

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
Päivi Karjalainen, Pasila
Leena Korttilalli, Pasila
Olli Laintila, Pasila
Sampo Mielityinen, Pasila
Elizabeth San Miguel, 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 (90%)	3 (70%)	1 (40%)
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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Business Processes

- Code: BUS1LE102
- Extent: 12 cr
- Semester: 2nd
- 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 and can describe the main processes of organizations (e.g. private, public, SMEs, big companies and associations) and can apply the equivalent knowledge and skills in assistant's work
- has basic know how of statutory accounting, closing of accounts and value added tax (VAT)
- understands the importance of financial control for an organization (planning and monitoring)
- is able to utilize appropriate financial management software
- can recognize and explain the basic principles of business law
- is able to explain the essential guiding principles and rules of working life and the role of joint responsibility

Course contents

- main processes of organizations (e.g. customer service process)
- supporting processes (e.g. HR and accounting)
- process interfaces
- bookkeeping and VAT
- closing of accounts and an analysis
- regulation of B2B and B2C businesses
- regulation of employment

Cooperation with the business community

The course includes project and team work together with organizations and alumni assistants.

International dimension

Cooperation with international organizations.

Teaching and learning methods

Contact hours 100 h

Self-study 219 h

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.

Teacher(s) responsible

Kalevi Keinänen, Pasila

Olli Laintila, Pasila

Sampo Mielityinen, Pasila

Hanna Moisio, Pasila

Course materials

Business:

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

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

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

Lecture material in the Moodle.

Accounting:

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

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

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

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

Assessment criteria

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

Grade/parts	5 (90 %)	3 (70 %)	1 (40 %)
Business	<p>The student has an excellent understanding of company's main and supporting processes and how they are related to each other.</p> <p>The student has excellent knowledge about the product/service, marketing and business development processes.</p> <p>The student has excellent skills in applying the business process knowledge in practice.</p>	<p>The student has good understanding of company's main and supporting processes and how they are related to each other.</p> <p>The student has good knowledge about the product/service, marketing and business development processes.</p> <p>The student has good skills in applying the business process knowledge in practice.</p>	<p>The student has some understanding of company's main and supporting processes and how they are related to each other.</p> <p>The student has limited knowledge about the product/service, marketing and business development processes.</p> <p>The student has limited skills in applying the business process knowledge in practice.</p>
Law	<p>The student has a multifaceted view of business law, and is able to assess its relevance in assistant's work.</p>	<p>The student recognizes multiple areas of business law and is able to see its practical relevance.</p>	<p>The student is aware of the most important business law rules.</p>
Accounting	<p>The student can apply the notion of "a true and fair view" to accounting transactions and the preparation and analysis of accurate financial reports.</p>	<p>The student can perform accounting transactions with some accuracy and is familiar with the concepts of pricing, costing and profitability.</p>	<p>The student understands double-entry bookkeeping and is aware of the terminology used in cost and management accounting</p>

Assessment components and their respective weights

Exam 50 %

Assignments and activity 50 %

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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

Ilpo 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 (40%)	3 (70 %)	5 (90 %)
Knowledge	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.
Skills	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.
Competence	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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Professional Writing Skills

- Code: ENG1LE101
- Extent: 6 ECTS
- Timing: 2nd 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, collaborative learning 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

Ilpo Päiväläinen, Pasila
Heli Lankinen, Pasila

Course materials

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

Assignment package 'Handout for Professional Writing Skills' provided by the lecturer.

Other material provided by the lecturers.

Assessment

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

5 (90%)

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 (70%)

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 (40%)

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: Required attendance, assignments and exam: 100%

ICT, Heli Lankinen: Assignments and participation: 100%

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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 (90%)

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 (70%)

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 (40%)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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Communicating in Finnish Business Environment 1

- Code: FIN1LE102
- Extent: 3 ECTS (81 h)
- Timing: 2nd 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 (90%)

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 (70%)

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 (40%)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 (40%)	3 (70%)	5 (90%)
Knowledge and skills	<p>The student:</p> <ul style="list-style-type: none"> 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. 	<p>The student:</p> <ul style="list-style-type: none"> 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. 	<p>The student:</p> <ul style="list-style-type: none"> 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.
Competence	<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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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 (40%)	3 (70%)	5 (90%)
Knowledge and skills	<p>The student:</p> <p>understands and develops limited oral language in normal spoken interactions and simple business situations.</p> <p>masters the most common basic business vocabulary and the language in phone conversations.</p> <p>can discuss something about business life and very shortly present a company or other organization if needed.</p>	<p>The student:</p> <p>speaks Swedish quite fluently and is able to manage orally in business interactions.</p> <p>masters quite well the common business vocabulary and the language in phone conversations.</p> <p>is also able to orally present a company or other organization if needed.</p>	<p>The student:</p> <p>develops oral language with great skill and high level of interactive business communication.</p> <p>learns and practices central parts of spoken business Swedish and is able to produce fluent oral language in business interactions.</p> <p>masters the common business vocabulary and the language in phone conversations.</p> <p>is also able to orally present a company or other organization.</p>
Competence	<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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 64 h

Self-study 96 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 (90%)

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 (70%)

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 (40%)

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 %

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 (90%)

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 (70%)

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 (40%)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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.

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 (90%)	3 (70%)	1 (40%)
The student:	The student:	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.	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.	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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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French Business Communication 1

(Français 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 (90%)	3 (70%)	1 (40%)
<p>The student:</p> <p>has strong writing and speaking skills in French and a good basic knowledge of Business French.</p> <p>knows how to apply the learned skills acquired in practice in new situations.</p>	<p>The student:</p> <p>has good writing and speaking skills in French and a good basic knowledge of Business French.</p> <p>his/her speaking and writing skills are good as far as constructions and pronunciation are concerned.</p> <p>has the readiness to apply in practice the skills learned.</p>	<p>The student:</p> <p>has limited writing and speaking skills in French and a limited basic knowledge of Business French.</p> <p>his/her speaking and writing skills are passable as far as constructions and pronunciation are concerned.</p> <p>can partly apply the learned skills in practice in new situations.</p>

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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

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 (90%)	3 (70%)	1 (40%)
<p>The student has: strong skills in telephone communication and is fully capable of taking and communicating contact information. an excellent command of the key concepts in Business French and in written basic Business Communication.</p>	<p>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 basic Business Documents.</p>	<p>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 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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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

Monika Reimann. Essential Grammar of German with Exercises. Max Hueber Verlag.

Assessment criteria

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

5 (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 (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 (40 %)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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 (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 (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 (40%)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 (90%)

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 (70%)

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 (40%)

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 %

Learning assignments 10 %

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 (90%)

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 (70%)

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 (40%)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 (90%)

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 business-related Spanish very well.

3 (70%)

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 business-related Spanish well.

1 (40%)

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 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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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-opikirja. 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 (90%)

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 (70%)

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 experiences to some degree.

1 (40%)

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.

Assessment components and their respective weights

Oral exams 60 %

Written exam 40 %

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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)
Vahevaara Kirsimarja, 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 (90%)	3 (70%)	1 (40%)
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.	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.	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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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

Penelope Roux, 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 1 to 3.

Components	1 (40%)	3 (70 %)	5 (90 %)
Knowledge	The student has a satisfactory knowledge of course content	The student has a good knowledge of course content and is able to combine that learning with previous knowledge.	The student has an excellent knowledge of course content and is able to apply that to various context and is able to analyse the course themes in larger context.
Skills	The student has satisfactory skills in written and spoken communication and intercultural competence. Ability to influence by speech or writing and understanding and ability to use owned, earned and paid media in business communication context is at basic level.	The student has good skills in written and spoken communication and intercultural competence. Ability to influence by speech or writing and use owned, earned and paid media in business communication context is at basic level	The student has excellent skills in written and spoken communication and intercultural competence. Ability to influence by speech or writing and use owned, earned and paid media in business communication context is at basic level
Competence	Student has satisfactory competence in applying some of the course content into practice at basic level.	Student has good competence in applying most the course content into practice in diverse ways.	Student has excellent competence in applying most the course content into practice in diverse and creative ways.

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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-emails & 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 (90%)

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 (70%)

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 (40%)

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.

Assessment components and their respective weights

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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.

Teachers 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	3 Good	1
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.	The student has a good mastery of terminology and vocabulary related to various fields of English for Specific Purposes. The student is able to dissect and analyse various professional texts well.	The student has a satisfactory mastery of terminology and vocabulary related to various fields of English for Specific Purposes. The student is able to dissect and analyse various professional texts satisfactorily.

Assessment components and their respective weights

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Spoken Communication in Finnish

- Code: FIN2LE101
- Extent: 3 cr (81 h)
- Timing: 3rd 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 (40%)	3 (70%)	5 (90%)
<p>The student is able to:</p> <p>take part in team communication situations in working life by showing interaction in standard communication situations.</p> <p>listen to others, express her/his own opinion and argue her/his own point.</p> <p>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.</p> <p>give peer feedback when asked.</p>	<p>The student is able to:</p> <p>work successfully in a flexible manner in team communication situations.</p> <p>communicate actively, listen to others and argue her/his own point well.</p> <p>plan well a suitable well-organized presentation by proportion, duration and demonstration.</p> <p>speak correct spoken Finnish in a clear voice and have a good contact with the audience.</p> <p>know how to control her/his possible stage fright.</p> <p>give and utilize peer feedback.</p>	<p>The student is able to:</p> <p>express her/himself using dialogues in team communication situations and s/he is able to guide them successfully in a flexible manner.</p> <p>listen actively to others and show her/his know-how by reasoning convincingly and arguing paying attention to other participants.</p> <p>modify her/his working methods.</p> <p>make presentations which are skillfully targeted and suitable for different communication situations and her/his own professional role.</p> <p>speak correct and well-versed Finnish language, in a clear voice natural expression and contact with the audience.</p> <p>manage/show excellent technical know-how.</p> <p>give peer feedback to others.</p> <p>critically assess her/his own communication skills and develop through practice and feedback</p>

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Communicating in Finnish Business Environment 2

- Code: FIN2LE102
- Extent: 3 ECTS (81 h)
- Timing: 4th 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.

5 (90%)	3 (70%)	1 (40%)
<p>The student:</p> <ul style="list-style-type: none"> is able to evaluate and improve the PR communication of a company on the web and using different social media. is able to independently plan and produce PR documents in Finnish, which are correct in appearance, phrasing and contents. S/he is able to manage the most demanding word processing tasks. is able to communicate fluently, including suitable style and nuance, in different PR 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. 	<p>The student:</p> <ul style="list-style-type: none"> is able to evaluate the PR communication of a company on the web and using different social media. is able to independently produce basic PR documents in Finnish, which are of suitable quality be sent to the recipient in terms of appearance and phrasing. is able to communicate 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, as well as is able to give feedback to others. knows how to benefit from feedback and learn from mistakes. 	<p>The student:</p> <ul style="list-style-type: none"> is able to communicate in very basic PR related situations. is able to produce understandable PR documents and presentations 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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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.

5 (90%)	3 (70%)	1 (40%)
The student	The student	The student
has excellent skills in developing strategy has an excellent knowledge about the management theories and the latest trends of strategy and management has an excellent attitude towards learning through continuous, supportive and initiative participation in teamwork and conducting assignments	has good skills in developing strategy and in evaluating strategic performance has a good knowledge about the basic management theories has a good attitude towards learning through participation in teamwork and conducting assignments	has below average skills in developing strategy and in evaluating strategic performance has below average knowledge about the basic management theories has a below average attitude towards learning through participation in teamwork and conducting assignments

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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Introduction to Thesis and Methods 1

- Course code: MET2LE101
- Extent: 2 ECTS credits
- Timing: 4th semester, 1st and 2nd 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

Aarni Moisala, Pasila

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.
The assessment criteria is presented on scale 1 to 3.

Grade	5 (90%)	3 (70%)	1 (40%)
	<p>The student</p> <p>understands the structure and internal connections of different study parts, basic concepts and contents in an excellent manner.</p> <p>understands the meaning of research ethics and source criticism as a vital part of research work.</p> <p>is able to carry out the tasks independently.</p>	<p>The student</p> <p>understands well the structure and internal connections of different study parts, basic concepts and contents.</p> <p>understands well the meaning of research ethics and source criticism as a vital part of research work.</p> <p>is able to carry out the tasks independently</p>	<p>The student</p> <p>understands satisfactorily the structure and internal connections of different study parts, basic concepts and contents.</p> <p>understands the meaning of research ethics and source criticism as a vital part of research work.</p> <p>is able to carry out the tasks independently.</p>

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Introduction to Thesis and Methods 2

- Course code: MET2LE102
- Extent: 1 ECTS credits
- Timing: 6th semester, 1st and 2nd 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.

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

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

Päivi Williams

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.

Components	1 (40%)	3 (70 %)	5 (90 %)
Knowledge	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.
Skills	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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 presentations, understand the meaning of visual communications and 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
- will be able to use collaboration software

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
- Use of different ICT tools

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.

Teachers responsible

Päivi Karjalainen, Pasila
 Heli Lankinen, Pasila
 Anna-Maija Nordling, Pasila
 Penelope Roux, Pasila

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 (90 %)	3 (70 %)	1 (40 %)
Knowledge	<p>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.</p> <p>The student is able to master meeting practices in English at an excellent level.</p> <p>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.</p>	<p>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.</p> <p>The student has a good knowledge of meeting practices in English.</p> <p>The student is able to retrieve, process and analyse information related to assistants' work.</p>	<p>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.</p> <p>The student has a satisfactory knowledge of and skills in meeting arrangements in English.</p> <p>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.</p>
Skills	<p>All the assignments have been completed according to instructions and returned on time. The student is highly familiar with the sources used. The 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>Most assignments have been completed according to instructions and returned on time. The student is familiar with the sources but the analysis is somewhat 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>Most assignments have been completed but the analysis remains rather weak. The student has limited familiarity 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>

Assessment components and their respective weights

Report
 Exam/exams
 Learning assignments
 Active role

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Assistant as Service Designer 3

- Code: SER2LE103
- 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 team work, coaching in teams, 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. The teams are responsible for finding their commission and the implementation of the event.

Recognition of prior learning (RPL)

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

Teachers responsible

Nina Niemi
Sampo Mielityinen
Mirka Sunimento

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, 3 and 5.

Final grade 100% = 60% from the part of N. Niemi, 20% of the part of S. Mielityinen and 20% from the part of M. Sunimento

Components	5 (90 %)	3 (70 %)	1 (40 %)
Knowledge	The student is able to master practical knowledge of the planning process of a corporate business event and is able to apply the knowledge in conceptualizing events. The student is able to create fit for purpose and creative event marketing communication plans, tailored to the target audience and business objectives. The student has good knowledge of public administration and recognizes its relevance for business events.	The student has good knowledge of the planning process of a corporate business event and knows how to conceptualize events. The student is able to plan and apply marketing communication activities to support event objectives and implementation. The student has good knowledge of public administration.	The student has some basic knowledge of the planning process of a corporate business event and of event concepts and communication. The student has basic knowledge of public administration.
Skills	The student is able to apply and benefit from skills, duties and working practices in organizing a corporate business event independently	The student can apply and benefit from skills, duties and working practices, as part of team, in planning a corporate business event	The student can apply some basic skills, duties and working practices, under supervision, as part of a corporate business event organizing team

Assessment components and their respective weights

Report

Exam

Learning assignment

Active participation

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Study and Career Planning

- Code: SER2LE110
- Extent: 2 ECTS (54 h)
- Timing: 1st - 4th 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 4th 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

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

Attendance mandatory.

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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 CRP, 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 (90%)

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 (70%)

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 (40%)

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 40 %

Lecture Assignments 25 %

Distance Assignments 35 %

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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 is able to
- apply basic planning processes to organizational communication
- understands the link with objective setting and evaluation of organizational communication
- identify 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 content and planning
- evaluation of organisational communication in theory and practice
- definitions for effective organisational communication
- planning organisational communication: elements and tools for strategical and operational planning
- assessing organisational communication: what, why and how?

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 / social media / measurement agency or visitor.

International dimension

Possibly guest lecturers from international companies. International learning materials.

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

Accreditation of prior learning (APL)

Accreditation of prior learning (APL) takes place according to the separate instructions available in course Moodle.

Teacher(s) responsible

Mirka Sunimento, Pasila

Course materials

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 5.

Components	1 (40%)	3 (70%)	5 (90%)
Knowledge	The student understands and is able to name the key concepts related to the course themes	The student is able to show that the content of the course has been understood and somewhat internalized.	The student is able to show that the content of the course has been well understood and internalized.
Skills	The learning outcomes may have a weak connection to the course contents and instructions.	The student can combine theoretical viewpoints with empirical examples / cases examples and is able to link them into practical know how and application (assignments). The student has used relevant literature/background knowledge in the assignments.	The student is able to link theoretical knowledge and previous knowledge into practical know-how and application (assignments). The student is able to choose and express essential viewpoints in relation to the subject of the course. The student has carefully applied relevant literature/background knowledge to the assignments.
Competence	The student may be able to support communications professionals in planning and evaluation process	The student is able to deliver logical text and create a communications plan that also includes content regarding metrics and evaluation	The student is able to deliver appropriate and logical text The student is somewhat independently able to (with input from business) deliver a comprehensive and fit for purpose communications plan including metrics and evaluation

Assessment components and their respective weights

Active attendance and contribution to sessions: 5 points / session (altogether 7 sessions, max 35 points)

Home assignments: 10 – 15 points / assignment (altogether 4 home assignments, max 65 points)

Extra assignment: 5 / 10 points (max 10 points)

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Creative Solutions in Marketing and Communications

- Code: MAR4LS103/COM4LS103
- Extent: 6 ECTS (216 h)
- Timing: 6th semester
- Language: Finnish
- Level: Professional studies
- Type: Elective

Learning outcomes

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

Project work
Team meetings & team work
Consultation sessions with the advisors and / or with the client
Supporting lectures if needed

Teachers responsible

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

Course materials

To be confirmed

Assessment

To be confirmed

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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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 (90%)	3 (70%)	1 (40%)
<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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 interpret behaviours correctly and avoid misunderstanding
- is able to talk about Finland and France in French
- is able to have conversations on cultural differences

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

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 (90%)	3 (70%)	1 (40%)
<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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 (90%)	3 (70%)	1 (40%)
<p>The student:</p> <p>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.</p> <p>shows excellent cultural knowledge when using sources and understanding the documents and is able to forward reliably the information.</p> <p>is able to make a presentation of one's enterprise or organization independently, professionally and successfully.</p>	<p>The student:</p> <p>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.</p> <p>shows to some extent cultural knowledge when using sources and understanding easier documents and is able to forward reliably the information.</p> <p>is able to make a presentation of one's enterprise or organization</p>	<p>The student:</p> <p>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.</p> <p>shows to some extent cultural knowledge when using sources and understands only simple documents.</p> <p>has limited speaking skills for making a presentation of one's enterprise or organization.</p>

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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German Business Communication 3

(PR Deutsch: 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 1 (GER4LE101), German Business Communication 2 (GER4LE102)

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 (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 (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 (40%)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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

For native speakers: German Business Communication 3 (GER4LE103)

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 (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 (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 basic 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 (40 %)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 (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 versatilely and 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.

3 (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 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.

1 (40 %)

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 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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

HR Management

- Code: LEA4LE101
- Extent: 3 ECTS (81 h)
- Timing: 4th or 7th 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.

5 (90%)	3 (70%)	1 (40%)
<p>The student:</p> <p>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.</p> <p>is able to discuss and present topics on the field fluently and comprehensively virtually and in group situations.</p> <p>is able to apply the course contents and use relevant references in a written report work professionally.</p>	<p>The student:</p> <p>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.</p> <p>is able to discuss and present topics on the field well both virtually and in group situations.</p> <p>is able to apply well the course contents and use relevant references in a written report work.</p>	<p>The student:</p> <p>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.</p> <p>is able to discuss and present topics on the field both virtually and in group situations.</p> <p>is able to apply the course contents and use central references in a written report work.</p>

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

HR Practices

- Code: LEA4LE102
- Extent: 3 ECTS (81 h)
- Timing: 4th or 7th 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.

Components	1 (40%)	3 (70%)	5 (90%)
Knowledge	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.
Skills	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.
Competence	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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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

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

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

5 (90%)	3 (70%)	1 (40%)
<p>The student:</p> <p>has excellent knowledge of the theory related to the work-based project and is able to apply the knowledge cooperation to the practical tasks.</p> <p>is able to search and apply information critically and analytically to the project work.</p> <p>can offer versatile and creative solutions and/or development ideas for the target organisation based on the project objectives.</p> <p>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.</p> <p>is able to work professionally in a project and in excellent cooperation with the partners.</p>	<p>The student:</p> <p>has knowledge of the theory related to the work-based project and is able to apply the knowledge cooperation to the practical tasks.</p> <p>is able to search and apply information to the project work.</p> <p>can offer solutions and/or development ideas for the target organization based on the project objectives.</p> <p>is able to present the results of the project and provide some grounds for the solutions and development ideas for the target organisation.</p> <p>is able to work well in a project and in good cooperation with the partners.</p>	<p>The student:</p> <p>has some knowledge of the theory related to the work-based project.</p> <p>can offer some solutions and/or development ideas for the target organisation.</p> <p>able to present the results of the project to the target organization.</p> <p>is able to work in a project and in cooperation with the partners.</p>

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Customer Orientation and Service

- Code: MAR4LE102
- Extent: 3 ECTS (81 h)
- 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 the importance of customer orientation and its increasing impact on businesses
- knows different CRM systems and their functions
- knows assistants' role in customer service
- knows assistant's role as a sales support
- understands the importance of developing services and concept of service design

Course Contents

- customer orientation and understanding
- CRM systems
- assistant in customer service
- assistant as a sales support
- developing services and service design
- internal service

Cooperation with the business community

Observing assistant as a sales support in real organisation.

Observing quality and level of service and service touchpoints in real organisation.

International dimension

International case companies

Teaching and learning methods

To be confirmed

Teachers responsible

Mia-Maria Salmi, Pasila

Olli Laintila, Pasila

Course materials

to be confirmed

Assessment criteria

to be confirmed

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Marketing and Networks

- Code: MAR4LE101
- Extent: 3 ECTS (81 h)
- Timing: 4th or 7th semester
- Language: English
- Level: Professional studies
- Type: Elective Professional Study

Learning outcomes

Upon successful completion of the course, the student

- knows how to assist the marketing management in the planning and implementation of integrated marketing communication activities.
- knows the modern and digital marketing communications methods and channels.
- understands the importance of integration of marketing, communications and sales.
- knows how to collaborate with different stakeholders within marketing communications e.g. with advertising, media and PR agencies

Course contents

- planning and implementation of integrated marketing communication activities
- integration on marketing, communications and sales
- 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 and company visits support self-study and tutorial work.

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

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

Fill, C. 2009. Marketing Communications. Interactivity, communities and content. 5th ed. Pearson/Prentice Hall.

De Pelsmacker, P. & Geuens, M. & van den Bergh, J. 2007. Marketing Communications: A European Perspective. 3rd ed. Pearson/Prentice Hall.

Assessment

Tutorial performance 50 %

Individual performance/assignments/exam 50 %

Creative Solutions in Marketing and Communications

- Code: MAR4LS103/COM4LS103
- Extent: 6 ECTS (216 h)
- Timing: 6th semester
- Language: Finnish
- Level: Professional studies
- Type: Elective

Learning outcomes

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

Project work
Team meetings & team work
Consultation sessions with the advisors and / or with the client
Supporting lectures if needed

Teachers responsible

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

Course materials

To be confirmed

Assessment

To be confirmed

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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 (90%)

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 (70%)

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 (40%)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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

Salenius, Venäjänkielinen liikeviestintä. 2014. Promentor (digital material).
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 (90%)	3 (70%)	1 (40%)
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.	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. usually follows deadlines and instructions well.	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.

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Russian Business Environment

(Русский язык в сфере бизнеса)(Kr((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 (90%)

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.

3 (70%)

The student:

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.

1 (40%)

The student:

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 90 %

Class participation 10 %

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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International Conferences and Congresses

- Code: SER4LE101
- Extent: 3 ECTS
- Semester: 4th or 7th semester
- Language: English
- Level: Professional studies
- Type: Elective Professional Study

Starting level and linkage with other courses

No prerequisites.

Learning outcomes

Upon completion of the course, the student

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

Course contents

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

Co-operation with the business community

The course includes conference, company or venue visits/duties.

And/or visiting lecturers from the industry.

Teaching and learning methods

Contact hours 32 h

Business community, visiting a conference on partner, min. 6 hours

Independent study 42 h

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

Nina Niemi

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.

5 (90%)	3 (70%)	1 (40%)
<p>The student:</p> <ul style="list-style-type: none"> has a good knowledge and can critically analyze the impact of a conference or congress on the destination and the industry can identify, describe and apply the various types and elements of an international conference and congress, and has abilities to design an organization team can independently and professionally perform basic duties as part of a congress organizing team in the planning process can compare and benefit from the partners and service providers in the network can critically analyze and provide suggestions of how to apply some global business trends in the conference and congress industry 	<p>The student:</p> <ul style="list-style-type: none"> has knowledge and can explain the impact of a conference or congress on the destination and the industry can identify and discuss the main types and elements of an international conference and congress can apply some basic skills and duties, as part of a congress organizing team in the planning process able to differentiate and compare partners and service providers in the network able to search for, and provide examples global business trends in the conference and congress industry 	<p>The student:</p> <ul style="list-style-type: none"> has some knowledge of the impact of a conference or congress on the destination and the industry can name some types and elements of an international conference and congress can apply some basic skills and duties, under supervision, as part of a congress organizing team in the planning process can list partners and service providers in the network able to repeat some global business trends in the conference and congress industry

Assessment components and their respective weights

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Meeting Design

- Code: SER4LE102
- Extent: 3 ECTS (81 h)
- Timing: 7th semester
- Language: English
- Level: Professional studies
- Type: Elective

Learning outcomes

Upon completion of the course, the student

- is able to identify the characteristics of a successful and efficient meeting
- is able to understand the various areas of successful meetings and their importance
- is able to operate with internal and external stakeholders of the company in a customer-oriented manner from the perspective of the principles of designing meetings
- is able to plan, implement and evaluate a successful meeting in terms of costs, time and contents

Course contents

On the course, the guidelines and procedures for a successful meeting will be outlined and established and The Meeting Design™ will be used to help to set up meetings and effective meeting procedures.

Career contacts

The course has strong connections with the business community. The assignments and examples are related to authentic meetings organised in working life and business contexts. The course can possibly include visits to companies or guest speakers from companies.

Teaching and learning methods

- Lectures and guidance by the lecturer
- Learning by doing, learning and sharing knowledge and expertise in teams
- Independent and supervised project work

Teacher(s) responsible

To be announced later.

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

to be confirmed

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Events Management

- Code: SER4LE103
- Extent: 6 ECTS (162 h)
- Timing: 6th semester
- Language: English
- Level: Professional studies
- Type: Elective

Learning outcomes

Upon completion of the course, the student

- is able to identify the characteristics of a successful and well-functioning event
- understands the meaning and purpose of event management
- understands the theory related to event management and how to apply it in practice
- is familiar with the planning and implementation processes of event management, and is able to operate with different stakeholders in a customer-oriented manner
- understands the different levels of events and meetings as well as related specific features within the field of event management
- understands various factors, agents and roles related to event management within practical and theoretical framework
- is able to design, implement and evaluate a successful event
- is aware of risks related to event planning and its implementation.

Course Contents

- event planning, implementation and evaluation

Cooperation with the business community

The course has strong connections with the business community; the tasks and examples are related to events organised in business and working life contexts. The course can possibly include visits to companies specialised in organizing events or guest lecturers from companies.

Teaching and learning methods

- Lectures and guidance by the lecturer
- Learning by doing, learning and sharing knowledge and expertise in teams
- Independent and supervised project work

The assessment of one's own learning 1 h

Teacher responsible

to be announced later

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.

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 (90%)	3 (70%)	1 (40%)
<p>The student:</p> <p>develops oral language with great skill and high level of interactive communication.</p> <p>learns and practices different genres of discourse and, at the same time, he/she is able to reproduce fairly fluent and understandable spoken language.</p> <p>acquires an extensive vocabulary in business communication in professional settings.</p> <p>acts naturally in any environment where he/she needs to use Spanish on a high cultural level.</p>	<p>The student:</p> <p>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.</p> <p>tries to improve her/his skills in the use of business Spanish and uses simpler language to explain more abstract concepts.</p> <p>slowly learns business Spanish vocabulary and also makes a great effort to create coherent and comprehensible language when talking to native speakers.</p> <p>expresses himself or herself in Spanish-speaking environments.</p>	<p>The student:</p> <p>has some difficulty in learning, but he or she is moving towards improving her/his knowledge of business Spanish.</p> <p>uses very short sentences and very basic language constructions.</p> <p>has limited vocabulary, but is understandable to native speakers.</p> <p>understands what is spoken in his/her environment and also participates to some degree in it.</p>

Assessment components and their respective weights

Written exams 70 %

Class assignments 30 %

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 (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 (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, though it is recommended that they be checked.

1 (40%)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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, María & 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 (90%)

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 (70%)

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 (40%)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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

Marjaana Halsas, Pasila

Marketta Keisu, Pasila

Course materials

Keisu, M. 2013. Affärskommunikation - teori och skriftliga övningar
 Other handouts provided by the teachers
 Promotor web-based material

Assessment criteria

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

Components	1 (40%)	3 (70%)	5 (90%)
Knowledge and skills	<p>The student:</p> <ul style="list-style-type: none"> 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. 	<p>The student:</p> <ul style="list-style-type: none"> 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 business like 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. 	<p>The student:</p> <ul style="list-style-type: none"> 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.
Competence	<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 50 %
 Spoken exam and class participation 30 %
 Written assignments 20 %

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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.

The course will also be offered as an intensive course which includes workshop days and distance studies.

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 (40%)	3 (70%)	5 (90%)
Knowledge and skills	<p>The student:</p> <ul style="list-style-type: none"> 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. is able to participate in meetings and conversations in business interactions 	<p>The student:</p> <ul style="list-style-type: none"> 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. 	<p>The student:</p> <ul style="list-style-type: none"> 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.
Competence	<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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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
Knowledge	<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>

Skills	<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>
Attitude	<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
Knowledge	<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>
Skills	<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>
Attitude	<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.

5 excellent	3 good	1 satisfactory
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.	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.	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.

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.

5 excellent	3 good	1 satisfactory
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.	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 construction and/or pronunciation is concerned. readiness to apply the learned skills in practice on simple constructions in new situations.	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.

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:

- Leena Lander: Liekin lapset or Katja Kettu: Kätilö
- Kari Hotakainen: Ihmisen osa or Tuomas Kyrö: Kerjäläinen ja jänis
- Juha Itkonen: Anna minun rakastaa enemmän or Riikka Pulkkinen: Totta
- Matti Rönkä: Väärän maan vainaja or Outi Pakkanen: Seuralainen

Assessment criteria/scale 5-1.

5 excellent	3 good	1 satisfactory
The student: has read all the required books and is able to demonstrate that by interpreting the texts, discussing the different elements and giving relevant examples. understands fully the basic literary concepts and uses them correctly.	The student: has read all the required books and is able to demonstrate that. is partly able to interpret the texts according to the assignment and gives some examples, which aren't always relevant. understands partly the basic literary concepts and uses some of them correctly.	The student: may have read all the required books but is not able to demonstrate that. is able to interpret some aspects of the texts according to the assignment and he/she may give few examples. has limited understanding and usage of the basic literary concepts.

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.

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 Goggle & 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 them successfully to the recipient

Speaking and writing simple language structures and/or pronunciation are very good

3 good

Student is often able to understand simple oral and written messages and to forward them to the recipient

Speaking and writing simple language structures and/or pronunciation are good

1 satisfactory

Student sometimes understands simple oral and written messages and is able to forward some of them to the recipient

Speaking and writing simple language structures and/or pronunciation are poor

Student can use learned new items in simple structures and language use situations

Student is often able to use learned new items in simple structures and language use situations

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.

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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

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

3 good

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

1 satisfactory

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 new, diverse language use situations

Student is often able to use learned new items in familiar, diverse language use situations

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%

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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

3 good

1 satisfactory

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.

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.

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 (90%)

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 (70%)

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 (40%)

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 assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

Self-assessment of the Learning Environment in Management Assistant Education

- Code: INS8LE101
- Extent: 1 ECTS (27 h)
- Timing: 1st – 7th semester
- Language: English
- Level: Core studies
- Type: Free-choice

Starting level and linkage with other courses

Student is a degree student of Degree Programme for Multilingual Management Assistants and familiar with the curriculum of the degree programme.

Learning goals and assessment

Upon completion of the course, the student

- Understands the importance of quality management in Haaga-Helia context
- Recognizes the key elements of quality in student's operational environment
- Is able to evaluate the role and effect of feedback for development processes
- Is able to contribute to the making of development plan both individually and as a member of a group

Course contents

- Topics to be covered in the course include:
- Quality management in Haaga-Helia from student point of view
- Quality management system and processes in Haaga-Helia
- Haaga-Helia student feedback process and forums

Cooperation with the business community

Contribution to Mubba internal audit carried out during autumn 2015. Audit is part of an external audit of Haaga-Helia Quality process that will take place in February 2017. Therefore the commissioning party for this course is Degree Programme for Multilingual Management Assistants.

International dimension

The course includes evaluation themes that have international dimension.

Teaching and learning methods

- Contact lessons 2 hours (introductory workshop)
- Independent studies 24 hours
- Self assessment 1 hour

Recognition of prior learning (RPL)

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

Teacher responsible

Mirka Sunimento

e-mail Mirka.Sunimento(at)haaga-helia.fi

Course material

- Haaga-Helium Internet
- Ekstranet MyNet
- Material provided by the teacher

Assessment Criteria

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

Components	1	3	5
Knowledge	Has limited understanding of quality management.	Has good understanding of the basic elements of quality management processes, purpose and structure.	Has very good understanding of the basic elements of quality management processes, purpose and structure.
Skills	Understands the role of quality management in the given operating environment. Using existing support material, is able to identify development areas Is able to contribute to the making of development plan.	Understands the meaning of quality management in the given operating environment Is capable of using support materials in assessing and justifying specific evaluation areas. Is able to make a development plan for the areas under evaluation.	Understands the meaning and role of quality management in the given operating environment Is capable of using support materials in assessing and justifying quality management as a whole. Is able to make a development plan for the areas under evaluation.
Competence	Little contribution to group work	Reasonable contribution to group work	Excellent contribution to group work. Positive and proactive attitude.

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)
- Leadership and HR (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.

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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.

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Finnish for Beginners 1

- Code: FIN1LE103
- Extent: 6 cr (162 h)
- Timing: 1st 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 (90%)

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 (70%)

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 (40%)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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Finnish for Beginners 2

- Code: FIN1LE104
- Extent: 6 cr (162 h)
- Timing: 2nd 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

- 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

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 (90%)

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 (70%)

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 (40%)

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 1 and 2 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 work life in Finnish

Course contents

- Conjunctions
- Object
- Conditional mood
- Past tense: forms and use
- 3. infinitive
- Writing emails in Finnish
- 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.

Teacher responsible

Sanna Kukkonen, 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

5 (90%)

3 (70%)

1 (40%)

The student:

has a good command of standard oral and written Finnish on general topics. is able to communicate in most situations he/she is likely to encounter.

The student:

has a satisfactory command of standard oral and written Finnish on general topics. is able to communicate in many of the situations he/she is likely to encounter.

The student:

has a passable command of standard oral and written Finnish on general topics. is able to communicate in some of the situations he/she is likely to encounter.

The assessment of one's own learning does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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 -> forms and use of all tenses
- Plural forms of nouns (i plural)
- 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.

Teacher responsible

to be confirmed later

Learning materials

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

Other material provided by teacher.

Assessment criteria/scale 5-1.

5 (90%)

3 (70%)

1 (40%)

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.

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.

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 course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

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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.

3 Good

The student understands the essential parts of business-related texts in both the written and oral form.

1 Satisfactory

The student understands the main points 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.

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.

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.