

**GLOBBA Course List and Recommended Study Schedule, curriculum 2016**

Full-time Degree Programme in International Business Helsinki, Pasila, curriculum GLOBBA16	Code	ECTS	Semester
<b>Basic Studies</b>		75	
Introduction to International Business	IBU1LF101	10	1
Business Mathematics	MAT1LF101	5	1
Basics of Marketing	MAR1LF101	5	1
Business ICT Skills	ICT1LF101	5	1
Entrepreneurship	ENT1LF101	5	2
Sustainable Business	BUS1LF101	5	2
Basics of Supply Chain Management	SCM1LF101	5	2
Basics of Human Resource Management	HRM1LF101	5	2
Basics of Financial Management	ACC1LF101	5	2
Selling to Export Markets	IBU1LF102	5	3
Internationalisation of a Firm	IBU1LF103	5	3
International Economics	ECO1LF101	5	3
International Trade Practicalities and Business Law	IBU1LF104	5	4
ERP and Project Management	ICT1LF102	5	5
<b>Specialisation Studies</b>		50	
Specialisation Project	IBU3LF101	5	5
<b>Entrepreneurship</b>	ENT3LF		
Forms of Entrepreneurship	ENT3LF101	5	3
Entrepreneur's Networks and Arenas	ENT3LF102	5	4
Growth for Entrepreneurship	ENT3LF103	5	4
<b>Human Resource Management</b>	HRM3LF		
Employer Branding	HRM3LF101	5	3
Talent Development	HRM3LF102	5	4
Talent Management	HRM3LF103	5	4
eHRM	HRM3LF104	5	4
HR Strategy and Change	HRM3LF105	5	5
HR Legislation	HRM3LF106	5	4
Leadership	HRM3LF107	5	6
<b>Customer Relationship Management and Communication</b>	MAR3LF		
BtoB Sales Skills	MAR3LF101	5	3
Marketing Research Methods	MAR3LF102	5	4
Innovative Service Design	MAR3LF103	5	4
Customer Relationship Management	MAR3LF104	5	4
Branding and Marketing Communications	MAR3LF105	5	5
International Marketing Research	MAR3LF106	5	4
International Sales Management	MAR3LF107	5	6

	Growth and Competitive Strategies	MAR3LF108	5	6
	E-Business	MAR3LF109	5	6
	Financial Management	ACC3LF		
	Financial Accounting	ACC3LF101	5	3
	Business Controlling and Analytics	ACC3LF102	5	4
	Financial Statement Analysis	ACC3LF103	5	4
	Introduction to Corporate Finance	FIE3LF101	5	4
	Budgeting and Performance Evaluation	ACC3LF104	5	5
	International Accounting and Taxation	ACC3LF105	5	4
	Investment Management	FIE3LF102	5	6
	International Finance	FIE3LF103	5	6
	Theme Topics in Accounting and Finance	ACC3LF106	5	6
	Supply Chain Management	SCM3LF		
	Developing SCM	SCM3LF101	5	3
	Strategic Sourcing	SCM3LF102	5	4
	Sustainable SCM	SCM3LF103	5	4
	Quality Management	SCM3LF104	5	4
	SCM Tools and Optimisation	SCM3LF105	5	5
	Procurement Practicalities	SCM3LF106	5	4
	Humanitarian Logistics	SCM3LF107	5	6
	Language and Communication Studies		25	
	International Business Communication	COM1LF101	5	3
	Finnish for Foreigners 1	FIN1LF101	5	1-5
	Finnish for Foreigners 2	FIN1LF102	5	1-5
	Finnish for Foreigners 3	FIN1LF103	5	1-5
	Finnish for Foreigners 4	FIN1LF104	5	1-5
	Finnish Business Communication	FIN1LF105	5	1
	Finnish for Exchange Students	FIN8LF101	5	3
	French 1	FRE8LF101	5	1
	French 2	FRE8LF102	5	2
	French 3	FRE8LF103	5	3
	French 4	FRE8LF104	5	4
	German 1	GER8LF101	5	1
	German 2	GER8LF102	5	2
	German 3	GER8LF103	5	3
	German 4	GER8LF104	5	4
	Spanish 1	SPA8LF101	5	1
	Spanish 2	SPA8LF102	5	2
	Spanish 3	SPA8LF103	5	3

Spanish 4	SPA8LF104	5	4
Swedish Business Communication	SWE1LF101	5	3
Swedish 1	SWE8LF101	5	1
Swedish 2	SWE8LF102	5	2
Free-choice Studies		15	
Brush up Business Mathematics	MAT8LF101	3	1
Brush up Swedish	SWE8LF103	5	2
JA Start Up	BUS8LH017	10	
Global Issues Analysis	ECO8LF101	3	
Strategic Scenario Planning	ECO8LF102	3	
Finnish Pronunciation for Beginners	FIN8LF102	1	1-7
Brush Up Finnish for False Beginners	FIN8LF103	3	1-3
Work Placement Learning		30	
Combination of Basic and Specialisation Work Placement	PLA6LF001	30	1-7
Basic Work Placement	PLA6LF002A	15	1-7
Specialisation Work Placement	PLA6LF002B	15	1-7
Bachelor's Thesis		15	
Introduction to Thesis	THE7LF006	1	3-5
Thesis Planning	THE7LF007	4	5
Thesis Implementation	THE7LF008	5	6
Thesis Finalization	THE7LF009	5	6

## Introduction to International Business

Code: IBU1LF101

Scope: 10 ECTS

Timing: Semester 1

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: Compulsory

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

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

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

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

### Contents

- case companies in the context
- approaches for efficient multicultural teamwork
- learning styles
- generic and business competencies

- recruitment and selections
- customer orientation and cost efficiency of supply chain management
- international competitiveness; demand and supply
- competition and market structures
- accounting as a language of business
- financing of an enterprise

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

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

**Cooperation with the business community**

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

**Internationality**

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

**Course format**

Contact and distant sessions.

**Assessment**

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

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

**Course teachers**

Kevin Gore, Eva Herttuainen, Jari Kaari, Matti Perttu, Anita Pösö.

**Learning materials**

Materials to be given in the implementation plan.

## Business Mathematics

Code: MAT1LF101

Scope: 5 ECTS

Timing: semester 1

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

- exchanging currencies and currency fluctuations
- Consumer Price Index, inflation and purchasing power of money
- Cost-Volume-Profit analysis
- value added tax (VAT)
- simple and compound interest calculation
- periodic payments
- long-term loans
- hire purchase
- annual percentage rate
- investment calculations

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

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

**Cooperation with the business community**

Examples and exercises are business related.

**Internationality**

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

**Teaching Format**

Contact and distant sessions / virtual / educationalisation.

**Assessment**

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

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

**Course teacher**

Jutta Heikkilä

### Learning materials

Materials to be announced in the implementation plan.

## Basics of Marketing

Code: MAR1LF101

Scope: 5 ECTS

Timing: semester 1

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

### Contents

- key concepts in a customer-oriented marketing; customer value creation, segmentation, positioning, marketing mix; customer relationship marketing
- basics of customer behavior and research
- dimensions of the marketing environment
- expanded marketing mix
- marketing standardization vs adaptation
- investigating and comparing marketing activities to recognize marketing standardization possibilities and needs for adaptation

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

Identification and analysis of marketing activities of a small business.

### Internationality

Course contents will make use of international examples and elements.

### Course formats

Contact and distant sessions or educationalisation.

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid.](#) The assessment of one's own learning.

### Course teacher(s)

Kevin Gore, Mervi Riikonen

### Learning materials

Materials to be announced in the implementation plan.

## Business ICT Skills

Code: ICT1LF101

Scope: 5 ECTS

Timing: semester 1

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

### Contents

- Haaga-Helia's ICT environment
- Haaga-Helia's e-learning environment
- Windows operating system and user interface
- Overview of MS Office and shared office tools

- MS PowerPoint for presentations graphics
- MS Word for report and assignment writing
- MS Excel for spreadsheet computing
- MS Visio for business process portray and description
- Integrated usage of MS Office programs

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

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

**Cooperation with the business community**

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

**Internationality**

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

**Course formats**

Contact and distant sessions or educationalisation.

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid.](#) The assessment of one's own learning.

**Course Teachers**

Miikka Mäkelä, Tiina Siilasto

**Learning materials**

Materials to be announced in the implementation plan.

## Entrepreneurship

Code: ENT1LF101

Scope: 5 ECTS

Timing: semester 2

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

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

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

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

**Cooperation with the business community**

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

**Internationality**

Students investigate and compare entrepreneurship in different cultures.

**Course Format**

Contact and distant sessions or educationalization.

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid.](#) The assessment of one's own learning.

**Course teachers**

Jari Luomakoski, Maija Suonpää.

**Learning materials**

Materials to be announced in the implementation plan.

## Sustainable Business

Code: BUS1LF101

Scope: 5 ECTS

Timing: semester 2

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

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

**Contents**

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

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

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

**Cooperation with the business community**

The course deals with sustainability reports of companies.

**Internationality**

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

**Course formats**

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

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid.](#) The assessment of one's own learning.

**Course teachers**

Hanna Harilainen, Christina Karlia-Palomäki

**Learning materials**

Materials to be announced in the implementation plan.

## Basics of Supply Chain Management

Code: SCM1LF101

Scope: 5 ECTS

Timing: semester 2

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

- global supply chain elements and functions
- features and challenges of international logistics
- international purchasing process
- components of physical distribution (customer service level, order fulfilment, inventory, warehousing, transportation, material handling)

- reverse logistics
- skills needed in sourcing, purchasing and logistics jobs
- logistics service providers
- financial importance of and competing through SCM
- sustainable SCM (environment & ethics)
- role and risks of outsourcing
- customer service via sourcing and logistics
- incoterms

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

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

**Cooperation with the business community**

Visiting lecturers from companies.

**Internationality**

Global supply chain management cases are used.

**Course Formats**

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

**Assessment**

Link to the joint assessment grid. The assessment of one's own learning.

**Course teacher**

Soile Kallinen

**Learning materials**

Materials to be announced in the implementation plan.

## Basics of Human Resource Management

Code: HRM1LF101

Scope: 5 ECTS

Timing: semester 2

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

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

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

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

**Cooperation with the business community**

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

**Internationality**

Assignments will make use of international examples and elements.

**Course formats**

Contact and distant sessions or virtual course or educationalisation.

**Assessment**

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

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

**Course teacher**

Anita Pösö

**Learning materials**

Materials to be announced in the implementation plan.



# Basics of Financial Management

Code: ACC1LF101

Scope: 5 ECTS

Timing: semester 2

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

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

## Contents

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

## Recognising and validating prior learning (RPL)

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

## Cooperation with the business community

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

## Internationality

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

## Course Formats

Contact and distant sessions or virtual course or educationalisation.

## Assessment

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

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

## Course teacher(s)

Anne Arkima

## Learning materials

Materials to be announced in the implementation plan.

# Selling to Export Markets

Code: IBU1LF102

Scope: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

You can sell a project to a commissioning company. You can contact potential foreign customers personally in order to get information about the sales potential. You can make an international market research and recommendations how to enter the target market. You can make a transparent and valuable report to the commissioning company.

## Contents

- B-to-B sales skills
- selling a project idea to a commissioning company
- evaluating the organizational readiness to internationalize
- evaluating the company's offering for foreign markets
- screening countries to identify a promising target market
- justifying the choice of the target country

- assessing the market potential
- analysing the international value chain
- identifying and evaluating potential foreign business partners and direct customers and contacting them personally to find out their purchasing interest
- estimating the company's sales potential in the target country
- interim and final reporting face-to-face with the commissioning company

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

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

**Cooperation with the business community**

Student teams make a market research for a company. Company representatives will give an assignment to the team.

**Internationality**

The market research will be done on a foreign market.

**Course formats**

Contact and distant lessons or educationalisation.

**Assessment**

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

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

**Course teacher(s)**

Pertti Tilli

**Learning materials**

Materials to be announced in the implementation plan.

## Internationalisation of a Firm

Code: IBU1LF103

Scope: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

**Starting level and linkage with other courses**

IBU1LF101 Introduction to International Business or equivalent knowledge.

**Learning outcomes**

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

**Contents**

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

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

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

**Cooperation with the business community**

Research (study of internationalization process) for companies, visiting lecturers.

**Internationality**

The focus of the course is international business.

**Course formats**

Contact and distant sessions or virtual course or educationalisation.

**Assessment**

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

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

**Course teacher(s)**

Päivi Käri-Zein

**Learning materials**

Materials to be announced in the implementation plan.

## International Economics

Code: ECO1LF101

Extent: 5 ECTS

Timing: semesters 3

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

- macroeconomic goals
- economic growth, inflation, unemployment
- business cycles
- monetary and fiscal policy
- comparative advantage
- classical trade theories
- modern trade theories
- tariffs and other trade restrictions
- trade arrangements
- preferential trade arrangements
- exchange rates
- open economy macroeconomics

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

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

**Cooperation with the business community**

Visiting economists and/or an excursion to a suitable institution.

**Internationality**

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

**Course formats**

Contact and distant sessions or virtual course or educationalisation.

**Assessment**

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

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

**Course teachers**

Sami Hartikainen, Matti Perttu

**Learning materials**

Materials to be announced in the implementation plan.

## International Trade Practicalities and Business Law

Code: IBU1LF104

Scope: 5 ETCS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

### Contents

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

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

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

#### **Cooperation with the business community**

Guest speaker from an international company.

#### **Internationality**

All cases and exercises are related to export/import.

#### **Course formats**

Contact and distant sessions or educationalisation.

#### **Assessment**

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

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

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

Christina Karlia-Palomäki, Pertti Tilli

#### **Learning materials**

Materials to be announced in the implementation plan.

## ERP and Project Management

Code: ICT1LF102

Scope: 5 ECTS

Timing: semester 5

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

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

ICT1LF101 Business ICT Skills or equivalent skills.

#### **Learning outcomes**

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

#### **Contents**

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

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

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

#### **Cooperation with the business community**

ERP systems are widely used in all business sectors globally.

#### **Internationality**

ERP is designed for an international business environment.

#### **Course formats**

Contact and distant sessions or educationalisation.

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

### Course teacher(s)

Tiina Siilasto, Miikka Mäkelä

### Learning materials

Materials to be announced in the implementation plan.

## Specialisation Project

Code: IBU3LF101

Scope: 5 ECTS

Timing: semester 5

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: Compulsory for all specialisation students

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

### Contents

- a commissioned project with a company within the scope of your specialisation. Tailored case by case.
- alternatively, you can participate in a Haaga-Helia RDI project
- planning, implementing, managing and reporting a project in practice
- scheduling and monitoring a project
- risk management
- the project initiative can come from students, teachers, Haaga-Helia RDI, Start-up School or companies

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

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

### Internationality

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

### Course format

Project course

### Assessment

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

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

### Course teacher(s)

Specialisation Coordinators

### Learning materials

Materials to be announced in the implementation plan.

## Forms of Entrepreneurship

Code: ENT3LF101

Scope: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: compulsory for ENT specialisation students

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

You learn different and continually evolving forms of entrepreneurship. You identify and describe different forms of entrepreneurship; family business, franchise, network business, cooperative etc. You recognize the requirements of different forms for an entrepreneur or a team. You recognize the importance of different forms of entrepreneurship in society. You assess the feasibility of an entrepreneurship form to fit your own personal motivations and goals.

### Contents

- family business and business transfer

- franchise and construction of a franchise chain
- network business and competence requirements
- cooperative as a form of team entrepreneurship

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

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

**Cooperation with the business community**

Cooperation with local/international entrepreneurs and entrepreneurship associations.

**Internationality**

International orientations as part of student's entrepreneurship process

**Course formats**

Contact and distant sessions or educationalisation.

**Assessment**

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

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

**Course teacher(s)**

Maija Suonpää

**Learning materials**

Materials to be announced in the implementation plan.

## Entrepreneur's Networks and Arenas

Code: ENT3LF102

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies

Course type: compulsory for ENT specialisation students

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

The objectives are to broaden the concept of entrepreneurship and provide perspectives to different forms or entrepreneurial activities and information sources. You can identify and describe an entrepreneur's network and its influence on an entrepreneur's decision making. You start to create own business network and strategies of your own. You can identify and assess risks for a small business.

**Contents**

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

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

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

**Cooperation with the business community**

Cooperation with local/international entrepreneurs and entrepreneurship associations.

**Internationality**

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

**Course formats**

Contact and distant sessions or educationalisation.

**Assessment**

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

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

**Course teacher(s)**

Maija Suonpää

**Learning materials**

Materials to be announced in the implementation plan.

## Growth for Entrepreneurship

Code: ENT3LF103

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16  
Course level: Professional Studies  
Course type: compulsory for ENT specialisation students

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

No prerequisites.

#### **Learning outcomes**

In the course students are encouraged for entrepreneurship and entrepreneurial behavior. The development of your entrepreneurial competencies will be supported and you will develop your business idea into a business plan. Alternatively, you can also make a business plan for another SME or family business. You can start your own business but it is not a requirement. If you are an entrepreneur, you can make all planning and developmental assignments for your own business or family business during the course. You can collect all the documents which support business activities or entrepreneurship into a portfolio thesis. The learning outcomes are the following:

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

#### **Contents**

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

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

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

#### **Cooperation with the business community**

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

#### **Internationality**

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

#### **Course formats**

Contact and distant sessions or educationalisation.

#### **Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

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

Maija Suonpää

#### **Learning materials**

Materials to be announced in the implementation plan.

## **Employer Branding**

Code: HRM3LF101

Extent: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies

Course type: compulsory for HRM specialisation students

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

No prerequisites.

#### **Learning outcomes**

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

#### **Contents**

- History of HRM
- Employer brand (EB), EB identity, EB position, EVP (employer value proposition)
- Communicating EB
- EB management methods
- Qualitative data collection methods
- Basics of qualitative data analysis

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

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

**Cooperation with the business community**

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

**Internationality**

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

**Course formats**

Contact sessions or virtual sessions or educationalisation.

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid](#). The assessment of one's own learning.

**Course teacher(s)**

Elizabeth San Miguel

Anita Pösö

**Learning materials**

Materials to be announced in the implementation plan.

## Talent Development

Code: HRM3LF102

Extent: 5 ECTS

Timing: Semester 3

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies

Course type: compulsory for HRM specialisation students

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

- Recruitment and selection
- Competence management
- Assessing and developing people
- Career management
- International assignments

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

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

**Cooperation with the business community**

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

**Internationality**

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

**Course formats**

Contact and distant sessions or virtual or partly virtual course or educationalisation.

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid](#). The assessment of one's own learning.

**Course teacher(s)**

Anita Pösö

Elizabeth San Miguel

**Learning materials**

Materials to be announced in the implementation plan.

## Talent Management

Code: HRM3LF103

Extent: 5 ECTS

Timing: Semester 3

Language: English

Curriculum: GLOBBA16

Course level: Professional studies



Course type: compulsory for HRM specialisation students

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

### Contents

- Performance management
- Total rewards
- Employee engagement
- Wellbeing at work and managing work-related stress
- Exit management
- Employee surveys
- Quantitative data analysis (descriptive statistics, graphical presentation, correlation)
- Statistical inference
- Interpreting and reporting quantitative research findings.
- Assessing the validity and reliability of results

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

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

### Internationality

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

### Course formats

Contact and distant sessions or virtual or partly virtual course or educationalisation.

### Assessment

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

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

### Course teacher(s)

Anita Pösö

Elizabeth San Miguel

### Learning materials

Materials to be announced in the implementation plan.

## Structure, Content and Extent of the Degree Programme, curriculum 2016

The bachelor's degree consists of 210 credit points. The basic studies compulsory for all include studies of 100 credit points, professional studies 50, free-choice studies 15, work placement 30 and thesis 15 credit points. The structure of Haaga-Helia International Business programme is based on this frame work. It ensures also graduation within the target time to the students.

Degree Programme Structure	
Basic Studies including 25 cr language studies (compulsory for all students)	100 cr
Specialisation Studies	50 cr
Free-choice Studies	15 cr
Work Placement	30 cr
Thesis	15 cr
<b>TOTAL</b>	<b>210 cr</b>

The studies include 25 credit points of communication and language studies. All students study 5 credit points Business English Communication. Foreign degree students have 15 credit points Finnish language studies as a compulsory part of their studies. Finnish degree students study 5 credit points Business Swedish. On the basis of the diagnostic Swedish language test, a separate brush-up course in Swedish is recommended before the Business Swedish course. In addition, all students choose a third language (10 credit points) either at an advanced or beginner's level among the selection of language studies.

On the basis of the results in the mathematics exam in the entrance examination or the diagnostic test in the beginning of the studies a separate pre-algebra course is offered to the students to ensure success in the business mathematics and statistical methodology studies.

## Pedagogic Solutions

The programme incorporates a diverse range of teaching styles and formats that support learners, but it also encourages individual responsibility to take command of learning and to specialise in areas of personal professional interest. GLOBBA develops skills and increases knowledge, but foremost it builds competencies – the ability to apply skills and knowledge. Transcending the program on all levels is a professional attitude embodying entrepreneurial spirit, embracing cultural diversity, incorporating new technology and reflecting on continuous improvement.

Learning takes place in varying combinations of contact-based tuition, virtual learning, independent and team study as well as projects done by either exploring businesses or collaborating with business organisations. The international student body and the international semester allow the student to gain authentic multicultural understanding and competencies. Courses rely on a combination of student-centred and instructor-facilitated learning methods. Interactive lectures support class discussions, individual assignments, problem-based learning and team projects. Hands-on, entrepreneurial projects with Haaga-Helia's partners require students to develop competencies in project management, digitalisation, negotiation, service and sales. Students improve their oral and written English skills through discussions and team presentations as well as written assignments and project reports. These pedagogical solutions facilitate the development of competencies required for successful international careers.

## Multicultural Learning

When studying in the Haaga-Helia International Business Programme students have several opportunities to include multicultural dimensions in their degree studies. About one half of the students in the programme come outside Finland. They represent over 60 different nationalities. Annually more than 150 exchange students study in the programme. The large international student community at Haaga-Helia offers a natural daily platform for multicultural learning. Learning of multicultural communication and business knowledge is based on the vast expertise of the Haaga-Helia teaching staff. The full-time lecturers represent several different nationalities. In addition, visiting guest lecturers from Haaga-Helia's international partner institutions give frequently lectures in the programme. In the full-time day programme students with the Finnish educational background must include either an exchange study period or work placement abroad in their degree studies. The wide network of international partner institutions all over the world helps all degree students find a suitable university for an exchange semester or two semester long double degree studies.

## eHRM

Code: HRM3LF104

Extent: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies

Course type: compulsory for HRM specialisation students

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

Upon the completion of this course you know the purpose and elements of eHRM systems, and understand its linkages to and integration with other business information systems (ERP). You are able to choose digital tools for recruitment processes. You know most common HR KPIs and how they are measured. You are able to analyse HR data, and know its purpose in strategic HRM. You know the media for internal and external HR communication and can use them effectively.

### Contents

- eHRM
- ERP for HRM
- e-recruitment
- HR KPIs and measuring and reporting HR
- internal and external HR communication
- Quantitative survey and data analysis

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

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

### Internationality

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

### Course formats

Contact and distant sessions or virtual or partly virtual course or educationalisation.

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid](#). The assessment of one's own learning.

### Course teacher(s)

Anita Pösö

### Learning materials

Materials to be announced in the implementation plan.

## Structure, Content and Extent of the Degree Programme, curriculum 2016

The bachelor's degree consists of 210 credit points. The basic studies compulsory for all include studies of 100 credit points, professional studies 50, free-choice studies 15, work placement 30 and thesis 15 credit points. The structure of Haaga-Helia International Business programme is based on this frame work. It ensures also graduation within the target time to the students.

Degree Programme Structure	
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Free-choice Studies	15 cr
Work Placement	30 cr
Thesis	15 cr
<b>TOTAL</b>	<b>210 cr</b>

The studies include 25 credit points of communication and language studies. All students study 5 credit points Business English Communication. Foreign degree students have 15 credit points Finnish language studies as a compulsory part of their studies. Finnish degree students study 5 credit points Business Swedish. On the basis of the diagnostic Swedish language test, a separate brush-up course in Swedish is recommended before the Business Swedish course. In addition, all students choose a third language (10 credit points) either at an advanced or beginner's level among the selection of language studies. On the basis of the results in the mathematics exam in the entrance examination or the diagnostic test in the beginning of the studies a separate pre-algebra course is offered to the students to ensure success in the business mathematics and statistical methodology studies.

### Pedagogic Solutions

The programme incorporates a diverse range of teaching styles and formats that support learners, but it also encourages individual responsibility to take command of learning and to specialise in areas of personal professional interest. GLOBBA develops skills and increases knowledge, but foremost it builds competencies – the ability to apply skills and knowledge. Transcending the program on all levels is a professional attitude embodying entrepreneurial spirit, embracing cultural diversity, incorporating new technology and reflecting on continuous improvement.

Learning takes place in varying combinations of contact-based tuition, virtual learning, independent and team study as well as projects done by either exploring businesses or collaborating with business organisations. The international student body and the international semester allow the student to gain authentic multicultural understanding and competencies. Courses rely on a combination of student-centred and instructor-facilitated learning methods. Interactive lectures support class discussions, individual assignments, problem-based learning and team projects. Hands-on, entrepreneurial projects with Haaga-Helia's partners require students to develop competencies in project management, digitalisation, negotiation, service and sales. Students improve their oral and written English skills through discussions and team presentations as well as written assignments and project reports. These pedagogical solutions facilitate the development of competencies required for successful international careers.

### Multicultural Learning

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## HR Strategy and Change

Code: HRM3LF105

Extent: 5 ECT

Timing: Semester 4-6

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies

Course type: Compulsory for HRM specialisation students

### Starting level and linkage with other courses

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

### Learning outcomes

Upon the completion of this course you understand the purpose of, and the processes and tools used in strategic HR planning.

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

#### **Contents**

- HR strategy and planning
- Strategic HRM and strategic alignment
- Managing change and change communication

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

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

#### **Cooperation with the business community**

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

#### **Internationality**

Assignments will make use of international examples and elements.

#### **Course formats**

Contact and distant sessions or virtual or partly virtual course or educationalisation.

#### **Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

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

Anita Pösö  
Elizabeth San Miguel

#### **Learning materials**

Materials to be announced in the implementation plan.

## HR Legislation

Code: HRM3LF106

Extent: 5 ECTS

Timing: Semester 4 - 6

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: elective

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

No prerequisites.

#### **Learning outcomes**

Upon the completion of this course you know the key legislation regulating HR operations. You understand the purpose and role of industrial relations, labor unions and employee representation and are able to draft basic employment contracts and other contract related documentation. You know the purpose and process of downsizing in organisations. You distinguish the difference between ethical actions and legal actions.

#### **Contents**

- Legal environment of labor
- Labor market regulation
- Direction right
- Legal issues in recruitment
- Employment contracts: non-discrimination, work time, annual leaves, parental leaves, confidentiality
- Act on the protection of privacy in the working life
- Collective agreements and rewarding
- Health and safety
- International employment contracts
- Termination of employment contracts
- Act on cooperation within undertakings
- Agency workforce, outsourcing
- Ethics in HR

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

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

#### **Cooperation with the business community**

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

### **Internationality**

Assignments will make use of international examples and elements.

### **Course formats**

Contact and distant sessions or virtual or partly virtual course.

### **Assessment**

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

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

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

Anita Pösö

### **Learning materials**

Materials to be announced in the implementation plan.

## Leadership

Code: HRM3LF107

Extent: 5 ECTS

Timing: Semester 4-6

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: elective

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

No prerequisites.

### **Learning outcomes**

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

### **Contents**

- Leadership theories and models
- Leadership development
- Supervisory and subordinate skills
- Challenging workplace situations

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

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

### **Cooperation with the business community**

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

### **Internationality**

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

### **Course formats**

Contact and distant sessions or virtual or partly virtual course.

### **Assessment**

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

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

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

Anita Pösö

Elizabeth San Miguel

### **Learning materials**

Materials to be announced in the implementation plan.

## BtoB Sales Skills

Code: MAR3LF101

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: compulsory for MAR specialisation students

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

No prerequisites.

### **Learning outcomes**

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

### Contents

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

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

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

#### **Cooperation with the business community**

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

#### **Internationality**

International context will be covered in sales skills exercises.

#### **Course formats**

Contact and distant sessions or educationalisation.

#### **Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

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

Kevin Gore

#### **Learning materials**

Materials to be announced in the implementation plan.

## Marketing Research Methods

Code: MAR3LF102

Scope: 5 ECTS

Timing: Semester 4

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: compulsory for MAR specialization students

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

No prerequisites This course is tightly integrated with the course International Marketing Research. These two courses should be taken at the same time.

#### **Learning outcomes**

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

#### **Contents**

- Quantitative vs qualitative research approaches
- Qualitative and quantitative data collection methods and question development
- Qualitative data analysis
- Quantitative data analysis (descriptive statistics, graphical presentation, correlation)
- Statistical inference
- Interpreting and reporting qualitative and quantitative research findings
- Assessing the reliability and validity of results
- Developing analytical and reasoning skills and critical thinking

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

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

#### **Cooperation with the business community**

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

#### **Internationality**

Marketing research projects are tailored to client needs.

#### **Course format**

Contact and distant sessions or educationalisation.

#### **Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

**Course teacher(s)**

Jutta Heikkilä  
Maija Suonpää

**Learning materials**

Materials to be announced in the implementation plan.

## Innovative Service Design

Code: MAR3LF103

Scope: 5 ECTS

Timing: Semester 4

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: compulsory for MAR specialisation students

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

The focus is on the development of your innovation competencies, which are needed in the development of services and the renewal of business practices in the global environment. You can identify and assess customer value opportunities. You can create a service idea together with a business partner in the identified network. You can design a service prototype using acquired resources. You can plan and implement a service prototype, test and develop it around a service business model.

**Contents**

- Challenges and drivers of innovations
- Innovation competencies
- Environmental and customer value analyses
- Service design and tools
- Possibilities for value based pricing
- Service prototype testing and service business model development
- Digital/technological opportunities in innovation development

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

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

**Cooperation with the business community**

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

**Internationality**

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

**Course formats**

Contact and distant sessions or educationalisation.

**Assessment**

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

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

**Course teacher(s)**

Maija Suonpää

**Learning materials**

Materials to be announced in the implementation plan.

## Customer Relationship Management

Code: MAR3LF104

Scope: 5 ECTS

Timing: Semester 4

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: compulsory for MAR specialisation students

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

- Planning and implementing a company's customer strategy (the right customers)
- Customer insight and understanding what customers value (customer value creation)

- Buyer's purchasing process (B2B, B2G)
- Multichannel integration process
- Information management process
- Measurement and development of customer satisfaction
- Customer profitability planning and control
- Customer data collection, warehousing and analysis
- Creating customer loyalty and loyalty programs (public and silent programs)

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

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

**Cooperation with the business community**

Business cases, company visit, guest speakers.

**Internationality**

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

**Course format**

Contact and distant sessions or educationalisation.

**Assessment**

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

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

**Course teacher(s)**

Pertti Tilli

**Learning materials**

Materials to be announced in the implementation plan.

## Branding and Marketing Communications

Code: MAR3LF105

Extent: 5 ECTS

Timing: Semester 5 – 7

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: compulsory for MAR specialisation students

**Starting level and linkage with other courses**

Basics of Marketing or equivalent. The course is tightly integrated with the course Specialisation Project. You should take these two courses at the same time.

**Learning outcomes**

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

**Contents**

- Brand management theory and models
- Brand engagement through storytelling and social media
- Brand architecture and brand strategy
- Qualitative brand research and brand management guidelines
- Integrated marketing communication
- Context analysis and communication research
- Communication planning process
- Communication objectives and measurement
- Target group decisions in b-to-b and b-to-c communication
- Media decisions
- Marketing communication in social media
- Message and creative decisions

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

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

**Cooperation with the business community**

Client project work in connection with the Specialisation Project course.

**Internationality**

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



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

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

### **Course formats**

Contact and distant sessions or educationalisation.

### **Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

### **Course teachers**

Kevin Gore

Anne Korkeamäki

### **Learning materials**

Materials to be announced in the implementation plan.

## **International Marketing Research**

Code: MAR3LF106

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: elective

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

No prerequisites. Course is tightly integrated with the course Marketing Research Methods. These two courses should be taken at the same time.

### **Learning outcomes**

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

### **Contents**

- Research project design
- Research question development
- Creating online questionnaires with Webropol
- Implementing a research project
- Writing a research report
- Making interpretations and conclusions based on research findings
- Assessing the reliability and validity of results
- Influence of culture in a research process
- Presenting research process and findings to the client
- Feedback discussion with the client

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

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

### **Cooperation with the business community**

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

### **Internationality**

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

### **Course formats**

Contact and distant sessions.

### **Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

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

Jutta Heikkilä

Maija Suonpää

### **Learning materials**

Materials to be announced in the implementation plan.

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## **International Sales Management**

Code: MAR3LF108

Scope: 5 ECTS

Timing: Semester 4-6

Language: English  
Curriculum: GLOBBA16  
Course level: Specialisation studies  
Course type: elective

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

Sales management and sales planning

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

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

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

**Cooperation with the business community**

Business cases and excursion / guest speaker.

**Internationality**

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

**Course formats**

Contact and distant sessions.

**Assessment**

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

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

**Course teacher(s)**

Kevin Gore

**Learning materials**

Materials to be announced in the implementation plan.

## Growth and Competitive Strategies

Code: MAR3LF109

Scope: 5 ECTS

Timing: Semester 4-6

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: elective

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

- Key concepts of international strategy work
- Analysis of the dynamic business environment
- Competitor analysis

- Planning strategic growth options
- Implementing a business strategy
- Evaluating and measuring the success of the strategy
- Strategic tool box
- Competing in a simulated global environment

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

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

**Cooperation with the business community**

Visitors and/or company visits.

**Internationality**

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

**Course formats**

Contact and distant sessions.

**Assessment**

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

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

**Course teacher(s)**

Pertti Tilli

**Learning materials**

Materials to be announced in the implementation plan.

## Financial Accounting

Code: ACC3LF101

Scope: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies

Course type: compulsory for ACC/FIE specialisation students

**Learning outcomes**

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

**Contents**

- double-entry bookkeeping
- closing of the financial year
- financial statements
- value added tax
- taxable profit and tax expense
- audit

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

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

**Cooperation with the business community**

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

**Internationality**

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

**Course format**

Contact and distant sessions or educationalisation.

**Assessment**

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

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

**Course teacher(s)**

Anne Arkima

**Learning materials**

Materials to be announced in the implementation plan.

## Business Controlling and Analytics

Code: ACC3LF102

Scope: 5 ECTS

Timing: semester 4  
Language: English  
Curriculum: GLOBBA16  
Course level: Professional Studies  
Course type: compulsory for ACC/FIE specialisation students

**Starting level and linkage with other courses**

Prerequisite: Financial Accounting ACC3LF101.

**Learning outcomes**

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

**Contents**

- job costing and process costing
- decisions for a special order, product mix, discontinuing operations and outsourcing
- customer and business unit profitability, lean production and quality costs using activity based
- costing
- event and project controlling
- implementing and using environmental management accounting systems

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

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

**Cooperation with the business community**

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

**Internationality**

Project companies worldwide and working in multinational student teams.

**Course formats**

Contact and distant sessions, educationalisation.

**Assessment**

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

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

**Course teacher(s)**

Susanna Honka

**Learning materials**

Materials to be announced in the implementation plan.

## Financial Statement Analysis

Code: ACC3LF103  
Scope: 5 ECTS  
Timing: semester 4  
Language: English  
Curriculum: GLOBBA16  
Course level: Professional Studies  
Course type: compulsory for ACC/FIE specialisation students

**Starting level and linkage with other courses**

Prerequisite: Financial Accounting ACC3LF101.

**Learning outcomes**

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

**Contents**

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

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

If you have acquired the required competence in previous work tasks, recreational activities or on another course, you can show

the competence with a demonstration and progress faster through your studies. More information and instructions for RPL are available at MyNet.

**Cooperation with the business community**

Annual reports and project work.

**Internationality**

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

**Course formats**

Contact and distant sessions or educationalisation.

**Assessment**

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

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

**Course teacher(s)**

Heli Kortesalmi

Jutta Heikkilä

**Learning materials**

Materials to be announced in the implementation plan.

## Introduction to Corporate Finance

Code: FIE3LF101

Scope: 5 cr

Timing: semester 4

Language: English

Curriculum: GLOBBA

Course level: Specialization studies

Course type: compulsory for ACC/FIE specialisation students

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

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

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

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

**Cooperation with the business community**

Guest lecturers and project/case study work

**Internationality**

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

**Course formats**

Contact and distant sessions or educationalisation.

**Assessment**

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

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

**Course teacher(s)**

Mika Mustikainen

**Learning materials**

Materials to be announced in the implementation plan.

## Budgeting and Performance Evaluation

Code: ACC3LF104

Scope: 5 ECTS

Timing: semester 5

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies

Course type: compulsory for ACC/FIE specialisation students

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

### Contents

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

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

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

### Internationality

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

### Course formats

Contact and distant sessions or educationalisation.

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

Course teacher(s) Anne Arkima

Learning materials Materials to be announced in the implementation plan.

## International Accounting and Taxation

Code: ACC3LF105

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies

Course type: elective

### Starting level and linkage with other courses

Prerequisite: Financial Accounting ACC3LF101.

### Learning outcomes

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

### Contents

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

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

Guest lecturers, company visit, tax authority visit

### Internationality

All course contents are linked to international business environment.

### Course format

Contact and distant sessions or educationalisation.

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

**Course teacher(s)**

Anne Arkima  
Heli Kortessalmi

**Learning materials**

Materials to be announced in the implementation plan.

## Investment Management

Code: FIE3LF102

Scope: 5 ECTS

Timing: semester 6

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: elective

**Starting level and linkage with other courses**

Prerequisite: Introduction to Corporate Finance FIE3LF101.

**Learning outcomes**

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

**Contents**

- Capital market operations in corporate funding situations
- Corporate valuation in practice
- Company analysis in equity and debt finance situations
- Valuation of stocks, bonds and derivative instruments
- Portfolio management issues
- Investor behaviour in decision making

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

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

**Cooperation with the business community**

Guest lectures, annual reports and project work

**Internationality**

An International case company and benchmarking the closest competitors in multinational student teams.

**Course formats**

Contact and distant sessions or educationalisation.

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

**Course teacher(s)**

Arto Elomaa

**Learning materials**

Materials to be announced in the implementation plan.

## International Finance

Code: FIE3LF103

Scope: 5 ECTS

Timing: semester 6

Language: English

Curriculum: GLOBBA16

Course level: Professional studies

Course type: elective

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

You can operate in the international financial markets and banking environment. You identify financial systems and how are they structured. You understand the importance of financial intermediaries and how financial markets are different. You understand the role of bank regulation and compliance. You identify bank related risks and risk mitigation.

**Contents**

- Financial institutions
- International banking: commercial and investment banking
- Bank and corporate risk management
- Banking regulation and compliance

- Interbank markets and role of central banks
- Banking economics
- Trade and project finance
- Foreign exchange markets

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

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

**Cooperation with the business community**

Guest lectures, partner company co-operations

**Internationality**

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

**Course formats**

Contact and distant sessions or educationalisation.

**Assessment**

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

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

**Course teacher(s)**

Mika Mustikainen

Arto Elomaa

**Learning materials**

Materials to be announced in the implementation plan.

## Theme Topics in Accounting and Finance

Code: ACC3LF106

Scope: 5 ECTS

Timing: semester 6

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies

Course type: elective

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

Current topics in accounting and finance, for example:

- Digitalization
- Global tax planning
- IFRS
- Big data
- Data analytics
- Financial markets
- Accounting and finance job market
- (professional development)

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

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

**Cooperation with the business community**

Guest lectures, company excursion

**Internationality**

The themes have an international aspect.

**Course formats**

Contact and distant sessions or educationalisation.

**Assessment**

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

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

**Course teacher(s)**

Ulrika Lindblad

Mika Mustikainen

**Learning materials**

Materials to be announced in the implementation plan.



# Developing SCM

Code: SCM3LF101  
Scope: 5 ECTS  
Timing: semester 3  
Language: English  
Curriculum: GLOBBA16  
Course level: Professional Studies  
Course type: compulsory for SCM specialisation students

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

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

## Contents

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

## Recognising and validating prior learning (RPL)

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

## Cooperation with the business community

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

## Internationality

SCM has a strong link to international business and cases are related to global environment. Multi-cultural teams.

## Course format

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

## Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

## Course teacher(s)

Soile Kallinen

## Learning materials

Materials to be announced in the implementation plan.

# Strategic Sourcing

Code: SCM3LF102  
Scope: 5 ECTS  
Timing: semester 4  
Language: English  
Curriculum: GLOBBA16  
Course level: Professional Studies  
Course type: compulsory for SCM specialisation students

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

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

## Contents

- Purchasing portfolio matrix
- Supplier relationship management (SRM): theory and SAP SRM
- Supplier selection: tendering process
- Negotiations

## Recognising and validating prior learning (RPL)

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

### **Cooperation with the business community**

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

### **Internationality**

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

### **Course format**

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

### **Assessment**

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

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

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

Eeva Aarnio

### **Learning materials**

Materials to be announced in the implementation plan.

## **Sustainable SCM**

Code: SCM3LF103

Scope: 5 ECTS

Timing: semester 4

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies

Course type: compulsory for SCM specialisation students

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

No prerequisites.

### **Learning outcomes**

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

### **Contents**

- Green Supply Chain management and green strategies
- Closed loop SCM and circular economy
- Green logistics areas
- Negative environmental impacts of various transportation modes
- Green packaging
- Green energy sources
- Certifications and green design
- Indicators of environmental sustainability
- Environmental reporting and LCA (life cycle analysis)
- Carbon footprint calculations
- Laws and regulations related to sustainability in the supply chain
- Recycling service providers and recycling services

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

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

### **Cooperation with the business community**

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

### **Internationality**

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

### **Course format**

Contact and distant sessions or project course or educationalisation.

### **Assessment**

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

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

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

Soile Kallinen

### **Learning materials**

Materials to be announced in the implementation plan.

# SCM Tools and Optimisation

Code: SCM3LF105  
Scope: 5 ECTS  
Timing: semester 5  
Language: English  
Curriculum: GLOBBA16  
Course level: Professional Studies  
Course type: compulsory for SCM specialisation students

## Starting level and linkage with other courses

Prerequisite: ERP and Project Management ICT1LF102 done or taken the same time as SCM Tools and Optimisation.

## Learning outcomes

You use optimization as a modeling tool for business cases. You are familiar with data analysis and optimization tools. You are capable of optimizing inventory, inventory cycles and transportation routes.

## Contents

- Quantitative methods
- Tools; demos and exercises in SAP
- Optimizing and data analysis

## Recognising and validating prior learning (RPL)

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

## Cooperation with the business community

Business life cases are used.

## Internationality

Supply chain management is inherently global. Multicultural teams.

## Course format

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

## Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

## Course teacher(s)

Eeva Aarnio

## Learning materials

Materials to be announced in the implementation plan.

# Procurement Practicalities

Code: SCM3LF107  
Scope: 5 ECTS  
Timing: semester 4-6  
Language: English  
Curriculum: GLOBBA16  
Course level: Professional Studies  
Course type: elective

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

You master procurement from the operational point of view. You identify the stages of public procurement process and are familiar with how tenders are organized. You professionally handle the documentation of the buying process needed in international markets. You are aware of the legal rights and obligations related to the buying transactions.

## Contents

- inventory management
- procurement process: SAP ERP
- public procurement process
- contracts

## Recognising and validating prior learning (RPL)

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

## Cooperation with the business community

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

## Internationality

Procurement has a strong link to international business and cases are related to the global environment. Multi-cultural teams.

### Course format

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

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).  
[A link to the joint assessment grid](#). The assessment of one's own learning.

### Course teacher(s)

Soile Kallinen

### Learning materials

Materials to be announced in the implementation plan.

## Humanitarian Logistics

Code: SCM3LF108

Scope: 5 ECTS

Timing: semester 4-6

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies

Course type: elective

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

### Contents

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

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

Co-operation and cases from NGO's.

### Internationality

Humanitarian logistics as a field is global. Multi-cultural teams.

### Course formats

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

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).  
[A link to the joint assessment grid](#). The assessment of one's own learning.

### Course teacher(s)

Eeva Aarnio

Soile Kallinen

### Learning materials

Materials to be announced in the implementation plan.

## International Business Communication

Code: COM1LF101

Scope: 5 ECTS

Timing: semester 3

Language: English

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

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

### Contents

- written communication skills (reports, emails, press release, quotation etc.)

- referencing, avoiding plagiarism
- idea formulation and argumentation
- information literacy, visualizing information
- meeting procedures
- business vocabulary
- interpersonal communication skills
- personal communication style
- group communication
- intercultural communication
- personal selling
- public speaking and networking skills

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

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

**Working life connections**

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

**Internationality**

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

**Course formats**

Contact and distant sessions or educationalisation.

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid.](#) The assessment of one's own learning.

**Course teacher(s)**

Kevin Gore, Anna Kimberley

**Learning materials**

Materials to be announced in the implementation plan.

## Finnish for Foreigners 1

Code: FIN1LF101

Extent: 5 ECTS

Timing: semester 1

Language: English and Finnish

Curriculum: GLOBBA16

Level: Basic Studies

Type: compulsory

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

You manage orally in routine everyday situations, you know the elementary structures and vocabulary of Finnish language and you can write a short and simple text. You are familiar with the Finnish culture and customs related to the topics of the course. Your target level on the Common European Framework of Reference for Languages CEFR is A1.

**Contents**

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

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

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

**Cooperation with the business community**

Quest speakers or visits as appropriate.

**Internationality**

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

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid.](#) The assessment of one's own learning.

### Course teachers

Hanna Tani, Tuula Jäppinen

### Learning materials

Materials to be announced in the implementation plan.

## Finnish for Foreigners 2

Code: FIN1LF102

Extent: 5 cr

Timing: semester 2

Language: English and Finnish

Curriculum: GLOBBA16

Level: Basic studies

Type: Compulsory

### Prerequisites and integration to other courses

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

### Learning outcomes

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

### Contents

- Pronunciation
- Housing
- Travelling
- Food and drink
- Professions and work
- Expressing place and direction
- Basic structures and vocabulary for everyday needs
- Basic culture elements

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

Quest speakers or visits as appropriate.

### Internationality

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

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

### Course teachers

Hanna Tani, Tuula Jäppinen

### Learning materials

Materials to be announced in the implementation plan.

## Finnish for Foreigners 3

Code: FIN1LF103

Extent: 5 ECTS

Timing: semester 3

Language: English and Finnish

Curriculum: GLOBBA16

Level: Basic studies

Type: Compulsory

### Prerequisites and integration to other courses

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

### Learning outcomes

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

### Contents

- Travelling
- The Finnish summer cottage, sauna and nature
- Health issue, going to a doctor
- Free time activities and hobbies

- The past tense of verbs (imperfekti)
- The construction 'have to'
- The forms of object

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

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

**Cooperation with the business community**

Quest speakers or visits as appropriate.

**Internationality**

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

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

**Course teachers**

Tuula Jäppinen, Hanna Tani

**Learning materials**

Materials to be announced in the implementation plan.

## Finnish for Foreigners 4

Code: FIN1LF104

Extent: 5 cr

Timing: Semester 1-7

Language: English and Finnish

Curriculum: GLOBBA16

Level: Basic studies

Type: Free-choice

**Prerequisites and integration to other courses**

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

**Learning outcomes**

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

Reference for Languages CEFR is A2.2 - B1.

**Contents**

- Communication in offices
- Education and work experience
- Applying for a job in Finland
- Shopping
- Past tenses of verbs (perfekti, pluskvamperfekti)
- Plural forms of nouns

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

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

**Cooperation with the business community**

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

**Internationality**

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

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

**Course teachers**

Tuula Jäppinen, Hanna Tani

**Learning materials**

Materials to be announced in the implementation plan.

## Finnish Business Communication

Code: FIN1LF105

Scope: 5 cr

Timing: semester 4

Language: Finnish

Curriculum: GLOBBA16

Course level: Basic studies / Language studies

Course type: compulsory

**Starting level and linkage with other courses**

No prerequisites.

### Learning outcomes

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

### Contents

- Functions of corporate communication
- Business writing in various situation, such as the purchasing process, internal communications, public relations
- Project work
- Presentation skills
- Customer service orientation in communications
- Language planning

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

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

### Internationality

Contributions by multinational student groups.

### Course formats

Contact and distant sessions or virtual course.

### Assessment

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

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

### Course teacher(s)

Tuula Jäppinen

### Learning Materials

Materials to be announced in the implementation plan.

## Finnish for Exchange Students

Code: FIN8LF101

Extent: 5 cr

Timing: semesters 1 - 7

Language: English and Finnish

Curriculum: GLOBBA16

Level: Basic studies

Type: Compulsory / Free-choice

### Prerequisites and integration to other courses

No prerequisites. This course is for exchange students only.

### Learning outcomes

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

### Contents

- Basics of pronunciation
- Greetings, basic small talk phrases and complements
- Asking and giving basic information in everyday situations
- Shopping and ordering
- Expressing time, place and direction
- Vocabulary and key phrases for everyday and studying needs
- Information about Finland and the Finnish culture

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

Quest speakers or visits as appropriate.

### International dimension

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

### Assessment

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

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

### Course teacher

Hanna Tani



### Learning materials

Materials to be announced in the implementation plan.

## French 1

Code: FRE8LF101

Scope: 5 ECTS

Timing: semester 1 - 7

Language: English

Curriculum: GLOBBA16

Course level: Basic studies

Course type: compulsory / free-choice

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

### Contents

- Basics of pronunciation
- Vocabulary to introduce yourself and describe your environment
- Basic structures of the language
- First steps in speaking the language
- Basic writing skills
- Basic culture elements

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

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

### Internationality

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

### Course formats

Contact sessions

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

### Course teachers

Laurianne Bellotti

### Learning materials

Materials to be announced in the implementation plan.

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## French 2

Code: FRE8LF102

Scope: 5 ECTS

Timing: semesters 1 -7

Language: English

Curriculum: GLOBBA16

Level: Basic studies

Type: compulsory / free-choice

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

### Contents

- Vocabulary for basic everyday and working life situations
- Central structures of the language
- Basic oral skills

- Reading and writing skills
- Cultural knowledge

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

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

**Cooperation with the business community**

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

**Internationality**

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

**Course formats**

Contact sessions

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

**Course teacher**

Laurianne Bellotti

**Course Materials**

Materials to be announced in the implementation plan.

## French 3

Code: FRE8LF103

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Level: Basic studies

Type: compulsory / free-choice

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

- Review of the key structures of the language and introduction to more advanced structures
- Central vocabulary and structures for general business communication
- Writing skills for basic business texts
- Active participation in ordinary business communication situations
- Basic skills for presentations on business-related subjects

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

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

**Cooperation with the business community**

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

**Internationality**

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

**Course formats**

Contact & distance sessions or virtual course or educationalisation

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

**Course teacher**

Laurianne Bellotti

**Learning materials**

Materials to be announced in the implementation plan.

## French 4

Code: FRE8LF104

Scope: 5 ECTS

Timing: semesters 1 -7

Language: English  
Curriculum: GLOBBA16  
Level: Basic studies  
Type: compulsory /free-choice

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

No prerequisites.

#### **Learning outcomes**

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

#### **Contents**

- Vocabulary and structures for business communication
- More advanced skills for presentations on business-related subjects
- Oral tools for customer-related situations
- Writing skills for business-related documents

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

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

#### **Cooperation with the business community**

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

#### **Internationality**

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

#### **Course formats**

Contact and distance sessions or virtual course or educationalisation.

#### **Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

#### **Course teacher**

Laurianne Bellotti

#### **Learning materials**

Materials to be announced in the implementation plan.

## German 1

Code: GER8LF101  
Scope: 5 ECTS  
Timing: semester 1 - 7  
Language: English  
Curriculum: GLOBBA16  
Course level: Basic studies  
Course type: compulsory / free-choice

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

No prerequisites.

#### **Learning outcomes**

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

#### **Contents**

- Basics of pronunciation
- Vocabulary to introduce yourself and describe your environment
- Basic structures of the language
- First steps in speaking the language
- Basic writing skills
- Basic culture elements

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

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

#### **Cooperation with the business community**

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

#### **Internationality**

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

### Course formats

Contact sessions

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

### Course teachers

Eva Herttuainen

### Learning materials

Materials to be announced in the implementation plan.

## German 2

Code: GER8LF102

Scope: 5 ECTS

Timing: semesters 1 -7

Language: English

Curriculum: GLOBBA16

Level: Basic studies

Type: compulsory / free-choice

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

### Contents

- Vocabulary for basic everyday and working life situations
- Central structures of the language
- Basic oral skills
- Reading and writing skills
- Cultural knowledge

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

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

### Internationality

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

### Course formats

Contact sessions

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

### Course teacher

Eva Herttuainen

### Course Materials

Materials to be announced in the implementation plan.

## German 3

Code: GER8LF103

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Level: Basic studies

Type: compulsory / free-choice

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

You are able to discuss familiar topics in everyday and working life. You are familiar with basic business terminology in the language. You have deepened your oral and writing skills toward working life needs. You are familiar with ordinary communication situations in business, such as presentations and customer service related situations. You are aware of the key

business culture features of the language area. Your target level on the Common European Framework of Reference for Languages CEFR is A2–B1.

#### **Contents**

- Review of the key structures of the language and introduction to more advanced structures
- Central vocabulary and structures for general business communication
- Writing skills for basic business texts
- Active participation in ordinary business communication situations
- Basic skills for presentations on business-related subjects

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

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

#### **Cooperation with the business community**

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

#### **Internationality**

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

#### **Course formats**

Contact & distance sessions or virtual course or educationalisation

#### **Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

#### **Course teacher**

Eva Herttuainen

#### **Learning materials**

Materials to be announced in the implementation plan.

## German 4

Code: GER8LF104

Scope: 5 ETCS

Timing: semesters 1 -7

Language: English

Curriculum: GLOBBA16

Level: Basic studies

Type: compulsory /free-choice

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

No prerequisites.

#### **Learning outcomes**

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

#### **Contents**

- Vocabulary and structures for business communication
- More advanced skills for presentations on business-related subjects
- Oral tools for customer-related situations
- Writing skills for business-related documents

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

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

#### **Cooperation with the business community**

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

#### **Internationality**

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

#### **Course formats**

Contact and distance sessions or virtual course or educationalisation.

#### **Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

#### **Course teacher**

Eva Herttuainen

#### **Learning materials**

Materials to be announced in the implementation plan.

# Spanish 1

Code: SPA8LF101  
Scope: 5 ECTS  
Timing: semester 1 - 7  
Language: English  
Curriculum: GLOBBA16  
Course level: Basic studies  
Course type: compulsory / free-choice

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

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

## Contents

- Basics of pronunciation
- Vocabulary to introduce yourself and describe your environment
- Basic structures of the language
- First steps in speaking the language
- Basic writing skills
- Basic culture elements

## Recognising and validating prior learning (RPL)

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

## Cooperation with the business community

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

## Internationality

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

## Course formats

Contact sessions

## Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid.](#) The assessment of one's own learning.

## Course teachers

Alicia Jauregui-Renaud

## Learning materials

Materials to be announced in the implementation plan.

# Spanish 2

Code: SPA8LF102  
Scope: 5 ECTS  
Timing: semesters 1 -7  
Language: English  
Curriculum: GLOBBA16  
Level: Basic studies  
Type: compulsory / free-choice

## Starting level and linkage with other courses

No prerequisites.

## Learning outcomes

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

## Contents

- Vocabulary for basic everyday and working life situations
- Central structures of the language
- Basic oral skills
- Reading and writing skills
- Cultural knowledge

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

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

### **Cooperation with the business community**

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

### **Internationality**

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

### **Course formats**

Contact sessions

### **Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

### **Course teacher**

Alicia Jauregui-Renaud

### **Course Materials**

Materials to be announced in the implementation plan.

## Spanish 3

Code: SPA8LF103

Scope: 5 ECTS

Timing: semesters 1 - 7

Language: English

Curriculum: GLOBBA16

Level: Basic studies

Type: compulsory / free-choice

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

No prerequisites.

### **Learning outcomes**

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

### **Contents**

- Review of the key structures of the language and introduction to more advanced structures
- Central vocabulary and structures for general business communication
- Writing skills for basic business texts
- Active participation in ordinary business communication situations
- Basic skills for presentations on business-related subjects

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

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

### **Cooperation with the business community**

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

### **Internationality**

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

### **Course formats**

Contact & distance sessions or virtual course or educationalisation

### **Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

### **Course teacher**

Alicia Jauregui-Renaud

### **Learning materials**

Materials to be announced in the implementation plan.

## Spanish 4

Code: SPA8LF104

Scope: 5 ECTS

Timing: semesters 1 -7

Language: English

Curriculum: GLOBBA16

Level: Basic studies

Type: compulsory /free-choice

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

### Contents

- Vocabulary and structures for business communication
- More advanced skills for presentations on business-related subjects
- Oral tools for customer-related situations
- Writing skills for business-related documents

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

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

### Internationality

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

### Course formats

Contact and distance sessions or virtual course or educationalisation.

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

### Course teacher

Alicia Jauregui-Renaud

### Learning materials

Materials to be announced in the implementation plan.

## Swedish Business Communication

Code: SWE1LF101

Scope: 5 ECTS

Timing: Semester 3

Language: English

Curriculum: GLOBBA16

Level: Basic studies

Type: compulsory for Finnish students with Finnish secondary education

### Learning outcomes

You are able to handle a variety of business-related subjects in Swedish. You are acquainted with business terminology and are familiar with the business life and culture in the Scandinavian language area. You are also able to make presentations and handle typical customer services situations. You can write business-related documents in Swedish. Your target level on the Common European Framework of Reference for Languages CEFR is B1-B2.

### Contents

- Vocabulary and structures for business communication
- More advanced skills for presentations on business-related subjects
- Oral tools for customer-related situations
- Writing skills for business-related documents

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

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

### Internationality

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

### Course formats

Contact and distance sessions or educationalisation.

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

### Course teacher

Marit Keränen



### Learning materials

Materials to be announced in the implementation plan.

## Swedish 1

Code: SWE8LF101

Scope: 5 ECTS

Timing: semester 1 - 7

Language: English

Curriculum: GLOBBA16

Course level: Basic studies

Course type: compulsory / free-choice

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

### Contents

- Basics of pronunciation
- Vocabulary to introduce yourself and describe your environment
- Basic structures of the language
- First steps in speaking the language
- Basic writing skills
- Basic culture elements

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

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

### Internationality

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

### Course formats

Contact sessions

### Assessment

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

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

### Course teachers

Marit Keränen

### Learning materials

Materials to be announced in the implementation plan.

## Swedish 2

Code: SWE8LF102

Scope: 5 ECTS

Timing: semesters 1 -7

Language: English

Curriculum: GLOBBA16

Level: Basic studies

Type: compulsory / free-choice

### Starting level and linkage with other courses

No prerequisites.

### Learning outcomes

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

### Contents

- Vocabulary for basic everyday and working life situations
- Central structures of the language
- Basic oral skills
- Reading and writing skills

- Cultural knowledge

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

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

**Cooperation with the business community**

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

**Internationality**

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

**Course formats**

Contact sessions

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the joint assessment grid](#). The assessment of one's own learning.

**Course teacher**

Marit Keränen

**Course Materials**

Materials to be announced in the implementation plan.

## Brush up Business Mathematics

Code: MAT8LF101

Extent: 3 ECTS

Timing: semester 1

Language: English

Course level: Basic Studies

Course type: free-choice

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

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

**Contents**

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

**Cooperation with the business community**

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

**Internationality**

Examples and exercises are international in scope when applicable.

**Teaching format**

Contact sessions or intensive or educationalisation.

**Assessment**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [Link to the assessment grid](#). The assessment of one's own learning.

**Course teacher**

Jutta Heikkilä

**Learning materials**

Materials to be announced in the implementation plan.

## Brush up Swedish

Code: SWE8LF101

Scope: 3 ECTS

Timing: semester 2

Language: Swedish

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory

**Starting level and linkage with other courses**

No prerequisites. For Finnish students with a Finnish secondary education. Strongly recommended for students who fail in the Swedish level test.

**Learning outcomes**

You handle a variety of everyday life situations. You are able to tell about your studies and work experience. You have

deepened your oral and writing skills in everyday Swedish. Your target level on the Common European Framework of Reference for Languages CEFR is A2.2 - B1.

#### **Contents**

- Vocabulary for basic everyday and working life situations
- Central grammar structures
- Basic oral skills
- Reading and writing skills
- Cultural knowledge

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

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

#### **Cooperation with the business community**

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

#### **Internationality**

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

#### **Course formats**

Contact sessions

#### **Assessment**

Link to the joint assessment grid. The assessment of one's own learning.

#### **Course teacher**

Marit Keränen

#### **Learning materials**

Materials to be announced in the implementation plan.

## JA Start Up

Code: BUS8LH017

Scope: 10 op

Timing: TBA

Language: Finnish and English

Curriculum: Haaga-Helia curriculum

Course level: Professional studies or free-choice

Course type: free-choice

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

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

#### **Description**

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

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

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

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

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

#### **Learning outcomes**

Entrepreneurship is about creating possibilities and solutions in uncertain conditions. It is innovative actions resulting in new and improved companies. In many occupations entrepreneurship is the main form of working. The aim of the program is to offer students practical experiences of entrepreneurship and a chance to apply their knowledge in an authentic business environment. After the course students have gained personal experience in creating and testing business ideas and establishing a business.

#### **Contents**

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

- start camp
- team building and ideation
- development of business ideas

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

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

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

**Working life connections**

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

**Internationality**

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

**Schedule**

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

**Teaching format**

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

**Assessment**

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

**Teacher responsible for the course**

Tarja Römer-Paakkanen

Maija Suonpää

Tarja Jokinen

Ilkka Malinen

**Learning materials**

NY Start Up portal and other possible material.

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## Global Issues Analysis

Code: ECO8LF101

Extent: 3 ECTS

Timing: semesters 3 - 7

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies (Bachelor) and Advanced Professional Studies (Master)

Course type: Free choice studies

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

You can analyse and evaluate changes and risks in global economic and business environment and their effects on the firm. You understand the methods applied in assessing changes and risks. You have a holistic view on the international economic environment. You have developed strategic thinking for international business operations.

**Contents**

- global economy - growth, risks and crises
- global business - business indexes, credit rating
- global challenges - 28 global indicators
- global transformation – 4<sup>th</sup> industrial revolution and new radical technologies
- global scenarios - future views in global environment

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

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

**Cooperation with the business community**

Visiting lecturers and/or an excursion to a suitable institution.

**Internationality**

The course deals extensively with international economic and business environment issues at the global level. The assignments are international in scope.

**Course formats**

Contact and distant sessions.

**Assessment**

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

[A link to the joint assessment grid.](#)

The assessment of one's own learning.

**Course teacher**

Matti Perttu

**Learning materials**

Materials to be announced in the implementation plan.

## Strategic Scenario Planning

Code: ECO8LF102

Extent: 3 ECTS

Timing: semester 3 - 7

Language: English

Curriculum: GLOBBA16

Course level: Professional Studies

Course type: Free choice studies

**Starting level and linkage with other courses**

No prerequisites.

**Learning outcomes**

You can analyse and evaluate future challenges and risks in business environment and their effects on the firm. You understand the methods used in futures studies applied in assessing changes and risks. You learn how scenario planning apply to the corporate strategic planning. You have developed strategic thinking for international business operations.

**Contents**

- introduction to futures study methods
- scenario planning as a method
- scenario planning in corporate use
- scenario planning process
- supervised scenario planning workshops
- backcasting and forecasting
- global scenarios

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

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

**Cooperation with the business community**

Visiting lecturers and/or an excursion to a suitable institution.

**Internationality**

The course deals extensively with international economic and business environment issues at the global level. The assignments are international in scope.

**Course formats**

Contact and distant sessions.

**Assessment**

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

[A link to the joint assessment grid.](#)

The assessment of one's own learning.

**Course teacher**

Matti Perttu

**Learning materials**

Materials to be announced in the implementation plan.

## Finnish Pronunciation for Beginners

Code: FIN8LF102

Scope: 1 ECTS

Timing: 1-7 semesters

Language: English and Finnish

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory / free choice

### Starting level and linkage with other courses

This course is for beginners level students. Suitable for students who are studying in Finnish for Foreigners 1, Finnish for Exchange Students or Brush Up Finnish for False Beginners courses.

### Learning outcomes

The course familiarises you with the central features of Finnish pronunciation. You will also identify the aspects of pronunciation that are difficult for you and find ways to practise them.

### Contents

- Listening and pronunciation exercises
- Speech rhythm, stress and intonation
- Individual sounds
- Sound length variation

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

Real business based examples and cases.

### Internationality

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

### Course Formats

Contact and distant sessions or virtual course.

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

### Course teacher(s)

Hanna Tani

### Learning materials

Materials to be announced in the implementation plan.

# Brush Up Finnish for False Beginners

Code: FIN8LF103

Scope: 3 ECTS

Timing: 1-3 semester

Language: English and Finnish

Curriculum: GLOBBA16

Course level: Basic Studies

Course type: compulsory / free choice

### Starting level and linkage with other courses

This virtual course is for beginners level students. Suitable for students who have studied a little bit of Finnish and need to revise the very basics. Completion of this course gives prerequisite for Finnish for Foreigners 2 course.

### Learning outcomes

You know the basic structures and key vocabulary taught on the Finnish for Foreigners 1 level. After completing the course, you may continue your studies on the Finnish for Foreigners 2 course. Your target level on the Common European Framework of Reference for Languages CEFR is A1.

### Contents

- Basics of pronunciation and Finnish sound system
- Greetings, numbers and time expressions
- Family
- Weather
- Everyday life
- Basic structures and vocabulary for everyday needs

### Recognising and validating prior learning (RPL)

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

### Cooperation with the business community

Real business based examples and cases.

### Internationality

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

### Course Formats

Contact and distant sessions or virtual course.

### Assessment

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0). [A link to the joint assessment grid.](#) The assessment of one's own learning.

### Course teacher(s)

Hanna Tani

### Learning materials

Materials to be announced in the implementation plan.

## GLOBBA Bachelor's Thesis module

Codes:

THE7LF006 Introduction to thesis (1 ect virtual course)

THE7LF007 Thesis planning (4 ect)

THE7LF008 Thesis implementation (5 ect)

THE7LF009 Thesis finalization (5 ect)

Thesis workshops to support the thesis process

Individual/team thesis advising with allocated thesis advisor

Maturity test

Extent: 15 cr (400h)

Timing: 5th & 6th semester

Language: English

Level: Professional specialisation studies

Type: Thesis project supported by thesis courses

### Prerequisites

THE7LF006 Introduction to Thesis virtual home examination completed. Test materials and link to test available at [https://haagahelia.sharepoint.com/sites/globbaforstudents/thesis/\\_layouts/15/start.aspx#](https://haagahelia.sharepoint.com/sites/globbaforstudents/thesis/_layouts/15/start.aspx#/).

### Starting level and linkage with other courses

Student has completed the basic studies and has completed at least 10 credits of professional studies. Portfolio theses are started any time during the studies as agreed with the thesis coordinator.

### Learning outcomes

Upon completion of the thesis, the student is able to

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

### Course contents

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

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

- publication process
- academic writing

#### Cooperation with the business community

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

#### International dimension

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

#### Teaching and learning methods

- THE7LF006 Introduction to thesis (1 ect): independent study and an on-line home examination (27 h)
- THE7LF007 Thesis planning (4 ect): lectures and task debriefings (32 h), independent study (75 h)
- THE7LF008 Thesis implementation (5 ect): thesis workshops and thesis advising (18 h), independent study (115 h)
- THE7LF009 Thesis finalization (5 ect): thesis workshops and thesis advising (18 h), independent study (115 h)
- Thesis workshops: At the minimum biweekly visit until thesis is completed. Walk-in workshops offer assistance with thesis methods, thesis structuring, academic writing and other necessities.
- Maturity test: (e-exam in Tentis 1–2 h)

#### Recognition of prior learning (RPL)

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

- Recognition of prior learning (RPL) is available for the course THE7LF007 for students who have previously completed a bachelor's or master's thesis in higher education, or conducted and reported RDI projects at work or in hobbies. The RPL application should contain: transcript of record and thesis evaluation statement, work certificate, a complete thesis plan for the project to be undertaken as GloBBA Thesis.
- The student may apply for transfer crediting of a previously completed bachelor's or master's thesis if it was written in English on the student's field of professional specialization in GloBBA.
- Reports completed previously in working life, studies or leisure activities can be incorporated as part of a portfolio thesis.

#### Teacher(s) responsible

- Thesis planning and all types of advising: Elizabeth San Miguel (day), Maija Suonpää (evening)
- Method advising: Kevin Gore, Tanja Vesala-Varttala, Jutta Heikkilä, Juha Lindstedt?
- Information retrieval and evaluation: library staff
- Individual thesis advising: The students' named thesis advisor.
- Other staff as needed

#### Course materials

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

#### Assessment criteria

- THE7LF006, THE7LF007 and THE7LF008 are evaluated on a pass/fail scale. The evaluation criteria are shown in the table below. THE7LF009 pass/fail or 1–5 to be determined later.
- Maturity test is evaluated on a pass/fail scale. Maturity test types and evaluation criteria can be found at: <https://mynet.haaga-helia.fi/en/studies/thesis-bachelor/maturity-examination/Pages/default.aspx>.
- Finalized thesis is evaluated using shared Haaga-Helia thesis evaluation criteria available at <https://mynet.haaga-helia.fi/en/studies/thesis-bachelor/assessment/Pages/default.aspx>.

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



	<p>chooses the correct thesis type for his thesis project.          gives, receives and utilizes feedback received in working life meetings and thesis advising situations.          chooses and demarkates the thesis topic, and determines the objectives and benefits of the thesis.          chooses the most suited research and project management methods to serve the thesis project.          produces the research design and the overlay matrix.          utilizes various types of sources and information search channels, and assesses source literature critically.          applies the reporting and referencing guidelines of Haaga-Helia.          conducts RDI ethically.</p>
<b>Competence</b>	<p>Recognizes, describes and possibly develops expert operations in the field of business: developing own work, own competences, organizational processes and/or the field of study.          Behaves professionally in thesis advising situations and meetings with working life.          Utilizes the concepts, models and theories of international business in the thesis.          Writes reports in professional English using the required style and register.          Utilizes feedback to improve own decision-making.          Discusses and presents his thesis project to various types of audiences          Completes the legislated maturity test in the mother tongue of his secondary/high school education.</p>

**Assessment components and their respective weights**

- See the point above.