

The Developing Professional

Code: LEA1LF001

Extent: 9 ECTS (243 h)

Timing: Semester 1

Language: English

Level: Basic Studies

Type: Compulsory

Prerequisites

The course is part of the module Working in an international Environment and integrated with ICT Skills for Business 1 and English Business Communication.

Learning outcomes

Upon successful completion of the course, the student

- is able to take responsibility for one's own learning, set personal goals and work with respect toward the learning community
- is able to plan, monitor and evaluate one's professional self-development
- understands the importance of motivation in a workplace setting
- understand the challenges and opportunities personality differences bring to the workplace setting
- is able to apply principles of teamwork and engage effectively in teamwork
- is able to demonstrate multicultural sensitivity and competences
- is able to communicate in a multicultural business environment
- understands the basic organisational and labour market competence needs and is able to include these in his/her own professional development plans
- is familiar with organisational structures
- is able to engage actively in learning processes including the PBL process (PBL applied in the evening programme as appropriate) demonstrating the following:
 - self-confidence
 - learning and self-reflection skills
 - skills in information search, academic reading, analysis and application of critical knowledge
 - skills in problem recognition, creative problem-solving and critical thinking
 - skills in argumentation and presentation
 - skills in multicultural teamwork, cooperation and peer assessment
 - proactive professional attitude to studies and the learning community

Course Contents

Theme 1: Professional Growth - "Individual"

- employer needs and expectations about employee competencies
- professional growth and developing into an expert
- competence models

- personality in business
- motivation in the workplace
- organizational behaviour

Theme 2: Teamwork - "Teams"

- business need for teams
- team roles
- team development
- team structure and dynamics
- resolving team conflicts
- organisational behaviour

Theme 3: Cross-Cultural Communication - "Organization & Culture"

- knowledge of culture and effect of culture
- cultural differences and cultural intelligence (CQ)
- multicultural teams
- team leadership in multicultural teams
- organizational behaviour, culture and leadership

PBL Process as part of themes 1–3 (applied in the evening programme as appropriate)

- PBL (Problem Based Learning) as social knowledge construction
- searching for sources
- critical assessment of sources
- further study and critical application of themes 1–3
- understanding the contribution of PBL toward professional competences

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Independent studies

Team work

Resource lectures

Workshops

PBL tutorials (applied in the evening programme as appropriate)

Company visit, company speaker or company case

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Elisabeth San-Miguel
Madeleine Vakkuri
Eva Herttuainen
Matti Perttu
Irma Pulkkinen
Päivi Käri-Zein
Maija Suonpää-Oukka

Course materials

Articles from HAAGA-HELIA electronic libraries.

Earley, P. & Ang, S. & Tan, J-S. 2006. CQ Developing Cultural Intelligence. Stanford University Press. Stanford.

Helelä, M. 2009. PBL Guide. HAAGA-HELIA. Helsinki.

Hofstede, G. 1991. Cultures and Organizations: Software of the Mind. Harper Collings. London.

Robbins, S. & Judge, T. 2008. Essentials of Organizational Behavior. 9th Edition. Pearson Education International. Harlow.

Huczynsky, A.A & Buchanan, D.A. 2007. Organizational Behavior. Sixth Edition. Prentice Hall. Harlow.

Ting-Toomey, S. 1999. Communicating Across Cultures. New York: The Guilford Press

Trompenaars, F. & Hampden-Turner, C. Riding the Waves of Culture. Understanding Cultural Diversity in Business.

Assessment criteria

Self-assessment

Written assignments

Performance in contact sessions and/or tutorial performance

Peer assessment

Tutorial performance

Presentations

Group reports

Lecturer and tutor assessment

Performance in contact sessions and/or tutorial performance

Written assignments

Presentations

Course examination

last modified 11.08.2010

Document Actions

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ICT Skills for Business 1

Code: TOO1LF001

Extent: 3 ECTS (81 h)

Timing: Semester 1

Language: English

Level: Basic studies

Type: Compulsory

Prerequisites

The course is part of the module Working in an International Environment and integrated with Developing Professional, English Business Communication.

Learning outcomes

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

- search for high-quality sources using the Internet and HAAGA-HELIA e-resources
- study efficiently in the HAAGA-HELIA e-learning environment
- write a report following the HAAGA-HELIA reporting and assignment guidelines
- design, implement and present a PowerPoint slideshow

Course contents

- HAAGA-HELIA ICT environment
- HAAGA-HELIA e-learning environment
- Windows operating system and user interface
- Overview of MS Office and shared office tools
- MS Word for report writing

- MS PowerPoint for presentations graphics

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact lessons Part of the studies will be completed virtually in e-learning environment. Students will complete home assignments providing practice in problem solving. Some integrated assignments with the other courses in the module of Working in an International Environment.

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Miikka Mäkelä
Anitta Orpana
Pekka Käyhkö

Course materials

Essential course materials for both contact and virtual learning to be provided during the course.

Assessment criteria

Examination
Home assignments
Attendance

The students should pass the examination and all assignments in order to pass the entire course.

last modified 11.08.2010

Document Actions

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Business English

Code: ENG1LF001

Extent: 3 ECTS (81 h)
Timing: Semester 1
Language: English
Level: Basic studies (Language studies, B2)
Type: Compulsory

Prerequisites

The course is part of the module Working in an International Environment and integrated with Developing Professional, ICT Skills for Business 1.

Learning outcomes

Upon successful completion of the course student

- is able to communicate in business situations in accurate English,
- has basic academic essay/business report writing skills
- has basic skills in collaborative writing
- has cultural awareness of working in the English speaking business environment

Course contents

- developing and extending business terminology
- writing academic/business reports, business letters, team reports
- oral presentations and other spoken tasks for business and study purposes

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact lessons
Individual and team assignments
Integrated assignments with the other courses in the module of Working in an International Environment
Possible visiting lecturers

Accreditation of prior learning

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

Teacher with the main responsibility for the course

Anna Kimberley

Course materials

Krizan, A. 2007. Business Communication. Thomson.

Hofstede, G. 2005. Cultures and Organizations. Mc Graw Hill.

Seely, J. The Oxford Guide to Writing and Speaking, Oxford Univ. Press

Current issues of The Economist, The Observer, The Financial Times

HH guide to writing reports/assignments

Lecturer's own materials

Assessment criteria

Attendance

Active participation

Oral and written assignments

Exam and/or other final project

last modified 16.08.2010

Document Actions

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Sustainable Global Environment

Code: ECO1LF001

Extent: 9 ECTS (243 h)

Timing: Semester 1

Language: English

Level: Basic studies

Type: Compulsory

Prerequisites

The student has successfully completed the course LEA1LF001 The Developing Professional. The course is part of the module: Introduction to Global Business and integrated with Business Swedish (for Finnish Students) and Introduction to the Finnish Language (for international students).

Learning outcomes

Upon successful completion of the course, the student

- is able to use the basic tools for analyzing the global macroeconomic environment.
- knows the basic concepts and theories of economics and sustainable global business.
- is familiar with the characteristics of business-to-business services processes.
- has increased skills in ICT and project management.
- has developed further his/her critical and systemic thinking, and information searching skills.

Course contents

Theme 1: Principles of Economics

- Basic concepts of micro and macro economics including global aspects
- Basic analytical skills of economic reasoning

Theme 2: Introduction to Business-to-Business Services

- Concepts of B-to-B services business
- B-to-B services processes

Theme 3: Elements of Sustainable Business

- Concepts of sustainable business
- Mind sets for building up sustainable business ideas and environment

Theme 4: ICT Skills for Business 2

- Spreadsheet computing (Excel)
- Integrated use of office programs

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact hours

Learning cafes

Workshops supporting PBL tutorials

Team work

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility for the course

Matti Perttu
Sami Hartikainen
Seppo Suominen
Pekka Käyhkö
Irma Pulkkinen
Miikka Mäkelä
Maija Suonpää-Oukka
Minna-Maari Harmaala
Niina Jallinoja

Course materials

Bruhn, M. & Georgi, D. 2006. Services Marketing. Pearson Education. London. Chapters 1 - 4.

Fill, C. & Fill, K. 2005. Business to Business Marketing. Pearson Education. London. Chapters 1, 3 and 4.

Hubbard, R.G. & O'Brien, A. 2008 or newer. Essentials of Economics. Prentice Hall.

Hubbard, R.G. & O'Brien, A.P..2009. Essentials of Economics. Pearson Education International. London. Selected chapters. Other essential course materials to be provided during the course in e-learning platform.

Recommended Reading:

Esty, D. & Winston, A. 2009. Green to Gold. Jonh Wiley & Sons.

Epstein, M. J. 2008. Making Sustainability Work. Greenleaf Publishing.

Werther, W. B. & Chandler, D. 2011. Strategic Corporate Social Responsibility. Sage Publications.

Assessment criteria

Tutorial and lecture performance
Assignment
Project work
Examinations
Self and peer assessment

last modified 07.09.2010

Document Actions

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Business Swedish (for Finnish students)

Code: SWE1LF001
Extent: 6 ECTS (162 h)
Timing: Semester 1
Language: Swedish
Level: Basic studies (Language studies)
Type: Compulsory *)

*) The Swedish course Business Swedish is compulsory for the Finnish students who have completed secondary level education in Finland.

Prerequisites

The student has successfully completed the LEA1LF001 The Developing Professional course and the Swedish level test. The course is part of the module Introduction to Global Business.

Learning outcomes

Upon successful completion of the course, the student

- is able to communicate in Swedish with his/her Nordic partners in the most common business situations (working life situations).
- is aware of the typical cultural features in the Nordic countries.
- is familiar with the Nordic economies and the role of Finland in them.
- is familiar with essential economic terminology.
- is able to present a business plan in Swedish.
- is interested in further developing his/her professional Swedish language skills.

Course contents

The student familiarizes him/herself with intercultural communication and the cultural features in the market area and adopts vocabulary for needed for business communication.

- essentials of company operations and of being an entrepreneur
- everyday communication with Swedish speaking business partners, both spoken and written discourse
- intercultural awareness
- essentials of Nordic economies
- company and product presentations
- presenting a business plan
- basic business documents

Cooperation with the business community

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

International dimension

International and global business approach to course themes and topics, contributions by

multinational student groups and company cooperation

Teaching and learning methods

Contact lessons

Team work in and outside the class

Discussions and independent studies (written and oral assignments)

Company visit or visitor from a company

Film or theatre

Accreditation of prior learning

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

Teacher with the main responsibility for the course

Maarit Keränen

Course materials

To be announced later.

Internet and newspapers serve as sources for discussions of current topics.

Assessment criteria

Written examinations

Accepted completion of oral and written distance assignments

Active participation in class

Writing skills: examinations and accepted distance assignments

Oral skills: Oral tasks and active participation in class, discussions; presentation (native teacher)

last modified 16.08.2010

Document Actions

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Starting my Finnish Language Studies

Code: FIN1LF001

Extent: 6 ECTS (162 h)

Timing: Semester 1

Language: English and Finnish

Level : Basic Studies (Language studies)

Type: Compulsory

Prerequisites

No previous knowledge of Finnish required. The course is part of the module Introduction to Global Business.

Learning outcomes

Upon successful completion of the course, the student

- can introduce oneself, give basic information about oneself and ask simple questions
- can understand and use basic expressions and simple sentences in routine everyday situations
- is able to deal with everyday social situations and handle simple shopping situations
- is aware of the basic characteristics of the Finnish language, culture and habits
- is aware of different language learning strategies
- is able to use the surrounding language environment to develop one's language skills

Course contents

This course is an introduction to the Finnish language and culture. The purpose is to provide students with basic level language skills that enable them to use basic phrases and vocabulary, introduce themselves and cope in simple, routine everyday situations. Themes handled during this course are me, my family, home and everyday life. Upon successful completion of the course, the student should be at level A1 in most of the language skill areas - speaking, listening, reading and writing. Level descriptions can be found at <http://www.haaga-helia.fi/en/studies/language-studies/levels-of-language-competence> and http://www.coe.int/T/DG4/Portfolio/?L=E&M=/main_pages/levels.html.

- Basics of pronunciation
- Greetings, basic small talk phrases and complements
- Introducing and telling about oneself and matters of most immediate personal relevance (family, home, educational background, job, etc.)
- Numbers, prices, quantities and time expressions
- Asking and giving basic information in routine everyday situations
- Describing people and objects in a simple way
- Vocabulary and key phrases for everyday needs

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact hours

Oral and written exercises (independent, pair, group)
Homework and preparation for lessons
Assignments
DVD / CD / Internet material
Learning games

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Hanna Tani
Sirkka Kortetjärvi-Nurmi

Course materials

Provided by the teacher

Assessment criteria

Attendance and class contribution
Assignments
Examination

last modified 16.08.2010

Document Actions

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Basic Communication in Finnish 1 (for international students)

Code: FIN1LF002
Extent: 3 ECT (81 h)
Timing: Semester 2
Language: English and Finnish
Level: Basic Studies (Language studies)
Type: Compulsory

Prerequisites

Student has successfully completed FIN1LF001 Starting my Finnish Language Studies or passed Finnish level test (A1). The course is part of the module Providing a Toolkit for a New Business.

Learning outcomes

Upon successful completion of the course, the student

- can talk about and understand the essential information related to oneself, other people, daily routines, studies and general working life
- can understand and use basic vocabulary and sentences in familiar everyday situations
- can recognize the most important differences between spoken and standard Finnish
- can handle short social and shopping situations and interact with Finnish-speaking people in everyday situations
- is aware of and able to use the language learning strategies appropriate for oneself
- is able to use the surrounding language environment to develop one's language skills.

Course contents

This course increases student's knowledge of Finnish language and culture. The purpose is for students to achieve basic language skills that enable them to cope in everyday situations and participate in everyday communication. Themes handled during this course are everyday life, work and occupations, hobbies and free time, healthcare, shopping and ordering, traveling and local environment. Upon successful completion of the course, the student should be on his/her way towards level A2 in most of the language skill areas - speaking, listening, reading and writing. Level descriptions can be found at <http://www.haaga-helia.fi/en/studies/language-studies/levels-of-language-competence> and http://www.coe.int/T/DG4/Portfolio/?L=E&M=/main_pages/levels.html.

- Pronunciation
- Telling about and describing oneself, other people and everyday matters
- Shopping, ordering and running errands
- Asking and giving information in everyday situations
- describing one's feelings and opinions
- suggesting, inviting and taking part in common everyday conversations
- vocabulary and key phrases for everyday and studying needs

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact hours

Oral and written exercises (independent, pair, group)

Homework and preparation for lessons

DVD / CD / Internet material

Learning games

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Hanna Tani
Sirikka Kortetjärvi-Nurmi

Course materials

Provided by the teacher

Assessment criteria

Attendance and class contribution
Examination

last modified 16.08.2010

Document Actions

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Developing Entrepreneurial Competences

Code: BUS1LF001
Extent: 12 ECTS (324 h)
Timing: Semester 2
Language: English
Level: Basic studies
Type: Compulsory

Prerequisites

The student has successfully completed the module LEALF1 and module ECOLF1 studies. The course is part of the module Providing a Tool-kit for a New Business and integrated with Finnish 3 (for International Students), Finnish Business Communication 1 (for Finnish students).

Learning outcomes

Upon successful completion of the course, the student

- will be encouraged to find one's own internal entrepreneurship and to continuously look for emerging business opportunities
- is able to enhance one's creativeness and assess one's own readiness to act as an entrepreneur and intrapreneur
- understands and assesses/manages risks related to start-up of own business

- understands the importance of entrepreneurship and SMEs to the community
- have the basic knowledge on the Finnish legal system, legal concepts and hierarchy of norms
- understands the fundamentals of customer behavior
- knows the basics of marketing mix and marketing processes for building up sustainable business ideas
- is able to use correct and efficient mathematical methods for analyzing basic business-related problems
- learns how to record the business transactions and related entries in the accounts
- learns the content of the income statement and balance sheet
- is familiar with the structure of trade and other industries in Finland

Course contents

The course contents and topics are based on the integrated parts:

Theme 1: Entrepreneurship and Law for a New Business (1)

- Competences and characteristics of entrepreneurs
- Business idea development (generation, screening, development)
- Analyzing business opportunities
- SWOT analysis
- Mission, Vision, Basics of Strategy
- Stakeholders of the company: Contributions and expectations
- Developing the competitive advantage
- Legal business environment
- Introduction to law of contracts, trade law, corporate law, labor law

Theme 2: Customer Oriented Operation Planning (1)

- Analyzing the market and recognizing potential customers (segmentation)
- Basics of customer relationship marketing for a new business
- Marketing process and marketing mix
- Introduction to research: desk research approach

Theme 3: Business Mathematics and Accounting for a New Business (1)

- Applications of percentages, index clause, inflation and change in real terms
- Simple interest, discounted value, average annual change
- Effect of changes in currency exchanges rates on pricing, loans
- Basics of double entry bookkeeping in the international business
- Recording financial transactions: revenue-, expense- and financial accounts through exercises
- Value added tax entries
- Profit and Loss account and Balance sheet

Cooperation with the business community

Data collecting through networking with companies, guest speakers and company visits.

International dimension

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

Teaching and learning methods

Contact hours

PBL-tutorials

Case studies

Workshops

Independent studies

Business plan consultation

Assignments and homework

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Irma Pulkkinen

Maija Suonpää-Oukka

Anna Hankimaa

Ville Hanni

Pertti Tilli

Jyrki Innanen

Satu Pitkänen

Janne Jokinen

Heli Kortetsalmi

Jaana Melamies

Course materials

Barringer, B. 2009. Preparing Effective Business Plans, An Entrepreneurial Approach. Pearson Education. Upper Saddle River.

Barrow, C., Burke, G., Molian, D., & Brown, R. 2005. Enterprise Development. Thomson. London.

Black, G. 2005. Introduction to Accounting and Finance. Pearson Education Limited.

Heikkilä, J. 2010. Business Mathematics, Part 1.

Meldrum, M. & McDonald, M. 2007. Marketing in a nutshell. Elseviers Ltd. UK.

Surakka, A. 2005 (or newer edition). Access to Finnish law. WSOY. Helsinki.

Wood, M.B. 2003. The Marketing Plan. Pearson Education. Upper Saddle River, NJ.

Assessment criteria

Participation in tutorials and contact sessions

Assignments

Learning diary

Examination

last modified 16.08.2010

Document Actions

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Finnish Business Communication 1

Code: FIN1LF009

Extent: 3 ECTS (81 h)

Timing: Semester 1

Language: Finnish

Level: Basic studies (Language studies)

Type: Compulsory to all Finnish-speaking students

Prerequisites

The student has successfully completed the module LEALF1 studies and module ECOLF1 studies. The course is part of the module Providing a Toolkit for a New Business and integrated with Developing Entrepreneurial Competences and Basic Communication in Finnish 1 (for International students)

Learning outcomes

Upon successful completion of the course, the student

- is familiar with the linguistic and stylistic conventions of business writing in Finnish
- is able to write different types of effective business letters and other documents in Finnish
- has developed further his/her information searching skills as well as his/her skills to write coherent and reader-friendly reports and essays for business and study purposes
- understands the importance of communication in companies and other organizations
- understands how professional communication skills can be a means to further one's career

Course contents

- Communication and company image
- Linguistic and stylistic conventions of Finnish business writing
- Language planning
- Information search
- Reporting

- Writing an essay
- The purchasing process: sales letters, request for quotation, quotation, order, order confirmation, complaint, replying a complaint, reminder

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Lectures
Elearning
Assignments
Project work

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Sirkka Kortetjärvi-Nurmi
Anja Rosenström

Course materials

Kortetjärvi-Nurmi, S. & Kuronen, M-L. & Ollikainen, M. 2008. Yrityksen viestintä. 5., uudistettu painos. Edita. Helsinki.

Additional reading: Iisa, K. & Oittinen, H. & Phiel, A. 2006. Kielenhuollon käsikirja. 6. painos. Yrityskirjat. Helsinki.

Assessment criteria

Assignments
Project work
Exam

last modified 16.08.2010

Document Actions

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Business Planning for a Start-up

Code: BUS1LF002

Extent: 12 ECTS (324 h)

Timing: Semester 2

Language: English

Level: Basic studies

Type: Compulsory

Prerequisites

The student has successfully completed the module LEALF1 and module ECOLF1 studies and the course BUS1LF001 Developing Entrepreneurial Competences. The course is part of the module A Business Plan with an International Dimension and integrated studies with Finnish 4 (for International Students) and Finnish Business Communication 3 (for Finnish students).

Learning outcomes

Upon successful completion of the course, student

- is able to create a sustainable business idea for a business with an international dimension
- has assumed entrepreneurial approach in team and project working
- has the basic knowledge on the competition law
- is able to take into account the legal requirements set for establishing a business
- knows the importance of supply chain and logistics in business operations
- solves advanced business related mathematical problems
- knows how to calculate and compare different financial instruments
- learns different factors influencing on profitability for feasible business plan
- is able to make decisions on a variety of options available for business planning
- has further developed his/her project management skills and analytical skills
- is able to write a Business Plan report in a professional way

Course contents

The course contents and topics are based on the integrated parts:

Theme 1: Entrepreneurship and Law for a New Business 2

- Further elaboration of the business idea
- Preparing the business plan
- Developing the competitive advantage
- Building and using networks
- Financing start ups/SME
- Franchising
- Registration process of a new company
- Presentation skills/Presenting the Business Plan to financiers

Theme 2: Customer Oriented Operation Planning 2

- introduction to supply chain management and logistics in business operations
- competing through logistics
- considering customer service vs. logistics costs
- understanding environmental impacts of logistics
- selecting suppliers
- planning physical distribution (warehousing, materials handling, transportation, packaging, order processing, customer service)
- planning reverse logistics (customer returns and recycling)
- analyzing logistics flows (material and information flows) in the supply chain
- creating a cross-functional flowchart and order fulfillment process

Theme 3: Business Mathematics and Accounting for a New Business 2

- forecasting revenues, sales budget
- pricing of products and services
- estimation of operational costs
- profitability, feasible Business Plan
- required investments and working capital
- bank loans and other financial instruments
- annual percentage rate of charge for loans and credits

Theme 4: Writing Academic Reports in English

- academic reporting in English

Cooperation with the business community

Data collecting through networking with companies, guest speakers and company visits

International dimension

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

Teaching and learning methods

PBL-tutorials

Case studies

Workshops

Independent studies

Assignments and homework

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Jaana Melamies
Ville Hanni
Pertti Tilli
Jyrki Innanen
Satu Pitkänen
Janne Jokinen
Soile Kallinen
Anna Kimberley
Timo Pöysti

Course materials

Bruce R. Barringer 2009. Preparing Effective Business Plans, An Entrepreneurial Approach. Pearson International Edition.

Heikkilä, J. 2010. Business Mathematics, Part 2.

Horngrén, Foster & Datar. Cost Accounting. 10th edition or newer. Prentice Hall.

Assessment criteria

Participation in tutorials and contact sessions
Assignments/Business Plan
Examination

last modified 16.08.2010

Document Actions

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Basic Communication in Finnish 2 (for International Students)

Code: FIN1LF003
Extent: 3 ECTS (81 h)
Timing: Semester 2
Language: English and Finnish
Level: Basic studies (Language studies)
Type: Compulsory

Prerequisites

Student has successfully completed the course FIN1LF002 Basic Communication in Finnish 1 or passed Finnish level test (A2). The course is part of the module A Business Plan with an

International Dimension.

Learning outcomes

Upon successful completion of the course, the student

- is able to share information related to familiar everyday topics and describe aspects of one's background (studies, working experience, etc.)
- can understand and use basic vocabulary and sentences in everyday situations
- can understand simple media texts and produce simple connected texts on topics which are familiar and of personal interest
- can understand discussions in Finnish on basic, everyday subjects and knows the main differences between spoken and standard Finnish
- can recognize one's own strengths and development areas as a language learner
- can use language learning strategies appropriate for oneself and set personal language learning goals
- is able to use the surrounding language environment to develop one's language skills
- has the confidence and ability to use Finnish in familiar everyday situations

Course contents

This course develops student's ability to understand and use Finnish language further and activates the language skills learned earlier. The purpose is that students will be encouraged and able to use Finnish in everyday situations. Themes handled during this course are everyday life, services, social relations, working life and society. Upon successful completion of the course, the student should be at level A2 in most of the language skill areas - speaking, listening, reading and writing. Level descriptions can be found at <http://www.haaga-helia.fi/en/studies/language-studies/levels-of-language-competence> and http://www.coe.int/T/DG4/Portfolio/?L=E&M=/main_pages/levels.html.

- Telling about and describing everyday matters, events and experiences
- Shopping, ordering and running errands
- Asking and giving information in everyday situations
- Simple messages, e-mails and short reports on familiar topics
- Managing telephone conversations
- Compliments and being polite in Finnish
- Vocabulary and key phrases for everyday, studying and working life needs

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact lessons

Oral and written exercises (independent, pair, group)
Homework and preparation for lessons
DVD / CD / Internet material
Learning games

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Hanna Tani
Sirikka Kortetjärvi-Nurmi

Course materials

Provided by the teacher

Assessment criteria

Attendance and class contribution
Assignments
Examination

last modified 16.08.2010

Document Actions

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Finnish Business Communication 2

Code: FIN1LF010
Extent: 3 ECTS (81 h)
Timing: Semester 2
Language: Finnish
Level: Basic studies (Language studies)
Type: Compulsory to all Finnish-speaking students

Prerequisites

The student has successfully completed the module LEALF1 studies, module ECOLF1 studies and the course BUS1LF001 Developing Entrepreneurial Competences. The course is part of the module A Business Plan with an International Dimension and integrated with Business Planning for a Start-up and Basic Communication in Finnish 2 (for international students).

Learning outcomes

Upon successful completion of the course, the student

- understands the strategic role of communication in companies and other organizations
- understands the role of media relations in managing reputation
- uses communication as a tool in implementing corporate strategy
- produces and delivers various kinds of texts and presentations aimed at diverse types of Finnish-speaking audiences
- has developed further his/her writing skills in Finnish in the context of internal and external corporate communication
- is able to deliver professional presentations in Finnish

Course contents

The aim of the course is to introduce the students to the corporate communications function. The course examines communication issues, structures, policies and practices in companies operating in Finland and gives insight into how corporate strategy is implemented through communication. The course has a practical orientation, drawing on both theoretical knowledge and personal communication skills.

- Functions of corporate communication
- Reputation management
- Internal communication
- Change communication
- Crisis communication
- Investor relations
- Media relations
- Integrated marketing communications
- Public relations
- Corporate social responsibility communications

Company Cooperation

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

International dimension

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

Teaching and learning methods

Lectures, discussions
Exercises, presentations
Assignments
Company-based project work in teams
Company visits, guest lectures

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Sirkka Kortetjärvi-Nurmi
Anja Rosenström

Course material

Juholin, E. Communicare! Viestintä strategiasta käytäntöön. 4. uudistettu painos. Inforviestintä Oy 2006.

Assessment criteria

- Assignments
- Project work
- Exam(s)

last modified 16.08.2010

Document Actions

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Global Business Environment

Code: IBU2LF001

Extent: 6 ECTS (162 h)

Timing: Semester 3

Language: English

Level: Joint Professional Studies

Type: Compulsory

Prerequisites

The student has successfully completed the Basic Studies (= the two first semester courses). The course is part of the module Assessing Global Economic and Legal Environment and integrated with the course of Multicultural Business Communication in English.

Learning outcomes

Upon successful completion of the course, the student

- knows the core concepts of trade theories and international law
- understands the importance of a competitive advantage for a company operating in global markets
- is able to analyze the risks related to the foreign exchange and investment markets
- knows the key instruments to manage exchange and investment risks

- knows the legal determinants of the applicable law for the transactions both globally and in the European Union
- is familiar with risks involved and issues necessary to be included in international business contracts
- understands the prohibitions on international competition restrictions
- understands how international disputes are resolved

Course contents

Theme 1: International Economics and Finance

- Classic and modern trade theories
- Competitive advantage of a firm
- Trade policies
- Foreign exchange markets
- Determination of exchange rates
- Managing foreign exchange risk and exposure

Theme 2: International Business Law

- Sources of international law
- Different legal systems
- Basic legal principles and legislative framework of the European Union
- Conflicts of laws and jurisdiction
- Dispute resolution
- International contracts and trade
- International competition law principles

Cooperation with the business community

Guest speakers, real business-based examples and cases

International dimension

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

Teaching and learning methods

Contact lessons

Case studies

Independent studies

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Marika Aho-Nissinen
Satu Pitkänen
Matti Perttu
Seppo Suominen
Sami Hartikainen

Course materials

Ray August. 2000 (or newer). International Business Law. Prentice Hall. New Jersey.

The United Nations Convention on Contracts for the International Sale of Goods. 1980. Vienna.

Husted & Melvin. International Economics. Pearson. 8th edition.

Assessment criteria

Performance in contact lessons
Assignments
Examinations

last modified 24.08.2010

Document Actions

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Multicultural Business Communication in English

Code: COM2LF001
Extent: 3 ECTS (81 h)
Timing: Semester 3
Language: English
Level: Joint Professional Studies
Type: Compulsory

Prerequisites

The student has successfully completed the Basic Studies (= the two first semester courses). The course is part of the module Assessing Global Economic and Legal Environment and integrated with Global Business Environment.

Learning outcomes

Upon successful completion of the course, the student:

- is able to decipher and take into account the effect of cultural (organisational, national, etc.)

- differences and expectations in using English in global business contexts.
- manages multicultural business communication situations appropriately in English.
 - has professionally advanced written communication competencies.

Course contents

- Business communication in multicultural setting with English as the lingua franca
- Identifying, analysing and understanding the cultural aspects of business communication in English
- Workplace communication in English
- Spoken and written communication with company-external partners
- The characteristics of different communication media (spoken, written, electronic, etc.)

Cooperation with the business community

Company guest speakers

International dimension

The number of international students tends to assure a life-like multicultural atmosphere in which to test out the ability to effectively communicate with English as a lingua franca.

Teaching and learning methods

Contact lessons
Individual, pair and team assignments
Independent studies

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Kevin Gore
Teppo Varttala

Course materials

Brook-Hart, G. 2007. Business Benchmark, Advanced. Cambridge University Press. Cambridge, UK.

Assessment criteria

Attendance 15%
Assignments 45%
Examination 40%

last modified 24.08.2010

Document Actions

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Ethical Sourcing

Code: BUS2LF002

Extent: 6 ECTS (162 h)

Timing: Semester 3

Language: English

Level: Joint Professional Studies

Type: Compulsory

Prerequisites

The student has successfully completed the Basic Studies (= two first semester courses). The course is part of the module Managing Resources for Business and integrated with Business Negotiations and Contracts.

Learning outcomes

Upon successful completion of the course, the student:

- identifies challenges that internationalisation presents to supply chain management.
- identifies the activities and global intermediaries in the global supply chain.
- understands how international purchasing contributes to competitive advantage
- considers the roles and risks of outsourcing.
- understands the value of human resource (HR) as a strategic asset and human resource management (HRM) as a strategic business function and partner.
- understands the business processes designed to manage and lead the human resource to produce competitive advantage.
- understands how HRM is integrated with the supply chain.
- is able to consider ethical issues in decision-making related to sourcing products, services, information and people.

Course contents

Theme 1: Principles of International Supply Chain Management

- International purchasing process
- Structure of international logistics markets
- Global intermediaries in the global supply chain
- Role and risks of outsourcing
- Ethical approach in supply chain operations

Theme 2: People as a Resource

- Human resource as a core strategic asset (SA)

- Human resource management process and strategic partnership
- Contractual options and HR planning, flexibility, diversity and equality
- Role and risks of outsourcing parts of HR management processes
- CSR and ethical issues in HR management

Cooperation with the business community

Company cases and/or company guest speakers, company visits.

International dimension

Cases from MNC's

Teaching and learning methods

Contact hours

Student presentations

Social learning methods (e.g. poster walk, world café)

Investigative learning approach (e.g. information search and knowledge sharing)

Individual and/or team assignments (e.g. cost-management calculations)

Integrated project assignment (themes 1 and 2)

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Hoikkala Sirkka

Kallinen Soile

San Miguel Elizabeth

Course materials

Articles selected by tutors.

Armstrong, M. 2006. Handbook of Human Resource Management Practice. 10 edition. Kogan Page. Available for free from www.haaga-helia.fi ♦ Library ♦ eResources ♦ eBooks (in the left-hand menu).

HAAGA-HELIA library's electronic databases.

Bloomberg, D.J., LeMay, S. & Joe, H.B. 2002. Logistics. Prentice Hall. Upper Saddle River. Chapter 18.

Ministry of Transport and Communications Finland. 2009. Finland State of Logistics 2009. Publications of the Ministry of Transport and Communications 21/2009. http://www.lvm.fi/c/document_library/get_file?folderId=339549&name=

DLFE-7505.pdf&title=Finland%20State%20of%20Logistics%202009%20(LVM21/2009).

Harrison., A. & Van Hoek, R. 2005. Logistics Management and Strategy. 2nd edition. Prentice Hall. Harlow. Chapter 4.

Pilbeam, St. & Corbridge, M. 2006. People Resourcing. Contemporary HRM in Practice. 3rd edition. Pearson Education ltd. Harlow. Official HRM course book recommended for purchase.

van Weele, A. 2004 or later. A. Purchasing and Supply Chain Management: Analysis, Strategy, Planning and Practice. Fourth edition. Cengage Learning EMEA. Official purchasing course book recommended for purchase.

Assessment criteria

Performance in contact lessons
Individual assignments
Team assignments
Integrated course project assignment
World café and Learning café performance
Examination

last modified 24.08.2010

Document Actions

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Business Negotiations and Contracts

Code: LAW2LF001
Extent: 3 ECTS (81 h)
Timing: Semester 3
Language: English
Level: Joint Professional Studies
Type: Compulsory

Prerequisites

The student has successfully completed the Basic Studies (= the two first semester courses). The course is part of the module Managing Resources for Business and integrated with Ethical Sourcing.

Learning outcomes

Upon successful completion of the course, the student:

- knows how to prepare him-/herself for a business negotiation with a (domestic and/or international) business partner
- understands both the seller's and buyer's roles in contract negotiations

- is able to debate and use various argumentation methods in different multicultural business negotiations successfully
- knows the issues to be considered when choosing a contract model and making legal arrangements for business
- understands the contract obligations and consequences in case of a breach of contract
- has the basic knowledge of contractual risk management
- is able to explain (paraphrase) the terms of a contract in plain English
- understands how one's position in a company and legal representation are linked in contract negotiations

Course contents

- Different types of contract negotiations in business
- Negotiation skills and paraphrasing legal English in contracts
- Negotiations in B2B selling and buying processes
- Preparing a basic business contract draft for a negotiation setting
- Legal issues concerning international transportation
- Essential terms and conditions of business contracts, the legality of which is based in Finland

Cooperation with the business community

Real business-based examples and cases, guest speakers

International dimension

Exposure to international contracts

Teaching and learning methods

Contact lessons
 Role-playing exercises
 Case studies
 Assignments
 Examinations

Accreditation of prior learning

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

Teachers with the main responsibility for the course

Kevin Gore
 Satu Pitkänen
 Marika Aho-Nissinen
 Richard Cohen

Course materials

Krois-Lindner, A. 2006. International Legal English. Cambridge University Press: Cambridge, UK.

Rosenberg, M. 2005. In Business. Cambridge University Press: Cambridge, UK.

Assessment criteria

Attendance 15%
Assignments 45%
Examinations 40%

last modified 24.08.2010

Document Actions

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Researching Target Markets

Code: MAR2LF003

Extent: 6 ECTS (162 h)

Timing: Semester 4

Language: English

Level: Joint Professional Studies

Type: Compulsory

Prerequisites

The student has successfully completed the modules Working in an International Environment, Introduction to Global Business, Providing a Toolkit for a New Business and A Business Plan with an International Dimension. The course is part of the module Competing in Global Markets. The course Toolkit for Quantitative Surveys is highly recommended to take at the same time.

Learning outcomes

Upon successful completion of the course, the student

- knows how to collect and analyse data related to customer behaviour
- is able to draw conclusions and to give recommendations
- knows how to use results in decisions making
- knows how to apply descriptive statistics to a data set
- has developed his/her analytical, reasoning skills and both logical and critical thinking

Course contents

Theme 1: International Market Research

- Challenges in global marketing research; researching target markets, international country/customer segmentation

- Marketing research process
- Defining research problem, objectives and research design
- Secondary and primary data
- Sampling methods
- Survey as a data collection method
- Data collection forms (questionnaire, types of questions)
- Reporting research results

Theme 2: Statistical Methods

- Levels of measurement
- Descriptive statistics; frequency distributions, diagrams, averages, measures for shapes of distributions, measures of dispersion
- Comparing statistics; cross-tabulations, scatter diagrams, correlation coefficients

Cooperation with the business community

Data collecting through networking with companies, real business-based examples and cases.

International dimension

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

Teaching and learning methods

Contact lessons 64 h

Independent studies 94 h

Exercises

Team assignments

A joint real business-based survey project with the Statistical Methods part and customer data base analyses for companies.

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility of the course

Jyrki Innanen

Irma Pulkkinen

Pirjo Saaranen

Maija Suonpää-Oukka

Course materials

Burns A. & Bush R. 2010. Marketing research, 6th ed. Upper Saddle River, Pearson Education.

Dillman D., Smyth, J. & Leah, M. 2009. Internet, mail, and mixed-mode surveys: the tailored

design method, 3rd ed. John Wiley & Sons.

Fielding N., Lee, R. & Blank, G (editors). 2008. The Handbook of Online Research Methods. SAGE Publications Ltd.

Saaranen, P. 2010. Statistical Methods. Study booklet.

Other material provided by the teachers.

Assessment criteria

Theme 1: International Market Research

Examinations and exercises 60%

Project assignment 40%

Theme 2: Statistical Methods

Examinations and exercises 60%

Project assignment 40%

last modified 12.08.2010

Document Actions

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Managerial Accounting

Code: ACC2LF001

Extent: 3 cr (81 h)

Timing: Semester 3 or 4

Language: English

Level: Joint Professional Studies

Type: Compulsory

Prerequisites

The student has successfully completed the courses BUS1LF001 and BUS1LF002. The course is part of the module Competing in Global Markets and integrated with International Market Research and Statistical Methods.

Learning outcomes

Upon successful completion of the course, the student

- knows the principles and possibilities of cost accounting procedures
- understands the principles of product costing, pricing and profitability
- understands the principles and possibilities of cost-volume-profit analysis
- knows the principles of budgeting process and operational budgets

- knows the principles of long-term investments

Course contents

- Basic cost concepts: fixed costs vs. variable costs, direct costs vs. indirect costs
- Accounting for direct costs and indirect costs
- Absorption costing
- Full costing & marginal costing
- Activity based costing
- Standard costing
- Pricing
- Cost-volume profit analysis
- Budgeting process
- Capital investment decisions

Cooperation with the business community

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

International dimension

The international accounting exercises

Teaching and learning methods

Contact lessons 32 h

Independent studies 39 h

Assignments and mini cases

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility for the course

Jaana Melamies

Timo Pöysti

Course materials

To be confirmed later.

Assessment criteria

Examination 50%

Assignments 30%

Mini cases 20%

last modified 12.08.2010

Document Actions

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Entering Target Markets

Code: IBU2LF004

Extent: 6 ECTS (162 h)

Timing: Semester 4

Language: English

Level: Joint Professional Studies

Type: Compulsory

Prerequisites

The student has successfully completed the Basic Studies (= the two first semester courses). The course is a part of the module Going Global by Region and integrated with Target Economic Regions.

Learning outcomes

Upon successful completion of the course, the student

- knows the key determinants of both company and market specific requirements for a successful internationalisation process
- is able to conduct a basic analysis of suitability of various operation modes in global business
- is familiar with the differences in trade with the EU and non-EU business partners
- understands the impact of terms of delivery and payment on profitability.

Course contents

- Motives to operate across national borders
- Company and market specific requirements for internationalisation
- Support service providers in the internationalisation process
- Operation modes in entering foreign target markets
- Export/import process inside the EU and with non-EU countries
- Terms of delivery and payments in foreign trade transactions

Cooperation with the business community

Company guest speakers and client project

International dimension

Focus on internationalizing companies

Teaching and learning methods

Contact lessons

Team assignments

Joint real business-based project with the Target Economic Regions course

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

Pertti Tilli

Suvi Kalela

Course materials

To be announced.

Assessment criteria

Performance in contact lessons

Project assignment

Examinations

last modified 24.08.2010

Document Actions

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Target Economic Regions

Code: IBU2LF005

Extent: 9 ECTS (243 h)

Timing: Semester 4 in the day programme, semester 5 in the evening programme

Language: English

Level: Joint Professional Studies

Type: Compulsory

Prerequisites

The student has successfully completed the Basic Studies (= the two first semester courses). The course is part of the module Going Global by Region and integrated with Entering Target Markets.

Learning outcomes

Upon successful completion of the course, the student

- is able to analyse and benchmark business opportunities between the EU area, Russia and Asian markets.
- is aware of still existing challenges in doing business in the European Union, Russia and Asian target countries.
- understands current issues: political, economic, socio-cultural, legal, environmental and technological development both in the EU, Russia and Asian markets.
- knows the institutional structure and policy-making process in the European Union.
- understands the key drivers motivating internationalisation of businesses in the European Union, Russia and Asia.
- is familiar with the main characteristics of European, Russian and Asian business cultures.

Course contents

- Historical, political and economic overview of Russia and chosen Asian nations (China, South Korea and Japan)
- European vs. Russian vs. Asian business cultural values and attitudes
- Trade relations between the EU, Russia and Asian nations
- Challenges and solutions doing business in the EU, Russia and Asian markets
- Institutions and treaties of the European Union
- Entrepreneurship in the European Union
- EU trade policy, market access and lobbying the Institutions

Cooperation with the business community

Reports based on company representatives' interviews, guest speakers

International dimension

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

Teaching and learning methods

Interactive contact lessons

Case studies

Project-based learning: A joint real business-based project with the Entering Target Markets course as a second study year key product (Internationalization plan or collaborative project with the local business community)

Independent studies

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility for the course

Gerard Danford
Madeleine Vakkuri

Course materials

to be announced later

Assessment criteria

Active participation
Case studies
Project assignment and presentation of findings
Examination

last modified 24.08.2010

Document Actions

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French for Business Purposes

Code: FRE2LF001
Extent: 6 ECTS (162 h)
Timing: Semester 3
Language: French (and English)
Level: Joint Professional Studies (Language studies A2/B1)
Type: Optional

Prerequisites

The student has completed the courses French for Beginners or equivalent. Student has solid basic knowledge in general structures and vocabulary in French.

Learning outcomes

Upon successful completion of the course, the student

- is able to discuss familiar topics in general and work situations
- got acquainted with business terminology in French
- has deepened his/her oral and writing skills
- writes and reads everyday life and business related simple texts, e.g., simple magazines & newspapers articles, mails, invitations, etc.
- has developed awareness of the cultural differences between his/her culture and the Francophone's culture.
- has prepared himself/herself for a future working life in one of the French speaking

- countries.
- has broadened the international aspects of his/her studies.
- has reached the language level A2/B1 of the Common European framework of reference for languages CEFR.

Contents

The course aims at providing students with more advanced language tools which will enable them to communicate in both general and work-related situations. The purpose of the course is also to introduce students to French working and business life. Students will become familiar with ordinary situations in business, such as company presentations and presenting products. They will practice their oral and written skills in order to cope with business communication.

- Pronunciation
- Review of the basics and advanced structures of the French language
- Vocabulary and structures for general and business communication
- Writing skills for both general and business basic texts
- Active participation in business situations
- Communication skills for oral presentation of business-related subjects.

Cooperation with the business community

Company visits and guest lectures

International dimension

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

Teaching and learning methods

Contact lessons
Role-play
Listening comprehension and oral exercises
Structural exercises
CD, DVD, magazines, newspapers
Assignments

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

Laurianne Bellotti

Course materials

Tauzin, B. & Dubois, A-L. 2006. Objectif Express 1, le monde professionnel en français. Chambre

de Commerce et d'Industrie de Paris.

Assessment criteria

Written exam 50%

Assignments/ Portfolio completed on time 20%

Active participation in class and oral company presentation 30%

last modified 16.08.2010

Document Actions

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French Business Communication

Code: FRE2LF002

Extent: 3 ECTS (81 h)

Timing: Semester 4

Language: French

Level: Joint Professional Studies (Language studies B1/B2)

Type: Optional

Prerequisites

The student has successfully completed the course FRE2LF001 French for Business Purposes.

Learning outcomes

Upon successful completion of the course, the student

- got acquainted with business terminology in French
- has deepened the oral and writing skills
- is able to interact with French speakers in general and work situations, and in both written and oral forms
- has developed interpersonal skills in French communication situations
- is able to write business-related documents in French
- has prepared himself/herself for a future working life in one of the French speaking countries
- has broadened the international aspects of his/her studies
- has reached the language level B1/B2 of the Common European framework of reference for languages CEFR

Course contents

The purpose of this course is to enable students to handle French business communication in writing and orally. Students will become familiar with business documents.

- Pronunciation
- Advanced structures used administratively or at work
- Specialized vocabulary
- Tools for various work situations
- Writing skills for business related texts
- Communication skills for oral business situations

Cooperation with the business community

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

International dimension

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

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teaching and learning methods

Contact lessons
 Role-play
 Comprehension and oral exercises
 Structural exercises
 CD, DVD
 Assignments

Teachers with the main responsibility for the course

Laurianne Bellotti

Course materials

Provided by the teacher

Assessment criteria

Examination 50%
 Active class participation 20%
 Assignments and Portfolio completed on time 30%

last modified 16.08.2010

Document Actions

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German for Business Purposes

Code: GER2LF001

Extent: 6 ECTS (162 h)

Timing: Semester 3

Language: German and English

Level: Joint Professional Studies (Language studies A2/B1)

Type: Optional

Prerequisites

The student has solid basic knowledge in general structures and vocabulary in German. The student has completed the courses German for Beginners or equivalent.

Learning outcomes

Upon successful completion of the course, the student

- is able to discuss familiar topics in general and working life
- got acquainted with business terminology in German
- has deepened his/her oral and writing skills
- has developed awareness of cultural differences between his/her culture and cultures of German speaking countries
- has prepared himself/herself for a future working life in one of the German speaking countries
- has broadened the international aspects of his/her studies
- has reached the language level A2/B1 of the Common European framework of reference for languages CEFR.

Course contents

The purpose of this course is to introduce the student to German working and business life. The student will become familiar with ordinary situations in business, such as company presentations and presenting products. He/she will practice his/her oral and written skills in order to cope with business communication.

- Review of the basics and advanced structures of German language
- Vocabulary and structures for general business communication
- Writing skills for basic business texts
- Active participation in business situations
- Communication skills for oral presentation of business-related subjects

Cooperation with the business community

Company visits and guest lecturers

International dimension

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

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teaching and learning methods

Contact lessons
Listening comprehension and oral exercises
Videos/ DVDs
Structural exercises

Teachers with the main responsibility of the course

Eva Herttuainen
Claudia Jeltsch

Course materials

Becker, Braunert, Schlenker & Klett Verlag. 2008. Unternehmen Deutsch Grundkurs. Lehrbuch. Chapters 1 - 6.

Assessment criteria

Active participation and oral presentation 30%
Assignments and portfolio completed on time 20%
Written examination 50%

last modified 16.08.2010

Document Actions

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German Business Communication

Code: GER2LF002
Extent: 3 ECTS (81 h)
Timing: Semester 4
Language: German
Level: Joint Professional Studies (Language studies B1/B2)
Type: Compulsory

Prerequisites

The student has successfully completed the course GER2LF001 German for Business Purposes.

Learning outcomes

Upon successful completion of the course, the student

- is able to handle all kind of business-related subjects
- is acquainted with business terminology in German
- is familiar with corporate culture and business life in German-speaking countries and possibilities for education and work in these countries
- is able to be engaged in situations of customer services
- writes business-related documents in German
- has reached the language level B1/B2 of the Common European framework of reference for languages CEFR

Course contents

The purpose of the course is to enable the student to handle German business communication in writing and orally. The student will become familiar with business documents.

- Vocabulary and structures for business communication
- Writing skills for business-related texts
- Oral tools for various customer-related situations
- Communication skills for oral presentations of business-related subjects

Cooperation with the business community

Contacts to companies with German speaking trade and guest lecturers

International dimension

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

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teaching and learning methods

Contact lessons and e-learning
Videos/DVDs

Teachers with the main responsibility of the course

Eva Herttuainen
Claudia Jeltsch

Course materials

Becker, Braunert, Schlenker & Klett Verlag. 2008. Unternehmen Deutsch Grundkurs. Lehrbuch. Chapters 7 - 10.

Assessment criteria

Active participation in class, oral presentation 30%

Assignments /portfolio completed on time 20%

Written examination 50%

last modified 16.08.2010

Document Actions

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Spanish for Business Purposes

Code: SPA2LF001

Extent: 6 ECTS (162 h)

Language: Spanish

Level: Joint Professional Studies (Language Studies, A2/B1)

Type: Optional

Prerequisites

The student has successfully completed the basic Spanish studies. Student has solid knowledge in general structures and vocabulary in Spanish and s/he has 2-3 years of previous studies in Spanish.

Learning outcomes

Upon successful completion of the course, the student

- is able to negotiate with Spanish speaking people in business situations
- relates to business oriented situations with confidence
- is able to make presentations about companies and products
- communicates effectively in Spanish with non-native speakers.
- has prepared him/herself for a future job in a Spanish speaking Country or in a company that may need Spanish to deal with foreign costumers or business partners.
- has broadened the international aspect of his/her studies by introducing new ways of communicating with others.

Course contents

The purpose of this course is to reinforce the student's communicating ability either written or spoken. He/she will be more aware of linguistic and cultural differences between the 19 countries and 450 000 000 people that speak Spanish as a mother tongue. Furthermore, he/she will learn to

use Spanish as a 'lengua Franca' to communicate with non-native speakers in Spanish.

- What is a Company
- Human Resources
- Job application and interview
- Consumers and Products
- Finance
- Strategy
- International Commerce
- Advertising
- Exchange of documents and information in Spanish with non native students in a foreign country via Internet

Cooperation with the business community

Business-based examples and cases

International dimension

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

Teaching and learning methods

Contact Lessons

Videos / DVD

Discussions based in Company cases

Grammar exercises

Role-play

Written exercises via Internet to students in a foreign country

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

Alicia Jáuregui-Renaud

Course materials

Prost, G. & Fernández, A. @1 Dia B1-B2. Editorial SGEL.

Other material provided by the teacher

Assessment criteria

Students are required to be present in a minimum of 80% of contact hrs to take the exams.

Active participation in class
Assignments completed on time
Written exam
Portfolio of documents and material obtained during the internet use weeks.

last modified 16.08.2010

Document Actions

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Spanish Business Communication

Code: SPA2LF002
Extent: 3 ECTS (81 h)
Language: Spanish
Level: Joint Professional Studies (Language Studies, B1/B2)
Type: Optional

Prerequisites

The student has successfully completed the courses Spanish for Beginners or equivalent.

Learning outcomes

upon successful completion of the course, the students

- is able to communicate using all verbal forms
- has gained a better command of the formal ways of using Spanish in a job related situation
- has improved reading comprehension
- can cope in a job situation
- is ready to go in exchange or/and do a work placement abroad to interact with native speakers in a position of confidence

Contents

The main Spanish structures are studied in order to write, read and understand.

Connected text in work related topics

- Practice the different ways of using the Past tenses in Spanish
- Talking about future plans
- Making offers and requests
- Giving instructions and commands
- Discussing hypothetical situations
- Expressing unfulfilled conditions
- Writing letters, reports, faxes, e mails
- Expressing satisfaction, regret and uncertainty

Cooperation with the business community

Business-based examples and cases

International dimension

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

Teaching and learning methods

Contact lessons

Grammar exercises

Written exercises

Reading articles and reports

Role play

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

Alicia Jaurégui-Renaud

Course materials

Provided by the teacher.

Assessment criteria

Students are required to be present in a minimum of 80% of contact hrs to take the exam.

Active participation in class and assignments completed on time

Written examination

last modified 16.08.2010

Document Actions

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Russian for Business Purposes

Code: RUS2LF001

Extent: 6 ECTS (162 h)

Timing: Semester 3 -7

Language: Russian

Level: Joint Professional Studies (Language studies, A2/B1)

Type: Optional

Prerequisites

Solid knowledge in general structures and vocabulary in Russian, 2-3 years of previous studies in Russian language

Learning outcomes

Upon successful completion of the course, the student

- knows corporate culture and business life in Russia and learn about possibilities for education and work in these countries
- is able to engage in general situations of customer services
- writes business related texts (e-mails, faxes, invitations, CV, summaries, presentations)
- is able to in handle all kind of business related subjects
- has broadened the international aspect of the student's studies
- has prepared him/herself for a future working life in Russia

Course contents

The purpose of this course is to introduce the student to Russian Business life. The student will become familiar with ordinary situations in business, like company presentations, presenting products on a fair, etc. He/she will practice his/her oral and written skills in order to cope with business communication.

- Vocabulary of situations in business life
- Writing skills for basic business communication in e-mails and faxes, letters, CV etc
- Listening and comprehension of business negotiations
- Oral and written Company presentation

Cooperation with the business community

Company visit, guest lectures

International dimension

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

Learning and teaching methods

Contact lessons

Videos /DVD/CD

Listening and comprehension exercises

Grammar exercises

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

To be announced.

Course materials

To be announced.

Assessment criteria

The student must attend 80% of contact hours in order to take part in the exam.

Active participation in class

Assignments / portfolio completed on time

One (1) written exam

last modified 16.08.2010

Document Actions

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Russian Business Communication

Code RUS2LF002

Extent: 3 ECTS (81 h)

Timing: Semester 3 -7

Language: Russian

Level: Joint Professional Studies (Language studies, B1/B2)

Type: Optional

Prerequisites

The student has successfully completed the course RUS2LF001 Russian for business Purposes.

Learning outcomes

Upon successful completion, the student

- handles all kind of business related subjects in Russian
- knows corporate culture and business life in Russia and learns about possibilities for education and work in Russian or Baltic countries
- is able to be engaged in demanding situations of customer services
- is able to write business related documents in Russian
- broadens the international aspect of the student's studies

- has developed the cultural awareness necessary in order to act in business life
- is prepared for a future working life in Russia or Baltic countries

Course contents

The purpose of this course is to enable the student to handle Russian business communication in writing and orally. The student will become familiar with business documents, like inquiries, orders, complaints, etc

- Vocabulary and structures for business communication
- Writing skills for demanding business texts
- Active participation in business negotiations
- Communication skills for oral presentation of business related subjects

Cooperation with the business community

Contact to companies with Russian trade, guest lecturers

International dimension

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

Teaching and learning methods

Contact lessons
Reading articles and reports
Role play

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

To be announced.

Course materials

To be announced.

Assessment criteria

Active participation in class and e-platform discussion

Assignments /portfolio completed on time

One (1) written exam

last modified 16.08.2010

Document Actions

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Innovation Management for Global Competitiveness

Code: MAR3LF001

Extent: 6 ECTS (162 h)

Timing: Semester 5-6

Language: English

Level: Professional Specialisation Studies

Type: Compulsory for those chosen MAR2LF Global Customer Relationship Management and Communication as their specialisation

Prerequisites

Basic and Joint Professional Studies successfully completed. The course is part of the module of Global Customer Relationship Management and Communication.

Learning outcomes

Upon successful completion of the course, the student:

- understands the need of continuous product, service and process innovations in order to succeed and develop demanding B-to-B customer relationships on a global level
- has risk awareness related to innovation processes
- explores, identifies and selects marketing opportunities on a global level
- uses qualitative research methods required in innovation processes
- creates new innovative B-to- B service concepts
- designs and conducts concept tests in authentic business situation
- is able to establish business networks and generate resources
- has skills to prepare commercialisation plans for new product and service concepts
- knows how to legally protect innovations

Course contents

- Fuzzy front end of innovation process
- Seeking, identifying and selecting marketing opportunities
- Understanding the customer's business
- B-to-B service concept creation and planning
- Risks, resources and networking
- Commercialization planning
- Qualitative research methods
- Patents and other legal instruments for innovations

Cooperation with the business community

Collaboration with international and global companies, real business based innovation development projects

International dimension

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

Teaching and learning methods

Contact lessons
Practise oriented team work
Learning diaries.
Individual and team learning contracts

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

To be announced

Course materials

Lovelock, C.H.& Wirtz, J. 2011. Services Marketing: Global Edition. Prentice Hall.

Hollensen, S. 2011. Global Marketing: A Decision Making Approach. Prentice Hall.

Selected articles

Assessment criteria

Performance in the contact lessons
Accepted individual and team learning contracts
Team project work report
Individual learning diary

last modified 07.09.2010

Document Actions

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Strategic Business-to-Business Relationship

Management

Code: MAR3LF002

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 6

Language: English

Level: Professional Specialisation Studies

Type: Compulsory for those chosen MAR2LF Global Customer Relationship Management and Communication as their specialisation

Prerequisites

Basic and Joint Professional Studies successfully completed. The course is part of the module of Global Customer Relationship Management and Communication.

Learning outcomes

Upon successful completion of the course, the student

- knows the elements of a profitable customer portfolio
- identifies and assesses customer segments meriting relationship management (A, B, and C customers)
- understands the importance of customer value creation in business -to-business
- knows how to build long lasting and profitable key customer relationships
- has the skills needed in the core tasks of an Account manager
- is able to increase customer profitability over time
- is familiar with the customer relationship ICT systems and software

Course contents

- Assessment and identification of customer portfolios
- Measuring of customer value in business-to-business
- Methods of building profitable customer relationships
- Methods of maintaining profitable customer relationships
- Account management as a profession
- Key customer relationship ICT systems and software and the benefits provided by them

Cooperation with the business community

Collaboration with international and global companies, real business based cases and development project

International dimension

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

Teaching and learning methods

Contact lessons
Team project
Individual and team assignments
Independent studies

Accreditation of prior leaning

Accreditation of prior leaning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility of the course

To be announced

Course materials

To be confirmed

Assessment criteria

Performance in the contact lessons
Team project
Assignments
Examination

last modified 07.09.2010

Document Actions

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Business-to-Business Selling and Sales Management in Global Markets

Code: MAR3LF003

Extent: 3 ECTS (81 h)

Timing: Semester 5 - 6

Language: English

Level: Professional Specialisation Studies

Type: Compulsory to those chosen MARLF2 Global Customer Relationships Management and Communication as their specialisation.

Prerequisites

Basic and Joint Professional Studies successfully completed. The course is part of the module of

Global Customer Relationship Management and Communication.

Learning outcomes

Upon successful completion of the course, the student.

- understands the importance of sales force to generate revenue through customer satisfaction
- knows the personal selling process
- has the skills to apply various selling techniques when negotiating with international and global business-to-business customers
- contributes to the development of sales strategies
- is aware of the methods needed in leading a international sales team
- knows how to lead an international agent/sales office network

Course content

- Process of personal selling
- Competences and characteristics of a profit making sales person
- Sales budgeting
- Pipeline management, sales funnel, opportunity management
- Managing sales force
- Alternative sales strategies

Cooperation with the business community

Company guest speakers and company visits, real business based cases

International dimension

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

Teaching and learning methods

Contact lessons

Sales simulations

Team and individual assignments

Accreditation of prior leaning

Accreditation of prior leaning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility of the course

To be announced

Course materials

To be confirmed

Assessment criteria

Performance in the contact lessons and sales simulations
Examination

last modified 07.09.2010

Document Actions

- 

Creative Corporate and Marketing Communication

Code: MAR3LF004

Extent: 12 ECTS (324 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialisation Studies

Type: Compulsory to those chosen MARLF2 Global Customer Relationships Management and Communication as their specialisation.

Prerequisites

Basic and Joint Professional Studies successfully completed. The course is part of the module of Global Customer Relationship Management and Communication.

Learning outcomes

Upon successful completion of the course, the student

- understands the process of creating perceptions and images
- knows the central terminology of company image development, corporate and marketing communications, advertising, and the electronic and interactive media
- knows the external and internal factors affecting the company image
- knows the meaning and strategic role of integrated corporate and marketing communications
- understands the comprehensive corporate and marketing communications development plan
- analyses corporate and marketing communications and applies its tools and theories to the various purposes and objectives of business-to-business organisations
- combines relevant communication theories and the student's own ideas to formulate new models.
- understands the significance of and conducts qualitative research in corporate and marketing communications
- collects, analyses and uses relevant research findings to create a corporate and marketing communications plan for a client company

- works professionally with a client company in a multicultural team in projects covering global customer relationship management and communication for international high-performance companies

Course contents

- Corporate (brand) identity and company image strategy development
- Corporate and marketing communications in multicultural and global environments
- Meaning and strategic role of corporate and marketing communications
- Integrated corporate and marketing communications
- Creativity methods and techniques
- Corporate and marketing communications tools and planning processes
- Corporate and marketing communications research and research methods
- Planning advertising and the use of the electronic and interactive media
- Project work covering global customer relationship management and communication for international high-performance companies

Cooperation with the business community

Guest lecturers and/or company visits, project work covering global customer relationship management and communication for international high-performance companies

International dimension

Projects for international companies

Teaching and learning methods

Problem-based learning (PBL) with a strong emphasis on project work

Contact lessons and workshops

Independent information search and studies

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

To be confirmed

Course materials

To be announced

Assessment criteria

Contribution to the project

Tutorial performance and individual work

Examination

last modified 07.09.2010

Document Actions

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Successful Event

Code: MAR3LF005

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 7

Language: English

Level: Professional specialisation studies

Type: Compulsory to those chosen MARLF2 Global Customer Relationships Management and Communication as their specialisation.

Prerequisites

Basic and Joint Professional Studies successfully completed. The course is part of the module of Global Customer Relationship Management and Communication.

Learning outcomes

Upon successful completion of the course, the student

- understands the importance of interaction and participation in making the various stakeholders committed to the organisation and the brand.
- knows the role and purpose of events at various levels of business operations.
- plans and implements a successful event from the perspective of the event purpose and objectives, as well as from the viewpoint of integrated corporate communications.
- masters project management skills needed for event planning, implementation and evaluation.
- analyses and evaluates the event planning process and outcome from the perspective of success.
- is able to compare relevant sources and models at an advanced level.
- applies relevant theories to practical contexts.
- combines relevant theories and the student's own ideas to formulate new models.
- applies problem identification, analysis and solving to event planning and implementation.
- works successfully with a client organisation in a multicultural team.

Course contents

- Role and purpose of events at various levels in business (fairs, seminars, exhibitions, other events)
- Event planning process
- Event implementation
- Working effectively in the event organisation

- Event evaluation
- Project management of events

Cooperation with the business community

Guest speakers, event plan and implementation for an international client organisation

International dimension

Projects for international companies

Teaching and learning methods

Contact lessons
Workshops for practical event planning
Event implementation

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

To be announced

Course materials

To be announced

Assessment criteria

Performance in contact lessons and workshops
Event project

last modified 07.09.2010

Document Actions

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International Management Accounting

Code: ACC3LF001

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialization Studies

Type: Compulsory to those chosen ACC1LF Financial Management for Global Business as their

specialisation.

Prerequisites

LEALF1 Module: Working in an International Environment

ECOLF1 Module: Introduction to Global Business

BUS1LF001 Module: Providing a Toolkit for a New Business

BUS1LF002 Module: A Business Plan with an international Dimension

ACC2LF001: Managerial Accounting

Learning outcomes

Upon successful completion of the course, the student

- understands planning and controlling profitability at different levels of operations, in different levels of operations and in different business fields
- learns tools for refining a costing system
- understands transfer pricing
- learns strategy implementation and the Balanced Scorecard metrics
- learns to cope with practical accounting problems in different decision making situations using relevant information
- develops working life relationships and improves teamwork skills

Course contents

Profitability analysis of operating performance through practical applications in different cost objects (ex. product, service, product line, customer, department, market area)

- Activity based costing
- Transfer pricing methods
- Balanced Scorecard implementation and strategic analysis of Operating Income
- Working life relationships

The students will choose the company in their interest and determine the problem solving case from management accounting perspective. The case should be useful for the company and the outcome will help management to do improvements concerning accounting practice in the future. The project work will be done in teams (3-4students). The team will keep a project diary during the process.

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact lessons
Case studies
Team work

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

to be announced

Course materials

To be announced.

Assessment criteria

Individual distance assignments 20%
Examination 40%
Project report and presentation 40 %

last modified 12.08.2010

Document Actions

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International Financial Accounting

Code: ACC3LF002

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialization Studies

Type: Compulsory to those chosen ACC1LF Financial Management for Global Business as their specialisation.

Prerequisites

LEALF1 Module: Working in an International Environment

ECOLF1 Module: Introduction to Global Business

BUS1LF001 Module: Providing a Toolkit for a New Business

BUS1LF002 Module: A Business Plan with an international Dimension

ACC2LF001: Managerial Accounting

Learning outcomes

Upon successful completion of the course, the student

- learns national differences in financial reporting
- understands published accounts of companies
- knows the updated International Financial Accounting standards (IAS/IFRS) and their impact on the Profit&Loss Account and Balance sheet
- is able to apply and interpret key ratios in terms of profitability, liquidity and solvency
- develops working life relationships and improves teamwork skills

Course contents

The course content will focus on Financial Statements in the Global Business. The topics are integrated and the student understands the content of Income Statement and Balance sheet according to the IFRS and apply key ratio calculations to the case company interpreting the indicators in the certain business field as a project work.

- Basic content and preparation of published accounts of companies (IAS/IFRS)
- Balance sheet: equity, liability, and asset measurement
- Profitability, liquidity and solvency key ratio workings
- Trend and horizontal performance analysis
- Evaluating ratios by comparison and presenting future strategies

Cooperation with the business community

The students will choose the international company in their interest. The annual report and financial statements should be available (recent 3-5 years) The project work will be done in teams (3-4 students). The team will keep a project diary during the process.

International dimension

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

Teaching and learning methods

Contact lessons
Case studies
Workshops
Team work

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

to be announced

Course materials

Barry and Jamie Elliot: Financial Accounting, Reporting and Analysis.

Assessment criteria

Examination 30%

Project report and presentation 70 %

last modified 12.08.2010

Document Actions

- 

International Trade and Finance

Code: ACC3LF003

Extent: 9 ECTS (240 h)

Timing: Semester 5 - 6

Language: English

Level: Professional Specialization Studies

Type: Compulsory to those chosen ACC1LF Financial Management for Global Business as their specialisation.

More detailed description available by December 2010.

Prerequisites

The Basic and Joint Professional Studies successfully completed. The course is part of the module of Financial Management for Global Business.

Learning outcomes

Upon successful completion of the course, the student

- understands the contemporary economic issues with an emphasis on international trade and finance
- knows the instruments of corporate finance available in global business environment
- is able to analyse and use of the corporate finance instruments required in a company operating in international markets
- has skills to make finance related decisions generating profitable business

Course contents

Course content follow three general themes on capital markets and international trade, investment

analysis and financial management. Main topics underlying these themes are the following;

1. International Trade, Capital Markets and the World Economy
 1. theories of international trade and economic integration
 2. the international monetary system and the balance of payments
 3. international parity relationships
 4. world trading patterns, trade policy and export promotion
 5. financial markets and their products
2. Operational and Global Investment Decisions
 1. economic evaluation and investment appraisal methods
 2. structuring international trade transactions: choice of currency, method of payments
 3. analysing risk factors in foreign operations and investment
 4. international portfolio investment and risk management
3. International Financial Management and Capital Budgeting
 1. capital budgeting decision process and techniques
 2. short-term financial decisions; working capital and current assets management
 3. types of exchange-rate risk exposure
 4. interest and foreign exchange-rate risk management
 5. internal controls and auditing

Cooperation with business community

Guest lecturers from international/global companies, real business based cases

International dimension

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

Teaching and learning methods

Contact lessons
Case studies
Team project

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

To be announced.

Course materials

Husted, S.L., Melvin, M. 2009. International economics (8th ed.). Pearson Education, Boston, 2009.

Other textbooks to be announced.

Study package of articles instructed by the teacher.

Assessment criteria

Examination
Assignments
Project

last modified 01.09.2010

Document Actions

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Corporate Tax and Value Added Tax

Code: ACC3LF004

Extent: 3 ECTS (81 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialization Studies

Type: Compulsory to those chosen ACC1LF Financial Management for Global Business as their specialisation.

Prerequisites

LEALF1 Module: Working in an International Environment

ECOLF1 Module: Introduction to Global Business

BUS1LF001 Module: Providing a Toolkit for a New Business

BUS1LF002 Module: A Business Plan with an international Dimension

ACC2LF002: Preparation and Interpreting Company Accounts, IFRS

ACC2LIF002: Consolidated Financial Statements

Learning outcomes

Upon successful completion of the course, the student

- understands how the value added tax system operates in the EU-area and in the global business
- distinguishes between various rates of VAT in different countries
- is able to record VAT in the bookkeeping system
- understands the stages of evolution to a multinational corporation and challenges in terms of taxation in the global operations
- has a basic knowledge about tax planning in the international environment, the impact of corporate tax on profits in multinational subsidiaries and shifted ownership.

Course contents

- VAT principles and rates in the different countries

- VAT refunds within European countries and in the global markets
- VAT transactions in the company's accounts
- General corporate tax rates in different countries
- The approaches to taxation of foreign source income and the way expenses are treated for tax purposes
- transfer pricing of goods and services
- Main issues about the avoidance of double taxation of foreign source income and minimizing global tax

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact lessons
 Guest visitors
 Case studies
 Assignments

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

to be announced

Course materials

to be announced

Assessment criteria

Examination 70 %
 Individual assignments 30 %

last modified 12.08.2010

Document Actions

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Consolidated Financial Statements

Code: ACC3LF005

Extent: 3 ECTS (81 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialization Studies

Type: Compulsory to those chosen ACC1LF Financial Management for Global Business as their specialisation.

Prerequisites

LEALF1 Module: Working in an International Environment

ECOLF1 Module: Introduction to Global Business

BUS1LF001 Module: Providing a Toolkit for a New Business

BUS1LF002 Module: A Business Plan with an international Dimension

ACC2LF002: Preparation and Interpreting Company Accounts, IFRS

Learning outcomes

Upon successful completion of the course, the student

- knows the definition of a group and requirements to prepare consolidated accounts
- knows accounting treatment and methods of subsidiaries concerning international inter-company business transactions
- understands minority interest and control issues
- is able to apply accounting for international associated companies
- learns the conversion and translation for foreign currency for presentation in the consolidated financial statements

Course contents

- definition of a group and reasons for consolidated accounts
- accounting for groups at the date of acquisition under IFRS 3
- preparation of consolidated balance sheet after the date of acquisition under IAS 27
- preparation of consolidated income statements under IAS 1
- accounting for associated companies and the equity method under IAS 28, IAS 31
- accounting for the effects of changes in foreign exchange rates under IAS 21

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact lessons
Case studies
Assignments

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

To be announced.

Course materials

Barry and Jamie Elliot: Financial Accounting, Reporting and Analysis , International Edition, 2006

Assessment criteria

Examination 60 %
Individual assignments 40 %

last modified 12.08.2010

Document Actions

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Managing Quality in Supply Chains

Code: LOG3LF001

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialization Studies

Type: Compulsory to those chosen LOGLF1 Global Supply Chain Management as their specialisation.

Prerequisites

The Basic and Joint Professional Studies successfully completed. The course is part of the module of Global Supply Chain Management.

Learning outcomes

Upon successful completion of the course, the student:

- understands the role of quality management providing competitive advantage in supply chains
- is able to describe the different costs of quality
- is able to take actions needed in continuous improvement in the global supply chain operations
- masters tools of total quality management

Course contents

- Concept of quality in supply chain processes
- Total Quality Management
- Tools of TQM
- ISO 9000 Quality Management System
- TQM in services
- Just-in-Time (JIT) and Lean philosophy
- Total cost of quality
- Six-Sigma quality improvement principles
- Benchmarking

Cooperation with business community

Guest speakers from companies, real business based cases and project assignment

International dimension

Learning the course contents based on global business approach

Teaching and learning methods

Contact lessons
 Assignments
 Team project
 Independent studies

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

To be announced

Course materials

Heizer, Jay & Render, Barry 2011: Principles of Operations Management. Eight edition. Pearson Education Inc., Prentice Hall Upper Saddle River, New Jersey.

Assessment criteria

Performance in contact lessons
Assignments and project
Examination

last modified 07.09.2010

Document Actions

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Budget and Responsibility Accounting

Code: ACC3LF006

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialization Studies

Type: Compulsory to those chosen ACC1LF Financial Management for Global Business as their specialisation.

Prerequisites

The student has successfully completed LEALF1 module Working in an International Environment, ECOLF1 module Introduction to Global Business, BUS1LF001 module Providing a Toolkit for a New Business, BUS1LF002 module A Business Plan with an international Dimension and ACC2LF001 Managerial Accounting. The course is part of the module Financial Management for Global Business.

Learning outcomes

Upon successful completion of the course, the student

- understands budgeting as an integral part of a company's strategy
- learns the steps in developing an operating budget and timing of the process
- is able to create functional budgets, a budgeted profit and loss account, balance sheet and cash flow forecast
- understands responsibility accounting in the international companies
- learns issues about setting standards, sensitivity analysis and limitations of budgets
- is able to use software application(ERP-NAVISON) using a case company

Course contents

- The basic theory of budgetary control systems
- Difference between fixed and flexible budgets and between incremental and zero-based budgeting
- Scheduling the budgeting process
- Variances between actual and budgeted performance levels in different functional budgets
- Activity based management and Balanced scorecard from the budgeting point of view

- Budget responsible manager in the global environment (ex. area key account)

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact lessons
Assignments
Software application

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

To be announced.

Course materials

To be announced.
Ray Proctor: Managerial Accounting for Business Decisions

Assessment criteria

Completing a case using ERP-NAVISON 40 %
Examination 40%
Assignments 20%

last modified 12.08.2010

Document Actions

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Optimising Resources

Code: LOG3LF002
Extent: 6 ECTS (162 h)
Timing: Semester 5 - 7
Language: English

Level: Professional Specialization Studies

Type: Compulsory to those chosen LOGLF1 Global Supply Chain Management as their specialisation.

Prerequisites

Basic and Joint Professional Studies successfully completed. The course is part of the module of Global Supply Chain Management.

Learning outcomes

Upon successful completion of the course, the student

- knows how to use optimising as a modelling tool for business cases
- is able to minimize the transportation costs
- is capable to determine economic order quantities for an inventory in order to optimize inventory cycles

Course contents

- Formulating decision making problems
- Optimising in marketing and financial applications
- Solving linear problems graphically
- Computer solutions for supply chain optimising
- Transportation problems
- Inventory models

Cooperation with business community

Guest speakers from companies, real business based cases and exercises

International dimension

Learning the course contents based on global business approach

Teaching and learning methods

Contact lessons

Exercises

Independent studies

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

To be announced

Course materials

Anderson, D., Sweeney, D. & Williams, T. 2007. An Introduction to Management Science, Quantitative Approaches to Decision Making. 12th edition. West Publishing Company. Minneapolis.

Other material to be announced

Assessment criteria

Performance in contact lessons

Assignments

Examination

last modified 07.09.2010

Document Actions

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Sustainable Logistics and Supply Chain Strategies

Code: LOG3LF003

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialization Studies

Type: Compulsory to those chosen LOGLF1 Global Supply Chain Management as their specialisation.

Prerequisites

The Basic and Joint Professional Studies successfully completed. The course is part of the module of Global Supply Chain Management.

Learning outcomes

Upon successful completion of the course, the student:

- promotes resources and energy savings by reusing, reducing and recycling
- promotes reduction of greenhouse gas and waste
- aims at minimizing environmental pollution (water, soil, air)
- considers how to reduce the environmental impact of warehousing, packaging and transportation
- understands the structure of the environmental management system
- considers how to reduce carbon footprint of the operations within the global supply chain

- is able to restructure the supply chain to be more sustainable

Course contents

- Strategic and operational perspective of green logistics and SCM
- Environmental indicators of sustainability
- Impact of logistics (especially transport and packaging) on the environmental sustainability
- Reverse logistics: reuse, reduce and recycle
- ISO 14001 environmental management system
- Best practices of green logistics in various business fields

Cooperation with business community

Collaboration with logistics service providers / SCM of selected multinational companies

International dimension

Cooperation with international and global companies.

Teaching and learning methods

Contact-based tuition
Student presentations
Social learning methods

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

To be announced.

Course materials

Articles selected by the teacher
McKinnon Alan, Cullinane Sharon, Brownw Michael and Whiteing Anthony 2010: Green Logistics – Improving the environmental sustainability of logistics.

Assessment criteria

Performance in contact lessons
Assignments and project
Examination

last modified 07.09.2010

Document Actions



Purchasing Strategies

Code: LOG3LF004

Extent: 9 ECTS (243 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialization Studies

Type: Compulsory to those chosen LOGLF1 Global Supply Chain Management as their specialisation.

Prerequisites

Basic and Joint Professional Studies successfully completed. The course is part of the module of Global Supply Chain Management.

Learning outcomes

Upon successful completion of the course, the student

- understands the various roles of purchasing and supply management in achieving strategic success
- knows the strategic importance of supplier development adding value in international business partnership
- chooses and applies appropriate purchasing strategies to different commodities and services
- makes use of strategic alignment
- knows the implications of electronic technology for strategic partnerships and the supply base
- handles professionally the documentation of buying process needed in international markets
- is aware of the legal rights and obligations related to buying transactions

Course contents

- Integrated purchasing strategies
- Strategic Cost Management
- Relationship Management and Strategies
- Corporate Social Responsibility and the competitive advantage
- Strategies adding value in the value chain
- E-Procurement
- Buying as a profession
- Documentation in buying process

Cooperation with the business community

Guest speakers from international and global companies, real global business based project

International dimension

The key product project work concerning high performance company in purchasing among global companies together with the course of LOG3LF005 Developing Performance in Supply Chains

Teaching and learning methods

Contact -based tuition

Self-directed learning

Student presentations

Social learning methods

Investigative learning approach (e.g. information search and knowledge sharing)

Individual and/or team assignments

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

To be announced

Course materials

Articles selected by the teacher

Cousins Paul, Lamming Richard, Lawson Benn, Squire Brian, 2008. Strategic Supply Management; Principles, theories and practice. Harlow. Pearson Education.

HAAGA-HELIA library's electronic databases.

Harrison Ala & van Hoek Remko. 2008. Logistics Management and Strategy; Competing through the supply chain. 3rd ed. Harlow. Pearson Education.

Hugos Michael, 2006. Essentials of Supply Chain Management. 2nd. ed. Hoboken (NJ), Wiley & Sons, Inc.

Material in Moodle

Rudzki, Robert A. 2005. Straight to Bottom Line; An Executive's Roadmap to World Class Supply Management. J. Ross Publishing Inc. (available electronically)

Weele, Arjan J. van. 2010. Purchasing and Supply Chain Management; Analysis, Strategy, Planning and Practice. 5th ed. Andover. Cengage Learning

Assessment criteria

Performance in contact lessons

Project work

Examination

last modified 07.09.2010

Document Actions

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Developing Performance in Supply Chains

Code: LOG3LF005

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialization Studies

Type: Compulsory to those chosen LOGLF1 Global Supply Chain Management as their specialisation.

Prerequisites

Basic and Joint Professional Studies successfully completed. The course is part of the module of Global Supply Chain Management.

Learning outcomes

Upon successful completion of the course, the student

- is able to identify possible problem and development areas in supply chains
- has the skills to measure key performance (KPIs) and other logistics indicators
- is capable to improve supply chain management by using organisational and technology-based tools

Course contents

- Supply Chain – and overview to identify the possible potential problem areas for improvements
- Performance measurement - developing key performance indicators
- Logistics metrics
- Purchasing an ERP (Enterprise Resource Planning) system
- Using ERP Workflow tools

Cooperation with business community

Guest speakers from companies, real business based cases and exercises.

International dimension

Learning the course contents based on global business approach.

Teaching and learning methods

Contact sessions
Exercises
Team based project
Independent studies

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

To be announced

Course materials

Chae B. 2009. Developing key performance indicators for supply chain: an industry perspective, Supply Chain Management: An International Journal, Vol. 14 Iss: 6, pp.422 – 428. Emerald Group Publishing Ltd

Improving Supply Chain Visibility via Technology. e-book. 2010. Bitpipe.com

Monk E. & Wagner B. 2007. Concepts in Enterprise resource planning. Course Technology

Assessment criteria

Participation in contact sessions
Assignments
Examination

last modified 07.09.2010

Document Actions

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Working with People: Stories and Theories

Code: LEA3LF001

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialisation Studies

Type: Compulsory to those chosen LEALF2 Human Resource Management for Global Business as

their specialisation.

Prerequisites

The student has successfully completed the joint professional studies. The course is part of the module Human Resource Management for Global Business.

Learning outcomes

Upon successful completion of the course, the student

- has an overview of the development of HRM as a discipline and an organizational function
- knows the current trends and future challenges HRM and HRD are facing
- understands the necessity and role of HRM as a strategic business partner
- appreciates the power of story telling (narrative techniques) as a tool to create a sense of community
- has developed the skills to write HRM related analytical narratives both from the viewpoint of the employee and the employer
- is able to engage in self-reflection as a developing HR professional
- is able to analyse HR management as a business phenomenon in today's world.

Course contents

Theme 1: Stories

- The purpose and structure of a narrative
- The narrative approach in business use
- Personal HRM-related cases written, shared and analysed

Theme 2: Evolving Theories in HRM

- History and the main drivers of HRM through time
- Key thinkers in HRM
- The functions and approaches to HRM through time
- HRM as strategic business partner
- Trends affecting HRM today and in future

Cooperation with the business community

Students' experiences in organizations.

Company cases and/or company guest speakers on the topic "the historical development of the HR function in company X".

International dimension

Cases from MNC's

Teaching and learning methods

Contact lessons
Academic reading and writing as independent studies
Narrative approach combined with case analysis
Teamwork face-to-face and virtually
Investigative learning approach (e.g. information search and knowledge sharing)
Individual and team assignments and presentations on key thinkers in HRM
Social learning methods (e.g. workshops)

Accreditation of prior learning (APL)

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility for the course

To be determined.

Course materials

Articles selected by tutors.
Literature to be determined (Topic areas: History of HRM, Narratives and narrative approach, HRM trends today.)

Assessment criteria

Performance in contact lessons
Performance in virtual course environment
Self-assessment
Peer assessment
Group assessment
External assessment

last modified 12.08.2010

Document Actions

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Legal and Ethical Dimensions in HRM

Code: LEA3LF002
Extent: 6 ECTS (162 h)
Timing: Semester 5 - 7
Language: English
Level: Professional Specialisation Studies
Type: Optional Compulsory to those chosen LEALF2 Human Resource Management for Global Business as their specialisation.

Prerequisites

The student has successfully completed the joint professional studies. The course is part of the module Human Resource Management for Global Business.

Learning outcomes

Upon successful completion of the course, the student

- has basic knowledge of Finnish and EU labor law
- learns how to act in an employment relationship both as an employee and as an employer
- knows how to search for information in labor law databases
- appreciates Finnish and EU labor law and ethical good practice principles in work situations
- appreciates the significance of ethics at work
- understanding the consequences of unethical behavior in work organizations
- is able to reflect on his/her own behavior from legal and ethical viewpoints
- is able to engage in case analysis

Course contents

Theme 1: Legal dimensions in HRM

- The role of the EU law and the free movement of workers in the EU
- Finnish labor law acts
- Collective agreements (TES)

- Recruitment
- Rights and obligations of the employer and the employee
- Health and safety at work
- Fair treatment at work
- Privacy issues
- Ending an employment relationship
- Working hours
- Annual holidays
- Parental leaves

Theme 2: Ethical Dimensions in HRM

- Consequences of unethical decisions and behaviour

Cooperation with the business community

Company cases and/or guest speakers from public sector and EU organizations.

International dimension

Cases from MNC's. EU legislation.

Teaching and learning methods

Contact lessons
Independent studies
Group discussions
Workshops
Case studies
Investigative learning approach (e.g. information search and knowledge sharing)
Individual and/or team assignments (e.g. cost-management calculations)
Student presentations
Integrated project assignment (themes 1 and 2)

Accreditation of prior learning (APL)

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility for the course

To be determined

Course materials

Articles selected by tutors.

Literature on business ethics

Equality (laki naisten ja miesten välisestä tasa-arvosta)

Employment contracts act (työsopimuslaki)

Act on co-operation within undertakings (laki yhteistoiminnasta yrityksissä)

Occupational safety and health act (työturvallisuuslaki)

Working hours act (työaikalaki)

Annual holidays act (vuosilomalaki)

Parental leaves (vanhempainvapaat)

Enforcement of labor law (työtuomioistuin)

Other legislation as relevant

Assessment criteria

Self-assessment
External evaluation
Individual written assignments

Group assignments and presentations
Performance in contact sessions
Integrated course project assignment
Examination

last modified 12.08.2010

Document Actions

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Talent Dimensions in HRM

Code: LEA3LF003

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialisation Studies

Type: Compulsory to those chosen LEALF2 Human Resource Management for Global Business as their specialisation.

Prerequisites

The student has successfully completed the joint professional studies. The course is part of the module Human Resource Management for Global Business.

Learning outcomes

Upon successful completion of the course, the student

- appreciates people as the key intellectual capital of the organization
- creates and maintains competitive advantage through people
- identifies key competences within the industry and organizational competence gaps
- identifies future organizational competence needs
- identifies and evaluate various training and development procedures
- understands how to engage in talent management by using resource planning, recruitment and selection, horizontal and vertical career planning.
- knows the tools for assessing competencies
- has developed a resource-based view of the organization
- understands the expatriation process from a company's and legal point of view.
- has developed strategic thinking skills
- has gained analytical an assessment skills
- is able to assess learning processes

Course contents

- Strategy-driven talent and competence management
- Demand for diverse competencies and potential in various industries
- Job analysis

- Competence evaluation and inventory
- Recruitment and selection
- Training and development
- Expatriate management
- Career planning
- Exit management

Cooperation with the business community

Company cases and/or company guest speakers, company visits.

International dimension

Cases from MNC's

Teaching and learning methods

Contact lessons

Web-based PBL

Student presentations

Social learning methods (e.g. poster walk, world café)

Individual and/or team assignments

Investigative learning approach (e.g. information search and knowledge sharing)

Accreditation of prior learning (APL)

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility for the course

To be determined

Course materials

Articles selected by tutors.

Literature on talent management and competence management

Assessment criteria

Self-assessment of tutorials

Peer assessment of tutorials and presentations.

Group assessment of tutorials and team assignment

Performance in contact sessions

Performance in tutorials

Individual and team assignments

last modified 12.08.2010

Document Actions

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Collaborative Dimensions in HRM

Code: LEA3LF004

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialisation Studies

Type: Compulsory to those chosen LEALF2 Human Resource Management for Global Business as their specialisation.

Prerequisites

The student has successfully completed the joint professional studies. The course is part of the module Human Resource Management for Global Business.

Learning outcomes

Upon successful completion of the course, the student

- utilizing leadership to facilitate collaborative working processes to create and innovate
- makes use of the opportunities diversity offers in the work place
- knows how to encourage and make use of dialogue in the work place to build trust and respect
- is able to apply various approaches and methods for organizational learning
- is able to plan, conduct, analyse and interpret a quantitative survey
- is able to reflect on, assess and develop personal leadership, teamwork and collaboration skills
- knows how to approach and resolve conflicts
- recognizes the prerequisites of successful virtual communities
- appreciates personal accountability as a learner in the collaborative value creation process
- has further developed his/her information search skills and analytical thinking
- is able to utilize quantitative approach in atmosphere surveys.
- is able to use PBL tutorials as a knowledge sharing platform.

Course contents

- Leadership as a resource for collaboration
- Collaboration enablers: Dialog, group work, teamwork and networking
- Diversity management
- Conflict management
- Organizational learning, the learning organization, knowledge learning and COP
- Collaborative and innovative atmosphere
- Creativity techniques and tools

Cooperation with the business community

Company cases and/or company guest speakers, company visits.
Quantitative research project for a case organization.
Interviews with professionals for the PBL problem solving.

International dimension

Cases from MNC's

Teaching and learning methods

Contact lessons
Quantitative research project for a case organization
ICT-based workshops/project management
Case studies
Self-assessment
Student presentations
PBL study skills
Social learning methods and investigative learning approach (e.g. information search and knowledge sharing)

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility for the course

To be determined

Course materials

Articles selected by tutors.
To be determined
Literature on Leadership, teams, conflict management, managing flow.

Assessment criteria

Reflective written assignments
Situational exercises
Performance in contact sessions
Individual and team assignments
Examination

last modified 12.08.2010

Document Actions



Facilitating HRM Processes

Code: LEA3LF005

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialisation Studies

Type: Compulsory to those chosen LEALF2 Human Resource Management for Global Business as their specialisation.

Prerequisites

The student has successfully completed the joint professional studies. The course is part of the module Human Resource Management for Global Business.

Learning outcomes

Upon successful completion of the course, the student

- has gained an overview of the operative human resource management process and practices
- is able to engage in HR planning both from a quantitative and qualitative perspective
- is able to utilize workforce flexibility options
- recognizes various compensation and rewards models and portfolios
- understands the process of organizational change management including the risks involved
- appreciates wellbeing at work as a legal, motivational, health, retention and performance factor
- has gained an overview of ICT-based HR applications
- is able to apply qualitative research methods to an HR-related problem
- has developed skills to analyse human resource
- has developed further his/her project management skills
- has developed qualitative research skills

Course contents

- HR planning based on external and internal supply and demand
- Organizational structure as an implementation of strategy
- Managing workforce flexibility
- Compensation and rewards strategy
- Wellbeing at work
- Integrated performance appraisal (PA) and management (PM) including disciplinary procedures
- Managing change
- ICT solutions for HRM (not software based course)
- Qualitative research methods (project)

Cooperation with the business community

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

International dimension

Cases from MNC's

Teaching and learning methods

Contact lessons

Case studies

Qualitative research project for a case organization

Student presentations

Social learning methods (e.g. poster walk, world café)

Investigative learning approach (e.g. information search and knowledge sharing)

Individual and/or team assignments

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility for the course

To be determined

Course materials

Articles selected by tutors.

To be determined

Assessment criteria

Performance in contact sessions

Self-assessment

Peer assessment

Group assessment

External assessment

Examination

Projects

last modified 12.08.2010

Document Actions

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People as a Strategic Asset

Code: LEA3LF006

Extent: 6 ECTS (162 h)

Timing: Semester 5 - 7

Language: English

Level: Professional Specialisation Studies

Type: Compulsory to those chosen LEALF2 Human Resource Management for Global Business as their specialisation.

Prerequisites

The student has successfully completed the joint professional studies. The course is part of the module Human Resource Management for Global Business.

Learning outcomes

Upon successful completion of the course, the student

- is able to construct an HRM strategy based on corporate and BU strategies
- understands the trends affecting HRM and the risks they entail
- understands the role of the HR manager/director as a business partner
- foreseeing future competence needs and risks
- understands the principles of budgeting for HR
- identifies levels of organizational competences
- is able to use BSC (balanced scorecard) as a tool for implementing strategy
- manages the due diligence process in mergers and acquisitions
- HR due diligence process
- has further developed his/her strategic thinking skills, critical and analytical thinking and project management skills

Course contents

Strategic human resource management (SHRM). Implementing corporate strategy through HR strategy

The role of the HR manager/director

Trends influencing HRM

BSC Balanced score card

Core, strategic and key organizational competences

HR due diligence process

Risk management in HR

Cooperation with the business community

Company cases and/or company guest speakers, company visits.

Student analysis a case company's HR strategy and operations

International dimension

Cases from MNC's and a project with a international company

Teaching and learning methods

Integrative HR module project

Workshops

Contact hours

Independent studies and research

Student presentations

Social learning methods (e.g. poster walk, world café)

Investigative learning approach (e.g. information search and knowledge sharing)

Team assignments

Learning diary

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility for the course

To be determined

Course materials

Articles selected by tutors.

To be determined

Assessment criteria

Performance in contact sessions

Learning diary

Team assignments

Integrated course project assignment

Social learning methods performance

last modified 12.08.2010

Document Actions

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Strategic Views on Global Business

Code: IBU2LF006

Extent: 6 ECTS (162 h)

Timing: Semester 4 - 6

Language: English
Level: Joint Specialisation Studies
Type: Compulsory

Prerequisites

Both the basic and joint professional studies as well as the specialization studies chosen by the student completed.

Learning outcomes

Upon successful completion of the course, the student

- understands the strategy engagement process by all employees in the organization
- knows strategic tools (Balanced Score Card etc.) needed in successful global business
- is able learn quickly complex strategy concepts
- is able to extract accurate and clear information from multiple or obscure sources information which has a significant impact on the strategy process
- has deepened his critical and holistic thinking skills needed in global business

Course contents

The purpose of this course is to deepen the students understanding of strategy and how to apply the strategy concepts in the challenging global business context. Furthermore the course aims to integrate all of the students previous studies within a strategy context. Moreover the strategy course will be integrated to the functional specializations of the International Business programme.

- Nature of strategy
- Strategy process
- Strategy formation
- Strategic change
- Business-Corporate-Network level
- Industry context
- Organizational context
- International/global context
- Impact of strategy on individual tasks/jobs in the corporation

Cooperation with the business community

Client Project
Company visits
Guest Lectures

International dimension

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

Teaching and learning methods

Multi-cultural Team Work
Workshops
Reading-Book Review
Cases
Lectures
Company visits
Project Report & Presentation
Virtual learning

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility of the course

To be announced.

Course material

To be announced

Assessment criteria

Active participation in course activities (contact sessions, team work, cases)
Examination

last modified 12.08.2010

Document Actions

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Work Placement Learning

Code: PLA6LF007

Extent: 30 ECTS (810 h)

Timing: Option 1: semester 6 (preferred). Option 2: summer of the second year and summer of the third year of studies

Language: English

Level: Work Placement

Type: Compulsory

Prerequisites

The student has earned about 120 credit points.

Learning outcomes

Upon successful completion of the course, the student

- has broad-based know-how on global professional business-to-business services-focused processes and operations
- can anticipate future trends and cope proactively with the volatility of global business environment
- creates added value through proactive networking
- manages and leads multinational projects using their effective teamwork, time management, communications and negotiation skills
- approaches her/his work as ethical and sustainable developers.
- is able to plan, monitor and evaluate her/his professional self-development
- understands the organizational and labour market competence needs and is able to include these in his/her own professional development plans

Course contents

- Work placement learning process for the International Business degree students
- Completion of job specific tasks and relationships
- Developing competences and expertise for international business
- Career Development Plan

Cooperation with the business community

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

International dimension

Student should look for a work placement in an international small or large company or a company which is planning its internationalization process.

Teaching and learning methods

Testing and applying concepts and theory into practise
Self-analysis

The student must follow the Work Placement Process as described below:

- Prior to the Work Placement: The student must participate in the information session, contact his/her career counselor and submit “my Transferable Skills” and “Work Placement Learning Agreement” files to the student's personal career mentor.
- During the Work Placement: The student self-monitors his/her own learning.
- After the Work Placement: The student delivers a written Report and testimonial attached to the student’s personal career mentor on time. Student participates in the group debriefing session to reflect and share learning outcomes.

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

Madeleine Vakkuri

Course materials

To be announced

Assessment criteria

Self-Assessment Questionnaire
Work Placement Assessment
Written Work Placement report and Analysis
Debriefing session

last modified 12.08.2010

Document Actions

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Bachelor's Thesis

Code: THE7LF001
Extent: 15 ECTS (405 h)
Timing: Semesters 5 - 7
Language: English
Level: Bachelor's Thesis
Type: Compulsory

Prerequisites

Both the basic and joint professional studies as well as 1/3 specialisation studies (in total about 120 ECTS) successfully completed.

Learning outcomes

Upon successful completion of the course, the student

- is able to plan, execute and evaluate independently a larger scale research study or project based on work life research and development needs.
- has improved independent project, problem solving and time management skills.
- has developed scientific curiosity and scientific approach.
- applies the scientific method to a specific work life problem.
- uses searching and evaluating reliable and valid sources.
- reads academic and research literature with a critical mindset.

- has further developed his/her academic report writing skills.
- has advanced in his/her professional growth along with the research process.
- has widen his/her network with organizations.
- is capable of constructive argumentation and debating as an opponent.

Course contents

The bachelor's thesis process consists of the following phases:

- Thesis Workshop with parts 1a) Thesis Planning and 1b) Thesis Plan Presentation
- Counselor Supported Independent Study phase including substance, methodological and language counseling and consultancy
- Thesis Presentation Workshop
- Maturity Test

Cooperation with the business community

Thesis topic commissioned by a sponsor organization

International dimension

Thesis topic relating to international / global business

Teaching and learning methods

Contact based sessions

Workshops

Substance and methodological counseling

Accreditation of prior learning

Not applicable.

Teacher/s with the main responsibility for the course

To be informed.

Course material

To be announced.

Assessment criteria

HAAGA-HELIIA Bachelor's thesis evaluation guidelines for thesis report

Evaluation from sponsor organisation

Peer evaluation

last modified 12.08.2010

Document Actions

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Catch up Business Mathematics

Code: MAT8LF001

Extent: 3 ECTS (81 h)

Timing: Semester 1

Language: English

Level: Basic studies

Type: Free-choice studies

Prerequisites

The student has completed the diagnostic test in mathematics in the entrance examination: insufficient result indicates student's need for this free-choice course. The course is a part of the integrated studies Business Mathematics and Accounting for a New Business 1 and Business Mathematics and Accounting for a New Business 2.

Learning outcomes

Upon successful completion of the course, the student

- knows how to calculate percentage calculations
- knows how to use proportionality to solve mathematical problems
- knows how to apply and solve linear equations in business related problems
- is able to solve equations with powers
- is able to use scientific calculator efficiently

Course contents

- Basic arithmetic
- Fractions
- Linear equations
- Ratio and proportion
- Percentage calculations
- Equations with powers

Cooperation with the business community

Real business based examples and exercises

International dimension

Examples and exercises from international businesses

Teaching and learning methods

Contact lessons and exercises
Assignments
Homework
Independent studies

Accreditation of prior learning

Not applicable.

Teacher with the main responsibility for the course

Jyrki Innanen

Course materials

Heikkilä, J. 2010. Catch up Business Mathematics – Study Material.

Assessment criteria

Examination 50%
Assignments 30%
Homework 20%

last modified 13.08.2010

Document Actions

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Finnish for Working Purposes 1

Code: FIN8LF002
Extent: 6 ECTS (162 h)
Timing: Semester 3
Language: Finnish and English
Level: Joint professional studies
Type: Free-choice

Prerequisites

Student has successfully completed the course FIN1LF003 Basic Communication in Finnish 2 or passed the Finnish level test (A2).

Learning outcomes

Upon successful completion of the course, the student

- can understand main points of clear standard speech and texts on general and familiar matters
- is able to deal with and communicate in familiar situations related to everyday life
- can express personal views and opinions
- can write simple connected texts on general and familiar topics
- can recognize one's own strengths and development areas as a language learner
- can use and develop language learning strategies appropriate for oneself and set personal language learning goals
- is able to use the surrounding language environment to develop one's language skills
- has the confidence and ability to use one's language skills and is able to search information in Finnish
- should be at level B1 in most of the language skill areas - speaking listening, reading and writing.

Course contents

This course develops student's vocabulary, speaking and writing skills, and also the knowledge of Finnish grammar. The purpose is to provide students with intermediate level language skills that enable them to improve their knowledge and familiarity with Finnish society and culture. Themes handled during this course are working life, services, media (tv, radio, newspapers), society, different cultures and social relations.

- Describing and discussing everyday, general matters, events and experiences
- Running errands and communicating in service situations
- Practising different language skill areas and language use with the help of tasks and exercises grounded in real-life situations

Cooperation with the business community

Real-life and company -based exercises and assignments

International dimension

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

Teaching and learning methods

Contact hours

Oral and written exercises (independent, pair, group)

Workshop-style learning environment

Homework and preparation for lessons

Short presentations and/or oral summaries

Assignments

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility of the course

Hanna Tani
Sirikka Kortetjärvi-Nurmi

Course materials

Provided by the teacher.

Assessment criteria

Active participation 20%
Presentation(s) 20%
Assignment(s) 20%
Examination 40%

last modified 13.08.2010

Document Actions

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Finnish for Working Purposes 2

Code: FIN8LF003
Timing: 3 ECTS (81 h)
Timing: Semester 3 - 4
Language: Finnish and English
Level: Joint professional studies
Type: Free-choice

Prerequisites

The student has successfully completed the course FIN8LF002 Finnish for Working Purposes 1 or passed Finnish level test (B1).

Learning outcomes

Upon successful completion of the course, the student

- can understand job advertisements as well as the main points from most media texts on general and work related topics
- can handle successfully most communicative tasks and situations related to work and social life
- has a good range of vocabulary for matters connected to most general topics
- is able to give clear and detailed descriptions on a wide range of subjects related to one's

- own life, studies, working history, future plans and fields of interest
- can write an application letter and CV
- can recognize one's own strengths and development areas as a language learner
- can use and develop language learning strategies appropriate for oneself and set personal language learning goals
- is able to use the surrounding language environment to develop one's language skills
- has the confidence and ability to use one's language skills and is able to search and use information in Finnish

Course contents

The emphasis during this course is on Finnish working life and special attention is paid to goal setting, learning strategies and self-assessment. The purpose is for students to learn how to apply a job in Finland and increase their overall language skills. Upon successful completion of the course, the student should have strong intermediate skills (level B1) in most of the language skill areas - speaking, listening, reading and writing.

- Reading, describing and discussing topics related to working life
- Following the media and current topics in one's own field
- Job advertisement analysis
- Telling about and describing one's studies and work experience
- CV
- Application letter
- Job interview simulations

Cooperation with the business community

Real-life and company -based exercises and assignments

International dimension

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

Teaching and learning methods

Contact hours

Oral and written exercises (independent, pair, group)

Workshop-style learning environment

Homework and preparation for lessons

Assignments

Interview simulations

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility of the course

Hanna Tani
Sikka Kortetjärvi-Nurmi

Course materials

Provided by the teacher

Assessment criteria

Active participation 20%
Assignment(s) 30%
Interview simulation(s) 30%
Examination 20%

last modified 13.08.2010

Document Actions

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Catch up Swedish

Code: SWE8LF001
Extent: 3 ECTS (81 h)
Timing: Semester 1
Language: Swedish and Finnish
Level: Language studies, A1
Type: Free-choice

Prerequisites

Compulsory for students who have not passed the level test.

Learning outcomes

Upon successful completion of the course, the student

- is able to make use of basic grammar.
- is familiar with everyday language.
- is able to express her-/himself orally and in writing in everyday situations.
- understands everyday texts and speech.

Course contents

- Basic grammar
- Repetition of vocabulary
- Texts with contents from everyday life

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact lessons

Independent studies

Assignments (the assignments have to be completed before the exam.)

Accreditation of prior learning

Not applicable

Teachers with the main responsibility for the course

Marit Keränen

Marjut Melkko

Course material

Juurakko-Paavola T., Lehto T. & Portin M. 2002. Startbana – ruotsin itseopiskelumateriaali. HAMK.

Assessment criteria

Examination

Written assignments

Active participation in class

last modified 13.08.2010

Document Actions

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Project Management in Multicultural Environment

Code: TOO8LF001

Extent: 3 ECTS (81 h)
Timing: semester: 3, 5 - 7
Language: English
Level: Joint professional studies
Type: Free-choice

Prerequisites

At least two first semester studies completed. Earlier experience in project management (PM) is highly desirable. Links to other courses Developing Professional (LEA1LF001), Multicultural Business Communication in English (COM2LF001) and Working with People: Stories and Theories, People as a Resource (LEA3LF001).

Learning outcomes

Upon successful completion of the course, the student is able

- to prepare a project plan for a particular purpose
- to pay attention to the factors of good leadership, controlling and communicating in multicultural projects
- to consider the meaning of PM tools in the right way
- to close a project in a controlled way.

Course contents

- PM – a big picture
- PM skills and knowledge areas
- Project planning model
- Project work in companies
- Preparing a project plan based on real cases
- The well-managed implementation of a project
- PM tools
- The inner communication
- Change management
- Multiculturalism in projects
- The future of project work

Cooperation with the business community

The course uses cases from working life.

International dimension

The course is offered to GloBBA students and based on multicultural cases

Teaching and learning methods

Contact lessons
Assignments

Team work

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

Pekka Käyhkö

Course materials

Material in e-learning platform, literal and online sources.

Assessment criteria

Assignments

Participation

last modified 13.08.2010

Document Actions

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Finnish for Working Purposes 3

Code: FIN8LF004

Extent: 3 ECTS (81 h)

Timing: Semester 4

Language: Finnish

Level: Joint professional studies

Type: Free-choice

Prerequisites

The student has successfully completed the course FIN8LF003 Finnish for Working Purposes 2 or passed B1 entry level test.

Learning outcomes

Upon successful completion of the course, the student

- can understand most newspaper and magazine articles and can follow and understand the main points of media texts, presentations and lectures related to one's own field
- knows essential vocabulary related to one's studies and the field of specialization
- is able to make a short product/service presentation
- is able to interact with native speakers and use language in familiar situations

- can take an active role in discussions on various general and familiar topics
- can summarize information from different sources and express thoughts on various topics related to one's field of interest
- is able to assess one's own language skills, recognize one's strengths and development areas and set personal language learning goals
- can use effective language learning strategies appropriate for oneself
- is able to use the surrounding language environment to develop one's language skills
- has the confidence and ability to use one's language skills in various purposes and is able to search and use information in Finnish

Course contents

This course improves student's overall language skills. The purpose is for students to achieve strong intermediate language skills and independence in their language use. The emphasis during this course is on student's own field of study and specialized professional vocabulary. Upon successful completion of the course, the student should have strong intermediate skills (level B1) in most of the language skill areas - speaking, listening, reading and writing. Level descriptions can be found at <http://www.haaga-helia.fi/en/studies/language-studies/levels-of-language-competence> and http://www.coe.int/T/DG4/Portfolio/?L=E&M=/main_pages/levels.html. Detailed topics will be planned according to the needs of each group

Cooperation with the business community

Real-life and company-based exercises and assignments.

International dimension

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

Teaching and learning methods

Contact hours
 Oral and written exercises (independent, pair, group)
 Workshop-style learning environment
 Homework and preparation for lessons
 Assignments and/or project work
 Presentations

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility for the course

Hanna Tani
 Sirkka Kortetjärvi-Nurmi

Course materials

Provided by the teacher

Assessment criteria

Active participation
Assignments and/or project work
Presentations
Examination

last modified 13.08.2010

Document Actions

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Swedish Culture and Society for Managers

Code: SWE8LF004
Extent: 3 ECTS (81 h)
Timing: Semester 2 - 7
Language: Swedish
Level: Joint professional studies
Type: Free-choice

Prerequisites

The student has successfully completed the course Business Swedish, SWE1LF001.

Learning outcomes

Upon successful completion of the the course, the student

- understands Swedish business culture deeper
- knows more about Swedish business life
- is able to participate in conversations concerning Swedish society
- has some knowledge of Swedish art, literature, music and films
- has acquired an increased vocabulary
- is able to give presentations professionally in Swedish.

Course contents

The purpose of the course is to learn about Swedish culture and society through discussions and presentations.

- Presentations concerning business culture and ordinary culture
- Discussions about society and politics

- Interviews with businesspeople

Cooperation with the business community

Visits to the Swedish Embassy and the Swedish Chamber of Commerce. Interviews with people with experience of doing business with Sweden and Finland.

International dimension

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

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teaching and learning methods

Contact hours
Role plays
Independent studies
Company visits

Teacher with the main responsibility for the course

Britt-Marie Carlsson

Course materials

Provided by the teacher

Assessment criteria

Attendance and activity 60%
Assignments 40%

last modified 13.08.2010

Document Actions

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Future Planning Methods for Global Business

Code: ECO8LF001
Extent: 3 ECTS (81 h)
Timing: Semester 4
Language: English

Level: Joint professional studies

Type: Free-choice

Prerequisites

The student has successfully completed the course EC1LF001 Sustainable Global Environment and IBU2LF001 Global Business Environment

Learning outcomes

Upon successful completion of the course, the student

- knows the basic methods used in the economic forecasting
- knows the scenario work as a tool and how to apply it
- understands the global interdependence of economies and businesses
- understands the risks included in the global banking system from business point of view

Course contents

- Economic forecasting
- Scenario work
- Risk factors in global business
- Economic crises and their consequences
- Banking crises in the past and the present

Cooperation with the business community

Guest speakers, real business-based examples and cases

International dimension

Focus strongly on the global business and its operation environment

Teaching and learning methods

Contact lessons

Case studies

Independent studies

Workshops and tutorials

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility for the course

Matti Perttu

Course material

Informed by the teacher

Assessment criteria

Performance in contact sessions

Assignments

Examination

last modified 13.08.2010

Document Actions

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Spanish for Beginners 1

Code: SPA8LF001

Extent: 6 ECTS (162 h)

Timing: Semester 3

Language: Spanish and English

Level: Language studies, A1

Type: Optional

Learning outcomes

Upon successful completion of the course, the student

- is able to interact with Spanish speaking people in basic situations
- grasps the elementary grammar skills to write a simple text
- has practiced the newly acquired oral skills in small presentations
- is prepared for a future working life in any of the 19 Spanish speaking countries
- has broadened the international aspect of his/her studies by getting ready for exchange in a Spanish-speaking country.

Course content

The purpose of this course is to introduce the student to basic vocabulary and grammar. From the very beginning the student will start to be familiar with formal and informal ways of introducing himself/herself. The student will practice the basics in order to interact with native speakers using their own language

- Essentials of grammar
- Vocabulary to speak about himself/herself
- Basic writing skills
- Listening and comprehension
- Describing objects and people

- Differences between Spanish speaking countries

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact hours

Videos /DVD/CD

Listening and Comprehension exercises

Basic grammar exercises

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

Alicia Jáuregui Renaud

Course materials

Mäkinen, M., Riiho, U. & Torvanen, M. Qué Tal? 1. .Editorial Tammi.

Other material provided by the teacher at the beginning of the course

Assessment criteria

An attendance to 80% of contact hrs. is required to take part in exams

Active participation

Assignments completed on time

2 written examinations

last modified 13.08.2010

Document Actions

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Spanish for Beginners 2

Code: SPA8LF002

Extent: 6 ECTS (162 h)
Timing: Semester 4
Language: Spanish and English
Level: Language studies, A2
Type: Optional

Prerequisites

Spanish for Beginners 1 or equivalent

Learning outcomes

Upon successful completion of the course, the student

- is able to communicate using all verbal forms
- gains a better command of the formal ways of using Spanish in a job related situation
- uses the structures to write letters or any other business related situation
- is able to cope in a demanding job related situation
- is prepared to go to exchange or to job placement to a Spanish speaking environment.

Course content

In this course we will study the main Spanish structures in order to write, read and understand connected text in work related topics.

- Practice the different ways of using the Past tenses in Spanish
- Talking about future plans
- Making offers and requests
- Giving instructions and commands
- Discussing hypothetical situations
- Expressing unfulfilled conditions
- Writing letters, reports, faxes, e mails
- Expressing satisfaction, regret and uncertainty

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact hours
Grammar exercises
Written exercises
Reading articles and reports

Role play

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

Alicia Jáuregui Renaud

Course Materials

Prost, G. & Fernández, A. El día A2. Editorial SGEL.

Other material provided by the teacher

Assessment criteria

Students are required to be present in a minimum of 80% of contact hrs to take the exam.

Active participation in class and assignments completed on time
Written examinations

last modified 13.08.2010

Document Actions

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French for Beginners 1

Code: FRE8LF001

Extent: 6 ECTS (156 h)

Timing: Semester 3

Language: French and English

Level: Language studies, A1

Type: Optional

Learning outcomes

Upon successful completion of the course, the student

- can manage orally in everyday basic situations
- knows the elementary structures and can write a short and simple text
- is familiar with the French attitudes and cultural aspects in everyday and working life
- broaden the international aspect of his/her studies by introducing new ways of thinking
- has reached the language level A1 of the Common European framework of reference for

languages CEFR

Course contents

The purpose of this course is to introduce the student to the basics of the French Language and Culture. The student will get familiar with the vocabulary of everyday life and his/her close environment. The student will practice the basics in the class.

- Pronunciation
- Vocabulary to introduce himself/herself and describe his/her environment
- Essentials of the structures of the French language
- Firsts steps in speaking French
- Basic writing skills
- Basic culture elements
- Small talk

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact hours

Role-play

Comprehension and oral exercises

Structural exercises

CD, DVD

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

Laurianne Bellotti

Course materials

Penfornis, J.-L. 2007. Français.com, débutants.

Assessment criteria

2 examinations (mid-term and final) 60%

Interactive participation 30%

Exercises 10%

last modified 13.08.2010

Document Actions

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French for Beginners 2

Code: FRE8LF002

Extent: 3 ECTS (81 h)

Timing: Semester 4

Language: French and English

Level: Language studies, A2

Type: Optional

Prerequisites

The student has successfully completed the course French for Beginners 1.

Learning outcomes

Upon successful completion of the course, the student

- has developed the capacity to talk in French language
- has enlarged the elementary structures and the vocabulary of everyday life
- has developed the capacity of reading and writing short French texts
- has started to really interact with French people
- has prepared himself/herself for a future working life in one of the French speaking countries
- has broadened the international aspect of his/her studies by introducing new ways of thinking
- has reached language level A1/A2 of the Common European framework of reference for languages CEFR

Course contents

The purpose of this course is to enlarge and deepen the basics the student got earlier with the course “French for Beginners 1”. It is also recommended for those who have been learning some French before and need some revision of it.

- Pronunciation
- Vocabulary to interact basically with French speaking people
- Essentials of the structures of the French language
- Basic writing skills
- Basic oral skills
- Basic culture elements

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact hours

Role-play

Comprehension and oral exercises

Structural exercises

CD, DVD

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teacher with the main responsibility of the course

Laurianne Bellotti

Course materials

Penfornis, J-L. 2007. Français.com, débutants

Assessment criteria

Examination (final) 50%

Interactive participation 25%

Independent studies and exercises 25%

last modified 13.08.2010

Document Actions

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International Business Cases

Code: IBU8LF001

Extent: 3 ECTS (81 h)

Timing: Semester 1 -7

Language: English

Level: Professional studies

Type: Free-choice

Prerequisites

Students participating in the course should have completed their compulsory studies at the time of enrollment, that is, around the 4th semester (of 7 in total).

Learning outcomes

Upon successful completion of the course, the student

- learns to profile and professionalize his/her skills and competences to prepare for entry into the Finnish job market.
- becomes acquainted with a wide spectrum of businesses in Finland, including their practices and operational concerns. There is a special emphasis on SMEs, which although highly important to the overall Finnish economy, tend to be overlooked in business studies.
- is challenged to develop and market themselves as candidates for possible work placement because they are in direct contact with real employers.
- is provided with a wealth of opportunities for thesis research or project work as current business knowledge and topics are shared directly and firsthand with students by company representatives in the course.

Course contents

In general, international students represent a group that has particularly faced great difficulty in finding work placement in Finland, not to mention employment. The idea behind the course is to create a space for US- and Finland-based SMEs and international students to interact in order to open up possibilities for mutual benefit. To this end, the course aims to achieve the following:

- To create a database of international students studying in a HH degree program highlighting skills and competences of value to the corporate partners.
- In order to bolster the skills and competences of students, they will receive training in how to professionally market themselves and create comprehensive CVs and portfolios.
- Therefore, the database serves as a kind of talent pool for the SMEs, who can benefit from the students' abilities to conduct various research projects that cannot be met in-house.
- The course provides a concrete place for company representatives to share timely knowledge and expertise directly with students, linking them firsthand with the burgeoning international student community and the enormous potential they offer.
- Students are exposed to current topics and real cases in business by SME representatives, which offer possibilities for work placement and thesis research topics.
- The cases presented by guest lecturers from corporate partner SMEs are recorded by course participants and converted into case studies, which is the prime emphasis of the course. As a result, this course will serve as a case study generator, whose case studies would have numerous applications throughout HH and eventually also bring value to the companies in the form of solutions students provide in their research (e.g., case studies used as the basis for theses).

Cooperation with the business community

The driving idea behind the course is to structure the content around what corporate partners offer in the form of potential case studies. The intention is to highlight US subsidiaries operating in Finland and/or Finnish companies with a presence in the United States.

International dimension

The majority of the course content is international.

Teaching and learning methods

Guest lecturer
Contact lessons
Case study
Assignments
Professional CVs and portfolios

Accreditation of prior learning

Not applicable

Teachers with the main responsibility for the course

Kevin Gore
Gerard Danford

Course materials

Informed by the teacher

Assessment criteria

To be determined

last modified 13.08.2010

Document Actions

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Toolkit for Quantitative Surveys

Code: MET8LF001
Extent: 3 cr (81 h)
Timing: Semester 4
Language: English
Level: Joint professional studies
Type: Free-choice

Prerequisites

The course is highly recommended to take along with the Module: Competing in Global Markets. Very valuable for students planning to carry out a quantitative thesis.

Learning outcomes

Upon successful completion of the course, the student

- knows the techniques to create online surveys.
- is able to organize, evaluate and analyse quantitative data with the PASW(SPSS) software package.

Course contents

- Conducting online surveys
- Creation of PASW data file
- Data management and modification
- Descriptive statistical procedures
- Graphical presentations
- Relations with correlations, regression analysis and crosstabulations
- Inferential statistical procedures

Cooperation with the business community

Real business-based examples and cases.

International dimension

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

Teaching and learning methods

Contact hours 32 h

Independent studies 49 h

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility of the course

Jutta Heikkilä
Pirjo Saaranen

Course materials

Saaranen, P. 2010. PASW Statistics. Study booklet.

Other material provided by the teacher.

Assessment criteria

Active attendance 40%

Assignment(s) 30%

Exam 30%

last modified 13.08.2010

Document Actions

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German for Beginners 1

Code: GER8LF001

Extent: 6 ECTS (156 h)

Timing: Semester 3

Language: German and English

Level: Language studies, A1

Type: Optional

Learning outcomes

Upon successful completion of the course, the student

- can manage orally in everyday basic situations
- knows the elementary structures and can write a short and simple text
- is familiar with the German attitudes and cultural aspects in everyday and working life
- has reached the language level A1 of the Common European framework of reference for languages CEFR

Course contents

The purpose of this course is to introduce the student to the basics of the German language and culture. The student will get familiar with the vocabulary of everyday life and his/her close environment. The student will practice the basics in the class.

- Pronunciation
- Vocabulary to introduce himself/herself and describe his/her close environment
- Essentials of the structures of the German language
- First steps in speaking German
- Basic writing skills
- Basic culture elements

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact hours

Listening comprehension and oral exercises

Structural exercises

Role-playing and games

CDs, DVDs, Internet

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility of the course

Eva Herttuainen

Claudia Jeltsch

Course materials

Becker, N., Braunert, J. & Verlag, H. 2009. Kursbuch und Arbeitsbuch 1 and Wörterlernheft 1. Alltag, Beruf & Co. Chapters 1 - 6.

Assessment criteria

2 examinations (mid-term and final) 60%

interactive participation 30%

Independent studies and exercises 10%

last modified 13.08.2010

Document Actions

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German for Beginners 2

Code: GER8LF002

Extent: 3 ECTS (81 h)

Timing: Semester 4

Language: German and English
Level: Language studies, A2
Type: Free-choice

Prerequisites

The student has completed the course German for Beginners 1 or equivalent.

Learning outcomes

Upon successful completion of the course, the student

- has developed the capacity to talk in German
- has enlarged the elementary structures and the vocabulary of everyday life
- has developed the capacity of reading and writing short German texts
- has prepared himself/herself for a future working life in one of the German speaking countries
- has reached language level A1/A2 of the Common European framework of reference for languages CEFR

Course contents

The purpose of this course is to enlarge and deepen the basics of German language and culture. The student will get familiar with more vocabulary of everyday and working life. The student will practice the basics in the class.

- Vocabulary to interact with German speaking people
- Essentials of the structures of the German language
- Basic writing skills
- Basic oral skills
- Basic culture elements

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Contact hours
Listening comprehension and oral exercises
Structural exercises
Role-playing and games
CDs, DVDs, Internet

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility of the course

Eva Herttuainen
Claudia Jeltsch

Course materials

Becker, N., Braunert, J. & Verlag, H. 2009. Kursbuch und Arbeitsbuch 1 and Wörterlernheft 1. Alltag, Beruf & Co. Chapters 7-10.

Assessment criteria

Examination 50%
Interactive participation 20%
Independent studies and exercises 10%
Written assignment 20%

last modified 13.08.2010

Document Actions

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Marketing Yourself

Code: SLF8LF001
Extent: 3 ECTS (81 h)
Timing: Semester 4 - 7
Language: English
Level: Professional studies
Type: Free-choice

Prerequisites

DP in International Business studies going.

Learning outcomes

Upon successful completion of the course, the student

- is familiar with the methods for analyzing self and employers needs
- is able to assess job advertisements
- has strategic thinking for Marketing brand “Me” to potential employers
- has a holistic view of the hiring process

- understands the strategy to employability
- manages career and personal development planning.

Course contents

- Self-assessment analysis
- Employers needs analysis, exploring types of jobs or job categories
- Purpose of CV, Cover letters and Job Interview
- Strategic Option Development
- Marketing Brand 'Me' & Mock Interview

Cooperation with the business community

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

International dimension

The students learns to market 'Brand Me' to specific markets.

Teaching and learning methods

Contact hours 20 h

Pre-course assignment 15 h

Assignments 10 h

Independent studies 6 h

Project work: electronic portfolio, CV and cover letter 30 h

Accreditation of prior learning

Not applicable.

Teacher with the main responsibility of the courses

Madeleine Vakkuri

Course materials

Provided by the teacher

Assessment criteria

Pre-course assignment 25%

Active participation 25%

Assignments 10%

Course project 40%

last modified 13.08.2010

Document Actions

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Practical Finnish at Work

Code: FIN8LF001

Extent: 3 ECTS (81 h)

Timing: Semester 1 - 7

Language: Finnish and English

Level: Language studies, B2

Type: Free-choice

Prerequisites

Level B1 in Finnish

Learning outcomes

The student learns how to communicate as an employee in a Finnish company. His/her vocabulary related to business topics will be extended and he/she will become more fluent in oral situations. He/she gets to know the characteristics of common values and ways of communicating in Finnish business life. He/she will be provided with knowledge and practical skills that help him/her to enter the labour market, integrate in a work community and ascend in his/her career in Finland.

Course contents

- Politeness (includes nonverbal communication)
- Common Finnish values such as punctuality, concept of time, initiative and independent working, reliability, individuality, diligence, obeying contracts
- Individual and collective features in Finnish company culture
- Decision making and leadership
- Communication between management and staff
- Informal communication and small talk (lunch and coffee breaks, recreational events)
- Orientation in a new work place
- Vocabulary related to business field
- Grammar (determined by the needs of the students)

Cooperation with the business community

The course includes a company visit and visitor(s) in class.

International dimension

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

Teaching and learning methods

Preliminary work

Intensive course: lessons 6 h per day, in total 30 h contact teaching, mandatory attendance 80 %

Written final report

Working methods: individual, group and pair work, lots of oral exercises for different situation at work, presentations, home work.

Accreditation of prior learning

Accreditation of prior learning (APL) is observed on the course according to separate instructions.

Teachers with the main responsibility of the course

Sirkka Kortetjärvi-Nurmi, HAAGA-HELIA

Susanna Virtanen, Aalto University

Teaching and learning materials

Course materials will be provided by the lecturers.

Assessment criteria

Preliminary work 10 %

Active participation in class activities, presentation(s) and home work 60 %

Final report 30 %

last modified 13.08.2010

Document Actions

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Working for Nordic Businesses

Code: SWE8LF005

Extent: 3 cr (81 h)

Timing: Semester 4 - 7

Language: Swedish

Level: Language studies

Type: Free-choice

Prerequisites:

The student has successfully completed the course SWE1LF001 Business Swedish.

Learning outcomes

Upon successful completion of the course, the student

- is able to communicate in Swedish with his/her Nordic partners in the most common HRM situations (recruiting, development discussions, traineeship programs, projects, fairs)
- is aware of the typical cross-cultural features related to leadership in the Nordic countries
- is familiar with Nordic companies and economies (mergers) and the basic terminology in HRM areas
- is able to read professional HRM literature/magazines and to discuss HRM matters
- current issues and trends in HRM

Course contents

The student familiarizes him-/herself with HRM communication and cross-cultural features in the Nordic countries and adopts vocabulary for HRM communication.

- HRM communication with Swedish speaking business partners
- Recruiting process
- Development discussions
- Projects (for example how to plan a fair/how to build a webpage in Swedish)
- Cross-cultural awareness related to leadership issues
- Essentials of Nordic economies
- Texts in Swedish, Norwegian and Danish (related to trainee programs and recruiting)
- Oral presentations related to HRM issues

Cooperation with the business community

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

International dimension

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

Teaching and learning methods

Pair work dialogues based on recruiting and personal development discussions, team work (project work)

Discussions on current HRM topics

Independent studies (distance assignments, literature)

written and oral assignments

Company visit or visitor(s) from a company

Books, Internet, newspapers and professional magazines serve as sources for discussions and assignments

Accreditation of prior learning

Not applicable.

Teacher with the main responsibility for the course

Marit Keränen

Course materials

Book(s)

Internet

Newspapers

Professional magazines

Assessment criteria

Presentations 25%

Distance assignments 25%

Project work 25%

Active participation in class 25%

last modified 13.08.2010

Document Actions

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Integrating Business and IT

Code: TOO8LF002

Extent: 3 ECTS (81 h)

Timing: Semester 3 - 7

Language: English

Level: Joint professional studies

Type: Free-choice

Prerequisites

The student has successfully completed the courses ICT Skills for Business 2 (ECO1LF001), Developing Entrepreneurial Competences (BUS1LF001) and Business Planning for a Start-up (BUS1LF002).

Learning outcomes

Upon successful completion of the course, the student

- understands how IT (Information Technology) and business can be integrated into BT (Business Technologies) to improve company competitiveness

- knows an ERP (Enterprise Resource Planning) system needed to manage all functions and resources in a company.
- is able to define data systems needed to support company business
- is able to maintain and utilise a database for business and decision making purposes
- is able to participate in data system purchasing process
- is able to provide for exceptional situations occurring in the use of data systems

Course contents

- Introduction to data systems
- Business Technologies (BT)
- BPM (Business Process Management)
- SOA (Service Oriented Architecture)
- Cloud computing
- Data System Categories
- System Modelling
- ERP – a system for the whole company
- CRM (Customer Relationships Management)
- Building and using a CRM database (Access)
- Purchasing process
- Data security
- IT agreements

Cooperation with the business community

The course uses cases from working life.

International dimension

The global business approach throughout the course

Teaching and learning methods

Contact lessons

Assignments

Exercises

Team work

Accreditation of prior learning

Not applicable.

Teacher with the main responsibility for the course

Pekka Käyhkö

Course materials

Material in e-learning platform, literal and online sources.

Assessment criteria

Assignments
Examination
Participation

last modified 13.08.2010

Document Actions

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Becoming an Entrepreneur in Finland

Code: BUS8LF001
Extent: 6 ECTS (162 h)
Timing: Semester 4 -7
Language: Finnish
Level: Professional studies
Type: Free-choice

Prerequisites

The course is intended for immigrant students interested in entrepreneurship in Finland. It is also suitable for other than business students. It is not required to start one's own business during the course. This Finnish-speaking course is also suitable for students who have already started a business in Finland and wish to improve their skills in entrepreneurship and their Finnish language skills.

The student has completed the course: Successful completion of Finnish for Working Purposes 1 (FIN8LF002) or Finnish 6 (FIN4TF006, FIN4LE006) or language proficiency at level A2+/B1.

There is an admission test before the course. All applicants have to take part in an interview (oral Finnish skills, motivation). The applicants who have not completed the Finnish course mentioned above or have not taken any language proficiency test at the required level have to take a written level test (reading and writing, vocabulary and grammar) in addition to the interview.

Learning outcomes

Upon successful completion of the course, the student

- understands, presents and discusses entrepreneurship as a career option
- understands what starting one's own business requires in Finland – especially startup problems
- has the skills to take his/her own business forward
- is able to seek expert advice
- understands the meaning of networking and partners

- understands the basic rules of corporate structures
- knows Finnish business terminology
- is able to fill in forms in Finnish and read Finnish instructions with a dictionary or other aid
- has the courage to communicate in Finnish
- knows how to develop his/her Finnish skills further.

Course contents

- Legal forms of Finnish companies
- I as an entrepreneur or self-employed person
- Business owner's responsibilities and obligations
- Permits
- An introduction to the Finnish business culture
- Startup grant
- Networking in Finland and partner co-operation
- Information sources
- Introduction to Finnish business plan criteria
- Business vocabulary in Finnish
- Discussions and presentations about entrepreneurship in Finnish
- Oral and written communication situations relevant to starting a business

Cooperation with the business community

Company quest speakers (immigrant entrepreneurs)

International dimension

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

Teaching and learning methods

Contact lessons 64 h

Independent studies 98 h

The course integrates content and language learning: the basics of entrepreneurship and the Finnish language. These topics overlap in class activities as well as in homework, assignments and the exam. The language of instruction is (simplified) Finnish. Learning of the business content is facilitated with Finnish language instruction and rewritten learning material. Finnish instruction is tailored to each business topic and the communication needs of the students. The course includes lectures, presentations, individual, peer and group exercises in class, homework and assignments and visiting speakers. Moodle is used as a virtual learning environment.

Accreditation of prior learning

Not applicable.

Teachers responsible

Tuula Jäppinen
Ilkka Malinen

Course materials

Material given by the teachers.

Assessment criteria

Exam 30 %

Assignments 30 %

Activity and keeping schedules 40 %

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