/she uses various sources of information in German.

Assessment components and their respective weights:

Written exams 50 %

Oral exams 40 %

Class Work 10%

The self-assessment doesn't influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for the development of the courses/modules. The assignment is completed on an electronic form.

Contents

German grammar

Expansion of vocabulary

Pronunciation and intonation exercises

Training real life job situations where spoken German skills are required such as introduction, invitation, making an appointment, small talk and telephone conversation.

Execution methods

Contact lessons and independent study

Two written and two oral exams

Self-assessment (1 h)

RPL:

A student can demonstrate his or her equivalent language skills relating to the course objectives and contents. This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. The evaluation takes place on a scale of 1-5.

Learning materials

The material is provided by the lecturer.

Further information

n/a

Starting level and linkage with other courses

Secondary school German or German for Beginners 1 and German for Beginners 2. The language level A1 is required.

Assessment criteria

#### Assessment criteria - grade 1

The student is able to use German grammar and the main vocabulary orally and in the own written production in business related German, but his/her understanding of messages in different business life situations is limited. Although there are some difficulties in learning, he/she is moving towards improving her/his oral and written production. He/ She uses very short sentences and very basic language constructions, but the language is understandable for German speaking listeners or readers.

#### Assessment criteria - grade 3

The student is able to use written and oral business related German quite well through mastering the German grammar and main vocabulary comprehensively. The understanding of messages in different business life situations doesn't cause problems. In the use of the oral language he/she shows a certain correctness, but still makes an effort to reproduce and speak a coherent and comprehensible language to speakers of German, for example in seeking simple solutions to explain more abstract terms.

#### Assessment criteria - grade 5

The student is able to use written business related German very well and has acquired an extensive vocabulary in everyday situations and in professional settings. He/ She is able to understand fluent messages in different business life situations. He/ She masters the German grammar and main vocabulary very well in business related German. His/ Her oral skills are at a high level of interactive communication and he/she is able to produce a fairly fluent and understandable language.

Evaluation criteria, approved/failed

n/a



## German Business Communication 2, 5 cr - GER4LE202

Course unit language

English

Upcoming implementations

- German Business Communication 2 GER4LE202-3002 20.01.2020-22.05.2020 5 op (LE2A, ...) +

Learning objectives

Upon completion of the course, the student becomes proficient in producing linguistically correct business correspondence in German. He/ She will be able to operate in support functions related to international sales, purchasing processes and administration. The student also can operate in typical social business occasions.

Assessment components and their respective weights:

Written exams 75 %

Portfolio 20 %

Class Work 5 %

Contents

The course focuses on business letters in German, including review of vocabulary and common expressions. The course involves the writing of business letters as homework. The letters are then corrected on the basis of the teacher feedback and added into the students portfolio. In addition a CV is written.

Business correspondence including

- invitations
- congratulatory letters
- thank you letters
- letters relating to travel
- inquiries
- offers
- orders
- quotations
- invoices

Execution methods

Learning methods

Contact lessons and independent study

Three written exams

Portfolio with business letters

Self-assessment (1 h)

OR:

Recognising and validating prior learning (RPL)

A student can demonstrate his or her equivalent language skills relating to the course objectives and contents.

This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. The evaluation takes place on a scale of 1-5.

Learning materials

A book announced by the teacher and other materials provided by the teacher.

Further information

The self-assessment does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Starting level and linkage with other courses

Competence level: B1-B2

Starting level and linkage with other courses:  
German Business Communication 1 (GER4LE201)

Assessment criteria

Assessment criteria - grade 1

The student can write the standard business letter fairly well. He/ She communicates fairly well, is able to sometimes choose an appropriate style and produces somewhat correct language. Grammatical aspects of the language need to be worked on. Messages are for the most part understandable, but they need to be carefully corrected and cannot be sent as written.

Assessment criteria - grade 3

The student can write the standard business letter well, communicates well, is able to generally choose an appropriate style and produces mostly correct language. He/ She is able to write understandable and correct messages using basis phrases related to the topic of the letter. In addition the use of dictionaries and other sources of information is practised by the student and the messages that are for the most part accurate and ready to send.

Assessment criteria - grade 5

The student can write the standard business letter very well, communicates very well, is able to choose an appropriate style and produces correct language. He/ She is able to apply during the course acquired skills and can use dictionaries and other sources of information well. The use of vocabulary and phrases is versatile and fluent. The student can write accurate messages that are ready to send.

Evaluation criteria, approved/failed

n/a

## German Business Environment, 5 cr - GER4LE203

Course unit language

English

Upcoming implementations

- German Business Environment GER4LE203-3003 20.01.2020-22.05.2020 5 op (EXCH, ...) +

Learning objectives

Learning outcomes and assessment

Upon successful completion of the course, the student has improved his/her German business vocabulary and knowledge of key grammatical issues used in media. He/ She will be able to read, understand, analyze, and summarize business related articles and has familiarized him/herself with distinctive features of the German business environment. The student gained proficiency in making business conversation to the extent that he understands his/her counterpart and can answer questions presented to him/her. He/ She will be able to review company operations.

Assessment components and their respective weights:

Media Communication in German

Written exam 70 %

Class work and exercises 30 %

German-speaking Europe

Written exam 50%

Class work, oral presentation and written essay about the topic of the presentation 50 %

Both parts of the above must be successfully completed

The self-assessment does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Contents

This course consists of two parts:

- 1) Media Communication in German
- 2) German-speaking Europe

In the first part "Media Communication in German" the student familiarizes him/herself with various economic texts in German by e.g. reading, doing comprehension exercises, translating, and summarizing them.

In the second part of the course “German-speaking Europe” the student familiarizes him/herself with the geography, economics and political systems of the German-speaking countries and learns to understand the importance of the business culture and the use of small talk in German speaking countries.

Execution methods

Learning methods

Part 1: Media Communication in German

Contact lessons and independent study

Written exam

Self-assessment (1 h)

Part 2: German-speaking Europe

Contact lessons and independent study

Written exam

Oral presentation (PPP) about 20 minutes and the same presentation as written essay

Self-assessment (1 h)

OR:

Recognising and validating prior learning (RPL)

A student can demonstrate his or her equivalent language skills relating to the course objectives and content. This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on a scale of 1-5.

Learning materials

Class handouts, newspaper articles, company press releases and other company materials.

Starting level and linkage with other courses

Competence level: B2

Starting level and linkage with other courses :

German Business Communication 1 (GER4LE201)

German Business Communication 2 (GER4LE202)

Assessment criteria

Assessment criteria - grade 1

The student understands economic news of his/her field and is able to name their main points. His/her use of the vocabulary concerning the enterprise and its financial situation is limited. He/ She is able to apply the acquired skills to some extent in practice and is also able to use sources of information to support his/her work and shows cultural knowledge when using sources. The student is able to share his/her professional knowledge and skills with others in a limited way.

Assessment criteria - grade 3

The student understands economic news of his/her field and is able to summarize their main contents logically. He/ She knows quite widely the vocabulary concerning the enterprise and its financial situation. The student is

able to apply the acquired skills in practice well and to use sources of information independently to support his/her work and shows cultural knowledge when using sources. He/ She also adapts well to the cultural content and is able to share his/her professional knowledge and skills with others.

Assessment criteria - grade 5

The student understands challenging economic news of his/her field and is able to summarize their main contents successfully. He/ She knows widely the vocabulary concerning the enterprise and its financial situation. The student is able to apply acquired skills in practice in an excellent way and to use sources of information versatily and critically to support his/her work and shows excellent cultural knowledge when using sources. He/ She also adapts easily to the cultural content and is able to share his/her professional knowledge and skills with others.

## Russian Business Communication 1, 5 cr - RUS4LE201

Course unit language

English

Upcoming implementations

- Russian Business Communication 1 RUS4LE201-3004 20.01.2020-22.05.2020 5 op (EXCH, ...) +

Learning objectives

Student can use basic business Russian logical. Main Russian constructions and basic professional vocabulary are comprehended, and he/she masters Russian grammar.

Contents

Basic Russian grammar

Basic Russian Business vocabulary

Execution methods

A. Contact lessons and distant assignments and written exam OR

B. Distant assignments and written exam

The assessment of one's own learning 1 h

Learning materials

Salenius - Lehmuskallio, 2009. Biznes-grammatika. Edita. Helsinki.

Ojanen-Laurila-Hellman-Prokkola, 2011. Sekret Uspeha 1. AYY-Palvelu Oy.

Berditchevski. 2007. Lesnitsa-Steps. Haaga-Helia.

Starting level and linkage with other courses

Language level: A2

Intermediate Russian or equivalent skills (10 ECTS).

Assessment criteria

Assessment criteria - grade 1

He/she can manage in business Russian situations on a limited basis. Language is not always logical, and not everything is understandable. Main Russian constructions, basic vocabulary and some professional vocabulary are partly comprehended but there is much to be improved upon.

Assessment criteria - grade 3

He/she is able to use business Russian on a limited basis. Language is usually logical, and for the most part understandable. Main Russian constructions, basic vocabulary and some professional vocabulary are partly comprehended but they could be improved upon.

Assessment criteria - grade 5

He/she is able to use business Russian very well. Language is logical, and understandable. Main Russian constructions, basic vocabulary and some professional vocabulary are comprehended, and he/she masters Russian grammar.

Evaluation criteria, approved/failed

Written exams (2) 50 %.

Listening comprehension test 10 %

Oral test 30 %

Oral assignment 10 %

# Russian Business Communication 2, 5 cr - RUS4LE202

Course unit language

English

Upcoming implementations

- Russian Business Communication 2 RUS4LE202-3004 20.01.2020-22.05.2020 5 op (EXCH, ...) +

Learning objectives

Upon successful completion of the course, the student is able to

- effectively use spoken and written Russian business language and take the Russian business culture context into account,
- to keep the conversation with a Russian counterpart,
- make up Russian PR- and business messages using Cyrillic Word processing,
- to understand participles and passive voice.

Contents

The course introduces students to spoken and written Russian business language and to Russian business culture along the following lines:

Part 1. Spoken proficiency

- Verbal self-pitch/ CV
- Meeting guests
- Fairs
- Job interview
- Presentation of a company
- Business culture

Part 2. Written proficiency

- Russian business letter standard
- PR-letters and business letters
- Participles and passive voice

Execution methods

The options that are appropriate for the course:

Contact lessons and assignments and exams OR

Exams and assignments

The assessment of one's own learning 1 h

Learning materials

Part 1. Spoken proficiency

Akishina, T. & Skorikova, T. 2013. Business Contacts: Russian Language Course. Russkiy Yazyk. Moscow.  
Ojanen, Laurila-Hellman, Prokkola 2011. Sekret uspeha 1. Helsingin kauppakorkeakoulu, Helsinki

Part 2. Written proficiency

Salenius, 2014, Venäjänkielinen liikeviestintä, Promentor (verkkomateriaali)

Starting level and linkage with other courses

Competence level: B1

Russian Business Communication 1 or equivalent studies.



## Assessment criteria

### Assessment criteria - grade 1

#### Part 1. Spoken proficiency

The student sometimes understands versatile simple oral and written messages, and is able to convey those to the recipient. Speaking and writing are inadequate with regard to sentence structure and/or pronunciation. The student is able to apply what s/he has learnt mostly in simple communication situations.

#### Part 2. Written proficiency

The student knows the most common business Russian words and phrases and can with big effort make up Russian PR- and business messages using Cyrillic Word processing. There is still much to improve in messages and they couldn't be sent without correcting.

### Assessment criteria - grade 3

#### Part 1. Spoken proficiency

The student often understands versatile simple oral and written messages, and is able to convey those to the recipient. Speaking and writing are good with regard to sentence structure and/or pronunciation. The student is able to apply what s/he has learnt mostly in familiar language-using contexts.

#### Part 2. Written proficiency

The student knows the common business Russian words and phrases and can make up good Russian PR- and business messages using Cyrillic Word processing. There is still a little bit to improve in messages and it is recommended to make some corrections before sending them.

### Assessment criteria - grade 5

#### Part 1. Spoken proficiency

The student usually understands versatile simple oral and written messages, and is able to convey those successfully to the recipient. Speaking and writing are very good with regard to sentence structure and pronunciation. The student is able to apply the newly-acquired competencies to new diverse language-using contexts.

#### Part 2. Written proficiency

The student masters the common business Russian words and phrases and can make up excellent Russian PR- and business messages using Cyrillic Word processing. There is nearly nothing to be corrected in the messages.

### Evaluation criteria, approved/failed

Spoken part 50 %.

Written part 50 % (includes written test and learning assignment)

## Russian Business Environment, 5 cr - RUS4LE203

Course unit language

English

Upcoming implementations

- Russian Business Environment RUS4LE203-3002 20.01.2020-22.05.2020 5 op (EXCH, ...) +

Learning objectives

Russian Contract Texts:

To understand main points of a Russian purchase agreement and to compose short messages concerning agreements.

Assistant's Job in Russian Trade:

To handle job search and application situations, to compose a CV, to present one's organisation, be able to present a business in Finland, and familiarise oneself with peculiarities of the trade between Russia and Finland

Contents

The course is divided into two parts: Contract Texts in Russian Trade and Assistant's Job in Russian Trade. The course involves contact hours and weekly assignments.

Contract Texts in Russian Trade:

Structure and main contents of Russian contracts and participles and the passive voice

Assistant's Job in Russian Trade:

Simulated job application situations, compilation of a CV, presentation of a relevant job description, presentation of an organisation or a business in Finland, trade between Russia and Finland, its dynamics and metrics

Execution methods

Contract Texts in Russian Trade:

- A. Contact lessons and written exam and learning assignment OR
- B. Written exam

Assistant's Job in Russian Trade:

- A. Contact lessons, distant assignments and oral exam OR
- B. Distant assignments and oral exam and portfolio

The assessment of one's own learning 1 h

Learning materials

Salenius, P., 2000. Sopimukset venäjäksi. Helia. (Contract Texts in Russian Trade)

Material provided by the teacher.

Starting level and linkage with other courses

Language level: B 2

Russian Business Communication 2

Assessment criteria

Assessment criteria - grade 1

The student understands the Russian purchase agreement to some extent and is able to name its main points. He/she knows the vocabulary concerning agreements in a limited way and is able to apply during the course

acquired skills to business messages only adequately.

The student manages in simulated job application situations and presenting one's job description. He/she knows Finnish and Russian economics and the trade between our countries. There is still much to be improved upon to be able to work in Russian trade.

Assessment criteria - grade 3

The student understands main points of the Russian purchase agreement and is able to summarize its contents logically. He/she knows the vocabulary concerning agreements well and is able to apply during the course acquired skills to business messages quite well.

The student manages in simulated job application situations and presents logically one's job description. He/she knows Finnish and Russian economics and the trade between our countries. There are certain competencies subject to improvement in order to be able to work in Russian trade.

Assessment criteria - grade 5

The student understands main points of the Russian purchase agreement and is able to summarize its contents successfully. He/she knows the vocabulary concerning agreements very well and is able to apply during the course acquired skills to practice on a high level.

The student manages in simulated job application situations and presents fluently one's job description. He/she knows Finnish and Russian economics and the trade between our countries. He/she is ready to work in Russian trade.

Evaluation criteria, approved/failed

Assessment components and their respective weights:

Contract Texts in Russian Trade:

Written exam 90% and learning assignment 10% OR

Written test 100%

Assistant's Job in Russian Trade:

Final oral exam 50 %

Distant assignments 20 %

Active participating in classes 30%.

Max. 100 p.

Contract Texts in Russian Trade comprises 50 % and Assistant's Job in Russian Trade 50 % of the overall grade. Both parts must be successfully completed.

## Latin American Business Environment, 5 cr - SPA4LE203

Course unit language

English

Upcoming implementations

- Latin American Business Environment SPA4LE203-3002 20.01.2020-22.05.2020 5 op (LS6D, ...) +

Learning objectives

The course objective is to understand the special characteristics of Latin America and Spain: differences in geography, history, and social and economic life.

The course is divided to two parts:

- 1) Latin America's and Spain's history, society and current affairs
- 2) Spanish Newspaper Texts: distinctive features and style of Spanish newspapers and preparations of reviews and summaries relating to these.

During the course the student seeks information through various media regarding the relations between Spain and Latin America.

Contents

The contents of the course are:

- history, society, economy and current situation of Latin America and Spain
- free Trade Agreements with Latin America: NAFTA, Mercosur, etc.
- the specific characteristics of the Hispanic press: style, features and journalistic criticism.

Execution methods

The options that are appropriate for the course:

Contact lessons Individual, pair and team assignments

Independent studies

The assessment of one's own learning 1 h

Alternative ways to complete the course: one alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

Learning materials

Vásquez, Germán & Marínez Díaz, Nelson 2009. Historia de América Latina. SGEL, Madrid.

Masoliver, Joaquín & Vidales, Carlos 2009. América Latina. Samfundslitteratur. Gylling.

Ángeles Albert, Maria & Ardanaz, Francisco 2009. Hispanoamérica, ayer y hoy: historia y arte, demografía, economía, instituciones, tradiciones. SGEL. Madrid.

Newspapers in Spanish on line: El País, El Mundo, La Vanguardia, Cambio16, El Clarín, El Mercurio.

Starting level and linkage with other courses

Competence level: B2

Spanish Business Communication 1 and 2 or equivalent studies.

Assessment criteria

Assessment criteria - grade 1

The student understands economic news of his/her field and is able to name their main points. His/her use of the vocabulary concerning enterprises and economic situations is limited. He/she is able to apply during the course acquired skills in practice only adequately. He/she is able to use sources of information to support his/her work and shows some cultural knowledge when using sources. He/she is able to share his/her professional knowledge and skills with others in a limited manner.

Assessment criteria - grade 3

The student understands economic news in his/her field and is able to summarize its main contents logically. He/she knows vocabulary concerning enterprises and economic situations well. He/she is able to apply during the course acquired skills in practice well. He/she is able to use sources of information independently to support his/her work and shows cultural knowledge when using sources. He/she adapts to cultural content fairly well and is able to share his/her professional knowledge and skills with others.

Assessment criteria - grade 5

The student understands challenging economic news in his/her field and is able to summarize its main contents successfully. He/she is able to apply during the course acquired skills in practice on a high level. He/she is able to use sources of information in a versatile and critical way to support his/her work and shows excellent cultural knowledge when using sources. He/she adapts cultural to content well and is able to share his/her professional knowledge and skills with others.

Evaluation criteria, approved/failed

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

## Spanish Business Communication 1, 5 cr - SPA4LE201

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

The first part of the course will deal with everyday situations such as the use of the telephone formally and informally, setting meetings, eating out, planning a trip and studies, etc. Spoken language expressions used in the present day Spanish.

In the second part we will practice negotiations and discuss current topics related to Spain and learn the use of formal language and discuss about Spanish society.

Contents

The topics of the courses are:

- basic vocabulary of Business Spanish
- cultural differences in the business life of the Latin America and Spain
- the use of oral language in different business situations
- different kind of enterprises
- short messages by email
- job applications
- grammar: present tens of subjunctive and imperative
- future, conditional, passive, past tenses of subjunctive and relative pronouns

Execution methods

The options that are appropriate for the course:

Contact lessons

Individual, pair and team assignments

Independent studies

The assessment of one's own learning 1 h

Alternative ways to complete the course: one alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

Learning materials

Amate, Iñaki & Puranen, Pasi, 2015. Colegas – Työelämän espanja. Espanjan jatko-oppikirja. Kustannusosakeyhtiö Tammi, Helsinki: Chapters 1-10.

Additional reading:

Turk, Phil - Zollo Mike 2010, ¡Acción Gramática! A new Spanish grammar.

2nd edition, Hodder & Stoughton, London.

Mäkinen, Matti 2015. ¡Claro! Lyhyt espanjan kielioppi. Kustannusosakeyhtiö Tammi, Helsinki.

Mäkinen, Matti - Torvinen, Maarit 2015. ¡Claro! Harjoitukset. Kustannusosakeyhtiö Tammi, Helsinki.

Hämäläinen Tiina 2015. Espanjan kielioppi, Finn Lectura, Tampere.

Hämäläinen Taina - Virkkunen Sonja 2015. Espanjan kielioppi-harjoituskirja. Finn Lectura, Helsinki.

Web materials:

Español Uno and Dos guide, Finn Lectura and Taina Hämäläinen's Espanjan kieliopin harjoituksia, Finn Lectura.

Starting level and linkage with other courses

Competence level: A2

Spanish for Beginners 1 and 2 or equivalent, e.g. secondary school Spanish.

Assessment criteria

Assessment criteria - grade 1

The student is able to somewhat use written business-related Spanish. The student's understanding of messages in different business life situations is limited. His/her comprehension corresponds somewhat to the main learning goals of the course in written and spoken Spanish. He/she is able to use Spanish grammar and the main vocabulary to some degree in business-related Spanish.

Assessment criteria - grade 3

The student is able to use written business-related Spanish well. He/she is able to understand messages in different business situations well. His/her comprehension correlates well to the main learning goals of the course in written and spoken Spanish. He/she masters Spanish grammar and the main vocabulary in business-related Spanish well.

Assessment criteria - grade 5

The student is able to use written business-related Spanish very well. He/she is able to understand messages in different business life situations very well. His/her comprehension correlates very well to the main learning goals of the course in written and spoken Spanish. He/she masters Spanish grammar and the main vocabulary in business-related Spanish very well.

## Spanish Business Communication 2, 5 cr - SPA4LE202

Course unit language

English

Upcoming implementations

- Spanish Business Communication 2 SPA4LE202-3003 20.01.2020-22.05.2020 5 op (LS4C1, ...) +

Learning objectives

The course covers common business situations: presenting oneself in a company, job interviews, product presentations, company presentations, as well as business texts. Students give an oral presentation on a company and a product.

Contents

The course introduces students to Spanish business culture:

- cultural differences, corporate forms, organisation, commerce, finance, marketing, workplace culture
- products and services, Trade fair and sustainable development
- marketing and fairs

Distinctive features of written Spanish:

- business correspondence: offers, offer requests, orders, claims
- PR letters: invitations, congratulations, thank you letters, condolences

Execution methods

The options that are appropriate for the course:

Contact lessons

Individual, pair and team assignments

Independent studies

The assessment of one's own learning 1 h

Alternative ways to complete the course: one alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

Learning materials

Materials given by the teacher.

Starting level and linkage with other courses

Competence level: B1

Spanish Business Communication 1 or equivalent studies.

Assessment criteria

Assessment criteria - grade 1

The student: has some difficulty in learning, but he or she is moving towards improving her/his knowledge of business Spanish. He/she uses very short sentences and very basic language constructions. He/she has limited vocabulary, but is understandable to native speakers. He/she understands what is spoken in his/her environment and also participates to some degree in it.

Assessment criteria - grade 3



The student speaks Spanish with a certain correction and he/she also tries to overcome any language barriers by making use of body language and other forms of communication. He/she tries to improve her/his skills in the use of business Spanish and uses simpler language to explain more abstract concepts. He/she slowly learns business Spanish

vocabulary and also makes a great effort to create coherent and comprehensible language when talking to native speakers. He/she expresses himself or herself in Spanish-speaking environments.

Assessment criteria - grade 5

The student develops oral language with great skill and high level of interactive communication. He/she learns and practices different genres of discourse and, at the same time, he/she is able to reproduce fairly fluent and understandable spoken language. He/she acquires an extensive vocabulary in business communication in professional settings. He/she acts naturally in any environment where he/she needs to use Spanish on a high cultural level.

Evaluation criteria, approved/failed

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

## **Nordic Business Environment, 5 cr - SWE4LE203**

Course unit language

English

Upcoming implementations

- Nordic Business Environment SWE4LE203-3002 20.01.2020-22.05.2020 5 op (LS4A, ...) +

Learning objectives

Upon completion of the course, the student

- understands how to write various types of messages and documents pertaining to doing business and managing business in Nordic countries.
- is able to manage internal and external communications in Swedish
- knows how to make report and presentations in demanding business situations
- acquire the skills required in managing corporate communications pertaining to personnel and finance.

Contents

In part focusing on written skills emphasis is on the Nordic business environment, organizational communication, meeting practices and corporate finance and writing different kind of documents on these themes. Students also write a short paper of a business area, partly in cooperation with some partner organizations.

In part focusing on oral skills there will be practice with presentations, group discussions, simulated business negotiations and meeting and recruitment events.

- business related articles
- part of annual report and various publications
- corporate administration texts
- meeting documents
- internal bulletins
- companies and organizations in Nordic content (spoken and written part)
- press conferences
- negotiations and presentations

Execution methods

The course lasts one semester in which the students learn to develop earlier learned skills and implement those skills in practice. A student can demonstrate his or her equivalent language skills relating to the course objectives and content. This must be agreed upon with the teacher no later than one week before the course begins. Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on a scale of 1-5.

Learning materials

Basic learning material will be available on Moodle. Company presentation materials, visiting lecturer from a company and/or seminars is also part of the content.

Starting level and linkage with other courses

Secondary school Swedish or corresponding proficiency.

Assessment criteria

Assessment criteria - grade 1

The student:

- understands financial news and reports and is able to summarize their main points.
- uses vocabulary concerning an enterprise and its financial situation in some limited manner.

- is able to adequately apply during the course acquired skills to practice and is also able to use various sources of information.
- is able to share her/his professional knowledge with others in a limited manner. The student is also able to participate in meetings and conversations in business interactions.

#### Assessment criteria - grade 3

The student:

- understands and is able to discuss financial news and reports and is able to summarize their main contents.
- has a good knowledge of vocabulary concerning an enterprise and its financial situation.
- is able to apply well during the course acquired skills to practice and is able to use sources of information independently.
- is able to share her/his professional knowledge and skill with others well. The student is also able to master meetings and conversations in business interactions.

#### Assessment criteria - grade 5

The student:

- understands and is able to discuss in depth challenging financial news and reports, and is able to summarize their main contents in detail.
- has a wide knowledge of vocabulary concerning an enterprise and its financial situation.
- is able to use sources of information successfully.
- adapts to cultural content very well and is also able to share his/her professional knowledge and skills with others very well. The student is also able to master meetings and conversations on higher levels in business interactions.

## Swedish Business Communication, 5 cr - SWE4LE202

Course unit language

English

Upcoming implementations

- Swedish Business Communication SWE4LE202-3002 20.01.2020-22.05.2020 5 op (LE2A, ...) +

Learning objectives

Students gain a thorough understanding of the status of companies and business practices in the Nordic countries, and become capable of managing everyday situations in Swedish, both oral and written.

Contents

The course includes discussions on the status of companies in the Nordic Countries, simulation of various business situations, review of business practices and culture, as well as discussions on the forms and styles of business communications. The course focuses on case studies and also involves a lot of spoken exercises.

Execution methods

The course covers contact lessons, written and oral exercises, independent studies and other assignments.

The assessment of one's own learning 1 h.

A student can demonstrate his or her equivalent language skills relating to the course objectives and content. This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on a scale of 1-5.

Learning materials

All basic materials can be downloaded from Moodle.

Starting level and linkage with other courses

Basic Business Swedish (SWE4LE201)

Assessment criteria

Assessment criteria - grade 1

The student has basic written and spoken communication skills in trip and congress correspondence policy and in written and oral business communication. He/she understands the different registers of PR-communication and has knowledge about the most common terminology. He/she understands the importance of different styles in communication. Messages are mostly understandable.

Assessment criteria - grade 3

The student has a command of key skills and concepts in written and oral business communication in Nordic business culture and can apply the learned skills in practice. The student has good written and spoken communication skills to plan trips and congresses. He/she can identify and use different kind of professional register in PR-communication and can use the terminology in right situations. The student is able to choose and validate the appropriate style for a given situation and culture. The student produces adequate and coherent, grammatically mostly correct language. Messages could be often used in working life directly.

Assessment criteria - grade 5

The student has a solid command of key skills and concepts in written and oral business communication in Nordic business culture and can apply the learned skills in practice. The student has also excellent written and spoken communication skills to plan trips and congresses. He/she can easily identify and use different kinds of professional register in PR-communication and can use the terminology in right situations. The student is able to choose and critically evaluate issues of a given situation and culture in an appropriate style. The student is able to use business vocabulary in a varied way and is able to apply other skills learned in working life and during this course. The student produces fluent, coherent and grammatically correct language. Messages could be used in working life directly.

Evaluation criteria, approved/failed

Assessment components and their respective weights:

Written exam 60 %

Written assignments 40 %

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

**Assistant as Service Designer, 10 cr - SER2LE201**

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

## Study and Career Planning, 2 cr - SER2LE203

Course unit language

English

Upcoming implementations

- Study and Career Planning SER2LE203-3001 20.08.2018-29.12.2020 2 op (LE1A, ...) +
- Study and Career Planning SER2LE203-3002 19.08.2019-28.12.2021 2 op (LE1A, ...) +

Learning objectives

Upon successful completion of the course, the student

understands the structure of their degree programme and the prerequisites for graduation

is able to describe and present his/her skills and improvement

understands his/her role as a UAS student

is able to plan and monitor the progress of his/her studies on their way to becoming a professional management assistant

graduates within 3,5 years

Contents

Personal study plans for each year

Student counselling sessions

Individual appointments with the student counsellor

Cooperative YTY meetings, panels and theme days offered by the DP

Info sessions on different topics, e.g. student exchange, work placement, thesis

Choosing the area of specialisation

The education and professional growth in the management assistant area

Compiling a digital portfolio during the 4th semester

Graduation plan

Career plan

Execution methods

Contact hours 40 h

Interviews 2 h

Independent studies 12 h

The assessment of one's own learning 1 h

Learning materials

Material provided by teacher/lecturer.

Further information

This course is for Mubba/Sebba students only. (DP for Multilingual Management Assistants/DP for Business Service Solutions and Languages)

Starting level and linkage with other courses

No prerequisites.

Assessment criteria

Evaluation criteria, approved/failed

Sufficient participation, planning one's own studies and handing in the ISP on time.



## Successful Event, 5 cr - SER2LE202

Course unit language

English

Upcoming implementations

- Successful Event SER2LE202-3002 20.01.2020-22.05.2020 5 op (LE4B, ...) +

Learning objectives

After completing the course the student

will be able to plan and organize a successful corporate event as a part of event team

will be able to evaluate risks and opportunities of an event

will be able to apply principles of good working practices as a member of work community

will be able to practice and promote successful workplace communication

will be able to participate as a member of a work community in a constructive manner in the multicultural contexts

will be able to apply business etiquette and manners

will be able to assess his/her own learning and development as an event organizer and as a part of an event team in corporate event

Contents

- organizing a corporate business event in small groups
- business etiquette (e.g. introductions, the art of business meetings, dress codes and decorations, table manners, tasks and responsibilities of guests and hosts, thanking)
- developing workplace communication
- legal requirements of an event safety regulations

Execution methods

The course consists of teamwork, coaching in teams, contact lessons and independent study. The self-evaluation of learning.

The learning methods focus on students' self-directed team working skills. The students are divided into small teams, whereby group work will be carried out. The teams are responsible for finding their commission and the implementation of the event.

Learning materials

Learning materials provided by the lecturers.

Assessment criteria

Assessment criteria - grade 1

The student has some basic knowledge of the planning process of a corporate business event and of event organizing and communication. The student can apply some basic skills, duties and working practices, under supervision, as part of a corporate business event organizing team.

Assessment criteria - grade 3

The student has good knowledge of the planning process of a corporate business event and knows how to organize events. The student is able to plan and apply marketing communication activities to support event

objectives and implementation. The student can apply and benefit from skills, duties and working practices, as part of team, in planning and organizing a corporate business event.

Assessment criteria - grade 5

The student is able to master practical knowledge of the planning process of a corporate business event and is able to apply the knowledge in event organizing. The student is able to create fit for purpose and creative event marketing communication plans, tailored to the target audience and business objectives. The student is able to apply and benefit from skills, duties and working practices in planning and organizing a corporate business event independently.

## **Business Environment, 10 cr - BUS1LE201**

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon successful completion of the course, student

- is competent to work in different teams and projects
- is able to plan her/his own work (incl. time schedules)
- gets acquainted with the assistant's profession and duties in different roles
- can seek and use reliable and relevant information
- has basic knowledge in business and economics
- understands the meaning of organizing and coordinating in business
- understands the role of marketing and sales for business
- can analyze organizations and businesses from both internal and external perspectives.

Contents

- team and project work, time management
- office as a working environment and tools for the assistant's work
- information retrieval: why and how
- basics of business and economics
- Finnish and international business landscape and main sectors
- business objectives, resources and strategy
- main business functions, e.g. human resources, production, research and development, marketing and sales, logistics and finance
- international co-operation with another applied university
- customer behavior and segmentation
- sales work and customer relationships
- marketing mix
- basics of legal matters, company forms

Execution methods

- a) Contact hours and assignments
- b) Recognition of learning through competence demonstrations

Learning materials

- Teachers' material and instructions for assignments will be found on Moodle, additional materials found by students on MSTeams
- Griffin, R.W. & Pustay, M.W. 2010. International Business (Global edition)  
Pearson Education Limited OR
- Capon, C. 2009, 3th Ed. Understanding the Business Environment, Prentice Hall, Harlow, UK
- Haasio, A. 2009 Management Assistant's Guide to Information seeking (also E-book available)
- Kotler P. & Armstrong G. Principles of Marketing, 2008 or later edition

Starting level and linkage with other courses

No previous requirements

## Assessment criteria

### Assessment criteria - grade 1

The student has some knowledge how to seek, analyse and utilize information in business.

The student has some skills of analysing, reporting, project management and teamwork.

The student has moderate competencies in learning through participation, including teamwork and conducting assignments.

### Assessment criteria - grade 3

The student has a good knowledge how to seek, analyse and utilize information in business.

The student has good analysis, reporting, project management and teamwork skills.

The student has good competencies in learning through continuous participation, including teamwork and conducting assignments.

### Assessment criteria - grade 5

The student has an excellent knowledge how to seek, analyse and utilize information in business.

The student has excellent analysis, reporting, project management and teamwork skills.

The student has excellent competencies in learning through continuous, supportive and initiative participation, including teamwork and conducting assignments.

## **Business Planning, 5 cr - BUS2LE201**

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

The student knows how to develop digital business through design thinking:

- understanding and defining customer needs and behaviour
- innovation of digital services/products/businesses
- development of digital service concepts and business models

After the course the student knows how to use different electronic tools in co-operation with international teams and has skills how to manage virtual teamwork.

Contents

During the course students in multidisciplinary teams (partly virtual) will innovate, develop & design and present digital business, digital services, business concepts and models.

NOTE! In fall 2019 this Business Planning course is replaced with InnoChallenge course. It's an innovation course implemented together with Haaga-Helia and Thomas More University College in Belgium and OTH-Amberg-Weiden Germany.

Execution methods

LEARNING METHODS

- a. pre-assignment, workshops, assignments, presentation/pitching
- b. performance of an equivalent course elsewhere; the equivalence is assessed from the perspective of the learning objectives.

Learning materials

Zimmerer, Thomas W. - Scarborough, Norman M. 2002. Essentials of Entrepreneurship and Small Business Management.

Osterwalder and Pigneur, 2010. Business Model Generation: A handbook for visionaries, game changers, and challengers.

Other materials delivered through the course module in the Moodle.

Further information

Ulla Huovinen, Olli Laintila

Starting level and linkage with other courses

BUS1LE102 Business Processes

Assessment criteria

Assessment criteria - grade 1

The student:

- has limited competences in innovating and developing new digital services/products/businesses.
- has limited competences to use the basic development and design frameworks, models, methods and tools,

which are necessary in developing new services/products.

- has a moderate attitude towards learning through participation in teamwork and in conducting assignments.

Assessment criteria - grade 3

The student:

- has good entrepreneurial competences in innovating and developing digital services/products/businesses
- has good competences to use development and design frameworks, models, methods and tools, which are necessary in developing new services/products
- has a good attitude towards learning through participation in teamwork and in conducting assignments.

Assessment criteria - grade 5

The student:

- has excellent entrepreneurial competences in innovating and developing digital services/products/businesses
- has excellent competences to use development and design frameworks, models, methods and tools, which are necessary in developing new services/products
- has an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments.

## **Business Processes, 10 cr - BUS1LE202**

Course unit language

English

Upcoming implementations

- Business Processes BUS1LE202-3003 20.01.2020-22.05.2020 10 op (LE2A, ...) +

Contents

Main processes of organizations (e.g. product/service development process)

Supporting processes (e.g. HR and accounting)

Process interfaces

Bookkeeping and VAT

Closing of accounts and an analysis

Regulation of B2B and B2C businesses

Regulation of employment

Execution methods

Contact lessons, assignments, exam and the assessment of one's own learning.

Performance of an equivalent course elsewhere; the equivalence is assessed from the perspective of the learning objectives.

Recognition of prior learning (RPL) is granted based on separate instructions.

Learning materials

Business:

Polaine, Lovlie, Reason, 2013. Service Design: From Insight to Implementation. Rosenfeld Media, LLC.

Kotler&Keller, 2009. Marketing Management. 13th Edition, Pearson.

Osterwalder and Pigneur, 2010. Business Model Generation: A handbook for visionaries, game changers, and challengers.

Lecture material in the Moodle.

Accounting:

Rice, A. 2011. Accounts demystified. 6th Edition. Pearson. London.

Wood, F. & Robinson S. 2009. Book-keeping and accounts. 7th edition. Prentice Hall. London.

Tomperi, S.2011. Käytännön kirjanpito. Edita. Helsinki.

Law:

Surakka, A. 2012. Access to Finnish law. 2nd edition. SanomaPro. Helsinki. (Also available as an e-book.)

Further information

Assessment:

Exam 50 %

Assignments and activity 50 %

Starting level and linkage with other courses

No prerequisites.

Assessment criteria

#### Assessment criteria - grade 1

The student:

- has some understanding of company's main and supporting processes and how they are related to each other.
- has limited knowledge about the product/service, marketing and business development processes.
- has limited skills in applying the business process knowledge in practice.
- is aware of the most important business law rules.
- understands double-entry bookkeeping and is aware of the terminology used in cost and management accounting

#### Assessment criteria - grade 3

The student:

- has good understanding of company's main and supporting processes and how they are related to each other.
- has good knowledge about the product/service, marketing and business development processes.
- has good skills in applying the business process knowledge in practice.
- recognizes multiple areas of business law and is able to see its practical relevance.
- can perform accounting transactions with some accuracy and is familiar with the concepts of pricing, costing and profitability.

#### Assessment criteria - grade 5

The student:

- has an excellent understanding of company's main and supporting processes and how they are related to each other.
- has excellent knowledge about the product/service, marketing and business development processes.
- has excellent skills in applying the business process knowledge in practice.
- has a multifaceted view of business law, and is able to assess its relevance in assistant's work.
- can apply the notion of "a true and fair view" to accounting transactions and the preparation and analysis of accurate financial reports.



## Strategic Business Development, 5 cr - BUS2LE202

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Student

- knows the content and purpose of strategy
- understands the strategic business development approach
- can apply strategic business development tools for a project
- learns principles and practices of effective teamwork and project management

Contents

- Strategy and its foundations
- Strategy frameworks
- Strategic development
- Strategic competences
- Strategic management tools and methods

Execution methods

The learning outcomes can be achieved as follows:

- a. participation to the weekly lectures and workshops
- b. participation to the strategic business development project - either individually or as a team member
- c. writing of weekly learning diary (reflection of one's own learning)

Learning materials

Handout material given by the lecturers during the course, i.e. articles, white papers, case studies etc.

Minzberg H. - Ahlstrand B. - Lampel J, 1998. Strategy Safari. Prentice Hall.

W. Chan Kim - Renee Mauborgne. 2005. Blue Ocean Strategy.

Osterwalder and Pigneur, 2010. Business Model Generation: A handbook for visionaries, game changers, and challengers.

Starting level and linkage with other courses

No prerequisites.

Assessment criteria

Assessment criteria - grade 1

Grade 1:

The student:

- has limited knowledge about different strategy frameworks
- has limited understanding of strategic business development approach
- has limited skills in applying strategic business development tools for assignments
- has limited skills in teamwork and conducting assignments

Assessment criteria - grade 3

Grade 3:

The student:

- has good knowledge about different strategy frameworks
- has good understanding of strategic business development approach
- has good skills in applying strategic business development tools for assignments
- has good attitude and skills towards learning through participation in teamwork and conducting assignments

Assessment criteria - grade 5

Grade 5:

The student:

- has excellent knowledge about different strategy frameworks
- has excellent understanding of strategic business development approach
- has excellent skills in applying various business development tools for assignments
- has excellent attitude and skills towards learning through continuous, supportive and initiative participation in teamwork and conducting assignments

## ICT Applications for Business 1, 5 cr - TOO2LE201

Course unit language

English

Upcoming implementations

- ICT Applications for Business 1 TOO2LE201-3002 20.01.2020-22.05.2020 5 op (LE6AB, ...) +

Learning objectives

She/he understands the role of enterprise resource planning (ERP) and customer relationship management (CRM) software in an organization.

She/he has command of key ERP and CRM concepts and makes use of basic business processes (order-to-cash, procure-to-pay, manufacturing, sales)

She/he can depict business processes using MS Visio

She/he has good time management skills and completes assignments on time.

Contents

Depicting business processes with Microsoft Visio

Competing order-to-cash, procure-to-pay and manufacturing business processing with ERP software (Microsoft NAV)

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

Sales pipeline and sales process in CRM

Basic marketing features in CRM

Execution methods

Active course participation

Individual assignments

Exam

Learning materials

Available at course site/Moodle.

Further information

The course is offered only in spring semesters.

Starting level and linkage with other courses

Business Environment and the Assistant's Work, Office Applications 1 and 2, Business Processes

Assessment criteria

Assessment criteria - grade 1

She/he understands the role of enterprise resource planning (ERP) and customer relationship management (CRM) software in an organization.

She/he has command of some concepts but lacks full understanding of how the ERP and CRM applications work.

She/he can satisfactorily depict business processes using MS Visio but is not able to solve more demanding tasks independently.

She/he has challenges on working according to schedule

Assessment criteria - grade 3

She/he has command of key ERP and CRM concepts and makes use of basic functionalities with purpose.  
She/he has good time management skills and completes assignments on time.

Assessment criteria - grade 5

She/he has command of key ERP and CRM concepts, has a solid grasp of software functionalities and knows how to apply them in practice.

She/he has strong skills and can independently use the applications to find new solutions.

She/he has excellent time management and group working skills and completes assignments on time.

## ICT Applications for Business 2, 5 cr - TOO2LE202

Course unit language

English

Upcoming implementations

- ICT Applications for Business 2 TOO2LE202-3002 20.01.2020-22.05.2020 5 op (LS6A, ...) +

Learning objectives

She/he understands the role of social media in an organization.

She/he understands the importance of information management, (WordPress)

She/he has good command of concepts of using blogs and microblogs in organizational communications.

She/he can edit for example blog templates to meet the requirements of an organization.

She/he can edit pictures using picture editing program (for example Photoshop).

She/he can edit videos using video editing program (for example Adobe Premiere).

She/he can create and host webinar and save it to Youtube.

She/he has good time management skills and completes assignments on time.

Contents

Tools of social media.

Content management systems, (WordPress)

Blogs, Blogspot or equivalent

Picture editing, Photoshop

Video editing, Adobe Premiere

Hosting and recording webinar

Basics of project management

Execution methods

Contact lessons, assignments will be recorded,

Usage of Teams as a collaboration tool, remote participation is possible.

Individual and team assignments

RPL

Learning materials

Material and all guidance will be shared at Moodle and Teams.

Starting level and linkage with other courses

Good command in ICT and Office tools.

Assessment criteria

Assessment criteria - grade 1

Most of the assignments are done in acceptable level.

Assessment criteria - grade 3

Almost all of the assignments are done in good level.

Assessment criteria - grade 5

Almost all of the assignments are done in excellent level.

Evaluation criteria, approved/failed

40% of maximum points of assignments.

## Office Applications 1, 5 cr - TOO1LE201

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

After completing the course, student  
is competent to use collaboration software when working in project team  
is able to study efficiently in Haaga-Helia IT environment.  
knows key features to produce business documents efficiently.  
can produce documents following Finnish document standard.  
is able to create presentations using presentation graphics software.  
knows basics of spreadsheet software and is able to perform basic calculations with it.

Contents

Office 365 calendar, email, and profile

OneDrive file storage & file sharing

Using Teams in team collaboration

Haaga-Helia IT environment: Saving and sharing files

Access to Haaga-Helia IT environment using VDI-desktop

Moodle basic use

Microsoft Office Word:

Modify document settings including margins, tabs, headers, footers, fonts according to given specifications

Enrich the document content with images, SmartArt, tables and graphics.

Create reports with automatic table of contents

Finnish Document Standard :

Apply Finnish document standard in business letters

Microsoft Office PowerPoint:

Create and modify presentations using PowerPoint themes and slide layouts

Enrich the presentations with SmartArt, tables, and images

Use speaker notes

Print presentation slides, notes and handouts

Use slidemaster

Microsoft Office Excel

Create and modify Excel workbooks and worksheets

Data entry and formatting

Recover from most common errors: #DIV, #REF, #VALUE, #NAME, #####

Write formulas using absolute and relative references

Use basic functions: MIN, MAX, AVERAGE, SUM, IF

Calculate percentages

Create and modify graphs

Prepare Excel worksheets for printing

Execution methods

Contact lessons and weekly exercises  
Individual learning assignments  
Independent studies  
Assessment of one's own learning

Learning materials

Classroom materials and other materials informed and distributed by the teacher.

Further information

The course is offered only in autumn semesters.

Starting level and linkage with other courses

No prerequisites.

Assessment criteria

Assessment criteria - grade 1

Student can satisfactorily complete basic study related collaboration task in Haaga-Helia's ICT environment (Moodle, Office365, using network drives, remote access tools) but is not able to solve more demanding tasks independently.

Student has command of some concepts related to basic use of Microsoft Word, PowerPoint and Excel but lacks a full understanding of how the different Office applications work.

Student is aware of basic concepts of Finnish Document Standard.

Student shows poor time management skills

Assessment criteria - grade 3

Student can complete study related collaboration tasks in Haaga-Helia's ICT environment (Moodle, Office365, using network drives, remote access tools) relatively independently.

Student has command of key concepts of Microsoft Word, PowerPoint and Excel and makes use of basic functionalities with purpose.

Student is able to apply Finnish Document Standard when creating a business letter.

Student has good time management skills and completes assignments on time.

Assessment criteria - grade 5

Student can complete study related collaboration tasks in Haaga-Helia's ICT environment (Moodle, Office365, using network drives, remote access tools) independently.

Student has command of key concepts of Microsoft Word, PowerPoint and Excel, has a solid grasp of software functionalities and knows how to apply them in practice.

Student has strong skills and can independently use the applications to find new solutions.

Student is able to apply Finnish Document Standard when creating a business letter.

Student has good time management skills and completes assignments on time.



## Office Applications 2, 5 cr - TOO1LE202

Course unit language

English

Upcoming implementations

- Office Applications 2 TOO1LE202-3003 20.01.2020-22.05.2020 5 op (LE2A) +
- Office Applications 2 TOO1LE202-3004 20.01.2020-22.05.2020 5 op (LE2B) +

Learning objectives

After completing the course, student

can create SharePoint communication site in Office365 Online environment.

is competent on basic SharePoint site admin tasks: permissions, creating and modifying libraries and list, changing their settings (columns, permissions, views)

is able to modify the SharePoint site appearance with WebParts and pages

is able to automate the document set up by creating and using templates, themes, styles and building blocks

is able to save, upload, share files in SharePoint document libraries

is able to use Excel professionally in management account context

is able to use Travel management software (M2)

Contents

Microsoft Word: Use and creation of styles, themes, building blocks, and templates

SharePoint: Creation of SharePoint site in SharePoint online, using permissions, permissions inheritance, permission groups, different types of apps in SharePoint site: Libraries & Lists, Columns, metadata & properties and views in the context of lists and libraries, Editing SharePoint pages using Web parts & Quick launch

Microsoft Office Excel

IF-function, conditional formatting, consolidations, templates

percent calculations, management accounting basics, per diems, M2

Execution methods

Contact lessons and weekly assignments

Individual learning assignments

Independent studies

Exam

Assessment of one's own learning

Learning materials

Classroom materials and other materials informed and distributed by the teachers.

Further information

The course is offered only in spring semesters.

Starting level and linkage with other courses

Office Applications 1 (TOO1LE201), Business environment and assistant's work (BUS1LE201)

Assessment criteria

Assessment criteria - grade 1

Student can satisfactorily complete basic tasks with SharePoint site creation but is not able to solve more demanding tasks independently.

Student has command of some concepts related document set up automation of Microsoft Word but lacks a full understanding of how to be productive in document production.

Student can satisfactorily complete basic tasks related to percent calculations, basic management accounting and per diem calculations with Excel but needs assistance with more demanding tasks.

Student shows poor time management skills.

#### Assessment criteria - grade 3

Student has command of key concepts of SharePoint site creation, permission set up, is able to add and set up apps to store information in SharePoint site and modify the sites with professional looks.

Student can create new templates, building blocks, themes and styles to automate document set up in Microsoft Word and knows how to apply them in practice.

Student can independently complete basic tasks related to percent calculations, basic management accounting and per diem calculations with Excel.

Student has relatively good time management skills and completes most assignments on time.

#### Assessment criteria - grade 5

Student has strong skills and can independently use the applications to find new solutions.

Student can independently complete basic tasks related to percent calculations, basic management accounting and per diem calculations with Excel and knows how to apply them in practice.

Student has good time management skills and completes assignments on time.

**Communicating with Impact, 5 cr - COM2LE201**

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

## Effective Communication in Organisations, 5 cr - COM1LE101

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon completion of the course, the student is able to

Identify and describe the main concepts and areas of communication both at individual and organizational level

Understand communication as a field of study

Understand requirements and features of communication roles in organizations

Identify communication related opportunities and challenges in business context

Understand the impact of culture to communication

Identify and understand the various communication platforms and their optimal use

Modify spoken and written communication according to purpose and target audience

Assess communication at basic level

Contents

History of communication as a field of study

Various domains of communication: PR, corporate communication, internal communication, stakeholder communication, crisis communication and stakeholder communication

Intercultural communication

Interpersonal communication

Group dynamics

Communicating for impact

Register and formality – how to adjust communication style according to target audience

Tone of voice and fit for purpose communication styles

Execution methods

Project work

Team meetings & team work

Lectures on various topics on corporate communication

Learning materials

Material provided by teachers during lectures and those in Moodle. Links, white papers, presentations, videos and business papers.

Starting level and linkage with other courses

No prerequisites.

Assessment criteria

Assessment criteria - grade 1

Student understands and is able to describe the main concepts and processes of communication at both organizational and interpersonal level. He/she understands the impact of culture to communication and can identify different types of corporate documents.

Assessment criteria - grade 3

In addition to achieving the above mentioned competences and skills, the student understands the requirements and features of communication roles in organizations and can identify communication related opportunities and challenges in business context. He/she can assess and evaluate communication at basic level and apply theories of multicultural communication into business context. Contributes to group work actively and demonstrates commitment to the course responsibilities.

Assessment criteria - grade 5

In addition to achieving the above mentioned competences and skills, the student makes consistent and very active contribution to group work and demonstrates high level of activeness and motivation in completing tasks and assignments.

Evaluation criteria, approved/failed

See the above mentioned criteria.

## HR Management, 5 cr - LEA4LE201

Course unit language

English

Upcoming implementations

- HR Management LEA4LE201-3002 30.03.2020-22.05.2020 5 op (LS4A, ...) +

Contents

Change Management

Individuals and groups at work place

Job attitudes and engagement

Performance Management

Well-being at work

Execution methods

a. Lessons, workshops and course assignments

b. A practical project agreed with the teacher, and a written report reflecting with the course literature

Recognition of prior learning (RPL) is granted based on separate instructions.

Learning materials

Handout material

HRM literature:

Bratton J. & Gold J. 2012, 5th ed. (or older). Human resource management: theory and practice. Palgrave Mcmillan, New York.

Dessler, G. 2011. 6th ed. (or older). A framework for human resource management / Gary Dessler. Pearson Education, Upper Saddle River (NJ).

Robbins, S. P. & Judge, T. A. 2016, 13th ed., global ed. (or older). Essentials of organizational behavior. Pearson Education. Harlow.

Further information

Assessment components:

Participation and contribution to course assignments, presentations and work on lessons or

A practical project and a written report reflecting with the course literature

Starting level and linkage with other courses

No prerequisites.

Assessment criteria

Assessment criteria - grade 1

The student:

has sufficient knowledge of Organizational Behavior and HRM and is able to search and apply the knowledge in the course assignments.

is able to discuss and present topics on the field both virtually and in group situations.

is able to apply the course contents and use central references in reporting

### Assessment criteria - grade 3

The student:

has good knowledge of Organizational Behavior and HRM and is able to search and apply the knowledge in the course assignments in an appropriate way.

is able to discuss and present topics on the field well both virtually and in group situations.

is able to apply well the course contents and use relevant references in reporting.

### Assessment criteria - grade 5

The student:

has excellent knowledge of Organizational Behavior and HRM and is able to search and apply the knowledge in the course assignments critically and analytically.

is able to discuss and present topics on the field fluently and comprehensively virtually and in group situations.

is able to apply the course contents and use relevant references professionally in reporting.

## HRM Project, 5 cr - LEA4LE202

Course unit language

English

Upcoming implementations

- HRM Project LEA4LE202-3002 20.01.2020-22.05.2020 5 op (LS6A, ...) +

Contents

Running of a client project that can be e.g. development and implementation of a strategic plan related to HRM issues, planning of and carrying out HRM processes and teamwork development.

The course is implemented as a professionally managed project. The students work in project teams according to client brief and team assignments specified by the advisor in the beginning of the course. Supporting lectures and team meetings will be arranged throughout the course.

Execution methods

Meetings with project partners, team work with the assignments, presentations in group and for the commissioning party, reporting of the results.

Learning materials

Literature, data and other related materials to the project.

Starting level and linkage with other courses

No prerequisites.

Assessment criteria

Assessment criteria - grade 1

The student:

has some knowledge of HRM issues and is able to apply the knowledge in the work-based project.

can offer some solutions and/or development ideas for the target organisation.

is able to present the results of the project to the target organization.

is able to work in a project and in cooperation with the partners.

Assessment criteria - grade 3

The student:

has knowledge of HRM issues and is able to apply the knowledge in the work-based project.

is able to search and apply information in the project work.

can offer solutions and/or development ideas for the target organization based on the project objectives.

is able to present the results of the project and provide some grounds for the solutions and development ideas for the target organisation.

is able to work well in a project and in good cooperation with the partners.

Assessment criteria - grade 5

The student:

has excellent knowledge of HRM issues and is able to apply the knowledge in the work-based project.

is able to search and apply information critically and analytically in the project work.



can offer versatile and creative solutions and/or development ideas for the target organisation based on the project objectives.

is able to present fluently and comprehensively the results of the project and provide grounds for the solutions and development ideas for the target organisation in a consistent way.

is able to work professionally in a project and in excellent cooperation with the partners.

## **Creative Solutions in Marketing and Communications, 5 cr - MAR4LE202**

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon successful completion of the course, the student

- learns to apply marketing and communications knowledge into practice with a help of a client project or assignment which concentrates on creating innovative solutions for the commissioning party.
- learns to act and work professionally in a project team.
- understands the importance of customer understanding and orientation.

Contents

The course is implemented as a project. The students work in project teams according to client brief and team assignments specified by the instructors in the beginning of the course. Supporting lectures company visits and team meetings will be arranged throughout the course.

Execution methods

Project work

Team meetings & team work

Consultation sessions with the instructors and / or with the client

Supporting lectures if needed

Student having strong experience in marketing and corporate communications can possible replace the course by proving the required knowledge by writing a career story with supporting portfolio and presenting it to the instructor and students of the course. If a student would like to proceed according to the RPL process s(he) should contact the instructor of the course during the pre-enrolment week or latest when attending the first lecture.

Learning materials

Confirmed in the beginning of the project.

Further information

Heta-Liisa Malkavaara, Pasila

Mia-Maria Salmi, Pasila

Starting level and linkage with other courses

The student has successfully completed the Basic Studies (Business Environment & Business Processes / Liiketoimintaympäristö tutuksi & Yrityksen prosessit and Työelämän tuloksellinen viestintä / Effective Communication in Organisations, Viestinnällä vaikuttaminen / Communicating with Impact).

Assessment criteria

Assessment criteria - grade 1

Student can apply some marketing and communications knowledge into practice.

Student can only partly work professionally in a project team.

Student can only partly understand the task and customer expectations.

Student can collect and share relevant materials and participate on group discussions.  
Student is able to present the results of the project to the target organization.

Assessment criteria - grade 3

Student can apply marketing and communications knowledge into practice.  
Student can work professionally in a project team.  
Student understands the task and customer expectations.  
Student can collect and share relevant materials and participate on group discussions.  
Student is able to present the results of the project and provide some grounds for the solutions and development ideas for the target organisation

Assessment criteria - grade 5

Student can apply very well marketing and communications knowledge into practice.  
Student works professionally and actively in a project team.  
Student can internalize the task and meet customer expectations.  
Student can collect and share relevant materials and participate on group discussions.  
Student is able to present fluently and comprehensively the results of the project and provide grounds for the solutions and development ideas for the target organisation in a consistent way.

Evaluation criteria, approved/failed

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

# Marketing and Networks, 5 cr - MAR4LE201

Course unit language

English

Upcoming implementations

- Marketing and Networks MAR4LE201-3002 30.03.2020-22.05.2020 5 op (LS4A, ...) +

Learning objectives

Upon successful completion of the course, the student

- knows the stages of planning marketing communications campaign
- knows how to assist the marketing management in the planning and implementation of integrated and digital marketing communication activities.
- knows the modern marketing communications methods and channels.
- understands the importance of integration of marketing, communications and sales.
- knows how to collaborate with different stakeholders within marketing communications e.g. with advertising, media and PR agencies.
- knows how to identify problems, search information and share knowledge.
- can act and discuss professionally in a team

Contents

- planning and implementation of marketing communications activities
- integration of marketing, communications and sales
- outsourcing marketing & cooperation with agencies
- modern marketing communications methods

Execution methods

Problem Based Learning: tutorials and self-study

Team work and consultations

The course can be replaced by taking a similar (content and scope) course in Haaga-Helia or other university.

Student having strong experience in planning and implementation of marketing communications activities and working with different stakeholders can possibly replace the course by proving the required knowledge by writing a career story with supporting portfolio and presenting it to the instructor and students of the course. If a student would like to proceed according to the RPL process s(he) should contact the instructor of the course during the pre-enrolment week or latest when attending the first lecture.

Learning materials

Moodle materials

Moriarty, Mitchell & Wells 2012, Advertising & IMC, principles and practice

Clow, K. & Baack, D. 2009. Integrated Advertising, Promotion and Marketing Communications. 4th ed.

Pearson/Prentice Hall.

Fill C. 2009. Marketing Communications, Interactivity, Communities and Content

Pelsmacker P, Geuens M & Van den Bergh J 2013. Marketing Communications, A European Perspective

Further information

Mia-Maria Salmi, Pasila

## Starting level and linkage with other courses

The student has successfully completed the Basic Studies (Business Environment and Business Processes / Liiketoimintaympäristö tutuksi & Yrityksen prosessit).

### Assessment criteria

#### Assessment criteria - grade 1

- Student can partly understand the marketing planning process.
- Student can somehow understand the importance of integration of marketing, communications and sales.
- Student can only partly identify different stakeholders in marketing communications industry,

#### Assessment criteria - grade 3

- Student knows the marketing planning process and the modern marketing - communications methods.
- Student understands the importance of integration of marketing, communications and sales.
- Student knows some stakeholders in marketing communications industry and understands how to collaborate with them.

#### Assessment criteria - grade 5

- Student knows very well the marketing planning process and the modern marketing communications methods.
- Student internalized the importance of integration of marketing, communications and sales.
- Student can identify the different stakeholders in marketing communications industry and fully understands how to collaborate with them.

### Evaluation criteria, approved/failed

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

## Events Management, 5 cr - SER4LE202

Course unit language

English

Upcoming implementations

- Events Management SER4LE202-3002 20.01.2020-22.05.2020 5 op (LS6A, ...) +

Learning objectives

Upon completion of the course, the student

- is able to identify the characteristics of a successful and well-functioning event
- understands the meaning and purpose of event management
- understands the theory related to event management and how to apply it in practice
- is familiar with the planning and implementation processes of event management, and is able to operate with different stakeholders in a customer-oriented manner
- understands various factors, agents and roles related to event management within practical and theoretical framework
- is able to design, implement and evaluate a successful event
- is aware of risks related to event planning and its implementation
- learns to act and work professionally in a project team

Contents

- the course is implemented as a project (3 credits). The students work in project teams or individually according to client brief and team assignments specified by the teacher in the beginning of the course. Supporting lectures also from event industry and team meetings will be arranged throughout the course.
- second part (2 credits) will consist of theory

Execution methods

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

Learning materials

Matthews, Doug 2008. Special Event Production. The Process. Butterworth-Heinemann  
Bowdin, Allen, O'Toole, Harris & McDonnell, 2006: Events Management. Elsevier, GB  
Fenich. Meetings, Expositions, Events and Conventions. Third Edition.

Further information

Assessment:

Event and report: 50%

Attendance to mandatory lectures 50%

Each absence from mandatory lectures lowers the grade by one.

Starting level and linkage with other courses

- Level: Professional studies
- Type: Elective

Assessment criteria

#### Assessment criteria - grade 1

Student has some knowledge of the theory related to the work-based project and can apply some event management knowledge into practice.

Student can only partly work professionally in a project team.

Student can only partly understand the task and customer expectations.

#### Assessment criteria - grade 3

Student has knowledge of the theory related to the work-based project and is able to apply the knowledge cooperation to the practical tasks and can apply event management knowledge into practice.

Student can work professionally in a project team and in good cooperation with the partners

Student understands the task and customer expectations.

Student is able to provide some grounds for the solutions and development ideas for the target organization

Student is able to search and apply information to the project work

#### Assessment criteria - grade 5

Student has excellent knowledge of the theory related to the work-based project and is able to apply the knowledge cooperation to the practical tasks.

Student works professionally and actively in a project team and in excellent cooperation with the partners.

Student can internalize the task and meet customer expectations.

Student is able to provide grounds for the solutions and development ideas for the target organization in a consistent way.

Student is able to search and apply information critically and analytically to the project work.

## International Conferences and Congresses, 5 cr - SER4LE201

Course unit language

English

Upcoming implementations

- International Conferences and Congresses SER4LE201-3002 30.03.2020-22.05.2020 5 op (LS4A, ...) +

Learning objectives

Upon completion of the course, the student

- has an understanding of the impact of a conference or congress on the destination and the industry
- identifies the various types and elements of an international conference and congress
- can perform basic duties as part of a congress organizing team in the planning process
- can compare and benefit from the partners and service providers in the network
- identifies the global business trends in the conference and congress industry

Contents

- the development and significance of the conference and congress industry
- concepts, terminology and various types of conferences and congresses
- the elements and process of conference and congress planning and organizing
- cooperation with the various partners and the service network
- global business trends

Execution methods

Learning methods and hours

Contact hours and assignments 54 hours

Group-work 81 hours

Recognising and validating prior learning (RPL)

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

Learning materials

Learning materials.

Fenich. Meetings, Expositions, Events and Conventions. Third Edition.

Material stated in Moodle.

Starting level and linkage with other courses

Course level: Professional Studies

Course type: Elective Professional Study

Assessment criteria

Assessment criteria - grade 1

The student:

- has some knowledge of the impact of a conference or congress on the destination and the industry



- can name some types and elements of an international conference and congress
- can apply some basic skills and duties, under supervision, as part of a congress organizing team in the planning process
- can list partners and service providers in the network
- able to repeat some global business trends in the conference and congress industry

Assessment criteria - grade 3

The student:

- has knowledge and can explain the impact of a conference or congress on the destination and the industry
- can identify and discuss the main types and elements of an international conference and congress
- can apply some basic skills and duties, as part of a congress organizing team in the planning process
- able to differentiate and compare partners and service providers in the network
- able to search for, and provide examples global business trends in the conference and congress industry

Assessment criteria - grade 5

The student:

- has excellent knowledge and can critically analyze the impact of a conference or congress on the destination and the industry
- can identify, describe and apply the various types and elements of an international conference and congress, and has abilities to design an organization team
- can independently and professionally perform basic duties as part of a congress organizing team in the planning process
- can compare and benefit from the partners and service providers in the network
- can critically analyze and provide suggestions of how to apply some global business trends in the conference and congress industry

## **Building Communication Competence and Confidence, 5 op - COM4LE201**

Opintojakson kieli

-

Tulevat toteutukset

- Building Communication Competence and Confidence COM4LE201-3002 30.03.2020-22.05.2020 5 op (LS4C1, ...) +

## **Creative Solutions in Marketing and Communications, 5 cr - COM4LE202**

Course unit language

English

Upcoming implementations

- Creative Solutions in Marketing and Communications COM4LE202-3002 20.01.2020-22.05.2020 5 op (LS6A, ...) +

Learning objectives

Upon successful completion of the course, the student

- learns to apply marketing and communications knowledge into practice with a help of a client project or assignment which concentrates on creating innovative solutions for the commissioning party.
- learns to act and work professionally in a project team.
- understands the importance of customer understanding and orientation.

Contents

The course is implemented as a project. The students work in project teams according to client brief and team assignments specified by the instructors in the beginning of the course. Supporting lectures company visits and team meetings will be arranged throughout the course.

Execution methods

Project work

Team meetings & team work

Consultation sessions with the instructors and / or with the client

Supporting lectures if needed

Student having strong experience in marketing and corporate communications can possible replace the course by proving the required knowledge by writing a career story with supporting portfolio and presenting it to the instructor and students of the course. If a student would like to proceed according to the RPL process s(he) should contact the instructor of the course during the pre-enrolment week or latest when attending the first lecture.

Learning materials

Confirmed in the beginning of the project.

Further information

Heta-Liisa Malkavaara, Pasila

Mia-Maria Salmi, Pasila

Starting level and linkage with other courses

The student has successfully completed the Basic Studies (Business Environment & Business Processes / Liiketoimintaympäristö tutuksi & Yrityksen prosessit and Työelämän tuloksellinen viestintä / Effective Communication in Organisations, Viestinnällä vaikuttaminen / Communicating with Impact).

Assessment criteria

Assessment criteria - grade 1

Student can apply some marketing and communications knowledge into practice.

Student can only partly work professionally in a project team.

Student can only partly understand the task and customer expectations.  
Student can collect and share relevant materials and participate on group discussions.  
Student is able to present the results of the project to the target organization.

#### Assessment criteria - grade 3

Student can apply marketing and communications knowledge into practice.  
Student can work professionally in a project team.  
Student understands the task and customer expectations.  
Student can collect and share relevant materials and participate on group discussions.  
Student is able to present the results of the project and provide some grounds for the solutions and development ideas for the target organisation

#### Assessment criteria - grade 5

Student can apply very well marketing and communications knowledge into practice.  
Student works professionally and actively in a project team.  
Student can internalize the task and meet customer expectations.  
Student can collect and share relevant materials and participate on group discussions.  
Student is able to present fluently and comprehensively the results of the project and provide grounds for the solutions and development ideas for the target organisation in a consistent way.

Evaluation criteria, approved/failed

Passed courses are assessed on a scale of 1 to 5

## **Work Placement, 30 cr - PLA6LE201**

Course unit language

English

Upcoming implementations

- Work Placement PLA6LE201-3004 01.01.2020-15.05.2020 30 op (LE5AB) +

Learning objectives

Upon successful completion of the course, the student

- understands the job of a management assistant
- can transfer theoretical knowledge into practice
- understands how companies operate in practice
- knows how to make use of the information available to him/her
- has adopted a professional identity of an assistant

Assessment components:

Students are assessed on the basis of their work placement report, which has to be returned to the advisor with a copy of their testimonial attached. In the report, students place special emphasis on evaluating their own learning process and the skills they have acquired during their studies and work placement.

Pass/fail, no grade is given.

Contents

Students take on tasks of the management assistant in a company or other organisation. This provides students with an opportunity to use and further develop their skills in areas including multicultural communication, information technology as well as in business and administration.

Work placement covers 100 days of work in a company or organisation in Finland or abroad. The aim is that students take on a broad range of tasks relating to the management assistants profession. During the semester, the students will meet a few evenings with their thesis counselors and spend one full day at school within the frame of a mid-term seminar. In addition, during this time students should seek a commission for their thesis and get approval for their thesis topic and plan in one of the areas below:

- Entrepreneurship
- Leadership and HR (LEA4LE201)
- Meeting Industry (SER4LE201)
- Marketing, Sales and Services (MAR4LE201)
- Organisational Communication (COM4LE201)

Execution methods

A student can also demonstrate his or her equivalent work experience by providing job testimonial. In that case, the student must contact the advisor.

Starting level and linkage with other courses

Required previous studies are:

Finnish students:

- Business Environment (BUS1LE201)
- Office Applications 1 (TOO1LE201)
- Effective Communication in Organisations (COM1LE101)

- Basic Business Swedish (SWE4LE201A/-B)
- Business Processes (BUS1LE202)
- Professional Writing Skills (ENG1LE201)
- Office Applications 2 (TOO1LE202)
- Finnish Business Communication 1 (FIN1LE201)
- Assistant as Service Designer (SER2LE201)
- Business Planning (BUS2LE201)
- Communicating with Impact (COM2LE201)
- Finnish Business Communication 2 (FIN2LE201)
- ICT Applications for Business 1 (TOO2LE201)
- Successful Event (SER2LE202)
- International Business Documents (ENG2LE201)
- Compulsory studies in two optional languages

Foreign students:

- Business Environment (BUS1LE201)
- Office Applications 1 (TOO1LE201)
- Effective Communication in Organisations (COM1LE101)
- Finnish for Beginners 1 (FIN1LE203)
- Business Processes (BUS1LE202)
- Professional Writing Skills (ENG1LE201)
- Office Applications 2 (TOO1LE202)
- Finnish for Beginners 2 (FIN1LE204)
- Assistant as Service Designer (SER2LE201)
- Business Planning (BUS2LE201)
- Communicating with Impact (COM2LE201)
- Finnish for Work 1 (FIN2LE202)
- ICT Applications for Business 1 (TOO2LE201)
- Successful Event (SER2LE202)
- International Business Documents (ENG2LE201)
- Finnish for Work 2 (FIN2LE203)
- Compulsory studies in one optional language

Assessment criteria

Evaluation criteria, approved/failed

Students are assessed on the basis of their work placement report, which has to be returned to the advisor with a copy of their testimonial attached. In the report, students place special emphasis on evaluating their own learning process and the skills they have acquired during their studies and work placement.

Pass/fail, no grade is given.

## **Thesis, Entrepreneurship, 0 cr - THE7LE101**

Course unit language

English

Upcoming implementations

- Thesis, Entrepreneurship THE7LE101-3004 20.01.2020-22.05.2020 (LE6B, ...) +

Learning objectives

The student gains practice in independent work and working with company staff and other partners in development projects. The student also gains practice in handling big projects and communicating his/her matter with clarity.

Upon successful completion of the thesis, the student

- is able to identify possible development targets in companies and other organisations.
- knows how to find information on a given topic, and categorise and analyse it.
- knows how to order and read research studies, and news relating to them.
- is able to meet set deadlines and negotiate changes if needed.
- has a command of project work.
- knows how to write a clear report on his or her results, adhering to document standards.

Contents

Choice of thesis topic in 5th semester

Thesis and Methods information package and test in Moodle

Preparation of thesis plan in the end of 5th semester or during the first period of the 6th semester

Thesis report and publication in the end of the 6th semester

Participation in group counselling and presentations with the thesis supervisor as agreed

Maturity examination

Execution methods

Individual counselling

Working papers

Seminars/group counselling

Individual work

Thesis and Methods test in Moodle

Learning materials

Thesis instructions in MyNet

Student agrees on the thesis topic and methodology literature with his or her thesis supervisor

Further information

Olli Laintila, Pasila

Starting level and linkage with other courses

The thesis process starts on 5th semester during the work placement by searching a suitable topic. The student studies Thesis and Methods information package in Moodle according to instructions given by Thesis advisor.

Assessment criteria

Evaluation criteria, approved/failed

The thesis is graded on the scale 1-5. The thesis is assessed by the primary thesis supervisor and another examiner. The Haaga-Helia evaluation criteria are published in MyNet.

The maturity examination is assessed with regards to both content and language as pass/fail.



## **Thesis, HR and Leadership, 0 cr - THE7LE102**

Course unit language

English

Upcoming implementations

- Thesis, HR and Leadership THE7LE102-3003 20.01.2020-22.05.2020 (LE6B, ...) +

Learning objectives

The student gains practice in independent work and working with company staff and other partners in development projects.

The student also gains practice in handling big projects and communicating his/her matter with clarity.

Upon successful completion of the thesis, the student

- is able to identify possible development targets in companies and other organisations.
- knows how to find information on a given topic, and categorise and analyse it.
- knows how to order and read research studies, and news relating to them.
- is able to meet set deadlines and negotiate changes if needed.
- has a command of project work.
- knows how to write a clear report on his or her results, adhering to document standards.

Contents

Choice of thesis topic in 5th semester

Thesis and Methods information package and test in Moodle

Preparation of thesis plan in the end of 5th semester or during the first period of the 6th semester

Thesis report and publication in the end of the 6th semester

Participation in group counselling and presentations with the thesis supervisor as agreed

Maturity examination

Execution methods

Individual counselling

Working papers

Seminars/group counselling

Individual work

Thesis and Methods test in Moodle

Learning materials

Thesis instructions in MyNet

Student agrees on the thesis topic and methodology literature with his or her thesis supervisor.

Further information

Olli Laintila, Pasila

Starting level and linkage with other courses

The thesis process starts on 5th semester during the work placement by searching a suitable topic. The student studies Thesis and Methods information package in Moodle according to instructions given by Thesis advisor.

Assessment criteria

Evaluation criteria, approved/failed

The thesis is graded on the scale 1-5. The thesis is assessed by the primary thesis supervisor and another examiner. The Haaga-Helia evaluation criteria are published in MyNet.

The maturity examination is assessed with regards to both content and language as pass/fail.

## **Thesis, Marketing, Sales and Service, 0 cr - THE7LE104**

Course unit language

English

Upcoming implementations

- Thesis, Marketing, Sales and Service THE7LE104-3004 20.01.2020-22.05.2020 (LE6A, ...) +

Learning objectives

The student gains practice in independent work and working with company staff and other partners in development projects.

The student also gains practice in handling big projects and communicating his/her matter with clarity.

Upon successful completion of the thesis, the student

- is able to identify possible development targets in companies and other organisations.
- knows how to find information on a given topic, and categorise and analyse it.
- knows how to order and read research studies, and news relating to them.
- is able to meet set deadlines and negotiate changes if needed.
- has a command of project work.
- knows how to write a clear report on his or her results, adhering to document standards.

Contents

Choice of thesis topic in 5th semester

Thesis and Methods information package and test in Moodle

Preparation of thesis plan in the end of 5th semester or during the first period of the 6th semester

Thesis report and publication in the end of the 6th semester

Participation in group counselling and presentations with the thesis supervisor as agreed

Maturity examination

Execution methods

Individual counselling

Working papers

Seminars/group counselling

Individual work

Thesis and Methods test in Moodle

Learning materials

Thesis instructions in MyNet

Student agrees on the thesis topic and methodology literature with his or her thesis supervisor.

Further information

Olli Laintila, Pasila

Starting level and linkage with other courses

The thesis process starts on 5th semester during the work placement by searching a suitable topic. The student studies Thesis and Methods information package in Moodle according to instructions given by Thesis advisor.

Assessment criteria

Evaluation criteria, approved/failed

The thesis is graded on the scale 1-5. The thesis is assessed by the primary thesis supervisor and another examiner. The Haaga-Helia evaluation criteria are published in MyNet.

The maturity examination is assessed with regards to both content and language as pass/fail.

## **Thesis, Meetings Industry, 0 cr - THE7LE103**

Course unit language

English

Upcoming implementations

- Thesis, Meetings Industry THE7LE103-3004 20.01.2020-22.05.2020 (LE6B, ...) +

Learning objectives

The student gains practice in independent work and working with company staff and other partners in development projects.

The student also gains practice in handling big projects and communicating his/her matter with clarity.

Upon successful completion of the thesis, the student

- is able to identify possible development targets in companies and other organisations.
- knows how to find information on a given topic, and categorise and analyse it.
- knows how to order and read research studies, and news relating to them.
- is able to meet set deadlines and negotiate changes if needed.
- has a command of project work.
- knows how to write a clear report on his or her results, adhering to document standards.

Contents

Choice of thesis topic in 5th semester

Thesis and Methods information package and test in Moodle

Preparation of thesis plan in the end of 5th semester or during the first period of the 6th semester

Thesis report and publication in the end of the 6th semester

Participation in group counselling and presentations with the thesis supervisor as agreed

Maturity examination

Execution methods

Individual counselling

Working papers

Seminars/group counselling

Individual work

Thesis and Methods test in Moodle

Learning materials

Thesis instructions in MyNet

Student agrees on the thesis topic and methodology literature with his or her thesis supervisor.

Further information

Eeva Särkilahti, Pasila

Starting level and linkage with other courses

The thesis process starts on 5th semester during the work placement by searching a suitable topic. The student studies Thesis and Methods information package in Moodle according to instructions given by Thesis advisor.

Assessment criteria

Evaluation criteria, approved/failed

The thesis is graded on the scale 1-5. The thesis is assessed by the primary thesis supervisor and another examiner. The Haaga-Helia evaluation criteria are published in MyNet.

The maturity examination is assessed with regards to both content and language as pass/fail.

## **Thesis, Organisational Communication, 0 cr - THE7LE105**

Course unit language

English

Upcoming implementations

- Thesis, Organisational Communication THE7LE105-3003 20.01.2020-22.05.2020 (LE6B, ...) +

Learning objectives

The student gains practice in independent work and working with company staff and other partners in development projects.

The student also gains practice in handling big projects and communicating his/her matter with clarity.

Upon successful completion of the thesis, the student

- is able to identify possible development targets in companies and other organisations.
- knows how to find information on a given topic, and categorise and analyse it.
- knows how to order and read research studies, and news relating to them.
- is able to meet set deadlines and negotiate changes if needed.
- has a command of project work.
- knows how to write a clear report on his or her results, adhering to document standards.

Contents

Choice of thesis topic in 5th semester

Thesis and Methods information package and test in Moodle

Preparation of thesis plan in the end of 5th semester or during the first period of the 6th semester

Thesis report and publication in the end of the 6th semester

Participation in group counselling and presentations with the thesis supervisor as agreed

Maturity examination

Execution methods

Individual counselling

Working papers

Seminars/group counselling

Individual work

Thesis and Methods test in Moodle

Learning materials

Thesis instructions in MyNet

Student agrees on the thesis topic and methodology literature with his or her thesis supervisor.

Further information

Mirka Sunimento, Pasila

Starting level and linkage with other courses

The thesis process starts on 5th semester during the work placement by searching a suitable topic. The student studies Thesis and Methods information package in Moodle according to instructions given by Thesis advisor.

Assessment criteria

Evaluation criteria, approved/failed

The thesis is graded on the scale 1-5. The thesis is assessed by the primary thesis supervisor and another examiner. The Haaga-Helia evaluation criteria are published in MyNet.

The maturity examination is assessed with regards to both content and language as pass/fail.