

Academic Writing

Code: THE8LI001

Extent: 1 cr (27 h)

Timing: 1st - 7th semester

Language: English

Level: Professional Studies / Bachelor's Thesis

Type: Free-choice Studies

Prerequisites

Preference in enrollment is given to students who have completed the Pre-Thesis Workshop (THE7LI007)

Learning outcomes

After completing the course, the student will:

- understand the different functions of sentence and paragraph types to express information
- acquire an increased vocabulary suited for academic English
- learn the standard and academically accepted structure of an essay/report/thesis to better express one's intentions more clearly in writing
- become more aware of one's own writing by editing the work of others (peer editing)

Course contents

The purpose of the course is to learn the skill of clear academic writing through a step-by-step approach in which participants study the rhetorical patterns and the writing process in English with extensive practice in sentence structure and mechanics. Students learn, from the elements of the sentence and the paragraph, an approach that is expandable to encompass the demands of writing a full-fledged thesis in academically appropriate English, as follows:

- Paragraph Format
- Paragraph Structure
- Logical Division of Ideas
- Process Paragraphs
- Comparison and Contrast Paragraphs
- Definition Paragraphs
- Essay Organization
- Peer-Editing

Teaching and learning methods

Contact hours

Independent studies

Peer editing

Teacher(s) responsible

Kevin Gore

Course materials

Required Course Textbook: Oshima, A. & Hogue, A. (2007). Introduction to Academic Writing. 3rd ed. Pearson Longman: White Plains, NY. ISBN: 0-13-193395-7 Students will receive a link to purchase book for 30% off the regular retail price.

Assessment criteria

Attendance 15%
Assignments 85%

last modified 30.04.2010

Document Actions

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Bachelor's Thesis

Code: THE7LI006
Extent: 15 cr (405 h)
Timing: 7th semester
Language: English
Level: Thesis
Type: Compulsory

Prerequisites

Most basic and professional studies (about 120 credit points) must be completed. The student should have a topic for the thesis.

Learning outcomes

The student is able to work and solve problems independently. The purpose is to enhance the student's information gathering skills and ability to apply information to solving problems related to international business.

Course contents

The student should have completed about 120 credit points to fully focus on the thesis writing process. Successful completion of the thesis writing process is proof of the student's problem-solving skills and ability to work independently in a disciplined manner. Ideally, the thesis is a professional study based on an actual business environment. It also has the potential for bringing

forward new information in the given field of research.

The process ends with the completion of the thesis, which is to include an abstract and a maturity examination.

Teaching and learning methods

The students are advised to participate in the Pre-Thesis Workshop to work on their thesis plan. After the approval of the thesis plan, the student is given a thesis supervisor and thesis inspector.

Learning material

See the student extranet: extra.haaga-helia.fi > Units > Business Programmes > DP in international Business, Pasila > Bachelor's Thesis.

Contact teacher/s

Seija Ranta-aho

Assessment criteria

An acceptable thesis writing process is evaluated by the tutor on a scale of 1 to 5.

last modified 30.04.2010

Document Actions

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Business-to-Business Marketing

Code: MAR4LI028

Extent: 3 cr (81 h)

Timing: 6th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Orientation to International Business Environment (IBU1LI059), Establishing a Business (IBU1LI068) and Going International (IBU1LI071) successfully completed.

Learning outcomes

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

- understand the process of getting and keeping customers in business-to-business marketing.

- identify the major factors that influence business buying behaviour and understand the bases and processes for segmenting the business market.
- understand the differences in using marketing tools between b-to-b and b-to-c.
- apply the knowledge to planning marketing for the needs of business-to-business companies.

Course contents

A company's competitiveness in business-to-business markets is not solely based on technological expertise, but also increasingly on the ability to produce value added for customers. The production of value added and its marketing make up the key prerequisite for the achievement of competitive advantage both in national and international markets. The course focuses on b-to-b marketing from the perspective of current trends in the field.

- Sources of competitive advantage, how to turn added value
- B-to-b markets
- B-to-b public relations
- Market segmentation and choice of target markets
- Marketing strategies
- Solutions for customer needs
- Use of the marketing competitive strategies

Teaching and learning methods

Contact learning 36 h

Distance learning 45 h

The course consists of lectures, discussions and group work.

Learning materials

Anderson, James C. & Narus, James A. 1999 or newer ed. Business Marketing Management: understanding, creating, and delivering value. New Jersey: Prentice Hall.

Class handouts and other material.

Contact teacher/s

Tuula Kauhanen

Assessment criteria

Final exam 50%

Report 40%

Class participation 10%

last modified 30.04.2010

Document Actions

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Corporate Communications

Code: COM4LI088

Extent: 9 cr (243 h)

Timing: 1st - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Orientation to International Business Environment (IBU1LI059), Establishing a Business (IBU1LI068) and Going International (IBU1LI071) successfully completed. Learning outcomes
After completing the course, the student will be able

- to work within a specific timeframe, employing self-directed leadership to achieve concrete results in a project management format
- to gain an understanding of the dynamics of organizational behavior and communication
- to grasp the theory of various communication media as well as its power to diffuse specific messages to solidify an organization and its strategy
- to transform a theoretical understanding of the scope of corporate communications (e.g., advertising, public relations, integrated marketing communications) into tangible communication products such as brochures, communication plans and audits

Course contents

Content for corporate communications

- Identity, Image and Reputation
- Media & Government Relations
- Corporate Advertising
- Effective Language
- Internal Communication
- Crisis Management

Content for marketing communications

- Strategic role and significance of marketing communications
- Integrated marketing communications
- The planning process of marketing communications
- Advertising and media choice
- Sales promotion and public relations

Cooperation with the business community and other organizations

Cooperation with companies for projects, guest lecturers

Teaching and learning methods

Contact hours 64 h

Workshops

Project-based work and independent studies

Teacher(s) responsible

Kevin Gore

Suvi Kalela

Course materials

Argenti, P. 2003. Corporate Communication. Boston: McGraw Hill

Assessment criteria

Attendance 15%

Assignments 25%

Project 35%

Exams 25%

last modified 30.04.2010

Document Actions

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Doing Business in the European Union

Code: IBU3LI018

Extent: 14 cr (378 h)

Timing: 4th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Orientation to the International Business Environment (IBU1LI059) and Establishing a Business (IBU1LI068) successfully completed.

Learning outcomes

The course objectives are to equip the student with practical skills and knowledge of how to do business in the European Union. By completing the course the student is able to do a comprehensive business environment audit for companies.

The course provides the student with an opportunity to undertake a real company project in a team of international students.

The course project offers a unique possibility for a student to use their gained knowledge of the different European Union policy programs, the EU funding resources for research and innovation and the market knowledge for business development.

Upon successful completion of the course, the student

- has an overall view of the structure of the European Union as an economic, legal and business environment.
- has a basic knowledge of the EU law and its consequences to doing business in the EU and knows how to apply competition law..
- is able to analyze European economies, business sectors & firms, large and small.
- has the basic business knowledge to expand successfully from their home base into other EU countries.
- recognises the importance of EU policies for firms of all sizes.
- is able to help SMEs to achieve Lisbon strategy towards innovation, growth and jobs.
- has multicultural team working skills and interpersonal skills.
- has networking skills.
- has communication skills.
- has skills to choose from a vast material the most important sources.

Course contents

The course is a combination of three subjects: European economics, European Union law and European business. While studying the three modules, the student teams will do a real company project approaching it from economics, law and business perspectives. The student teams will prepare a report of a business environment audit for a company and will do the presentation and give the report to the company at the end of the course.

- European economic and monetary integration
- Economic performance analysis of the EU and the member countries
- Business sector analysis of a given company
- EU budget and budgetary policy
- Common monetary and trade policy
- Research and innovation in the EU

- Sources of the EU law, jurisdiction
- Institutions of EU
- Freedom of movement of goods, workers and services
- EC competition law

- EU as a business environment
- Business environmental analysis

Cooperation with the business community

As a job based, this course offers the opportunity to do a company project for an existing company. The project report will be presented to the company.

The class will visit the European Union Office in Helsinki. The modules will include guest lecturers from companies and organizations active in the EU area. An EU Day will be organized once during the academic year.

Teaching and learning methods

Contact hours 32 h: European economics (lecturers, workshops, team work, project work)

Contact hours 32 h: European law (lectures, case studies, project work)

Contact hours 32 : European business (lectures, cases, problem-solving, discussions, team work, project work)

Project presentations 12 h

Project work 154 h

Independent studies 100 h

Contact teacher/s

Matti Perttu, Janne Jokinen, Madeleine Vakkuri

Learning materials

European Economics:

McDonald F. & Dearden S. 2005. European Economic Intergration, 4. ed. London: Pearson Education Ltd.

European Union Law:

Handouts given by the lecturer.

European Business:

Suder, G. 2008. Doing Business in Europe, Sage Publication.

Course handouts and recommended sources.

Assessment criteria

The grade formation is as follows:

Company Project 40%

According to the grading system of the lecturers (individual and team work, examination) 60%

last modified 30.04.2010

Document Actions



Doing Business and Working in the Arab Countries

Code: IBU4LI038

Extent: 3 cr (81 h)

Timing: 4th - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

The three first semesters of the LiBBA studies completed.

Learning outcomes

Aspects of the Arab business life are important in global business environment. Managing Arab cultures, solving diversity related problems and reconciling dilemmas is everyday challenges for managers. How to cope with different cultures, collective cultures and company cultures is a routine for people working in any company today. The objective for this course is to study the characteristics for Arab culture and business culture. During the course competences related to business negotiations and multicultural teamwork matters with Arabs are stressed.

Course contents

- Arabic culture before and after Islam, Diversity of Arabic countries and cultures
- Basic pillars of Islam from the business perspective
- Arabic business culture vs. western business culture
- Practical work life rules, business centers, middle men, expatriate life
- Marketing to Arabs

Teaching and learning methods

Lectures, research

Project assignments

Cases

Examination

Teacher(s) responsible

Päivi Käre-Zein, Pasila

Learning materials

Ferraro, G. 2006. The Cultural Dimension of International Business

Williams, J. 1998. Don't They Know It's Friday.
Käri-Zein, P. 2009. Course material of Arabic culture and business culture.
Articles, case studies, handouts distributed during the lessons.

Assessment criteria

Examination 50%
Presentations 30%
Activity, homework and participation 20%

last modified 30.04.2010

Document Actions

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English for International Environments

Code: ENG4LI006
Extent: 6 cr (162 h)
Timing: 4th semester
Language: English
Level: Professional studies
Type: Elective

Prerequisites

Secondary level of education with a good knowledge of English preferably Business-Oriented English (ENG1LL004).

Learning outcomes

The course raises the student's level of consciousness regarding cultural differences as part of the communication process. The student knows how to find and present information in English and discuss other people's ideas as well as write a report.

Upon completion of the course, the student is able to

- understand and know how to analyze cultural differences.
- know how to give an extensive oral presentation in English.
- master meeting and negotiation strategy and vocabulary.
- know how to write a business report in English.
- apply argumentation skills to real business situations.

Course contents

The course is useful for anybody planning to engage in business in the English language. The course takes a look at various aspects of business by adopting a cross-cultural viewpoint. These

aspects include international trade with its organizations and globalisation. The focus is on oral presentations and related discussions. Practice of meetings, negotiations and argumentation skills. Related written assignments.

- Cultural differences
- Language of international trade
- Negotiations
- Meetings
- Argumentation skills

Teaching and learning methods

Contact hours 58 h

Independent studies 104 h

The student gives two oral presentations, one on international business or trade and one on cultural differences, participates in panel discussions, meetings and negotiations and does written assignments.

Contact teacher/s

Pekka Rasku, Vallila
Marjaliisa Ekroth, Pasila

Learning materials

Articles of current interest

Related videos and dvds

Material produced by the teacher and the students

Reading list recommended by the teacher

Assessment criteria

Regular attendance and active participation in class

Successful completion of the assignments

Examination

last modified 30.04.2010

Document Actions

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English Writing Clinic

Code: ENG4LI042 (or ENG4LL042)

Extent: 3 cr (81 h)

Timing: 5th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Good skills in English

Learning outcomes

The course is aimed at those who wish to improve their English expression in writing and who need help and feedback on their writing in English.

Upon successful completion of the course, the student

- understands grammatical rules.
- can apply these to his/her writing.
- knows where to look for help in idiomatic expressions, the use of prepositions and word choice.
- understands the importance of the flow and accuracy of the text.
- can build a structurally correct sentence in English and produce well balanced matter-of-fact text.

Course contents

Producing English text related to the student's own work, such as writing a report or similar. Feedback and practice on editing texts. Learning to use dictionaries, other tools and source material.

Three written assignments with practice and feedback.

Teaching and learning methods

Contact hours 14 h (a writing clinic with small group work based on participants' own texts and a few lectures on grammar and sentence structure)

Independent studies 67 h (producing and editing one's own text on the basis of the feedback given)

Contact teacher/s

Marjaliisa Ekroth, Pasila

Leena Virtamo, Pasila

Learning materials

Hewings, M. 1999. Advanced grammar in use. New York, Cambridge University Press.

www.dictionary.com

Assessment criteria

Assessment is based on the quality of the writing produced during the course and on active participation during contact sessions.

Written texts 75%

Participation 25%

last modified 30.04.2010

Document Actions

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Essentials of Team Leadership

Code: LEA4LI069

Extent: 3 cr (81 h)

Timing: 4th - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Going International (IBU1LI071) or other compulsory studies have to be completed.

Learning outcomes

Upon successful completion of the course the student

- is able to define the role of a team leader
- knows how to build a high performance team
- finds tools for the problem-solving in a team
- knows how to give and receive feedback
- understands the complexities of group dynamics including decision making, power and conflict

Course contents

The course provides the basic knowledge on

- leadership at various stages of team forming
- obstacles of effective teamwork
- application of assertiveness in a team
- challenges in diverse teams

- virtual teams

International dimension

The course is a virtual course and the studying language is English. Also exchange students and Haaga-Helia students abroad are welcome to participate in it. The topics are universal.

Teaching and learning methods

The 8-step PBL approach is applied to this Web course. There will be one assignment based on given readings PBL-cases to solve in group discussions. The work methods used in this course are suitable work methods used in this course are suitable for students with a great deal of motivation for studying in the information network. Students will be actively discussing with the other members of their work group on the virtual platform. Therefore, each participant must be prepared to express his/her ideas in writing, as well as to evaluate and respond to the ideas of other students. Studying independently the source material and searching for and evaluating additional information have a central role in the knowledge creation.

Contact hours 2 h

Virtual Problem-Based Learning tutorial discussions 20 h

Independent studies

Recognition of prior learning (RPL)

RPL is based on accreditation of prior learning applications.

Teacher(s) responsible

Seija Ranta-aho

Course materials

Hayes, N. 1997. Successful Team Management. Thomson Business Press.London

Hanlan, Marc. 2004. High Performance Teams. How to make them work. Praeger. Westport CT

Articles from business journals.

Interviews.

Assessment criteria

Course assessment is mainly based on the student's contribution to the opening and closing discussions and acting as a Discussion Leader. Students are also required to conduct a self-assessment, a group assessment, and a peer assessment and, to draw a mind map on all the discussions with the self-assessment.

Tutorial discussions 80%

Peer assessment 20%

last modified 30.04.2010

Document Actions

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Financial Planning and International Finance

Code: ACC4LI014

Extent: 6 cr (162 h)

Timing: 4th - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Orientation to International Business Environment (IBU1LI059), Establishing a Business (IBU1LI068) and Going International (IBU1LI071) successfully completed.

Learning outcomes

Upon successful completion of the course, the student

- understands the financial planning process of a firm.
- recognizes financial risks and is able to use most important hedging methods.
- is able to make financial budgets.
- is able to take care of financial issues connected to internationalization process of a firm.

Course contents

An extension of the principles and procedures of managerial finance. The course concentrates on producing financial budgets, comparing different alternatives of finance and risks connected to different solutions. The changing character of domestic and international financial market is used as framework for the studies.

- Financial planning as a part of the planning system in a firm.
- Factors affecting the financial structure of a firm
- Comparative calculations of financial alternatives
- International co-operation and its influence on the financing of a firm
- Financial risks and risk management
- Developing domestic and international financial markets: e.g. Investment banking, Venture Capital

Teaching and learning methods

Contact hours 40 h
Independent studies 122 h

Teacher(s) responsible

Pekka Palomäki, Pasila

Course materials

Pike-Neale. 2006. Corporate Finance and Investments. 5th edition. Selected chapters.

Shapiro, A. 2003 or newer. Multinational Financial Management. Prentice Hall. 7th edition or newer. Selected chapters.

Selected articles and readings assigned by the teacher.

Assessment criteria

Written exam 50%
Distance learning 50% (Team work + exercises)

last modified 30.04.2010

Document Actions

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Finnish for Exchange Students 1

Code: FIN4LI010
Extent: 3 cr (81 h)
Timing: -
Language: English and Finnish
Level: Core studies
Type: Elective

Prerequisites

No previous studies or knowledge of Finnish language required. This course is for exchange students only.

Learning outcomes

Upon successful completion of the course, the student

- can introduce oneself, give basic information about oneself and ask simple questions.
- can understand the most common words and phrases in routine everyday situations.
- is able to deal with simple social situations and handle simple shopping situation

- is aware of the basic characteristics of 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

The purpose is to provide students with survival language skills that enable them to use some basic phrases and most common vocabulary, introduce themselves and cope in simple, routine everyday situations.

- Basic pronunciation
- Greetings, basic small talk phrases and complements
- Introducing oneself
- Numbers, prices and time expressions
- Asking and giving basic information in routine everyday situations
- Vocabulary and key phrases for everyday needs
- Information about Finland and Finnish culture

Teaching and learning methods

Brief lectures

Oral and written exercises (independent, pair)

Homework and preparation for lessons

Assignment

DVD / CD / Internet material

Learning games

Teacher(s) responsible

Hanna Tani

Sirkka Kortetjärvi-Nurmi

Course materials

Provided by the teacher.

Assessment criteria

Class contribution and assignment

Examination

last modified 30.04.2010

Document Actions

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Finnish for Exchange Students 2

Code: FIN4LI020

Extent: 3 cr (81 h)

Timing: 1st - 7th semester

Language: English and Finnish

Level: Core studies

Type: Elective

Prerequisites

Successfully completed Finnish for Exchange Students 1 (FIN4LI010). This course is for exchange students only.

Learning outcomes

Upon successful completion of the course, the student

- is able to give basic information about oneself and ask simple questions
- can understand and use familiar expressions and basic phrases in routine everyday situations
- is able to manage in Finnish in simple practical daily situations (shopping, ordering in a restaurant, etc.)
- knows the basics of the Finnish language and Finnish communications culture
- is aware of the language learning strategies appropriate for oneself
- is able to use the surrounding language environment to develop one's language skills.

Course contents

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 the most common everyday situations. Upon successful completion of the course, the student should be at level A1 in most of the language skills areas - speaking, listening, reading and writing.

- Pronunciation
- Introducing and telling about oneself and matters of most immediate personal relevance (family, home, educational background, etc.)
- Asking and giving basic information in routine everyday situations
- Shopping and ordering
- Describing people and objects in a simple way
- Expressing time, place and direction
- Vocabulary and key phrases for everyday and studying needs
- Information about Finland and Finnish culture

Teaching and learning methods

Brief lectures

Oral and written exercises (independent, pair, group)

Homework and preparation for lessons

DVD / CD / Internet material
Learning games

Teacher(s) responsible

Hanna Tani

Course materials

Provided by the teacher.

Assessment criteria

Class contribution
Examination

last modified 30.04.2010

Document Actions

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International Economics

Code: ECO4LI017
Extent: 5 cr (135 h)
Timing: 4th - 7th semester
Language: English
Level: Professional studies
Type: Elective

Prerequisites

Orientation to the International Business Environment (IBU1LI059), Establishing a Business (IBU1LI068) and Going International (IBU1LI071) successfully completed.

Learning outcomes

Upon successful completion of the course, the student

- is able to analyze international economic information and evaluate the economic performance of different countries and trading blocs.
- understands the theoretical background for international economics.
- knows how the economic integration and trading blocs affect the global economy.
- is able to analyze economic implications of free trade and trade restrictions.
- becomes aware of basic mechanisms and functions of international markets for goods and factors of production.
- has the basic knowledge of international trade agreements and organisations.

- can analyze the effects of globalisation on the regional economic development.

Course contents

- Theory of international trade and the argument for specialization
- World trade patterns and economic growth
- Economic integration and trading blocs
- Protectionism and trade policy
- Balance of payments and national accounts
- International financial markets and exchange rate policy
- International economic organizations and agreements
- Trade and developing countries
- Globalization

The students work in teams and study in different topics from the viewpoint of the chosen countries and trading blocs. They study economic indicators, production patterns and trading policies of the countries and blocs. They deepen their understanding by collecting economic data information and making economic analyses for workshops. They write a report of chosen countries and blocs. They give presentations on international economic topics and their written report. They review international economic news information during the lessons.

Teaching and learning methods

The course is a combination of lectures, project-based assignments and problem based learning.

Tutorials 14 h

Lectures and workshops 12 h

Presentations 4 h

Independent study, project and team work 103 h

Examination 2 h

Teacher(s) responsible

Matti Perttu, Pasila

Course materials

Krugman, P. & Obstfeld, M. 2009. 8th ed. International Economics: Theory and Policy. Boston. Pearson.

Course handouts and given sources

Assessment criteria

Team work 30%

Class participation and attendance 30%

Examination 40%

last modified 30.04.2010

Document Actions

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Intercultural Business Communication

Code: COM4LI086

Extent: 5 cr (135 h)

Timing: 1st - 7th semester

Language: English

Level: Core studies

Type: Elective

Learning outcomes

After completing the course, the student will have

- experience of working in multicultural teams
- broader and deeper understanding of culture more than simply differing habits and language
- presentation and demonstration skills
- critical thinking and writing on challenging and sensitive topics
- compilation of a culture-specific training packet aimed at business people

Course contents

The purpose of the course is to present research and concepts on communicative behavior between members of different cultures and how such knowledge can aid people in their interaction with others to increase effective communication and reduce misconceptions and possible conflicts. Simulation exercises and experiential learning is also another core feature of the course. Through coordinated and balanced multicultural interaction, students expose and are exposed to each other's thinking and behaviors, which forms the basis of concrete learning in this characteristically unconventional area of study. Theoretical approaches to analyzing culture:

- Communication styles
- Orientation to time and space
- Material culture
- Identity
- Environment & History
- Language
- Nonverbal behaviors
- Adaptation
- Synergy of business and culture

International dimension

The course consists of students with many different cultural backgrounds (generally 10-15 different nationalities), thus offering an ideal environment in which to put intercultural experience and

competence into practice.

Teaching and learning methods

Contact hours 32 h

Independent studies 103 h

Teacher(s) responsible

Kevin Gore

Course materials

Gore, K. (2007) Networking Cultural Knowledge. Helsinki: WSOY.

Assessment criteria

Attendance 30%

Assignments 40%

Project 10%

Examination 20%

last modified 30.04.2010

Document Actions

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Intensive Chinese Business Course

Code: IBU4LI030

Extent: 3 cr (81 h)

Timing: 3rd - 7th semester

Level: Professional studies

Type: Elective

Prerequisites

Compulsory business studies successfully completed.

Learning outcomes

Upon successful completion of the course, the student

- knows what kind of country China is like, its history and culture.
- understands what kind of business opportunities China offers.
- knows what is the Chinese way of doing business.

The student is able to

- evaluate China as a future market for foreigners.
- understand the process of establishing a company in China.

Course contents

The course familiarizes students with China as a business partner, its socio-economic development, its economic reform and China's open door policy. Moreover China's business life, trade system and investment environment are dealt with. Beijing as a business environment for foreign companies will be covered as well.

- China's history
- China's socio-economic development
- Economic reform
- Open door policy
- China and Beijing as business environments for foreign companies

Teaching and learning methods

Lectures, discussions, presence is compulsory 48 h
Independent studies 33 h

The course will be carried out in the autumn during weeks 40 and 45 (Mon-Thu 17.40-20.30, Friday 9-15). The timetable may change according to the lecturers.

Teacher(s) responsible

Suvi Kalela
2 Chinese professors / lecturers from our partner institutions in China

Course materials

Articles according to the lecturers.

Assessment criteria

Attending lectures
Examinations
Compulsory reports

Passed/Failed

last modified 30.04.2010

Document Actions

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International Business Project

Code: IBU3LI009

Extent 1-14 cr (27-378 h)

Timing: 4th - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Orientation to International Business Environment (IBU1LI059), Establishing a Business (IBU1LI068) and Going International (IBU1LI071) successfully completed.

Learning outcomes

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

- plan a research project for finding a solution to client company's problems.
- manage scheduling and budgeting.
- work as a team leader and a member of the team.
- create relevant theoretical framework for solving the problem.
- plan and conduct the field research.
- analyze the data, draw conclusions and present recommendations to the client company.
- write a professional report and present the results to the client.

Course contents

The goal of the course is to make a research to a real company. Therefore the structure and the theoretical content very much depend on the needs of the client companies. Since 1996 already 23 researches have been conducted for instance in Baltic countries China, Denmark, France, Germany, Hungary, Poland, Russia, Slovakia, Slovenia, Spain, Turkey, the United Kingdom, and the United States.

- Project management
- Research problem definition
- Theories needed to find a solution for the problem
- Analyzes of the company and business line
- Project management
- Budgeting
- Field research
- Statistical analyses (SPSS)
- Report writing
- Presentation

Teaching and learning methods

Lectures

Progress check meetings
Workshops
Team work
Field research
Reporting to the company

Contact teacher/s

Seppo Kinkki, Pasila
Leena Korttilalli, Pasila

Learning materials

Boddy, D. 2002. *Managing Projects, Building and Leading the Team*. Harlow: Prentice Hall.

Lockyer, K., Gordon, J. 2005. *Project Management and Project Work Techniques*. Harlow: Prentice Hall.

Maylor, H. 2003. *Project Management*. Harlow: Prentice Hall.

Literature that is relevant for the case.

Assessment criteria

Project work
Individual contribution (work log book)
Individual study points and grades based on a student's contribution to the project will be given.
Team members will also evaluate each other and the client company will evaluate the report and the presentation.

last modified 30.04.2010

Document Actions

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International Law

Code: LAW4LI024
Extent: 5 cr (135 h)
Timing: 4th semester
Language: English
Level: Professional studies
Type: Elective studies

Prerequisites

Orientation to the International Business Environment (IBU1LI059) and Establishing a Business

(IBU1LI068) successfully completed.

Learning outcomes

Upon successful completion of the course, the student

- understands the regularities of international business.
- has an insight to the diversity and similarity of jurisdiction of different countries.
- is able to conclude international trade contracts while understanding the obligations and risks involved.
- is able to estimate the outcomes of different choices in the contracting process.
- knows the pros and cons of different methods of dispute resolution.

Course contents

- Concept of International Law
- Short insight to different legal systems
- International business environment
- Conflict of laws and jurisdiction
- International business contracts
- International trade and transportation
- Means of payment from the legal point of view
- Dispute resolution in international business trade
- International approach to Intellectual Property Rights

Cooperation with the business community

The course comprises several business-based case studies.

Teaching and learning methods

Contact hours 40 h

Independent studies, distance assignments, preparing for the examination 93 h

Written examination 2 h

Contact teacher/s

Satu Pitkänen

Learning materials

August, R. 2000 (or newer). International Business Law. New Jersey: Prentice Hall.

Pitkänen, S. 2008. Introduction to International Business Law. Available on the Black Board.

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

Assessment criteria

Assignments, presentations and class participation 50%
Examination 50%

last modified 30.04.2010

Document Actions

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International Marketing Analysis Programme in Finland (IMEA)

Code: IBU3LI017

Extent: 15 cr (405 h)

Timing: 4th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Orientation to International Business Environment (IBU1LI059), Establishing a Business (IBU1LI068), Going International (IBU1LI071) successfully completed and good knowledge of written and oral English.

Learning outcomes

Upon successful completion of the course, the student

- is able to conduct business environmental research for a company
- understands the importance of communication and culture as well as challenges and opportunities of the appropriate business environment
- is able to choose suitable strategy for entering new markets or expanding operations in existing markets
- familiarizes with requirements for doing business in Russia

Course contents

- Competition, competitive strategy and innovativeness
- Pest analysis, competition analysis and pitfall analysis
- Intercultural and communication for international business

Cooperation with the business community

Guest lecturers, company projects, company visit, target market visit (St Petersburg, Russia) and case studies

International dimension

The project will be conducted for an international company with different target countries.

Teaching and learning methods

Contact hours 64 h

Case studies 16 h

Project work 108 h

Trip to Russia 54 h

Independent studies 163 h

Teacher(s) responsible

Madeleine Vakkuri

Gerard L. Danford

Jari Luomakoski

Course materials

Earley, C., Ang, S. & Tan, J-S. 2006. CQ Developing Cultural Intelligence at Work. California. Stanford University Press.

Other material provided by the teacher

Assessment criteria

Competitive module:

Examination 50%

Participation 20%

Case studies 30%

Business environment module:

Participation and activity 20%

Case studies 30%

Project work 50 %

Intercultural and communication module:

Participation and activity 40%

Case study and presentation 20%

Written assignments 20%

Module paper 20%

Project work

Project report 80%

Presentation 20%

last modified 30.04.2010

Document Actions

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Latin American Culture for Future Managers

Code: IBU4LI036

Extent: 6 cr (156 h)

Timing: 1st - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Interest in Latin American culture

Learning outcomes

The importance of good communication skills together with a good understanding of other cultures and languages has become a must in the modern world of international business.

Upon successful completion of the course, the student

- has a clear perspective on the Latin way of doing business.
- is able to work and do business efficiently in Latin America.

Course contents

- General knowledge of historical facts that changed the life and customs of millions of people who had their own culture, language and belief before the arrival of the "conquistadores" in 1492.
- Description of how the cultural collisions and blending of language and behaviour created what was known as the "New World" and transformed it in the actual "New Latin America".
- A closer look at business opportunities in different fields as well as business etiquette in those countries.

Teaching and learning methods

Contact hours 48 h

Independent studies 86 h

Contact teacher/s

Alicia Jáuregui Renaud

Learning materials

To be given at the beginning of the course

Assessment criteria

Written examination, presentations and active participation in class

last modified 30.04.2010

Document Actions

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Module of Managerial Accounting

Code: ACC3LI028

Extent: 12 cr (324 h)

Timing: 6th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Orientation to International Business Environment (IBU1LI059), Establishing a Business (IBU1LI068) and Going International (IBU1LI071) successfully completed.

Learning outcomes

Upon successful completion of the course, the student

- understands planning and controlling profitability at different levels of operations and in different levels of operations and in different business fields.
- is able to solve practical accounting problems in different situations.
- improves teamwork skills.
- develops working life relationships.

Course contents

Students learn management accounting tools, methods and how to improve them. The students will be able to analyze the profitability of operating performance through practical applications. The course includes a project on a selected company (in teams). In the project work the students will be

presented with a practical situation of one company.

- Cost concepts and behaviour
- Cost classification
- Activity Based Costing
- Absorption of costs
- Cost-Volume-Profit analysis
- Pricing methods
- Budgeting process
- Balanced Score Card

Teaching and learning methods

Contact hours 80 h

Distance assignments and project work 244 h

Contact teacher/s

Jaana Melamies, Pasila

Markku Eerola, Pasila

Learning materials

Drury. 1996. Management and cost accounting.

Hornngren & Farter & Datar. 2006. Cost Accounting.

Needles & Powers & Mills & Anderson. 1999. Managerial Accounting.

Handouts distributed by the teacher.

Assessment criteria

Distance assignments 20%

Examination 40%

Project 40%

The course can not be accepted as a whole, unless the project work is presented. In case all other parts, except for the project work, have been approved, the student can, however, receive some credit points.

last modified 30.04.2010

Document Actions

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Market Development in Russia and Baltic

Code: IBU3LI013

Extent: 9 cr (243 h)

Timing: 5th - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Orientation to International Business Environment (IBU1LI059), Establishing a Business (IBU1LI068) and Going International (IBU1LI071) successfully completed.

Learning outcomes

Upon successful completion of the course, the student is able to do a practical international business assignment (research for a client company).

Course contents

The course aims to take a practical approach to the challenges faced in developing markets in the Baltic Region. Students will during the process gain a good understanding of the following:

- Understand the client companies capabilities
- Considering the internationalisation strategy from a regional perspective
- Making a regional market analysis
- Selecting the markets with best fit to strategy
- Making a detailed analysis of the priority market
- Identifying concrete opportunities for client companies (given limitations in course length)
- Recommending the next steps to be taken in the market development process
- Travel to the market is required.

See <http://myy.haaga-helia.fi/~dange/imr/index.html>

The course will take a very practical view of issues to be considered in developing the Baltic region markets. The perspective will be from a Finnish firms point of view and the entry stage. Students will be required to make an analysis of market opportunities for real Finnish firms (to be assigned) and to make recommendations regarding market entry etc. Finnish first time exporters and firms with limited activities in the region will be gained of the market development process: regional strategy, market screening, target market research, target market entry options, recommendations & implementation challenges. Companies will finance the research work and pay for travel to the market.

Teaching and learning methods

Project work

Written reports

Visits to the target markets

Contact teacher/s

Gerard Danford

Learning materials

Gerard L. D. 2003. Project-based Learning and Polytechnic-SME co-operation in Internationalization. Helia.

Assessment criteria

Company assignment 60%
Project plan 40%
Report to company evaluated

last modified 30.04.2010

Document Actions

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Maturity Examination

Code: THE7LI001

Extent: 0 cr, part of the Bachelor's thesis

Timing: 7th semester

Language: English

Level: Thesis

Type: Compulsory

Course description

The maturity examination is defined as follows in the Polytechnic Decree: "For a polytechnic degree, students must write a maturity examination related to their thesis topic, showing familiarity with the topic and proficiency in either Finnish or Swedish." (Council of State's Decree about Polytechnics No. 352/2003). Students with the Finnish or Swedish school background in Finland must write the maturity examination in Finnish or Swedish for providing their professional knowledge and language proficiency. Students with the foreign school background write the maturity examination in English.

The thesis tutor provides two alternative topics for the maturity examination. The topics are related to the thesis or the thesis writing process. The text must be coherent and written in good English. The text begins with a title given by the tutor or designed by the student according to the tutor's instructions. The other required text characteristics include proper paragraph division, logical sentence structure, relevant use of concepts, fluent punctuation, correct spelling, and proper use of

upper and lower case letters. The text should not include any subheadings, tables, charts or lists.

The suitable length is four ruled A4 pages, handwritten on every line. Any general examination day is usually recommendable. You should register for the maturity examination by mail or email addressed to your thesis tutor.

last modified 30.04.2010

Document Actions

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Marketing Research

Code: MAR4LI017

Extent: 5 cr (135 h)

Timing: 6th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Basic Statistics successfully completed.

Learning outcomes

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

- independently select a proper way to collect information for making decisions.
- conduct a marketing research project including quantitative research.
- report the results and conclusions.
- improve critical and analytical thinking as well as argumentation skills.
- present well justified recommendations based on research findings.

Course contents

The course introduces students to the procedures in marketing research. Students work in teams conducting a research either based on virtual data or for a company they have chosen. Basic quantitative methods needed in survey research are studied with the help of a statistical package SPSS. Initiative, responsibility and time management are needed in order to accomplish all the tasks.

- Defining a research problem
- Research design
- Data collection and analysis
- Scaling techniques
- Questionnaire design
- Sampling design and procedures

- Fieldwork
- Statistical analyses
- Report preparation and presentation.

Teaching and learning methods

Collaborative virtual team work requires active participation in the discussion in e-learning environment. The content of the course is divided based on the Problem Based Learning PBL approach into six larger themes. The logic of the research process guides learning, which enables the students to learn the theoretical content when it is needed as a tool when conducting the research. Students work on the exercises in teams. This course is offered once in the academic year, usually in the fall semester.

Contact teacher/s

Irma Pulkkinen
Aki Taanila

Course materials

Study material on the web.

Brace, I. 2008. Questionnaire Design. Kogan Page. London.

Burns, A. C. & Bush, R. F. 2005 (or newer). Marketing Research, online research applications. Pearson Education Ltd. Upper Saddle River.

Assessment criteria

Research report 60%

Examination 20%

Active participation in the discussion and in giving feedback to peer teams 20%

last modified 30.04.2010

Document Actions

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Managing Global Brands

Code: MAR4LI054

Extent: 12 cr (324 h)

Timing: 5th - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Orientation to International Business Environment (IBU1LI059), Establishing a Business (IBU1LI068) and Going International (IBU1LI071) successfully completed.

Learning outcomes

Upon completion of the course, the student is able to

- understand and describe branding as a strategic tool for business management, leadership and marketing.
- conduct self-study and tutorial work at an advanced level, comparing sources and models, making thorough applications, and combining theories and the student's own ideas to formulate new models.
- work professionally with a client company in a multicultural team.
- apply problem identification, analysis and solving to the brand projects.
- understand the significance of and conduct qualitative research in branding.
- collect, analyse and use relevant research findings to create a brand manual for a client company.

Course contents

The course is studied in a problem-based learning (PBL) format, simultaneously introducing branding theory and project work. Instruction is divided respectively between tutorial and resource sessions. Project work includes each participant team conducting a qualitative study for a client company, preferably a small or medium-sized enterprise (SME). The project begins by analysing existing information and interviewing company representatives at different levels to define their perceptions of the current position of the brand. The study also includes determining the brand image among customers. Based on the interpretation of the research findings, participants make a proposal for a brand management guide for their client company.

- Strategic brand analysis
- Brand research (qualitative)
- Brand identity and brand promise
- Brand building process and models
- Brand identity implementation
- Brand communication
- Extensive project for a client company

Cooperation with the business community

Guest lecturers, Brand project for a client company, writing triggers in cooperations with companies

International dimension

Projects to international companies

Teaching and learning methods

Students construct knowledge together in PBL tutorials held once a week. Lectures and workshops, given once a week, support independent studies and teamwork. The following estimate of time spent for these activities is referential.

Tutorials 32 h

Lectures and workshops 32 h

Independent studies and teamwork 220 h

Teacher(s) responsible

Matti Helelä

Tuula Kauhanen

Suvi Kalela

Course materials

Aaker, D. and Joachimsthaler, E. 2002. Brand Leadership. New York: The Free Press.

Gad, T. 2001. 4-D Branding. Cracking the corporate code of the network economy. London: Financial Times. Prentice Hall.

Fagerholm, H. 2007. Collaborative branding. Haaga-Helia Publication Series. R&D Reports. Helsinki.

Hart, S. and Murphy, J. (eds.) 1998. Brands, the New Wealth Creators. Houndmills: MacMillan Press Ltd.

Ind, N. 2005. Beyond Branding. How the new values of transparency and integrity are changing the world of brands. Kogan Page. London.

Ind, N. 2003. Living the brand. How to transform every member of your organization into a brand champion. London: Kogan Page.

Interbrand 2009. Brandchannel.com Web pages www.brandchannel.com

Interbrand 2009. Interbrand Web pages www.interbrand.com

Jensen, R. 1999. The Dream Society. New York: McGraw-Hill.

Keller, K. L. 1998. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Upper Saddle River, New Jersey: Prentice Hall, Inc.

Knapp, D. 2000. The Brand Mindset. New York: McGraw-Hill.

Kunde, J. 2000. Corporate Religion: building a strong company through personality and corporate soul. London: Prentice Hall.

Kunde, J. 2002. Unique now... or never. London: Pearson Education.

Rohacher, A. 2004. Corporate Cultures and Global Brands.

Schultz, D. and Barnes, B. 1999. Strategic Brand Communication Campaigns. Fifth edition. Lincolnwood, Illinois: NTC Business Books.

Assessment criteria

Contribution to the project 40%

Tutorial performance and individual work 40%

Examination 20%

Assessment includes self, peer and external assessment as follows:

Self-assessment

- Tutorial performance
- Project work
- Learning processes
- Examination
- Course evaluation

Peer assessment

- Tutorial performance
- Project proposals
- Project work
- Project presentations

External assessment

- Tutorial performance
- Examination
- Project portfolio
- Presentations

last modified 30.04.2010

Document Actions

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Knowledge Management

Code: LEA4LI066

Extent: 5 ECTS (135 h)

Timing: 4th - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Establishing a business (IBU1LI068) and Orientation to the International Business Environment (IBU1LI059) successfully completed.

Learning outcomes

Upon completion of the course, the student

- understands the significance of knowledge in today's economy.
- understands that knowledge is created in social interactions.
- understands the key concepts and models of KM.
- realises one's role and responsibility in a learning community.
- is aware of some KM tools.

Course contents

In the knowledge economy, the challenge is to build, combine, and integrate the knowledge of many individuals. The course focuses on understanding knowledge in sustaining competitive advantage. The following topics will be covered: knowledge as a concept, KM as a new discipline, criticism of KM, the knowledge creation theory, the SECI model, the concept of Ba, organizational learning and learning organizations, value mapping tool, the types and role of trust in knowledge sharing, communities of practice (CoPs) and the evolving models of intellectual capital reporting systems.

Cooperation with the business community

Guest lecturers from Finnish and international companies will be invited to the course.

International dimension

International dimension of the course will come from having international companies as cases and from having international groups.

Teaching and learning methods

Article and case presentations and discussions on tutorials

Lectures and guest lectures

Contact teacher/s

Maria Jakubik

Learning materials

Jashapara, A. 2004. Knowledge Management, An Integrated Approach, Harlow: Financial Times,

Prentice Hall

Articles and cases will be provided by the teacher or they will be available on-line (BB) or from the library.

Assessment criteria

Group assessment

Presentation 20% (article or case)

Written report 30% (article or case)

Individual assessment

Discussions on tutorials 30%

Oral examination (individual) 20%

Additionally, there is a self-reflective paper that will be assessed as passed/failed.

All parts need to be accomplished to get the final grade.

last modified 30.04.2010

Document Actions

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Pre-Thesis Workshop

Code: THE7LI007

Extent: 0 cr, part of the thesis process

Timing: 4th - 6th semester

Language: English

Level: Professional studies

Type: Compulsory

Prerequisites

Three first semester compulsory studies and about 120 credit points completed.

Learning outcomes

After completing the course the student has created a clear research plan for the thesis including decisions on the topic, relevant theories and research method to continue the thesis process.

Substance counselor will be assigned to a student only if the research plan is feasible and accepted.

Qualitative Research Methods

Upon successful completion of the course, the student

- is able to formulate research objectives and research questions

- understands research design
- knows the data collection methods
- has learned the in-depth interviewing skills
- knows how to analyse data and interpret findings
- is able to evaluate validity and reliability of research
- is able to report findings.

Quantitative Research Methods

Upon successful completion of the course, the student has revised

- the quantitative research process
- the questionnaire design in line with the chosen theoretical frame and problem setting
- the random and non-random sampling
- the data collection methods
- to run descriptive analyses
- to analyse relations
- to run inferential statistics
- to evaluate validity and reliability of survey
- to report results.

Course contents

The purpose of the course is to give the necessary research methodology and skills to enable the students to write a clear thesis plan. In order to achieve this end, the course is divided into two parts: Quantitative Research Methods and Qualitative Research Methods. Each part covers the necessary theory and/or concepts, but also contains practical application so that participants actually work on their thesis plan as they attend the course with the goal of having the thesis plan completed when the course ends. Therefore, the course serves as a kind of thesis plan seminar to compare work with others, get feedback and answers that are specific to individual needs.

- Defining a research problem
- Research design
- Data collection options in qualitative and quantitative research
- Questionnaire design and in-depth interviewing
- Sampling design and procedures
- Data analyses in qualitative and quantitative research

Cooperation with the business community

Research projects may be sponsored by a company; which is highly recommended.

Teaching and learning methods

In addition to contact lessons students will work both in teams and individually on assignments using intensively virtual learning environment.

Teacher(s) responsible

Irma Pulkkinen
Pirjo Saaranen

Course materials

Ghauri, P. & Grønhaug, K. 2005 or newer. Research methods in business studies: a practical guide. Harlow. Pearson Education.

Saunders, M., Lewis P. & Thornhill, A. 2007 or newer. Pearson Education Ltd. Harlow.

Study material on the web and handouts provided by the lecturers.

Assessment criteria

Thesis plan P/F

Active participation in the discussion and in giving feedback to other students' plans P/F

last modified 30.04.2010

Document Actions

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Personal Fitness

Code: PHY4LI002

Extent: 3 cr (81)

Timing: 3rd - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Basic physical education skills are required.

Learning outcomes

Upon successful completion of the course, the student

- will find exercising as a part of his/her life.
- is able to plan her/his personal fitness program.
- is able to understand the importance of work ability as a part of well-being.
- acquires basic skills in various sports.

Course contents

During the contact lessons students have the opportunity to take part in various types of physical

exercises for example ball sports, gym and relaxation. The student is also acquainted with sports, such as golf, climbing, paddling, archery and bowling. During the independent studies each student is to find out the factors, which affect his/her work-ability. According to this students will plan his or her own physical fitness programme, as well as complete it and a report on its success. Students are expected to pay for the special sports done outside HAAGA-HELIA out of their own pocket.

- Various types of physical exercises at HAAGA-HELIA
- A few visits for example golf, wall climbing, canoeing and archery in the surroundings
- Independent exercise and assignment

The students will visit in different sport places in Helsinki.

Teaching and learning methods

Contact hours 30 h, 4 h/week

Independent studies 51 h, including course assignment, 6 h/week

The contact hours primarily involve exercises with group or in pairs. The independent studies involve independent exercise and a course assignment to be done on one's own.

Contact teacher/s

Liisa Aarnio, Pasila

Learning materials

Franks & Howley & Lyriboz 1999. The Health Fitness Handbook.

Assessment criteria

Contact hours 50%

Course assignment and own exercises (1-2) 50%

The course assignment involves a self-assessment. Students must complete both parts to pass the course.

last modified 30.04.2010

Document Actions

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Principles of Leadership

(PBL Web Course)

Code: LEA4LI068

Extent: 3 cr (81 h)

Timing: 4th - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Going International IBU1LI071 or other compulsory studies have to be completed.

Learning outcomes

Upon successful completion of the course, the student

- has the most essential skills for leading employees in the work place
- is provided with a toolkit for supervisory tasks to achieve results
- has a basic understanding on his/her own capabilities to become a leader

Course contents

The course provides the basic knowledge

- roles, responsibilities and accountabilities required from supervisors
- key managerial issues affecting the organization
- environment encouraging communication, interaction and development
- trust-building

International dimension

The course is a virtual course and the studying language is English. Also exchange students and Haaga-Helia students abroad are welcome to participate in it. The topics are universal.

Teaching and learning methods

The 8-step PBL (Problem-Based Learning) approach is applied to this Web course. There will be one assignment based on given readings plus four PBL-cases to solve in group discussions. The work methods used in this course are suitable for students with great deal of motivation for interactive studying in the information network. Each participant must be prepared to express their ideas in writing as well as evaluate and respond to the ideas of the other students. Studying the source material and searching for and evaluating additional material have a central role in the study. Implementation is as follows:

Contact hours 2 h

Virtual Problem-Based Learning tutorial discussions 20 h

Independent studies 59 h

Recognition of prior learning (RPL)

RPL is based on accreditation of prior learning applications

Teacher(s) responsible

Seija Ranta-aho, Pasila

Course materials

Northouse, P. 2003. Leadership Theory and Practice. Thousand Oaks: Sage Publications, Inc.

Watson, T. 2006. Organising and Managing Work. The 2nd or more recent edition. FT Prentice Hall, Harlow.

Articles from business journals.

Assessment criteria

Course assessment is mainly based on the student's contribution in the opening and closing discussions and acting as a Discussion Leader and Recorder. Students are also required to conduct qualitative self-, peer and group assessments.

Tutorial discussions 80%

Peer assessment 20%

last modified 30.04.2010

Document Actions

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Quantitative Methods for Business

Code: MET1LI022

Extent: 6 cr (162 h)

Timing: 4th semester

Language: English

Level: Professional studies

Type: Compulsory

Prerequisites

First two semesters' studies successfully completed.

Learning outcomes

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

- understand how quantitative methods can be used in displaying and summarizing numerical data as well as in business decision-making.
- use quantitative methods in solving business problems.
- communicate the results clearly and effectively.

- solve business problems through systematic effort.

Course contents

Students practice solving business-related exercises independently. Students use methods taught during contact hours. The solution for each assignment is to be presented in a report that describes the methods used as well as the results and interpretations. The assignments require spreadsheet skills.

- The presentation of numerical data using graphics, tables and descriptive statistics
- Mathematical models
- Linear regression
- Time-series forecasting
- Linear optimization
- Probability distributions and uncertainty
- Statistical inference
- Introduction to quantitative research

Teaching and learning methods

A total of 162 hours have been reserved for the completion of the course:

Contact hours 30 h

Independent completion of exercises 124 h

Study for exam and exam 8 h

Students should reserve 8-10 hours a week for class and the completion of exercises.

Classes are for the presentation of key concepts and methods, for practice in using these concepts and methods. Learning as such happens through exercises. Students gain competence as they complete their assignments.

Contact teacher/s

Kalevi Keinänen, Pasila

Course materials

Material in the Blackboard.

Berenson & Krehbiel & Berenson 2006. Business Statistics, A First Course. Fourth edition. Prentice Hall.

A spreadsheet programme is used throughout the course (Excel).

Assessment criteria

Students must successfully complete all exercises and pass the exam. The grade is primarily based on the exercises average, but the final exam can raise or lower this grade by one unit.

Examination 20%
Assignments 80%

last modified 30.04.2010

Document Actions

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Service Marketing

Code: MAR4LI022

Extent: 3 cr (81 h)

Timing: semester 3rd - 7th

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Orientation to the International Business Environment (IBU1LI059), Establishing a Business (IBU1LI068) and Going International successfully completed.

Learning outcomes

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

- understand concrete service business problems.
- make suggestions on how to solve service business problems.

Course contents

A number of service business case studies are used to explain how a service business operates. Students are expected to make an analysis of service business challenges presented in the cases. Students are also expected to complete a service case assignment where they will look in-depth at one service problem faced by a firm. The cases used focus on issues, such as marketing strategies, culture, leadership, operations, internationalisation, etc.

- Characteristics, types and roles of services
- Service concept, service system
- Service encounters
- Quality in services
- Planning and creating services
- Communicating services to customers
- Marketing mix for services

Teaching and learning methods

Contact hours 32 h
Distance hours 48 h

Working methods: case studies, project work, class presentations

Contact teacher/s

Kari Hautakoski, Pasila

Learning materials

Grönroos, C. 2000. Service management and marketing: a customer relationship management approach. Second edition. Chichester: John Wiley & Sons. ISBN 0-471-72034-8.

Armstrong, G. & Kotler, P. 2005. Marketing: An Introduction (Chapter 7 on Service Marketing). 7th Edition. Upper Saddle River: Prentice Hall

Cases, articles

Assessment criteria

Group work 45%
Individual case assignment 45%
Activity 10%

last modified 30.04.2010

Document Actions

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Strategies in International Business

Code: LEA2LI070
Extent: 8 cr (216 h)
Timing: 5th - 7th semester
Language: English
Level: professional studies
Type: compulsory

Prerequisites

Orientation to the International Business Environment (IBU1LI059), Establishing a Business (IBU1LI068) and Going International (IBU1LI069) successfully completed.

Learning outcomes

Upon successful completion of the course, the student will

- understand different strategies such as corporate strategy, business strategy, competitive strategy, growth and transformation strategies.
- understand the strategy development process.
- understand the factors affecting successful implementation of a strategy.
- be able to utilize different strategic concepts and tools.
- be able to solve real business problems through case studies.
- have learned about strategic change management.
- have a holistic strategic thinking.
- have gained experience in working in international groups.

Course contents

The course provides understanding of the principles of business strategies such as how to succeed in the global marketplace and how to create and sustain competitive advantage. The course deals with strategic analyses, strategy development, and implementation phases. The main content of the course includes understanding theoretical concepts such as strategic planning, strategic thinking, sources of competitive advantage, industry analysis, value chain analysis, competitor analysis, SWOT and TOWS analyses, generic strategies, alliances, balanced scorecard, and change management.

Cooperation with the business community

Debate on Strategies in IB - event organized by students with participation of business managers, students and teachers
International business cases
Company analysis and simulation by an international simulation game
Guest lecturers

Teaching and learning methods

Contact hours
Project work
Simulation game
Independent studies
Team work
Presentations/events
Examination

Teacher(s) responsible

Päivi Käre-Zein, Pasila
Pertti Tilli, Pasila

Course materials

Lynch, R. 2006. Corporate Strategy. Fourth edition. Harlow: Prentice Hall. - required

Johnson, G., Scholes, K. & Whittington R. 2008. Exploring Corporate Strategy. 8th edition. - optional

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

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

De Wit B. & Meyer, R. 2005. Strategy Synthesis. Resolving Strategy Pradoxes to create Competitive Advantage. Text and Readings. Thomson. - optional

Hitt, M., Ireland R. & Hoskisson R. 2005. Starategic Management. Competitiveness and Globalization. Thomson. South-Western. - optional

Other material provided by the teacher.

Assessment criteria

Company analysis and presentation 40%

Examination 30%

Participation and activity 30%

All parts need to be passed.

last modified 30.04.2010

Document Actions

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Student Tutoring 1 & 2

Code: Student tutoring 1: SLF4LI002 and Student tutoring 2: SLF4LI003

Extent: maximum of 3 cr (81 h) for student tutoring, callidus tutoring and maximum of 5 cr for acting as the duty tutor (vastuututor)

Timing: 3rd - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

First year studies completed successfully.

Learning objectives

The student tutor assists with the following duties by collaborating with HAAGA-HELIA level staff, the BBA in International Business Staff Tutor Coordinator and the HAAGA-HELIA Student

Body:

- Orientation of freshmen to studies at the applied university level, at HAAGA-HELIA and at the BBA International Business degree programme.
- The marketing of and PR duties at HAAGA-HELIA and the BBA International Business Programme by organizing and attending various events
- The entrance examination arrangements
- Recruitment of new student tutors at the HAAGA-HELIA and programme level
- Induction of new tutors at the HAAGA-HELIA and programme level
- Other special duties set by the programme director as needed

Additionally:

- A Callidus-tutor as a third or fourth year student focuses on specialty tutoring tasks, such as student exchange, thesis studies, work placements among others.
- Senior tutor (vastuututor) coordinates student tutor activities at the degree programme level or at the Student Body.
- International tutor (kv-tutor) assists foreign exchange students with the arrival, orientation and study stages of their stay at HAAGA-HELIA.

Successful completion of the above duties requires developing and fine-tuning the skills listed under the course contents below.

Course contents

- Collaboration and team work skills
- Communication and presentation skills
- Time management and project management skills
- Skills required to plan and conduct PR and marketing events
- Meeting skills
- Basic counseling skills to induct, guide, motivate and counsel students individually, in small groups and in large groups
- Understanding of group dynamics in multicultural groups
- Ability to represent both HAAGA-HELIA as an applied university and HAAGA-HELIA Student Body in a professional manner

Teaching and learning methods

TBA

Contact teacher/s

Elizabeth San Miguel

Learning materials

Handouts

www.haaga-helia.fi

<https://extra.haaga-helia.fi>

Materials issued at meetings and training days

Assessment criteria

Passed/Failed

- Engaging actively and successfully in the duties listed in this course description
- Reporting in writing on the duties and competencies listed in this course description in accordance with the tutor report assignment setting
- Provision of tutoring services and reporting to cover 3 ects in actual realized work load

last modified 30.04.2010

Document Actions

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Study Period in China

Code: IBU4LI066

Extent: 3 cr (81 h)

Timing: 3rd - 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Intensive Chinese Business course is recommended.

Learning outcomes

Upon the completion of the course, the student

- knows the key characteristics of the every day life in China.
- is familiar with Chinese history, thinking, traditions, legislation and business opportunities for foreigners.
- is able to evaluate the Chinese economy and the life in China by their own experiences.
- is able to carry out a project in China (if the project was carried out).

Course contents

- China's history, economy, law, financial intitutions, culture and business manners
- Marketing in China

- Chinese language

The course is conducted in China by our partner institution (Nankai University, Tianjin). There are lectures dealing with different aspects of Chinese society and business life, also language will be taught. The students are responsible for the travelling and accommodation costs during the 2 weeks' study period in China (appr. 700 - 800 €).

The course starts in January in HAAGA-HELIA. The study period in China will be held during the intensive week 12 and week 13. Students give presentations on China before the study period.

Project work (additional, not compulsory)

It is possible to carry out a project work for a company acquired by the students. Credits (1 - 4) according to the project report will be given.

Teaching and learning methods

Presentations in HAAGA-HELIA 10 h

Possible project work

Lectures in China 60 h

Company visits in China 5 h

Cultural visits in China

Individual reports after the study period 6 h

Teacher(s) responsible

Suvi Kalela

Course materials

Handouts by the Chinese professors.

Assessment criteria

Pework in HAAGA-HELIA

Attending lectures and visits in China

Report on the study period

Report on the project work

Evaluation: Passed/Failed

last modified 30.04.2010

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Working in a Spanish-speaking Environment

Code: SPA4LI039

Extent: 6 cr (162 h)

Timing: 4th semester

Language: Spanish

Level: Professional studies

Type: Elective

Prerequisites

Basic Spanish in Practice, Grammar and Conversation or equivalent.

This course is intended for those students who already have a fair knowledge of Spanish and would like to go further in the use of professional language.

Learning outcomes

Upon successful completion of the course, the student

- masters working place situations in a Spanish-speaking environment.
- is aware of linguistic and cultural differences between the 20 countries that form the Spanish-speaking world.

It will also enable those who want to do their work placement and study abroad to do so in a proficient way.

By means of new vocabulary and practice of formal language during role play meetings and presentations the student will gain self confidence to act in the business world.

Course contents

- Practice of grammar in different situations at work
- Vocabulary for a job interview, Curriculum Vitae
- View of different areas in a Company
- Role play in business meetings, discussions in every day working situations
- Presentations
- Writing of business letters
- Cultural differences between the Spanish-speaking countries

Emphasis will also be given to the use of formal expressions during negotiations, writing of business correspondence, presentations and oral skills.

Teaching and learning methods

Contact work 56 h

Independent studies 102 h

Contact teacher/s

Alicia Jáuregui Renaud

Learning materials

To be provided by the teacher at the beginning of the course
Role play, presentations, written exercises, use of the Net, videos

Assessment criteria

Oral presentation
Constant assessment
Active participation
Completion of assignments

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Document Actions

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Work Placement

Code: PLA6LI007

Extent: 30 cr (100 d, 800 h)

Timing: 5th semester

Language: According to the country and organisation; the report in English

Level: Work placement

Type: Compulsory

Prerequisites

Studies of 120 cr completed

Attendance in the the work placement info session

Quantitative Methods for Business (MET1LI022) is recommend to be completed before work placement.

Learning outcomes

Upon succesful completion of the course, the student

- apply his/her theoretical learning to practical business situations.
- is able to act proactively in international business environment.
- is able to market him/herself to a potential employer.

Course contents

Students are responsible for finding an employer for their work placement. After that, they enrol to WinhaWille and send a registration of work placement to the work placement coordinator. Then the work placement working can begin. At the end of the work placement period students write their personal report on their work placement learning.

1. Work placement info session
2. Applying a job
3. Work placement working
4. Organizing the work placement advisor's visit
5. Writing the work placement report

Teaching and learning methods

Work placement is possible to complete in one part (30 cr) or divide in to parts (15 cr + 15 cr).

Teacher(s) responsible

Liisa Aarnio

Assessment criteria

Passed/failed. After the work placement and when the report is accepted.
The report contains self-evaluation of the student.

last modified 30.04.2010

Document Actions

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Marketing Yourself; Career and Personal Development

Code: SLF8LI001

Extent: 3 cr (81 h)

Timing: 4th - 7th semester

Language: English

Level: Professional studies

Type: Elective

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

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

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 03.05.2010