

# Business Environment and the Assistant's Work

- Code: BUS1LE101
- Extent: 10 ECTS
- Semester: 1st \*
- Language: English
- Level: core studies
- Type: compulsory

\*The course is offered only in autumn semesters.

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

Upon completion of the course, the 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 its duties in different roles.
- can find and use reliable and relevant information.
- has basic knowledge in business and economics.
- knows the meaning of organizing and resource planning for different businesses.
- knows the meaning of marketing and sales for different businesses.
- is able to analyze different businesses and organizations.
- can analyze organizations and businesses both internally and externally.

## Course 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 global business landscape, main sectors, business objectives and resources
- 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
- business environment
- basics of legal matters, company forms

## Co-operation with the business community

The course includes practical projects, during which students acquire, analyze, document information relating to real companies and organizations and write report on this. There will be also presentations of student teams, visits to companies, guest lectures by company representatives and cooperation with an alumni assistant.

## Teaching and learning methods

Contact hours 80 h  
Self-study 194 h  
The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

A competence demonstration is organized before the start of semester.

## Teachers responsible

Nina Aunula, Pasila  
Olli Laintila, Pasila  
Sampo Mielityinen, Pasila  
Karl Robbins, Pasila  
Päivi Williams, Pasila

Each part of the course has one or several teachers, who make up the student counselling team.

## Course materials

Introduction to Business English:  
The material and other reference material to be informed later.

Introduction to Business Administration:  
Griffin, R.W. & Ebert, R. J. 2003. Business. Eighth edition. New Jersey: Prentice Hall.  
Haasio, A. 2009 Management Assistant's Guide to Information seeking.  
Classroom materials and other materials informed and distributed by the teachers.

## Assessment criteria

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

5 excellent	3 good	1 satisfactory
The student has an excellent knowledge how to seek, analyse and utilize information.	The student has a good knowledge how to seek, analyse and utilize information	The student has a below average knowledge how to seek, analyse and utilize information
The student has excellent analysis, reporting, project management and teamwork skills.	The student has good analysis, reporting, project management and teamwork skills.	The student has below average analysis, reporting, project management and teamwork skills.
The student has an excellent attitude towards learning through continuous, supportive and initiative participation, including teamwork and conducting assignments.	The student has a good attitude towards learning through continuous participation, including teamwork and conducting assignments.	The student has a below average attitude towards learning through participation, including teamwork and conducting assignments.

## Assessment components and their respective weights

Marketing and business administration, Olli Laintila: Exam 50 % and participation 50 %

Information retrieval, Päivi Williams: Assignments and participation 100 %

Assistant's work, Nina Aunula: Assignments and participation 100 %

Law, Sampo Mielityinen: Assignments and participation 100 %

English, Karl Robbins: Assignments and participation 100 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Effective Communication in Organisations

- Code: COM1LE101
- Extent: 5 ECTS (130h)
- Language: English
- Level: Core studies
- Type: Compulsory

## Starting level and linkage with other courses

No prerequisites

## Learning outcomes

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

## Course 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

## Cooperation with the business community

Possible projects and/or guest lecturers from different companies. Case studies from real life.

## International dimension

Group work on intercultural communication. Possible guest lecturers from international companies, international project/student teams, international learning materials.

## Teaching and learning methods

Depending on the implementation: group work, lectures, independent work and visits.

The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

## Teachers responsible

Ipo Päiväläinen, Pasila  
Mirka Sunimento, Pasila

## Course materials

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

## Assessment criteria

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

Components	1 (50%)	3 (70 %)	5 (90 %)
<b>Knowledge</b>	The student has a satisfactory knowledge of theories of communication and its practical applications.	The student has a good knowledge of theories of communication and its practical applications.	The student has an excellent knowledge of theories of communication and its practical applications.
<b>Skills</b>	The student has satisfactory skills in and attitude towards collaborative learning and working in teams. The student has satisfactory skills for reporting and making presentations.	The student has good skills in and attitude towards collaborative learning and working in teams.	The student has excellent skills for reporting and making presentations. The student has excellent skills in and attitude towards collaborative learning and working in teams.
<b>Competence</b>	The student has satisfactory competence in applying the theories of communication into practice.	The student has good competence in applying the theories of communication into practice	The student has excellence competence in applying the theories of communication into practice

## Assessment components and their respective weights

Participation and activity in class 20%

Group Assignment 80 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Professional Writing Skills

- Code: ENG1LE101
- Extent: 6 ECTS
- Timing: 2<sup>nd</sup> semester
- Language: English
- Level: core studies
- Type: compulsory

## Starting level and linkage with other courses

Effective Communication in Organisations COM1LE101, Office Applications TOO1LE101

## Learning outcomes

Upon completion of the course, the student will be able to

- produce professional written communications in the proper structure and style in the corporate setting
- produce various documents needed in the field of corporate communications
- be aware of and identify special features in Anglo-Saxon/international communication practices
- automate document production with custom document templates, building blocks, and styles
- use Word features to automate collaborative writing and review cycles
- prepare documents for external audience

## Course contents

- HR communications
- job application process and CV compilation
- press releases
- business travels, accommodation, appointments, hospitality messages
- goodwill messages
- Word template creation
- review features: track changes, comments
- spelling, grammar and translation tools
- document properties

## International dimension

Contributions of student teams to the various topics of international business writing and communications

## Teaching and learning methods

Lectures and workshops

Independent study and teamwork

The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

## Teacher(s) responsible

## Course materials

Taylor Shirley, 2004 / 2012. Model Business Letters, E-mails and Other Business Documents. Financial Times, Pitman Publishing.

Assignment package 'Effective Business Writing Handout' provided by the teacher.

Other material provided by the teachers.

## Assessment

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

### 5 excellent

The student:

- can produce highly polished written documents in English according to the principles and practices of international business communication at an advanced level.
- The written documents written by the student meet the requirements of professional business English (eg idioms, grammatical perfection, style, elements of a business letter and layout) at an excellent level.
- demonstrates an excellent knowledge of business vocabulary.
- has a command of key concepts, has a solid grasp of software functionalities and knows how to apply them in practice.
- has strong skills and can independently use the applications to find new solutions.
- has an excellent attitude towards learning through continuous, supportive and initiative participation, including teamwork and conducting assignments.

### 3 good

The student:

- can produce well-functional written documents in English according to the principles and practices of international business communication.
- has a good understanding of the requirements of professional business English (eg correct idioms, grammar, style, elements of a business letter and layout).
- demonstrates a good knowledge of business vocabulary.
- has a command of key concepts and makes use of basic functionalities with purpose
- has a good attitude towards learning through continuous participation, including teamwork and conducting assignments

### 1 satisfactory

The student:

- is able to produce basic messages in the international professional setting.
- has a satisfactory understanding of the requirements of professional business writing (eg correct idioms, grammar, style, elements of a business letter and layout).
- demonstrates a basic knowledge of business vocabulary.
- has a command of some concepts but lacks a full understanding of how the applications work.
- can satisfactorily complete basic tasks but is not able to solve more demanding tasks independently.
- has a below average attitude towards learning through participation, including teamwork and conducting assignments

## **Assessment components and their respective weights**

English, Ilpo Päiväläinen: Assignments and exam 100%

ICT, Heli Lankinen: Assignments and participation 100%

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# Finnish Language Proficiency

- Code: FIN1LE101
- Extent: 3 cr (81 h)
- Timing: 1st semester\*
- Language: Finnish
- Level: core studies
- Type: compulsory\*\*

\*the course is offered only in autumn semesters

\*\*required of *native Finnish students* in the Mubba programme

## Starting level and linkage with other courses

Native Finnish speaker or equivalent skills (min. B2) in Finnish. The course is an independent course but it is recommended to finish this course before taking the other native Finnish courses in the DP.

## Learning outcomes

Upon completion of the course, the student is able to

- use Finnish in a proficient manner; to produce clear, comprehensible texts
- recognise and describe the features of the Finnish language

## Course contents

- main focus: correct usage of standard Finnish
- aspects of the Finnish language that will help students in issues of usage and in learning foreign languages
- nature and distinctive features of the Finnish language
- basics of grammar

## Cooperation with the business community

Possible guest lecturers from different companies.

## International dimension

Possible guest lecturers from international companies.

## Teaching and learning methods

Workshops and lectures, including exams 32 h

Independent study and teamwork 48 h

The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

The student displays with the competence demonstration that s/he manages the course objectives and contents mentioned in the course description. It is possible to participate in the competence demonstration

only once, and it must be agreed upon with the teacher in advance. The competence demonstration is assessed on the scale from 1 to 5.

## Teacher(s) responsible

Sanna Kukkonen, Pasila

## Course materials

Harmanen, M., Kaipainen, S. & Murto, M. 2009. Uusi apulainen. Kieliopas. Laatusana. Helsinki.

Other course material provided by the teacher.

## Assessment criteria

The course is evaluated on scale 1 to 5.

### 5 excellent

The student:

- understands the importance of the aspects and basics of Finnish grammar very well.
- has a very good knowledge of the nature and distinctive features of the Finnish language.
- has excellent skills in producing standard Finnish, focusing on correct usage.
- masters the proper ways that a professional works and follows deadlines.
- knows how to use instructions independently and apply her/his skills.
- knows how to benefit from feedback and learn from mistakes.

### 3 good

The student:

- understands the importance of the aspects and basics of Finnish grammar.
- has a good knowledge of the nature and distinctive features of the Finnish language.
- is able to produce standard Finnish, focusing on correct usage.
- masters the proper ways that a professional works and follows deadlines.
- knows how to use instructions independently and apply her/his skills.
- knows how to benefit from feedback and learn from mistakes.

### 1 satisfactory

The student:

- understands the importance of the aspects and basics of Finnish grammar.
- has a basic knowledge of the nature and distinctive features of the Finnish language.
- is able to produce standard Finnish, trying to focus on correct usage.
- follows deadlines and instructions and participates in work.
- knows how to follow instructions given to her/him.

## Assessment components and their respective weights

Examination 70 %: grammar pass/fail, and language proficiency on scale 1 - 5

Team assignment(s) 30 %

In borderline cases, regular attendance is counted.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Communicating in Finnish Business Environment

## 1

- Code: FIN1LE102
- Extent: 3 ECTS (81 h)
- Timing: 2<sup>nd</sup> semester\*
- Language: Finnish
- Level: Core studies
- Type: Compulsory\*\*

\* the course is offered only during spring semesters

\*\* required of Finnish students in the Mubba programme

### Starting level and linkage with other courses

Mastering the rules of correct written Finnish, sufficient text processing skills (Word). Excellent Finnish skills if one's mother tongue is other than Finnish.

Preceding courses:

Office Applications, Finnish Language Proficiency

### Learning outcomes

Upon completion of the course, the student is able to

- 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 minimizes harm to it

### Course contents

- recruitment: job advertisement, cv, job application, cover letter, job interview
- business documents: memorandum, minutes, quotation, offer, order

### Cooperation with the business community

The exercises simulate business life conditions.

Possible guest lecturers from different companies.

### Teaching and learning methods

Workshops and lectures 32 h

Independent study and teamwork 48 h

The assessment of one's own learning 1 h

### Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

## Teacher responsible

Sanna Kukkonen, Pasila

## Course materials

Material provided by the teacher.

## Assessment criteria

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

### 5 excellent

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.
- 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.
- 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.
- is able to assess the contents, appearance and phrasing of documents, improve his/her working methods and seek new solutions.

### 3 good

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.
- is able to write texts with appropriate style and nuance for the target audience.
- is able to present him/herself in somewhat positive light in recruitment situations
- displays the proper ways of professional working and meets deadlines.
- knows how to follow instructions and independently apply his/her skills, as well as is able to give feedback to others.
- knows how to benefit from feedback and learn from mistakes.

### 1 satisfactory

The student:

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

## **Assessment components and their respective weights**

Active participation, class exercises 40 %

Course assignment(s) 40 %

Exam(s) 20 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Basic Business Swedish 1

- Code: SWE1LE101
- Extent: 3 cr (81 h)
- Timing: 1st semester
- Language: Swedish
- Level: Core studies
- Type: Compulsory

## Starting level and linkage with other courses

Secondary school Swedish or corresponding proficiency

## Learning outcomes

Upon completion of the course, the student is able to

- manage everyday working life situations in Swedish.
- has a command of basic Swedish grammar and business vocabulary.
- is familiar with Nordic society and business culture.

## Course contents

- Texts related to Nordic context
- Grammar
- Vocabulary

## Cooperation with the business community

Company presentation materials and visiting lecturer from a company

## International dimension

Nordic learning materials.

## Teaching and learning methods

Lectures 30 h

Independent study 48 h

Exam 2 h

The assessment of one's own learning 1 h

## Recognition of 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.

## Teacher responsible

Marketta Keisu, Pasila

## Course materials

Keisu, M. 2013. Svenska språkets strukturer för ledningsassistenter  
newspaper articles

## Assessment criteria

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

Components	1 (50%)	3 (70%)	5 (90%)
<b>Knowledge and skills</b>	<p>The student:</p> <ul style="list-style-type: none"> <li>is able to use everyday Swedish language and is managing simple and routine-like everyday tasks at work in Swedish.</li> <li>is able to understand simple texts that concern topical issues and business life.</li> <li>is able to produce simple messages that are understandable concerning the grammar.</li> <li>masters the central vocabulary in business Swedish.</li> </ul>	<p>The student:</p> <ul style="list-style-type: none"> <li>is able to independently use everyday Swedish language and is managing most of the everyday tasks at work in Swedish.</li> <li>is able to understand messages that concern topical issues and business life.</li> <li>produces often clear and consistent messages, and he/she is able to choose the style that is commonly appropriate to the situation.</li> <li>masters Swedish grammar and the central vocabulary in business Swedish.</li> </ul>	<p>The student:</p> <ul style="list-style-type: none"> <li>is able to comprehensively use everyday Swedish language and is managing well everyday tasks in Swedish at work.</li> <li>is able to understand fluent messages that concern topical issues and business life.</li> <li>produces clear and consistent messages, and he/she is able to choose the style that is appropriate to the situation.</li> <li>masters well Swedish grammar and the central vocabulary in business Swedish.</li> </ul>
<b>Competence</b>	<p>With great difficulty and under strict supervision, the student can partly work with a client company in a team. S/he poorly apply problem identification, analysis and solving to branding projects. S/he can conduct qualitative research in branding.</p>	<p>The student can work with a client company in a team. S/he can apply problem identification, analysis and solving to branding projects. S/he can conduct qualitative research in branding.</p>	<p>The student can work very professionally with a client company in a team. S/he can fully apply problem identification, analysis and solving to branding projects. S/he can conduct qualitative research in branding at a highly professional level.</p>

## Assessment components and their respective weights

Written exam 80 %



Class participation and assignments 20 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Basic Business Swedish 2

- Code: SWE1LE102
- Extent: 3 cr (81 h)
- Timing: 2nd semester
- Language: Swedish
- Level: Core studies
- Type: Compulsory

## Starting level and linkage with other courses

Secondary school Swedish or corresponding proficiency

## Learning outcomes

Upon completion of the course, the student is able to

- manage spoken everyday working life situations in Swedish.
- has a command of basic Swedish business vocabulary.
- is able to handle telephone conversations and oral situations in Swedish.
- is familiar with Nordic society and business culture.
- is able to present a company shortly in Swedish

## Course contents

- Telephone conversations
- Oral presentations
- Conversations in working life contexts
- Meetings and other group activities according to Nordic business society
- Seminars

## Cooperation with the business community

Company presentation materials, visiting lecturer from a company and seminars.

## International dimension

Nordic learning materials.

## Teaching and learning methods

Lectures 48 h

Independent study 30 h

Exam 1 h

The assessment of one's own learning 1 h

## Recognition of 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.

## Teacher responsible

Marjaana Halsas, Pasila

## Course materials

Basic material in Moodle.

## Assessment criteria

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

Components	1 (50%)	3 (70%)	5 (90%)
<b>Knowledge and skills</b>	<p>The student:</p> <ul style="list-style-type: none"><li>understands and develops limited oral language in normal spoken interactions and simple business situations.</li><li>masters the most common basic business vocabulary and the language in phone conversations.</li><li>can discuss something about business life and very shortly present a company or other organization if needed.</li></ul>	<p>The student:</p> <ul style="list-style-type: none"><li>speaks Swedish quite fluently and is able to manage orally in business interactions.</li><li>masters quite well the common business vocabulary and the language in phone conversations.</li><li>is also able to orally present a company or other organization if needed.</li></ul>	<p>The student:</p> <ul style="list-style-type: none"><li>develops oral language with great skill and high level of interactive business communication.</li><li>learns and practices central parts of spoken business Swedish and is able to produce fluent oral language in business interactions.</li><li>masters the common business vocabulary and the language in phone conversations.</li><li>is also able to orally present a company or other organization.</li></ul>
<b>Competence</b>	<p>With great difficulty and under strict supervision, the student can partly work with a client company in a team. S/he poorly apply problem identification, analysis and solving to branding projects. S/he can conduct qualitative research in branding.</p>	<p>The student can work with a client company in a team. S/he can apply problem identification, analysis and solving to branding projects. S/he can conduct qualitative research in branding.</p>	<p>The student can work very professionally with a client company in a team. S/he can fully apply problem identification, analysis and solving to branding projects. S/he can conduct qualitative research in branding at a highly professional level.</p>

## Assessment components and their respective weights

Oral exam 40 %

Class participation and assignments 60 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Office Applications

- Code: TOO1LE101
- Extent: 6 ECTS
- Semester: 1 \*
- Language: English
- Level: core studies
- Type: compulsory

\*The course is offered only in autumn semesters.

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

Upon completion of the course, the student

- is competent to use a collaboration software when working in project team.
- is able to use calendaring software to plan her/his own work.
- is able to study efficiently in Haaga-Helia IT-environment.
- knows key features to produce business documents efficiently.
- can produce documents following the Finnish document standard.
- is able to create presentations using presentation graphics software.
- knows basics of spreadsheet software use and is able to perform basic calculations with it.

## Course contents

- Office 365 environment basic use:
  - Calendar
  - Email
  - Newsfeed & Profile
  - OneDrive file storage & file sharing
  - WebApps
- Using SharePoint team sites for project management
- HAAGA-HELIA IT environment:
  - Saving and sharing files
  - Access outside Haaga-Helia
  - Moodle
- Microsoft Office 2013 Word
  - Modify document settings including margins, tabs, headers, footers, fonts according to given specifications
  - Use key features(templates, building blocks, styles, and themes) to automate document production:
  - Enrich the document content with images, SmartArt, tables and graphics.
  - Create reports with automatic table of contents
- Finnish Document Standard
  - Document layout according to Finnish document
- Microsoft Office 2013 PowerPoint
  - Create and modify presentations using PowerPoint themes and layouts
  - Enrich the presentations with SmartArt, tables, images, animations and transitions
  - Modify SlideMaster
  - Use speaker notes

- Print presentation slides, notes and handouts
- Microsoft Office 2013 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

## Teaching and learning methods

Contact hours xx h

Self-study xx h

The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

A competence demonstration is organized before the start of semester.

## Teacher(s) responsible

Heli Lankinen, Pasila

## Course Material

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

## Assessment criteria

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

### 5 excellent

The student:

- has a command of key concepts, has a solid grasp of software functionalities and knows how to apply them in practice.
- has strong skills and can independently use the applications to find new solutions.
- has good time management skills and completes assignments on time.

### 3 good

The student:

- has a command of key concepts and makes use of basic functionalities with purpose.
- has good time management skills and completes assignments on time.

### 1 satisfactory

The student:

- has a command of some concepts but lacks a full understanding of how the applications work.
- can satisfactorily complete basic tasks but is not able to solve more demanding tasks independently.

## Assessment components and their respective weights

Exams and active course participation 70 %

Learning assignments 30 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Finnish for Beginners 1

- Code: FIN1LE103
- Extent: 6 cr (162 h)
- Timing: 1<sup>st</sup> semester
- Language: English and Finnish
- Level: Core studies
- Type: Compulsory

## Starting level and linkage with other courses

Starting level 0, target level A1 in Finnish.

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

## Learning outcomes

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

## Course 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

## Cooperation with the business community

Possible guest lecturers from different companies.

## International dimension

Possible guest lecturers from international companies. International learning materials.

## Teaching and learning methods

Lessons: exercises individually, in pairs or groups 66 h

Independent study: exercise, assignments and preparation 95 h

The assessment of one's own learning 1h

## Recognition of prior learning (RPL)

All Mubba degree students with any prior skills in the Finnish language start their Finnish studies by participating in the entry level test. Based on the test results, each student will be instructed to the adequate course, and courses below the student's starting level will be marked in Winha.

## Teacher(s) responsible

Sanna Kukkonen, Pasila

## Course materials

Gehring, S. & Heinzmann, S. 2010. Suomen mestari 1. Suomen kielen oppikirja aikuisille. Finn Lectura. Helsinki. Chapters 1 - 5.

Other material provided by teacher.

## Assessment criteria

The course is evaluated on scale 1 to 5.

### 5 excellent

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.
- knows how to apply the learned skills in practice on simple constructions in new situations.

### 3 good

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.
- has readiness to apply the learned skills in practice on simple constructions in new situations.

### 1 satisfactory

The student:

- has 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.
- is able to recognize simple constructions and frequently used expressions in different situations.

## Assessment components and their respective weights

Attendance mandatory.

Active participation in lessons 20%

Small tests and/or assignments 10%

Final examination 70%

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# Finnish for Beginners 2

- Code: FIN1LE104
- Extent: 6 cr (162 h)
- Timing: 2<sup>nd</sup> semester
- Language: English and Finnish
- Level: Core studies
- Type: Compulsory

## Starting level and linkage with other courses

The student has successfully completed the course Finnish for Beginners 1 FIN1LE013 or acquired this level in the entry level test in Finnish.

## Learning outcomes

The student

- Yis able to tell about his/her home
- Ycan tell about his/her work
- Yis able to plan a trip and a party
- Yis able to make a short presentation in Finnish
- Yis able to produce simple connected text on topics that are familiar or of personal interest
- Yhas deepened his/her knowledge of the Finnish culture and language

## Course 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

## Cooperation with the business community

Possible guest lecturers from different companies.

## International dimension

Possible guest lecturers from international companies. International learning materials.

## Teaching and learning methods

Lessons: exercises individually, in pairs or groups 66 h  
Independent study: exercise, assignments and preparation 95 h

The assessment of one's own learning 1h

## Recognition of prior learning (RPL)

All Mubba degree students with any prior skills in the Finnish language start their Finnish studies by participating in the entry level test. Based on the test results, each student will be instructed to the adequate course, and courses below the student's starting level will be marked in Winha.

## Teacher(s) responsible

Sanna Kukkonen, Pasila

## Course materials

Gehring, S. & Heinzmann, S. 2010. Suomen mestari 1. Suomen kielen oppikirja aikuisille. Finn Lectura. Helsinki. Chapters 6 - 9.  
Other material provided by teacher.

## Assessment criteria

The course is evaluated on scale 1 to 5.

### 5 excellent

The student:

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

### 3 good

The student:

- understands the basic structures and vocabulary in familiar everyday situations and some short texts.
- is able to apply the learned skills and communicate in most familiar everyday situations.

### 1 satisfactory

The student:

- understands some basic structures and vocabulary in familiar everyday situations and some basic elements in short texts.
- is able to apply some of the learned skills and communicate in some everyday situations.

## Assessment components and their respective weights

Attendance mandatory.

Active participation in lessons 20%

Small tests and/or assignments 10%

Final examination 70%

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Chinese Business Communication 1

## (中文商业沟通1)

- Code: CHI4LE101
- Extent: 3 ECTS (81 h)
- Timing: 1st semester
- Language: English/Chinese
- Level: core studies
- Type: elective\*

\* required of students who have chosen compulsory Chinese

## Starting level and linkage with other courses

Target level: A1.3

Chinese for Beginners CHI8LE004 and Intermediate Chinese CHI8LE005, or three semesters of beginning level Chinese

## Learning outcomes

The purpose of this course is to practice and learn spoken language skills involving everyday basic business situations.

Upon completion of the course, the student

- achieves the proficiency of the whole Pinyin system
- feels easy in communications concerning everyday life basic business situations
- is able to read and write common characters seen in business places in Chinese-speaking areas

## Course contents

During the course, students will learn the following skills:

- getting acquainted with a new person
- introducing oneself and others
- asking about time, schedule, etc.
- telling about one's own home, present life situation, friends and foreign language skills
- talking about likes and dislikes, sports and hobbies etc.
- singing two Chinese songs

## Teaching and learning methods

Interactive classroom activities

Individual and pair work

Written final exam

The assessment of one's own learning 1 h

## Teacher(s) responsible

Hai Guo

## Course materials

Great Wall Chinese 2009: Level 1, Office of Chinese Language Council International

Gu Feng 2009: Mandarin Teaching Toolbox, Volume 2, Confucius Institute at BCIT

## Assessment criteria

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

### 5 excellent

The student

has very good skills in pronouncing pinyin, tones and vocabulary, can use everyday Chinese to communicate really well.

Her/His spoken language is logical and easily understandable.

masters really well the Chinese grammar rules and can follow the rules precisely in language situations.

not only masters the structures of the characters but can also apply the knowledge in learning new characters. She/He understands all the written characters demanded for the course.

follows deadlines and instructions precisely.

### 3 good

The student

has pretty good skills in pronouncing pinyin, tones and vocabulary, can use everyday Chinese to communicate.

Her/His spoken language is usually logical and for the most part understandable.

masters well the Chinese grammar rules and can follow the rules well in language situations.

knows pretty well the structures of the written characters and understands most of the written characters demanded for the course.

usually follow deadlines and instructions very well.

### 1 satisfactory

The student

has still limited skills in pronouncing pinyin, tones and vocabulary, can use everyday Chinese to communicate on a limited basis.

Her/His spoken language is not always logical, not always understandable.

knows the main Chinese grammar rules and can follow the rules on a limited basis.

knows the basic structures of the written characters and understands only part of the written characters demanded for the course.

doesn't follow deadlines and instructions very well.

## Assessment components and their respective weights

Written exam: 100%

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Chinese Business Communication 2

## (中文商业沟通2)

- Code: CHI4LE102
- Extent: 3 ECTS (81 h)
- Timing: 2. semester
- Language: Chinese/English
- Level: core studies
- Type: elective\*

\* required of students who have chosen compulsory Chinese

### Starting level and linkage with other courses

Chinese for Beginners, Intermediate Chinese and Chinese Business Communication 1 or equivalent study of 12 credits in Chinese language.

### Learning outcomes

Target level: A2

Upon completion of the course, the students acquire the skills to

- learn basic Chinese business vocabulary and expressions
- manage superficial conversation in everyday economic life
- take part in discussion with familiar business topics
- use the most common Chinese language learning assistant programs

### Course contents

The course prepares students with basic language skills in common everyday business situations. Learning materials cover for example the following items:

- simple everyday business conversation
- ways of addressing customers and business partners
- business companies, positions, rank and business card
- business work unit, location and phone number
- business work experiences
- Chinese money
- different ways of travelling in a city
- ordering dishes in a Chinese restaurant
- Chinese word-processing programs such as Word IME and Google Pinyin, as well as online translation and reading assistant programs in [www.MDBG.net](http://www.MDBG.net).

### Cooperation with the business community

The course simulates real business situations as much as possible.

### Teaching and learning methods

The course consists of contact hours and independent study, totaling 80 hours of study time.

Two written exams

The assessment of one's own learning 1 h

## Teacher(s) responsible

Hai Guo

## Course materials

Meiru Liu 2006: Basic Business Chinese, Beijing University Press (*Lessons 1-6*)

Great Wall Chinese 2009: Level 2, Office of Chinese Language Council International

Handouts and materials provided by the teacher

## Assessment criteria

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

### 5 excellent

The student:

is able to communicate fluently in basic business situations.

masters well basic Chinese business vocabulary and phrases.

not only masters the structures of the characters but can also apply the knowledge in learning new characters. She/He understands all the written characters demanded for the course.

masters well one of the commonly used Chinese word processing tools.

follows deadlines and instructions precisely.

### 3 good

The student:

is able to communicate well in basic business situations.

masters basic Chinese business vocabulary and phrases.

knows well the structures of the written characters and understands most of the written characters demanded for the course.

masters the basics of one of the commonly used Chinese word processing tools.

usually follows deadlines and instructions well.

### 1 satisfactory

The student:

is able to communicate on a limited basis in basic business situations.

knows the most common Chinese business vocabulary and phrases.

knows the basic structures of the written characters and understands only part of the written characters demanded.

knows the basics of one of the commonly used Chinese word processing tools.

doesn't follow deadlines and instructions very well.

## Assessment components and their respective weights

Written exams 100 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# French Business Communication 1

## (Francais des affaires 1)

- Code: FRE4LE101
- Extent: 3 cr (81 h)
- Timing: Semester 1
- Language: French/ English
- Competency level: A2
- Level: corel studies
- Type: elective\*

\*required of students who have chosen compulsory French

## Starting level and linkage with other courses

Secondary school French (C/D) or equivalent.

## Learning outcomes

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

## Course contents

- French Grammar
- Oral exercises
- Basics of Business French vocabulary and concepts
- intercultural topics

## Teaching and learning methods

Contact hours 32 h

Self-study 48 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

## Alternative ways to complete the course

Not attending the contact hours but doing the coursework and taking the test

One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## Recognition of 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.

## Teacher(s) responsible

Catherine Métivier, Pasila

## Course materials

Grammaire progressive du français avec 600 exercices, nouvelle édition – niveau intermédiaire, Maïa Grégoire, Odile Thiévenaz, CLE international

Web-pages

Material provided by the teacher.

## Assessment criteria

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

### 5 excellent

The student:

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

### 3 good

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.
- has the readiness to apply in practice the skills learned.

### 1 satisfactory

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.
- can partly apply the learned skills in practice in new situations.

## Assessment components and their respective weights

Written exam in grammar, vocabulary and intercultural skills 50%

Oral exam 50%

Assignments

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# French Business Communication 2

## (Français des affaires 2)

- Code: FRE4LE102
- Extent: 3 cr (81 h)
- Timing: Semester 2
- Language: French/ English
- Competency level: A2
- Level: corel studies
- Type: elective\*

\*required of students who have chosen compulsory French

## Starting level and linkage with other courses

French Business Communication 1 (FRE4LE101) or equivalent course.

## Learning outcomes

Upon successful completion of the course, the student

- understands the basics of French Business Environment
- is able to communicate contact information by telephone
- knows the basics of French Business written communication

## Course contents

- French Grammar
- Technique for telephone conversation
- Written Business Communication

## Teaching and learning methods

Contact hours 32 h

Self-study 48 h

The assessment of one's own learning 1 h

Mandatory Attendance 80 %

## Alternative ways to complete the course

Not attending the contact hours but doing the coursework and taking the test

One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## Recognition of 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.

## Teacher(s) responsible

## Course materials

- Grammaire progressive du français avec 600 exercices, nouvelle édition – niveau intermédiaire, Maïa Grégoire, Odile Thiévenaz, CLE international
- Web-pages
- Material provided by the teacher.

## Assessment criteria

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

5 excellent	3 good	1 satisfactory
<p>The student has:</p> <p>strong skills in telephone communication and is fully capable of taking and communicating contact information.</p> <p>an excellent command of the key concepts in Business French and in written basic Business Communication.</p>	<p>The student has:</p> <p>good skills in telephone communication and is partly capable of taking contact information.</p> <p>has a command of the key concepts in Business French.</p> <p>The student knows well the basics of Business Communication and is partly capable to write basic Business Documents.</p>	<p>The student has:</p> <p>limited skills in telephone communication and is partly capable of taking simple contact information.</p> <p>a limited command of the key concepts in Business French.</p> <p>The student knows some of the basics of Business Communication and is partly capable to write basic Business Documents.</p>

## Assessment components and their respective weights

Written exam on terminology of Business French Pass/Fail

Written exam for grammar and Business Communication 70 %

Oral exam for telephone conversation 30%

Assignments

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# German Business Communication 1

## (German Grammar /Deutsche Grammatik)

- Code: GER4LE101
- Extent: 3 ECTS (81 h)
- Timing: 1st semester\*
- Language: German
- Competence level: A2
- Level: core studies
- Type: elective\*\*

\*the course is offered only in autumn semesters

\*\*required of students with compulsory German

## Starting level and linkage with other courses

Secondary school German or German for Beginners 1 (GER8LE080) and German for Beginners 2 (GER8LE030).

## Learning outcomes

Upon successful completion of the course, the student

- is able to produce grammatically correct German
- can use various sources of information in German

## Course contents

- German grammar
- Expansion of vocabulary.

## Teaching and learning methods

Contact hours 28 h (2 h / week)

Independent study 48 h

Written exam 4 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

## Recognition of 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.

## Teacher(s) responsible

Sirpa S. Bode, Pasila

## Learning materials

## Assessment criteria

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

### 5 excellent (min. 90 %)

The student:

- is able to use written (business related) German very well.
- is able to understand fluent messages in different (business life) situations. His/her comprehension of German correlates very well to the main learning goals of the course in written as well as in spoken language.
- masters German grammar and main vocabulary very well in (business related) German.

### 3 good (min. 70 %)

The student:

- is able to use written (business related) German quite well.
- is able to understand messages in different (business life) situations. His/her comprehension of German correlates well to the main learning goals of the course in written as well as in spoken language.
- masters German grammar and main vocabulary well in (business related) German.

### 1 satisfactory (min. 50 %)

The student ('s):

- is able to comprehensively use written (business related) German.
- understanding of messages in different (business life) situations is limited. His/her comprehension of German corresponds to the main learning goals of the course in written and in spoken language.
- is able to use German grammar and main vocabulary in (business related) German.

## Assessment components and their respective weights

Written exam 80 %

Class participation incl. verb test 20 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# German Business Communication 2

**(Deutsche Geschäftskommunikation, mündlich)**

- Code: GER4LE102
- Extent: 3 ECTS (81 h)
- Timing: 2nd semester
- Language: German
- Competency level: A2
- Level: core studies
- Type: elective\*\*

\*the course is offered only in spring semesters

\*\*required of students who have chosen compulsory German

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

German Business Communication 1 (GER4LE101)

## **Learning outcomes**

Upon successful completion of the course, the students will be able to use German language in simple business situations and to interact with other German-speakers being aware of the cultural differences.

## **Course contents**

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

## **Cooperation with the business community**

Students make use of these skills in companies with connections to German-speaking countries.

## **Teaching and learning methods**

Contact hours: 42 h

Mid-term examination after the 1st period, final exam at the end of the term.

Self-study: 38 h (incl. exams)

The assessment of one's own learning 1 h

## **Recognition of prior learning (RPL)**

A student can demonstrate his or her equivalent language skills relating to the course objectives and content e.g. with Language Portfolio. 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.

## **Teacher(s) responsible**

Sirpa S. Bode, Pasila

## **Course materials**

Material provided by the teacher

## Assessment criteria

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

### 5 excellent (min. 90%)

The student:

- has developed oral skills at a high level of interactive communication.
- learns and practices different genres of discourse and, at the same time, s(he) is able to produce fairly fluent and understandable language.
- has acquired an extensive vocabulary in everyday situations and in professional settings.
- acts naturally in the environment where s(he) needs to use German.
- is able to present orally his/her own experiences.

### 3 good (min. 70%)

The student:

- speaks German with a certain correctness and s(he) also tries to overcome the language barrier by making use of body language and other forms of communication.
- makes an effort to improve his/her skills in the use of oral language and seeks simple solutions to explain more abstract terms.
- slowly learns the details of German grammar and also makes a great effort to reproduce and speak a coherent and comprehensible language to speakers of German.
- clearly expresses sentences in German speaking environments.
- is able to express modestly his/her personal experiences.

### 1 satisfactory (min. 50%)

The student:

- is having some difficulty in learning, but s(he) is moving towards improving her/his oral production.
- uses very short sentences and very basic language constructions.
- uses a discrete but understandable language for German speaking listeners.
- understands what is spoken in his/her environment and also makes short interventions to participate in the dialogue.
- makes an effort to express his/her experiences.

## Assessment components and their respective weights

Oral exams 80 %

Class work 20 %

Mandatory attendance 80 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Russian Business Communication 1

## (Деловой русский язык 1)

- Code: RUS4LE101
- Extent: 3 ECTS (81 h)
- Timing: 1st semester
- Language: Russian/English
- Competence level: A2
- Level: core studies
- Type: elective\*

\*required of students who have chosen compulsory Russian

## Starting level and linkage with other courses

Intermediate Russian or equivalent skills.

## Learning outcomes

Upon completion of the course, the students

- master the basics of Russian grammar using basic business Russian
- successfully manage everyday conversation during a business trip to Russia
- familiarize oneself with the city of Moscow
- familiarize oneself with the Russian Business Culture
- learn how to produce simple texts on familiar topics
- can use various sources of information related to Russia
- get used to multicultural working environments

## Course contents

The course involves contact hours and independent study. The essential point in this course is rehearsing Russian basic grammar using basic business Russian. Contact hours focus on speaking situations during a business trip to Russia. The exercises encourage active participation and enhance the learning process. The course includes lots of weekly assignments.

- Basic language-use situations during a business trip
- Border formalities
- Checking in
- Business relations
- In the restaurant
- In the city
- In the theatre
- Being someone's guest
- Buying tickets
- Shopping
- In a taxi

## Teaching and learning methods

Contact hours: 30 h (2 x 2 h / week)

Written and listening comprehension: 2 h

Independent study, weekly assignments and preparing for examination: 48 h  
The assessment of one's own learning 1 h

Mandatory attendance 80 %

## **Alternative ways to complete the course**

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

## **Recognition of 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.

## **Teacher(s) responsible**

Pirjo Salenius, Pasila

## **Course materials**

Berditchevski, A. 2007. Lestnitsa - Steps, E. Weber Verlag.  
Salenius – Lehmuskallio, Biznes-Grammatika. 2009. Edita. Helsinki.  
Material given by the lecturer.

## **Assessment criteria**

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

### **5 excellent**

The student ('s):

- is able to use both everyday and business Russian very well.
- language is logical and understandable.
- comprehension of Russian correlates very well to the main learning goals of the course, both in professional and everyday communication situations.
- masters Russian grammar.
- follows deadlines and instructions precisely.

### **3 good**

The student ('s):

- is able to use both everyday and business Russian well.
- language is usually logical and for the most part understandable.
- main Russian constructions, basic vocabulary and some professional vocabulary are comprehended, but they could be improved upon.
- usually follows deadlines and instructions well.

### **1 satisfactory**

The student ('s):

- can use both everyday and business Russian 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, and there is much to be improved upon.
- doesn't follow deadlines and instructions very well.

## **Assessment components and their respective weights**

Written examination and listening comprehension 90 %  
Vocabulary tests and learning assignments 10 %



The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Russian Business Communication 2

## (Деловой русский язык 2)

- Code: RUS4LE102
- Extent: 3 ECTS (81 h)
- Timing: 2nd semester
- Language: Russian
- Competence level: A 2
- Level: core studies
- Type: elective\*

\*required of students who have chosen compulsory Russian

## Starting level and linkage with other courses

Russian Business Communication 1 (RUS4LE101)

## Learning outcomes

Upon completion of the course, the students

- master basic telephone phrases
- can arrange appointments
- can take part in discussion with familiar topic
- can produce messages related to routine business situations
- can express one's opinions and plans
- master key Russian language structures
- is able to comply with the demands of the Russian business culture and etiquette

## Course contents

The course involves contact hours and independent study. The exercises encourage active participation and enhance the learning process. Also the key Russian structures is rehearsed. The course includes weekly assignments and two more comprehensive assignments.

- Russian telephone culture
- Common expressions during phone conversations
- Russian Business Culture
- Key Russian language structures

## Teaching and learning methods

The course is comprised of 3 contact hours a week, exercises, distance assignments and a written and an oral examination, totaling 81 hours of study.

The course will continue for two periods.

Contact hours: 42 h (3 h/week for a period)

Written examination and listening comprehension: 3 h (at the end of the first period)

Oral examination and listening comprehension: 3 h (at the end of the second period)

Independent study (weekly assignments, distance assignments and preparing for exam): 32 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

## Recognition of 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.

## Teacher(s) responsible

Pirjo Salenius, Pasila

## Learning materials

Ojanen - Laurila-Hellman Prokkola 2011. Sekret uspeha 1. Helsingin kauppakorkeakoulu, Helsinki.

Lehmuskallio & Salenius. 2009. Biznes-Russian.

Material given by the lecturer.

## Assessment criteria

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

### 5 excellent

The student(s):

- is able to communicate fluently in Russian in basic business-trip situations.
- masters well basic Russian business vocabulary and phrases, including vocabulary used in telephone conversations.
- follows deadlines and instructions precisely.

### 3 good

The student(s):

- is able to communicate well in Russian in basic business trip-related situations.
- masters basic Russian business vocabulary and phrases, including vocabulary used in telephone conversations.
- usually follows deadlines and instructions well.

### 1 satisfactory

The student(s):

- is able to communicate on a limited basis in Russian in basic business trip-related situations.
- masters the most common basic Russian business vocabulary and phrases, including the most basic vocabulary used in telephone conversations.
- doesn't follow deadlines and instructions very well.

## Assessment components and their respective weights

Written examination and listening comprehension 40 %

Oral examination and listening comprehension 50 %

Distance assignments 10 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Spanish Business Communication 1

## (Español de los negocios 1: Gramática española)

- Code: SPA4LE101
- Extent: 3 ECTS (81 h)
- Timing: 1st Semester
- Language: Spanish
- Competence level: A2
- Level: core studies
- Type: elective\*

\*required of students who have chosen compulsory Spanish

## Starting level and linkage with other courses

Spanish for Beginners 1, 2 and 3 or equivalent, e.g. secondary school Spanish.

## Learning outcomes

The course objective is to learn to use the most demanding of Spanish structures in different situations and learn the basic vocabulary of Business Spanish.

Upon successful completion of the course, the student

- understands texts written in ordinary language.
- knows the most demanding structures of language
- gains the skills to produce text on topics relating to basic vocabulary of Business Spanish and the cultures of different Spanish spoken countries

Lots of oral and written exercises. Practice in the use of the indicative and subjunctive in everyday situations, both orally and in writing. This course offers a solid foundation on Spanish grammar! Students write essays during the course.

## Course contents

Focus on the:

- passive structures and singular subjects
- subjunctive and imperative
- different forms of the past tenses
- basic vocabulary of Business Spanish
- cultural differences in the Business life of the Latin America and Spain

## Teaching and learning methods

The course consists of contact hours and independent study, totaling 81 hours of study time.

Contact hours 32 h (2x2 h/week) including a written examination 2 h

Independent study 46 h

Written exam 2 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

Class exercises must be completed before the exam.

## 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.

## Recognition of 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.

## Teacher(s) responsible

Pedro Beltrán Herrera, Pasila

## Course materials

Amate, Iñaki & Puranen, Pasi, 2010. Colegas – Työelämän espanja. Espanjan jatko-oppikirja. Kustannusosakeyhtiö Tammi, Helsinki: Chapters 1-6.

Additional reading:

Turk, Phil - Zollo Mike 2005, ¡Acción Gramática! A new Spanish grammar.

2nd edition, Hodder & Stoughton, London.

Mäkinen, Matti 2003. ¡Claro! Lyhyt espanjan kielioppi. Kustannusosakeyhtiö Tammi, Helsinki.

Mäkinen, Matti - Torvinen, Maarit 2003. ¡Claro! Harjoitukset. Kustannusosakeyhtiö Tammi, Helsinki.

Hämäläinen Tiina 2002. Espanjan kielioppi, Finn Lectura, Tampere.

Hämäläinen Taina - Virkkunen Sonja 2003. Espanjan kielioppi-harjoituskirja. Finn Lectura, Helsinki.

Web materials:

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

## Assessment criteria

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

### 5 excellent

The student:

- is able to use written business-related Spanish very well.
- 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.

### 3 good

The student:

- is able to use written business-related Spanish well.
- 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.

### 1 satisfactory

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

- masters Spanish grammar and the main vocabulary in business-related Spanish very well.
- masters Spanish grammar and the main vocabulary in business-related Spanish well.
- written and spoken Spanish.  
is able to use Spanish grammar and the main vocabulary to some degree in business-related Spanish.

### **Assessment components and their respective weights**

Written exam 80 %

Continuous assessments 20%

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Spanish Business Communication 2

## (Español de los negocios 2: situaciones prácticas)

- Code: SPA4LE102
- Extent: 3 ECTS (81 h)
- Timing: 2nd Semester
- Language: Spanish
- Competence level: A2
- Level: Core studies
- Type: Elective\*

\*required of students with compulsory Spanish

## Starting level and linkage with other courses

Spanish Business Communication 1 or equivalent studies

## Learning outcomes

The course objective is to use the language in business situations. Knowing the cultural differences and business vocabulary

Upon successful completion of the course, the student

- should be able to interact with other Spanish-speakers in every Spanish-speaking country, being aware of the cultural and vocabulary differences
- should also be able to use the language in a formal way in business situations

## Course contents

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, shopping 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, celebrations, ways of life and government. The topics of the courses are:

- the use of oral language in different business situations
- different kind of enterprises
- short messages by email
- job applications
- grammar: future, conditional, passive, past tenses of subjunctive and relative pronouns

## Teaching and learning methods

The course consists of contact hours and independent study, totaling 81 hours of study time.

Contact hours 42 h (1 x 3h / week) including two oral exams 3 x 3 h =6 h

Self-study 32 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

Class exercises must be completed before the oral exams.

## Recognition of 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.

## Teacher(s) responsible

Pedro Beltrán Herrera, Pasila

## Learning materials

Amate, Iñaki & Puranen, Pasi, 2010. Colegas – Työelämän espanja. Espanjan jatko-oppikirja. Kustannusosakeyhtiö Tammi, Helsinki: Chapters 7-10.

## Assessment criteria

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

### 5 excellent

The student:

- develops spoken language with great skill and a high level of interactive communication.
- learns and practices different genres of discourse and, at the same time, he/she is able to reproduce fluent and understandable spoken Spanish.
- acquires an extensive vocabulary for everyday situations and professional settings.
- acts naturally in any environment where he/she needs to use Spanish at a high cultural level.
- is able to orally present his/her personal experiences.

### 3 good

The student:

- speaks Spanish that needs some correction and he/she also tries to overcome any language barriers by making use of body language and other forms of communication.
- tries to improve her/his skills in the use of spoken Spanish and uses simple vocabulary to explain more abstract concepts.
- slowly learns the details of Spanish grammar and also makes a great effort to reproduce coherent and comprehensible Spanish to native speakers.
- expresses sentences clearly in Spanish-speaking environments.
- is able to express his/her personal

### 1 satisfactory

The student:

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



experiences to some degree.

### **Assessment components and their respective weights**

Oral exams 60 %

Written exam 40 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Business Planning

- Code: BUS2LE101
- Extent: 6 ECTS (162 h)
- Timing: Semester 3\*
- Language: English
- Level: professional studies
- Type: compulsory

\*the course is offered only in autumn semesters

## Starting level and linkage with other courses

## Learning outcomes

Upon completion of the course, the students will

- appreciate the significance of entrepreneurship, profitability and practical business planning activities for small business success
- understand key aspects of company law, the factors that affect the choice of company form, and can assess the viability of setting up a new business enterprise
- know how to measure the financial feasibility of a start-up using several tools and understand the meaning of budgeting and cash-flow analysis.

## Course contents

Students develop and prepare business plans from the perspective of marketing, management, accounting, finance and law.

- Development of business models, customer experiences and a business plan based on both external market/field research and internal resources
- Analysis of marketing opportunities and practices with which to achieve goals and succeed in the marketplace
- Trade law, company forms and legislation, choice of company form, formalities involved in setting up a company
- Budgeting (profit & loss account, funding, cash), break-even point calculations, pricing.

## Cooperation with the business community

There will be assignments for the students to visit local companies. In addition, there will be external lecturers representing chosen lines of business from the Uusimaa-Helsinki region.

## International dimension

Growing international business trends, such as sustainable business models, web based social marketing and e-commerce will be part of the course material.

## Teaching and learning methods

to be confirmed

The assessment of one's own learning 1 h

## Teacher(s) responsible

Huovinen Ulla, Pasila (LAW)

Laintila Olli, Pasila (BUSINESS)

Penelope Roux, Pasila (FINANCE)

## Learning materials

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

Other material delivered by the lecturers

## Assessment criteria

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

### 5 excellent

The student has:

- excellent entrepreneurial skills in developing and in establishing both an innovative and viable business.
- excellent knowledge about the theoretical frameworks, relevant methods, tools and laws that are necessary in establishing a business.
- an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments.

### 3 good

The student has:

- good entrepreneurial skills in developing and establishing a business.
- a good knowledge of the basic theoretical frameworks, methods, tools and laws that are necessary in establishing a business.
- a good attitude towards learning through participation in teamwork and conducting assignments.

### 1 satisfactory

The student's:

- level of skill in developing and in establishing a business, is below average.
- knowledge about the basic theoretical frameworks, methods, tools and laws which are necessary in establishing a business, is below average.
- attitude towards learning through participation in teamwork and conducting assignments, is below average.

## Assessment components and their respective weights

Legal part of the business plan 25 %

Marketing part of the business plan 25 %

Accounting part of the business plan 25 %

Business operations part of the business plan 25 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Communicating with Impact

- Code: COM2LE101
- Extent: 6 ECTS
- Timing: Semester 3
- Language: English
- Level: Professional studies
- Type: Compulsory

## Starting level and linkage with other courses

Effective Communication in Organizations COM1LE101  
Professional Writing Skills ENG1LE101

## Learning outcomes

Upon completion of the course, the student will be able to do the following:

- Identify and describe how communications can be used to influence attitudes, images and perceptions
- Produce texts and other communications materials that aim to influence and make an impact on others
- Formulate and express opinions and arguments and deliver “elevator pitches” and similar speeches in an effective and persuasive way
- Understand their own role in an organization, as part of work community and in promoting their own expertise and ideas
- Make presentations to and cooperate with diverse audiences, tailoring company messages accordingly
- Produce materials on digital channels for communication purposes
- Understand the concepts of earned, owned, shared and paid media
- Utilize social media tools for as part of a communications channel portfolio
- Apply the knowledge and skills of organizational communication in order to project communication in an everyday business context

## Course contents

- Impact and Influence
- Listening Skills
- Situational Leadership
- Sensitive issues and difficult situations
- Interpersonal and nonverbal communication
- Presentations skills
- Earned, owned, shared and paid media
- Speech writing
- Content creation according to media, purpose and audience
- Communications effectively across cultures

## Cooperation with the business community

- Possible projects and/or guest lecturers from different companies
- Case studies from real life

## International dimension

- Group work on intercultural communication
- Possible guest lecturers from international companies
- International project/student teams
- International learning materials

## **Teaching and learning methods**

Depending on the implementation this can involve group work, lectures, independent work, videos and/or learning cafes.

The assessment of one's own learning 1 h

## **Recognition of prior learning (RPL)**

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

## **Teachers responsible**

Karl Robbins, Pasila  
Mirka Sunimento, Pasila

## **Course materials**

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

## **Assessment criteria**

The course is evaluated on a scale of one to five. The assessment criteria are presented on a scale of one to three.

## **Assessment components and their respective weights**

Participation and activity in class 50 %  
Group Assignments 50 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# International Business Documents

- Code: ENG2LE101
- Extent: 3 ECTS (81 h)
- Timing: 4th semester
- Language: English
- Level: professional studies
- Type: compulsory

## Starting level and linkage with other courses

Prerequisites: Effective Communication in Organisations COM1LE101, Professional Writing Skills ENG1LE101

## Learning outcomes

Students learn how to write international business documents using polite phrasing, formal to semi-formal style and expand their knowledge of special business vocabulary and idioms related to international trade and transactions.

## Course contents

- Letters, faxes, and emails
- Content and style
- Enquiries, Replies and Quotations
- Orders and Complaints and Adjustments

## Cooperation with the business community

Possible guest lecturers from different companies.

## International dimension

Exercises and assignments simulate real-life tasks required in working in the international corporate setting.

## Teaching and learning methods

Lectures and workshops 26 h  
Independent study and teamwork 53 h

The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

## Teacher(s) responsible

Ilpo Päiväläinen, Pasila

## Course materials

Taylor, Shirley. 2004/2012. Model Business Letter, E-mails & Other Business Documents. The additional learning material will be provided by the lecturer

## Assessment criteria

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

### 5 excellent

- The student can produce highly polished business documents following the principles of appropriate international English business communication.
- The documents written by the student meet the appropriate requirements at an excellent level. The language and style of the documents are very good in terms of vocabulary, tone, idiomatic expressions, grammar, style and layout.
- The student demonstrates an excellent knowledge of the concepts and terminology used in international trade.

### 3 good

- The student can produce well-functional business documents following the principles of appropriate international English business communication.
- The documents written by the student meet the appropriate requirements at a good level. The language and style of the documents are very good in terms of vocabulary, tone, idiomatic expressions, grammar, style and layout.
- The student demonstrates a good knowledge of the concepts and terminology used in international trade.

### 1 satisfactory

- The documents written by the student can be sent to the recipient after several corrections and improvements to the documents have been made.
- The basic elements of the documents are in place but considerable improvement needs to be made at various levels of the language and layout.
- The student demonstrates a basic knowledge of the concepts and terminology used in international trade.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# English for Specific Purposes

- Code: ENG2LE105
- Extent: 6 ECTS
- Timing: 7th semester
- Language: English
- Level: professional studies
- Type: compulsory

## Starting level and linkage with other courses

Student has completed the basic and professional studies in English.

## Learning outcomes

A

- The student will be able to identify and master the structure and functioning of the European Union as well as key vocabulary related to the EU.
- The student will be able to identify and master special features of legislative and administrative language

B

- The student recognises ESP as a special area of study.
- The student has a thorough knowledge of vocabularies related to special fields
- The student can identify and analyse various areas of English for Specific Purposes independently

## Course contents

- English for Specific Purposes as a field of study
- The functioning and structure of the European Union
- The special vocabulary related to the European union, law and administration
- The special vocabulary related to companies and corporate operations
- The special vocabulary related to various fields of industry

## International dimension

International learning materials.

## Teaching and learning methods

Tutorials

Lectures, workshops teamwork, independent study

The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

## **Teacher(s) responsible**

Ilpo Päiväläinen, Pasila

Kristiina Åberg, Pasila

## **Course materials**

Learning materials provided by the lecturer.

## **Assessment criteria**

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

### **5 excellent**

- The student masters terminology and vocabulary related to various fields of English for Specific Purposes fluently and accurately.
- The student is able to dissect and analyse various professional texts very fluently.

### **3 good**

- The student has a good mastery related to various fields of English.
- The student is able to dissect and analyse various professional texts well.

## **Assessment components and their respective weights**

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Spoken Communication in Finnish

- Code: FIN2LE101
- Extent: 3 cr (81 h)
- Timing: 3<sup>rd</sup> semester\*
- Language: Finnish
- Level: Professional studies
- Type: Compulsory\*\*

\* the course is offered only during autumn semesters

\*\* required of Finnish students in the Mubba programme

## Starting level and linkage with other courses

Sufficient command of PowerPoint. Good Finnish skills.

## Learning outcomes

Upon completion of the course, the student is able to

- 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

## Course contents

The course focuses on factors that have an impact on oral expression, with plenty of practice both individually and in groups.

- Theory: analysis of situation, 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

## Cooperation with the business community

The exercises simulate business life conditions.

Possible guest lecturers from different companies.

## Teaching and learning methods

Focus is on practice individually and in groups.

Workshops 40 h

Independent study and teamwork, including learning diary 40 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %.

## Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

## Teacher responsible

Sanna Kukkonen Pasila

## Course materials

Material provided by the teacher

## Assessment criteria

The course is evaluated on scale 1 to 5.

1	3	5
<p>The student is able to:</p> <ul style="list-style-type: none"><li>• take part in team communication situations in working life by showing interaction in standard communication situations.</li><li>• listen to others, express her/his own opinion and argue her/his own point.</li><li>• make a presentation in a clear voice and in understandable Finnish if her/his mother tongue is not Finnish and try to get in contact with the audience.</li><li>• give peer feedback when asked.</li></ul>	<p>The student is able to:</p> <ul style="list-style-type: none"><li>• work successfully in a flexible manner in team communication situations.</li><li>• communicate actively, listen to others and argue her/his own point well.</li><li>• plan well a suitable well-organized presentation by proportion, duration and demonstration.</li><li>• speak correct spoken Finnish in a clear voice and have a good contact with the audience.</li><li>• know how to control her/his possible stage fright.</li><li>• give and utilize peer feedback.</li></ul>	<p>The student is able to:</p> <ul style="list-style-type: none"><li>• express her/himself using dialogues in team communication situations and s/he is able to guide them successfully in a flexible manner.</li><li>• listen actively to others and show her/his know-how by reasoning convincingly and arguing paying attention to other participants.</li><li>• modify her/his working methods.</li><li>• make presentations which are skillfully targeted and suitable for different communication situations and her/his own professional role.</li><li>• speak correct and well-versed Finnish language, in a clear voice natural expression and contact with the audience.</li><li>• manage/show excellent technical know-how.</li><li>• give peer feedback to others.</li></ul>

- |  |  |  |
|--|--|--|
|  |  | <ul style="list-style-type: none"><li>• critically assess her/his own communication skills and develop through practice and feedback</li></ul> |
|--|--|--|

### **Assessment components and their respective weights**

Exercises and learning diary 100 %  
Active class participation

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Communicating in Finnish Business Environment

## 2

- Code: FIN2LE102
- Extent: 3 ECTS (81 h)
- Timing: 4<sup>th</sup> semester\*
- Language: Finnish
- Level: Professional studies
- Type: Compulsory\*\*

\* the course is offered only during spring semesters

\*\* required of Finnish students in the Mubba programme

### Starting level and linkage with other courses

Mastering the rules of correct written Finnish, sufficient text processing skills (Word). Excellent Finnish skills if one's mother tongue is other than Finnish.

### Learning outcomes

Upon completion of the course, the student is able to

- understand the importance of correct and suitable language in PR related events and documents
- recognise the structure and essential parts of Finnish PR documents
- assess the content and meaning of varying PR messages
- produce PR related texts and presentations
- formulate the message in a manner that promotes the company and/or minimizes harm to it
- manage corporate communications situations, including sensitive ones, in the appropriate style

### Course contents

- 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, congratulatory letters, thank you letters, greetings
- Practical exercises on representing the company in different situations

### Cooperation with the business community

The exercises simulate business life conditions.

Possible guest lecturers from different companies.

### Teaching and learning methods

Workshops and lectures 32 h

Independent study and teamwork 48 h

The assessment of one's own learning 1 h

## **Recognition of prior learning (RPL)**

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

## **Teacher responsible**

Sanna Kukkonen, Pasila

## **Course materials**

Material provided by the teacher.

## **Assessment criteria**

The course is evaluated on scale 1 to 5.

## **Assessment components and their respective weights**

Active participation, class exercises 40 %

Course assignment(s) 40 %

Exam(s) 20 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Strategy in Business

- Code: LEA2LE101
- Extent: 3 ECTS (81 h)
- Timing: 7th semester
- Language: English
- Level: professional studies
- Type: compulsory

## Starting level and linkage with other courses

No prerequisites

## Learning outcomes

Upon completion of the course, the student will be able to

- understand and use the key concepts pertaining to strategic management
- analyse the strategic work of top management
- work together with top management
- understand organisation as a whole.

## Course contents

- Strategy and its foundations: operating environment, stakeholders, mission and values
- Strategy schools of thought
- Blue Ocean Strategy
- Strategic planning, implementation and evaluation

## Cooperation with the business community

The course involves a writing of a strategy report of a chosen company. In addition, there will be an external lecturer representing a chosen line of business and its strategic management.

## International dimension

International megatrends such as sustainability and corporate social responsibility are examples of the main themes of the course.

## Teaching and learning methods

The course covers contact hours and independent study, for a total of 81 hours of study time. Contact hours are generally 3 hours a week for 8 weeks (total 24 h). There will be a final exam during the final week.

Independent study (56 hours) covers a course assignment, course literature and preparation for the final exam. The assessment of one's own learning 1 h

In the course assignment, students compile a strategy report, addressing course topics, on a company either individually or as group work. In particular, the report is to address core issues pertaining to the company's strategy and the extent to which these are made use of in the company's strategic operations.

## Alternative completions

The course can be replaced by completing a course with similar contents and extent in other degree programmes in HAAGA-HELIA or at another University.



## Recognition of prior learning (RPL)

If a student thinks that s(he) has both the skills and experience of the above mentioned course contents and learning outcomes based on her/his earlier studies or work experience, there is a possibility for the student to prove that s(he) both understands and can apply the learning objectives by attending both to a) a written exam and b) an oral exam.

If a student would like to proceed according to the RPL process s(he) should contact the instructor of the course during the pre-enrollment week or latest when attending the first lecture.

## Teacher(s) responsible

Olli Laintila, Pasila

## Learning materials

Minzberg H. - Ahlstrand B. - Lampel J, 1998. Strategy Safari. Prentice Hall.  
W. Chan Kim - Renee Mauborgne. 2005. Blue Ocean Strategy.

## Assessment criteria

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

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student	The student	The student
<ul style="list-style-type: none"><li>• has excellent skills in developing strategy</li><li>• has an excellent knowledge about the management theories and the latest trends of strategy and management</li><li>• has an excellent attitude towards learning through continuous, supportive and initiative participation in teamwork and conducting assignments</li></ul>	<ul style="list-style-type: none"><li>• has good skills in developing strategy and in evaluating strategic performance</li><li>• has a good knowledge about the basic management theories</li><li>• has a good attitude towards learning through participation in teamwork and conducting assignments</li></ul>	<ul style="list-style-type: none"><li>• has below average skills in developing strategy and in evaluating strategic performance</li><li>• has below average knowledge about the basic management theories</li><li>• has a below average attitude towards learning through participation in teamwork and conducting assignments</li></ul>

## Assessment components and their respective weights

Written exam 60 %

Course assignment 40 %

Both of the above must be completed in order to receive a final mark for this course.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Introduction to Thesis and Methods 1

- Course code: MET2LE101
- Extent: 2 ECTS credits
- Timing: 4<sup>th</sup> semester, 1<sup>st</sup> and 2<sup>nd</sup> periods
- Language: English
- Level: professional studies
- Type: compulsory

## Starting level and linkage with other courses

- Completion of the first three semesters of compulsory studies.
- Course is completed before commencement of Bachelor's thesis work.

## Learning outcomes

After completing the course a student will:

- have a preliminary understanding of basic research processes
- be able to identify following main research modes: action-based, portfolio and theoretical-driven
- understand the structure and internal connections of different study parts
- knows the basic research concepts and their contents
- understands the meaning of research ethics and source criticism
- be able to utilize research-based data sourcing
- be able to identify the basic three research processes
- have knowledge to write his/her bachelor's thesis according to the guidelines of HAAGA-HELIA's content and layout standards

During the course, student gets acquainted with the basic principles of thesis writing and research work. Student learns how to plan different research processes and to choose, initially, an appropriate research approach and methods.

## Course contents

This course trains students to identify, make decisions and report issues related to bachelor's thesis writing as follows:

- Drafting a study plan and schedule
- Getting acquainted with one research, development and innovation method
- Evaluation and reflektion
- Research ethics and criticism

## Cooperation with the business community

Course is contextually driven by working life.

## Teaching and learning methods

Course is carried out in the Moodle learning environment. Book exam includes thesis writing guidelines. In order to pass the course each student should set at least 53 hours aside for his/her own contribution of study. The assessment of one's own learning 1 h

## Teacher(s) responsible

## Learning material

Course literature is based on on-line virtual material provided for the student in the Moodle learning environment. In addition, student will carry out data searches based on the study objectives.

## Assessment criteria

All assignments, tasks and exam will be graded 0-5. The final grade is the average value.

Grade	5 Excellent	3 Good	1 Satisfactory
	Understands the structure and internal connections of different study parts, basic concepts and contents in an excellent manner.  Understands the meaning of research ethics and source criticism as a vital part of research work.  Is able to carry out the tasks independently.	Understands well the structure and internal connections of different study parts, basic concepts and contents.  Understands well the meaning of research ethics and source criticism as a vital part of research work.  Is able to carry out the tasks independently	Understands satisfactorily the structure and internal connections of different study parts, basic concepts and contents.  Understands the meaning of research ethics and source criticism as a vital part of research work.  Is able to carry out the tasks independently.

## Assessment components and their respective weights

All assignments, tasks and exam will be graded 0-5. The final grade is the average value.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Introduction to Thesis and Methods 2

- Course code: MET2LE102
- Extent: 1 ECTS credits
- Timing: 6<sup>th</sup> semester, 1<sup>st</sup> and 2<sup>nd</sup> periods
- Language: English
- Level: professional studies
- Type: compulsory

## Starting level and linkage with other courses

- Completion of the first five semesters of the compulsory studies.
- Course is compiled virtually according to student`s own researcher process.

## Learning outcomes

After completing the course a student will:

- have a preliminary understanding of basic research methods, processes and concepts and their relationships (Part 1)
- be able to organize his/her research, development and innovation processes as a project
- be able to apply a chosen qualitative, quantitative or procedural method
- understand different methods of data search and analysis, choose an appropriate one for the project and evaluate critically their usability
- be able to report with proper and correct language
- knows the basic principles of report writing and is able to produce proper text independently

## Course contents

This course trains student to carry out a thesis work and reporting thereby. As a result of the course, student has made the methodological part of thesis.

## Cooperation with the business community

Course is contextually driven by working life.

## Teaching and learning methods

The course is carried out in the Moodle learning environment. In order to pass the course each student should set at least 26 hours aside for his/her own contribution of study.

The assessment of one`s own learning 1 h

## Teacher(s) responsible

Aarni Moisala, Pasila

## Learning material

Ghuri P.N. & Gronhaug K. 2005. Research Methods in Business Studies. A practical guide. Third edition or later. Prentice Hall. London

Yin R. 1995-2004. Case study research: design and methods. Thousand Oaks, Sage Publication

## Assessment criteria

Final report will be graded 0-5. Assessment criteria with a scale of 1-3-5.

<b>Grade</b>	<b>5 Excellent</b>	<b>3 Good</b>	<b>1 Satisfactory</b>
	Is familiar with the requirements, central concepts and their meanings with excellent output.	Is familiar with the requirements, central concepts and their meanings with good output.	Is familiar with the requirements, central concepts and their meanings with satisfactory output.
	Masters research methods and understands their importance in active working life research.	Masters research methods and understands their importance in active working life research.	Masters research methods and understands their importance in active working life research.
	Is able to work independently and apply research methods related to working life context.	Is able to work independently and apply research methods related to working life context.	Is able to work independently and apply research methods related to working life context.
	Is able to carry out the tasks, reports and plans independently.	Is able to carry out the tasks, reports and plans independently.	Is able to carry out the tasks, reports and plans independently.

## Assessment components and their respective weights

Completed research methods chapter in the final thesis where either qualitative, quantitative or procedural method has been applied.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Assistant as Service Designer 1

- Code: SER2LE101
- Extent: 3 ECTS
- Semester: 2. semester
- Language: English
- Level: core studies
- Type: compulsory

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

Upon completion of the course, the student

- knows the basic principles of event organizing and is able to operate in a corporate event as a team member
- knows business etiquette
- masters the key concepts of travel arrangements and understands the importance and practices of business travel
- knows records management
- is able to create documents for travel arrangements by using Excel

## Course contents

- the process of event organizing
- non-verbal communication, introducing and presenting, interview situations, dressing to the occasion
- travel management, travel policy, travel expense
- archiving laws, records management, storing documents

## Co-operation with the business community

Student will visit a company or an organization event for one working day.

The course includes company excursions and/or visiting lecturers from the world of work.

## Teaching and learning methods

Contact hours 32 h, compulsory attendance 80 %

Business community, visiting an event 6 hours

Independent study 42 h

The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

## Teacher(s) responsible

Emilia Risu, Pasila

Päivi Williams, Pasila

## Course materials

Material informed and/or provided by the teachers.

## Assessment criteria

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

<b>Components</b>	<b>1 (50%)</b>	<b>3 (70 %)</b>	<b>5 (90 %)</b>
<b>Knowledge</b>	The student has a satisfactory knowledge of events as a process, travel arrangements as well as documents, business etiquette and records management related to the field.	The student has a good knowledge of events as a process, travel arrangements as well as documents, business etiquette and records management related to the field.	The student has an excellent knowledge of events as a process, travel arrangements as well as documents, business etiquette and records management related to the field.
<b>Skills</b>	The student has satisfactory reporting, presentation and teamwork skills. The student has satisfactory attitude towards learning through continuous, supportive and initiative participation, including teamwork and conducting assignments	The student has good reporting, presentation and teamwork skills. The student has an good attitude towards learning through continuous, supportive and initiative participation, including teamwork and conducting assignments.	The student has excellent reporting, presentation and teamwork skills. The student has an excellent attitude towards learning through continuous, supportive and initiative participation, including teamwork and conducting assignments

## Assessment components and their respective weights

Report

Exam

Learning assignments

Activity

Everybody signed up for the course is expected to attend contact hours and participate in active group discussions contributing to an interactive and successful outcome of the course. Continuous absence will influence the final grade and the compulsory attendance is 80%.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Assistant as Service Designer 2

- Code: SER2LE102
- Extent: 9 ECTS
- Semester: 3. semester
- Language: English
- Level: core studies
- Type: compulsory

## Starting level and linkage with other courses

Assistant as Service Designer 1 (SER2LE101)

Office Applications (TOO1LE101)

Effective Communication in Organisations (COM1LE101)

Professional Writing Skills (ENG1LE101)

## Learning outcomes

After completing the course the student

- will be able to plan and arrange different types of meetings and will be knowledgeable about practical information and skills needed for arranging meetings, will be aware of the legislation in the field and will be able to master the appropriate tools.
- will be able to master team communication skills and will be able to use persuasive argumentation and negotiation skills and participate as an active member of a meeting
- will be able to master meeting practices in English.
- will be able to understand the meaning of a corporate meeting and understand the contents of an annual report in English.
- will be able to produce infographics, understand the meaning of visual communications and will be able to communicate statistical information.
- will understand the principles of teleconferencing.
- will be able to compile meeting documents in accordance with standard guidelines in English.
- will be able to analyse and information by using different applications
- will be aware of the principal sources of information in assistants' work and will be able to use and process information in various tasks and for different purposes

## Course contents

- Meetings as tools in companies and organisations
- Vocabulary of meetings in English
- Team communication and negotiations skills
- Information retrieval for the purposes of working life

## Cooperation with the business community

On the course the aim is to arrange a corporate a visit to companies producing meeting services.

## Teaching and learning methods

The course consists of contact lessons and independent study (242 h). The assessment of one's own learning (1 h)



The learning methods focus on students' self-directed team working skills. Meeting techniques are practiced in meeting simulations. The students are divided into small teams, whereby group work will be carried out.

### Recognition of prior learning (RPL)

The recognition of prior learning (RPL) is observed on the course according to separate instructions.

### Teacher(s) responsible

to be announced

### Course materials

Learning materials provided by the lecturers.

### Assessment criteria

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

Components	5 (min. 90 % )	3 (min. 70 % )	1 (min. 50 % )
Knowledge	The student is able to master practical knowledge, skills and legislation required for arranging meetings and is able to apply knowledge and skills to practice at an excellent level. The student is able to participate as member of the group at an excellent level.	The student is able to master practical knowledge, skills and legislation required for arranging meetings and is able to apply knowledge and skills to practice at a good level. The student is able to participate as a member of the group mostly in an active manner.	The student is able to master practical knowledge, skills and legislation required for arranging meetings and is able to apply knowledge and skills to practice at a satisfactory level. The student is able to participate as a member of the group occasionally.
	The student is able to master meeting practices in English at an excellent level.	The student has a good knowledge of meeting practices in English.	The student has a satisfactory knowledge of and skills in meeting arrangements in English.
	The student is able to retrieve information required in the assistants' work skilfully and is able to analyse, process and use information at an excellent level.	The student is able to retrieve, process and analyse information related to assistants' work.	The student is able to retrieve information related to assistants' work by having guidance and is able to analyse, process and use information at a satisfactory level.
Skills	All the assignments have been completed according to instructions and returned on time. The student is highly familiar with the sources used. The	Most assignments have been completed according to instructions and returned on time. The student is familiar with the sources but the analysis is somewhat	Most assignments have been completed but the analysis remains rather weak. The student has limited familiarity

	<p>assignments are clearly completed and language used is immaculate.</p> <p>The student has participated in almost all the lessons and visits. The student has been very active and constructive. The student has strongly contributed to the lessons by asking questions and making comments.</p>	<p>superficial and fragmentary to a certain degree.</p> <p>The student has participated in lessons and visits on a regular basis. Students' active participation has not been very strong. Questions and comments have remained occasional.</p>	<p>with the sources used. The text contains factual errors.</p> <p>The student has several absences and has been relatively passive during the lessons and has hardly contributed to the lessons.</p>
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### **Assessment components and their respective weights**

Report

Exam/exams

Learning assignments

Active role

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Assistant as Service Designer 3

- Code: SER2LS103
- Extent: 5 ECTS
- Semester: 4. semester
- Language: English
- Level: core studies
- Type: compulsory

## Starting level and linkage with other courses

Assistant as a Service Designer 1 (SER2LE101) and Assistant as a Service Designer 2 (SER2LE102)  
Office Applications (TOO1LE101)  
Effective Communication in Organisations (COM1LE101)  
Professional Writing Skills (ENG1LE101)  
Communicating with Impact (COM2LE101)

## Learning Objectives

After completing the course the student

- will be able to organise a corporate business event independently and conceptualise it.
- 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 recognize the principle rights and responsibilities of the public administrative officer
- will be able to serve the clients of authorities in accordance with the principles of good administrative practice

## Course contents

- organising a corporate business event in small groups
- developing workplace communication
- structure of public administration
- the legal position of a public administrative officer
- good administrative practices

## Cooperation with the business community

- A corporate business event will be executed in accordance with a corporate commission
- Challenges created by workplace communication in an organisation

## Teaching and learning methods

The course consists of contact lessons and independent study (134 h). The self-evaluation of learning (1 h)

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.

## Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

## Teacher(s) responsible

to be announced

## Learning materials

Learning materials provided by the lecturers.

## Assessment criteria

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

Components	5 (90 %)	3 (70 %)	1 (50 %)
Knowledge			
Skills			

## Assessment components and their respective weights

Report

Exam

Learning assignment

Active participation

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Study and Career Planning

- Code: SER2LE110
- Extent: 2 ECTS (54 h)
- Timing: 1<sup>st</sup> - 4<sup>th</sup> semester
- Language: English
- Level: professional studies
- Type: compulsory

## Starting level and linkage with other courses

No prerequisites

## Learning outcomes

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

## Course 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 4<sup>th</sup> semester
- Graduation plan
- Career plan

## Cooperation with the business community

Visitors from various companies and organisations.

## Teaching and learning methods

Contact hours 40 h

Interviews 2 h

Independent studies 12 h

The assessment of one's own learning 1 h

## Teacher(s) responsible

Sanna Kukkonen, Pasila

## Learning materials

Material provided by teacher/lecturer.

## **Assessment criteria**

Attendance mandatory.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# ICT Applications for Business

- Code: TOO2LE101
- Extent: 6 ECTS
- Semester: 4.
- Language: English\*
- Level: Professional studies
- Type: Compulsory

\*The course is offered only in spring semesters.

## Starting level and linkage with other courses

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

## Learning Outcomes

Upon completion of the course, student is able to

- Understand the role of enterprise resource planning (ERP) and customer relationship management (CRM) software in an organization
- Depict business processes
- Use basic ERP and CRM software functions
- Depict the interrelationships of business processes

## Course contents

Students use Microsoft Dynamics NAV, Microsoft CRM, and Microsoft Office on following:

- Business process diagrams
- Set up of customers, vendors, items and other key concepts
- Set up of system parameters
- Use of most common processes
- Reporting
- Using ERP / CRM data in Office Applications, for example to produce marketing letters

## Cooperation with the business community

Guest lecturer / company visit

## Teaching and learning methods

Contact hours 64 h, averaging 4 h a week throughout the semester.

Self-study 98 h

The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

If the student has the knowledge and skills, described in the course objectives and contents, acquired by his / her earlier studies and possible work experience, a preliminary examination can be arranged for him / her.

The student must inquire of the teacher about the preliminary examination and the exam must be agreed on during the first qualification week.

## Teacher(s) responsible

Heli Lankinen, Pasila

## Course materials

Classroom materials and other materials informed and distributed by the teachers

## Assessment criteria

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

### 5 excellent

The student:

- has a command of key concepts, has a solid grasp of software functionalities and knows how to apply them in practice.
- has strong skills and can independently use the applications to find new solutions.
- has good time management skills and completes assignments on time.

### 3 good

The student:

- has a command of key concepts and makes use of basic functionalities with purpose.
- has good time management skills and completes assignments on time.

### 1 satisfactory

The student:

- has a command of some concepts but lacks a full understanding of how the applications work.
- can satisfactorily complete basic tasks but is not able to solve more demanding tasks independently.

## Assessment components and their respective weights

Exam 25 %

Lecture Assignments 50 %

Distance Assignments 25 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# Finnish for Working Life 1

- Code: FIN2LE030
- Extent: 3 ECTS (81 h)
- Timing: 3rd semester
- Language: Finnish
- Target level: A2
- Level: Professional studies
- Type: Compulsory

## Prerequisites

Finnish for Beginners and Intermediate Finnish or equivalent level in the proficiency test.

## Learning outcomes

Upon successful completion of the course, the student

- can tell about his/her past and introduce his/her own culture or other topics of interest
- is able to make a presentation in Finnish
- has got improved vocabulary and speaking skills, and also the knowledge of Finnish grammar
- gets basic information and skills considering working life in Finnish

## Course contents

- Conjunctions
- Object
- Conditional mood
- Past tense forms
- 3. infinitive
- Writing email
- Getting acquainted with current topics by using newspapers and other media

## Teaching and learning methods

Contact hours 32 h

Independent studies 48 h

The assessment of one's own learning 1 h

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

Homework and preparation for lessons and exams.

## Recognition of prior learning (RPL)

All students with any prior skills in the Finnish language start their Finnish studies by taking the level test. Each student will be instructed to the adequate course based on the results, and reach the minimum amount of credits (22 cr.) in the Finnish language at his/her own level of competence.

## Teacher responsible

Pekka Huolman, Pasila

## Learning materials

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

Other material provided by teacher.

## Assessment criteria

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• has a good command of standard oral and written Finnish on general topics.</li><li>• is able to communicate in most situations he/she is likely to encounter.</li></ul>	<ul style="list-style-type: none"><li>• has a satisfactory command of standard oral and written Finnish on general topics.</li><li>• is able to communicate in many of the situations he/she is likely to encounter.</li></ul>	<ul style="list-style-type: none"><li>• has a passable command of standard oral and written Finnish on general topics.</li><li>• is able to communicate in some of the situations he/she is likely to encounter.</li></ul>

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Finnish for Working Life 2

- Code: FIN2LE031
- Extent: 3 ECTS (81 h)
- Timing: 4th semester
- Language: Finnish
- Target level: B1
- Level: Professional studies
- Type: Compulsory

## Prerequisites

Finnish for Beginners, Intermediate Finnish and Finnish for Working life or equivalent level in the proficiency test.

## Learning outcomes

Upon successful completion of the course, the student

- has learned how to apply for a job in Finland
- has basic knowledge of formal telephone conversations in Finnish
- is familiar with current topics in the business field through (simplified) newspaper articles and other up-to-date sources

## Course contents

- Perfect and pluperfect tense
- Plural forms of nouns
- Comparison of adjectives
- Texts and conversation about current topics
- Studies, work experience
- CV
- Job interview
- Presentation or oral summary

## Teaching and learning methods

Contact hours 32 h

Independent studies 48 h

The assessment of one's own learning 1 h

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

Homework and preparation for lessons and exams.

## Recognition of prior learning (RPL)

All students with any prior skills in the Finnish language start their Finnish studies by taking the level test. Each student will be instructed to the adequate course based on the results, and reach the minimum amount of credits (22 cr.) in the Finnish language at his/her own level of competence.

## Teacher responsible

Pekka Huolman, Pasila

## Learning materials

Kuparinen, K. & Tapaninen, T. 2008. Hyvin menee! 2. Suomea aikuisille. Chapters 4 - 6 . Otava. Helsinki.

Other material provided by teacher.

## Assessment criteria/scale 5-1.

### 5 excellent

- 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.

### 3 good

- 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.

### 1 satisfactory

- 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 components and their respective weights

Active participation in lessons 10 %

Written and Oral assignments 50 %

Final Examination 40 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Business Finnish for International Students

- Code: FIN2LE110
- Extent: 4 ECTS (108 h)
- Timing: 6th semester
- Language: Finnish
- Target level: B2
- Level: professional studies
- Type: compulsory

## Prerequisites

Finnish for Beginners, Intermediate Finnish and Finnish for Working Life 1 and 2 or equivalent level in the proficiency test.

## Learning outcomes

Upon successful completion of the course, the student

- is able to communicate in Finnish in basic business situations
- acquires the skills to produce clear and logical business texts on simple business matters
- is able to write basic business letters and PR letters in Finnish

## Course contents

- Cultural differences, corporate forms, organisations, commerce, finance, marketing, tourism, workplace culture
- Business correspondence
- PR letters
- Internal communications
- Telephone Finnish
- Grammar: comparison of adjectives, non-finite clauses

## Teaching and learning methods

Contact hours 48 h

Independent studies 59 h

The assessment of one's own learning 1 h

Oral and written exercises individually and in pairs, group work. Homework and preparation for lessons and exams.

## Recognition of prior learning (RPL)

All students with any prior skills in the Finnish language start their Finnish studies by taking the level test. Each student will be instructed to the adequate course based on the results, and reach the minimum amount of credits (22 cr.) in the Finnish language at his/her own level of competence.

## Teacher responsible

Pekka Huolman, Pasila

## Learning materials

Material provided by teacher.

### **Assessment criteria/scale 5-1.**

#### **5 Excellent**

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

#### **3 Good**

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

#### **1 Satisfactory**

- The student understands the main points of business-related texts in both the written and oral form.
- The student has a satisfactory command of business vocabulary, and he/she is able to produce business or PR texts in Finnish with several corrections, when assisted substantially.

### **Assessment components and their respective weights**

Active participation in lessons 10 % Written and oral assignments 50 % Final exam 40 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Chinese Business Communication 3

(公关商业汉语)

- Code: CHI4LE103
- Extent: 3 ECTS (81 h)
- Timing: 3rd semester
- Language: Chinese/English
- Level: professional studies
- Type: elective\*

\* required of students with compulsory Chinese

## Starting level and linkage with other courses

Chinese Business Communication 2

## Learning outcomes

Target level: A2

Students acquire oral ability in PR communications by learning how to manage customer and business partner Guanxi-relationships in Finland and in China.

## Course contents

The course handles the most usual PR communication situations in everyday life environment, such as:

- talking about the weather
- talking about habits
- money and currency
- travel and appointment communications
- making contact
- seeing the doctor
- Chinese public signs
- event poster

## Teaching and learning methods

The course consists of contact hours, independent study and a final exam.

The assessment of one's own learning 1 h

## Alternative ways to complete the course

Not attending the contact hours but doing the assignments and taking the final exam.

## Recognition of 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.

## **Teacher(s) responsible**

Hai Guo, Pasila

## **Course materials**

Great Wall Chinese 2009: Level 2-3, Office of Chinese Language Council International

Gu Feng 2009: Mandarin Teaching Toolbox, Volume 3, Confucius Institute at BCIT

Handouts and materials provided by the teacher

## **Assessment criteria**

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

## **Assessment components and their respective weights**

Written exam 100 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# Chinese Business Communication 4

(中国商业文化)

- Code: CHI4LE104
- Extent: 3 ECTS (81 h)
- Timing: 4th semester
- Language: Chinese/English
- Level: professional studies
- Type: elective\*

\* required of students who have chosen compulsory Chinese

## Starting level and linkage with other courses

Chinese Business Communication 3 (CHI4LE103); Or independently as a cultural course “Chinese Business Culture” as part of the online package “[Understanding Chinese Culture and Language](#)” (10 credits).

## Learning outcomes

Target level: B1

After completing this course, the student will have a solid understanding of Chinese business culture and business etiquette. When encountering Chinese partners in different business circumstances, the student will have a relatively good knowledge of how to work as a “culture interpreter”.

## Course contents

This course can be completed separately as a cultural course (2 cr) as part of the online package “Understanding Chinese Culture and Language” (10 credits). For language students, additional language lessons will be required to get the full credits.

The course covers the following areas:

- basic information about the Chinese business world
- economic role of ethnic overseas Chinese
- structure of Chinese culture
- Chinese way of thinking
- Chinese business etiquette in social life, communication, customer service and business relationship
- what are good to do and what should be avoided in maintaining Guanxi-relationship

The course consists of both language and cultural sessions. During the language sessions, the student will continue learning Chinese language skills, oral communication skills are especially emphasized. During the cultural sessions, the student will make on presentation on the given topic.

## Teaching and learning methods

The course consists of contact hours and independent internet study based on Moodle.

The assessment of one’s own learning 1 h

## Alternative ways to complete the course

Not attending the contact hours but doing the presentation and taking the final exam.

### **Recognition of 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.

### **Teacher(s) responsible**

Hai Guo, Pasila

### **Course materials**

Meiru Liu 2006: Basic Business Chinese, Beijing University Press

Handouts and materials provided by the teacher

### **Assessment criteria**

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

### **Assessment components and their respective weights**

Cultural assignments or the presentation 80%

Written exam 20 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Chinese Business Environment

(中国商业环境)

- Code: CHI4LE105
- Extent: 4 cr
- Timing: 6th semester
- Language: Chinese
- Level: professional studies
- Type: elective\*

\* required of students who have chosen compulsory Chinese

## Prerequisites

Chinese Business Communication 4; Or independently as a cultural course as part of the online package "[Understanding Chinese Culture and Language](#)" (10 credits).

## Learning objectives

Target level: B1

After completing the course, students will

- become familiar with the history, culture and economy of the Chinese-speaking areas including mainland China, Taiwan, Hong Kong, Singapore and Malaysia.
- be capable of talking about the general features of the Chinese economic life
- be able to understand basic PR documents with the help of Chinese computer programs
- be prepared to move on tasks involving trade with the Chinese-speaking areas

## Course contents

The first section of the course, "Introduction to the Chinese-speaking Areas", can be completed separately as a cultural course (2 cr) as part of the online package "Understanding Chinese Culture and Language" (10 credits). For language students, additional language lessons will be required to get the full credits.

The second section of the course is "Chinese Business Documents". For native Mandarin speakers, there will be a higher requirement and more learning materials. Therefore "Chinese Business Environment" is in total 5 credits instead of 4 for native speakers.

Introduction to the Chinese-speaking Areas:

- Introduction to the situations in different Chinese-speaking areas
- Economic life of the mainland China and overseas Chinese societies

Chinese Business Documents:

- PR and business letters: reading unknown Chinese characters, basic e-mails, invitations, congratulation, travel agenda/visiting program
- CV compilation

## Teaching and learning methods

The course consists of contact hours and assignments.

Introduction to the Chinese-speaking Areas:

This part includes contact hours and independent study, lasts one and a half period.

Chinese Business Documents:

This part includes mainly independent study in Moodle, lasts half period.

### **Alternative ways to complete the course**

Not attending the contact hours but doing the presentation, assignments and taking the final exam.

### **Recognition of 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.

### **Teacher(s) responsible**

Hai Guo, Pasila

### **Course materials**

Meiru Liu 2006: Basic Business Chinese, Beijing University Press

Handouts and materials provided by the teacher

### **Assessment criteria**

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

### **Assessment components and their respective weights**

Introduction to the Chinese-speaking Areas:

Cultural assignments or the presentation 80 %

Written examination 20 %

Chinese Business Documents:

Written tasks 100 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Chinese Language Project

- Code: CHI4LE106
- Extent: 3 ECTS (81 h)
- Timing: 4th-7th semester
- Language: Chinese
- Level: Professional studies
- Type: Elective\*

\* required of students who have chosen compulsory Chinese

## Starting level and linkage with other courses

Chinese language proficiency. B2-C1.

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the Chinese language and culture. The project also enhances students' professional competencies

## Course contents

Students plan and implement a language project on a business topic individually or in a group and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization, and an official project agreement will be signed between the student(s) and these persons. The topic should differ from the topic that students address in their theses. It is also possible to do the project during the student exchange or internship.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organization. The project should also be of benefit to the commissioning company or organization.

## International dimension

The project can support the international strategy in partner organization.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students will write a project plan, report on the progress of the project if needed and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of learning by researching and developing.

Introduction session: 2 h

Independent study: 75 h

The assessment of one's own learning: 1 h

Consulting with the instructor: 2-3 h

## **Recognition of 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.

## **Teachers responsible**

Hai Guo, Pasila

## **Assessment criteria**

Pass/Fail

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Measuring and Evaluating Communication Effectiveness

- Code: COM4LE101
- Extent: 3 ECTS
- Timing: 4th or 7th semester
- Language: English
- Level: professional studies
- Type: elective

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

Upon completion of the course, the student learns to

- identify some essential features of effective communication
- distinguish between benefits and challenges related to evaluation of communication
- identify objectives, methods and trends related to evaluation of communication
- complete a communication evaluation for a genuine work organisation
- make suggestions for improving and maintaining effective organisational communication

## Course contents

- features of effective work life communication
- evaluation of organisational communication in theory and practice

## Cooperation with the business community

- The course is based on professional and real-life approach towards organisational communication.
- Real-life examples, real-life assignment, possibly a visit to a communication agency or visitors from companies.

## Teaching and learning methods

- Lectures and introductions
- Collaborative learning in the study group, methods of discovery learning
- Independent and supervised project work
- The assessment of one's own learning 1 h

## Teacher responsible

Heta-Liisa Malkavaara, Pasila

## Learning materials

to be confirmed

## Assessment criteria

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

### **Assessment components and their respective weights**

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# Creating Visual Corporate Messages

- Code: COM4LE102
- Extent: 3 ECTS
- Timing: 4th or 7th semester
- Language: English
- Level: professional studies
- Type: elective

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

Upon completion of the course, the student learns to

- identify elements of storytelling in texts
- build stories based on the material produced by work communities
- combine text and visual information as a graphic entities
- visualize corporate strategic core messages
- make use of appropriate software and publishing environments

## Course contents

to be confirmed

## Cooperation with the business community

to be confirmed

## Teaching and learning methods

to be confirmed

The assessment of one's own learning 1 h

## Teacher responsible

to be confirmed

## Learning materials

to be confirmed

## Assessment criteria

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

to be confirmed

## Assessment components and their respective weights

to be confirmed

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Creative Solutions in Marketing and Communications

- Code: COM4LE103
- Extent: 6 ECTS (216 h)
- Timing: 6th semester
- Language: English
- Level: Professional studies
- Type: Elective

## Starting level and linkage with other courses

## Learning outcomes

Upon completion of the course, the student

- learns to apply marketing and communication theory into practice through client project or assignment which concentrates on creating innovative solutions for the commissioning party
- learns to act and work professionally in a project team

## Course contents

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

## Cooperation with the business community

Project for the client company

## International dimension

Many of the projects are assigned by the international companies.

## Teaching and learning methods

Lectures and team meetings, team work, other possible consultation sessions and self-study.

The assessment of one's own learning 1 h

## Teachers responsible

Heta-Liisa Malkavaara, Pasila  
Mia-Maria Salmi, Pasila

## Course materials

To be confirmed

## Assessment criteria

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

To be confirmed

### **Assessment components and their respective weights**

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# English Language Project

- Code: ENG4LE106
- Extent: 3 ECTS (81 h)
- Timing: 4th-7th semester
- Language: English
- Target level: C1
- Level: professional studies
- Type: elective\*

\*the project is compulsory in one of the main languages

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the English language and culture. The project also enhances students' professional competencies

## Course contents

Students plan and implement a language project on a business topic individually or in a group and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization, and an official project agreement will be signed between the student(s) and these persons. The topic should differ from the topic that students address in their theses. It is also possible to do the project during the student exchange or internship.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organization. The project should also be of benefit to the commissioning company or organization.

## International dimension

The project can support the international strategy in partner organization.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students will write a project plan, report on the progress of the project if needed and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of learning by researching and developing.

Introduction session: 2 h

Independent study: 75 h

The assessment of one's own learning: 1 h

Consulting with the instructor: 2-3 h

## Recognition of 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.

### **Teachers responsible**

Karl Robbins, Pasila

### **Assessment criteria**

Pass/Fail

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# French Business Communication 3

(Approfondissement en français des affaires)

- Code: FRE4LE103
- Extent: 3 cr (81 h)
- Timing: Semester 3
- Language: French/ English
- Competency level: B1
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory French

## Starting level and linkage with other courses

French Business Communication 2 (FRE4LE102)

## Learning outcomes

Upon successful completion of the course, the student

- understands the French working environment
- 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

## Course contents

- vocabulary and concepts of the French economy and business life
- Case studies and searching of information
- Business and Pr-letters
- invitations and programmes layout

## Teaching and learning methods

Contact hours 32 h

Self-study 48 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

## Alternative ways to complete the course

Not attending the contact hours but doing the coursework and taking the test

One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## Recognition of 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.

### Teacher(s) responsible

Catherine Métivier, Pasila

### Course materials

- Web-pages
- Material provided by the teacher.

### Assessment criteria

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

5 excellent	3 good	1 satisfactory
<p>The student:</p> <p>has strong skills in telephone communication and is fully capable of maintaining a professional conversation by phone.</p> <p>has an excellent command of key concepts in Business French and understands fully the French working environment on a cultural basis.</p> <p>can write Business and PR documents independently and successfully.</p>	<p>The student:</p> <p>has good skills in telephone communication and manages a professional conversation by phone.</p> <p>has a good command of key concepts in Business French and understands to some extent the French working environment on a cultural basis.</p> <p>can in certain cases write Business and PR documents independently and successfully.</p>	<p>The student:</p> <p>has limited skills in telephone communication and manages short and simple professional conversations by phone.</p> <p>has limited understanding of the French working environment.</p> <p>knows only the basics of French Business and PR Communication and needs support to write Business and PR documents.</p>

### Assessment components and their respective weights

Written exam for French vocabulary and terminology of business P/F

Written exam for Business letters and documents 60 %

Oral examination (telephone conversation) 40%

Assignments

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# French Business Communication 4

## (French and Finnish Cultures in Contact)

- Code: FRE4LE104
- Extent: 3 ECTS (81 h)
- Timing: Semester 4
- Language: French/ English
- Competency level: B1
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory French

## Starting level and linkage with other courses

French Business Communication 1 (FRE4LE101)

French Business Communication 2 (FRE4LE102)

French Business Communication 3 (FRE4LE103)

## Learning outcomes

Upon successful completion of the course, the student

- understands cultural differences between Finland and France.
- is able to talk about Finland in French
- is able to have small-talks

## Course contents

- French civilization
- oral presentations on Finnish civilization
- practice of small-talk situations
- searching of information

## Teaching and learning methods

Contact hours 32 h

Self-study 48 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

## Recognition of 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.

## Teacher(s) responsible

## Course materials

- Web-pages
- Material provided by the teacher.

## Assessment criteria

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

5 excellent	3 good	1 satisfactory
<p>The student:</p> <p>knows well both the French and Finnish societies.</p> <p>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.</p> <p>can speak of Finland by showing excellent intercultural knowledge and awareness.</p>	<p>The student:</p> <p>knows both the French and Finnish societies.</p> <p>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.</p> <p>can speak of Finland by showing relevant intercultural aspects.</p>	<p>The student:</p> <p>knows the French and Finnish societies somewhat and recognizes the main cultural differences.</p> <p>has a limited capability to speak of Finland.</p>

## Assessment components and their respective weights

Written exam on French/Finnish cultures and Societies 100 %

Oral presentation P/F

Assignments

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# French Business Environment

- Code: FRE4LE105
- Extent: 4 ECTS (108 h)
- Timing: Semester 6
- Language: French/ English
- Competency level: B2
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory French

## Starting level and linkage with other courses

French Business Communication 1  
French Business Communication 2  
French Business Communication 3  
French Business Communication 4  
Work Placement

## Learning outcomes

Upon successful completion of the course, the student

- understands French society
- is able to find information
- knows how to make a presentation to a French speaking audience
- has taken in the French terminology and concepts of business life.

## Course contents

- French medias: newspapers, television, radio and internet
- exercises for listening and reading comprehension
- oral presentation of the organization where work placement was done
- report in French on one's Business plan

## Teaching and learning methods

Contact hours 48 h

Self-study 59 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

## Recognition of 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.

## Teacher(s) responsible

Catherine Métivier, Pasila

## Course materials

- Web-pages
- Material provided by the teacher.

## Assessment criteria

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

5 excellent	3 good	1 satisfactory
<p>The student:</p> <ul style="list-style-type: none"><li>• shows excellent skills in understanding spoken and written news on Economics and work life, knows well the vocabulary and the concepts and is able to put into practice the skills acquired.</li><li>• shows excellent cultural knowledge when using sources and understanding the documents and is able to forward reliably the information.</li><li>• is able to make a presentation of one's enterprise or organization independently, professionally and successfully.</li></ul>	<p>The student:</p> <ul style="list-style-type: none"><li>• shows good skills in understanding spoken and written news on Economics and work life, knows the relevant vocabulary and the main concepts and is able to put into practice the skills acquired.</li><li>• shows to some extent cultural knowledge when using sources and understanding easier documents and is able to forward reliably the information.</li><li>• is able to make a presentation of one's enterprise or organization</li></ul>	<p>The student:</p> <ul style="list-style-type: none"><li>• shows limited skills in understanding spoken and written news on Economics and work life, and is only partly able to put into practice the skills acquired.</li><li>• shows to some extent cultural knowledge when using sources and understands only simple documents.</li><li>• has limited speaking skills for making a presentation of one's enterprise or organization.</li></ul>

## Assessment components and their respective weights

Exam for reading and listening comprehension 60 %

Oral presentation 40 %

Written business plan in French P/F

Assignments

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# French Language Project

- Code: FRE4LE106
- Extent: 3 ECTS (81 h)
- Timing: 4th-7th semester
- Language: French
- Level: Professional studies
- Type: Elective\*

\* required of students who have chosen compulsory French

## Starting level and linkage with other courses

French language proficiency. B2-C1.

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the French language and culture. The project also enhances students' professional competencies

## Course contents

Students plan and implement a language project on a business topic individually or in a group and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization, and an official project agreement will be signed between the student(s) and these persons. The topic should differ from the topic that students address in their theses. It is also possible to do the project during the student exchange or internship.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organization. The project should also be of benefit to the commissioning company or organization.

## International dimension

The project can support the international strategy in partner organization.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students will write a project plan, report on the progress of the project if needed and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of learning by researching and developing.

Introduction session: 2 h

Independent study: 75 h

The assessment of one's own learning: 1 h

Consulting with the instructor: 2-3 h

## **Recognition of 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.

## **Teachers responsible**

Catherine Métivier, Pasila

## **Assessment criteria**

Pass/Fail

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# German Business Communication 3

## (PR German /PR German Persönliche Briefe)

- Code: GER4LE103
- Extent: 3 ECTS (81 h)
- Timing: 3rd Semester\*
- Language: German
- Competence level: B1
- Level: professional studies
- Type: elective\*\*

\*the course is offered only in autumn semesters

\*\*required of students with compulsory German

## Starting level and linkage with other courses

German Business Communication (GER4LE101)

none for native speakers

## Learning outcomes

Upon completion of the course, the students

- become versed in common PR correspondence expressions and style
- are able to write linguistically correct PR correspondence
- can operate in typical social business occasions

## Course contents

The course focuses on PR letters in German, including review of vocabulary and common expressions. The exam is at the end of the term.

The course involves the writing of PR letters as homework. The letters are then corrected on the basis of teacher feedback and added into portfolio.

PR letters such as

- invitations
- congratulatory letters
- thank you letters
- letters relating to travel.

In addition a CV is written.

## Cooperation with the business community

Class material originates from real companies.

## Teaching and learning methods

Contact hours 30 h

Independent study, writing and correcting PR letters and preparation for the exam 48 h

Written exam 2 h

The assessment of one's own learning 1 h

## Alternative ways to complete the course

Completing all course work and taking the final exam, without attending the actual contact hours.

## Recognition of 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.

## Teacher(s) responsible

Sirpa S. Bode, Pasila

## Course materials

Material provided by the teacher.

## Assessment criteria

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

### 5 excellent (min. 90%)

The student:

- can write the standard business letter very well.
- communicates very well, is able to choose appropriate style and produces correct language.
- 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.
- can write accurate messages that are ready to send.

### 3 good (min. 70 %)

The student:

- can write the standard business letter well.
- communicates well, is able to generally choose appropriate style and produces mostly correct language.
- is able to write understandable and correct messages using basis phrases related to the topic.
- is able to use dictionaries and other sources of information.
- can write messages that are for the most part accurate and ready to send.

### 1 satisfactory (min. 50%)

The student:

- can write the standard business letter fairly well.
- communicates fairly well, is able to sometimes choose 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 components and their respective weights

Written exam 50 %

Portfolio including assignments 50 %



The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# German Business Communication 4

## (Deutsche Geschäftskorrespondenz)

- Code: GER4LE104
- Extent: 3 ECTS (81 h)
- Timing: 4th Semester\*
- Language: German
- Competence level: B1-B2
- Level: professional studies
- Type: elective\*\*

\*the course is offered only in spring semesters

\*\*required of students with compulsory German

## Starting level and linkage with other courses

German Grammar (GER4LE064)

For native speakers: PR German (GER4LE068)

## Learning outcomes

Upon completion of the course, the students

- become proficient in producing linguistically correct business correspondence in German
- produce a presentation on a company
- will be able to operate in support functions related to international sales and purchasing processes and administration

## Course contents

Business correspondence including

- inquiries
- offers
- orders
- quotations

## Cooperation with the business community

Sample correspondence partly from real companies.

## Teaching and learning methods

Contact hours 30 h

Independent study, writing correspondence and preparation for exam 48 h

Written exam 2 h

The assessment of one's own learning 1 h

## Alternative ways to complete the course

Completing all course work and taking the final exam, without attending the actual contact hours.

## Recognition of 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.

## Teacher(s) responsible

Sirpa S. Bode, Pasila

## Course materials

Material provided by the teacher.

## Assessment criteria

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

### 5 excellent (min. 90 %)

The student:

- can write the standard business letter very well.
- communicates very well, is able to choose appropriate style and produces correct language.
- 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.
- can write accurate messages that are ready to send.

### 3 good (min. 70 %)

The student:

- can write the standard business letter well.
- communicates well, is able to generally choose appropriate style and produces mostly correct language.
- is able to write understandable and correct messages using basis phrases related to the topic.
- is able to use dictionaries and other sources of information.
- can write messages that are for the most part accurate and ready to send.

### 1 satisfactory (min. 50 %)

The student:

- can write the standard business letter fairly well.
- communicates fairly well, is able to sometimes choose 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 components and their respective weights

Written exam 80 %

Class participation 20 % (incl. 6 letters, 2 vocabulary tests, mid-term test)

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# German Business Environment

## (Wirtschaftskommunikation im deutschsprachigen Europa)

- Code: GER4LE105
- Extent: 4 ECTS (108 h)
- Timing: 6th semester\*
- Language: German
- Competence level: B2
- Level: professional studies
- Type: elective\*\*

\* the course is offered only in the autumn

\*\*required of students with compulsory German

## Starting level and linkage with other courses

German Business Communication 1 (GER4LE101),  
German Business Communication 2 (GER4LE102),  
German Business Communication 3 (GER4LE103),  
German Business Communication 4 (GER4LE104)

For native speakers:

German Business Communication 3 (GER4LE103),  
German Business Communication 4 (GER4LE104)

## Learning outcomes

Upon successful completion of the course, the student

- has improved his/her German business vocabulary and knowledge of key grammatical issues used in media
- will be able to read, understand, analyze, and summarize business related articles
- has familiarized him/herself with distinctive features of the German business environment
- gained proficiency in making business conversation to the extent that he understands his/her counterpart and can answer questions presented to him/her
- will be able to review company operations
- will be able to his/her cultural and language expertise in demanding communication situations

## Course contents

This course consists of two parts:

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

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

In the second part of the course “German-speaking Europe” student

- familiarizes him/herself with the geography, economics, and political systems of the German-speaking countries,
- learns to understand the importance of the business culture and small talk

## Cooperation with the business community

Documents originate from media and real companies/organisations.

## Teaching and learning methods

Media Communication in German

Contact hours 21 h

Self-study 30 h

Written exam 2 h

The assessment of one's own learning 1 h

German-speaking Europe

Contact hours 24 h incl. presentations

Self-study 27 h

Written exam 2 h

Self-assessment of learning 1 h

80 % mandatory attendance

## Recognition of 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.

## Teacher(s) responsible

Sirpa S. Bode, Pasila

## Learning materials

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

## Assessment criteria

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

### 5 excellent (min. 90 %)

The student:

- understands challenging economic news of his/her field and is able to summarize their main contents successfully. (S)he knows widely the vocabulary concerning the enterprise and it's financial situation.
- is able to apply acquired skills in practice in an excellent way.
- is able to use sources of information versatily and

### 3 good (min. 70 %)

The student:

- understands economic news of his/her field and is able to summarize their main contents logically. (S)he knows quite widely the vocabulary concerning the enterprise and it's financial situation.
- is able to apply the acquired skills in practice well.
- is able to use sources of information independently to support his/her work and

### 1 satisfactory (min. 50 %)

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 it's financial situation is limited.
- is able to apply the acquired skills in practice inadequately.
- is able to use sources of information to support his/her work and shows

critically to support his/her work and shows excellent cultural knowledge when using sources.

- adapts easily to the cultural content and is able to share his/her professional knowledge and skills with others.

shows cultural knowledge when using sources.

- adapts well to the cultural content and is able to share his/her professional knowledge and skills with others.

cultural knowledge when using sources.

- is able to share his/her professional knowledge and skills with others in a limited way.

## **Assessment components and their respective weights**

Media Communication in German

Written exam 70 %

Class participation and exercises 30 %

German-speaking Europe

Written exam 50%

Class participation and oral presentations 50 %

Media Communication in German 50 %

German-speaking Europe 50 %

Both of the above must be successfully completed

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# German Language Project

- Code: GER4LE106
- Extent: 3 ECTS (81 h)
- Timing: 4th-7th semester
- Language: German
- Level: Professional studies
- Type: Elective\*

\* required of students who have chosen compulsory German

## Starting level and linkage with other courses

German language proficiency. B2-C1.

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the German language and culture. The project also enhances students' professional competencies

## Course contents

Students plan and implement a language project on a business topic individually or in a group and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization, and an official project agreement will be signed between the student(s) and these persons. The topic should differ from the topic that students address in their theses. It is also possible to do the project during the student exchange or internship.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organization. The project should also be of benefit to the commissioning company or organization.

## International dimension

The project can support the international strategy in partner organization.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students will write a project plan, report on the progress of the project if needed and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of learning by researching and developing.

Introduction session: 2 h

Independent study: 75 h

The assessment of one's own learning: 1 h

Consulting with the instructor: 2-3 h

## **Recognition of 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.

## **Teachers responsible**

Sirpa S. Bode, Pasila

## **Assessment criteria**

Pass/Fail

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# HR Management

- Code: LEA4LE101
- Extent: 3 ECTS (81 h)
- Timing: 4<sup>th</sup> or 7<sup>th</sup> semester
- Language: English
- Level: Professional studies
- Type: Elective Professional Study

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

Upon successful completion of the course, the student

- understands the behavior of people at work both as individuals and groups
- knows about human resource management practices such as recruitment, development and motivation
- has knowledge of things essential to well being of employees and is able to take them into consideration in her own work

## Course contents

- Leadership
- Individuals and groups at work place
- Human Resource Management
- Well being at work.

## Cooperation with the business community

Data for group assignment is collected in some organization.

## Teaching and learning methods

Contact hours 24-32 h

Self-study 48-56 h.

The assessment of one's own learning 1 h

## Teacher(s) responsible

Eija Kärnä, Pasila

Olli Laintila, Pasila

## Learning materials

Handout material

Additional reading:

Bratton J. & Gold J. 2007. Human resource management: theory and practice. 4th ed. New York: Palgrave Mcmillan.

Robbins S. P. & Judge T. A. 2009. Organizational behavior. 13th ed. Upper Saddle River (NJ): Pearson Education.

## Assessment criteria

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

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• has excellent knowledge of the theory related to Organizational Behavior and Leadership and is able to search and apply the knowledge in the course assignments critically and analytically.</li><li>• is able to discuss and present topics on the field fluently and comprehensively virtually and in group situations.</li><li>• is able to apply the course contents and use relevant references in a written report work professionally.</li></ul>	<ul style="list-style-type: none"><li>• has good knowledge of the theory related to Organizational Behavior and Leadership and is able to search and apply the knowledge in the course assignments in an appropriate way.</li><li>• is able to discuss and present topics on the field well both virtually and in group situations.</li><li>• is able to apply well the course contents and use relevant references in a written report work.</li></ul>	<ul style="list-style-type: none"><li>• has sufficient knowledge of the theory related to Organizational Behavior and Leadership and is able to search and apply the knowledge in the course assignments.</li><li>• is able to discuss and present topics on the field both virtually and in group situations.</li><li>• is able to apply the course contents and use central references in a written report work.</li></ul>

## Assessment components and their respective weights

Participation and contribution to work on lessons 50 %

Assignment and presentation 50 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# HR Practices

- Code: LEA4LE102
- Extent: 3 ECTS (81 h)
- Timing: 4<sup>th</sup> or 7<sup>th</sup> semester
- Language: English
- Level: Professional studies
- Type: Elective professional study

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

Upon successful completion of the course, the student

- has gained an overview of the operative human resource practices
- is able to illustrate the human resource responsibilities
- is able to collect and utilize job analysis information
- has gained an overview of the recruitment and selection process
- can explain why and how to recruit a more diverse workforce
- can explain the purpose and process of employee orientation
- is able to develop and use different training and development techniques and programs
- recognizes and can apply various compensation and rewards systems
- is able to apply qualitative research methods to an HR-related problem
- has developed skills to analyse human resource

## Course contents

- the trends shaping human resource
- basics of job analysis
- personnel planning, recruiting and selection
- training and developing employees
- compensation and reward systems
- Qualitative research methods (project)

## Cooperation with the business community

Company cases and/or company guest speakers, company visits.  
Qualitative research project for a case organization.

## International dimension

Cases of companies with international dimensions.

## Teaching and learning methods

Contact lessons  
Workshops  
Case studies  
Research and development oriented learning

Individual and/or team assignments and presentations  
The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

## Teachers with the main responsibility for the course

Eija Kärnä, Pasila  
Olli Laintila, Pasila

## Course materials

Human Resource Management, Gary Dessler, (Pearson, Twelfth edition).

## Assessment criteria

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

Grade/Learning outcomes	1 (Min. 40% competence level)	3 (Min. 70% competence level)	5 (Min. 90% competence level)
<b>Knowledge</b>	The student has limited knowledge of the operative HR practices and poorly understands the basic tasks of HR.	The student has good knowledge of the operative HR practices and poorly understands the basic tasks of HR.	The student has excellent knowledge of the operative HR practices and understands very well the basic tasks of HR.
<b>Skills</b>	The student has great difficulties in choosing appropriate tools, methods, and frameworks that are relevant to analyzing and presenting HR processes and practices.	The student has good skills in choosing appropriate tools, methods, and frameworks that are relevant to analyzing and presenting HR processes and practices.	The student has excellent skills in choosing the appropriate tools, methods, and frameworks that are relevant to analyzing and presenting HR processes and practices.
<b>Competence</b>	The student poorly applies the concepts, tools, and theories related to HR processes and practices.	The student is able to apply the learned concepts, tools, and theories to HR processes and practices.	The student can fully apply the learned concepts, tools, and theories to HR processes and practices.

## Assessment components and their respective weights

Assignment (+ presentation) 50%

Active and purposeful participation in contact lessons 50%

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# HRM Project

- Code: LEA4LE103
- Extent: 6 ECTS (162)
- Timing: 6 th semester
- Language: English
- Level: Professional studies
- Type: Elective\*

\* Compulsory for students majoring in HR and Leadership

## Starting level and linkage with other courses

## Learning outcomes

Upon successful completion of the course, the student

- learns to apply management theory into practice through client projects or assignments
- learns to gather, analyze and report information to the client
- learns to act and work professionally in a project team

The course also aims to support Bachelors' Thesis process.

## Course contents

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

Supporting theory based on project specification

The course is implemented as a 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.

## Cooperation with the business community

The course is based on cooperation with the commissioning party.

## Teaching and learning methods

## Recognition of prior learning (RPL)

Student having experience of a similar project related to the management orientation can possibly replace the course by proving the required knowledge by writing a case of that specific project 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.

## Teacher(s) responsible

## Learning materials

Literature and data related to the project.

Teams choose individually the theory literature for the project report.

A Guide to the Project Management Body of Knowledge: Fourth Edition (PMBOK Guide) Project Management Institute. 2008

Barney, J.B. 2007. Gaining and Sustaining Competitive Advantage. Third edition. First published 1997, Pearson, Prentice Hall.

Carpenter, M.A. & Sanders, W.G. 2007. Strategic Management. A Dynamic Perspective. Concepts and Cases. Pearson, Prentice Hall.

Hitt, M., Ireland R.D., Hoskisson R.E. 2005. Strategic Management. Competitiveness and Globalization. Thomson. South-Western.

## Assessment criteria

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

### 5 excellent

### 3 good

### 1 satisfactory

The 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.
- is able to search and apply information critically and analytically to 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.

The student:

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

The student:

- has some knowledge of the theory related to the work-based project.
- can offer some solutions and/or development ideas for the target organisation.
- 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 components and their respective weights

100 % contribution to the project incl. project management, report and presentation  
The members of the team will get the same grade.

The representative of the client company/organization, students and advisor will all participate on the evaluation of the project. Active participation on client project and on client presentation is compulsory.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Customer Orientation and Service

- Code: MAR4LE101
- Extent: 3 ECTS (108 h)
- Timing: 4<sup>th</sup> or 7<sup>th</sup> semester
- Language: English
- Level: Professional studies
- Type: Elective

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

Upon completion of the course, the student

- learns the importance of customer orientation and its increasing impact on businesses
- understands the customer value proposition
- understands the important role of sales people in providing revenue
- learns characteristics of service business

## Course Contents

- customer orientation and understanding
- service touch points
- role of sales
- internal service

## Cooperation with the business community

To be confirmed

## International dimension

International case companies

## Teaching and learning methods

To be confirmed

The assessment of one's own learning 1 h

## Teacher responsible

Mia-Maria Salmi, Pasila

## Course materials

to be confirmed

## Assessment criteria



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

### **Assessment components and their respective weights**

to be confirmed

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Marketing and Networks

- Code: MAR4LE102
- Extent: 3 ECTS (81 h)
- Timing: 4<sup>th</sup> or 7<sup>th</sup> semester
- Language: English
- Level: Professional studies
- Type: Elective Professional Study

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

Upon successful completion of the course, the student

- knows how to assist the marketing management in the planning and implementation of marketing communication activities
- knows how to collaborate with different stakeholders within marketing communications e.g. with advertising, media and PR agencies
- knows how to work with communication agencies

## Course contents

- planning and implementation of marketing communication activities
- new trends in marketing communication
- agency cooperation

## Cooperation with the business community

Guest lecturers and/or company visits. Assignments/triggers are based on real life examples.

## International dimension

Most of the triggers are representing international companies and cases.

## Teaching and learning methods

Students attend PBL tutorials and lectures once a week. Lectures support self-study and tutorial work.

Tutorials 8 h

Lectures 16 h

Self-study 56 h

The assessment of one's own learning 1 h

100 % attendance required on tutorials

## Alternative completions

The course can be replaced by completing a course with similar contents and extent in other degree programs in HAAGA-HELIA or at another university.

## Recognition of prior learning (RPL)

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.

## **Teacher responsible**

Mia-Maria Salmi, Pasila

## **Course materials**

Handout material.

Supporting literature:

To be confirmed

## **Assessment criteria**

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

## **Assessment components and their respective weights**

Tutorial performance (includes self, peer and external assessment) 50 %

Examination or individual assignment 50 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Creative Solutions in Marketing and Communications

- Code: MAR4LE103
- Extent: 6 ECTS (216 h)
- Timing: 6th semester
- Language: English
- Level: Professional studies
- Type: Elective

## Starting level and linkage with other courses

## Learning outcomes

Upon completion of the course, the student

- learns to apply marketing and communication theory into practice through client project or assignment which concentrates on creating innovative solutions for the commissioning party
- learns to act and work professionally in a project team

## Course contents

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

## Cooperation with the business community

Project for the client company

## International dimension

Many of the projects are assigned by the international companies.

## Teaching and learning methods

Lectures and team meetings, team work, other possible consultation sessions and self-study.

The assessment of one's own learning 1 h

## Teachers responsible

Heta-Liisa Malkavaara, Pasila  
Mia-Maria Salmi, Pasila

## Course materials

To be confirmed

## Assessment criteria

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

To be confirmed

### **Assessment components and their respective weights**

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Russian Business Communication 3

## (Деловой русский язык 3)

- Code: RUS4LE103
- Extent: 3 ECTS (81 h)
- Timing: Semester 3
- Language: Russian
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Russian

## Starting level and linkage with other courses

Russian Business Communication 2 (RUS4LE102)

## Learning outcomes

Upon completion of the course, the students

- can communicate orally in Russian in common business situations
- are able to comply with the demands of the Russian business culture
- get the ability to engage in conversation with a native Russian with ease

## Course contents

The course involves contact hours and independent study. Contact hours focus on practice of speech situations typical to a business trip to Russia and for the Russian business culture and business etiquette. The exercises encourage active participation and enhance the learning process.

Business Russian situations:

- Presenting one's company
- Receiving guests
- Fairs
- Product presentations
- At a restaurant
- Evening program
- Business culture cases

## Cooperation with the business community

Simulations of various business encounters in Russian.

## Teaching and learning methods

The course is comprised of contact hours (3 h / week), exercises, assignments and an examination, totaling 81 hours of study.

Contact hours: 46 h (3 h/week during two periods)

Oral exam: 2 h (at end of the semester)

Independent study (weekly assignments, course assignments and preparing for exam): 32 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

## Recognition of prior learning (RPL)

A student can demonstrate his or her equivalent language skills relating to the course objectives and content using a portfolio and taking part in a test. 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.

## Teacher(s) responsible

Oleg Matossov, Pasila

## Course materials

Ojanen - Laurila-Hellman Prokkola. 2000. Sekret uspeha 1. Helsingin kauppakorkeakoulu, Helsinki.  
Berditchevski, 2008, Potshemu eto proizoshlo? Riga, Retorika A  
Additional material provided by the teacher.

## Assessment criteria

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

### 5 excellent

The student:

- develops oral language with great skill and high level of interactive communication.
- learns and he/she is able to reproduce fairly fluent and understandable spoken language,
- acquires an extensive vocabulary in business communication in professional settings.

### 3 good

The student:

- speaks Russian quite well and he/she also tries to improve her/his skills in the use of business Russian,
- knows quite widely business Russian vocabulary and also makes a great effort to create coherent and comprehensible language when talking to native speakers,
- expresses himself or herself quite well in Russian-speaking environments.

### 1 satisfactory

The student:

- has some difficulty in learning, but he or she is moving towards improving her/his knowledge of business Russian,
- uses very short sentences and very basic language constructions, has limited vocabulary, but is understandable to native speakers,
- understands what is spoken to her/him and also participates to some degree in the conversation.

## Assessment components and their respective weights

Oral exam 60 %

Assignments 20 %

Class participation 20 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# Russian Business Communication 4

## (Деловой русский язык 4)

- Code: RUS4LE104
- Extent: 3 ECTS (81 h)
- Timing: 4th semester
- Language: Russian
- Competence level: B1
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Russian

## Starting level and linkage with other courses

Core studies/native speaker.

## Learning outcomes

Upon completion of the course, the students

- become versed with the structure of Russian business letters, including their standard format
- are able to write clear PR and business correspondence using Cyrillic text processing tools
- learn the significance of written communications to companies
- can choose the appropriate medium through which to send such communication material

## Course contents

The course is divided into two parts: PR communications and business letters. There will be contact hours and weekly assignments. Students also compile a portfolio containing an example of each type of document discussed during the two parts of the course.

- Structure of Russian business letters
- invitations, thank you letters, congratulations, condolences, covering letters, travel correspondence, confirmations, offer requests, offers, orders, claims, reminders
- Participles and the passive voice

## Cooperation with the business community

Students are introduced to the practices Finnish companies employ in their Russian correspondence.

## Teaching and learning methods

The course involves contact hours (2 h / week) and independent study, totaling 81 hours of study time. The course will continue during two periods.

Contact hours: 28 h (2 h / week, lasting two periods)

Test: 2 h (at the end of the first period)

Final written exam: 2 h (at the end of the second period)

Independent study (weekly assignments, compilation of portfolio and preparing for exam): 48 h

The assessment of one's own learning 1 h

## Alternative ways to complete the course

Not attending the contact hours but doing the coursework and taking the test

## Recognition of prior learning (RPL)

A student can demonstrate his or her equivalent language skills relating to the course objectives and content using a portfolio and taking part in a test. 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.

## Teacher(s) responsible

Pirjo Salenius, Pasila  
Oleg Matossov (Russian students), Pasila

## Course materials

Binder, Kärnä, Métivier, Salenius, Savinainen, Solonen, Taimio & Åberg. 2006. Liikeviestinnän käsikirja - Viestit vaihtoon 7 kielellä. Edita.

Additional material provided by the teacher: Salenius. 1997. Liikekirjeet venäjäksi. Edita.

## Assessment criteria

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

### 5 excellent

The student:

- can write the standard business letter very well.
- communicates very well, is able to choose appropriate style and produces correct language.
- 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.
- follows deadlines and instructions precisely.

### 3 good

The student:

- can write the standard business letter well.
- communicates well, is able to generally choose appropriate style and produces mostly correct language.
- is able to write understandable and correct messages using basis phrases related to the topic.
- is able to use dictionaries and other sources of information.
- can write messages that are for the most part accurate and ready to send, though it is recommended that they be checked.

### 1 satisfactory

The student:

- can write the standard business letter fairly well.
- communicates fairly well, is able to sometimes choose 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.
- doesn't follow deadlines and instructions very well.

- usually follows deadlines and instructions well.

## **Assessment components and their respective weights**

Test 30 %

Final written exam 50 %

Two portfolios with business letters 20 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Russian Business Environment

(Русский язык в сфере бизнеса)(Kг((P

- Code: RUS4LE105
- Extent: 4 ECTS (108 h)
- Timing: Semester 6
- Language: Russian/Finnish
- Level: professional studies
- Competence level: B 2
- Type: elective\*

\*required of students who have chosen compulsory Russian

\* Assistant's Job in Russian Trade required of native students if they have chosen compulsory Russian

## Starting level and linkage with other courses

Russian Business Communication 3 (RUS4LE103) and Russian Business Communication 4 (RUS4LE104) or native speaker.

## Learning outcomes

Upon completion of the course, the students

- will be able to analyze and summarize Russian contract texts
- can understand and write clear messages relating to contracts
- become aware of the style used in contracts
- will be able to apply their cultural and language expertise in demanding communication situations
- know how to act in job-seeking situations
- are capable of presenting their organization and job description
- are capable of talking about Finnish economic life
- get familiarized with trade between Russia and Finland
- are prepared to move on tasks involving trade with Russia

## Course 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 (first period):

- Structure and main contents of Russian contracts
- Participles and the passive voice

Assistant's Job in Russian Trade (second period):

- Simulated job application situations
- Compilation of Europass-Language passport and CV
- Presentation of one's organisation
- Presentation of one's job description
- Presentation of business in Finland
- Trade between Russia and Finland

## Cooperation with the business community

During Assistant's Job in Russian Trade: Company visits.

## **Teaching and learning methods**

Contact hours and assignments, totaling 108 hours of study.

Contract Texts in Russian Trade (2 ECTS):

This part covers 54 hours of study, inclusive of contact hours and independent study. This part lasts the first period.

Contact hours: 21 h (3 h/week)

Written examination: 3 h (at the end of the term)

Independent study, weekly assignments, course assignment and preparing for exam: 29 h

The assessment of one's own learning: 1 h

Assistant's Job in Russian Trade (2 ECTS):

This part covers 54 hours of study, inclusive of contact hours and independent study. This part lasts the second period.

Contact hours: 21 h (3 h/week).

Oral examination: 2 h (at the end of the period)

Independent study, weekly assignments, course assignment and preparing for exam: 30 h.

The assessment of one's own learning: 1 h

80 % mandatory attendance during this part.

## **Alternative ways to complete the course**

Contract Texts in Russian Trade:

taking the test

## **Recognition of prior learning (RPL)**

A student can demonstrate his or her equivalent professional language skills relating to the course objectives and content using a portfolio and giving oral presentation and taking a test. 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.

## **Teacher(s) responsible**

Pirjo Salenius, Pasila

Oleg Matossov, Pasila

## **Course materials**

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

Material provided by the teacher. (Assistant's Job in Russian Trade)

## **Assessment criteria**

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

### **5 excellent**

The student:

### **3 good**

The student:

### **1 satisfactory**

The student:

- understands the main points in a Russian purchase agreement and is able to summarize its contents successfully.
  - knows vocabulary concerning agreements very well.
  - is able to apply during the course acquired skills to communication concerning agreements on a high level.
  - is able to use sources of information in a versatile way to support his/her work.
  - follows deadlines and instructions precisely.
- understands the main points in a Russian purchase agreement and is able to summarize its contents logically.
  - knows the vocabulary concerning agreements well.
  - is able to apply during the course acquired skills to practice.
  - is able to use sources of information independently to support his/her work.
  - usually follows deadlines and instructions well.
- understands a Russian purchase agreement to some extent and is able to name its main points.
  - knows the vocabulary concerning agreements in a limited way and is able to apply during the course acquired skills to practice only adequately.
  - doesn't follow deadlines and instructions very well.

### **Assessment components and their respective weights**

Contract Texts in Russian Trade :  
Written examination 100 %

Assistant's Job in Russian Trade:  
Oral examination 50 %  
Distance assignment 20 %  
Class participation 30 %

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 (except native speakers).

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Russian Language Project

- Code: RUS4LE106
- Extent: 3 ECTS (81 h)
- Timing: 4th-7th semester
- Language: Russian
- Level: Professional studies
- Type: Elective\*

\* required of students who have chosen compulsory Russian

## Starting level and linkage with other courses

Russian language proficiency. B2-C1.

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the Russian language and culture. The project also enhances students' professional competencies

## Course contents

Students plan and implement a language project on a business topic individually or in a group and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization, and an official project agreement will be signed between the student(s) and these persons. The topic should differ from the topic that students address in their theses. It is also possible to do the project during the student exchange or internship.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organization. The project should also be of benefit to the commissioning company or organization.

## International dimension

The project can support the international strategy in partner organization.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students will write a project plan, report on the progress of the project if needed and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of learning by researching and developing.

Introduction session: 2 h

Independent study: 75 h

The assessment of one's own learning: 1 h

Consulting with the instructor: 2-3 h

## **Recognition of 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.

## **Teachers responsible**

Oleg Matossov, Pasila  
Pirjo Salenius, Pasila

## **Assessment criteria**

Pass/Fail

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# Spanish Business Communication 3

## (Español de los negocios 3: Comercio exterior)

- Code: SPA4LE103
- Extent: 3 ECTS (81 h)
- Timing: Semester 3
- Language: Spanish
- Competence level: B1
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Spanish

## Starting level and linkage with other courses

Spanish Business Communication 1 and 2

## Learning outcomes

The course objective is to know the characteristic of business life in Spain as well as trade relations between Finland and Spain

Upon successful completion of the course, the student

- learns the distinctive features of doing business in Spanish
- acquires the skills to use Spanish flexibly and efficiently in various social contexts, as well as in one's studies and in professional contexts
- will make a CV in Spanish.
- knows how to do a presentation about a company
- knows how to present products or services at a fair

## Course contents

The course covers common business situations: presenting oneself in a company, accepting visitors, job interviews, making a CV, product presentations, company presentations, as well as fairly easy business texts. Students give an oral presentation on a company or product.

The course introduces students to Spanish business culture:

- cultural differences, corporate forms, organisation, commerce, finance, marketing, tourism, workplace culture
- products and services, Trade fair, sustainable development and logistics
- marketing, tourism, fairs and apply for work
- the trade relations between Finland and Spain

## Teaching and learning methods

The course consists of contact hours and independent study, totaling 81 hours of study time.

Contact hours 42 h (1 x 3h / week) including two written exams (2 x 3 h = 6 h)

Self-study 32 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

Class exercises must be completed before the written exams.

## Recognition of 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.

## Teacher(s) responsible

Pekka Savinainen, Pasila

## Learning materials

Lindgren Kristina - Savinainen Pekka - Seppä Ritva 2008. Claves del Éxito: Liike-elämän espanjaa. Edita Publishing Oy, Helsinki.

Dictionaries: Spanish-Finnish, Spanish-English, Spanish-Swedish.

## Assessment criteria

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

### 5 excellent

The student:

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

### 3 good

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.
- tries to improve her/his skills in the use of business Spanish and uses simpler language to explain more abstract concepts.
- slowly learns business Spanish vocabulary and also makes a great effort to create coherent and comprehensible language when talking to native speakers.
- expresses himself or herself in Spanish-speaking environments.

### 1 satisfactory

The student:

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

## Assessment components and their respective weights

Written exams 70 %

Class assignments 30 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Spanish Business Communication 4

## (Español de los negocios 4: Correspondencia comercial)

- Code: SPA4LE104
- Extent: 3 ECTS (81 h)
- Timing: Semester 4
- Language: Spanish
- Competence level: B1
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Spanish

## Starting level and linkage with other courses

Spanish Business Communication 1, 2 and 3

## Learning outcomes

Upon completion of the course, the students

- acquire the skills to produce clear, logical and detailed business texts on complex business matters
- are able to write business letters and PR letters in Spanish
- know letter standards, business and PR correspondence in Spanish, as well as meeting documents
- The course focuses on written communication skills in various business contexts.

## Course contents

Distinctive features of written Spanish:

- spelling and use of punctuation
- business correspondence: offers, offer requests, orders, claims, invoicing and warehouse management
- PR letters: invitations, congratulations, thank you letters, condolences and sales letters
- internal communications: invitations to meetings, minutes of meetings
- in-class simulation of meetings.

## Teaching and learning methods

The course consists of contact hours and independent study, totaling 81 hours of study time.

Contact hours 28 h (2h/week)

Two written exams 2 x 2 h = 4 h

Independent study 48 h

The assessment of one's own learning 1 h

Course exercises must be completed before the exams.

## Recognition of 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.

## Teacher(s) responsible

Pedro Beltrán Herrera, Pasila

## Course materials

Lindgren Kristina - Savinainen Pekka - Seppä Ritva 2008. Claves del Éxito: Liike-elämän espanjaa: Chapter 5, Edita Publishing Oy, Helsinki.

Dictionaries: Spanish-Finnish, Spanish-English, Spanish-Swedish.

Binder, Kärnä, Métivier, Miestamo, Salenius, Savinainen, Solonen, Taimio & Åberg 2007. Liikeviestinnän käsikirja - Viestit vaihtoon 7 kielellä. Edita. Helsinki.

## Assessment criteria

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

### 5 excellent

The student:

- can write the standard business letter very well.
- communicates very well, is able to choose appropriate style and produces correct language.
- 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.
- can write accurate messages that are ready to send.

### 3 good

The student:

- can write the standard business letter well.
- communicates well, is able to generally choose appropriate style and produces mostly correct language.
- is able to write understandable and correct messages using basis phrases related to the topic.
- is able to use dictionaries and other sources of information.
- can write messages that are for the most part accurate and ready to send, though it is recommended that they be checked.

### 1 satisfactory

The student:

- can write the standard business letter fairly well.
- communicates fairly well, is able to sometimes choose 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. Messages written by the student cannot be sent as written.

## Assessment components and their respective weights

Written exam 70 %

Exercises 30 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Latin American Business Environment

## (Economía y sociedad latinoamericanas)

- Code: SPA4LE105
- Extent: 4 ECTS (108 h)
- Timing: 6th Semester
- Language: Spanish
- Competence level: B2
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Spanish

## Starting level and linkage with other courses

Spanish Business Communication 1, 2, 3 and 4

## Learning outcomes

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

Upon successful completion of the course, the student

- becomes familiar with the distinctive features of Latin America: geographical differences, history, as well as economy, society and government
- acquires the skills to prepare presentations on the basis of information gathered from various oral and written sources
- can comprehend difficult Spanish texts, communicate their ideas fluently, as well as write summaries of newspaper articles in Spanish.

## Course contents

The course is divided to two parts:

- 1) Latin America'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 Finland, Spain and Latin America.

The contents of the course are:

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

## Teaching and learning methods

The course consists of contact hours and exercises, totaling 108 hours of study time.

Contact hours 32 h (1 x 2 h / week)

Written exams (2 x 2 h = 4 h)

Self-study, exercises and preparation for exam 71 h

The assessment of one's own learning 1 h

Class exercises must be completed before the examinations.

## Recognition of 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.

## Teacher(s) responsible

Pedro Beltrán Herrera, Pasila

## 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.

## Assessment criteria

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

### 5 excellent

The student:

- understands challenging economic news in his/her field and is able to summarize its main contents successfully.
- is able to apply during the course acquired skills in practice on a high level.
- 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.
- adapts cultural to content well and is able to share his/her professional knowledge and skills with others.

### 3 good

The student:

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

### 1 satisfactory

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.
- is able to apply during the course acquired skills in practice only adequately.
- is able to use sources of information to support his/her work and shows some cultural knowledge when using sources.
- is able to share his/her professional knowledge and skills with others in a limited manner.

## **Assessment components and their respective weights**

Written exams 70 %

Written and oral exercises 30 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# Spanish Language Project

- Code: SPA4LE106
- Extent: 3 ECTS (81 h)
- Timing: 4th-7th semester
- Language: Spanish
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Spanish

## Starting level and linkage with other courses

Secondary school Spanish or corresponding proficiency. B2-C1.

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the Spanish language and culture. The project also enhances students' professional competencies

## Course contents

Students plan and implement a language project on a business topic individually or in a group and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization, and an official project agreement will be signed between the student(s) and these persons. The topic should differ from the topic that students address in their theses. It is also possible to do the project during the student exchange or internship.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organization. The project should also be of benefit to the commissioning company or organization.

## International dimension

The project can support the international strategy in partner organization.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students will write a project plan, report on the progress of the project if needed and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of learning by researching and developing.

Introduction session: 2 h

Independent study: 75 h

The assessment of one's own learning: 1 h

Consulting with the instructor: 2-3 h

## **Recognition of 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.

## **Teachers responsible**

Pedro Beltrán Herrera, Pasila

## **Assessment criteria**

Pass/Fail

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Swedish Business Communication 1

- Code: SWE4LE101
- Extent: 3 ECTS (81 h)
- Timing: 3rd semester\*
- Language: Swedish
- Level: professional studies
- Type: elective\*\*

\*the course is offered only in autumn semesters

\*\*required of students with compulsory Swedish

## Starting level and linkage with other courses

Starting level: B1.2

Basic Business Swedish 1 (SWE1LE101) and 2 (SWE1LE102)

## Learning outcomes

Target level: B2

Upon completion of the course, the 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.

## Course 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. The course is recommended also for students who have not chosen Swedish as one of their main languages.

- Nordic trade
- commerce situations
- customer bulletins
- requests for quotation
- quotation
- sales letters
- orders and order confirmations
- complaints and letters of adjustment
- telephone Swedish.

## Cooperation with the business community

Students interview people in companies about the company's communications or send a questionnaire to a Nordic company.

## Teaching and learning methods

Contact hours 30 h

Independent study 14 h

Writing business letters and portfolio 15 h

Interview and report 4 h

Preparing for exam 15 h  
 Exam and feedback 2 h  
 The assessment of one's own learning 1 h

## Teacher(s) responsible

Marketta Keisu, Pasila

## Course materials

Keisu, M. 2013. Affärskommunikation - teori och skriftliga övningar  
 Other handouts provided by the teacher

## Assessment criteria

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

Components	1 (50%)	3 (70%)	5 (90%)
<b>Knowledge and skills</b>	<p>The student:</p> <ul style="list-style-type: none"> <li>has a satisfactory command of key skills and concepts in written and oral business communication in Nordic business culture.</li> <li>has understanding of the importance of different styles in communication and can apply the learned samples in practice.</li> <li>has a basic command of vocabulary in business communication. Regarding content, structure and grammar, messages are simpler but mostly understandable.</li> </ul>	<p>The student:</p> <ul style="list-style-type: none"> <li>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.</li> <li>is able to choose and validate the appropriate style for a given situation and culture.</li> <li>is able to create business like messages by using the key vocabulary in business communication.</li> <li>produces adequate and coherent, grammatically mostly correct language. Messages could be often used in working life directly.</li> </ul>	<p>The student:</p> <ul style="list-style-type: none"> <li>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.</li> <li>is able to choose and critically evaluate issues of a given situation and culture in an appropriate style.</li> <li>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.</li> <li>produces fluent, coherent and grammatically correct language. Messages could be used in working life directly.</li> </ul>
<b>Competence</b>	<p>With great difficulty and under strict supervision, the student can partly work with a client company in a team. S/he poorly apply problem identification, analysis and</p>	<p>The student can work with a client company in a team. S/he can apply problem identification, analysis and solving to branding projects.</p>	<p>The student can work very professionally with a client company in a team. S/he can fully apply problem identification, analysis and solving to branding projects.</p>

	solving to branding projects. S/he can conduct qualitative research in branding.	S/he can conduct qualitative research in branding.	S/he can conduct qualitative research in branding at a highly professional level.
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### **Assessment components and their respective weights**

Written exam 50 %

Spoken exam and class participation 30 %

Written assignments 20 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Swedish Business Communication 2

- Code: SWE4LE102
- Extent: 3 ECTS (81 h)
- Timing: 4th semester
- Language: Swedish
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Swedish

## Starting level and linkage with other courses

Secondary school Swedish or corresponding proficiency

## Learning outcomes

Upon successful completion of the course, the student understands how to effectively manage customer and other stakeholder relationships.

The student

- is able to plan and organize trips and congresses
- knows how to write different kind of letters and other messages
- is capable to communicate properly in Nordic Business Culture

## Course contents

The course discusses Nordic business culture and communications, and provides plenty of practice in formulating business communications in various registers.

- Invitations
- Congratulations
- Greetings
- Covering letters
- Travel communications
- Congress invitations and programmes
- Applying for a job

## Cooperation with the business community

A visiting lecturer from a company and participating in a Seminar.

## International dimension

Nordic learning materials.

## Teaching and learning methods

Lectures 30 h

Independent study 48 h

Exam 2 h

The assessment of one's own learning 1 h

### **Recognition of 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.

### **Teacher responsible**

Marjaana Halsas, Pasila

### **Course materials**

Halsas, M. & Rönkä, I. 2008. PR-svenska  
Other learning material from the teacher

### **Assessment criteria**

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

### **Assessment components and their respective weights**

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Nordic Business Environment

(Norden som affärsområde)

- Code: SWE4LE105
- Extent: 4cr (108 h)
- Timing: 6st semester
- Language: Swedish
- Level: Professional studies
- Type: Compulsory

## Starting level and linkage with other courses

Secondary school Swedish or corresponding proficiency

## Learning outcomes

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

## Course 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
- meetings, negotiations and presentations

## Cooperation with the business community

Company presentation materials, visiting lecturer from a company and/or seminars.

## International dimension

Nordic learning materials.



## Teaching and learning methods

The course lasts one semester and includes two parts (a written and a spoken part), in which the students learn to develop earlier learned skills and implement those skills in practice. The written part will include 2 h / week during one whole semester, and the spoken part will include 2,5-3 h / week during one period.

Contact hours 46 h

Self-study and assignments 61 h

The assessment of one's own learning 1 h

In the spoken part mandatory attendance 80%

## Recognition of 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.

## Teachers responsible

Marjaana Halsas, Pasila

Britt-Marie Carlsson, Pasila

## Course materials

All basic material can be downloaded in Moodle.

## Assessment criteria

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

Components	1 (50%)	3 (70%)	5 (90%)
<b>Knowledge and skills</b>	<p>The student:</p> <ul style="list-style-type: none"><li>understands financial news and reports and is able to summarize their main points.</li><li>uses vocabulary concerning an enterprise and its financial situation in some limited manner.</li><li>is able to adequately apply during the course acquired skills to practice and is also able to use various sources of information.</li><li>is able to share her/his professional knowledge with</li></ul>	<p>The student:</p> <ul style="list-style-type: none"><li>understands and is able to discuss financial news and reports and is able to summarize their main contents.</li><li>has a good knowledge of vocabulary concerning an enterprise and its financial situation.</li><li>is able to apply well during the course acquired skills to practice and is able to use sources of information independently.</li></ul>	<p>The student:</p> <ul style="list-style-type: none"><li>understands and is able to discuss in depth challenging financial news and reports, and is able to summarize their main contents in detail.</li><li>has a wide knowledge of vocabulary concerning an enterprise and its financial situation.</li><li>is able to use sources of information successfully.</li><li>adapts to cultural content very well and is also able to share his/her professional knowledge and skills with others very well.</li><li>is able to master meetings and conversations on higher</li></ul>

	<p>others in a limited manner.</p> <ul style="list-style-type: none"> <li>• is able to participate in meetings and conversations in business interactions</li> </ul>	<ul style="list-style-type: none"> <li>• is able to share her/his professional knowledge and skill with others well.</li> <li>• is able to master meetings and conversations in business interactions.</li> </ul>	<p>levels in business interactions.</p>
<b>Competence</b>	<p>With great difficulty and under strict supervision, the student can partly work with a client company in a team. S/he poorly apply problem identification, analysis and solving to branding projects. S/he can conduct qualitative research in branding.</p>	<p>The student can work with a client company in a team. S/he can apply problem identification, analysis and solving to branding projects. S/he can conduct qualitative research in branding.</p>	<p>The student can work very professionally with a client company in a team. S/he can fully apply problem identification, analysis and solving to branding projects. S/he can conduct qualitative research in branding at a highly professional level.</p>

### **Assessment components and their respective weights**

Written part:

Exams 60 % (one exam for the written part and one for the oral part)

Assignments and class participation 40 % (both written and oral assignments)

Class participation is very important in the oral part of the course.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali

# Swedish Language Project

- Code: SWE4LE106
- Extent: 3 ECTS (81 h)
- Timing: 4th-7th semester
- Language: Swedish
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Swedish

## Starting level and linkage with other courses

Secondary school Swedish or corresponding proficiency. B2-C1.

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the Swedish language and culture. The project also enhances students' professional competencies

## Course contents

Students plan and implement a language project on a business topic individually or in a group and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization, and an official project agreement will be signed between the student(s) and these persons. The topic should differ from the topic that students address in their theses. It is also possible to do the project during the student exchange or internship.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organization. The project should also be of benefit to the commissioning company or organization.

## International dimension

The project can support the international strategy in partner organization.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students will write a project plan, report on the progress of the project if needed and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of learning by researching and developing.

Introduction session: 2 h

Independent study: 75 h

The assessment of one's own learning: 1 h

Consulting with the instructor: 2-3 h

## **Recognition of 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.

## **Teachers responsible**

Marjaana Halsas, Pasila  
Marketta Keisu, Pasila

## **Assessment criteria**

Pass/Fail

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# StartUp School - Developing Entrepreneurial Mindset

Code: WOR8HH010  
Extend: 3 credits (81 h)  
Timing: 1.-7. semester  
Level: Professional Studies  
Type: Elective  
Language: English

## Prerequisites

No prerequisites.

## Learning outcomes

Student starts building his own entrepreneurial path and takes the first steps on developing his own business idea. At the same time student tests his ability to act in an entrepreneurial way.

## Course Contents

The course starts with a one hour meeting with StartUp School coach. After that the student starts working on the assignments independently. Developing Entrepreneurial Mindset includes five different parts which can be completed in any order. After completing the assignments the student books a time for the second meeting with StartUp School coach and evaluates his own learning.

## Cooperation with the business community

Key driver of the course is the student's own work that will be coached by experienced staff member.

## Teaching and learning methods

Includes two coaching meetings and independent work between the meetings.

## Teachers responsible

Juuso Kokko, Haaga  
Timo Taival, Malmi  
Timo Lampikoski, Vallila  
Tommo Koivusalo, Helsinki Campuses  
Taina Mikkola, Pasila  
Outi Kangas-Korhonen, Vierumäki  
Marika Alhonen, Porvoo

## Course materials

Available in Moodle.

## Assessment criteria

The course is graded on the scale 1-5. The assessment criterion is presented on scale 1-3-5.

Grading/ Components	1	3	5
<b>Knowledge</b>	<p>The student can identify the most important terms of the course.</p> <p>The student can use the development tools of the course with guidance.</p>	<p>The student manages the terms of the course.</p> <p>The student can independently use the development tools of the course.</p>	<p>The student manages the terms of the course with excellence.</p> <p>The student can innovatively use the development tools of the course.</p>
<b>Skills</b>	<p>The student can vaguely apply the lessons learnt to practice.</p> <p>The student can prioritise and schedule the needed actions with guidance.</p>	<p>The student can relatively well apply the lessons learnt to practice.</p> <p>The student can prioritise and schedule the needed actions.</p>	<p>The student can courageously apply the lessons learnt to practice.</p> <p>The student can actively prioritise and schedule the needed actions</p>
<b>Attitude</b>	<p>The student can create action with guidance.</p> <p>The student can utilise the coaching process to some extent (and coach others).</p> <p>The student can identify some of his/her personal improvement during the coaching process.</p>	<p>The student is quite proactive in creating action.</p> <p>The student can fairly well utilise the coaching process (and coach others).</p> <p>The student can describe his/her personal improvement during the coaching process.</p>	<p>The student is extremely proactive in creating action.</p> <p>The student can actively utilise the coaching process (and coach others).</p> <p>The student can critically analyse his/her personal improvement during the coaching process.</p>

# StartUp School - Idea Contest 2.0 and Co-creation

Code: WOR8HH012

Extend: 3 credits (81 h)

Timing: 1.-7. semester

Level: Professional Studies

Type: Elective

Language: English

## Prerequisites

No prerequisites.

## Learning outcomes

Student can present his original business idea and is able to quickly develop it based on feedback, or the student is able to actively contribute and develop peer students' ideas further.

## Course Contents

Student has two alternatives in participating the Idea Contest to get the 3 credit points.

Option 1: Apply to the Idea Contest with your own idea (check the application deadline from StartUp School Facebook or coaches)

- Selected students participate in pre-pitching (if your idea is not selected you can participate via Option 2)
- Selected students participate in co-creation & pitching final

Option 2: Participate in co-creation of peer students' ideas

- Do pre-assignment: A4 summary of Business Model Canvas, Alexander Osterwalder
- Participate in co-creation and support in pitching final
- Do post-assignment: evaluation of the learning during the co-creation camp

## Cooperation with the business community

The course is run in co-operation with experienced entrepreneurs and business developers.

## Teaching and learning methods

Depending on the way of participation (described above)

## Teachers responsible

Juuso Kokko, Haaga

Timo Taival, Malmi

Timo Lampikoski, Vallila

Tommo Koivusalo, Helsinki Campuses

Taina Mikkola, Pasila

Outi Kangas-Korhonen, Vierumäki

Marika Alhonen, Porvoo

## Course materials

Osterwalder & Pigneur. 2010. Business model generation: a Handbook for Visionaries, Game Changers and Challengers.

The Lean Startup Circle Wiki: <http://leanstartup.pbworks.com/w/page/15765221/FrontPage>  
 Other materials handed during the co-creation camp.

**Assessment criteria**

The course is graded on the scale 1-5. The assessment criterion is presented on scale 1-3-5.

Grading/ Components	1	3	5
<b>Knowledge</b>	<p>The student can identify the most important terms of the course.</p> <p>The student can use the development tools of the course with guidance.</p>	<p>The student manages the terms of the course.</p> <p>The student can independently use the development tools of the course.</p>	<p>The student manages the terms of the course with excellence.</p> <p>The student can innovatively use the development tools of the course.</p>
<b>Skills</b>	<p>The student can vaguely apply the lessons learnt to practice.</p> <p>The student can prioritise and schedule the needed actions with guidance.</p>	<p>The student can relatively well apply the lessons learnt to practice.</p> <p>The student can prioritise and schedule the needed actions.</p>	<p>The student can courageously apply the lessons learnt to practice.</p> <p>The student can actively prioritise and schedule the needed actions</p>
<b>Attitude</b>	<p>The student can create action with guidance.</p> <p>The student can utilise the coaching process to some extent (and coach others).</p> <p>The student can identify some of his/her personal improvement during the coaching process.</p>	<p>The student is quite proactive in creating action.</p> <p>The student can fairly well utilise the coaching process (and coach others).</p> <p>The student can describe his/her personal improvement during the coaching process.</p>	<p>The student is extremely proactive in creating action.</p> <p>The student can actively utilise the coaching process (and coach others)</p> <p>The student can critically analyse his/her personal improvement during the coaching process.</p>



# StartUp School - Boot Camp

Code: WOR8HH004

Extend: 3 credits (81 h)

Timing: 1.-7. semester

Level: Professional Studies

Type: Elective

Language: Finnish/Swedish/English

## Learning outcomes

Student is able to present his business idea effectively, bring up the uniqueness of the idea and knows how to develop the business idea further based on the feedback.

## Course Contents

Learning takes place in a camp where different methods are used to develop and analyze the business ideas. The camp ends with a pitching session where a jury consisting of coaches will evaluate the potential of the business ideas. Every student has an individual coaching session before leaving the camp and completes pre- and post-assignments. Boot Camp is for students who are chosen by StartUp School to participate in coaching process.

## Cooperation with the business community

The course is run in co-operation with experienced entrepreneurs and business developers.

## Teaching and learning methods

Pre-assignment

Intensive camp

Post-assignment

## Teachers responsible

Juuso Kokko, Haaga

Timo Taival, Malmi

Timo Lampikoski, Vallila

Tommo Koivusalo, Helsinki Campuses

Taina Mikkola, Pasila

Outi Kangas-Korhonen, Vierumäki

Marika Alhonen, Porvoo

## Course materials

Students are encouraged to get into genuine interaction with entrepreneurs and stakeholders connected to the business idea.

## Assessment criteria

The course is graded on the scale 1-5. The assessment criterion is presented on scale 1-3-5.

<b>Grading/ Components</b>	<b>1</b>	<b>3</b>	<b>5</b>
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<b>Knowledge</b>	<p>The student can identify the most important terms of the course.</p> <p>The student can use the development tools of the course with guidance.</p>	<p>The student manages the terms of the course.</p> <p>The student can independently use the development tools of the course.</p>	<p>The student manages the terms of the course with excellence.</p> <p>The student can innovatively use the development tools of the course.</p>
<b>Skills</b>	<p>The student can vaguely apply the lessons learnt to practice.</p> <p>The student can prioritise and schedule the needed actions with guidance.</p>	<p>The student can relatively well apply the lessons learnt to practice.</p> <p>The student can prioritise and schedule the needed actions.</p>	<p>The student can courageously apply the lessons learnt to practice.</p> <p>The student can actively prioritise and schedule the needed actions</p>
<b>Attitude</b>	<p>The student can create action with guidance.</p> <p>The student can utilise the coaching process to some extent (and coach others).</p> <p>The student can identify some of his/her personal improvement during the coaching process.</p>	<p>The student is quite proactive in creating action.</p> <p>The student can fairly well utilise the coaching process (and coach others).</p> <p>The student can describe his/her personal improvement during the coaching process.</p>	<p>The student is extremely proactive in creating action.</p> <p>The student can actively utilise the coaching process (and coach others).</p> <p>The student can critically analyse his/her personal improvement during the coaching process.</p>

# Work-based Project

- Code: BUS8LE001
- Extent: 1-6 ECTS
- Timing: 1 - 7. semester
- Language: English, Finnish
- Level: core studies
- Type: free choice

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

Upon completion of the course, students are able to operate in a corporate project individually or as a team member.

## Course contents

During the course, students participate to the planning and execution of a corporate project.

## Cooperation with the business community

Project for a client organization.

## International dimension

The project might be done for an international organization or project.

## Teaching and learning methods

Participating to the project

Report

The assessment of one's own learning 1 h

By enrolling to this course the student commits to take part in a project offered to her/him.

## Teacher with the main responsibility for the course

To be announced later

## Course materials

Material from the client organization.

## Assessment criteria

Pass/fail

The assessment of one's own learning does not influence the 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 online in WinhaOpaali

# Basic Chinese 1

- Code: CHI8LE002
- Extent: 3 cr (80 h)
- Timing: Semester 2-7 (autumn)
- Language: English/Chinese
- Level: core studies
- Type: free-choice

## Prerequisites

No prerequisites.

## Learning outcomes

Students

- learn about 60 basic Chinese characters
- become proficient in basic Chinese grammar
- learn to say hello in different ways
- know how to introduce oneself by stating one's name, nationality, and language skills, etc.
- can have a short small talk with a Chinese-speaking person.

## Course contents

Chinese is one of the official languages of the UN. It is also the most spoken language in the world, used in Mainland China, Hong Kong, Taiwan, Singapore and also to a great extent in Malaysia and the business world of South-East Asia. The Chinese language has had a great impact on East Asian culture. Thousands of Chinese characters have been borrowed into the Japanese language, and about 65% of Korean words have their origin in Chinese.

Contrary to general understanding, Chinese is not difficult to learn. Chinese grammar is very simple. The verbs do not conjugate, the words are short, i.e. mostly of one or two syllables. Learning the Chinese characters takes time, but the graphic writing system is very interesting. The art of writing characters, i.e. calligraphy, is itself one of the most esteemed art forms in East Asia.

- Pinyin-system
- five tones
- basic vocabulary in everyday conversation
- Chinese characters

## Teaching and learning methods

Two intensive contact sessions (2 x 4 hours) for spoken language, and independent study over HAAGA-HELIA's e-learning portal Moodle. Initial meeting at the start of the course. Students must have a computer with a sound card, microphone and internet at their disposal.

## Alternative ways to complete the course

Not attending the contact hours but doing the coursework and taking the test

One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## **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. Evaluation is on a scale of 1-5.

## **Teacher with the main responsibility for the course**

Hai Guo, Pasila

## **Course materials**

Multimedia materials in Moodle

## **Assessment criteria**

Course assignments 100 %

# Chinese for Beginners

- Code: CHI8LE004
- Extent: 6 ECTS (162 h)
- Timing: 1st Semester
- Language: English/Chinese
- Level: core studies/free-choice studies
- Type: elective\*

\* but required of students who have chosen compulsory Chinese

## Prerequisites

No prerequisites.

## Learning outcomes

Target level: A1

Students

- know how to distinguish and pronounce the five tones in Mandarin Chinese
- get familiar with the Pinyin transliteration system
- know how to introduce themselves by stating their name, nationality, language skills, etc.
- can carry on some short superficial small talk
- get familiar with basic Chinese grammar
- learn the basics of reading and writing the most common Chinese characters

## Course contents

- the four main tones and the 5th toneless one
- the consonants and vowels of the Pinyin transliteration system
- vocabulary and sentence types from everyday conversation
- basic grammar rules on verbs, adjectives, sentence structure, etc.
- about 180 basic Chinese characters

Chinese is the most spoken language in the world and one of the official languages of the UN. It is used officially in mainland China, Hong Kong, Taiwan, and Singapore. It is also used in Malaysia and the business world of Southeast Asia to a large extent. The Chinese language has had a great impact on East Asian languages and cultures. Thousands of Chinese characters have been borrowed by the Japanese language, and about 65% of Korean words have their origin in Chinese.

Contrary to what many people believe, Chinese is not that difficult to learn. For example, the grammar is quite simple, the verbs are not conjugated and most words are short – only one or two syllables. Learning the Chinese characters takes time, but the graphic writing system is extremely interesting. The art of writing characters, i.e. calligraphy, is itself one of the most esteemed art forms in East Asia.

According to the latest language research made by the Chinese Ministry of Education in 2007, only 581 characters make up 80% of common Chinese texts. And if you know 934 characters, for whatever you might wish to read in Chinese, you can already recognize 90% of the characters.

## Teaching and learning methods

Interactive classroom activities  
Individual and pair work  
Internet learning 30 %  
Mid-term and final exams  
Self-assessment of learning 1h

## **Alternative ways to complete the course**

Not attending the contact hours but doing the coursework and taking the test

One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## **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. Evaluation is on a scale of 1-5.

## **Teacher with the main responsibility for the course**

Hai Guo, Pasila

## **Course materials**

Hai Guo & YLE 2009: BBC Real Chinese/Kiinaa matkailijoille, Finnlectura (lesson 1-3)  
Hai Guo 2010: Multimedia English materials based on “Matka Kiinan kieleen ja kulttuuriin”  
Gu Feng 2009: Mandarin Teaching Toolbox, Volume 1, Confucius Institute at BCIT  
Wu Zhongwei 2003: Contemporary Chinese, Sinolingua (only the pinyin exercise book)

## **Assessment criteria/scale 5-1.**

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• 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.</li><li>• knows how to apply the learned skills in practice on simple constructions in new situations.</li></ul>	<ul style="list-style-type: none"><li>• 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.</li><li>• has readiness to apply the learned skills in practice on simple constructions in new situations.</li></ul>	<ul style="list-style-type: none"><li>• has 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.</li><li>• is able to recognize simple constructions and frequently used expressions in different situations.</li></ul>

Mid-term examination: 50%  
Final examination: 50 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.



# Intermediate Chinese

- Code: CHI8LE005
- Extent: 3 ECTS (81 h)
- Timing: Period 1, Semester 2
- Language: English/Chinese
- Level: Core studies/ Free-choice studies
- Type: elective\*

\* but required of students who have chosen compulsory Chinese

## Prerequisites

Starting level: A1.1

Chinese for Beginners, or two semesters of beginner's level Chinese

## Learning outcomes

Students

- master all the elements of Pinyin transliteration system
- become proficient in the five tones
- learn diversified vocabularies and grammar skills in spoken language expressions for everyday situations
- master the basics of reading and writing Chinese characters.

## Course contents

- consonants and vowels of the Pinyin system
- telling the time, hobbies and everyday routines
- telling about one's family and everyday life
- arranging appointments
- grammar rules for creating different types of sentences
- different kinds of question sentences and their answers
- learning to read and write about 60 common Chinese characters

## Teaching and learning methods

Interactive classroom activities

Individual and pair work

Self-assessment of learning 1h

## Alternative ways to complete the course

Not attending the contact hours but doing the coursework and taking the test

One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## 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. Evaluation is on a scale of 1-5.

## **Teacher with the main responsibility for the course**

Hai Guo, Pasila

## **Course materials**

Hai Guo & YLE 2009: BBC Real Chinese/Kiinaa matkailijoille, Finnlectura (lessons 3-10)

Gu Feng 2009: Mandarin Teaching Toolbox, Volume 2, Confucius Institute at BCIT

## **Assessment criteria/scale 5-1.**

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• 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.</li><li>• knows how to apply the learned skills in practice on simple constructions in new situations.</li></ul>	<ul style="list-style-type: none"><li>• 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 construction and/or pronunciation is concerned.</li><li>• readiness to apply the learned skills in practice on simple constructions in new situations.</li></ul>	<ul style="list-style-type: none"><li>• has limited capability to understand simple oral and written messages and transmit them to the recipient. Speaking and writing skills are &gt;passable as far as constructions and/or pronunciation is concerned.</li><li>• is able to recognize simple constructions and frequently used expressions in different situations.</li></ul>

Final examination: 100%

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Contemporary Finnish Literature

- Code: FIN8LE001
- Extent: 3 ECTS (81 h)
- Timing: Semester 4-7
- Language: Finnish/ English
- Competence level: B2
- Level: professional studies
- Type: free choice

## Prerequisites

Taking the exam requires very good Finnish skills and knowledge of the basic terms of literary research.

## Learning outcomes

Students cultivate their skills in understanding Finnish: vocabulary, Finnish society and culture.

## Course contents

The course covers four contemporary Finnish novels. The course is completed through independent study (81 h).

Students read 4 novels in Finnish and take an exam on them.

## Teaching and learning methods

The course involves a written exam and 81 hours of independent study including Self-assessment of learning assignment of 1 hour.

## Teacher with the main responsibility for the course

Sanna Kukkonen, Pasila

## Course materials

Students read four novels, one of each category:

- a. Leena Lander: Liekin lapset or Katja Kettu: Kätilö
- b. Kari Hotakainen: Ihmisen osa or Tuomas Kyrö: Kerjäläinen ja jänis
- c. Juha Itkonen: Anna minun rakastaa enemmän or Riikka Pulkkinen: Totta
- d. Matti Rönkä: Väärän maan vainaja or Outi Pakkanen: Seuralainen

## Assessment criteria/scale 5-1.

5 excellent	3 good	1 satisfactory
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• has read all the required books and is able to demonstrate that by interpreting the texts, discussing the</li></ul>	<ul style="list-style-type: none"><li>• has read all the required books and is able to demonstrate that.</li></ul>	<ul style="list-style-type: none"><li>• may have read all the required</li></ul>

- |  |   |   |
|--|---|---|
| <p>different elements and giving relevant examples.</p> <ul style="list-style-type: none"> <li>• understands fully the basic literary concepts and uses them correctly.</li> </ul> | <ul style="list-style-type: none"> <li>• is partly able to interpret the texts according to the assignment and gives some examples, which aren't always relevant.</li> <li>• understands partly the basic literary concepts and uses some of them correctly.</li> </ul> | <p>books but is not able to demonstrate that.</p> <ul style="list-style-type: none"> <li>• is able to interpret some aspects of the texts according to the assignment and he/she may give few examples.</li> <li>• has limited understanding and usage of the basic literary concepts.</li> </ul> |
|--|---|---|

Written exam 100 %.

In order to pass the course, students must answer at least three of the four exam questions. Full points can be received only by answering all four questions.

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Cultural Portfolio of German-speaking Europe

(Kulturportfolio vom deutschsprachigen Europa)

- Code: GER8LE070
- Extent: 3 ECTS (81 h)
- Timing: 1st-7th semester
- Language: German / English
- Competence level: A2-B2
- Level: professional studies
- Type: free-choice

## **Please note:**

Student can work on his/her portfolio from the first up to the seventh semester!

## **Prerequisites**

Min. A2

## **Learning outcomes**

After completing the course student

- has broadened his vocabulary
- has improved his understanding of grammar
- finds it easier to express himself in German
- is aware of the German-speaking cultural activities in Helsinki area

## **Course contents**

Student familiarizes himself with German-speaking cultural activities offered in Helsinki area. He visits different German or German-speaking institutes, organisations, restaurants/cafes, watches films, etc. and reports about them in writing. Each report is controlled, corrected and feedback is given personally.

## **Cooperation with the business community**

Visits to and/or from different companies, institutes or organisations, e.g. Goethe Institut, Deutsch-Finnische Handelskammer, Deutsche Bibliothek, Deutsche Botschaft, Deutsche Schule.

## **Teaching and learning methods**

Student agrees upon his visit beforehand by e-mail and receives instructions for his report. Student keeps account on his hours used for visits, report writing, meetings with teacher and corrections. Approximately 10 reports are written during the course which are corrected based on teacher's feedback and collected into a portfolio. Only one book review can be written.

This course involves 81 hours independent work including the assessment of one's own learning 1 h

## **Contact teachers**

Sirpa S. Bode, Pasila

## **Learning materials**

To be agreed individually with teacher.

## Assessment criteria/scale 5-1.

### 5 excellent (min. 90 %)

The student:

- can demonstrate a thorough knowledge of German-speaking cultural life in Helsinki area.
- is also able to show autonomy in locating appropriate sources of information.
- is able to express himself/herself fluently using a wide range of vocabulary and consistently accurate grammatical structures.

### 3 good (min. 70 %)

The student:

- can demonstrate a good knowledge of German-speaking cultural life in Helsinki area.
- is also able to locate information from different sources
- is able to express himself/herself well using a range of vocabulary and accurate grammatical structures.

### 1 satisfactory (min. 50 %)

The student:

- can demonstrate a basic knowledge and understanding of German-speaking cultural life in Helsinki area.
- is also able to summarise information from different sources
- is able to express himself/herself using a basic range of appropriate vocabulary and grammatical structures.

## Assessment criteria

Evaluation is based on language use; ability to use vocabulary and structures, fluency and logic of text. Last report is a self-assessment.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Economy, Culture and Partnership in the Heart of Europe (excursion)

## Wirtschaft, Kultur und Partnerschaft im Herzen Europas (Exkursion)

- Code: GER8LE072
- Extent: 3 ECTS (81 h)
- Timing: for students in 3rd-7th semester
- Language: German
- Competence level: min. A2
- Level: Professional studies
- Type: Free-choice

### Attention!

**This course is subject to charges (flight, accommodation, board, public transportation, entrance fees). Please note that the registration in the first meeting is binding!**

### Number of participants

Min. 10, max. 15 students.

### Prerequisites

The student should have at least A2 competency level.

### Learning outcomes

After completing the course the student has improved her/his understanding of the German culture and finds it easier to express her/himself in German. During the company visits the student familiarizes her/himself with the German business life. The project also enhances student's professional competencies.

### Course contents

Students book their flights, accommodations, one-week-tickets for the public transportation, and a mutually agreed guided tour. In this way they practice their language and project management skills.

The excursion includes visits to different companies in Germany, cultural events and cooperation with a partner school.

Students are involved in the planning phase and are responsible for organizing details of the excursion.

### Teaching and learning methods

Attendance is compulsory in the introduction session in which the group tasks are given and in the follow-up sessions. Students write a learning diary during the whole project. Communication and status updates take place via Moodle. Independent project work supports the pedagogical approach of 'learning by researching and developing'.

The assessment of one's own learning 1 h

### Recognition of prior learning

Not applicable.

### Contact teacher

Sirpa S. Bode, Pasila

## **Learning materials**

Materials received from the companies/organizations/partner school.

## **Assessment criteria**

Pass/Fail.

Learning diary obligatory. 'Pass' requires active participation in organizing the excursion as well as on the spot in Germany.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

## **Application**

Please send your open application incl. your CV per E-Mail to: [sirpa.s.bode@haaga-helia.fi](mailto:sirpa.s.bode@haaga-helia.fi) . The candidates will also be interviewed.



# German for Beginners 1

## (Deutsch für Anfänger 1)

- Code: GER8LE080
- Extent: 6 ECTS (162 h)
- Timing: Semester 1-7
- Language: German and English
- Competence level: A1
- Level: core studies
- Type: free-choice

## Prerequisites

No prerequisites

## Learning outcomes

Students

- acquire a solid grasp of German grammar
- are able to use German in everyday situations, both oral and written.

## Course contents

German grammar, vocabulary pronunciation and everyday and business conversation practice.

- Key aspects of German grammar
- Everyday and business vocabulary

## Teaching and learning methods

Contact hours 60 h (4 h/week)

Independent study, assignments and preparing for exam 97 h

Written exams 4 h

Self-assessment of learning 1 h

## Teacher with the main responsibility for the course

Sirpa S. Bode, Pasila

## Course materials

Paul Gogge & Heiner Schenke: Willkommen! a first course in German. Hodder education.

## Assessment criteria/scale 5-1.

### 5 excellent

- Student understands simple oral and written messages and can forward

### 3 good

- Student is often able to understand simple oral and written messages and to

### 1 satisfactory

- Student sometimes understands simple oral and written messages and is able

them successfully to the recipient

- Speaking and writing simple language structures and/or pronunciation are very good
- Student can use learned new items in simple structures and language use situations

forward them to the recipient

- Speaking and writing simple language structures and/or pronunciation are good
- Student is often able to use learned new items in simple structures and language use situations

to forward some of them to the recipient

- Speaking and writing simple language structures and/or pronunciation are poor
- Student recognizes learned new items in simple structures and language use situations

## **Assessment criteria**

Mandatory attendance 80 %

Written exam 80 %

Class participation 20 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# German for Beginners 2

## (Deutsch für Anfänger 2)

- Code: GER8LE030
- Extent: 3 cr (81 h)
- Timing: Semester 1-7
- Language: German
- Competence level: A1
- Level: core studies
- Type: free-choice

## Prerequisites

German for Beginners 1(GER8LE080) or equivalent.

## Learning outcomes

A solid grasp of basic German grammar. Students are prepared for the compulsory German courses in the Degree Programme for Multilingual Management Assistants.

## Course contents

German grammar, vocabulary, pronunciation and everyday and business conversation practice.

- Key aspects of German grammar
- Everyday and business vocabulary

The course contents of this course are the same than of German for Beginners, but the themes are covered in more depth.

## Teaching and learning methods

Contact hours 30 h (2 h/week)

Independent study, assignments and preparing for exam 48 h

Written exam 2 h

Self-assessment of learning 1 h

## Teacher with the main responsibility for the course

Sirpa S. Bode, Pasila

## Course materials

Paul Goggle & Heiner Schenke: Willkommen! a first course in German. Hodder education.

In addition: Riitta Louhimo & Johanna Toivonen: Spielend leicht. Saksan kieliopin kertaus- ja harjoituskirja. Finn Lectura & lecturer's handouts.

## Assessment criteria/scale 5-1.

**5 excellent**

**3 good**

**1 satisfactory**

- Student usually understands simple and diverse oral and written messages and is able to forward them successfully to the recipient
- Speaking and writing language structures and/or pronunciation are very good
- Student can use learned new items in new, diverse language use situations
- Student often understands simple and diverse oral and written messages and is able to forward them to the recipient
- Speaking and writing language structures and/or pronunciation are good
- Student is often able to use learned new items in familiar, diverse language use situations
- Student sometimes understands simple and diverse oral and written messages and is able to forward some of them to the recipient
- Speaking and writing language structures and/or pronunciation are poor
- Student can use learned new items in simple language use situations

### **Assessment criteria**

Written exam 80 %

Class participation 20 %

Mandatory attendance 80 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Learning to Write a Better Thesis

- Code: MET8LE001
- Extent: 1 cr (27 hours)
- Timing: 3.-7. semester
- Language: English
- Level: Professional studies
- Type: Free-choice

## Prerequisites

The student has a basic mastery of English grammar and can write longer texts incorporating academic themes related to their own research.

## Learning outcomes

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

- create a text incorporating the research from their thesis
- write such a text using high-level grammar
- make such a text comprehensible to those who will read it
- be able to express the results of their research clearly and in proper English

## Course contents

- improving one's own text through reworking and editing it
- finding and correcting grammar mistakes in texts
- understanding and implementing the basic features of academic writing through practice
- reading theses of others to understand the academic style expected

## Cooperation with the business community

Improved writing of a thesis can be carried over to formal writing done later in an organization.

## International dimension

Many theses will deal with organizations of an international nature.

## Teaching and learning methods

Lectures and workshops 10 hours

Independent study and teamwork 17 hours

## Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

## Teacher responsible

Karl Robbins, Pasila

## Course materials

To be provided by the instructor

### Assessment criteria

The course is evaluated on scale 1 to 5.

5	3	1
The student is able to produce texts accurately reflecting the results of their research. These texts are written using formal English and are free of most grammatical and stylistic errors. The texts are clear, concise and can be understood by someone who is somewhat familiar with the research area in question.	The student is able to produce texts generally reflecting the results of their research. These texts are written in somewhat formal English and have some grammatical and stylistic errors. The texts are for the most part clear, fairly concise and can be understood fairly well by someone familiar with the research area in question.	The student is able to produce texts that more or less reflect the results of their research. These texts use someone simpler language than that expected of a formal paper and have quite a few grammatical and stylistic errors. The texts are only somewhat clear or concise, and may present difficulties in being understood by someone familiar with the research area in question.

### Assessment components

Classroom participation 50%

Assignments 50%

# Cyrillic Word Processing and Transliteration

## (Obrabotka teksta na kirillitse i transliteratsija)

- Code: RUS8LE037
- Extent: 3 ECTS (81 h)
- Timing: Semester 1-7
- Language: Russian/English
- Level: professional studies
- Competence level: A1
- Type: free-choice (online course)\*

\*required of native students if they have chosen compulsory Russian

## Prerequisites

Elementary Russian.

## Learning outcomes

Students practice using the Cyrillic alphabet in text processing, and become proficient in Russian document standards. In addition, students practice transliterating Cyrillic texts and to use the Finnish or the international transliteration system and learn to use the Russian Internet searching tools.

## Course contents

This virtual course focuses primarily on three topics: Cyrillic text processing, transliteration and searching for information. This course is completed over HAAGA-HELIA's e-learning portal Moodle. Weekly assignments.

- Cyrillic text processing: writing exercises and document standards in Russian.
- Transliteration: Finnish or international transliteration standards.
- Search for information: using the Russian searching tools

## Cooperation with the business community and other organizations

Course texts are edited versions of actual business correspondence.

## Teaching and learning methods

The course comprises assignments and the exam, for a total of 81 hours of study time.

Cyrillic text processing makes up 75 % and transliteration and searching for information 25 % of the course.

Examination: 2 h (at the end of the course)

Independent study, completion of six assignments over the net and preparing for exam: 78 h

The assessment of one's own learning 1 h

## Teacher with the main responsibility for the course

Pirjo Salenius, Pasila

## Course materials

Salenius, P. 2009. Cyrillic text processing and transliteration, in Moodle.

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

- is able to copy Russian texts very well.
- masters the standard Russian business letter and can apply this knowledge to assignments very well. (S)he knows either the Finnish or international transliteration system very well.
- can find important information concerning Russian on the Internet.
- follows deadlines and instructions precisely.

### 3 good

The student:

- is able to copy Russian texts well.
- masters the standard Russian business letter and can apply this knowledge to assignments well. (S)he knows either the Finnish or international transliteration system well.
- can find nearly all needed information concerning Russian on the Internet.
- usually follows deadlines and instructions well.

### 1 satisfactory

The student:

- is able to partly copy Russian texts.
- masters the standard Russian business letter and can apply this knowledge somewhat to assignments. (S)he knows either the Finnish or international transliteration system to some extent.
- finds some of the needed information concerning Russian on the Internet.
- doesn't follow deadlines and instructions very well.

Written examination 70 %

Distance assignments 30 %

All assignments should be accepted.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# Russian Linguistic Correctness

## (Osnovy kultury russkoi retshi)

- Code: RUS8LE011
- Extent: 3 ECTS (81 h)
- Timing: Semester 3-7
- Language: Russian
- Level: professional studies
- Type: compulsory\*

\*required of students who have chosen compulsory Russian

## Prerequisites

Good skills in Russian.

## Learning outcomes

The student masters the basics of Russian linguistic correctness.

## Course contents

Contact hours focus on the basics of Russian linguistic correctness and texts dealing with it.

- Literature and/or lectures concerning Russian linguistic correctness

## Cooperation with the business community and other organizations

The course looks into linguistic correctness in business life.

## Teaching and learning methods

The course consists of contact hours and the reading of literature - a total of 81 h.

### Alternative 1

Contact hours (initial meeting): 2 h

Independent study (reading of literature): 76 h

Written examination: 2 h

Self-assessment of learning: 1 h

### Alternative 2

Contact hours (initial meeting): 2 h

Lectures and course assignments: 20 h

Independent study (reading of literature): 56 h

Written exam: 2 h

Self-assessment of learning: 1 h

The realisation of alternative 2 is to be confirmed yearly.

## Teacher with the main responsibility for the course

Oleg Matossov, Pasila

## Course materials

Koltunova 2002. Jazyk i delovoe obshtshenie. Ekonomitsheskaja literatura. Moskva.

Maksimova 2002. Russki jazyk i kultura retshi. Gardariksi. Moskva.

Tshernjak 2002. Russki jazyk i kultura retshi. Vyshaja shkola. Moskva.

Berditchevski, Solovjova 2002. Russki jazyk. Sfery obshtshenija. Moskva.

Material provided by the lecturer (alternative 2)

## Assessment criteria/scale 5-1.

### 5 excellent

- The student has a full command of the basics of Russian grammar and usage. S/he clearly understands the rules of the language and speaks and writes in accordance with these rules. The student also has a clear understanding of modern Russian stylistics. S/he has a command of usage in official contexts and its special features. S/he can converse successfully in various business situations.

### 3 good

- The student has a satisfactory command of the basics of Russian grammar and usage. S/he generally understands of the rules of the language but makes some mistakes in speech and writing. The student also has an understanding of modern Russian stylistics. S/he has a satisfactory command of usage in official contexts and is generally aware of its special features. S/he can converse satisfactorily in different business situations.

### 1 satisfactory

- The student has a passing command of the basics of Russian grammar and usage. S/he is not fully aware of the rules of the language and makes lots of mistakes in speech and writing. The student has a passing understanding of modern Russian stylistics. S/he is not able to communicate correctly in official contexts and has a limited understanding of the special features of official usage. S/he can converse passingly in different business situations.

Written examination 100 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Work Placement

- Code: PLA6LE101
- Extent: 30 ECTS (800 h)
- Timing: Semester 5
- Language: English/one of student's compulsory languages
- Level: professional studies
- Type: compulsory
- Curricula 2014

## Starting level and linkage with other courses

Finnish Students:

- Business Environment and the Assistant's Work (BUS1LE101)
- Business Processes (BUS1LE102)
- Business Planning (BUS2LE101)
- Office Applications (TOO1LE101)
- ICT Applications for Business (TOO2LE101)
- Assistant as Service Designer 1 (SER2LE101)
- Assistant as Service Designer 2 (SER2LE102)
- Assistant as Service Designer 3 (SER2LE103)
- Effective Communication in Organisations (COM1LE101)
- Communicating with Impact (COM2LE101)
- Professional Writing Skills (ENG1LE101)
- International Business Documents (ENG2LE101)
- Finnish Language Proficiency (FIN1LE101)
- Communication in Finnish Business Environment 1 (FIN1LE102)
- Spoken Communication in Finnish (FIN2LE101)
- Introduction to Thesis and Methods 1 (MET2LE101)

Foreign students:

- Business Environment and the Assistant's Work (BUS1LE101)
- Business Processes (BUS1LE102)
- Business Planning (BUS2LE101)
- Office Applications (TOO1LE101)
- ICT Applications for Business (TOO2LE101)
- Assistant as Service Designer 1 (SER2LE101)
- Assistant as Service Designer 2 (SER2LE102)
- Assistant as Service Designer 3 (SER2LE103)
- Effective Communication in Organisations (COM1LE101)
- Communicating with Impact (COM2LE101)
- Professional Writing Skills (ENG1LE101)
- International Business Documents (ENG2LE101)
- Introduction to Thesis and Methods 1 (MET2LE101)
- Finnish for Beginners 1 (FIN1LE103)
- Finnish for Beginners 2 (FIN1LE104)
- Finnish for Working Life 1 (FIN2LE030)
- Finnish for Working Life 2 (FIN2LE031)

## Learning outcomes

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

## **Course 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 (THE7LE101)
- HR and Leadership (THE7LE102)
- Meeting Industry (THE7LE103)
- Marketing, Sales and Services (THE7LE104)
- Organisational Communication (THE7LE105)

## **Cooperation with the business community**

Open work placement positions are usually posted on jobstep.net, to which there is a link on HAAGA-HELIA's website. In addition, some employers contact the work placement coordinator directly, who then notifies of these positions via e-mail and on notice boards.

Each year HAAGA-HELIA strives to organise an info session that will provide information about the work placement application process as well as provide tips on how to prepare for interviews. The annual HAAGA-HELIA recruitment events are also excellent forums to make contacts with potential employers as well as learn about their application procedures.

## **Advisor**

Catherine Métivier (work placement in Finland and abroad)

## **Assessment criteria**

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.

# Bachelor's Thesis

- Code:  
THE7LE101 (thesis, Entrepreneurship)  
THE7LE102 (thesis, HR and Leadership)  
THE7LE103 (thesis, Meetings Industry)  
THE7LE104 (thesis, Marketing, Sales and Service)  
THE7LE105 (thesis, Organisational Communication)
- Extent: 15 ECTS (405 h)
- Timing: 5-6th semester
- Language: English
- Level: thesis
- Type: compulsory

## Prerequisites

The student completes Introduction to Thesis and Methods 1 (MET2LE101) in the 4th semester. Thesis work is also supported by Thesis and Methods 2 (MET2LE102), which is completed in the 6th semester. The student is expected to complete these courses as scheduled, in the 4th and 6th semester.

The student can start the thesis process at any time during the studies by putting together a Portfolio thesis. More information about this thesis format from the Thesis Coordinator, Mia-Maria Salmi.

## Learning outcomes

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.

## Course contents

- Choice of thesis topic and writing topic analysis in 5th semester
- Preparation of thesis plan 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

## Cooperation with the business community

The aim is that theses are commissioned by companies or other organisations. The student usually combines his/her work placement and thesis.

## Teaching and learning methods

- Individual counselling

- Working papers
- Seminars/group counselling
- Individual work

## **Contact teachers**

Entrepreneurship: Olli Laintila

Organisations, Leadership and HR: Olli Laintila

Meetings Industry: Eeva Laurila

Marketing: Olli Laintila

Organisational Communication: Mirka Sunimento

Abstract in English: Karl Robbins

## **Learning materials**

Thesis instructions in MyNet

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

## **Assessment criteria**

The thesis is graded on the scale 1-5. The thesis is assessed by the primary thesis supervisor and another examiner.

The assessment criteria are the following:

### **Research-oriented thesis**

- Thesis topic and objectives: significance and current relevance, research questions, scope and objectives, relevance of topic to companies/organisations
- Thesis framework: sources, background research, concept definition, use of sources
- Research methods: choice of methods, collection and analysis of data
- Results: correspondence of objectives and results, reliability and validity of results, usability and/or novelty of results, analysis and conclusions
- Written expression: balance and consistency, coherence and readability, adherence to report guidelines.
- Thesis process management: planning, implementation, analysis

### **Product-oriented thesis**

- Thesis topic and objectives: significance and current relevance, thesis assignment, scope and objectives, relevance of topic to companies/organisations
- Thesis framework: sources, background research, concept definition, use of sources
- Project planning and implementation
- The product: presentation and assessment of product, usability and/or novelty of results, analysis and conclusions
- Written expression: balance and consistency, coherence and readability, adherence to report guidelines.
- Thesis process management: planning, implementation, analysis

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

# Basics of Economics

- Code: ECO1LE004
- Extent: 3 ECTS (81 h)
- Timing: 2nd Semester\*
- Language: English
- Level: core studies
- Type: compulsory

\*the course is offered only in spring semesters

## Prerequisites

None

## Learning outcomes

The student

- understands the basic economic concepts
- is able to analyse the economic news information and explain the basic economic phenomena
- knows how to evaluate the economic performance of the national economy
- understands how the households and the companies make their rational decisions and what their implications on aggregate level are
- is able to use the different economic information sources.

## Course contents

- Rational behaviour, opportunity cost
- Demand and supply
- Price formation
- Market structures and competition
- Economic growth, inflation, unemployment and interest rates and their interdependence
- Basic economic analysis of the performance of Finnish national economy
- The European Union and Finland
- Globalisation

The student studies both individually and in teams. Individual studies consist of the economic information and data collection (article portfolio), workshops, study of the textbook and the preparation for the lessons and the examination.

## Cooperation with the business community and other organisations

The course involves external visitors from business/organizations and weekly market reviews of local/global economic developments.

## International dimension

Due to the globalization and all the time expanding international businesses, most of the course topics have international dimensions by the definition.

## Teaching and learning methods

Lectures and workshops 26 h  
Presentations 4 h  
Independent studies and team work 48 h  
Examination 2 h  
Self-assessment of learning 1 h

### **Alternative completions**

The course can be replaced by completing a course with similar contents and extent in other degree programmes in HAAGA-HELIA or at another University.

### **Recognition of prior learning (RPL)**

If a student thinks that s(he) has both the skills and experience of the above mentioned course contents and learning outcomes based on her/his earlier studies or work experience, there is a possibility for the student to prove that s(he) both understands and can apply the learning objectives by attending both to a) a written exam and b) an oral exam.

If a student would like to proceed according to the RPL process s(he) should contact the instructor of the course during the pre-enrollment week or latest when attending the first lecture.

### **Teacher with the main responsibility for the course**

Olli Laintila, Pasila

### **Course materials**

Parkin, Powell & Matthews. 2005. Economics. Harlow: Pearson Education Ltd.  
Recommended sources  
Course Handouts

### **Assessment criteria/scale 5-1.**

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>masters excellently an evaluation of economic choices and their impact on both microeconomic and macroeconomic level.</li><li>has an excellent knowledge about different economic frameworks/theories, policies and analysis methods.</li></ul>	<ul style="list-style-type: none"><li>can evaluate well economic choices and their impact on both microeconomic and macroeconomic level.</li><li>has a good knowledge about basic economic frameworks/theories, policies and analysis methods.</li></ul>	<ul style="list-style-type: none"><li>has below average skills in evaluating economic choices and their impact on both microeconomic and macroeconomic level.</li><li>has a below average knowledge about basic economic frameworks /theories, policies and analysis methods.</li></ul>



Examination 40 %

Activity and assignments 30 %

Team work 30 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Spoken Business English

- Code: ENG1LE002
- Extent: 3 ECTS (81 h)
- Timing: Semester 2\*
- Language: English
- Competence level: C1
- Level: professional studies
- Type: compulsory

\*the course is offered only in the spring semester

## Prerequisites

English Grammar (ENG1LE015) and Introduction to Business English (WOR1LE001A) or equivalent courses

## Learning objectives

The student will:

- master English pronunciation and intonation
- be able to express herself fluently and precisely in different demanding professional and social situations in business life, including speaking effectively on the telephone

## Course contents

Students learn during contact hours and by preparing at home for them. Students participate in group discussions and simulations, for which they prepare both at home and in class.

- pronunciation and intonation
- professional and social situations in business life
- argumentation and negotiation skills
- professional telephone skills

## Teaching and learning methods

There are two contact hours per week, during which 80% attendance is required, and three hours of independent studies on average, most of which is for preparation of assignments and simulation exercises. The total number of hours required of students is 81 including a Self-assessment of learning assignment of 1 h. The length of the course is one semester.  
Attendance requirement 80%

## Teacher with the main responsibility for the course

Karl Robbins, Pasila

## Course materials

Written materials provided by the teacher

## Assessment criteria/scale 5-1.

### 5 excellent

### 3 good

### 1 satisfactory

The student:

- has very strong skills in the area of spoken English.
- can communicate very fluently in English and produce language that uses high levels of grammar, nearly always correctly. English that is spoken in a normal manner as it would be to native speakers is fully or nearly fully understood.
- can converse very fluently in a large number of areas, including those involving higher-level business concepts and in areas that would commonly be used by an assistant in everyday work.

The student:

- has good skills in the area of spoken English.
- can communicate fluently in English and produce language that uses standard English grammar, with occasional mistakes. English that is spoken in a normal manner as it would be to native speakers is mostly understood.
- can converse fairly fluently in a number of areas, including those involving general business topics and in areas that would be commonly used by an assistant in everyday work.

The student:

- has fair skills in the area of spoken English.
- can communicate somewhat fluently in English and produce language that uses standard English grammar, though with a fair number of mistakes. English that is spoken in a normal manner as it would be to native speakers is only partly understood.
- can converse in some areas, though not necessarily fluently, involving basic business topics and in areas that would be commonly used by an assistant in everyday work.

1/2 general level of English

1/2 classroom participation

Continuous assessment for both of these

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# English Grammar

- Code: ENG1LE015
- Extent: 3 ECTS (81 h)
- Timing: 1st Semester\*
- Language: English
- Level: core studies
- Type: compulsory

\*the course is offered only in autumn semesters

## Starting level and prerequisites

Starting level: B2

Secondary school English or equivalent.

## Learning objectives

The student will

- acquire a solid comprehension of English grammar
- acquire a foundation on which to build her/his vocabulary and grammatical skills independently after the course
- be able to identify the distinguishing features of business English
- be able to identify different registers of the language
- gain practice in using various reference materials, which provides her/him with a foundation on which to build her/his English skills after the course.

## Course contents

- Basic English grammar
- Key features of business English
- Language use in different situations
- Use of reference material

## Teaching and learning methods

The course covers 81 hours of study.

Contact hours: 30 h (2 h/week)

Independent studies: 48 h

Written exam: 2 h (at end of the course)

Self-assessment of learning 1h

Required attendance 80 %

## Alternative completions

Completing the required assignments of the course and taking the course examination. The completion is assessed on the scale from 1 to 5.

## Recognition of prior learning (RPL)

The student displays with the competence demonstration that s/he manages the course objectives and contents mentioned in the course description. The demonstration includes the assignments of the course and the course examination. It is possible to participate in the competence demonstration only once, and it must be agreed upon with the teacher in advance. The competence demonstration is assessed on the scale from 1 to 5.

## **Teacher with the main responsibility for the course**

Karl Robbins, Pasila

## **Course materials**

Hewings, M. Advanced Grammar in Use. Cambridge University Press  
Course handouts provided by teacher.

## **Assessment criteria/scale 5-1**

### **5 excellent**

The student:

- is able to integrate high-level grammar into their written English
- is able to understand high-level grammatical concepts.
- can nearly always find grammatical errors in an English text.

### **3 good**

The student:

- is able to integrate proper grammar into their written English
- is able to understand most grammatical concepts.
- can usually find grammatical errors in an English text.

### **1 satisfactory**

The student:

- is able to sometimes integrate proper grammar into their written English
- is able to understand at least the most basic grammatical concepts.
- can find some grammatical errors in an English text.

## **Assessment criteria**

Written exam 100%

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Finnish Grammar and Linguistic Correctness

- Code: FIN1LE001
- Extent: 3 cr (81 h)
- Timing: 2nd Semester\*
- Language: Finnish
- Level: core studies
- Type: compulsory\*\*

\*the course is offered only in spring semesters

\*\*required of Finnish students in the Mubba programme

## Prerequisites

Good Finnish skills.

## Learning outcomes

Students acquire a firm command of Finnish grammar and essential aspects of usage.

## Course contents

The course focuses on aspects of the Finnish language that will help students in issues of usage and in learning foreign languages. Focus is on correct usage.

- Nature and distinctive features of the Finnish language
- Basics of grammar
- Key aspects of usage
- Standard Finnish

## Teaching and learning methods

Focus is on correct usage. The course includes an exam on grammar, an exam on usage and an elective written assignment.

The course involves 81 hours of study, including classroom and independent study. The contact hours number 32 (including exams) and independent study covers 48 hours of study.

Self-assessment of learning 1h.

## Alternative completions

Completing the required assignments of the course and taking the course examination. The matter must be agreed upon with the teacher in advance. The completion is assessed on the scale from 1 to 5.

## Recognition of prior learning (RPL)

The student displays with the competence demonstration that s/he manages the course objectives and contents mentioned in the course description. It is possible to participate in the competence demonstration only once, and it must be agreed upon with the teacher in advance. The competence demonstration is assessed on the scale from 1 to 5.

## Teacher with the main responsibility for the course

## Course materials

Kielitoimiston oikeinkirjoitusopas 2008: Salla Kankaanpää et al. Kotimaisten kielten tutkimuskeskuksen julkaisuja 147. Tampere. (Or other book on Finnish grammar)

Course handouts

### Assessment criteria/scale 5-1.

#### 5 excellent

The student:

- understands the importance of the aspects and basics of Finnish grammar very well, and knows that this will help her/him in issues regarding the usage and learning of foreign languages.
- has a very good knowledge of the nature and distinctive features of the Finnish language.
- has excellent skills in producing standard Finnish, focusing on correct usage.
- masters the proper ways that a professional works and follows deadlines.
- knows how to use instructions independently and apply her/his skills.
- knows how to benefit from feedback and learn from mistakes.

#### 3 good

The student:

- understands the importance of the aspects and basics of Finnish grammar, and knows that this will help her/him in issues regarding the usage and learning of foreign languages.
- has a good knowledge of the nature and distinctive features of the Finnish language.
- is able to produce standard Finnish, focusing on correct usage.
- masters the proper ways that a professional works and follows deadlines.
- knows how to use instructions independently and apply her/his skills.
- knows how to benefit from feedback and learn from mistakes.

#### 1 satisfactory

The student:

- understands the importance of the aspects and basics of Finnish grammar, and knows that this will help her/him in issues regarding the usage and learning of foreign languages.
- has a basic knowledge of the nature and distinctive features of the Finnish language.
- is able to produce standard Finnish, trying to focus on correct usage.
- follows deadlines and instructions and participates in work.
- knows how to follow instructions given to her/him.

Exam on grammar 25 %

Exam on usage 75 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Producing Business Documents

- Code: INF1LE022
- Extent: 3 ECTS (81 h)
- Timing: 2nd Semester
- Language: English
- Level: core studies
- Type: compulsory

## Prerequisites

Office Applications (WOR1LE001E)

## Learning outcomes

Upon successful completion of the course, the student

- is able to produce technically skilful and correctly prepared business documents using the features and commands the MS Word 2010 offers
- can produce business documentation in accordance with the current key SFS standards
- can make effective use of the following features: templates, themes, styles, building blocks, tables, drawing tools, sections, tables of contents, and much more
- has the knowledge and skills to file and manage multiple documents rationally and efficiently
- has increased both his/her self-reliance, speed and efficiency in the use of computers and the MS Word 2010 application

## Course contents

- Application of standard layouts to documents, SFS document standard
- Numbers, special characters and abbreviations in accordance with Finnish and English standards
- Use of MS Word 2010 building blocks, themes, styles, and templates.
- Creating document templates including styles, and building blocks,
- Using mail-merge functions for mass mailing.
- Working with long documents such as theses.
- Producing automatic tables of contents
- Creating and editing tables
- Linking pictures and graphs to documents .
- Using document properties.
- Protecting documents.
- Using comments and track changes features.

## Cooperation with the business community and other organisations

The class exercises are based on real-life business communication and marketing.

## Teaching and learning methods

Contact classes 32 h

Independent study 48 h

Self-assessment of learning 1 h

## Recognition of prior learning



Recognition of prior learning is a process whereby, through assessment, credit is given to learning which has already been acquired in different ways, e.g. with earlier studies or working experience with MS Word 2010.

Student should contact the teacher after first-selection enrolment and agree how to demonstrate his/her knowledge and skills of MS Word 2010 use in business documents.

## Contact teacher

Heli Lankinen, Pasila

## Learning materials

Material and exercises provided by the lecturer.

## Assessment criteria (Scale 5-1)

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• has a command of key concepts, has a solid grasp of word processing functionalities in</li><li>• business communication context and knows how to apply them in practice.</li><li>• has strong skills and can independently use the MS Word 2010 to find new solutions.</li><li>• has good time management skills and completes assignments on time.</li></ul>	<ul style="list-style-type: none"><li>• has a command of the MS Word 2010 key concepts in business communications context and makes use of basic functionalities with purpose.</li><li>• has good time management skills and completes assignments on time.</li></ul>	<ul style="list-style-type: none"><li>• has a command of some MS Word 2010 key concepts in business communications context.</li><li>• can satisfactorily complete basic tasks but needs assistance to solve more demanding tasks independently.</li></ul>

## 100 % Exam

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Introduction to Business Law

- Code: LAW2LE045
- Extent: 3 ECTS (81 h)
- Timing: 2nd semester
- Language: English
- Level: core studies
- Type: compulsory

## Prerequisites

No prerequisites.

## Learning outcomes

Upon successful completion of the course, the student

- is able to recognize and analyze legal aspects of business
- is able to describe and apply basic rules of private law
- is able to describe the outline of legal proceedings
- is able to seek information on business law.

## Course contents

- Basics of Finnish legal system
- Legal persons
- Contract law
- Tort law
- Marketing and consumer law
- Tenancy
- Debts
- Competition law
- Intellectual property rights
- Legal proceedings
- Legal information on the Web

## Teaching and learning methods

The course comprises of contact hours, weekly assignments and exam.

Contact lessons and exam 32 h

Assignments and self-study 48 h

Self-assessment of learning 1 h

## Alternative completions

A student who wishes to complete the entire course in an alternative way on the basis of her prior competences should consult the teacher.

## Contact teachers

Sampo Mielityinen, Pasila

## Learning materials

Surakka Aapo. 2005. Access to Finnish Law. WSOY.

Additional learning material will be delivered during the course using the Moodle learning environment.

### Assessment criteria/scale 5-1.

#### 5 excellent

The student is able to:

- recognize and analyze legal aspects of business, using appropriate legal concepts
- describe basic rules of private law and apply them independently to simple cases
- describe the outline of legal proceedings
- independently seek reliable information on business law

#### 3 good

The student is able to:

- recognize and analyze the most important legal questions related to business
- describe basic rules of private law and roughly apply them independently to simple cases
- identify different legal proceedings and describe their main differences
- independently seek information on a predetermined topic from legal database

#### 1 satisfactory

The student is able to:

- describe the most important legal questions related to business
- roughly apply predetermined rules of private law to simple cases
- identify different legal proceedings and their scope of application
- seek predetermined materials from legal databases

Exam 60 %

Assignments 40 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Basic Business Swedish

## (Introduktion till affärssvenska)

- Code: SWE1LE001
- Extent: 6 ECTS (162 h)
- Timing: 1st Semester
- Language: Swedish
- Level: core studies
- Type: compulsory

## Prerequisites

Secondary school Swedish or corresponding proficiency

## Learning outcomes

Proficiency level: B1

The aim of the course is that students achieve oral and written proficiency in basic business Swedish as required in working life.

Upon successful completion of the course, the student

- can manage everyday working life situations in Swedish.
- has a command of basic Swedish grammar and business vocabulary.
- is able to handle telephone conversations and other oral situations in Swedish.
- is familiar with Nordic society and business culture

## Course contents

The course reviews Swedish grammar and students do exercises relating to social situations in working life.

The topics covered

- Grammar (written part of the course)
- Telephone conversations (oral part of the course)
- Oral presentations on Nordic affairs (oral part of the course)
- Conversation in working life contexts, for example company visits (oral part of the course)
- Vocabulary (written and oral part of the course)

## Cooperation with the business community

Company presentation materials and visiting lecturer/company visit/seminar

## International dimension

Nordisk stig partners and Hanaholmen – Kulturcentrum för Sverige och Finland

## Teaching and learning methods

The course spans two periods and consists of a written and oral part. The written and oral parts are taught separately each week, with 2 h/week reserved for the written part and 3 h/week for the oral part. The course

covers contact hours, exercises, computer-assisted exercises and other assignments, totaling 162 h. Students prepare a language portfolio and engage in investigative and development oriented learning.

Contact hours 78 h (30 h written part, 48 h oral part)

Self-study 80 h (50 h written part, 30 h oral part)

Written exam 2 h, oral exam 1 h

Self-assessment of learning 1 h

Students must attend at least 80% of classes in oral part.

## Alternative completions

One alternative available to students in some special cases is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## Recognition of 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(s) 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.

## Contact teachers

Sirpa Kajarinne, Haaga (oral part)

Marjaana Halsas, Pasila (oral part)

Marketta Keisu, Pasila (written part)

## Learning materials

Keisu, M. 2013. Svenska språkets strukturer för ledningsassistenter (written part)

Halsas, M. & Svensson, J. Muntlig språkfärdighet i affärlivet (oral part)

Other computer-assisted learning materials

Internet

Newspaper articles

All basic materials can be downloaded from Moodle.

## Assessment criteria: oral part/scale 5-1.

### 5 excellent

The student:

- develops oral language with great skill and high level of interactive business communication.
- learns and practices central parts of spoken business Swedish and is able to produce fluent oral language in business interactions.

### 3 good

The student:

- speaks Swedish quite fluently and is able to manage orally in business interactions.
- masters quite well the common business vocabulary and the language in phone conversations.

### 1 satisfactory

The student:

- understands and develops limited oral language in normal spoken interactions and simple business situations.
- masters the most common basic business vocabulary and the language in phone conversations.

- masters the common business vocabulary and the language in phone conversations.
- is also able to orally present a company or other organization
- is also able to orally present a company or other organization if needed.
- can discuss something about business life and very shortly present a company or other organization if needed.

### Assessment criteria: written part/scale 5-1.

#### 5 excellent

The student:

- is able to comprehensively use everyday Swedish language and is managing well everyday tasks in Swedish at work.
- is able to understand fluent messages that concern topical issues and business life.
- produces clear and consistent messages, and he/she is able to choose the style that is appropriate to the situation.
- masters well Swedish grammar and the central vocabulary in business Swedish.

#### 3 good

The student:

- is able to independently use everyday Swedish language and is managing most of the everyday tasks at work in Swedish.
- is able to understand messages that concern topical issues and business life.
- produces often clear and consistent messages, and he/she is able to choose the style that is commonly appropriate to the situation.
- masters Swedish grammar and the central vocabulary in business Swedish.

#### 1 satisfactory

The student:

- is able to use everyday Swedish language and is managing simple and routine-like everyday tasks at work in Swedish.
- is able to understand simple texts that concern topical issues and business life.
- is able to produce simple messages that are understandable concerning the grammar.
- masters the central vocabulary in business Swedish.

#### Written part:

Written exam 80 %

Class participation and assignments 20 %

#### Oral part:

Oral exam 50 %

Class participation and assignments 50 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Business Networks

- Code: WOR1LE001
- Extent: 18 ECTS (486 h)
- Semester: 1\*
- Language: English
- Level: core studies
- Type: compulsory

\*The course is offered only in autumn semesters.

## Prerequisites

No prerequisites.

## Learning outcomes

Students become familiar with business principles, business communications and business practices common to working life.

Upon successful completion of the course, students

- have broadened their English vocabulary
- are familiar with key business and economics concepts and terminology in English
- understand the role of marketing in companies
- are familiar with different markets and marketing environments as well as key marketing stakeholders
- understand the significance of customer-focus in business activities
- are familiar with how companies and other organisations act and cooperate in networks
- know how companies should act in order to reach their objectives and be profitable
- understand the management assistant's role in organisations and networks
- are familiar with the management assistant's job profile, tasks and competence requirements
- have the skills to develop the interpersonal relationships that are required in networks and are knowledgeable of professional ethics
- know how to work in teams in projects
- understand the value of information and knowledge
- are familiar with key information sources and are able to assess them with a critical mindset
- have the skills to produce standard documents that include images and tables
- know how to make on-screen presentations and refine numerical data
- have the computer skills required in working life and have learned the 10-finger typing system
- are familiar with the significance of communication for organisations
- know how to recognise and organise the practices of organisational communication.

## Course contents

Introduction to Business English (2 ECTS)

Introduction to Marketing (3 ECTS)

Organisations and Leadership (5 ECTS)

Introduction to Information Retrieval (2 ECTS)

Office Applications (4 ECTS)

Purpose and Practices in Organisational Communication (2 ECTS)

More detailed information on the above parts of the course is provided in the relevant course descriptions.

## Cooperation with the business community and other organisations



The course includes a practical company project, during which students acquire, analyse, document information relating to a real case organisation and write a report on this. The course includes visits to companies, guest lectures by company representatives and cooperation with the alumni assistant.

## **Teaching and learning methods**

The course makes use of an investigative and developmental approach to learning, with emphasis on independent study and an analytical and creative approach to learning.

The course covers 486 hours of study, covering contact hours, teamwork and self-study.

Contact hours 200 h, averaging 12 h a week throughout the semester.

Self-study 83 h

Self-assessment of learning 1 h

## **Recognition of prior learning (RPL)**

A competence demonstration is organised before the start of semester.

## **Contact teachers**

Ulla Björklund, Pasila (Introduction to Information Retrieval)

Olli Laintila, Pasila (Introduction to Marketing, Organisations and Leadership)

Heli Lankinen, Pasila (Office Applications)

Ipo Päiväläinen, Pasila (Introduction to Business English)

Mirka Sunimento, Pasila (Purpose and Practices in Organisational Communication)

Each part of the course has one or several teachers, who make up the student counselling team.

## **Course materials**

Introduction to Business English:

The material and other reference material to be informed later.

Introduction to Business Administration:

Griffin, R.W. & Ebert, R. J. 2003. Business. Eighth edition. New Jersey: Prentice Hall.

Haasio, A. 2009 Management Assistant's Guide to Information seeking.

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

## **Assessment**

### **Introduction to Business English**

Vocabulary tests, assignments and presentations 100 %

### **Introduction to Marketing**

Exam and participation 50 %

Company Project 50 %

### **Organisations and Leadership**

Exam and participation 50 %

Company Project 50 %

### **Introduction to Information Retrieval**

Exam 50 %

Activity and assignments 50 %

## **Purpose and Practices in Organisational Communication**

Exam or assignment 60 %

Company Project 40 %

## **Office Applications**

Exam and participation 70 %

Company Project 30 %

## **Assessment criteria/Introduction to Business English, scale 5-1.**

### **5 excellent**

The student:

- has knowledge of business vocabulary and concepts at an advanced level. He/she demonstrates knowledge of idiomatic business English.
- is able to apply terminology and concepts of business English to various written and spoken communication contexts very fluently.

### **3 good**

The student:

- has an intermediate knowledge of business vocabulary and concepts. The student demonstrates good skills at producing good written and spoken communication.
- is able to explain the meaning of business concepts using more elaborate vocabulary than at an elementary level.

### **1 satisfactory**

The student:

- has a basic knowledge of business vocabulary and concepts used in business situations. The level of the written and spoken communication of the student is at a passable level.
- is able to describe and explain business vocabulary in a basic manner.

## **Assessment criteria/Introduction to Marketing, scale 5-1.**

### **5 excellent**

The student:

- has excellent marketing, business analysis, reporting and project management skills.
- has an excellent knowledge about the marketing theories, concepts, planning and analysing methods.
- has an excellent attitude towards learning through continuous, supportive and initiative participation in teamwork and conducting assignments.

### **3 good**

The student:

- has good marketing, business analysis, reporting and project management skills.
- knows well the basic marketing theories, concepts, planning and analysing methods.
- has a good attitude towards learning through participation in teamwork and conducting assignments.

### **1 satisfactory**

The student:

- has below average marketing, business analysis, reporting and project management skills.
- has a below average knowledge about the basic marketing theories and concepts.
- has a below average attitude towards learning through participation in teamwork and conducting assignments.

## **Assessment criteria/Organisations and Leadership, scale 5-1.**

**5 excellent**

The student:

- has excellent business analysis, reporting and project management skills.
- has an excellent knowledge about the business administration, management concepts and business analysis methods.
- has an excellent attitude towards learning through continuous, supportive and initiative participation in teamwork and conducting assignments.

**3 good**

The student:

- has good business analysis, reporting and project management skills.
- knows well the basic business administration, management concepts and business analysis methods.
- has a good attitude towards learning through participation in teamwork and conducting assignments.

**1 satisfactory**

The student:

- has below average business analysis, reporting and project management skills.
- has a below average knowledge about the basic business administration and management concepts.
- has a below average attitude towards learning through participation in teamwork and conducting assignments.

**Assessment criteria/Introduction to Information Retrieval, scale 5-1.****5 excellent**

The student:

- has an excellent command of key concepts of information retrieval and understands the value of reliable information.
- gathers very actively new knowledge and shares it with others. Gives constructive comments to other presentations.
- participates very actively in lessons, discussions and group works.

**3 good**

The student:

- has a command of most concepts of information retrieval and realizes that information should be trustworthy.
- produces a good presentation, shares it with others and comments other presentations.
- participates in lessons but is not very active.

**1 satisfactory**

The student('s):

- can complete basic tasks of information retrieval and knows the basic concepts.
- gathers new information and presents it to others.
- participation is inadequate but fulfills the minimum criteria.

**Assessment criteria/Office Applications, scale 5-1.****5 excellent**

The student:

- has a command of key concepts, has a solid grasp of software functionalities and knows how to apply them in practice.

**3 good**

The student:

- has a command of key concepts and makes use of basic functionalities with purpose.
- has good time management skills and

**1 satisfactory**

The student:

- has a command of some concepts but lacks a full understanding of how the applications work.

- has strong skills and can independently use the applications to find new solutions.
  - has good time management skills and completes assignments on time.
- completes assignments on time.
- can satisfactorily complete basic tasks but is not able to solve more demanding tasks independently.

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Finnish for Beginners

- Code: FIN1LE002
- Extent: 6 ECTS (162 h)
- Timing: 1st semester
- Language: English and Finnish
- Target level: A1
- Level: Core studies
- Type: Compulsory

## Prerequisites

No prerequisites

## Learning outcomes

Upon successful completion of the course, the student

- understands elementary Finnish language
- is able to express him/herself in everyday situations and tell about his/her life, family, appearance and feelings
- has knowledge of the basic facts of the Finnish culture and the Finnish language

## Course contents

- Pronunciation
- Greetings, introducing oneself
- Nationalities
- Numbers, prices
- What time is it?
- Conjugation of the verb 'olla'
- Weather
- Days of the week, months, seasons of the year
- Family
- 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
- The genitive and partitive case of nouns

## Teaching and learning methods

Contact hours 66 h

Independent studies 95 h

Self-assessment of learning 1 h

Oral and written exercises individually and in pairs, group work.  
Homework and preparation for lessons and exams.

## Recognition of prior learning (RPL)

All students with any prior skills in the Finnish language start their Finnish studies by taking the level test. Each student will be instructed to the adequate course based on the results, and reach the minimum amount of credits (22 cr.) in the Finnish language at his/her own level of competence.

## Teacher responsible

Sanna Kukkonen, Pasila

## Learning materials

Gehring, S. & Heinzmann, S. 2010. Suomen mestari 1. Suomen kielen oppikirja aikuisille. Finn Lectura. Helsinki. Chapters 1 - 5.

Other material provided by teacher.

## Assessment criteria/scale 5-1.

5 excellent	3 good	1 satisfactory
The student:	The student:	The student:
<ul style="list-style-type: none"><li>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.</li><li>knows how to apply the learned skills in practice on simple constructions in new situations.</li></ul>	<ul style="list-style-type: none"><li>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.</li><li>has readiness to apply the learned skills in practice on simple constructions in new situations.</li></ul>	<ul style="list-style-type: none"><li>has 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.</li><li>is able to recognize simple constructions and frequently used expressions in different situations.</li></ul>

Attendance mandatory.

Active participation in lessons 20%

Small tests and/or assignments 10%

Final examination 70%

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Intermediate Finnish

- Code: FIN1LE003
- Extent: 6 ECTS (162 h)
- Timing: 2nd semester
- Language: Finnish and English
- Target level: A1
- Level: Core studies
- Type: Compulsory

## Prerequisites

Finnish for Beginners or equivalent level in the proficiency test.

## Learning outcomes

Upon successful 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

## Course 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

## Teaching and learning methods

Contact hours 66 h

Independent studies 95 h

Self-assessment of learning 1 h

Oral and written exercises individually and in pairs, group work.  
Homework and preparation for lessons and exams.

## Recognition of prior learning (RPL)

All students with any prior skills in the Finnish language start their Finnish studies by taking the level test. Each student will be instructed to the adequate course based on the results, and reach the minimum amount of credits (22 cr.) in the Finnish language at his/her own level of competence.

## Teacher responsible

Sanna Kukkonen, Pasila

## Learning materials:

Gehring, S. & Heinzmann, S. 2010. Suomen mestari 1. Suomen kielen oppikirja aikuisille. Finn Lectura. Helsinki. Chapters 6 - 9.

Other material provided by teacher.

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

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

### 3 good

The student:

- understands the basic structures and vocabulary in familiar everyday situations and some short texts.
- is able to apply the learned skills and communicate in most familiar everyday situations.

### 1 satisfactory

The student:

- understands some basic structures and vocabulary in familiar everyday situations and some basic elements in short texts.
- is able to apply some of the learned skills and communicate in some everyday situations.

Attendance mandatory.

Active participation in lessons 20 %

Small tests and/or assignments 10 %

Final examination 70 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.



# Chinese Business Communication

- Code: CHI4LE002
- Extent: 3 ECTS (81 h)
- Timing: 1st or 3rd semester
- Language: Chinese/English
- Level: core studies
- Type: elective\*

\* required of students who have chosen compulsory Chinese

## Prerequisites

Starting level: A1

Chinese for Beginners (CHI8LE004), Intermediate Chinese (CHI8LE005) and Spoken Communication in Chinese (CHI4LE009) or equivalent study of 12 credits in Chinese language.

## Learning outcomes

Target level: A2

Students acquire the skills to

- master basic Chinese business vocabulary and expressions
- manage superficial conversation in everyday economic life
- take part in discussion with familiar business topics
- use the most common Chinese language learning assistant programs

## Course contents

The course prepares students with basic language skills in common everyday business situations. Learning materials cover for example the following items:

- simple everyday business conversation
- ways of addressing customers and business partners
- business companies, positions, rank and business card
- business work unit, location and phone number
- business work experience
- different ways of travelling in a city
- ordering dishes in a Chinese restaurant

## Cooperation with the business community and other organisations

The course simulates real business situations as much as possible.

## Teaching and learning methods

The course consists of contact hours and independent study, totalling 81 hours of study time.

Two written exams

Self-assessment of learning 1h

## Alternative ways to complete the course

Not attending the contact hours but doing the coursework and taking the test

One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## **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. Evaluation is on a scale of 1-5.

## **Teacher with the main responsibility for the course**

Hai Guo, Pasila

## **Course materials**

Meiru Liu 2006: Basic Business Chinese, Beijing University Press

Great Wall Chinese 2009: Level 2, Office of Chinese Language Council International  
Handouts and materials provided by the teacher

## **Assessment criteria/scale 5-1.**

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>masters the basic business Chinese and everyday Chinese expressions. (S)He produces correct language.</li><li>is able to apply acquired skills during the course and can use dictionaries and other sources of information. The use of vocabulary and phrases is versatile and fluent.</li><li>masters well one of the commonly used Chinese word processing tools.</li></ul>	<ul style="list-style-type: none"><li>masters mostly well basic business Chinese and everyday Chinese expressions.</li><li>produces mostly correct language.</li><li>is able to use dictionaries and other sources of information. The use of vocabulary and phrases is appropriate and relatively fluent.</li><li>masters relatively well one of the commonly used Chinese word processing tools.</li></ul>	<ul style="list-style-type: none"><li>can just manage in basic business Chinese and everyday Chinese expressions. The grammatical and vocabulary aspects of the language need to be worked on. The expressions and messages are mainly understandable but they need to be corrected carefully.</li><li>knows the basics of one of the commonly used Chinese word processing tools.</li></ul>

Written exams: 100 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Spoken Communication in Chinese

- Code: CHI4LE009
- Extent: 3 ECTS (81 h)
- Timing: 1st or 3rd Semester
- Language: English/Chinese
- Level: core studies
- Type: elective\*

\* but required of students who have chosen compulsory Chinese

## Prerequisites

Target level: A1.3

Chinese for Beginners and Intermediate Chinese, or three semesters of beginner level Chinese.

## Learning outcomes

The purpose of this course is to practice and learn spoken language skills involving everyday situations.

After the course, students will:

- achieve the proficiency of the five Mandarin tones
- master the whole Pinyin system
- feel easy in communications concerning everyday life situations
- be able to read and write common characters seen in public places in China

## Course contents

During the course, students will learn the following skills:

- getting acquainted with a new person
- introducing oneself and others
- asking about prices and purchasing
- asking about ages
- telling about one's own home, present life situation, friends and foreign language skills
- talking about likes and dislikes, sports and hobbies etc.
- sing one or two Chinese songs

## Teaching and learning methods

Interactive classroom activities

Individual and pair work

Self-assessment of learning 1h

Oral and written final exams

## Alternative ways to complete the course

Not attending the contact hours but doing the coursework and taking the test

One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## 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. Evaluation is on a scale of 1-5.

## Teacher with the main responsibility for the course

Hai Guo, Pasila

## Course materials

Gu Feng 2009: Mandarin Teaching Toolbox, Volume 2, Confucius Institute at BCIT  
Great Wall Chinese 2009: Level 1, Office of Chinese Language Council International

## Assessment criteria/scale 5-1.

### 5 excellent

The student is able to:

- express her/himself using dialogues in pair-work communication situations
- listen actively to others and show her/his ideas and paying attention to other participants
- modify her/his working methods
- speak correct and well-versed Chinese with good command of tones
- give peer feedback to others
- critically assess her/his own communication skills and develop through practice and feedback.

### 3 good

The student is able to:

- work successfully in a flexible manner in pair-work communication situations
- communicate actively, listen to others and express her/his own ideas well
- speak correct spoken Chinese with a relatively good command of tones
- give and utilize peer feedback.

### 1 satisfactory

The student is able to:

- take part in pair-work communication situations by showing interaction in standard communication situations
- listen to others, express her/his own ideas
- speak understandable spoken Chinese with obvious mistakes in grammar and tones
- give peer feedback if asked.

Oral exam: 80%

Written exam: 20%

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Basic Business French 1

(Initiation au français des affaires 1)

- Code: FRE4LE005
  - Extent: 3 ECTS (81 h)
  - Timing: 1st Semester
  - Language: French/ English
  - Competence level: A2
  - Level: core studies
  - Type: elective\*
- \*required of students who have chosen compulsory French

## Prerequisites

Secondary school French (C/D) or equivalent.

## Learning outcomes

Upon successful completion of the course, the student

- understands some basics of Business French
- is able to have small-talks in ordinary situations
- knows basics of French grammar

## Course contents

- French Grammar
- Oral exercises
- Basics of Business French vocabulary and concepts

## Teaching and learning methods

Contact hours 32 h

Self-study 48 h

Self-assessment of learning 1 h

Mandatory attendance 80 %

## Alternative ways to complete the course

1) Not attending the contact hours but doing the coursework and taking the test

One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

2) 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. Evaluation is on a scale of 1-5.

## Contact teachers

Catherine Métivier, Pasila

## Course materials

Grammaire progressive du français avec 600 exercices, nouvelle édition – niveau intermédiaire, Maïa Grégoire, Odile Thiévenaz, CLE international

Web-pages

Material provided by the teacher.

## Assessment criteria/scale 5-1.

### 5 excellent

### 3 good

### 1 satisfactory

The student

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

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.
- has the readiness to apply in practice the skills learned.

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.
- can partly apply the learned skills in practice in new situations.

## Assessment criteria

Written exam in grammar and vocabulary 50%

Oral exam 50%

Assignments

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Basic Business French 2

(Initiation au français des affaires 2)

- Code: FRE4LE006
  - Extent: 3 ECTS (81 h)
  - Timing: Semester 2
  - Language: French/ English
  - Competence level: A2
  - Level: core studies
  - Type: elective\*
- \*required of students who have chosen compulsory French

## Prerequisites

Basic Business French 1 (FRE4LE005) or equivalent course.

## Learning outcomes

Upon successful completion of the course, the student

- understands the basics of French Business Environment
- knows the basics of telephone communication
- knows the basics of French Business written communication

## Course contents

- French Grammar
- Telephone conversation
- Basics on French terminology of Business
- Written Business Communication

## Teaching and learning methods

Contact hours 32 h

Self-study 48 h

Self-assessment of learning 1 h

Mandatory Attendance 80 %

## Alternative ways to complete the course

1) Not attending the contact hours but doing the coursework and taking the test

One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

2) 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. Evaluation is on a scale of 1-5.

## Contact teachers

## Course materials

Grammaire progressive du français avec 600 exercices, nouvelle édition – niveau intermédiaire, Maïa Grégoire, Odile Thiévenaz, CLE international

Web-pages

Material provided by the teacher.

## Assessment criteria/scale 5-1.

### 5 excellent

The student has:

- strong skills in telephone communication and is fully capable of taking contact information.
- an excellent command of the key concepts in Business French and in written Business Communication.

### 3 good

The student has:

- good skills in telephone communication and is partly capable of taking contact information.
- has a command of the key concepts in Business French.  
The student knows well the basics of Business Communication and is partly capable to write Business Documents.

### 1 satisfactory

The student has:

- limited skills in telephone communication and is partly capable of taking simple contact information.
- a limited command of the key concepts in Business French.  
The student knows some of the basics of Business Communication and is partly capable to write Business Documents.

Written exam for French vocabulary and terminology of business

Written exam in grammar and business letters 70 %

Telephone conversation exam 30 %

Assignments

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.



# Spoken Communication in Business German

## (Deutsche Geschäftskommunikation, mündlich)

- Code: GER4LE007
- Extent: 3 ECTS (81 h)
- Timing: 2nd Semester
- Language: German
- Level: core studies
- Type: elective\*\*

\*the course is offered only in spring semesters

\*\*required of students who have chosen compulsory German

## Prerequisites

Competency level A2

German Grammar (GER4LE064).

## Learning outcomes

Upon successful completion of the course, the student acquires sufficient skills to

- function in a German speaking working environment
- carry on an everyday conversation and express oneself clearly
- present oneself and others
- answer questions relating to oneself and present questions to others.

## Course contents

- Pronunciation and intonation exercises
- Training real life job situations where spoken German skills are required such as telephone conversations and small talk

## Cooperation with the business community and other organisations

Students make use of these skills in companies with connections to German-speaking countries.

## Teaching and learning methods

The course comprises contact hours and exercises and involve both independent and supervised study.

Contact hours: 48 h

Mid-term examination after the 1st period. Oral exam at the end of the term.

Self-study: 32 h

Self-assessment of learning: 1 h

Mandatory attendance 80 %

## Recognition of prior learning

A student can demonstrate his or her equivalent language skills relating to the course objectives and content eg. with Language Portfolio. 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.

## Teacher with the main responsibility for the course

Heidemarie Aapro-Mattila, Pasila

Tesi Binder, Pasila

## Course materials

Material provided by the teacher

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

- has developed oral skills at a high level of interactive communication.
- learns and practises different genres of discourse and, at the same time, s(he) is able to produce fairly fluent and understandable language.
- has acquired an extensive vocabulary in everyday situations and in professional settings.
- acts naturally in the environment where s(he) needs to use German.
- is able to present orally his/her own experiences.

### 3 good

The student:

- speaks German with a certain correctness and s(he) also tries to overcome the language barrier by making use of body language and other forms of communication.
- makes an effort to improve his/her skills in the use of oral language and seeks simple solutions to explain more abstract terms.
- slowly learns the details of German grammar and also makes a great effort to reproduce and speak a coherent and comprehensible language to speakers of German.
- clearly expresses sentences in German speaking environments.
- is able to express modestly his/her personal experiences.

### 1 satisfactory

The student:

- is having some difficulty in learning, but s(he) is moving towards improving her/his oral production.
- uses very short sentences and very basic language constructions.
- uses a discrete but understandable language for German speaking listeners.
- understands what is spoken in his/her environment and also makes short interventions to participate in the dialogue.
- makes an effort to express his/her experiences.

Oral exam 80 %

Class work 20 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# German Grammar

## (Deutsche Grammatik)

- Code: GER4LE064
- Extent: 3 ECTS (81 h)
- Timing: 1st semester\*
- Language: German
- Competence level: A2
- Level: core studies
- Type: elective\*\*

\*the course is offered only in autumn semesters

\*\*required of students with compulsory German

## Prerequisites

Secondary school German or German for Beginners 1 (GER8LE080) and German for Beginners 2 (GER8LE030).

## Learning outcomes

Upon successful completion of the course, the student

- is able to produce grammatically correct German

## Course contents

- German grammar
- Expansion of vocabulary.

## Teaching and learning methods

Contact hours 28 h (2 h / week)

Independent study 48 h

Written exam 4 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

## 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. Evaluation is on a scale of 1-5.

## Contact teacher

Sirpa S. Bode, Pasila

## Learning materials

Monika Reimann. Essential Grammar of German with Exercises. Max Hueber Verlag.

## Assessment criteria/scale 5-1.

5 excellent	3 good	1 satisfactory
The student:	The student:	The student ('s):
<ul style="list-style-type: none"><li>• is able to use written (business related) German very well.</li><li>• is able to understand fluent messages in different (business life) situations. His/her comprehension of German correlates very well to the main learning goals of the course in written as well as in spoken language.</li><li>• masters German grammar and main vocabulary very well in (business related) German.</li></ul>	<ul style="list-style-type: none"><li>• is able to use written (business related) German quite well.</li><li>• is able to understand messages in different (business life) situations. His/her comprehension of German correlates well to the main learning goals of the course in written as well as in spoken language.</li><li>• masters German grammar and main vocabulary well in (business related) German.</li></ul>	<ul style="list-style-type: none"><li>• is able to comprehensively use written (business related) German.</li><li>• understanding of messages in different (business life) situations is limited. His/her comprehension of German corresponds to the main learning goals of the course in written and in spoken language.</li><li>• is able to use German grammar and main vocabulary in (business related) German.</li></ul>

Written exam 90 %

Class participation incl. verb test 10 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Basic Business Russian 1

## (Osnovy delovogo russkogo jazyka)

- Code: RUS4LE070
- Extent: 3 ECTS (81 h)
- Timing: 1st semester
- Language: Russian
- Competence level: A2
- Level: core studies
- Type: elective\*

\*required of students who have chosen compulsory Russian

## Prerequisites

Intermediate Russian or equivalent skills.

## Learning outcomes

Students acquire a proficiency that enables them to

- master the basics of Russian grammar using basic business Russian
- successfully manage everyday conversation during a business trip to Russia
- familiarize oneself with the city of Moscow
- familiarize oneself with the Russian Business Culture
- learn how to produce simple texts on familiar topics
- use dictionaries for supporting their working
- get used to multicultural working environments.

## Course contents

The course involves contact hours and independent study. The essential point in this course is rehearsing Russian basic grammar using basic business Russian. Contact hours focus on speaking situations during a business trip to Russia. The exercises encourage active participation and enhance the learning process. The course includes lots of weekly assignments.

- Basic language-use situations during a business trip
- Border formalities
- Checking in
- Business relations
- In the restaurant
- In the city
- In the theatre
- Being someone's guest
- Buying tickets
- Shopping
- In a taxi

## Teaching and learning methods

Contact hours: 30 h (2 x 2 h / week)

Written and listening comprehension: 2 h

Independent study, weekly assignments and preparing for examination: 48 h  
Self-assessment of learning: 1 h

Mandatory attendance 80 %

## Alternative ways to complete the course

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

## 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. Evaluation is on a scale of 1-5.

## Teacher with the main responsibility for the course

Pirjo Salenius, Pasila

## Course materials

Berditchevski, A. 2007. Lestnitsa - Steps, E. Weber Verlag.  
Salenius – Lehmuskallio, Biznes-Grammatika. 2009. Edita. Helsinki.  
Material given by the lecturer.

## Assessment criteria/scale 5-1.

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student ('s):	The student ('s):	The student ('s):
<ul style="list-style-type: none"><li>• is able to use both everyday and business Russian very well.</li><li>• language is logical and understandable.</li><li>• comprehension of Russian correlates very well to the main learning goals of the course, both in professional and everyday communication situations.</li><li>• masters Russian grammar.</li><li>• follows deadlines and instructions precisely.</li></ul>	<ul style="list-style-type: none"><li>• is able to use both everyday and business Russian well.</li><li>• language is usually logical and for the most part understandable.</li><li>• main Russian constructions, basic vocabulary and some professional vocabulary are comprehended, but they could be improved upon.</li><li>• usually follows deadlines and instructions well.</li></ul>	<ul style="list-style-type: none"><li>• can use both everyday and business Russian on a limited basis.</li><li>• language is not always logical, and not everything is understandable.</li><li>• main Russian constructions, basic vocabulary and some professional vocabulary are partly comprehended, and there is much to be improved upon.</li><li>• doesn't follow deadlines and instructions very well.</li></ul>

Written examination and listening comprehension 90 %

Vocabulary tests and learning assignments 10 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Basic Business Russian 2

(Osnovy delovogo russkogo jazyka 2)

- Code: RUS4LE005
- Extent: 3 ECTS (81 h)
- Timing: 2nd semester
- Language: Russian
- Competence level: A 2
- Level: core studies
- Type: elective\*

\*required of students who have chosen compulsory Russian

## Prerequisites

Basic Business Russian 1 (RUS4LE070)

## Learning outcomes

Students acquire the skills to

- master basic telephone phrases
- arrange appointments
- take part in discussion with familiar topic
- express one's opinions and plans
- master basic Russian grammar

## Course contents

The course involves contact hours and independent study. The exercises encourage active participation and enhance the learning process. Also the basic Russian grammar is rehearsed. The course includes weekly assignments and two more comprehensive assignments.

- Russian telephone culture
- Common expressions during phone conversations
- Russian Business Culture
- Russian Grammar

## Teaching and learning methods

The course is comprised of 3 contact hours a week, exercises, distance assignments and a written and an oral examination, totaling 81 hours of study.

The course will continue for two periods.

Contact hours: 44 h (3 h/week for a period)

Written examination and listening comprehension: 2 h (at the end of the first period)

Oral examination and listening comprehension: 2 h (at the end of the second period)

Independent study (weekly assignments, distance assignments and preparing for exam): 32 h

Self-assessment of learning 1 h.

Mandatory attendance 80 %



## 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. Evaluation is on a scale of 1-5.

## Contact teacher

Pirjo Salenius, Pasila

## Learning materials

Ojanen - Laurila-Hellman Prokkola 2011. Sekret uspeha 1. Helsingin kauppakorkeakoulu, Helsinki.

Lehmuskallio & Salenius. 2009. Biznes-Russian.

Material given by the lecturer.

## Assessment criteria/scale 5-1.

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student('s):	The student('s):	The student('s):
<ul style="list-style-type: none"><li>• is able to communicate fluently in Russian in basic business-trip situations.</li><li>• masters well basic Russian business vocabulary and phrases, including vocabulary used in telephone conversations.</li><li>• follows deadlines and instructions precisely.</li></ul>	<ul style="list-style-type: none"><li>• is able to communicate well in Russian in basic business trip-related situations.</li><li>• masters basic Russian business vocabulary and phrases, including vocabulary used in telephone conversations.</li><li>• usually follows deadlines and instructions well.</li></ul>	<ul style="list-style-type: none"><li>• is able to communicate on a limited basis in Russian in basic business trip-related situations.</li><li>• masters the most common basic Russian business vocabulary and phrases, including the most basic vocabulary used in telephone conversations.</li><li>• doesn't follow deadlines and instructions very well.</li></ul>

Written examination and listening comprehension 40 %

Oral examination and listening comprehension 50 %

Distance assignments 10 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Spoken Spanish in Practice

(Español oral en situaciones prácticas)

- Code: SPA4LE070
- Extent: 3 ECTS (81 h)
- Timing: 2nd Semester
- Language: Spanish
- Competence level: A2
- Level: Core studies
- Type: Elective\*

\*required of students with compulsory Spanish

## Prerequisites

Spanish Grammar (SPA4LE008) or equivalent studies

## Learning outcomes

The course objective is to use the language in business situations. Knowing the cultural differences and business vocabulary

Upon successful completion of the course, the student

- should be able to interact with other Spanish-speakers in every Spanish-speaking country, being aware of the cultural and vocabulary differences
- should also be able to use the language in a formal way in business situations
- will learn to know the Spanish society and ways of life.

## Course contents

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, shopping 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, celebrations, ways of life and government. The topics of the courses are:

- the use of oral language in different business situations
- cultural aspects of the Spanish society

## Teaching and learning methods

The course consists of contact hours and independent study, totaling 81 hours of study time.

Contact hours 48 h (1 x 3h / week) including two oral exams 2 x 2 h =4 h

Self-study 32 h

Self-assessment of learning 1 h

Mandatory attendance 80 %

Class exercises must be completed before the oral exams.

## 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. Evaluation is on a scale of 1-5.

## Contact teacher

Pedro Beltrán Herrera, Pasila

## Learning materials

To be provided by the lecturer at the beginning of the course.

## Assessment criteria/scale 5-1.

5 excellent	3 good	1 satisfactory
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• develops spoken language with great skill and a high level of interactive communication.</li><li>• learns and practices different genres of discourse and, at the same time, he/she is able to reproduce fluent and understandable spoken Spanish.</li><li>• acquires an extensive vocabulary for everyday situations and professional settings.</li><li>• acts naturally in any environment where he/she needs to use Spanish at a high cultural level.</li><li>• is able to orally present his/her personal experiences.</li></ul>	<ul style="list-style-type: none"><li>• speaks Spanish that needs some correction and he/she also tries to overcome any language barriers by making use of body language and other forms of communication.</li><li>• tries to improve her/his skills in the use of spoken Spanish and uses simple vocabulary to explain more abstract concepts.</li><li>• slowly learns the details of Spanish grammar and also makes a great effort to reproduce coherent and comprehensible Spanish to native speakers.</li><li>• expresses sentences clearly in Spanish-speaking environments.</li><li>• is able to express his/her personal experiences to some degree.</li></ul>	<ul style="list-style-type: none"><li>• has some difficulty in learning, he or she is moving towards improving her/his knowledge of business Spanish.</li><li>• uses very short sentences and very basic language constructions. He/she has limited vocabulary, but is understandable to native speakers.</li><li>• understands what is spoken in his/her environment and also participates to some degree in it.</li><li>• makes an effort to express his/her personal experiences.</li></ul>

Oral exam 70 %

Oral assignments 30 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Spanish Grammar

## (Gramática española)

- Code: SPA4LE008
- Extent: 3 ECTS (81 h)
- Timing: 1st Semester
- Language: Spanish
- Competence level: A2
- Level: core studies
- Type: elective\*

\*required of students who have chosen compulsory Spanish

## Prerequisites

Intermediate Spanish or equivalent, e.g. secondary school Spanish.

## Learning outcomes

The course objective is to learn to use the most demanding of Spanish structures in different situations and learn the basic vocabulary of Business Spanish.

Upon successful completion of the course, the student

- understands texts written in ordinary language.
- knows the most demanding structures of language
- gains the skills to produce text on topics relating to basic vocabulary of Business Spanish and the cultures of different Spanish spoken countries

Lots of oral and written exercises. Practice in the use of the indicative and subjunctive in everyday situations, both orally and in writing. This course offers a solid foundation on Spanish grammar! Students write essays during the course.

## Course contents

Focus on the:

- passive structures and singular subjects
- subjunctive, imperative and future
- different forms of the subjunctive and conditionals
- basic vocabulary of Business Spanish

## Teaching and learning methods

The course consists of contact hours and independent study, totaling 81 hours of study time.

Contact hours 32 h (2x2 h/week) including a written examination 2 h

Independent study 48 h

Self-assessment of learning 1 h

Mandatory attendance 80 %

Class exercises must be completed before the exam.

## 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.

## 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. Evaluation is on a scale of 1-5.

## Contact teacher

Pedro Beltrán Herrera, Pasila

## Course materials

Amate, Iñaki & Puranen, Pasi, 2010. Colegas – Työelämän espanja. Espanjan jatko-oppikirja. Kustannusosakeyhtiö Tammi, Helsinki.

Additional reading:

Turk, Phil - Zollo Mike 2005, ¡Acción Gramática! A new Spanish grammar.

2nd edition, Hodder & Stoughton, London.

Mäkinen, Matti 2003. ¡Claro! Lyhyt espanjan kielioppi. Kustannusosakeyhtiö Tammi, Helsinki.

Mäkinen, Matti - Torvinen, Maarit 2003. ¡Claro! Harjoitukset. Kustannusosakeyhtiö Tammi, Helsinki.

Hämäläinen Tiina 2002. Espanjan kielioppi, Finn Lectura, Tampere.

Hämäläinen Taina - Virkkunen Sonja 2003. Espanjan kielioppi-harjoituskirja. Finn Lectura, Helsinki.

Web materials:

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

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

- is able to use written business-related Spanish very well.
- 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.
- masters Spanish grammar and the main vocabulary in

### 3 good

The student:

- is able to use written business-related Spanish well.
- 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.
- masters Spanish grammar and the main vocabulary in

### 1 satisfactory

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.
- is able to use Spanish grammar

business-related  
Spanish very well.

business-related  
Spanish well.

and the main vocabulary  
to some  
degree in business-related  
Spanish.

Written exam 80 %

Continuous assessments 20%

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# PR Swedish

## (PR-svenska)

- Code: SWE4LE063
- Extent: 3 ECTS (81 h)
- Timing: 2nd Semester\*
- Language: Swedish
- Competency level: B2
- Level: professional studies
- Type: elective\*\*

\*the course is offered only in spring semesters

\*\*required of students with compulsory Swedish

## Prerequisites

Basic Business Swedish (SWE1LE001)

## Learning outcomes

Upon successful completion of the course, the student understands how to effectively manage customer and other stakeholder relationships. The students

- is able to plan and organize trips and congresses
- knows how to write different kind of letters and other messages
- is capable to communicate properly in Nordic Business Culture

## Course contents

The course discusses Nordic business culture and communications, and provides plenty of practice in formulating business communications in various registers.

- Invitations
- Congratulations
- Greetings
- Covering letters
- Travel communications
- Congress invitations and programmes
- Applying for a job.

## Cooperation with the business community and other organisations

Possibly a visiting lecturer from a company.

## Teaching and learning methods

Contact hours 30 h

Independent study 48 h

Exam 2 h

Self-assessment of learning 1 h

## Alternative completions



The course can in some very special cases be completed either as a contact lesson based implementation or as a partly virtual based implementation if needed (this much be discussed with the teacher).

## Contact teachers

Marjaana Halsas, Pasila  
Marketta Keisu, Pasila

## Learning materials

Halsas, M. & Rönkä, I. 2008. PR-svenska  
Other learning material from the teacher.

## Assessment criteria/scale 5-1.

5 excellent	3 good	1 satisfactory
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• has a solid command of key skills and concepts in written and oral PR-communication in Nordic business culture and can apply them in practice.</li><li>• is able to choose and evaluate a style appropriate for different situations and cultures.</li><li>• is able to use PR-vocabulary in various ways and to apply other skills learned in working life and during this course.</li><li>• produces fluent, coherent and grammatically correct language. Messages could be directly used in working life.</li></ul>	<ul style="list-style-type: none"><li>• has a command of key skills and concepts in written and oral PR-communication in Nordic business culture and can apply them in practice.</li><li>• is able to choose and evaluate a style appropriate for different situations.</li><li>• is able to create businesslike PR-messages by using the key vocabulary.</li><li>• produces quite adequate and coherent, grammatically correct language. Messages could often be directly used in working life.</li></ul>	<ul style="list-style-type: none"><li>• has a satisfactory command of key skills and concepts in written and oral PR-communication in Nordic business culture.</li><li>• has an understanding of the importance of different styles in communication and can apply the learned samples in practice.</li><li>• has a basic command of PR-vocabulary. Messages are simpler but regarding content, structure and grammar they can mostly be understood.</li></ul>

Written exam 80 %  
Assignments 20 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Cultures in Contact

- Code: CUL2LE001
- Extent: 3 ECTS (81 h)
- Timing: 7th Semester
- Language: English
- Level: professional studies
- Type: compulsory

## Prerequisites

No prerequisites.

## Learning objectives

The student will

- become familiar with cultural layers and differences
- understand the different dimensions of culture
- know how culture influences on human behaviour
- understand the impact of globalisation, ethics and risk on local cultures.

## Course contents

- Cultures as a concept
- The layers of culture
- Cultural differences
- Globalisation & ethics & risk

## Cooperation with the business community and other organisations

This course will help prepare students to work in a multicultural work environment and gain a broader perspective regarding relevant issues.

## Teaching and learning methods

The course covers 81 hours of study.

Contact hours: 30 h (2 hours/week)

Independent studies: 48 hours

Written exam: 2 hours (at end of the course)

Self-assessment of learning: 1 hour

Required attendance: 80 %

## Teacher with the main responsibility for the course

Karl Robbins, Pasila

## Course materials

Course material will be provided by the teacher.

## Assessment criteria

**5 excellent**

The student:

- has a solid understanding of intercultural issues and understands how to handle herself or himself successfully in relevant situations.
- has a broad perspective in this area and understands well the critical issues involved in intercultural issues.

**3 good**

The student:

- has a fairly understanding of intercultural issues and somewhat understands how to handle herself or himself successfully in relevant situations.
- has a fairly broad perspective in this area and somewhat understands the critical issues involved in intercultural issues.

**1 satisfactory**

The student:

- has a weak, though passable understanding of intercultural issues and understands the very basics how to handle herself or himself successfully in relevant situations.
- has a somewhat limited perspective in this area and understands only the basic facts involved in intercultural issues.

Class participation and assignments 50%

Final exam 50%

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Online Communication

- Code: COM2LE050
- Extent: 3 ECTS (81 h)
- Timing: 4th semester
- Language: English
- Level: professional studies
- Type: Compulsory
- Curriculum: MUBBA10

## Starting level and linkage with other courses

Good computer skills.

## Learning outcomes

Upon successful completion of the course, the student

- can write pages with html
- understands the web site structure and design process.
- can design a website and implement it with Adobe Dreamweaver
- knows special features when writing for the Net

## Course contents

- basics HTML and CSS
- web site structure basics
- web design basics
- Dreamweaver basics: HTML templates,
- working with images

## Teaching and learning methods

Contact hours 32 h ( 1x 4 h / week )

Independent studies 48 h

Self-assessment of learning 1h

Contact hours contain five weekly four hour workshops of hands-on assignments preparing the student for the small web site implementation. Last two sessions are reserved for the web site implementation.

## Recognition of prior learning (RPL)

Recognition of prior learning is a process whereby, through assessment, credit is given to learning which has already been acquired in different ways, e.g. with earlier studies or working experience with HTML, CSS, and Adobe Dreamweaver.

Student should contact the teacher after first-selection and agree how to demonstrate his/her knowledge and skills of HTML, CSS, and Adobe Dreamweaver.

## Teacher responsible

Heli Lankinen, Pasila

## Course materials

Material given by the teacher available at Moodle.

### Assessment criteria/scale 5-1.

#### 5 excellent

The student:

- has a command of key concepts, has a solid grasp of HTML, CSS functionalities in business communication context and knows how to apply them in practice using Adobe Dreamweaver editor.
- has strong skills and can independently use the tools to find new solutions.
- has good time management skills and completes assignments on time.

#### 3 good

The student:

- has a command of the HTML, CSS and Adobe Dreamweaver key concepts in business communications context and makes use of basic functionalities with purpose.
- has good time management skills and completes assignments on time.

#### 1 satisfactory

The student:

- has a command of some HTML, CSS and Adobe Dreamweaver key concepts in business communications context.
- can satisfactorily complete basic tasks but needs assistance to solve more demanding tasks independently.

Final project: 80 %

Active participation to the workshops: 20 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Organisational Communication Management

- Code: COM2LE062
- Extent: 3 ECTS (81 h)
- Timing: 3rd semester
- Language: English
- Level: Professional studies
- Type: Compulsory
- Curriculum: MUBBA10

## Prerequisites

Purpose and Practices in Organisational Communications (WOR1LE001F)

## Learning outcomes

Upon completion of this course, the student

- will be able to comprehend key communication theories and practices within an organisational framework
- will appreciate the patterns and challenges of organisational communication
- will understand the complexities of international and inter-cultural communication as it applies to organisations
- will understand the tactics required to better engage employees and customers
- will be able to produce a basic communication plan
- will be aware of various emerging technologies that can be applied to organisational communication management
- will better appreciate his/her role as a team member and as an active communicator within a work organisation

## Course contents

The course is mainly organised as a small-group project. Each group will choose, describe and analyse a typical communication challenge within a contemporary organisation. Each group will then submit a report and give an oral presentation. Topics to be covered in the course include:

- key communication theories/perspectives
- patterns and challenges of organisational communication
- formal and informal communication
- internal and external communication
- international and inter-cultural communication
- communication tools
- communication planning
- employee and customer engagement
- emerging technologies for effective organisational communication

## Cooperation with the business community

Students are encouraged to relate their studies and assessment requirements to real-life situations. Therefore students should expect some cooperation with the business community and other organisations such as government and non-profit bodies, especially with their group project.

## International dimension

All study materials and approaches are applicable in international contexts. Students themselves form multicultural teams.

## Teaching and learning methods

Lectures, teamwork, team coaching and presentations: 32 h (mandatory attendance 70 %)

Independent study: 48 hours.

Self-assessment of learning 1h

## Recognition of prior learning (APL)

Depending on the requirements of the teacher, prior learning may be partially accepted.

## Responsible teacher

Mirka Sunimento, Pasila

## Learning materials

Gillis, Tamara. 2011. *The IABC Handbook of Organizational Communication: A Guide to Internal Communication, Public Relations, Marketing and Leadership* (J-P International Association of Business Communicators). Jossey-Bass.

May, Steve. 2013. *Case Studies in Organizational Communication: Ethical Perspectives and Practices*. Sage.

Miller, Katherine. 2011. *Organisational Communication: Approaches and Processes*. Cengage Learning.

Journal articles will be supplied by the teacher prior to course commencement.

Other literature approved by the teacher.

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

- accurately and comprehensively weaves a variety of communication theories and practices into hypothetical situations and to his/her own project/work situation.
- accurately and comprehensively weaves a variety of challenges and issues relating to international and intercultural communication, internal and external communication, and

### 3 good

The student:

- applies key communication theories and practices within an organisational framework to new contexts.
- refers to challenges and issues relating to international and intercultural communication, internal and external communication, and

### 1 satisfactory

The student:

- identifies a limited range of communication theories and practices.
- displays a limited understanding of aspects of international and intercultural communication, internal and external communication, and employee and customer engagement.



- |   |  |  |
|---|--|--|
| <p>employee and customer engagement within his/her own project/work situation.</p> <ul style="list-style-type: none"> <li>• can produce and apply a comprehensive and realistic communications plan to accurately meet an organisation's needs.</li> <li>• applies a wide range of very appropriate communication tools to given situations.</li> <li>• works very competently on his/her project and communicates professionally and eloquently with others.</li> <li>• comprehensively applies problem identification, analysis and solving at a high standard</li> </ul> | <p>employee and customer engagement.</p> <ul style="list-style-type: none"> <li>• can produce and apply a communications plan to suit an organisation's needs.</li> <li>• is able to apply a wide range of communication tools to given situations.</li> <li>• shows an aptitude to work unsupervised on his/her project.</li> <li>• can confidently apply problem identification, analysis and solving at a standard level</li> </ul> | <ul style="list-style-type: none"> <li>• can list elements of a communications audit and communications plan.</li> <li>• is able to apply a limited range of communication tools to given situations. With difficulty and under strict supervision, the student works on his/her project. Problem identification, analysis and solving is at a basic level.</li> </ul> |
|---|--|--|

Participation in group discussions 10 %

Teamwork, oral and written presentation 60 %

Examination 30 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Corporate Public Relations

- Code: COM2LE070
- Extent: 7 ECTS (189 h)
- Timing: 3rd semester
- Language: English
- Level: professional studies
- Type: compulsory

## Prerequisites

English Grammar (ENG1LE015) and Introduction to Business English (WOR1LE001A)

## Learning outcomes

Upon successful completion of the course, the student

- is aware of business manners and etiquette in various cultures
- knows how to arrange successful social corporate events in an international environment
- is able to plan and implement a corporate event including the whole process from the invitation to the conclusion and feedback session concerning the event
- knows how to produce professional English PR communications in the proper structure and style
- is aware of differences in communication practices within the Anglo-Saxon region

## Course contents

The course comprises three parts: Business Events and Etiquette (COM2LE070A) 2 ECTS, Business Event Project (COM2LE070B) 2 ECTS, and PR English (COM2LE070C) 3 ECTS.

The parts above build the student's skills in the following areas

- Professional domestic and international manners and etiquette at various corporate events
- How to plan and implement a corporate event
- Written English communications in the following areas: personnel matters and CVs, invitations and other goodwill letters and messages, thank-you letters, travel and appointment correspondence

## Cooperation with the business community

Business Event Project is implemented for and commissioned by a company or an organization. The course includes company excursions and/or visiting lecturers from the world of work.

## Teaching and learning methods

Business events and etiquette 54 h:

Contact hours and examination 32 h, compulsory attendance 80 %

Self-study 21 h

The assessment of one's own learning 1h

Business Event Project 54 h:

Implementation and documentation of the event 53 h

The assessment of one's own learning 1 h

PR English 81 h:

Contact hours and examination 26-28 h, compulsory attendance 80 %

Self-study 52-54 h

The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

The student displays with the competence demonstration that s/he manages the course objectives and contents mentioned in the course description. The student contacts the teachers (Business Events & Etiquette, Event Project and PR English) during the pre-enrollment period before the course is implemented. The student displays her/his competence in various parts of the course by course related documentation, eg a portfolio. In PR English the competence demonstration includes an examination.

## Contact teachers

Nina Niemi, Pasila (BUSINESS EVENT PROJECT & BUSINESS EVENTS AND ETIQUETTE)

Ipo Päiväläinen, Pasila (PR ENGLISH, BUSINESS EVENT PROJECT)

## Learning materials

Business events and etiquette:

Shone, Anton. Successful Event Management. A Practical Handbook

Various publications on manners and etiquette

Material prepared by the students as course work

Material provided by the lecturer

PR English:

Taylor, Shirley. 2004 or later. Model Business Letters, E-mails & other Business Documents. FT Prentice Hall

Material provided by the lecturer

## Assessment criteria/Business events and etiquette/scale 5-1.

### 5 excellent

- The student knows how to independently prepare an invitation, covering both its look and content, providing relevant information to the recipient. S/he is aware of the proper dress code and table etiquette even for the most formal of occasions.
- S/he knows how to organise seating arrangements, the seating map as well as glass and menu cards.
- S/he knows how to prepare and present a presentation on the topic. S/he organises a visit for his/her group.

### 3 good

- The student knows how to prepare an invitation that is appropriate both in terms of look and content.
- S/he knows how to prepare seating arrangements, following the instructions provided by a model.
- S/he approaches matters with a professional attitude and meets deadlines.

### 1 satisfactory

- The student knows how to prepare an invitation in accordance with instructions provided. S/he understands how and why invitations differ for different kinds of events.
- S/he knows how to prepare and present a presentation for the group.
- S/he follows instructions provided.
- S/he meets deadlines for the most part and participates in class/group work.

- S/he demonstrates punctuality and proper time management. S/he has internalised the importance of proper etiquette in different situations. S/he does not disturb others when they are working and shares her own ideas and experiences with others.
- S/he knows how to prepare and present a presentation relating to course contents.
- S/he is punctual, helpful and considerate of others.

### Assessment criteria/Business event project/scale 5-1.

#### 5 excellent

- The student knows how to plan and execute an accomplishable event/happening, either independently or within a group. S/he displays a command of project management tools. The project binder contains documents such as invitations, programmes, memorandums that are flawless with regard to look and content.
- S/he knows how to assess the risks and opportunities relating to an event. S/he knows how to prepare a list of responsibilities.
- S/he is punctual and knows how to organise his/her time. S/he shows initiative and shares her expertise and knowledge with others. S/he knows how to communicate professionally with the commissioning party and other stakeholders.
- His/her project binder offers a complete template for similar occasions.
- S/he receives excellent feedback from the commissioning party.

#### 3 good

- The student knows how to plan and execute a corporate event in accordance with instructions provided, either independently or within a group.
- S/he writes texts of proper style and tone of voice (e.g. invitations), taking into account recipient needs and commissioning party objectives.
- S/he approaches matters with a professional attitude and meets deadlines.
- S/he receives good feedback from the commissioning party.

#### 1 satisfactory

- The student knows how to follow instructions when organising corporate events.
- S/he knows how to prepare invitations and other written materials in accordance with instructions provided.
- S/he meets deadlines, follows instructions and participates in event planning and execution.
- The corporate event is executed.

### Assessment criteria/PR English/scale 5-1.

#### 5 excellent

- The student can produce highly polished business documents following the principles of appropriate international English business communication.

#### 3 good

- The documents written by the student can be sent to the recipient after the appropriate corrections have been made to the documents.
- The documents meet the required standards:

#### 1 satisfactory

- The documents written by the student can be sent to the recipient after several corrections and improvements to the documents have been made.

### **5 excellent**

- The documents written by the student meet the appropriate requirements at an excellent level so that they can be sent to the recipient.
- The language and style of the documents are very good in terms of vocabulary, tone, idiomatic expressions, grammar, style and layout.

### **3 good**

- vocabulary and idioms are mostly correct.
- There are elements of language that need to be corrected but these errors do not lead to misunderstandings; the various elements of the documents such as structures, style and layout are mostly used appropriately.

### **1 satisfactory**

- The basic elements of the documents are in place but considerable improvement need to be made at various levels of the language and layout.

#### **Business Events and Etiquette:**

Presentations and Reports, Examination 100 %

#### **Business Event Project:**

Workshops and Report on Business Event Project 100 %

#### **PR English:**

Final examination 100 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# English Business and Financial Communication

- Code: ENG2LE040
- Extent: 5 ECTS (132 h)
- Timing: Semester 4 and 6\*
- Language: English
- Competence level: C1
- Level: professional studies
- Type: compulsory

\*English Business Documents is offered only in spring semesters and Knowledge of the EU and the Economy only in autumn semesters.

## Prerequisites

English Grammar, Introduction to Business English and PR English.

## Learning outcomes

The student

- becomes aware of the English business environment to the extent that she/he has the capability to produce fluent business communications in English using the right style and vocabulary
- gains a command of the terminology used in the EU and its institutions
- acquires business terminology and concepts crucial for the comprehension and analysis of demanding business texts.

## Course contents

The course is divided into two parts:

1) English Business Documents and Knowledge of the Economy: This part is intended for the 4th semester of studies: vocabulary and idioms are practiced with the help of model letters; clarity and style are practiced with the help of writing techniques for the purpose. The topics covered are:

- enquiries
- replies and quotations
- orders
- payment
- complaints and adjustments

2) EU Studies: This part is intended for the 6th semester. The course contents include general knowledge of the EU in addition to addressing current EU issues in the media. Class/independent exercises comprise terminology exercises and other learning assignments. The students also compile a team work assignment on an EU issue. The topics covered are:

- structure, history and key features of the EU
- central EU related terminology and concepts
- EU economic policy

## Teaching and learning methods

The course covers contact hours and exercises, a total of 132 hours.

### 1) English Business Documents and Knowledge of the Economy:

This part comprises class and exercises (including demonstration of skills) as well as independent study of course material. This part covers 81 hours of study.

Contact hours: 32 h (2 h/week), in which students compile a reference manual on business communications on the basis of what is learned during the course.

Written exam: 2 h (at end of term)

Independent studies: 46 h

Self-assessment of learning: 1h

### 2) EU Studies:

This part comprises classes, exercises and assignments. It involves 54 hours of independent study, inclusive of both classroom and independent study. This part is completed in one term.

Contact hours: 24 h (2 h/week)

Written exam: 2 h (at the end of the term)

Independent study, translation exercises and learning assignments, and preparation for the final exam: 27 h.

Self-assessment of learning: 1h

## Recognition of prior learning (RPL)

The student displays with the competence demonstration that s/he manages the course objectives and contents mentioned in the course description. The student contacts the teacher during the pre-enrollment period before the course is implemented. The student displays her/his competence in various parts of the course by course related documentation, e.g. a portfolio. In English Business Documents the competence demonstration includes an examination.

## Teacher with the main responsibility for the course

Kristiina Åberg, Pasila (EU Studies)

Ippo Päiväläinen, Pasila (English Business Documents)

## Course materials

Taylor, Shirley. Model Business Letters, E-mails and Other Business Documents, (unit 2). FT. Prentice Hall. 2004.

EU publications, current materials on business and the economy.

## Assessment criteria/EU Studies scale 5-1.

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>masters to a great extent the roles and functions of the EU institutions, as well as the history of the EU, and uses related terminology fluently.</li><li>has also acquired an excellent knowledge of the Eurozone and the EU's economic</li></ul>	<ul style="list-style-type: none"><li>has acquired the essential knowledge of the roles and functions of the EU institutions, as well as the Eurozone, and can use the key terminology related thereto.</li></ul>	<ul style="list-style-type: none"><li>has acquired a basic knowledge of the main EU institutions, their functions, as well as the Eurozone.</li><li>can use specialized terminology related to the EU well enough to</li></ul>

policy/situation  
and terminology.

communicate basic facts  
about the EU.

**English Business Documents:**

Written exam, compulsory assignments

**Knowledge of the EU and the Economy:**

Written exam, assignments and team work

The English Business Documents and Knowledge of the Economy part will form 60 % and EU Studies 40 % of the final grade. Students must pass both parts of the course.

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.



# Finnish Business Documents

- Code: FIN2LE024
- Extent: 5 cr (133 h)
- Timing: Semester 3\*
- Language: Finnish
- Level: professional studies
- Type: compulsory\*\*

\*the course is offered only in autumn semesters

\*\*required of Finnish students in the Mubba programme

## Prerequisites

Sufficient text processing skills (Word). Very good Finnish skills if one's mother tongue is other than Finnish.

## Learning outcomes

Students

- become familiar with a company's written communications
- gain the competence to manage corporate communications situations, including sensitive ones, in the appropriate style

## Course contents

The course focuses on writing techniques and various corporate communications situations, including practice in writing corporate communications documents.

- Text production techniques
- Business letters: offer requests, offers, orders, notification letters and replies to them, press releases, applications, rejection letters, memorandums
- PR messages: invitations, congratulatory letters, thank you letters, greetings
- Recruitment: job applications, curriculum vitae, job advertisements

## Cooperation with the business community and other organisations

The course makes use of company materials.

## Teaching and learning methods

Emphasis is on writing practice. There is also a course assignment and a presentation in pairs/groups.

The course involves 133 hours of study, which covers both classroom and independent study. Contact hours number 64 hours and independent study 68 hours.

The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

The student displays with the competence demonstration that s/he manages the course contents mentioned in the course description. It is possible to participate in the competence demonstration only once, and it must

be agreed upon with the teacher in advance. The competence demonstration is assessed on the scale from 1 to 5.

## Teacher with the main responsibility for the course

Sanna Kukkonen, Pasila

## Course materials

Material provided by the teacher

## Assessment criteria/scale 5-1.

### 5 excellent

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.
- is able to write documents and texts fluently, including suitable style and nuance, for different communication situations in working life.
- 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 feedback to others.
- is able to assess the contents, appearance and phrasing of documents, improve his/her working methods and seek new solutions.

### 3 good

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.
- is able to write texts with appropriate style and nuance for the target audience.
- displays the proper ways of professional working and meets deadlines.
- knows how to follow instructions and independently apply his/her skills.
- knows how to benefit from feedback and learn from mistakes.

### 1 satisfactory

The student:

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

## **Assessment components and their respective weights**

Writing exercises, class participation 50 %

Course assignment 50 %

Case presentation in pairs

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Spoken Communication in Finnish

- Code: FIN2LE025
- Extent: 4 ECTS (107 h)
- Timing: 4th Semester\*
- Language: Finnish
- Level: professional studies
- Type: compulsory\*\*

\*the course is offered only in spring semesters

\*\*required of Finnish students in the Mubba programme

## Prerequisites

Sufficient command of PowerPoint. Good Finnish skills.

## Learning outcomes

Students

- practice their skills in managing various speech situations in business life
- are able to prepare and give presentations, as well as express oneself clearly in a group.

## Course contents

The course focuses on factors that have an impact on oral expression, with plenty of practice both individually and in groups.

- Theory: analysis of situation, preparation, observation; types of speech situations, dialogue, argumentation, group dynamics
- Practice giving presentations on one's own: improvised speeches, company presentations, presentations on Finnish culture
- Practice in groups: panel discussions and debates

## Cooperation with business community and other organisations

The exercises simulate business life conditions.

## Teaching and learning methods

Focus is on practice individually and in groups.

The course involves 107 hours of study, including classroom and independent study. The contact hours number 42 (including exams) and independent study covers 64 hours of study.

Self-assessment of learning 1h.

Mandatory attendance 80 %.

## Recognition of prior learning (RPL)

The student displays with the competence demonstration that s/he manages the course contents mentioned in the course description. It is possible to participate in the competence demonstration only once, and it must be agreed upon with the teacher in advance. The competence demonstration is assessed on the scale from 1 to 5.

## Teacher with the main responsibility for the course

Sanna Kukkonen, Pasila

### Course materials

Material provided by the teacher

### Assessment criteria/scale 5-1.

#### 5 excellent

The student is able to:

- express her/himself using dialogues in team communication situations and s/he is able to guide them successfully in a flexible manner.
- listen actively to others and show her/his know-how by reasoning convincingly and arguing paying attention to other participants.
- modify her/his working methods.
- make presentations which are skillfully targeted and suitable for different communication situations and her/his own professional role.
- speak correct and well-versed Finnish language, in a clear voice, natural expression and contact with the audience.
- manage/show excellent technical know-how.
- give peer feedback to others.
- critically assess her/his own communication skills and develop

#### 3 good

The student is able to:

- work successfully in a flexible manner in team communication situations.
- communicate actively, listen to others and argue her/his own point well.
- plan well a suitable well-organized presentation by proportion, duration and demonstration.
- speak correct spoken Finnish in a clear voice and have a good contact with the audience.
- know how to control her/his possible stage fright.
- give and utilize peer feedback.

#### 1 satisfactory

The student is able to:

- take part in team communication situations in working life by showing interaction in standard communication situations.
- listen to others, express her/his own opinion and argue her/his own point.
- make a presentation in a clear voice and in understandable Finnish if her/his mother tongue is not Finnish and try to get in contact with the audience.
- give peer feedback if asked.

through practice and  
feedback

Exercises 100 %  
Active class participation

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Processing Information and Managing Documents

- Code: INF2LE020
- Extent: 3 ECTS (81 h)
- Timing: 4th semester\*
- Language: English
- Level: professional studies
- Type: compulsory

\*the course is offered only in spring semesters in Mubba but the same course is offered in autumn semesters in Assi.

## Prerequisites

Office Applications / Työvälineohjelmistot

## Learning outcomes

Upon successful completion of the course, the student

- knows the basic concepts and principles of digital document management.
- knows how to use SharePoint to enable collaboration and knowledge management in an organization.
- understands the integration of SharePoint and Office 2010.
- has improved his/her ability to manage documents, to communicate efficiently, to design and plan surveys, and to coordinate meetings and projects.
- knows how to use online material to learn new software features.

## Course contents

- SharePoint structure and key concepts
- libraries
- metadata
- lists
- collaboration tools
- permissions and user management

## Teaching and learning methods

Contact hours 32 hours (1 x 4 h/week)

Independent study 48 h

Self-assessment of learning 1 h

Contact hours contain six weekly four hour workshops of hands-on assignment covering course topics. Last sessions are reserved for the final project implementation.

## Recognition of prior learning (RPL)

Recognition of prior learning is a process whereby, through assessment, credit is given to learning which has already been acquired in different ways, e.g. with earlier studies or working experience with SharePoint.

Student should contact the teacher after first-selection and agree how to demonstrate his/her knowledge and skills of SharePoint use.

## Teacher responsible

Heli Lankinen, Pasila

## Course materials

Material will be created collectively during the course. All material will be published using the course SharePoint site.

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

- has a command of key concepts, has a solid grasp of SharePoint functionalities and knows how to apply them in practice.
- has strong skills and can independently use the document management system to find new solutions.
- has good time management skills and completes assignments on time.

### 3 good

The student:

- has a command of the SharePoint key concepts and makes use of basic functionalities with purpose.
- has good time management skills and completes assignments on time.

### 1 satisfactory

The student:

- has a command of some concepts but lacks a full understanding of how the document management systems work.
- can satisfactorily complete basic tasks but needs assistance to solve more demanding tasks independently.

Final Project 70 %

Participation and completion of weekly assignments 30 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.



# Administrative and Labour Law

- Code: LAW2LE046
- Extent: 3 ECTS (81 h)
- Timing: 3rd semester
- Language: English
- Level: professional studies
- Type: compulsory

## Prerequisites

Introduction to Business Law (LAW2LE045) or equivalent

## Learning outcomes

Upon successful completion of the course, the student

- knows the key statutes regulating public administration and employee's legal position.
- knows the basic principles, rules, and processes of administrative and labour law.
- is able to seek information on administrative and labour law.

## Course contents

- The basic concepts and principles of labour law
- Employer and employee organizations
- Employee's rights and obligations concerning e.g. salary, working hours, holidays, occupational safety, and privacy
- Resolution of labour conflicts
- The operating principles and organization of government
- Legal status of the individual and its protection
- The legislative process
- The basic principles and processes of public administration

## Teaching and learning methods

The Administrative Law part of the course comprises of self-study in e-learning environment, weekly assignments and a final exam. The Labour Law part of the course comprises of contact hours, weekly assignments and a final exam.

Contact hours 16 h

Self-study 64 h

Self-assessment of learning 1 h

## Alternative completions

A student who wishes to complete the entire course in an alternative way on the basis of her prior competences should consult the teacher.

## Contact teachers

Sampo Mielityinen, Pasila

## Learning materials

Labour Law:

Äimälä, M. – Åström, J. – Rautiainen, H. – Nyyssölä, M. 2008 or 2005. Finnish Labour Law in Practice. WSOY, Helsinki.; or  
Suviranta, A. J. 2000. Labour Law in Finland. Kluwer.; or  
Surakka, A. 2005. Access to Finnish Law. WSOY, Helsinki.

Administrative Law:

Laine, M. 2006. Access to Finnish Public Law. WSOY Oppikirjat.

**Assessment criteria/scale 5-1.**

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student is able to	The student is able to	The student is able to
<ul style="list-style-type: none"><li>describe basic rules of administrative and labour law and apply them independently to simple cases</li><li>independently describe the implementation of labour law and the structure of Finnish public administration</li><li>independently seek reliable information on administrative and labour law</li></ul>	<ul style="list-style-type: none"><li>describe basic rules of administrative and labour law and roughly apply them independently to simple cases</li><li>approximately describe the implementation of labour law and the structure of Finnish public administration</li><li>independently seek information on a predetermined topic from legal database</li></ul>	<ul style="list-style-type: none"><li>roughly apply predetermined rules of administrative and labour law to simple cases</li><li>identify the most important implementation procedures of labour law and the central parts of Finnish public administration</li><li>seek predetermined materials related to public administration and labour law from legal databases</li></ul>

Written exam 75 %

Assignments 25 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Meetings and Travel Management

- Code: LEA2LE060
- Extent: 5 ECTS (135 h)
- Timing: 4th semester
- Language: English
- Level: Professional studies
- Type: Compulsory

## Prerequisites

Office Applications (WOR1LE001E)  
Finnish Business Documents (FIN2LE024)  
Corporate Public Relations (COM2LE070)

## Learning outcomes

The aim of the course is to provide students with an overall understanding about the organisation of meetings, ranging from practical matters, legislation and required document standards through to the principles of business travel management and the use of business travel services from the management assistant's point of view.

Upon successful completion of the course, the student

- knows how to prepare standard meeting documents.
- has the knowledge and skills required for the organisation of meetings, including legislation.
- has a command of meeting practices.
- has a command of the Government travelling regulations understands the link between meetings and business travel.
- understands the principles of company travel administration.
- is familiar with the role of the travel expert in companies and other organisations.

## Course contents

- Meeting legislation
- Meeting arrangements
- Meeting procedures
- The roles of participants in meetings
  
- Virtual meetings
- Meeting document standards
  
- Company travel guidelines and government travelling regulations
- The company travel expert's job

## Cooperation with the business community

Visits to meeting services providers.

## Teaching and learning methods

Contact hours or webinars 48 h + excursions 3 h

Self-study 83 h

Self-assessment of learning 1 h

The course emphasises self-study and teamwork. Meeting techniques are practiced by means of simulated meeting exercises. Meeting documents are produced in teams. Students are divided into small teams throughout the course.

Students are expected to participate in at least 75 % of the contact hours.

A passing grade requires that all parts of the course are successfully completed.

## **Recognition of prior learning (RPL)**

Students with extensive meeting and travel administration experience can complete the course either wholly or in part by means of a demonstration and exam. The demonstration and exam will indicate the student's competencies in the field and also his/her ability to reflect upon these competencies.

In this case student has to contact the teacher during the pre-enrolment, during which a plan for the alternative completion will be agreed with the teacher. The student brings his/hers describing CV to the first meeting. In the CV the student can emphasize his/hers competencies, which (s)he wants to demonstrate according to the learning outcomes of the course.

The student will be responsible for adhering to the plan and reporting on its implementation. If the student fails to complete the course, any parts completed by means of demonstration cannot be transferred to the next course implementation. Any agreements made will similarly not be binding to the next teacher of the course.

## **Contact teachers**

Rita Kosonen, Pasila

## **Learning materials**

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

## **Assessment criteria/scale 5-1.**

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• knows how to prepare excellent standard meeting documents in English.</li><li>• has excellent skills required for the organisation of meetings, including a grasp of legislative aspects, and knows how to apply what was learned in practice with excellence.</li><li>• has an excellent command of meeting practices in English.</li></ul>	<ul style="list-style-type: none"><li>• knows how to prepare good standard meeting documents in English.</li><li>• has good skills required for the organisation of meetings, including a grasp of legislative aspects, and knows how to apply what was learned in practice well.</li><li>• has a good command of meeting practices in English.</li></ul>	<ul style="list-style-type: none"><li>• knows how to prepare passing standard meeting documents in English.</li><li>• has passing skills required for the organisation of meetings, including a grasp of legislative aspects, and knows how to apply what was learned in practice passingly.</li></ul>

- has an excellent command of key travel arrangement principles in English and understands the relationship between meetings and business travel.
  - has an excellent understanding of key business travel administration principles as well as of the role of the travel expert in an organisation.
  - completed all assignments according to instructions and submitted them on time.
  - was diligent in familiarising himself/herself with source literature. Reports were clear and fluent.
  - attended nearly all classes and visits to outside organisations.
  - was active and constructive, and actively asked questions and gave comments in class.
- has a good command of key travel arrangement principles in English and understands the relationship between meetings and business travel.
  - has a good understanding of key business travel administration principles as well as of role of the travel expert in an organisation.
  - completes most assignments according to instructions and submits on time.
  - familiarised himself/herself with source literature, but the analysis remained somewhat cursory. Reports were readable.
  - regularly attended classes and visits to outside organisations.
  - was somewhat active and constructive, and at times asked questions and gave comments in class.
- has a passing command of meeting practices in English.
  - has a passing command of key travel arrangement principles in English and understands the relationship between meetings and business travel.
  - has a passing understanding of key business travel administration principles as well as of role of the travel expert in an organisation.
  - completes most assignments following instructions but only passingly: source literature was hardly consulted and text contained errors. Text was not written cohesively.
  - did not attend many classes.
  - was rather passive and hardly participated in class.

Exam 60 %

Assignments 40 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Strategic Management and Corporate Social Responsibility

- Code: LEA2LE071
- Extent: 3 ECTS (81 h)
- Timing: 7th semester\*
- Language: English
- Level: professional studies
- Type: compulsory

\*the course is offered only in autumn semesters

## Prerequisites

No prerequisites

## Learning outcomes

After completing this course, the student will be able to

- understand and use the key concepts pertaining to strategic management
- analyse the strategic work of top management
- work together with top management
- understand organisation as a whole.

## Course contents

- Strategy and its foundations: operating environment, stakeholders, mission and values
- Strategy schools of thought
- Blue Ocean Strategy
- Strategic planning, implementation and evaluation

## Cooperation with the business community

The course involves a writing of a strategy report of a chosen company. In addition, there will be an external lecturer representing a chosen line of business and its strategic management.

## International dimension

International megatrends such as sustainability and corporate social responsibility are examples of the main themes of the course.

## Teaching and learning methods

The course covers contact hours and independent study, for a total of 81 hours of study time. Contact hours are generally 3 hours a week for 8 weeks (total 24 h). There will be a final exam during the final week. Independent study (56 hours) covers a course assignment, course literature and preparation for the final exam. Self-assessment of learning 1 h.

In the course assignment, students compile a strategy report, addressing course topics, on a company either individually or as group work. In particular, the report is to address core issues pertaining to the company's strategy and the extent to which these are made use of in the company's strategic operations.

## Alternative completions

The course can be replaced by completing a course with similar contents and extent in other degree programmes in HAAGA-HELIA or at another University.

## Recognition of prior learning (RPL)

If a student thinks that s(he) has both the skills and experience of the above mentioned course contents and learning outcomes based on her/his earlier studies or work experience, there is a possibility for the student to prove that s(he) both understands and can apply the learning objectives by attending both to a) a written exam and b) an oral exam.

If a student would like to proceed according to the RPL process s(he) should contact the instructor of the course during the pre-enrollment week or latest when attending the first lecture."

## Contact teachers

Olli Laintila, Pasila

## Learning materials

Minzberg H. - Ahlstrand B. - Lampel J, 1998. Strategy Safari. Prentice Hall.  
W. Chan Kim - Renee Mauborgne. 2005. Blue Ocean Strategy.

## Assessment criteria/scale 5-1.

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student	The student	The student
<ul style="list-style-type: none"><li>• has excellent skills in developing strategy</li><li>• has an excellent knowledge about the management theories and the latest trends of strategy and management</li><li>• has an excellent attitude towards learning through continuous, supportive and initiative participation in teamwork and conducting assignments</li></ul>	<ul style="list-style-type: none"><li>• has good skills in developing strategy and in evaluating strategic performance</li><li>• has a good knowledge about the basic management theories</li><li>• has a good attitude towards learning through participation in teamwork and conducting assignments</li></ul>	<ul style="list-style-type: none"><li>• has below average skills in developing strategy and in evaluating strategic performance</li><li>• has below average knowledge about the basic management theories</li><li>• has a below average attitude towards learning through participation in teamwork and conducting assignments</li></ul>

Written exam 60 %

Course assignment 40 %

Both of the above must be completed in order to receive a final mark for this course.

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Research Practices

- Code: MET2LE030
- Extent: 5 ECTS (135 h)
- Timing: 4. and 6. semester
- Language: English
- Level: professional studies
- Type: compulsory

## Prerequisites

Completion of the first three semesters of compulsory studies.

## Learning outcomes

The study module is divided into two parts, which are arranged into separate courses as follows:

- Introduction to Research (MET2LE030A, 2 ECTS) is offered during the 4th semester of studies
- Research Methods and Academic Writing (MET2LE030B, 3 ECTS) is offered during the 6th semester of studies

### Introduction to Research (MET2LE030A)

After completing this course, the student will

- understand the structure of the bachelor's thesis
- know the central concepts of the bachelor's thesis
- be prepared to organize his/her own research/development process as a project (i.e. develop a research plan and a timetable)
- be familiar with the issues of research ethics and source criticism
- have enough knowledge to write his/her bachelor's thesis according to HAAGA-HELIA's content guidelines and layout standards and also know the required techniques.

### Research Methods and Academic Writing (MET2LE030B)

After completing this course, the student will

- understand diverse kinds of research methods as well as their sub-elements and possible areas of application
- be able to organize his/her own research/development process as a project
- be able to use qualitative, quantitative and procedural research methods in regular work situations (i.e. be able to critically follow media, answer to research surveys and acquire research results & make use of them in his/her own work)
- be familiar with different ways of collecting data and searching research material as well as analyzing them
- be able to choose a suitable research method for his/her bachelor's thesis and apply the chosen qualitative, quantitative or procedural method in his/her bachelor's thesis correctly
- be able to critically evaluate his/her own applications
- be able to report his/her thesis work correctly
- know/be able to use the basic linguistic and stylistic elements of academic writing
- be able to independently produce text that is suited for a bachelor's thesis.

## Course contents



## **Introduction to Research (MET2LE030A)**

The course introduces a student to the world of doing a bachelor's thesis and reporting it.

- Structure of a bachelor's thesis
- Central concepts of a thesis
- Research process(e.g. research plan and scheduling)
- Evaluation
- Research ethics and source criticism

## **Research Methods and Academic Writing (MET2LE030B)**

The course introduces and trains a student to the world of doing a bachelor's thesis, research methods and reporting his/her own research (i.e. bachelor's thesis)

The student accomplishes the module of reporting a bachelor's thesis.

## **Cooperation with the business community and other organisations**

The course provides students with skills that allow them to complete a bachelor's thesis for a company or other organisation.

## **Teaching and learning methods**

The course is completed in Moodle. In order to pass the course the student should set at least 135 hours aside for his/her own study, including 1 hour for assessment of one's own learning.

## **Alternative way of completing the course**

Students can complete the course by choosing 'online only' which means completing the course through Moodle.

## **Teachers with the main responsibility for the course**

### **Introduction to Research (MET2LE030A)**

Aarni Moisala, Porvoo

### **Research Methods and Academic Writing (MET2LE030B)**

Aarni Moisala, Porvoo (Research Methods)

Karl Robbins, Pasila (Academic Writing)

## **Course materials**

### **Introduction to Research (MET2LE030A)**

Bell, J. Doing your research project. A Guide for First-time Researchers in Education and Social Science, third or newer edition. Glasgow: Open University Press, 1999. PART I: Preparing the ground (Introduction - the review of the literature; pages 1 -112, in 4th edition 2005)

Writing your bachelor's thesis: contents and methods. 2012. HAAGA-HELIA guidelines.

Writing reports at HAAGA-HELIA: preparing the layout and citing sources. 2012. HAAGA-HELIA guidelines.

Materials given during the course (e.g. in Moodle)

### **Research Methods and Academic Writing (MET2LE030B)**

Levine, D. & Stephan D. Even You Can Learn Statistics. A guide for everyone who has ever been afraid of statistics. Upper Sandler River: Pearson 2005 or newer.

Bell, J. Doing your research project. A Guide for First-time Researchers in Education and Social Science, third or newer edition. Glasgow: Open University Press, 1999.

Silverman, D. Doing qualitative research. A practical handbook. London: Sage 2000 or newer.

Swales & Feak. Academic Writing for Graduate Students, the University of Michigan Press. USA 1994 or newer.

Jordan, R. Academic Writing Course. Nelson ELT. London 2002

Writing your bachelor's thesis: contents and methods. 2012. HAAGA-HELIA guidelines.

Writing reports at HAAGA-HELIA: preparing the layout and citing sources. 2012. HAAGA-HELIA guidelines

Materials given during the course (e.g. in Moodle)

### Assessment criteria/Introduction to Research/scale 5-1.

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• displays excellent understanding of the basic components of the bachelor's thesis work. S/he is well aware of the central issues concerning research ethics and source criticism and fully understands their significance for the research work.</li><li>• is extremely well prepared to organize his/her own research or development process as a project. S/he uses different sources of information elegantly and combines others' ideas with her/his own thinking creatively. S/he appreciates the role of a researcher.</li><li>• completes all learning assignments diligently done and on time. S/he is highly competent to write his/her bachelor's thesis according to all HAAGA-HELIA's guidelines. Language of the report is fluent and all her/his writings are well-structured and clear.</li></ul>	<ul style="list-style-type: none"><li>• displays good understanding of the basic components of the bachelor's thesis work. S/he is aware of the central issues concerning research ethics and source criticism.</li><li>• is well prepared to organize his/her own research or development process as a project. S/he uses different sources of information and can combine others' ideas with his/her own thinking.</li><li>• completes all learning assignments properly and on time. S/he is competent to write his/her bachelor's thesis according to all HAAGA-HELIA's guidelines. Language of her/his final report is good and the report is clear and easy to read.</li></ul>	<ul style="list-style-type: none"><li>• displays limited understanding of the basic components of the bachelor's thesis work. S/he has limited knowledge of (and/or superficial attitude to) research ethics and source criticism.</li><li>• is prepared to organize his/her own research or development process as a project. S/he relies much on external sources of information and does not much combine her/his own thinking with others' ideas.</li><li>• completes all learning assignments. S/he is able to write his/her bachelor's thesis according to HAAGA-HELIA's guidelines. Language of her/his final report is readable and the report acceptable.</li></ul>

### Assessment criteria/Research Methods and Academic Writing/scale 5-1.

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:

- knows extremely well the requirements of the bachelor's thesis and contents of the central concepts. S/he masters the research methods and understands their significance for working life.
- can work independently and successfully apply research methods connected to research in her/his own work.
- can set tasks, write reports and make a research plan independently. Linguistically, s/he can write her/his thesis fluently and in an excellent academic manner.
- knows well the requirements of the bachelor's thesis and contents of the central concepts and masters the main research methods. S/he understands the significance of research as it applies to working life.
- can work independently and apply research methods in her/his own work.
- can set tasks, write reports and make a research plan with very little supervision. Linguistically, s/he can write a solid thesis in an academic manner.
- knows the requirements of the bachelor's thesis, contents of the central concepts and main research methods.
- can apply research methods under supervision in her/his own work.
- can set tasks, write reports and make a research plan under supervision. Linguistically, s/he can write an adequate thesis.

## **Assessment criteria**

### **Introduction to Research (MET2LE030A)**

Final report 50 % and exam 50 % (both parts will be graded 0 – 5; 0 = fail).

### **Research Methods and Academic Writing (MET2LE030B)**

#### **Research Methods:**

Written assignments 50 % and exam 50 % (both parts will be graded 0 – 5; 0 = fail).

#### **Academic Writing:**

Written assignments 60 % (will be graded pass/fail) and exam 40 %.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Assessment of Professional Growth and Career Planning

- Code: SLF2LE080
- Extent: 3 ECTS (81h)
- Timing: 2nd, 4th and 7th semester
- Language: English
- Level: professional studies
- Type: compulsory

## Prerequisites

No prerequisites

## Learning outcomes

Upon successful completion of the course, the student

- understands the structure of their degree programme and the prerequisites for graduation
- understands his/her role as a polytechnic student
- is able to plan and monitor the progress of his/her studies on their way to becoming a professional management assistant

## Course contents

- Personal study plans
- Student counselling sessions
- Individual interviews with the student counsellor
- Cooperative meetings (YTY-kokous)
- Planning and monitoring the progress of the language studies, free-choice studies etc.
- Choosing the area of specialisation
- Social aspects of studying
- Student exchange abroad, work placement abroad, or other studies that support international awareness
- The education and professional growth in the management assistant area
- Career plan
- Compiling a digital portfolio

## Cooperation with the business community

Visitors from various companies and organisations.

## Teaching and learning methods

Contact hours 40 h

Interviews 2 h

Independent studies 38 h

Self-assessment of learning 1 h

## Contact teacher

Sanna Kukkonen, Pasila

## **Learning materials**

Material provided by teacher/lecturer.

## **Assessment criteria**

Attendance mandatory.

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Business Operations and Entrepreneurship

- Code: WOR2LE001
- Extent: 6 ECTS (162 h)
- Timing: Semester 3\*
- Language: English
- Level: professional studies
- Type: compulsory

\*the course is offered only in autumn semesters, in autumn 2014 mainly during week 43.

## Prerequisites

Organisations and Leadership (WOR1LE001C)

Introduction to Business Law (LAW2LE045)

Financial Administration and Reporting (ACC1LE026)

## Learning outcomes

After completing this course students will

- appreciate the significance of entrepreneurship, profitability and practical business planning activities for small business success
- understand key aspects of company law, the factors that affect the choice of company form, and can assess the viability of setting up a new business enterprise
- know how to measure the financial feasibility of a start-up using several tools and understand the meaning of budgeting and cash-flow analysis.

## Course contents

Students develop and prepare business plans from the perspective of marketing, management, accounting, finance and law.

- Development of business models, customer experiences and a business plan based on both external market/field research and internal resources
- Analysis of marketing opportunities and practices with which to achieve goals and succeed in the marketplace
- Trade law, company forms and legislation, choice of company form, formalities involved in setting up a company
- Budgeting (profit & loss account, funding, cash), break-even point calculations, pricing.

## Cooperation with the business community

There will be assignments for the students to visit local companies. In addition, there will be external lecturers representing chosen lines of business from the Uusimaa-Helsinki region.

## International dimension

Growing international business trends, such as sustainable business models, web based social marketing and e-commerce will be part of the course material.

## Teaching and learning methods

Fall 2014 the course will be implemented together with HAAGA-HELIA's Innovation Challenge course:

- Kick-off meetings September 8<sup>th</sup> and 9<sup>th</sup> 2014, 9-16
- First pitch for the client October 17<sup>th</sup> 2014, 9-16
- Final pitch November 10<sup>th</sup> 2014, 9-16
- Team assignments and meetings weekly, consultations
- Finance meetings

The assessment of one's own learning 1 h

## Contact teachers

Huovinen Ulla, Pasila (LAW)

Laintila Olli, Pasila (BUSINESS)

Penelope Roux, Pasila (FINANCE)

## Learning materials

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

Other material delivered by the lecturers

## Assessment criteria/scale 5-1.

### 5 excellent

The student has:

- excellent entrepreneurial skills in developing and in establishing both an innovative and viable business.
- excellent knowledge about the theoretical frameworks, relevant methods, tools and laws that are necessary in establishing a business.
- an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments.

### 3 good

The student has:

- good entrepreneurial skills in developing and establishing a business.
- a good knowledge of the basic theoretical frameworks, methods, tools and laws that are necessary in establishing a business.
- a good attitude towards learning through participation in teamwork and conducting assignments.

### 1 satisfactory

The student's:

- level of skill in developing and in establishing a business, is below average.
- knowledge about the basic theoretical frameworks, methods, tools and laws which are necessary in establishing a business, is below average.
- attitude towards learning through participation in teamwork and conducting assignments, is below average.

Legal part  
Marketing part  
Accounting part  
Business operations part

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.



# Assessing and Planning Organisational Communication

- Code: COM4LE002
- Extent: 3 ECTS (81 h)
- Timing: 4th Semester
- Language: English
- Level: professional studies
- Type: compulsory\*

\* required of students majoring in Organisational Communication

## Prerequisites

Purpose and practices of Organisational Communication, Organisational Communication Management

## Learning outcomes

The student

- learns to assess communication with the help of appropriate tools. The focus of the course is on assessing communication.
- learns to know how to plan organisational communication.

## Course contents

- Categories of strategic and operational communication
- Definitions for effective communication
- Assessing organisational communication: What, why and how to assess?
- Planning organisational communication: elements and tools for strategical and operational planning

## Cooperation with the business community and other organisations

- The course is based on a professional and a real-life approach towards organisational communication.
- Real-life examples and a real-life assignment.
- Possibly a visit to a communication agency or visitors from companies/ communication agencies

## Teaching and learning methods

- Introductions/lectures, team work during the contact hours, workshops and case assignments
- Contact hours: 5 sessions (à 4 lessons in a row)
- Independent study and independent assignment: assessing and developing communication for a real-life organisation (56 h)
- The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

Experience of practical communication research or analysis at work: the documentation of the experience must be agreed with the advisor. RPL must be negotiated before the course with the advisor.

## Teacher with the main responsibility for the course

## Course materials

Juholin, E. 2010. Arvioi ja paranna! Viestinnän mittaamisen opas. Infor Oy.  
Other material provided or advised by the teacher.

### Assessment criteria/scale 5-1.

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
<p>The student:</p> <ul style="list-style-type: none"><li>• is able to show that the content of the course is well understood and internalized.</li><li>• is able to link theoretical knowledge into practical know-how and application (case assignment).</li><li>• is able to choose and express essential viewpoints in relation to the subject of the course.</li><li>• is able to deliver appropriate and logical text which carefully explains the target, methods, findings and conclusions related to the assignment in question.</li></ul>	<p>The student:</p> <ul style="list-style-type: none"><li>• is able to show that the content of the course is mainly understood and internalized.</li><li>• is able to deliver appropriate and logical text which mainly explains the target, methods, findings and conclusions related to the assignment in question.</li></ul>	<p>The student:</p> <ul style="list-style-type: none"><li>• is able to show that some topics of the course are somewhat understood.</li><li>• is able to make some kind of communication assessment but it may have a weak connection to the course contents.</li><li>• follows only some instructions concerning the individual assignment.</li></ul>

Assessment: Required assignment 100%. Active participation will be considered a bonus in the assessment.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Work-based Project on Organisations and Publicity

- Code: COM4LE006
- Extent: 4 ECTS (108 h)
- Timing: 6th Semester
- Language: English
- Level: professional studies
- Type: elective\*
- Curriculum: MUBBA10

\* required of students majoring in Organisational Communication

## Prerequisites

Purpose and Practices of Organisational Communication (WOR1LE001F), Organisational Communication Management (COM2LE062), Assessing and Planning Organisational Communication (COM4LE002)

## Learning outcomes

The course is organized as a genuine client project for a particular organisation. The aim of the course is to study relevant issues and practices related to image or stakeholder relations of this organisation. The students will learn to gather, analyze and report information for the client as well as produce practical improvements for communication.

## Course contents

The main focal area is the analysis of the perceived image of an organisation. The analysis can be based on e.g. the communicational outcomes of the commissioning organisation.

## Cooperation with the business community and other organisations

The course will be organised as a practical project or similar assignment.

## Teaching and learning methods

A genuine and supervised client project  
The assessment of one's own learning 1 h  
Mandatory attendance 80 %

## Recognition of prior learning (RPL)

Documentation on an independent and demanding communication-related work-life project which is focused on developing communication practices. The work must be completed before the course. RPL must be negotiated with the advisor before the course.

## Teacher with the main responsibility for the course

Heta-Liisa Malkavaara, Pasila

## Course materials

Material provided by the client and/or material distributed or advised during contact hours

## Assessment criteria/scale 5-1.

### 5 excellent

### 3 good

### 1 satisfactory

The 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.
- is able to search and apply information critically and analytically to 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.

The student:

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

The student:

- has some knowledge of the theory related to 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.

Attendance and presentation of the project and its findings 100 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# PR Chinese

- Code: CHI4LE003
- Extent: 3 ECTS (81 h)
- Timing: 4th semester
- Language: Chinese/English
- Level: professional studies
- Type: elective\*

\* required of students with compulsory Chinese

## Prerequisites

Chinese Business Communication

## Learning outcomes

Target level: A2

Students acquire oral fluency in PR communications by learning how to manage customer and business partner Guanxi-relationships in Finland and in China.

## Course contents

The course handles the most usual PR communication situations in everyday business environment, such as:

- talking about the weather
- talking about habits
- money and currency
- travel and appointment communications
- making contact
- seeing the doctor
- Chinese public signs
- event poster

## Cooperation with the business community and other organisations

The course simulates real business cases as much as possible.

## Teaching and learning methods

Independent study, weekly assignments  
Self-assessment of learning 1h

## Alternative ways to complete the course

Not attending the contact hours but doing the coursework and taking the test  
One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## 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. Evaluation is on a scale of 1-5.

## **The teacher with main responsibility for the course**

Hai Guo, Pasila

### **Course materials**

Great Wall Chinese 2009: Level 3, Office of Chinese Language Council International

Gu Feng 2009: Mandarin Teaching Toolbox, Volume 3, Confucius Institute at BCIT

Handouts and materials provided by the teacher

### **Assessment criteria/scale 5-1.**

#### **5 excellent**

The student:

- masters well the vocabulary and phrases used in common PR-communication situations. In her/his expressions there are no obvious grammatical errors.
- can apply the skills learned during the course. S(he) can make full use of dictionaries, online tools and other resources.

#### **3 good**

The student:

- manages relatively well using the vocabulary and phrases in common PR-communication situations. In her/his expressions there are grammatical errors but they do not lead to misunderstandings.
- can apply the skills learned during the course. S(he) can make use of dictionaries, online tools and other resources.

#### **1 satisfactory**

The student:

- masters parts of the vocabulary and phrases in common PR-communication situations. In her/his expressions there are grammatical and other errors, which sometime leads to misunderstandings.
- can use most of the skills learned during the course. S(he) knows how to use dictionaries, online tools and other resources.

Written exam 100 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Chinese Business Culture

- Code: CHI4LE004
- Extent: 3 cr (81 h)
- Timing: 4th semester
- Language: Chinese/English
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Chinese

## Prerequisites

Starting level: A2

PR Chinese (CHI4LE003)

## Learning outcomes

Target level: B1

After completing this course, the student will have a solid understanding of Chinese business culture and business etiquette. When encountering Chinese partners in different business circumstances, the student will have a relatively good knowledge of how to work as a “culture interpreter”.

## Course contents

The course covers the following areas:

- basic information about the Chinese business world
- economic role of ethnic overseas Chinese
- deep structure of Chinese culture
- Chinese way of thinking
- Chinese business etiquette in social life, communication, customer service and business relationship
- what are good to do and what should be avoided in maintaining Guanxi-relationship

The course consists of both language and cultural sessions. During the language sessions, the student will continue learning Chinese language skills and oral communication skills are especially emphasized. During the cultural sessions, the student will make a presentation both in English and in Chinese on a given topic. The student will get help in preparing for the Chinese presentation.

## Cooperation with the business community and other organisations

Finnish companies doing business in Chinese-speaking countries and Chinese companies in Finland.

## Teaching and learning methods

The course consists of contact hours, internet study based on Moodle and independent study, totalling 80 hours of study time.

Self-assessment of learning 1h

## Alternative ways to complete the course

Not attending the contact hours but doing the coursework and taking the test

One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## 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. Evaluation is on a scale of 1-5.

## Teacher with the main responsibility for the course

Hai Guo, Pasila

## Course materials

Great Wall Chinese 2009: Level 4-5, Office of Chinese Language Council International

Meiru Liu 2006: Basic Business Chinese, Beijing University Press

Handouts and materials provided by the teacher

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

- is able to modify her/his working methods properly and apply skills acquired during the course in practice in an excellent way.
- is able to make a presentation which is skillfully targeted and suitable for the communication situation. (S)he speaks Chinese with only a few obvious mistakes, in a clear voice with natural expression and contact with the audience. (S)he knows the demanded business vocabulary concerning the presentation topic.
- is able to use sources of information diversely and critically to support his/her work and shows excellent cultural knowledge when using sources.
- adapts the cultural content deeply and is able to share his/her professional

### 3 good

The student:

- is able to modify her/his working methods and apply skills acquired during the course in practice in a satisfactory way.
- is able to make a presentation which is well targeted and suitable for the communication situation. (S)he speaks Chinese with obvious mistakes but the mistakes do not bother the understanding of her/his expressions. (S)he knows most of the demanded business vocabulary concerning the presentation topic.
- is able to use sources of information independently to support his/her work and shows good cultural knowledge when using sources.
- adapts the cultural content well and is able to share his/her professional

### 1 satisfactory

The student:

- is able to modify her/his working methods and apply skills acquired during the course in practice in a limited way.
- is able to make a presentation which is suitable for the communication situation. (S)he speaks Chinese with mistakes, which sometimes bother the understanding of her/his expressions. (S)he knows only parts of the demanded business vocabulary concerning the presentation topic.
- is able to use sources of information to support his/her work and shows cultural knowledge when using sources.
- is able to share his/her professional knowledge and skills to others in a limited manner.



knowledge and skills to others.

knowledge and skills to others.

Oral presentation: 80%

Written exam: 20%

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Language Project in Chinese

- Code: CHI4LE050
- Extent: 2 ECTS (54 h)
- Timing: from 4th to 7th semester
- Language: Chinese
- Target level: B2
- Level: Professional studies
- Type: Compulsory (the project is compulsory in one of the main languages)

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the Chinese language and culture. The project also enhances students' professional competencies.

## Course contents

Students plan and implement a language project on a business topic in a group, and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization. The topic should differ from the topic that students address in their theses.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organisation. The project should also be of benefit to the commissioning company or organisation.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students then present their project plan. They report on the progress of the project and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of 'learning by researching and developing'.

Independent study: 54 h

## Recognition of prior learning (RPL)

The student may display that s/he manages the course objectives and contents mentioned in the course description. S/he displays her/his competence by a portfolio and by a demonstration of skills together with a separate description concerning her/his previous experience in a language project. The student must agree upon this in person with the teacher two weeks prior to the implementation of the project at the latest.

## Contact teachers

Hai Guo, Pasila

## Learning materials

Reference literature and materials received from the commissioning company/organisation

## Assessment criteria

Pass/Fail

# Economic Life of Chinese Speaking Areas

- Code: CHI4LE015
- Extent: 4 ECTS (108 h)\*
- Timing: 7th Semester
- Language: Chinese
- Level: professional studies
- Type: elective\*\*

\* 5 ECTS (135 h) for native Mandarin speakers

\*\* required of students who have chosen compulsory Chinese

## Prerequisites

Chinese Business Communication (CHI4LE002), PR Chinese (CHI4LE003) and Chinese Business Culture (CHI4LE004)

## Learning objectives

Target level: B1

After completing the course, students will

- become familiar with the history, culture and economy of the Chinese-speaking areas including mainland China, Taiwan, Hong Kong, Singapore and Malaysia
- be capable of talking about the general features of the Chinese economic life
- be able to understand basic PR and business documents with the help of Chinese computer programs
- become aware of the styles and formats used in Chinese business documents
- be prepared to move on tasks involving trade with the Chinese-speaking areas

## Course contents

The course is divided into two parts: Introduction to the Chinese-speaking Areas (2 ECTS) and Chinese Business Documents (2 ECTS). For native Mandarin speakers, there will be a higher requirement and more learning materials. Therefore Introduction to the Chinese-speaking Areas is 3 ECTS instead of 2 ECTS for native speakers. The course involves contact hours and weekly assignments.

Introduction to the Chinese-speaking Areas:

- Introduction to the situations in different Chinese-speaking areas
- Economic life of the mainland China and overseas Chinese societies

Chinese Business Documents:

- PR and business letters: reading unknown Chinese characters, basic e-mails, invitations, thank you letters, congratulations, travel agenda/visiting programme, inquiries and orders
- CV compilation

## Cooperation with the business community and other organizations

Finnish companies doing business in Chinese-speaking countries and Chinese companies in Finland.

## Teaching and learning methods

The course consists of contact hours and assignments.

**Introduction to the Chinese-speaking Areas (2 / 3 ECTS):**

This part covers 53 hours of study, including contact hours and independent study. This part lasts one period.

Self-assessment of learning 1h

**Chinese Business Documents (2 ECTS):**

This part covers 53 hours of study, including contact hours and independent study. This part lasts one period.

For native speakers this part covers 134 h of study and is 3 ECTS.

Self-assessment of learning 1h

**Teacher with the main responsibility for the course**

Hai Guo, Pasila

**Course materials**

Great Wall Chinese 2009: Level 5-6, Office of Chinese Language Council International  
Handouts and materials provided by the teacher

**Assessment criteria**

Introduction to the Chinese-speaking Areas:

Oral presentations: 80 %

Written examination: 20 %

Chinese Business Documents:

Written tasks: 100 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Language Project in English

- Code: ENG4LE050
- Extent: 2 ECTS (54 h)
- Timing: from 4th to 7th semester
- Language: English
- Target level: C1
- Level: Professional studies
- Type: Compulsory (the project is compulsory in one of the main languages)

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the English language and culture. The project also enhances students' professional competencies.

## Course contents

Students plan and implement a language project on a business topic in a group, and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization. The topic should differ from the topic that students address in their theses.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organisation. The project should also be of benefit to the commissioning company or organisation.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students then present their project plan. They report on the progress of the project and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of 'learning by researching and developing'.

Independent study: 54 h including Self-assessment of learning 1 h

## Recognition of prior learning (RPL)

The student may display that s/he manages the course objectives and contents mentioned in the course description. S/he displays her/his competence by a portfolio and by a demonstration of skills together with a separate description concerning her/his previous experience in a language project. The student must agree upon this in person with the teacher two weeks prior to the implementation of the project at the latest.

## Contact teachers

Karl Robbins, Pasila

## Learning materials

Reference literature and materials received from the commissioning company/organisation

## **Assessment criteria**

Pass/Fail

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# French Working Environment and PR French

(le monde de l'entreprise française et la communication écrite professionnelle)

- Code: FRE4LE007
- Extent: 3 ECTS (81 h)
- Timing: Semester 3
- Language: French/ English
- Competency level: B1
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory French

## Prerequisites

Basic Business French 2

## Learning outcomes

Upon successful completion of the course, the student

- understands the French working environment
- 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

## Course contents

- vocabulary and concepts of the French economy and business life
- Case studies and searching of information
- Business and PR-letters
- invitations and programmes layout
- telephone conversation

## Teaching and learning methods

Contact hours 32 h

Self-study 48 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

## Alternative ways to complete the course

Not attending the contact hours but doing the coursework and taking the test

One alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## Recognition of 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.

## Contact teachers

Catherine Métivier, Pasila

## Course materials

Web-pages

Material provided by the teacher.

## Assessment criteria/scale 5-1.

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• has strong skills in telephone communication and is fully capable of maintaining a professional conversation by phone.</li><li>• has an excellent command of key concepts in Business French and understands fully the French working environment on a cultural basis.</li><li>• can write Business and PR documents independently and successfully.</li></ul>	<ul style="list-style-type: none"><li>• has good skills in telephone communication and manages a professional conversation by phone.</li><li>• has an excellent command of key concepts in Business French and understands to some extent the French working environment on a cultural basis.</li><li>• can in certain cases write Business and PR documents independently and successfully.</li></ul>	<ul style="list-style-type: none"><li>• has limited skills in telephone communication and manages short and simple professional conversations by phone.</li><li>• has limited understanding of the French working environment.</li><li>• knows only the basics of French Business and PR Communication and needs support to write Business and PR documents.</li></ul>

Written exam for French vocabulary and terminology of business

Written exam for Business letters and PR documents 60 %

Telephone conversation exam 40 %

Assignments

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# French and Finnish Cultures in Contact

(cours de civilisation française et finnoise)

- Code: FRE4LE008
- Extent: 3 ECTS (81 h)
- Timing: 4th Semester
- Language: French/ English
- Competence level: B1
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory French

## Prerequisites

Basic Business French 1 and 2.  
French Working Environment and PR French

## Learning outcomes

Upon successful completion of the course, the student

- understands cultural differences between Finland and France.
- is able to talk about Finland in French

## Course contents

- French civilization
- oral presentations on Finnish civilization
- practice of small-talk situations
- searching of information

## Teaching and learning methods

Contact hours 32 h

Self-study 49 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

## Recognition of 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.

## Contact teacher

Catherine Métivier, Pasila

## Course materials

Web-pages

Material provided by the teacher.

### **Assessment criteria/scale 5-1.**

#### **5 excellent**

The student:

- knows well both the French and Finnish societies.
- 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.
- can speak of Finland by showing excellent intercultural knowledge and awareness.

#### **3 good**

The student:

- knows both the French and Finnish societies.
- 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.
- can speak of Finland by showing relevant intercultural aspects.

#### **1 satisfactory**

The student:

- knows the French and Finnish societies somewhat and recognizes the main cultural differences.
- has a limited capability to speak of Finland.

Written exam on French and Finnish Societies 100%

Oral presentation  
Assignments

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# French Media and Communication

(les médias français et la présentation d'entreprises)

- Code: FRE4LE030
- Extent: 4 ECTS (108 h)
- Timing: 7th Semester
- Language: French/ English
- Competence level: B2
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory French

## Prerequisites

Basic Business French 1 and 2  
French Working Environment and PR French  
French and Finnish Cultures in Contact  
Work Placement

## Learning outcomes

Upon successful completion of the course, the student

- understands French society for business purpose
- is able to find information
- knows how to make a presentation to a French speaking audience
- has taken in the French terminology and concepts of business life.

## Course contents

- French medias: newspapers, television, radio and internet
- exercises for listening and reading comprehension
- oral presentation of the organization where work placement was done
- short report in French on one's Business plan

## Teaching and learning methods

Contact hours 48 h

Self-study 59 h

The assessment of one's own learning 1 h

Mandatory attendance 80 %

## Recognition of 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.

## Contact teacher

## Course materials

Web-pages

Material provided by the teacher.

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

- shows excellent skills in understanding spoken and written news on Economics and work life, knows well the vocabulary and the concepts and is able to put into practice the skills acquired.
- shows excellent cultural knowledge when using sources and understanding the documents and is able to forward reliably the information.
- is able to make a presentation of one's enterprise or organization independently, professionally and successfully.

### 3 good

The student:

- shows good skills in understanding spoken and written news on Economics and work life, knows the relevant vocabulary and the main concepts and is able to put into practice the skills acquired.
- shows to some extent cultural knowledge when using sources and understanding easier documents and is able to forward reliably the information.
- is able to make a presentation of one's enterprise or organization

### 1 satisfactory

The student:

- shows limited skills in understanding spoken and written news on Economics and work life, and is only partly able to put into practice the skills acquired.
- shows to some extent cultural knowledge when using sources and understands only simple documents.
- has limited speaking skills for making a presentation of one's enterprise or organization.

Exam for reading and listening comprehension 50%

Oral presentation 30%

Written business plan in French 20%

Assignments

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Language Project in French

- Code: FRE4LE050
- Extent: 2 ECTS (54 h)
- Timing: from 4th to 7th semester
- Language: French
- Target level: B2
- Level: Professional studies
- Type: Compulsory (the project is compulsory in one of the main languages)

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the French language and culture. The project also enhances students' professional competencies.

## Course contents

Students plan and implement a language project on a business topic in a group, and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization. The topic should differ from the topic that students address in their theses.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organisation. The project should also be of benefit to the commissioning company or organisation.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students then present their project plan. They report on the progress of the project and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of 'learning by researching and developing'.

Independent study: 53 h

The assessment of one's own learning 1 h

## Recognition of prior learning (RPL)

The student may display that s/he manages the course objectives and contents mentioned in the course description. S/he displays her/his competence by a portfolio and by a demonstration of skills together with a separate description concerning her/his previous experience in a language project. The student must agree upon this in person with the teacher two weeks prior to the implementation of the project at the latest.

## Contact teachers

Catherine Métivier, Pasila

## Learning materials

Reference literature and materials received from the commissioning company/organisation

## **Assessment criteria**

Pass/Fail

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# German Business Communication

## (Deutsche Geschäftskorrespondenz)

- Code: GER4LE002
- Extent: 3 ECTS (81 h)
- Timing: 4th Semester\*
- Language: German
- Competence level: B1-B2
- Level: professional studies
- Type: elective\*\*

\*the course is offered only in spring semesters

\*\*required of students with compulsory German

## Prerequisites

German Grammar (GER4LE064)

For native speakers: PR German (GER4LE068)

## Learning outcomes

Students become proficient in producing linguistically correct business correspondence in German.

## Course contents

Business correspondence including

- inquiries
- offers
- orders
- quotations.

## Cooperation with the business community and other organisations

Sample correspondence partly from real companies.

## Teaching and learning methods

Contact hours 30 h

Independent study, writing correspondence and preparation for exam 48 h

Written exam 2 h

Self-assessment of learning 1 h

## Alternative ways to complete the course

Completing all course work and taking the final exam, without attending the actual contact hours.

## 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. Evaluation is on a scale of 1-5.



## Teacher with the main responsibility for the course

Sirpa S. Bode, Pasila

### Course materials

Material provided by the teacher.

### Assessment criteria/scale 5-1.

5 excellent	3 good	1 satisfactory
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• can write the standard business letter very well.</li><li>• communicates very well, is able to choose appropriate style and produces correct language.</li><li>• 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.</li><li>• can write accurate messages that are ready to send.</li></ul>	<ul style="list-style-type: none"><li>• can write the standard business letter well.</li><li>• communicates well, is able to generally choose appropriate style and produces mostly correct language.</li><li>• is able to write understandable and correct messages using basis phrases related to the topic.</li><li>• is able to use dictionaries and other sources of information.</li><li>• can write messages that are for the most part accurate and ready to send.</li></ul>	<ul style="list-style-type: none"><li>• can write the standard business letter fairly well.</li><li>• communicates fairly well, is able to sometimes choose 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.</li></ul>

Written exam 80 %

Class participation 20 % (incl. 6 letters, 2 vocabulary tests, mid-term test)

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Business Communication in German-speaking Europe

## (Wirtschaftskommunikation im deutschsprachigen Europa)

- Code: GER4LE040
- Extent: 4 ECTS (108 h)
- Timing: 7th semester\*
- Language: German
- Competence level: B2
- Level: professional studies
- Type: elective\*\*

\* the course is offered only in the autumn

\*\*required of students with compulsory German

## Prerequisites

German Grammar (GER4LE064),  
Spoken Communication in Business German (GER4LE007), PR German (GER4LE068) and  
German Business Communication (GER4LE002)

For native speakers: PR German (GER4LE068 and German Business Communication (GER4LE002)

## Learning outcomes

Upon successful completion of the course, the student

- has improved his/her German business vocabulary and knowledge of key grammatical issues used in media
- is able to read, understand, analyze, and summarize business related articles
- has familiarized him/herself with distinctive features of the German business environment
- gained proficiency in making business conversation to the extent that he understands his/her counterpart and can answer questions presented to him/her

## Course contents

This course consists of two parts:

- 1) Media Communication in German in the 4th period (2 ECTS)
- 2) German-speaking Europe in the 5th period (2 ECTS)

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

In the second part of the course “German-speaking Europe” student

- familiarizes him/herself with the geography, economics, and political systems of the German-speaking countries,
- learns to understand the importance of the business culture and small talk

## Cooperation with the business community

Documents originate from media and real companies/organisations.

## Teaching and learning methods

Media Communication in German

Contact hours 21 h

Self-study 30 h

Written exam 2 h

The assessment of one's own learning 1 h

German-speaking Europe

Contact hours 24 h incl. presentations

Self-study 27 h

Written exam 2 h

Self-assessment of learning 1 h

80 % mandatory attendance

## Recognition of 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.

## Contact teachers

Sirpa S. Bode, Pasila

## Learning materials

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

## Assessment criteria/scale 5-1.

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>understands challenging economic news of his/her field and is able to summarize their main contents successfully. (S)he knows widely the vocabulary concerning the enterprise and it's financial situation.</li><li>is able to apply acquired skills in practice in an excellent way.</li><li>is able to use sources of information versatily and</li></ul>	<ul style="list-style-type: none"><li>understands economic news of his/her field and is able to summarize their main contents logically. (S)he knows quite widely the vocabulary concerning the enterprise and it's financial situation.</li><li>is able to apply the acquired skills in practice well.</li><li>is able to use sources of information independently to support his/her</li></ul>	<ul style="list-style-type: none"><li>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 it's financial situation is limited.</li><li>is able to apply the acquired skills in practice inadequately.</li><li>is able to use sources of information to support his/her work and shows</li></ul>

- |  |  |  |
|--|--|--|
| <p>critically<br/>to support his/her work and shows excellent cultural knowledge when using sources.</p> <ul style="list-style-type: none"> <li>• adapts easily to the cultural content and is able to share his/her professional knowledge and skills with others.</li> </ul> | <p>work and shows cultural knowledge when using sources.</p> <ul style="list-style-type: none"> <li>• adapts well to the cultural content and is able to share his/her professional knowledge and skills with others.</li> </ul> | <p>cultural knowledge when using sources.</p> <ul style="list-style-type: none"> <li>• is able to share his/her professional knowledge and skills with others in a limited way.</li> </ul> |
|--|--|--|

### **Media Communication in German**

Written exam 70 %

Class participation and exercises 30 %

### **German-speaking Europe**

Written exam 50%

Class participation and oral presentations 50 %

Media Communication in German 50 %

German-speaking Europe 50 %

Both of the above must be successfully completed

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Language Project in German

- Code: GER4LE050
- Extent: 2 ECTS (54 h)
- Timing: from 4th to 7th semester
- Language: German
- Target level: B2
- Level: Professional studies
- Type: Compulsory (the project is compulsory in one of the main languages)

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the German language and culture. The project also enhances students' professional competencies.

## Course contents

Students plan and implement a language project on a business topic in a group, and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization. The topic should differ from the topic that students address in their theses.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organisation. The project should also be of benefit to the commissioning company or organisation.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students then present their project plan. They report on the progress of the project and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of 'learning by researching and developing'.

Independent study: 53 h

Self-assessment of learning: 1 h

## Recognition of prior learning (RPL)

The student may display that s/he manages the course objectives and contents mentioned in the course description. S/he displays her/his competence by a portfolio and by a demonstration of skills together with a separate description concerning her/his previous experience in a language project. The student must agree upon this in person with the teacher two weeks prior to the implementation of the project at the latest.

## Contact teachers

Sirpa S. Bode, Pasila

## Learning materials

Reference literature and materials received from the commissioning company/organisation

## **Assessment criteria**

Pass/Fail

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# PR German

## (Persönliche Briefe)

- Code: GER4LE068
- Extent: 3 ECTS (81 h)
- Timing: 3rd Semester\*
- Language: German
- Competence level: B1
- Level: professional studies
- Type: elective\*\*

\*the course is offered only in autumn semesters

\*\*required of students with compulsory German

## Prerequisites

German Grammar (GER4LE064)

none for native speakers

## Learning outcomes

Students

- become versed in common PR correspondence expressions and style
- are able to write linguistically correct PR correspondence.

## Course contents

The course focuses on PR letters in German, including review of vocabulary and common expressions. The exam is at the end of the term.

The course involves the writing of PR letters as homework. The letters are then corrected on the basis of teacher feedback and added into portfolio.

PR letters such as

- invitations
- congratulatory letters
- thank you letters
- letters relating to travel.

In addition a CV is written.

## Cooperation with the business community and other organisations

Class material originates from real companies.

## Teaching and learning methods

Contact hours 30 h

Independent study, writing and correcting PR letters and preparation for the exam 48 h

Written exam 2 h  
Self-assessment of learning 1 h

## Alternative ways to complete the course

Completing all course work and taking the final exam, without attending the actual contact hours.

## 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. Evaluation is on a scale of 1-5.

## Contact teacher

Sirpa S. Bode, Pasila

## Course materials

Material provided by the teacher.

## Assessment criteria/scale 5-1.

5 excellent	3 good	1 satisfactory
	The student:	
The student:	<ul style="list-style-type: none"><li>• can write the standard business letter well.</li><li>• communicates well, is able to generally choose appropriate style and produces mostly correct language.</li><li>• is able to write understandable and correct messages using basis phrases related to the topic.</li><li>• is able to use dictionaries and other sources of information.</li><li>• can write messages that are for the most part accurate and ready to send.</li></ul>	The student:
<ul style="list-style-type: none"><li>• can write the standard business letter very well.</li><li>• communicates very well, is able to choose appropriate style and produces correct language.</li><li>• 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.</li><li>• can write accurate messages that are ready to send.</li></ul>		<ul style="list-style-type: none"><li>• can write the standard business letter fairly well.</li><li>• communicates fairly well, is able to sometimes choose 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.</li></ul>



Written exam 50 %

Portfolio including assignments 50 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# People at Work

- Code: LEA4LS080
- Extent: 3 ECTS (81 h)
- Timing: 4th semester
- Language: English
- Level: Professional studies
- Type: Elective\*

\*required of Assi and Mubba students majoring in Organisations, Leadership and HR

## Prerequisites

No prerequisites.

## Learning outcomes

Upon successful completion of the course, the student

- understands the behavior of people at work both as individuals and groups
- knows about human resource management practices such as recruitment, development and motivation
- has knowledge of things essential to well being of employees and is able to take them into consideration in her own work

## Course contents

- Leadership
- Individuals and groups at work place
- Human Resource Management
- Well being at work.

## Cooperation with the business community

Data for group assignment is collected in some organization.

## Teaching and learning methods

Contact hours 24-32 h

Self-study 48-56 h.

Self-assessment of learning 1 h

## Contact teachers

Eija Kärnä, Pasila

Olli Laintila, Pasila

## Learning materials

Handout material

Additional reading:

Bratton J. & Gold J. 2007. Human resource management: theory and practice. 4th ed. New York: Palgrave

Mcmillan.

Robbins S. P. & Judge T. A. 2009. Organizational behavior. 13th ed. Upper Saddle River (NJ): Pearson Education.

### Assessment criteria/scale 5-1.

5 excellent	3 good	1 satisfactory
<p>The student:</p> <ul style="list-style-type: none"><li>• has excellent knowledge of the theory related to Organizational Behavior and Leadership and is able to search and apply the knowledge in the course assignments critically and analytically.</li><li>• is able to discuss and present topics on the field fluently and comprehensively virtually and in group situations.</li><li>• is able to apply the course contents and use relevant references in a written report work professionally.</li></ul>	<p>The student:</p> <ul style="list-style-type: none"><li>• has good knowledge of the theory related to Organizational Behavior and Leadership and is able to search and apply the knowledge in the course assignments in an appropriate way.</li><li>• is able to discuss and present topics on the field well both virtually and in group situations.</li><li>• is able to apply well the course contents and use relevant references in a written report work.</li></ul>	<p>The student:</p> <ul style="list-style-type: none"><li>• has sufficient knowledge of the theory related to Organizational Behavior and Leadership and is able to search and apply the knowledge in the course assignments.</li><li>• is able to discuss and present topics on the field both virtually and in group situations.</li><li>• is able to apply the course contents and use central references in a written report work.</li></ul>

Participation and contribution to work on lessons 50 %  
Assignment and presentation 50 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Work-based Project on HRM

- Code: LEA4LS081
- Extent: 4 ECTS (108)
- Timing: 6 th semester
- Language: English
- Level: Professional studies
- Type: Elective\*

\* Compulsory for Assi and Mubba students majoring in Organisations, Leadership and HR

## Prerequisites

Assi:

Organisaatiot ja johtaminen (WOR1LS001C)

Yrittäjyys ja liiketoiminta (WOR2LS001)

Mubba:

Organisations and Leadership (WOR1LE001C)

Business Operations and Entrepreneurship (WOR2LE001)

## Learning outcomes

Upon successful completion of the course, the student

- learns to apply management theory into practice through client projects or assignments
- learns to gather, analyze and report information to the client
- learns to act and work professionally in a project team

The course also aims to support Bachelors' Thesis process.

## Course contents

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

Supporting theory based on project specification

The course is implemented as a 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.

## Cooperation with the business community

The course is based on cooperation with the commissioning party.

## Teaching and learning methods

Contact hours 42 (including the supervised small group cooperation)

Self study hours 65 (including independent data gathering and analyzing as part of the small group cooperation.)

Self-assessment of learning 1 h

80 % attendance required

## Recognition of prior learning (RLP)

Student having experience of a similar project related to the management orientation can possibly replace the course by proving the required knowledge by writing a case of that specific project 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.

## Contact teachers

Eija Kärnä, Pasila  
Olli Laintila, Pasila

## Learning materials

Literature and data related to the project.

Teams choose individually the theory literature for the project report.

A Guide to the Project Management Body of Knowledge: Fourth Edition (PMBOK Guide) Project Management Institute. 2008

Barney, J.B. 2007. Gaining and Sustaining Competitive Advantage. Third edition. First published 1997, Pearson, Prentice Hall.

Carpenter, M.A. & Sanders, W.G. 2007. Strategic Management. A Dynamic Perspective. Concepts and Cases. Pearson, Prentice Hall.

Hitt, M., Ireland R.D., Hoskisson R.E. 2005. Strategic Management. Competitiveness and Globalization. Thomson. South-Western.

## Assessment criteria/scale 5-1.

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
<p>The student:</p> <ul style="list-style-type: none"> <li>• has excellent knowledge of the theory related to the work-based project and is able to apply the knowledge cooperation to the practical tasks.</li> <li>• is able to search and apply information critically and analytically to the project work.</li> <li>• can offer versatile and creative solutions and/or development ideas for the target organisation based on the project objectives.</li> <li>• is able to present fluently and comprehensively the results of the project and provide grounds for the</li> </ul>	<p>The student:</p> <ul style="list-style-type: none"> <li>• has knowledge of the theory related to the work-based project and is able to apply the knowledge cooperation to the practical tasks.</li> <li>• is able to search and apply information to the project work.</li> <li>• can offer solutions and/or development ideas for the target organization based on the project objectives.</li> <li>• is able to present the results of the project and provide some grounds for the solutions and development ideas for the target organisation.</li> </ul>	<p>The student:</p> <ul style="list-style-type: none"> <li>• has some knowledge of the theory related to the work-based project.</li> <li>• can offer some solutions and/or development ideas for the target organisation.</li> <li>• able to present the results of the project to the target organization.</li> <li>• is able to work in a project and in cooperation with the partners.</li> </ul>

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.

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

100 % contribution to the project incl. project management, report and presentation

The members of the team will get the same grade.

The representative of the client company/organization, students and advisor will all participate on the evaluation of the project. Active participation on client project and on client presentation is compulsory.

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Marketing and Networks

- Code: MAR4LE006
- Extent: 3 ECTS (81 h)
- Timing: 4th semester
- Language: English
- Level: Professional studies
- Type: Elective\*

\* required of Assi and Mubba students majoring in Marketing

## Starting level and linkage with other courses

Assi:

Organisaatiot ja johtaminen (WOR1LS001C)

Markkinoinnin perusteet (WOR1LS001B)

Yrittäjyys ja liiketoiminta (WOR2LS001)

Mubba:

Organisations and Leadership (WOR1LE001C)

Introduction to Marketing (WOR1LE001B)

Business Operations and Entrepreneurship (WOR2LE001)

## Learning outcomes

Upon successful completion of the course, the student

- knows how to assist the marketing management in the planning and implementation of marketing communication activities
- knows how to collaborate with different stakeholders within marketing communications e.g. with advertising, media and PR agencies
- understands the importance of sales and customer oriented approach in business

## Course contents

- planning and implementation of marketing communication activities
- new trends in marketing communication
- agency cooperation
- customer orientation, sales and service

## Cooperation with the business community

Guest lecturers and/or company visits. Assignments/triggers are based on real life examples.

## International dimension

Most of the triggers are representing international companies and cases.

## Teaching and learning methods

Students attend PBL tutorials and lectures once a week. Lectures support self-study and tutorial work.

Tutorials 8 h

Lectures 16 h

Self-study 56 h

The assessment of one's own learning 1 h

100 % attendance required on tutorials

## Alternative completions

The course can be replaced by completing a course with similar contents and extent in other degree programs in HAAGA-HELIA or at another university.

## Recognition of prior learning (RPL)

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.

## Teacher responsible

Mia-Maria Salmi, Pasila

## Course materials

Handout material.

Supporting literature:

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

Hackley, C. 2010. Advertising & Promotion, an Integrated Marketing Communications Approach. Sage.

Jobber, D. 2009. Selling and Sales Management. Pearson.

Moriarty, S. & Mitchell, N. & Wells, W. 2012. Advertising & IMC: Principles & Practice. Harlow.

Pelsmacker P, Geuens M & Van den Bergh J 2007. Marketing Communications, A European Perspective. Harlow. Pearson Education.

Powell, H. 2009. The Advertising Handbook. London Routledge

## Assessment criteria/scale 5-1.

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• has an excellent understanding of the planning and implementing of the marketing communications activities in an organization.</li><li>• fully understands how to work and communicate with organizations and customers.</li><li>• can identify problems well, apply theory to the learning tasks, collect and use information</li></ul>	<ul style="list-style-type: none"><li>• has a good understanding of the planning and implementing of the marketing communications activities in the organization.</li><li>• understands how to work and communicate with organisations and customers.</li><li>• can identify problems, apply some theories to the learning tasks, collect and use information in a relevant way.</li><li>• can generate some ideas applicable to the learning task.</li></ul>	<ul style="list-style-type: none"><li>• has a fair understanding of the planning and implementing of the marketing communications activities in the organization.</li><li>• has a basic knowledge how to work and communicate with organisations and customers.</li><li>• can identify some problems,</li></ul>



- in an analytic and critical way.
- can generate many ideas applicable to the learning tasks.
- can work very professionally in a team.
- can work professionally in a team.
- collect and use information related to the learning tasks.
- can work in a team.

Tutorial performance (includes self, peer and external assessment) 50 %

Examination or individual assignment 50 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Work-based Project on Marketing

- Code: MAR4LE007
- Extent: 4 ECTS (108 h)
- Timing: 6th semester
- Language: English
- Level: Professional studies
- Type: Elective\*

\*required of Assi and Mubba students majoring in Marketing

## Starting level and linkage with other courses

Assi:

Organisaatiot ja johtaminen (WOR1LS001C)

Markkinoinnin perusteet (WOR1LS001B)

Yrittäjyys ja liiketoiminta (WOR2LS001)

Mubba:

Organisations and Leadership (WOR1LE001C)

Introduction to Marketing (WOR1LE001B)

Business Operations and Entrepreneurship (WOR2LE001)

## Learning outcomes

The student

- learns to apply marketing theory into practice through client project or assignment which concentrates on marketing, for example on brand management or marketing communication
- learns to act and work professionally in a project team

## Course contents

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

## Cooperation with the business community

Project for the client company

## International dimension

Many of the projects are assigned by the international companies.

## Teaching and learning methods

32 h lectures and team meetings

75 h team work, other possible consultation sessions and self-study

The assessment of one's own learning 1 h

80 % attendance required

## Recognition of prior learning (RPL)

Student having experience of a similar project related to the marketing communications and/or brand management can possibly replace the course by proving the required knowledge by writing a case of that specific project 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.

## Teacher responsible

Mia-Maria Salmi, Pasila

## Course materials

Handout material

Literature and other material specified according to the client brief

Materials related to the client organisation

## Assessment criteria/scale 5-1.

### 5 excellent

The 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.
- is able to search and apply information critically and analytically to 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

### 3 good

The student:

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

### 1 satisfactory

The student:

- has some knowledge of the theory related to 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.

with  
the partners.

Team assessment:

Attendance and presentations of the project and its findings 100 %

Team performance is evaluated based on the contribution to the project.

Team assignments, presentations and activity are evaluated when assessing the overall performance by the teams. If low attendance/lower contribution to the project individual grade can be lower than the team grade.

The representative of the client company/organization, students and teacher will all participate in the evaluation of the project.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Russian Business Documents

(Kommertšeskaja korrespondentsija ruskogo jazyka)

- Code: RUS4LE042
- Extent: 3 ECTS (81 h)
- Timing: 4th semester
- Language: Russian
- Competence level: B1
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Russian

## Prerequisites

Core studies/native speaker.

## Learning outcomes

Students

- become versed with the structure of Russian business letters, including their standard format
- are able to write clear PR and business correspondence using Cyrillic text processing tools
- learn the significance of written communications to companies
- can choose the appropriate medium through which to send such communication material.

## Course contents

The course is divided into two parts: PR communications and business letters. There will be contact hours and weekly assignments. Students also compile a portfolio containing an example of each type of document discussed during the two parts of the course.

- structure of Russian business letters
- invitations, thank you letters, congratulations, condolences
- covering letters, travel correspondence, confirmations, offer requests, offers, orders, claims, reminders
- participles and the passive voice

## Cooperation with the business community and other organizations

Students are introduced to the practices Finnish companies employ in their Russian correspondence.

## Teaching and learning methods

The course involves contact hours (2 h / week) and independent study, totaling 81 hours of study time. The course will continue during two periods.

Contact hours: 28 h (2 h / week, lasting two periods)

Test: 2 h (at the end of the first period)

Final written exam: 2 h (at the end of the second period)

Independent study (weekly assignments, compilation of portfolio and preparing for exam): 48 h

The assessment of one's own learning 1 h

## Alternative ways to complete the course

Not attending the contact hours but doing the coursework and taking the test

## Recognition of prior learning

A student can demonstrate his or her equivalent language skills relating to the course objectives and content using a portfolio and taking part in a test. 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.

## Contact teacher

Pirjo Salenius, Pasila  
Oleg Matossov (Russian students), Pasila

## Course materials

Binder, Kärnä, Métivier, Salenius, Savinainen, Solonen, Taimio & Åberg. 2006. Liikeviestinnän käsikirja - Viestit vaihtoon 7 kielellä. Edita.

Additional material provided by the teacher: Salenius. 1997. Liikekirjeet venäjäksi. Edita.

## Assessment criteria/scale 5-1.

<b>5 excellent</b>	<b>3 good</b>	<b>1 satisfactory</b>
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• can write the standard business letter very well.</li><li>• communicates very well, is able to choose appropriate style and produces correct language.</li><li>• is able to apply during the course</li><li>• acquired skills and can use dictionaries and other sources of information well. The use of vocabulary and phrases is versatile and fluent.</li><li>• The student can write accurate messages that are ready to send.</li><li>• follows deadlines and instructions precisely.</li></ul>	<ul style="list-style-type: none"><li>• can write the standard business letter well.</li><li>• communicates well, is able to generally choose appropriate style and produces mostly correct language.</li><li>• is able to write understandable and correct messages using basis phrases related to the topic.</li><li>• is able to use dictionaries and other sources of information.</li><li>• can write messages that are for the most part accurate and ready to send, though it is recommended that they be checked.</li><li>• usually follows deadlines and instructions well.</li></ul>	<ul style="list-style-type: none"><li>• can write the standard business letter fairly well.</li><li>• communicates fairly well, is able to sometimes choose 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.</li><li>• doesn't follow deadlines and instructions very well.</li></ul>

Test 30 %

Final written exam 50 %

Portfolio 20 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Russian Business Environment

(Russki jazyk v sfere biznesa)

- Code: RUS4LE030
- Extent: 4 ECTS (108 h)
- Timing: Semester 7
- Language: Russian/Finnish
- Level: professional studies
- Competence level: B 2
- Type: elective\*

\*required of students who have chosen compulsory Russian

\*required of native students if they have chosen compulsory Russian

## Prerequisites

Spoken Communication in Business Russian (RUS4LE041) and Written Communication in Business Russian (RUS4LE039) or native speaker.

## Learning outcomes

Students

- gain the competence to understand the key points of contracts written in the Russian language
- understand and learn to write clear messages relating to contracts
- become aware of the style used in contracts
- know how to act in job-seeking situations
- are capable of presenting their organization and job description
- are capable of talking about Finnish economic life
- get familiarized with trade between Russia and Finland
- are prepared to move on tasks involving trade with Russia

## Course contents

The course is divided into two parts: Contract Texts in Russian Trade(RUS4LE030A) and Assistant's Job in Russian Trade (RUS4LE030B). The course involves contact hours and weekly assignments.

Contract Texts in Russian Trade (first period):

- Structure and main contents of Russian contracts
- Participles and the passive voice

Assistant's Job in Russian Trade (second period):

- Simulated job application situations
- Compilation of Europass-Language passport and CV
- Presentation of one's organisation
- Presentation of one's job description
- Presentation of business in Finland
- Trade between Russia and Finland

## Cooperation with the business community and other organizations



During Assistant's Job in Russian Trade: Company visits.

## Teaching and learning methods

Contact hours and assignments, totaling 108 hours of study.

Contract Texts in Russian Trade (2 ECTS):

This part covers 54 hours of study, inclusive of contact hours and independent study. This part lasts the first period.

Contact hours: 21 h (3 h/week)

Written examination: 3 h (at the end of the term)

Independent study, weekly assignments, course assignment and preparing for exam: 29 h

Self-assessment of learning: 1 h

Assistant's Job in Russian Trade (2 ECTS):

This part covers 54 hours of study, inclusive of contact hours and independent study. This part lasts the second period.

Contact hours: 21 h (3 h/week).

Oral examination: 2 h (at the end of the period)

Independent study, weekly assignments, course assignment and preparing for exam: 30 h.

The assessment of one's own learning 1 h

80 % mandatory attendance during this part.

## Alternative ways to complete the course

Contract Texts in Russian Trade:

taking the test

## Recognition of prior learning (RPL)

A student can demonstrate his or her equivalent professional language skills relating to the course objectives and content using a portfolio and giving oral presentation and taking a test. 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.

## Teachers with the main responsibility for the course

Pirjo Salenius, Pasila

Oleg Matossov, Pasila

## Course materials

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

Material provided by the teacher. (Assistant's Job in Russian Trade)

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

- understands the main points in a Russian purchase agreement and is able to

### 3 good

The student:

- understands the main points in a Russian purchase agreement and is

### 1 satisfactory

The student:

- understands a Russian purchase agreement to some extent and is able to name its main points.

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"> <li>summarize its contents successfully.</li> <li>• knows vocabulary concerning agreements very well.</li> <li>• is able to apply during the course acquired skills to communication concerning agreements on a high level.</li> <li>• is able to use sources of information in a versatile way to support his/her work.</li> <li>• follows deadlines and instructions precisely.</li> </ul> | <ul style="list-style-type: none"> <li>able to summarize its contents logically.</li> <li>• knows the vocabulary concerning agreements well.</li> <li>• is able to apply during the course acquired skills to practice.</li> <li>• is able to use sources of information independently to support his/her work.</li> <li>• usually follows deadlines and instructions well.</li> </ul> | <ul style="list-style-type: none"> <li>• knows the vocabulary concerning agreements in a limited way and is able to apply during the course acquired skills to practice only adequately.</li> <li>• doesn't follow deadlines and instructions very well.</li> </ul> |
|---|--|---|

Contract Texts in Russian Trade :  
Written examination 100 %

Assistant's Job in Russian Trade:  
Oral examination 50 %  
Distance assignment 20 %  
Class participation 30 %

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 (except native speakers).

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Spoken Communication in Business Russian

## (Praktika delovoi retshi)

- Code: RUS4LE041
- Extent: 3 cr (81 h)
- Timing: Semester 3
- Language: Russian
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Russian

## Prerequisites

Compulsory studies in Russian.

## Learning outcomes

Students

- can communicate orally in Russian in common business situations
- get the ability to engage in conversation with a native Russian with ease.

## Course contents

The course involves contact hours and independent study. Contact hours focus on practice of speech situations typical to a business trip to Russia both individually and in teams. The exercises encourage active participation and enhance the learning process. The course includes weekly assignments and two more comprehensive assignments.

Business Russian situations:

- Presenting one's company
- Receiving guests
- Fairs
- Product presentations

## Cooperation with the business community and other organisations

Simulations of various business encounters in Russian.

## Teaching and learning methods

The course is comprised of contact hours (3 h / week), exercises, assignments and an examination, totaling 81 hours of study.

Contact hours: 46 h (3 h/week during two periods)

Oral exam: 2 h (at end of the semester)

Independent study (weekly assignments, course assignments and preparing for exam): 32 h

Self-assessment of learning: 1 h

Mandatory attendance 80 %

## **Teacher with the main responsibility for the course**

Oleg Matossov

## **Course materials**

Ojanen - Laurila-Hellman Prokkola. 2000. Sekret uspeha 1. Helsingin kauppakorkeakoulu, Helsinki.

## **Assessment criteria**

Oral exam 60 %

Assignments 20 %

Class participation 20 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Language Project in Russian

- Code: RUS4LE050
- Extent: 2 ECTS (54 h)
- Timing: from 4th to 7th semester
- Language: Russian
- Target level: B2
- Level: Professional studies
- Type: Compulsory (the project is compulsory in one of the main languages)

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the Russian language and culture. The project also enhances students' professional competencies.

## Course contents

Students plan and implement a language project on a business topic in a group, and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization. The topic should differ from the topic that students address in their theses.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organisation. The project should also be of benefit to the commissioning company or organisation.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students then present their project plan. They report on the progress of the project and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of 'learning by researching and developing'.

Independent study: 53 h

Self-assessment of learning: 1 h

## Recognition of prior learning (RPL)

The student may display that s/he manages the course objectives and contents mentioned in the course description. S/he displays her/his competence by a portfolio and by a demonstration of skills together with a separate description concerning her/his previous experience in a language project. The student must agree upon this in person with the teacher two weeks prior to the implementation of the project at the latest.

## Contact teachers

Oleg Matossov, Pasila

Pirjo Salenius, Pasila

## Learning materials

Reference literature and materials received from the commissioning company/organisation

## **Assessment criteria**

Pass/Fail

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Spanish Business Communication

(Español de los negocios)

- Code: SPA4LE010
- Extent: 3 ECTS (81 h)
- Timing: Semester 3
- Language: Spanish
- Competence level: B1
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Spanish

## Prerequisites

Spoken Spanish in Practice (SPA4LE070)

## Learning outcomes

The course objective is to know the characteristic of business life in Spain as well as trade relations between Finland and Spain

Upon successful completion of the course, the student

- learns the distinctive features of doing business in Spanish
- acquires the skills to use Spanish flexibly and efficiently in various social contexts, as well as in one's studies and in professional contexts
- will make a Europass CV in Spanish.
- knows how to do a presentation about a company
- knows how to present products or services at a fair
- makes a portfolio on their oral and written tasks

## Course contents

The course covers common business situations: presenting oneself in a company, accepting visitors, job interviews, making a CV, product presentations, company presentations, as well as fairly easy business texts. Students give an oral presentation on a company or product.

The course introduces students to Spanish business culture:

- cultural differences, corporate forms, organisation, commerce, finance, marketing, tourism, workplace culture
- products and services, Trade fair, sustainable development and logistics
- marketing, tourism, fairs and apply for work
- the trade relations between Finland and Spain

## Teaching and learning methods

The course consists of contact hours and independent study, totaling 81 hours of study time.

Contact hours 48 h (1 x 3h / week) including two written exams 2 h + 2 h = 4 h

Self-study 32 h

Self-assessment of learning 1 h

Mandatory attendance 80 %

Class exercises must be completed before the written exams.

## Recognition of 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.

## Contact teacher

Pekka Savinainen, Pasila

## Learning materials

Lindgren Kristina - Savinainen Pekka - Seppä Ritva 2008. Claves del Éxito: Liike-elämän espanjaa. Edita Publishing Oy, Helsinki.

Dictionaries: Spanish-Finnish, Spanish-English, Spanish-Swedish.

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

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

### 3 good

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.
- tries to improve her/his skills in the use of business Spanish and uses simpler language to explain more abstract concepts.
- slowly learns business Spanish vocabulary and also makes a great effort to create coherent and comprehensible language when talking to native speakers.
- expresses himself or herself in Spanish-speaking environments.

### 1 satisfactory

The student:

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



Written exams 70 %

Class assignments 30 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Spanish Business Documents

## (Correspondencia comercial en español)

- Code: SPA4LE046
- Extent: 3 ECTS (81 h)
- Timing: Semester 4
- Language: Spanish
- Competence level: B1
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Spanish

## Prerequisites

Spanish Business Communication (SPA4LE010) or equivalent.

## Learning outcomes

Students

- acquire the skills to produce clear, logical and detailed business texts on complex business matters
- are able to write business letters and PR letters in Spanish
- know letter standards, business and PR correspondence in Spanish, as well as meeting documents
- The course focuses on written communication skills in various business contexts. Business correspondence is practiced via e-mail with a partner polytechnic, or among HAAGA-HELIA students.

## Course contents

Distinctive features of written Spanish:

- spelling and use of punctuation
- business correspondence: offers, offer requests, orders, claims, invoicing and warehouse management
- PR letters: invitations, congratulations, thank you letters, condolences and sales letters
- internal communications: invitations to meetings, minutes of meetings
- in-class simulation of meetings.

## Teaching and learning methods

The course consists of contact hours and independent study, totaling 81 hours of study time.

Contact hours 28 h (2h/week)

Two written exams 2 x 2 h = 4 h

Independent study 48 h

Self-assessment of learning 1 h

Course exercises must be completed before the exams.

## Recognition of 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.

## Teacher with the main responsibility for the course

Pedro Beltrán Herrera, Pasila

## Course materials

Lindgren Kristina - Savinainen Pekka - Seppä Ritva 2008. Claves del Éxito: Liike-elämän espanjaa: Chapter 5, Edita Publishing Oy, Helsinki.

Dictionaries: Spanish-Finnish, Spanish-English, Spanish-Swedish.

Binder, Kärnä, Métivier, Miestamo, Salenius, Savinainen, Solonen, Taimio & Åberg 2007. Liikeviestinnän käsikirja - Viestit vaihtoon 7 kielellä. Edita. Helsinki.

## Assessment criteria/scale 5-1.

5 excellent	3 good	1 satisfactory
The student:	The student:	The student:
<ul style="list-style-type: none"><li>• can write the standard business letter very well.</li><li>• communicates very well, is able to choose appropriate style and produces correct language.</li><li>• 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.</li><li>• can write accurate messages that are ready to send.</li></ul>	<ul style="list-style-type: none"><li>• can write the standard business letter well.</li><li>• communicates well, is able to generally choose appropriate style and produces mostly correct language.</li><li>• is able to write understandable and correct messages using basis phrases related to the topic.</li><li>• is able to use dictionaries and other sources of information.</li><li>• can write messages that are for the most part accurate and ready to send, though it is recommended that they be checked.</li></ul>	<ul style="list-style-type: none"><li>• can write the standard business letter fairly well.</li><li>• communicates fairly well, is able to sometimes choose 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. Messages written by the student cannot be sent as written.</li></ul>

Written exam 70 %

Exercises 30 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Language Project in Spanish

- Code: SPA4LE050
- Extent: 2 ECTS (54 h)
- Timing: from 4th to 7th semester
- Language: Spanish
- Target level: B2
- Level: Professional studies
- Type: Compulsory (the project is compulsory in one of the main languages)

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the Spanish language and culture. The project also enhances students' professional competencies.

## Course contents

Students plan and implement a language project on a business topic in a group, and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization. The topic should differ from the topic that students address in their theses.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organisation. The project should also be of benefit to the commissioning company or organisation.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students then present their project plan. They report on the progress of the project and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of 'learning by researching and developing'.

Independent study: 53 h

Self-assessment of learning: 1 h

## Recognition of prior learning (RPL)

The student may display that s/he manages the course objectives and contents mentioned in the course description. S/he displays her/his competence by a portfolio and by a demonstration of skills together with a separate description concerning her/his previous experience in a language project. The student must agree upon this in person with the teacher two weeks prior to the implementation of the project at the latest.

## Contact teachers

Pedro Beltrán Herrera, Pasila

## Learning materials

Reference literature and materials received from the commissioning company/organisation

## **Assessment criteria**

Pass/Fail

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Business and Society in Latin America

## (Economía y sociedad latinoamericanas)

- Code: SPA4LE055
- Extent: 4 ECTS (108 h)
- Timing: 7th Semester
- Language: Spanish
- Competence level: B2
- Level: professional studies
- Type: elective\*

\*required of students who have chosen compulsory Spanish

## Prerequisites

Spanish Business Communication (SPA4LE010) and Spanish Business Documents (SPA4LE046)

## Learning outcomes

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

Upon successful completion of the course, the student

- becomes familiar with the distinctive features of Latin America: geographical differences, history, as well as economy, society and government
- acquires the skills to prepare presentations on the basis of information gathered from various oral and written sources
- can comprehend difficult Spanish texts, communicate their ideas fluently, as well as write summaries of newspaper articles in Spanish.

## Course contents

The course is divided to two parts:

Latin America's history, society and current affairs

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 Finland, Spain and Latin America.

The contents of the course are:

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

## Teaching and learning methods

The course consists of contact hours and exercises, totaling 108 hours of study time.

Latin America: this part covers 54 h, including class and independent study, and spans the length of one period.

Contact hours 24 h (3 h / week)

Written exam 2 h.

Oral presentation

Self-study, exercises and preparation for exam 27,5 h

Spanish Newspaper Texts: this part covers 54 h, including class and independent study. This part spans the length of one period.

Contact hours 24 h (3 h / week)

Written examination 2 h

Self-study, exercises and preparation for examination 27,5 h

Self-assessment of learning 1 h

Class exercises must be completed before the examinations.

## Recognition of 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.

## Contact teacher

Pedro Beltrán Herrera, Pasila

## 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,

## Assessment criteria/scale 5-1.

5 excellent	3 good	1 satisfactory
The student:	The student:	The student:
<ul style="list-style-type: none"><li>understands challenging economic news in his/her field and is able to summarize its main contents successfully.</li><li>is able to apply during the course acquired skills in practice on a high level.</li><li>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.</li><li>adapts cultural to content well and is able to share his/her professional knowledge and skills with others.</li></ul>	<ul style="list-style-type: none"><li>understands economic news in his/her field and is able to summarize its main contents logically.</li><li>knows vocabulary concerning enterprises and economic situations well.</li><li>is able to apply during the course acquired skills in practice well.</li><li>is able to use sources of information independently to support his/her work and shows cultural knowledge when using sources.</li><li>adapts to cultural content fairly well and is able to share</li></ul>	<ul style="list-style-type: none"><li>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.</li><li>is able to apply during the course acquired skills in practice only adequately.</li><li>is able to use sources of information to support his/her work and shows some cultural knowledge when using sources.</li><li>is able to share his/her professional knowledge and</li></ul>

his/her  
professional knowledge and  
skills with others.

skills with others in a limited  
manner.

Written exams 70 %

Written and oral exercises 30 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.



# Swedish Business Communication

## (Affärskommunikation)

- Code: SWE4LE041
- Extent: 3 ECTS (81 h)
- Timing: 3rd semester\*
- Language: Swedish
- Level: professional studies
- Type: elective\*\*

\*the course is offered only in autumn semesters

\*\*required of students with compulsory Swedish

## Prerequisites

Starting level: B1

Basic Business Swedish (SWE1LE001)

## Learning outcomes

Target level: B2

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.

## Course 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. The course is recommended also for students who have not chosen Swedish as one of their main languages.

- Nordic trade
- commerce situations
- customer bulletins
- requests for quotation
- quotation
- sales letters
- orders and order confirmations
- complaints and letters of adjustment
- telephone Swedish.

## Cooperation with the business community and other organisations

Students interview people in companies about the company's communications or send a questionnaire to a Nordic company.

## Teaching and learning methods

Contact hours 30 h

Independent study 14 h

Writing business letters and portfolio 15 h

Interview and report 4 h  
Preparing for exam 15 h  
Exam and feedback 2 h  
Self-assessment of learning 1 h

## Teachers with the main responsibility for the course

Marketta Keisu, Pasila  
Sirpa Kajarinne, Haaga

## Course materials

Keisu, M. 2013. Affärskommunikation - teori och skriftliga övningar  
Keisu, M. 2010. Affärskommunikation - muntliga övningar  
Other handouts provided by the teacher

## Assessment criteria/scale 5-1.

### 5 excellent

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.
- is able to choose and critically evaluate issues of a given situation and culture in an appropriate style.
- 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.
- produces fluent, coherent and grammatically correct language. Messages could be used in working life directly.

### 3 good

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.
- is able to choose and validate the appropriate style for a given situation and culture.
- is able to create businesslike messages by using the key vocabulary in business communication.
- produces adequate and coherent, grammatically mostly correct language. Messages could be often used in working life directly.

### 1 satisfactory

The student:

- has a satisfactory command of key skills and concepts in written and oral business communication in Nordic business culture.
- has understanding of the importance of different styles in communication and can apply the learned samples in practice.
- has a basic command of vocabulary in business communication. Regarding content, structure and grammar, messages are simpler but mostly understandable.

Written exam 50 %

Spoken exam and class participation 30 %

Written assignments 20 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Spoken and Written Business Swedish

- Code: SWE4LE050
- Extent: 4 ECTS (108 h)
- Timing: 7th semester
- Language: Swedish
- Competence level C1
- Level: Professional studies
- Type: optional

## Prerequisites

Basic Business Swedish (SWE1LE001) and PR Swedish (SWE4LE063)

## Learning outcomes

Upon successful 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

## Course 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 portfolio of a business area 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.

- annual report (written part)
- various publications (written part)
- corporate and public sector administration texts (written part)
- meeting documents (written part)
- internal bulletins (written part)
- companies and organizations in Nordic content (spoken and written part)
- press conferences (spoken part)
- meetings, negotiations and presentations (spoken part)

## Cooperation with the business community

A portfolio of a business area in cooperation with our Nordic partner organizations

## Teaching and learning methods

The course lasts one semester and includes two parts (a written and a spoken part), in which the students learn to develop earlier learned skills and implement those skills in practice. The written part will include 2 h / week during one whole semester, and the spoken part will include 2,5-3 h / week during one period.

Contact hours 46 h

Self-study and assignments 61 h

The assessment of one's own learning 1 h  
In the spoken part mandatory attendance 80%

## Alternative completions

One alternative available to students in some special cases is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## Recognition of 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.

## Contact teachers

Marjaana Halsas, Pasila

## Learning materials

Halsas, M. 2009. Ekonomiska texter och dokument (a course handout)

Carlsson, B-M & Halsas, M. & Lehtoviita K. 2009. Muntlig rapportering (a course handout)

All basic material can be downloaded from Moodle.

## Assessment criteria, written part/scale 5-1.

### 5 excellent

The student:

- understands challenging financial news and reports in depth 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 able to share his/her professional knowledge and skills with others very well.

### 3 good

The student:

- understands challenging 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.

### 1 satisfactory

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.

## Assessment criteria, spoken part/scale 5-1.

## 5 excellent

## 3 good

## 1 satisfactory

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.
- is able to master meetings and conversations on higher levels in business interactions.

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.
- is able to master meetings and conversations in business interactions.

The student:

- understands financial news and reports and is able to summarize orally 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.
- is able to participate in meetings and conversations in business interactions.

Written part:

Exam 70 %

Assignments 30 %

Spoken part:

Oral exam 40 %

Assignments 30 %

Class participation 30 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Language Project in Swedish

- Code: SWE4LE051
- Extent: 2 ECTS (54 h)
- Timing: from 4th to 7th semester
- Language: Swedish
- Target level: B2
- Level: Professional studies
- Type: Compulsory (the project is compulsory in one of the main languages)

## Learning outcomes

The aim of the course is that students are able to complete a project demonstrating good writing skills and independent command of the Swedish language and culture. The project also enhances students' professional competencies.

## Course contents

Students plan and implement a language project on a business topic in a group, and in this way practice their language and project management skills.

The topic of the project is agreed upon with the instructor and a representative from a company/organization. The topic should differ from the topic that students address in their theses.

## Cooperation with the business community

The project topic should relate to real-life business and should also be commissioned by a company or other organisation. The project should also be of benefit to the commissioning company or organisation.

## Teaching and learning methods

Attendance is compulsory in the introduction session which is held prior to the project. Students then present their project plan. They report on the progress of the project and present the final report to the instructor at dates agreed upon with the instructor.

Independent project work supports the pedagogical approach of 'learning by researching and developing'.

Independent study: 54 h

Self-assessment of learning: 1 h

## Recognition of prior learning (RPL)

The student may display that s/he manages the course objectives and contents mentioned in the course description. S/he displays her/his competence by a portfolio and by a demonstration of skills together with a separate description concerning her/his previous experience in a language project. The student must agree upon this in person with the teacher two weeks prior to the implementation of the project at the latest.

## Contact teachers

Marjaana Halsas, Pasila

## Learning materials

Reference literature and materials received from the commissioning company/organisation

## **Assessment criteria**

Pass/Fail

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.



# German Literature

## (Deutschsprachige Schönliteratur)

- Code: GER8LE071
- Extent: 3 ECTS (81 h)
- Timing: Semester 4-7
- Language: German
- Competence level: B2
- Level: professional studies
- Type: free-choice

## Prerequisites

Taking the exam requires strong German skills.

## Learning outcomes

Students build their skills in understanding and interpreting novels in the German language.

## Course contents

The course covers four key novels from Germany, Austria and Switzerland. The course is completed through independent study (81 hours). Written exam.

Students read novels in German and take an exam on them.

## Teaching and learning methods

The course involves a written exam and 80 hours of independent study.  
Self-assessment of learning 1 h

## Teacher with the main responsibility for the course

Sirpa S. Bode, Pasila

## Course materials

Thomas Mann: Tristan  
Thomas Mann: Der Tod in Venedig  
Franz Kafka: Die Verwandlung  
Heinrich Böll: Nicht nur zur Weihnachtszeit

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

- has read all the required books and is able to demonstrate that by interpreting the texts, discussing the different

### 3 good

The student:

- has read all the required books and is able to demonstrate that.

### 1 satisfactory

The student:

- may have read all the required books but is not able to demonstrate that.

- |  |   |   |
|--|---|---|
| <p>elements and giving relevant examples.</p> <ul style="list-style-type: none"> <li>• understands fully the basic literary concepts and uses them correctly.</li> </ul> | <ul style="list-style-type: none"> <li>• is partly able to interpret the texts according to the assignment and gives some examples, which aren't always relevant.</li> <li>• understands partly the basic literary concepts and uses some of them correctly.</li> </ul> | <ul style="list-style-type: none"> <li>• is able to interpret some aspects of the texts according to the assignment and he/she may give few examples.</li> <li>• has limited understanding and usage of the basic literary concepts.</li> </ul> |
|--|---|---|

## **Assessment criteria**

Written exam 100 %

Students must answer at least three of four exam questions. Minimum requirement is 50 %. Full points can be received only by answering all four questions.

Retakes are possible only for those who have taken the initial exam.

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Enterprise Resource Planning for Management Assistants

- Code: INF8LE031
- Extent: 3 ECTS (81h)
- Timing: Semester 4-7
- Language: English
- Level: Professional studies
- Type: Free-choice studies

## Prerequisites

The student has successfully completed courses in Introduction to Marketing (WOR1LE001B), Organisations and Leadership (WOR1LE001C), Office Applications (WOR1LE001F), Basics of Accounting (ACC1LE026A).

## Learning outcomes

Upon successful completion of the course, the student

- becomes familiar with a modern ERP (Enterprise Resource Planning) information system, its concepts and potential in contemporary business environment.
- is able utilize ERP systems basic functionalities and run business processes within the system.
- is able to model and portray business processes.
- is able to understand the interaction between various business areas through business processes.

## Course contents

- Concept of ERP (Enterprise Resource Planning)
- Overview and modeling of business processes
- ERP supporting business routines from various aspects: customers, suppliers, products
- Execution of selected business processes within ERP system
- Adaptation of ERP system to support and benefit the usage needs within business environment

## Cooperation with the business community

Real business based examples and cases used.

## International dimension

International business approach utilized with course themes and topics.

## Teaching and learning methods

Contact lessons

Exercises with ERP information system

Team assignment

Examination

Independent studies

The assessment of one's own learning 1 h

## Accreditation of prior learning

Not applicable

## Teachers with the main responsibility for the course

Miikka Mäkelä

## Course materials

Essential course materials are provided during the course in e-learning platform or handouts. Additionally, each student is allocated their own individual company in Microsoft Dynamics NAV ERP system, in which business processes are executed and various exercises completed.

### Recommended Reading:

Monk, E. & Wanger, B. 2007. Concepts in Enterprise Resource Planning. Course Technology.  
van der Hoeven, H. 2009. ERP and business processes. Coral Springs (FL): Llumina Press.

## Assessment criteria

### 5 excellent

The student:

- commands and masters the key concepts in Enterprise Resource Planning and business processes.
- masters the basic features of MS Dynamics NAV system within the course scope, and manages the given tasks commendably. The student is able to model business processes analytically and logically.
- comprehends and analyzes a company's operations through its utilization of Enterprise Resource Planning and business process concepts in an excellent way. The student understands the significance and the potential of ERP system.

### 3 good

The student:

- knows some of the key concepts in Enterprise Resource Planning and business processes.
- knows the basic features of MS Dynamics NAV system within the course scope, and manages the given tasks well. The student is able to model business processes.
- comprehends and analyzes a company's operations through its utilization of Enterprise Resource Planning and business process concepts well. The student understands the significance of ERP system.

### 1 satisfactory

The student:

- understands some of the key concepts in Enterprise Resource Planning and business processes.
- knows some of the basic features of MS Dynamics NAV system within the course scope, and manages some of the given tasks passably. The student understands the basic rules and features of business process modeling.
- comprehends and analyzes a company's operations through its utilization of Enterprise Resource Planning and business process concepts passably.

Examination including both ERP system usage tasks and written questions 50% (no course materials allowed)

Team Assignment 35%

Class attendance at ERP system exercise and business process modeling classes 15%

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# International Business Law

- Code: LAW8LS041
- Extent: 3 ECTS (81 h)
- Timing: 4th-7th semester
- Language: English
- Level: Free choice studies
- Type: Optional

## Prerequisites

Introduction to Law or equivalent (e.g. LAW1LS004, LAW1LE019, LAW2LS045).

## Learning outcomes

Upon successful completion of the course, the student

- knows the structure of the legal regulation of international business
- is able to describe and apply central rules governing international trade
- knows the various legal documents related to international trade
- is able to communicate with experts by using the right legal terminology of international business
- is able to seek information on legal aspects of international business

## Course contents

- International trade co-operation and regulation (WTO, EU competition law)
- Sources of international business law
- Different ways of organizing multinational enterprise
- Obligations of the contracting parties in international trade
- Model contracts
- Financing and securities law
- Transportation law
- Dispute settlement

## Teaching and learning methods

Contact lessons 6 h

Assignments and self-study in virtual learning environment 75 h

## Alternative completions

A student who wishes to complete the entire course in an alternative way on the basis of her prior competences should consult the teacher.

## Contact teachers

Sampo Mielityinen, Pasila

## Learning materials

August Ray. 2009. International business law: text, cases, and readings. Fifth edition. Pearson Education, Upper Saddle River.

Additional learning material will be delivered during the course using the Moodle learning environment.

## **Assessment criteria**

Assignments 100 %

# Intercultural Awareness 2

- Code: CUL8LE025
- Extent: 4 ECTS (107 h)
- Semester: 3-7
- Language: English
- Level: professional studies
- Type: free-choice

## Prerequisites

Increasing Intercultural Awareness course or equivalent culture course.  
Basic knowledge of using IT tools and networks.

## Learning outcomes

The students

- become aware of the cultural problematics in connection with intercultural communication and of the eventual means to cope with them
- learn how to interpret and adapt in intercultural situations, how to communicate in ways that will reduce tension and avoid conflict in intercultural communication and how to develop proactive methods for later use
- learn how to work in study groups, how to communicate using the networks and how to process the information found on the Internet.

## Course contents

To appreciate and value diversity becomes more and more important. The depth and complexity of problems facing the Union and the world today makes it necessary to create work environments where all individuals can feel valued.

The ICC course forum will provide information in some practical areas of cultural difference. We emphasize norms, assumptions, and behaviors that often lead to misunderstanding and failure in attempts to collaborate and develop trusting business relationships and comfortable cross-cultural alliances.

Students work in study groups reading the lecture material and doing assignments using the networks. Having worked efficiently with the material and the activities you should begin to plan your own development in the direction of a good international communicator. Furthermore, you need to know the important facts about the cultural systems of both your and the recipient's culture. Developing skills with linguistic diversity is a necessity.

Having worked through the literature and the activities of the lesson you should be able to increase the awareness of your own efficiency in the workplace. Furthermore, you should be able to change styles in accordance with the requirements and be able to assume accommodating or collaborating styles. You will have a good grasp of the behavioral elements that you may use to avoid or reduce conflict in intercultural communication and you can be proactive in order to avoid uncertainty and business conflict.

## Teaching and learning methods

Netcourse with an introductory meeting  
Working on study groups, consultations using networks.

## Teacher with the main responsibility for the course

Anneli Riktig, Pasila

## **Course materials**

Carley H. Dodd: Dynamics of Intercultural Communication, McGraw-Hill, 5th Edition.

Richard D. Lewis: When Cultures Collide, Nicholas Brealey Publishing, Revised Edition 2001. Internet material.

## **Assessment criteria**

Examination 60 %

Final report and discussions 40 %



# Business Oriented Finnish

- Code: FIN2LE032
- Extent: 4 ECTS (108 h)
- Timing: 6th semester
- Language: Finnish
- Target level: B2
- Level: professional studies
- Type: compulsory

## Prerequisites

Finnish for Beginners, Intermediate Finnish and Finnish for Working Life 1 and 2 or equivalent level in the proficiency test.

## Learning outcomes

Upon successful completion of the course, the student

- is able to communicate in Finnish in basic business situations
- acquires the skills to produce clear and logical business texts on simple business matters
- is able to write basic business letters and PR letters in Finnish

## Course contents

- Cultural differences, corporate forms, organisations, commerce, finance, marketing, tourism, workplace culture
- Business correspondence
- PR letters
- Internal communications
- Telephone Finnish
- Grammar: comparison of adjectives, non-finite clauses

## Teaching and learning methods

Contact hours 48 h

Independent studies 59 h

The assessment of one's own learning 1 h

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

Homework and preparation for lessons and exams.

## Recognition of prior learning (RPL)

All students with any prior skills in the Finnish language start their Finnish studies by taking the level test. Each student will be instructed to the adequate course based on the results, and reach the minimum amount of credits (22 cr.) in the Finnish language at his/her own level of competence.

## Teacher responsible

Pekka Huolman, Pasila

## Learning materials

Material provided by teacher.

## **Assessment criteria/scale 5-1.**

### **5 Excellent**

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

### **3 Good**

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

### **1 Satisfactory**

- The student understands the main points of business-related texts in both the written and oral form.
- The student has a satisfactory command of business vocabulary, and he/she is able to produce business or PR texts in Finnish with several corrections, when assisted substantially.

## **Assessment criteria**

Active participation in lessons 10 %

Written and oral assignments 50 %

Final exam 40 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Work Placement

- Code: PLA6LE003
- Extent: 30 ECTS (810 h)
- Timing: 5th Semester
- Language: English/one of student's compulsory languages
- Level: professional studies
- Type: compulsory

## Prerequisites

Business Networks (WOR1LE001)  
Producing Business Documents (INF1LE022)  
Financial Administration and Reporting (ACC1LE026)  
Finnish Business Documents (FIN2LE024)  
Corporate Public Relations (COM2LE070)  
English Business Documents and Knowledge of the Economy (ENG2LE040A)  
Meetings and Travel Management (LEA2LE060)  
Business language skills in German, French, Spanish, Swedish, Russian or Chinese.

Foreign students:

Finnish for Beginners (FIN1LE002)  
Intermediate Finnish (FIN1LE003)  
Finnish for Working Life 1 (FIN2LE030)  
Finnish for Working Life 2 (FIN2LE031)

## Learning outcomes

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

## Course 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:

Organisational Communication (THE7LE025)  
Marketing (THE7LE002)  
Organisation, Leadership and HR (THE7LE023)

## **Business cooperation**

Open work placement positions are usually posted on jobstep.net, to which there is a link on HAAGA-HELIA's website. In addition, some employers contact the work placement coordinator directly, who then notifies of these positions via e-mail and on notice boards.

Each year HAAGA-HELIA strives to organise an info session that will provide information about the work placement application process as well as provide tips on how to prepare for interviews. The annual HAAGA-HELIA recruitment events are also excellent forums to make contacts with potential employers as well as learn about their application procedures.

## **Advisors**

Catherine Métivier (work placement in Finland and abroad)

## **Assessment criteria**

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.

# Bachelor's Thesis

- Code:

THE7LE025 (thesis in Organisational Communication)

THE7LE002 (thesis in Marketing)

THE7LE023 (thesis in Organisations, Leadership and HR)

- Extent: 15 ECTS (405 h)
- Timing: 5-7th semester
- Language: English
- Level: thesis
- Type: compulsory

## Prerequisites

The student completes Introduction to Research (MET2LE030A), which is part one of Research Practices, in the 4th semester. Thesis work is also supported by Research Methods and Academic Writing (MET2LE030B), which is part two of Research Practices studies, and completed in the 6th semester. The student is expected to complete these courses as scheduled, in the 4th and 6th semester.

The student can start the thesis process at any time during the studies by putting together a Portfolio thesis. More information about this new thesis format from the Thesis Coordinator, Mia-Maria Salmi.

## Learning outcomes

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.

## Course contents

- Choice of thesis topic and writing topic analysis in 5th semester
- Preparation of thesis plan during the first period of the 6th semester
- Thesis report and publication at the start of the 7th semester
- Participation in group counselling and presentations with the thesis supervisor as agreed, over the course of the 5th, 6th and 7th semester
- Maturity examination

## Cooperation with the business community

The aim is that theses are commissioned by companies or other organisations. The student usually combines his/her work placement and thesis.

## Teaching and learning methods

- Individual counselling
- Working papers
- Seminars/group counselling
- Individual work

## Contact teachers

Organisations, Leadership and HR:

Olli Laintila, Pasila

Marketing:

Olli Laintila, Pasila

Organisational Communication:

Merja Drake, Pasila/ Mirka Sunimento, Pasila

Abstract in English:

Karl Robbins

## Learning materials

Thesis instructions in MyNet

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

Bell, J. Doing Your Research Project, a Guide for First-Time Researchers in Education and Social Science. 3rd edition. Open University Press, Berkshire and New York.

Gertnesner, H. 2001. Project Management. Assistance Approach to Planning, Scheduling and Controlling, John Wiley and Sons.

Proctor, T. Essentials of Marketing Research. Prentice-Hall.

Schurich J. 2001. Research Method in the Postmodern, Routledge Falmer, London.

Yin, R. Case Study Research: Design and Methods. Sage.

Aaltola, J. ja Valli, R. 2001. Ikkunoita tutkimusmetodeihin I - II. PS-kustannus. Jyväskylä.

Alasuutari, P. Laadullinen tutkimus. Vastapaino.

Anttila, P. 2005. Ilmaisu, teos, tekeminen ja tutkiva toiminta. Artefakta 16. Akatiimi oy. Hamina.

Eskola, J. & Suoranta, J. Johdatus laadulliseen tutkimukseen. Vastapaino.

Hakala, J. 2004. Opinnäyteopas ammattikorkeakouluille. Gaudeamus. Tammer-Paino Oy. Tampere.

Heikkilä, T. Tilastollinen tutkimus. Edita.

Hirsjärvi, S. Remes P., Sajavaara P. 1997 (or newer edition). Tutki ja kirjoita. Tammerpaino Oy. Tampere.

Hirsjärvi, S. & Hurme, H. Tutkimushaastattelu: teemahaastattelun teoria ja käytäntö. Yliopistopaino.

Holopainen, M. & Pulkkinen, P. Tilastotieteen perusteet. WSOY.

Vilka, H. ja Airaksinen, T. 2003. Toiminnallinen opinnäytetyö. Gummerus kirjapaino. Jyväskylä.

## Assessment criteria

The thesis is graded on the scale 1-5. The thesis is assessed by the primary thesis supervisor and another examiner.

The assessment criteria are the following:

## Research-oriented thesis

- Thesis topic and objectives: significance and current relevance, research questions, scope and objectives, relevance of topic to companies/organisations
- Thesis framework: sources, background research, concept definition, use of sources
- Research methods: choice of methods, collection and analysis of data

- Results: correspondence of objectives and results, reliability and validity of results, usability and/or novelty of results, analysis and conclusions
- Written expression: balance and consistency, coherence and readability, adherence to report guidelines.
- Thesis process management: planning, implementation, analysis

### **Product-oriented thesis**

- Thesis topic and objectives: significance and current relevance, thesis assignment, scope and objectives, relevance of topic to companies/organisations
- Thesis framework: sources, background research, concept definition, use of sources
- Project planning and implementation
- The product: presentation and assessment of product, usability and/or novelty of results, analysis and conclusions
- Written expression: balance and consistency, coherence and readability, adherence to report guidelines.
- Thesis process management: planning, implementation, analysis

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

# British Studies

- Code: ENG8LE001
- Extent: 3 ECTS (81 hours including tutorials)
- Timing: 1st to 7th Semester
- Language: English
- Level: professional studies
- Type: compulsory for native speakers

## Learning outcomes

Students taking this course will

- broaden their knowledge of British society today and become more aware of the UK as a business environment and deepen their understanding of British ways.
- understand some of the cultural differences between Finnish and British work environments.
- improve their academic research skills and fluency and accuracy in written communication

## Course contents

This course presents aspects of British culture and society relevant to working with British people at home and abroad. The particular topics are:

- Citizenship
- Social and Economic aspects of life in Britain
- Social media
- Work environments, trends in working life
- Innovation and entrepreneurship

## Cooperation with the business community

Visit to a Finnish company, institute or organisation. Interviews.

## Teaching and learning methods

This is a self-directed research and portfolio course where the student submits a series of reports, reviews, articles and essays about different topics of modern life in Britain. Each topic will be agreed in advance with the teacher; the preliminary drafts will be discussed with the teacher and the final draft will be collected in the portfolio.

Self-assessment of learning 1h

## Teacher with the main responsibility for the course

Penelope Roux, Pasila

## Course material

To be agreed with the teacher

## Assessment criteria/scale 5-1.

**5 excellent**

**3 good**

**1 satisfactory**



## The student

### The student

- can demonstrate a thorough knowledge of life in modern Britain and a good understanding of the topical issues in the chosen areas.
  - is also able to show autonomy in locating appropriate sources of information and in using information in a versatile and critical way.
  - can demonstrate excellent skills in the organisation, presentation and critical analysis of the main trends or issues in each of the chosen topics.
  - can support his/her ideas effectively with relevant examples from his/her own knowledge and experience.
  - is able to express his/her ideas fluently using sustained academic language including a wide range of vocabulary and consistently accurate grammatical structures.
- can demonstrate a good knowledge of life in modern Britain and an understanding of some issues in the chosen areas.
  - is also able to locate information from different sources and shows some ability to analyse this information in a critical way.
  - can support some of his/her ideas using examples from his/her own knowledge or experience.
  - is able to express his/her ideas well using academic language and a range of vocabulary and accurate grammatical structures.

### The student:

- can demonstrate a basic knowledge and understanding of life in modern Britain.
- is also able to summarise information from different sources and has a limited ability to analyse relevant information.
- is able to organise and present his/her ideas and shows a basic level of skill in the interpretation of the main trends.
- can use examples to illustrate his/her main points.
- is able to express his/her ideas using an acceptable level of academic English and a basic range of appropriate vocabulary and grammatical structures.

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Finnish Society and Business

- Code: ENG8LE020
- Extent: 5 ECTS (135 h)
- Timing: second through sixth Semester
- Language: English
- Competence level: native speaker
- Level: core studies
- Type: compulsory

## Prerequisites

This course is only for native speakers of English.

## Learning outcomes

Upon successful completion of the course, the student will:

- understand the range of issues in Finnish society that impact the handling of business in Finland
- understand how general business practices impact Finnish society
- understand how Finnish society impacts general business practices
- understand how general business practices and general aspects of Finnish society can work together harmoniously
- be able to write about such themes for a professional environment
- be able to present the findings of their research in this area using a PowerPoint presentation
- be able to analyze trends and characteristics in this area
- be able to make comparisons in these areas between Finland and their home country.

## Course contents

- Given a choice of five topics, the student will choose at least three of them, do the necessary scholarly research and write a report, which is to have a length of not less than 5,000 words. (This is a total for all of the topics together, not the length for each one.)
- The topics to choose from are the following: 1) Work 2) Education 3) CSR 4) The “Nordic welfare state” model and 5) Leisure and family.
- The student will then give a PowerPoint presentation to the two teachers responsible, covering this material. This will follow the 10-20-30 system of Guy Kawasaki: 10 slides, a 20-minute presentation and a size 30 font.
- There will not be any contact hours for this course, other than the giving of the PowerPoint presentation.

## Cooperation with the business community and other organisations

The learning tasks are based on working life practices that will help the student better understand how these issues might be handled differently in Finland from how they are in their native country.

## Teaching and learning methods

The course involves self-study and writing, totaling 134 hours of study.

Self-assessment of learning 1h.

## Alternative completions

There are no alternative ways to complete this course.

## Teachers with the main responsibility for the course

Olli Laintila and Karl Robbins

## Course materials

Students do their own research for this course and may use whatever materials they find useful.

## Assessment criteria

## **5 excellent**

The student:

- fully understands the concepts involved in doing business in Finnish society.
- fully understands how these might differ from their native country.
- has an excellent grasp of how to analyze the issues involved in these areas and draw appropriate conclusions as to what actions to take in light of them.
- fully understands how the various factors involved in these areas relate to each other and impact each other.
- is able to write about such issues on a level that would be expected among professionals in the field.

## **3 good**

The student:

- understands fairly well the concepts involved in doing business in Finnish society.
- understands fairly well how these might differ from their native country.
- has a good grasp of how to analyze the issues involved in these areas and draw appropriate conclusions as to what actions to take in light of them.
- understands fairly well how the various factors involved in these areas relate to each other and impact each other.
- is able to write about such issues on a level that would be understood by professionals in the field.

## **1 satisfactory**

The student:

- understands to a limited extent the concepts involved in doing business in Finnish society.
- understands to a limited extent how these might differ from their native country.
- has a basic grasp of how to analyze the issues involved in these areas and draw appropriate conclusions as to what actions to take in light of them.
- understands to a limited extent how the various factors involved in these areas relate to each other and impact each other.
- is able to write about such issues on a level that would be understood, though perhaps with some difficulty, by professionals in the field.

Written report: 2/3

PowerPoint presentation: 1/3

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Knowledge of Finland and the Nordic Countries

(connaissance de la Finlande et des pays nordiques)

- Code: FRE8LE070
- Extent: 6 ECTS (162 h)
- Timing: Semester 1-7
- Language: French
- Competency level: C2
- Level: professional studies
- Type: elective\*

\*required of French native speaking students

## Prerequisites

This course is exclusively for French native speaking students.

## Learning outcomes

Upon successful completion of the course, the student

- understands Finnish and Nordic societies
- is able to talk about history, geography, economy, politics and culture of Finland and other Nordic countries.
- understands Finnish mentality and values
- is able to work in a Finnish working environment

## Course contents

Literature on history, geography, society, culture, politics and economy of Finland and the Nordic countries.

## Teaching and learning methods

Self-study 161 h

The assessment of one's own learning 1 h

## Contact teachers

Catherine Métivier, Pasila

## Course materials

La Finlande, Michel Cabouret, édition Karthala, 2005

Web pages on Sweden and Norway provided by the teacher.

## Assessment criteria/scale 5-1.

**5 excellent**

The student:

**3 good**

The student:

**1 satisfactory**

The student:

- knows well both the Finnish and the Nordic societies. He/she understands the cultural differences which lead to different behaviours in each culture, and is able to take into consideration those perceptions when dealing with Nordic people.
  - shows excellent intercultural knowledge and awareness.
- knows both the Finnish and the Nordic societies. He/she understands the main cultural differences which lead to different behaviours in each culture, and is able to in some extent to take into consideration those perceptions when dealing with Nordic people.
  - shows relevant intercultural knowledge and awareness.
- know somehow the Finnish and the Nordic societies and recognises the main cultural differences.
  - has limited capability to speak of the Finnish and the Nordic societies.

Written exam on Finland 50 %

Written exam on Sweden and Norway 50 %

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Portfolio of Finnish Culture

(Kulturportfolio über Finnland)

- Code: GER8LE060
- Extent: 3 ECTS (81 h)
- Timing: 1st-7th semester
- Language: German / English
- Competence level: C2+ (native speakers)
- Level: Professional studies
- Type: Compulsory for native speakers with compulsory German

## Prerequisites

German native speaker.

## Learning outcomes

After completing the course student

- has broadened his knowledge of Finland and the Finnish culture
- is aware of the cultural differences between Finland and Germany and is able to analyse them

## Course contents

Student familiarizes himself with Finland and the Finnish culture. He visits different events, institutes, organisations, restaurants/cafes, watches films, etc. and reports about them in writing. Each report is controlled, corrected and feedback is given personally. Student can work on his portfolio from the first up to the seventh semester.

## Cooperation with the business community

Visits to and/or from different companies, institutes or organisations.

## Teaching and learning methods

Student agrees upon his visit beforehand by e-mail and receives instructions for his report. Student keeps account on his hours used for visits, report writing, meetings with teacher and corrections. Approximately 10 reports are written during the course which are corrected based on teacher's feedback and collected into a portfolio.

This course involves 80 hours independent work.  
Self-assessment of learning 1 h.

## Contact teachers

Sirpa S. Bode, Pasila

## Learning materials

Swallow, Deborah: Culture Shock! Finland: A Survival Guide to Customs and Etiquette.  
Further material to be agreed individually with teacher.

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

- can demonstrate a thorough knowledge of life in Finland and a good understanding of the topical issues in the chosen areas.
- is also able to show autonomy in locating appropriate sources of information and in using information in a versatile and critical way.
- can demonstrate excellent skills in the organisation, presentation and critical analysis of the main trends or issues in each of the chosen topics.
- can support his/her ideas effectively with relevant examples from his/her own knowledge and experience.

### 3 good

The student:

- can demonstrate a good knowledge of life in Finland and an understanding of some issues in the chosen areas.
- is also able to locate information from different sources and shows some ability to analyse this information in a critical way.
- can support some of his/her ideas using examples from his/her own knowledge or experience.
- is able to express his/her ideas well using academic language and a range of vocabulary and accurate grammatical structures.

### 1 satisfactory

The student:

- can demonstrate a basic knowledge and understanding of life in Finland.
- is also able to summarise information from different sources and has a limited ability to analyse relevant information.
- is able to organise and present his/her ideas and shows a basic level of skill in the interpretation of the main trends.
- can use examples to illustrate his/her main points.
- is able to express his/her ideas using an acceptable level of academic German and a basic range of appropriate vocabulary and grammatical structures.

## Assessment criteria

Evaluation is based on reports. Last report is a self-assessment.

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Translation exercises from Finnish to Spanish

## (Ejercicios de traducción del finés al español)

- Code: SPA8LS012
- Extent: 3 ECTS (81 h)
- Timing: 3rd-7th Semester
- Language: Finnish/Spanish
- Competence level: B1
- Level: core studies
- Type: free-choice

## Prerequisites

Good Spanish skills. One year Spanish studies in HAAGA-HELIA.

## Learning outcomes

Students acquire a firm command of Spanish grammar and essential aspects of translation from Finnish to Spanish.

## Course contents

The course focuses on aspects of the Spanish language that will help students in issues of translation. Focus is on correct usage.

- Basics of grammar
- Key aspects of translation
- Standard Spanish and use of bibliography in translation

## Teaching and learning methods

The course includes an exam on translation from Finnish to Spanish and written assignments.

The course involves 81 hours of study, including classroom and independent study. The contact hours number 16 (including exam) and independent study covers 64 hours of study. Self-assessment of learning 1 h.

## Alternative completions

Completing the required assignments of the course and taking the course examination. The matter must be agreed upon with the teacher in advance. The completion is assessed on the scale from 1 to 5.

## Recognition of prior learning (RPL)

The student displays with the competence demonstration that s/he manages the course objectives and contents mentioned in the course description. It is possible to participate in the competence demonstration only once, and it must be agreed upon with the teacher in advance. The competence demonstration is assessed on the scale from 1 to 5.

## Teacher with the main responsibility for the course

Pekka Savinainen, Pasila



## Course materials

Course handouts

### Assessment criteria/scale 5-1.

#### **5 excellent**

The student:

- understands the importance of the aspects and basics of Spanish grammar very well, and knows that this will help her/him in issues regarding the translation.
- has a very good knowledge of the nature and distinctive features of the Spanish language.
- has excellent skills in producing standard Spanish, focusing on correct usage.

#### **3 good**

The student:

- understands the importance of the aspects and basics of Spanish grammar, and knows that this will help her/him in issues regarding the translation.
- has a good knowledge of the nature and distinctive features of the Spanish language.
- is able to produce standard Spanish, focusing on correct usage.

#### **1 satisfactory**

The student:

- understands the importance of the aspects and basics of Spanish grammar, and knows that this will help her/him in issues regarding translation.
- has a basic knowledge of the nature and distinctive features of the Spanish language.
- is able to produce standard Spanish, trying to focus on correct usage.

Exam on translation 100 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Portfolio on Finland in Spanish

(El portafolio sobre Finlandia en español)

- Code: SPA8LE040
- Extent: 3 ECTS (81 h)
- Timing: 1st-7th semester
- Language: Spanish
- Competence level: C2
- Level: Professional studies
- Type: Compulsory for native speakers

## Learning outcomes

After completing the course student

- has broadened his vocabulary and Spanish structures by writing reports
- has improved his understanding of Finnish cultural differences in business
- is aware of Finland as a business environment

## Course contents

Student familiarizes himself/herself with Finnish cultural activities offered in Helsinki area. He/she visits different Finnish institutes, organisations and enterprises and reports about them in writing reports in his/her portfolio. Each report is controlled, corrected and feedback is given personally. Student can work on his portfolio from the first up to the seventh semester.

## Cooperation with the business community

Visits to different Finnish companies, institutes or organisations.

## Teaching and learning methods

Student agrees upon his visit beforehand by e-mail and receives instructions for his/her report. Student keeps account on his hours used for visits, report writing, meetings with teacher and corrections. Approximately 10 reports are written during the course which are corrected based on teacher's feedback and collected into a portfolio. Only one book review can be written.

This course involves 80 hours of independent work.  
Self-assessment of learning 1 h.

## Contact teacher

Pekka Savinainen, Pasila

## Learning materials

To be agreed individually with teacher.

## Assessment criteria/scale 5-1.

**5 excellent**

**3 good**

**1 satisfactory**

The student:

- understands challenging economic news of his/her field and is able to summarize its main contents successfully.
- knows vocabulary concerning enterprises and the economic situation in Finland very well.
- is able to apply during the course acquired skills to practice on a high level.
- is able to use sources of information in a versatile and critical way to support his/her work and shows very good cultural knowledge when using sources.
- adapts to cultural content very well and is able to share his/her professional knowledge and skills with others well.

The student:

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

The student:

- understands economic news of his/her field and knows its main points.
- knows vocabulary concerning enterprises and the economic situation in Finland to some extent.
- is able to apply during the course acquired skills to practice only adequately.
- is able to use sources of information to support his/her work and shows some cultural knowledge when using sources.
- is able to share his/her professional knowledge and skills with others to some extent.

Evaluation is based on language use; ability to use vocabulary and structures, fluency and logic of text. Last report is a self-assessment.

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# Advanced Business Chinese

- Code: CHI4LE007
- Extent: 3 ECTS (81 h)
- Timing: 2nd Semester
- Language: Chinese
- Level: core studies
- Type: elective\*

\* required of students who have chosen compulsory Chinese

## Prerequisites

Native speaker

International Business Chinese CHI4LE006

## Learning outcomes

Students

- are able to understand and use highly specialized Chinese business terms and expressions
- understand demanding business texts like contracts and certificates
- read and write advanced level business e-mail messages
- are able to do independent research and write a report on a given topic

## Course contents

The course involves the study of highly advanced business Chinese terminologies. Students are supposed to be able to demonstrate their knowledge of business Chinese by writing a report on a given business topic. Learning materials cover for example the following items:

- applying to establish an office in China
- opening an account
- negotiating prices
- concluding a transaction
- checking the contract
- quota and tariff
- processing with designated brands
- cargo insurance
- applying for a patent
- tendering

## Cooperation with the business community and other organizations

Finnish companies doing business in Chinese-speaking countries and Chinese companies in Finland.

## Teaching and learning methods

Independent study

Research and a report

Self-assessment of learning 1h

## 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. Evaluation is on a scale of 1-5.

## Teacher with the main responsibility for the course

Hai Guo, Pasila

## Course materials

Huang Weizhi 2002. Business Chinese. Sinolingua.

Guan Daoxiong 2003. Practical Business Chinese Reader

## Assessment criteria/scale 5-1.

### 5 excellent

The student:

- is able to make a comprehensive research and assess critically the materials she/he collected for the demanded essay/report, which is skillfully targeted and suitable for the given situation. The student is able to understand independently all the terminology and nuance of the business documents and texts covered in the course. She/he is able to manage the most demanding activities in word processing and other internet and mobile phone tools, which help in the understanding and creating of the demanded Chinese business documents.
- is able to create professional business documents and texts including suitable style and nuance for the target of the organization and the recipient for different communication situations of working life.
- follows schedules well and is able to plan how to best use her/his own time.

### 3 good

The student:

- is able to make a satisfactory research and assess rather critically the materials she/he collected for the demanded essay/report, which is well targeted and suitable for the given situation. The student is able to understand independently most of the terminology and nuance of the business documents and texts covered in the course. She/he is able to use the word processing and other internet and mobile phone tools, which help in the understanding and creating of the demanded Chinese business documents.
- is able to create business documents and texts in terms of style and nuance for the target of the organization and the need of the recipient.
- masters the proper ways of professional working and follows deadlines.
- knows how to use instructions independently and apply her/his skills.
- knows how to benefit from feedback and learn from mistakes.

### 1 satisfactory

The student:

- is able to make a research and write an essay/report suitable for the given situation. The student is able to understand independently over half of the business documents and texts covered in the course. She/he is able to use the basic functions of the word processing and other internet and mobile phone tools.
- is able to draw up understandable documents and she/he understands the meaning and the differences of various documents.
- follows deadlines and knows how to follow instructions given to her/him.

Written exam 30 %

Essay/report 70%

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

# International Business Chinese

- Code: CHI4LE006
- Extent: 3 cr (80 h)
- Timing: Semester 1
- Language: Chinese
- Level: professional studies
- Type: elective\*

\* required of students who have chosen compulsory Chinese

## Prerequisites

Native speaker

## Learning objectives

Students

- get familiar with typical Chinese business vocabulary and expressions
- understand the nuance of the conversations and texts in special business fields
- carry out fluent and professional discussions with different business topics
- read and write business e-mail messages

## Course contents

This course is a special course only for native mandarin speakers or to those, who have lived and worked in China for over 3 years. It prepares students for the usage of professional business Chinese terminologies, standard formats and styles. Learning materials cover for example the following items:

- inquiry
- negotiation over price
- credit check
- placing order
- reaching agreement
- methods of payment
- customs declaration and clearance
- commodity inspection
- insurance
- claim and compensation
- writing business e-mail messages using Chinese word-processing programs such as Windows IME, and Google Pinyin, as well as online translation and other assistant programs.

## Cooperation with the business community and other organizations

Finnish companies doing business in Chinese-speaking countries and Chinese companies in Finland.

## Teaching and learning methods

Independent study (no contact hours)

Written exam

Self-assessment of learning 1h

## Teacher with the main responsibility for the course

## Course materials

Zhang Taiping 2003. International Business Chinese Course. Beijing University Press.  
And other hand-outs

## Assessment criteria

### 5 excellent

The student:

- is able to understand independently all the terminology and nuance of the business documents and texts covered in the course. She/he is able to manage the most demanding activities in word processing and other internet and mobile phone tools, which help in the understanding and creating of the demanded Chinese business documents.
- create professional business documents and texts including suitable style and nuance for the target of the organization and the recipient for different communication situations of working life.
- follows schedules well and is able to plan how to best use her/his own time.
- is able to assess critically the contents, appearance and phrasing of documents and improve working methods and new solutions.

### 3 good

The student:

- is able to understand independently most of the terminology and nuance of the business documents and texts covered in the course. She/he is able to use the word processing and other internet and mobile phone tools, which help in the understanding and creating of the demanded Chinese business documents.
- is able to create business documents and texts in terms of style and nuance for the target of the organization and the need of the recipient.
- masters the proper ways of professional working and follows deadlines.
- knows how to use instructions independently and apply her/his skills.
- knows how to benefit from feedback and learn from mistakes.

### 1 satisfactory

The student:

- is able to understand independently over half of the business documents and texts covered in the course. She/he is able to use the basic functions of the word processing and other internet and mobile phone tools.
- is able to draw up understandable documents and she/he understands the meaning and the differences of various documents.
- follows deadlines and knows how to follow instructions given to her/him.

Written exam 100 %

The self-assessment of learning assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.



# Portfolio of Finnish Culture in English

- Code: ENG8LE120
- Extent: 3 ECTS (81 h)
- Timing: 1st – 7th semester
- Language: English
- Competence level: C2
- Level: Professional studies
- Type: Compulsory for native speakers

## Learning outcomes

After completing the course students will have:

- broadened their vocabulary and English structures by writing reports
- improved their understanding of Finnish cultural differences in business
- gained an insight into Finland as a business environment

## Course contents

Students familiarize themselves with Finnish cultural activities offered in the Helsinki area. They visit different Finnish organizations and companies, subsequently completing written reports for their portfolio. Each report is evaluated and feedback is given. Students can work on their portfolio anytime, from the first through seventh semesters.

## Cooperation with the business community

Visits to different Finnish organizations and companies

## Teaching and learning methods

This course is only for the students whose mother language is English. Students will write a project plan, report on the progress of the project if needed and present the final report to the instructor at a date agreed upon. Project work supports pedagogical approaches to learning through independent research.

Students arrange their visits beforehand by e-mail, and receive instructions for their reports. They keep track of the hours they use for their visits, write a report, meet with their instructor and get feedback. Approximately five reports are written during the course, which are evaluated and put into a portfolio. Only one book review can be included in this work.

This course involves 80 hours of independent work.

The assessment of one's own learning is considered to be one hour.

## Contact teacher

Karl Robbins, Pasila

## Learning materials

To be agreed upon individually with the instructor

## Assessment criteria

Evaluation is based on the use of language. This includes vocabulary, grammar, structures, fluency and logic of the text. The last report is a self-assessment, which does not affect the grade.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Portfolio of Finnish Culture in German

(Kulturportfolio über Finnland)

- Code: GER8LE107
- Extent: 3 ECTS (81 h)
- Timing: 1st-7th semester
- Language: German / English
- Competence level: C2+ (native speakers)
- Level: Professional studies
- Type: Compulsory for native speakers with compulsory German

## Prerequisites

German native speaker.

## Learning outcomes

After completing the course student

- has broadened his knowledge of Finland and the Finnish culture
- is aware of the cultural differences between Finland and Germany and is able to analyse them

## Course contents

Student familiarizes himself with Finland and the Finnish culture. He visits different events, institutes, organisations, restaurants/cafes, watches films, etc. and reports about them in writing. Each report is controlled, corrected and feedback is given personally. Student can work on his portfolio from the first up to the seventh semester.

## Cooperation with the business community

Visits to and/or from different companies, institutes or organisations.

## Teaching and learning methods

Student agrees upon his visit beforehand by e-mail and receives instructions for his report. Student keeps account on his hours used for visits, report writing, meetings with teacher and corrections. Approximately 10 reports are written during the course which are corrected based on teacher's feedback and collected into a portfolio.

This course involves 80 hours independent work.  
The assessment of one's own learning 1 h

## Contact teachers

Sirpa S. Bode, Pasila

## Learning materials

Swallow, Deborah: Culture Shock! Finland: A Survival Guide to Customs and Etiquette.  
Further material to be agreed individually with teacher.

## Assessment criteria/scale 5-1.

### 5 excellent (min. 90 %)

The student:

- can demonstrate a thorough knowledge of life in Finland and a good understanding of the topical issues in the chosen areas.
- is also able to show autonomy in locating appropriate sources of information and in using information in a versatile and critical way.
- can demonstrate excellent skills in the organisation, presentation and critical analysis of the main trends or issues in each of the chosen topics.
- can support his/her ideas effectively with relevant examples from his/her own knowledge and experience.

### 3 good (min. 70 %)

The student:

- can demonstrate a good knowledge of life in Finland and an understanding of some issues in the chosen areas.
- is also able to locate information from different sources and shows some ability to analyse this information in a critical way.
- can support some of his/her ideas using examples from his/her own knowledge or experience.
- is able to express his/her ideas well using academic language and a range of vocabulary and accurate grammatical structures.

### 1 satisfactory (min. 50%)

The student:

- can demonstrate a basic knowledge and understanding of life in Finland.
- is also able to summarise information from different sources and has a limited ability to analyse relevant information.
- is able to organise and present his/her ideas and shows a basic level of skill in the interpretation of the main trends.
- can use examples to illustrate his/her main points.
- is able to express his/her ideas using an acceptable level of academic German and a basic range of appropriate vocabulary and grammatical structures.

## Assessment criteria

Evaluation is based on reports. Last report is a self-assessment.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Russian in Business

(Русский язык в сфере бизнеса)

Corporate Communications in Russian

- Code: RUS8LE111
- Extent: 4 ECTS (108 h)
- Timing: 6th semester
- Language: Russian
- Competence level: C 1
- Level: professional studies
- Type: free-choice\*

\*Compulsory for native speakers of Russian

## Starting level and linkage with other courses

This course is only for native speakers of Russian.

## Learning outcomes

The student

- becomes familiar with Russian market and Russian entrepreneurship and banking system
- becomes aware of advertising in Russia and the significance of advertising and learns how to choose appropriate advertising channels
- becomes familiar with Finnish investments in Russia
- learns about key challenges facing Finnish companies entering the Russian market
- learns about the operations of Finnish companies in Russia as well as the work of Finnish organisations providing support for commerce in Russia
- deepens the knowledge of Russian business culture
- gains practice in cross-cultural communications

## Course contents

- Russian market
- advertising in Russia
- Russian entrepreneurship
- Russian banking system (foreign trade)
- Russian foreign trade contracts
- Finnish export to Russia
- investments by Finnish companies and risks in Russia
- Finnish companies operating in Russia and Finnish organisations supporting Russian commerce
- company presentations (e.g. production, sales, market share, exports, investments, global market situation)
- Russian and Finnish business culture
- Cross-cultural communications

## Cooperation with companies and trade organisations

Students are introduced to Finnish companies operating in Russia as well as Finnish organisations supporting commerce in Russia.

## Teaching and learning methods

The course comprises contact hours and a virtual lecture on Russian entrepreneurship, independent study, company presentations as well as a written exam, totaling 108 h.

The course lasts for a duration of two weeks.

Contact hours: 30 h (3 h/day)

Company presentations: 3 h

Written exam: 3 h

Independent study (assignments, portfolio preparations as well as preparing for exam): 71 h

The assessment of one's own learning 1 h

## Alternative completions

Completion of course assignments and participation in exam

## Recognition of prior learning (RPL)

The student can demonstrate a command of the course objectives and contents by means of a language portfolio, job experience and a separately arranged exam. Such an exam must be agreed upon with the teacher no later than two weeks before the start of the course. The student can take such an exam only once, and is assessed on the scale 1-5.

## Teacher responsible

Oleg Matossov, Pasila

## Course materials

Class materials and other material notified and distributed by the teacher

## Assessment criteria

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

### 5 excellent

The student:

- is able to tell deeply about Russian market and entrepreneurship and banking system in Russia,
- can excellent present Finnish companies in Russia and challenges they are facing there,
- knows deeply the Russian and Finnish business culture.

### 3 good

The student:

- is able to tell quite well about Russian market and entrepreneurship and banking system in Russia,
- can quite well present Finnish companies in Russia and challenges they are facing there,
- knows quite well the Russian and Finnish business culture.

### 1 satisfactory

The student:

- is able to tell shortly about Russian market and entrepreneurship and banking system in Russia,
- can shortly present Finnish companies in Russia and challenges they are facing there,
- knows main points of the Russian and Finnish business culture.

## Assessment components and their respective weights

Company presentations: 20%

Portfolio: 30%

Written exam 50%

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Portfolio of Finnish Culture in Spanish

(El portafolio sobre Finlandia en español)

- Code: SPA8LE107
- Extent: 3 ECTS (81 h)
- Timing: 1st-7th semester
- Language: Spanish
- Competence level: C2
- Level: Professional studies
- Type: Compulsory for native speakers

## Learning outcomes

After completing the course student

- has broadened his vocabulary and Spanish structures by writing reports
- has improved his understanding of Finnish cultural differences in business
- is aware of Finland as a business environment

## Course contents

Student familiarizes himself with Finnish cultural activities offered in Helsinki area. He/she visits different Finnish institutes, organisations and enterprises and reports about them in writing reports in his/her portfolio. Each report is controlled, corrected and feedback is given personally. Student can work on his portfolio from the first up to the seventh semester.

## Cooperation with the business community

Visits to different Finnish companies, institutes or organisations.

## Teaching and learning methods

This course is only for the students whose mother language is Spanish. Students will write a project plan, report on the progress of the project if needed and present the final report to the instructor at dates agreed upon with the instructor. Independent project work supports the pedagogical approach of learning by researching and developing.

Student agrees upon his visit beforehand by e-mail and receives instructions for his report. Student keeps account on his hours used for visits, report writing, meetings with teacher and corrections. Approximately 5 reports are written during the course which are corrected based on teacher's feedback and collected into a portfolio. Only one book review can be written.

This course involves 80 hours independent work.

The assessment of one's own learning 1 h.

## Contact teacher

Pekka Savinainen, Pasila

## Learning materials

To be agreed individually with teacher.



## **Assessment criteria**

Evaluation is based on language use; ability to use vocabulary and structures, fluency and logic of text. Last report is a self-assessment.

The assessment of one's own learning does not influence the 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 online in WinhaOpaali.

# Nordisk Handel

- Tunnus: IBU8LS005
- Laajuus: 6 op (162 h)
- Ajoitus: 4.-7. lukukausi
- Opetuskieli: ruotsi
- Opintojakson taso: ammattiopinnot
- Opintojakson tyyppi: vapaasti valittava

## Lähtötaso

Hyvä ruotsin kielen taito

## Oppimistavoitteet

Tavoite on, että opiskelija

- oppii tuntemaan pohjoismaista liike-elämää, yrityskulttuuria ja yhteistyömahdollisuuksia
- ymmärtää organisaatioiden ja yritysten toimintaa ja kaupankäynnin erikoispiirteitä Pohjolassa
- kehittää ruotsin kielen suullista ja kirjallista taitoaan käytännössä
- kiinnostuu mahdollisuuksista toimia pohjoismaisessa yhteistyössä

## Sisältö

- opintokäyntejä yrityksissä ja organisaatioissa pääkaupunkiseudulla
- opintomatka Ruotsiin tai muuhun pohjoismaahan, jonka järjestelyihin koko ryhmä osallistuu
- haastattelututkimus kohdeyrityksissä ryhmän valitsemista aiheista (riippuen HAAGA-HELIAN meneillään olevista muista projekteista ja painopistealueista).

## Opetus- ja oppimismenetelmät

Osallistujat harjoittavat suullista ja kirjallista kielitaitoaan käytännön tilanteissa opintokäynneillä.

Opiskelijat

- keskustelevat yrityskäynneistä ja matkajärjestelyistä (Moodle).
- osallistuvat keskusteluihin ryhmän tapaamisissa ja yrityskäynneillä.
- raportoivat yrityskäynneistä kirjallisesti.
- esittelevät haastattelututkimushankkeitaan ja -tuloksiaan

Oman oppimisen arviointi 1 h

## Vastuopettajat

Marjaana Halsas, Pasila  
Kirsi Lehtoviita, Haaga

## Oppimateriaali

Opetusmoniste. Ajankohtaisia lehti- ja verkkoartikkeleita sekä yritysten omaa materiaalia.

## Arviointi

Kirjalliset suoritteet (projektitutkimus, raportit, sekä verkkokeskustelut) 40 %

Suullinen kielitaito kurssilla annetun näytön mukaisesti 40 %

Aktiivisuus kurssilla 20 %

Oman oppimisen arviointitehtävä ei vaikuta arvosanan muodostukseen. Tehtävä on kaikille opintojaksoille/-kokonaisuuksille yhteinen ja vastauksia käytetään myös opintojakson/-kokonaisuuden kehittämiseen.

Tehtävä tehdään WinhaOpaalissa.