

Financial Accounting

- Code: ACC2LD002
- Extent: 4 cr
- Timing: see course flow
- Language: English
- Level: Professional studies
- Type: Compulsory

Prerequisites

General studies completed

Learning outcomes

Upon completion of the course, the student

- masters the principles of book-keeping, the structure of profit and loss account and balance sheet and principles of corporate taxation.
- understands the relation between book-keeping and financial statements and to interpret financial information.
- knows how VAT functions in Finland and in other EU –countries.

Course contents

- Recording accounting information:
- Different types of entities
- Accruals & prepayments
- Depreciation, wages & salaries
- Differences in currency exchange rates
- Preparation of the financial statements:
 - P/L account & balance sheet, the board of directors' report & notes to the financial accounts and cash flow statement
- Corporate taxation:
 - Concept of income & general deductions
 - Sole proprietorship
 - Partnerships
 - Limited liability companies
- Value Added Tax:
 - Principles of Value added Tax
 - Intra-Community acquisition & supply of goods
 - Exportation / Importation

Teaching and learning methods

Lectures & self-study

Project work

Assignments

Examination (mid-term exam, final exam)

Teacher with the main responsibility for the course

Timo Pöysti

Course materials

Financial Accounting, Parts I, II & III. Study Booklet.
Taxation in Finland 2005 or newer. Edita Publishing Ltd.
www.vero.fi/english

Assessment criteria

Active participation
Assignments
Examination

last modified 30.04.2010

Document Actions

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Financing and Getting Paid Foreign Trade Transactions

- **Code:** ACC2LD003
- **Extent:** 4 cr
- **Timing:** see course flow
- **Language:** English
- **Level:** Professional studies
- **Type:** Compulsory

Prerequisites

General studies completed

Learning outcomes

Upon completion of the course, the student

- knows modes of pre- and post-export financing,
- understand the effects of terms of sale for profitable exports
- chooses the most appropriate financing methods for the needs of a SME operating in the international market under different conditions.

- manages financial risks in foreign trade transactions and hedging of risks

Course contents

- Methods of financing
- Sources of financing
- Documentary credits
- Guarantees available
- Export pricing
- Costs of exporting
- Terms of Sale
- Terms of payment
- Exchange risk management
- Bills of exchange
- Hedging
- Insurance
- Freight forwarding
- Packing and labelling

Teaching and learning methods

Lectures, evaluation seminar
Project
Self-study and teamwork
Examination

Teacher with the main responsibility for the course

Pertti Tilli

Course materials

Text book: Branch, Alan. 2006. Export Practice and Management. 5th Edition. London. Thomson

Additional reading

Nordea handbook on documentary credits
Publications from International Chamber of Commerce
Material from guest lecturers and Finnish financial institutions
Course material provided by lecturer

Assessment criteria

Active attendance and questions
Individual Assignments
Team Assignments/Team Project and Presentation
Examinations
Attendance requirement: 100%

last modified 30.04.2010

Document Actions

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Cost and Management Accounting

- Code: ACC2LD001
- Extent: 4 cr
- Timing: see course flow
- Language: English
- Level: Professional studies
- Type: Compulsory

Prerequisites

General studies completed

Learning outcomes

Upon completion of the course, the student

- knows the principles & possibilities of cost accounting procedures.
- understands the principles & possibilities of CVP-analysis, the principles of financial planning & budgetary control.
- is able to analyse long-term investments, and to see a business as a chain of functions in a business process.

Contents

Cost accounting:

- Basic cost concepts: Fixed costs – variable costs, direct costs – indirect costs
- Accounting for direct costs and indirect costs
- Absorption costing
- Full costing
- Marginal costing

Management accounting:

- CVP-analysis
- Budgetary planning
- Capital investment decisions
- Activity based costing
- Standard costing

Teaching and learning methods

Lectures
Self-study
Project work
Assignments

Examination (mid-term exam, final exam)

Teacher with the main responsibility for the course

Timo Pöysti

Course materials

Cost & Management Accounting, Parts I & II. Study Booklet.

Dyson J.R. 1997 or newer. Accounting for non-accounting students. Pitman publishing. Chapters 13-20.

Understanding management accounting. Computer based training course. Mobile training Ltd.

Assessment criteria

Active participation

Assignments

Project work

Examination

last modified 30.04.2010

Document Actions

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Corporate Strategy

- **Code:** BUS2LD001
- **Extent:** 4 cr
- **Timing:** see course flow
- **Language:** English
- **Level:** Professional studies
- **Type:** Compulsory

Prerequisites

First, second and third year studies successfully completed

Learning outcomes

Upon completion of the course, the student

- knows the tools and methods for analyzing businesses and their environments
- has developed his/her strategic thinking and its related historical development
- has gained a holistic view of business operations and related challenges
- understands the strategy development process and the factors affecting successful

implementation

Course contents

- Business environment analyses – a review of the main concept
- Resource analyses
- Strategic tools
- Interrelationships
- Strategic option development
- Strategy implementation

Teaching and learning methods

Tutorials
Lectures
Project work
Case studies
Self study and teamwork
Examination

Teacher with the main responsibility for the course

Daryl Chapman

Course materials

Coulter, M. Strategic Management in Action. 3rd Edition. Prentice Hall (2006)
Hitt, Ireland, Hoskisson. Strategic Management 6th Edition. Thomson South-Western (2006)
Lynch, R. 2003. Corporate Strategy. Third edition. Prentice Hall. Financial Times.

Additional reading

Johnson, G. & Scholes, K. Exploring Corporate Strategy. 6th edition. Pearson Education Limited.

Assessment criteria

Active participation
Project work
Examination

last modified 30.04.2010

Document Actions

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Brand Management

- **Code:** BUS8LD001

- **Extent:** 3 cr
- **Timing:** see course flow
- **Language:** English
- **Level:** Free choice studies
- **Type:** Optional

Prerequisites

General studies completed, number of participants limited

Learning outcomes

Upon completion of the course, the student

- understands the strategic importance of brands in the competitive global business
- knows the fundamentals of brand management
- manages brands as a key corporate asset.

Course contents

Brands in the marketing mix and as part of a corporate strategy

Brand loyalty

Brand building process

Managing brands in international markets

Teaching and learning methods

Virtual learning and collaboration

Case studies

Exercises

Independent self-study

Examination

Teacher with the main responsibility for the course

Christopher Dodge

Course material

Material to be announced in the beginning of the course

Assessment criteria

Active participation

Assignments

Written exam

last modified 30.04.2010

Document Actions

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Data Analysis with SPSS

- Code: DAG8LD001
- Extent: 2 cr (54 h)
- Timing: See course flow
- Language: English
- Level: Free choice studies
- Type: Optional

Prerequisites

Statistical Methods (MET2LD002) or the Bachelor's Thesis within the same semester.

Learning outcomes

Upon completion of the course, the student

- knows the techniques to organize, evaluate and analyse quantitative data obtained from surveys with the SPSS for Windows software package
- is able to develop a data analysis plan

Course contents

- Creation of SPSS data file
- Data management and modification
- Descriptive statistical procedures
- Diagrams
- Relations and differences
- Inferential statistical procedures
- Instruction and practical work focused on the thesis process and individual assistance will be available.

Teaching and learning methods

Lectures

Exercises

Individual survey assignments

Teacher with the main responsibility for the course

Pirjo Saaranen

Course materials

Saaranen, P., SPSS for Windows, handout

Assessment criteria

Class attendance

Assignments

Examination or a project assignment

last modified 30.04.2010

Document Actions

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French for Beginners 2

- Code: FRE8LD002
- Extent: 5 cr (130 h)
- Timing: see course flow
- Language: English
- Level: A2 of European Levels
- Type: free elective

Prerequisites

French for Beginners 1 or equivalent to A1 of European Levels

Learning Outcomes

Listening: students can understand phrases and the highest frequency vocabulary related to areas of most immediate personal relevance (e.g. very basic personal and family information, shopping, local area, employment) and can catch the main point in short, clear, simple messages and announcements.

Reading: Students can read very short, simple texts and find specific, predictable information in simple everyday material such as advertisements, prospectuses, menus and timetables.

Spoken Interaction: Students can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar topics and activities and can handle very short social exchanges, even though they can't understand enough to keep the conversation going.

Written: Students can write short, simple notes and messages, very simple personal letters, for example thanking someone for something.

Course content

Situations: office, home, restaurant,
French for travellers, French culture and business etiquette
Basic correspondence and e-mail messages
Telephone situations, e-mail, correspondence,

Teaching and learning methods

60 h Interactive participation, individual and pair exercises
65 h Self studies and exercises
5 h mid-term and final examination

Teacher with the main responsibility for the course

Laurianne Bellotti

Course materials

Bougard M.T. & Bourdais D. (2004) The French Experience. BBC Worldwide: BBC Languages
Handout exercises

Additional materials

Online exercises available at <http://www.bbc.co.uk/languages/french/>

About French Language available at <http://french.about.com/>

French proficiency tests available at

http://french.about.com/od/proficiencytests/French_Proficiency_Tests_Examens_daptitude_de_franais.htm

All kinds of useful exercises available at

<http://www.btinternet.com/~s.glover/S.Glover/languagesite/Default.htm>

Assessment criteria

35% in class participation

30% self studies

10% exercises

25% mid-term and final examination

Self Assessment

Ability to put learning into practice

Course evaluation

last modified 30.04.2010

Document Actions

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Geschäftliche Kommunikation

- Code: GER2LD001
- Extent: 5 cr
- Timing: see course flow (integrated with the Vallila-BBA and Malmi-BBA)
- Language: German
- Level: Professional studies
- Type: Compulsory

Prerequisites

General studies competed

Learning Outcomes

Upon completion of the course, the student

- handle successfully business situations in German
- communicates effectively in sales and negotiation situations with an emphasis on foreign trade
- handles basic business correspondence in German.

Course Contents

- Customer service situations
- E-mail, fax,
- Business letters, inquiries, quotations, orders
- Trade fairs, product presentations
- Job applications

Teaching and Learning Methods

Contact lessons with interactive participation, oral presentations

Self-directed learning, portfolio assignments

Examination

Note: The course can be offered as an online course for German native speaking students

Teacher with the main responsibility for the course

Eva Herttuainen

Course Materials

Unternehmen Deutsch. Stuttgart: Ernst Klett International
Handouts for German business correspondence

Assessment Criteria

Active participation, oral presentation
Portfolio assignments
Examination

Self Assessment

Ability to put learning into practice
Course evaluation

last modified 30.04.2010

Document Actions

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German for Beginners 1

- Code: GER8LD001
- Extent: 4 cr
- Timing: see course flow (integrated with the Vallila-BBA and Malmi-BBA)
- Language: English and German
- Level: Free choice studies
- Type: Optional

Learning Outcomes

Upon completion of the course, the student

- has gained a general view about German language and culture
- manages in most usual everyday situations and service situations.

Course Contents

- Introductions, giving and taking contact information, discussing everyday life and activities
- Basic grammar rules as: nouns and grammatical cases, verb conjugation, present tense, pronouns, prepositions, questions

Teaching and Learning Methods

Contact lessons with interactive participation, individual and pair exercises (regular presence required!)

Self studies and exercises

Mid-term and final examination

Teacher with the main responsibility for the course

Eva Herttuainen

Course material

THEMEN 1 aktuell, Kursbuch, Max Hueber ISBN 3-19-001690-9
(chapter 1-5)

Assessment Criteria

Class participation
Mid-term and final examination

Self Assessment

Ability to put learning into practice
Course evaluation

last modified 30.04.2010

Document Actions

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International Business Law

- Code: LAW2LD001
- Extent: 4 cr
- Timing: See course flow
- Language: English
- Level: Professional Studies
- Type: Compulsory

Prerequisites

General studies completed

Learning outcomes

Upon completion of the course the student

- understands and evaluates legal obligations and risks involved in international transactions, and to act in accordance with them
- is capable of communicating with outside experts by using the right legal terminology of international business.

Course contents

- Intellectual Property
- Corporate finance
- Bankruptcy
- International trade agreements
- Agency Distributorship and Franchising agreements
- EU legislation

Teaching and learning methods

Lectures
Case studies

Teacher with the main responsibility for the course

Janne Jokinen

Course materials

Material given by the lecturer

Assessment criteria

Active participation
Examination

last modified 30.04.2010

Document Actions

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Risk Management

- **Code:** LEA2LD003
- **Extent:** 3 cr
- **Timing:** See course flow
- **Language:** English
- **Level:** Professional studies
- **Type:** Compulsory

Prerequisites

General studies completed

Learning outcomes

Upon completion of the course, the student appreciates the general nature of Risk in our Society

understands the general foundations of Risk Management and Insurance
recognises the difference between 'Pure' and 'Speculative' Risks

Course contents

- Risk and Insurance in an historical context
- Risk in our Society
- Understanding how to manage Risks today
- Insurance and Risk
- Advanced topics in Risk Management
- An Insurance market in action (case study: Lloyds of London)

Teaching and learning methods

Tutorials
Lectures
Project work
Case studies
Self study and teamwork
Examination

The study methods are flexible and can be tailored to suit previous work experience and general business knowledge. Project work and case studies will form the cornerstones of learning. Students will be encouraged to become actively involved in their own knowledge development.

Teacher with the main responsibility for the course

Daryl Chapman

Course materials

G.E. Rejda, Principles of Risk Management & Insurance, 9th edition, Addison-Wesley 2006

Additional reading

M.S. Dorfman, Introduction to Risk Management & Insurance, 8th edition, Prentice Hall 2005

Assessment criteria

Examination
Project Work

last modified 30.04.2010

Document Actions

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From Domestic HRM to Expatriate

Management

- Code: LEA8LD001
- Extent: 3 cr
- Timing: See course flow
- Language: English
- Level: Free choice studies
- Type: Optional

Prerequisites

General studies and LEA2LD002 Human Resource Management completed

Learning outcomes

Upon completion of the course, the student

- understands the functions of expatriates and expatriate missions as part of a company's overall business and HRM strategy
- has the ability to analyse the state of a company's expatriate management cycle and services
- identifies risk and problem areas, and to redesign the expatriate philosophy, strategy and operations with the objective of building an ethically and commercially successful and profitable expatriate operation architecture.

Course contents

Expatriation as a business and HRM strategy tool

Approaches and philosophies underlying expatriate management, expatriate mission cycle, recruitment and psychometric testing for expatriation

Training and development for expatriation, importance of expatriates' families.

Teaching and learning methods

Contact study lectures and group work (introductory seminar)

Virtual study incl. reading, producing independent assignments and engaging in team-based case studies and discussions.

Teacher with the main responsibility for the course

Elizabeth San Miguel

Course materials

Dowling, P., Welch, D.E., and Schuler, R. 1999 or later. International Human Resource Management

Assessment criteria

Active participation
Written assignments
Project

last modified 30.04.2010

Document Actions

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Purchasing Strategy and Practises

- Code: LOG2LD001
- Extent: 6 cr
- Timing: See course flow
- Language: English
- Level: Professional studies
- Type: Compulsory

Prerequisites

General studies and second year professional studies completed (Vallila-BBA)
General studies, second and third year professional studies completed (Malmi-BBA)

Learning outcomes

Upon completion of the course, the student

- knows the tools and methods for different purchasing processes and activities
- understands purchasing as the strategic part of business operations
- sees the role of purchasing in the supply chain and its effects on the profitability
- is able to successfully implement logistics and purchasing activities

Course contents

- The role of purchasing in the supply chain
- The Purchasing process and practices
- Strategy, planning and organization of purchasing
- Purchasing Performance Measurement
- Supplier Assessment
- Negotiations in purchasing
- E-procurement
- Public procurement and EC directives
- International institutions' procurement
- International/Global sourcing
- Environmental and social responsibility in purchasing

Teaching and learning methods

Lectures
Project
Self-study and teamwork
Examination

Teacher with the main responsibility for the course

Sirkka Hoikkala

Course materials

Weele, Arjan J. van, Purchasing & Supply Chain Management; Analysis, Strategy, Planning and Practice, 4th edition, London, Thomson Learning, 2005, ISBN
Articles, cases and the other material and handouts given by the teacher

Assessment criteria

Active participation
Project work including the report and its presentation
Distance assignment(s)
Examination

last modified 30.04.2010

Document Actions

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Export and Import Techniques

- Code: LOG2LD002
- Extent: 4 cr
- Timing: See course flow
- Language: English
- Level: Professional Studies
- Type: Compulsory

Prerequisites

General studies completed

Learning Outcomes

Upon completion of the course, the student will

- is capable of independently organising and handling logistic activities related to

- International trade deliveries.
- has gained knowledge and skills needed to successfully procure transport and forwarding services.

Course Contents

- Various Modes of Transport
- Terms of delivery, mainly Incoterms-2000
- Documentation
- Freight Calculations
- Carrier's Liability
- Warehousing Systems
- Customs' Clearance
- The meaning of the Price/Speed/Size Function in International Transports

Teaching and Learning Methods

Lectures
Exercises
Examination

Teacher with the main responsibility for the course

Sven Liljeström

Course Materials

D'Arcy Leo, Murray Carole, Cleave Barbara. Schmitthoff's Export Trade, the Law and Practice of International Trade, 10th Edition or newer, Sweet & Maxwell London 2000.
Handouts as well as other materials by the lecturer

Additional Reading

Incoterms 2000, as well as ICC Guide to Export-Import Basics, 2nd Edition 2003, both published by ICC Publishing S.A.

Assessment Criteria

Active participation
Project assignment
Written examination

last modified 30.04.2010

Document Actions

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International Marketing Strategy, Planning

and Implementation

- Code: MAR2LD002
- Extent: 6 cr
- Timing: See course flow
- Language: English
- Level: Professional studies
- Type: Compulsory

Learning outcomes

Upon successful completion of the course, the student

- learns to be innovative (to seek novel and creative solutions to customer problems and needs)
- learns to scan environment to identify marketing opportunities and to grasp on those opportunities locally and globally
- learns to plan customer solutions and experiences to create customer value
- learns to plan a marketing strategy for market entry and prepare a marketing plan considering global context (goal setting, marketing mix decisions, profitability calculations etc.)
- learns to implement the marketing plan in an authentic business context (selling, negotiating, establishing relationships with customer and stakeholders)

Contents

- entrepreneurial and relationship approach to global marketing
- generation of creative service ideas for unmet customer needs
- customer intimacy, value co creation
- design service concept and customer experience
- impact of service innovation to business profitability and business model
- selling, negotiating and persuading customers and stakeholders
- establishing and developing relationships and networks in marketing locally and globally
- managing risks and resources in local and global marketing networks

Study methods

Key product: International Market Entry Strategy Plan in teams

Action based working in teams

Guest speakers

Readings

Teacher with the main responsibility for the course

Maija Suonpää-Oukka

Assessment criteria

1,5 cr Learning Diary

3,5 cr Project work

1 cr Active performance in all course activities

Course material

Burca, S.& Fletcher, R. 2004. International marketing : an SME perspective. Harlow: Prentice Hall

Lovelock, C. & Wirtz, J. 2007. Services Marketing. People, Technology, Strategy. London: Pearson Prentice Hall.

Schindehutte, M. Morris, M.H.&Pitt, L.F. 2008. Rethinking marketing. The entrepreneurial Imperative. London: Pearson Prentice Hall.

last modified 30.04.2010

Document Actions

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International Promotions

- Code: MAR2LD003
- Extent: 3 cr
- Timing: See course flow
- Language: English
- Level: Professional studies
- Type: Compulsory

Prerequisites

General studies and second year professional studies completed (Vallila-BBA)

General studies, second and third year professional studies completed (Malmi-BBA)

Learning outcomes

Upon completion of the course, the student

- is able to plan various promotional activities as part of the company's international communication mix.
- know how to efficiently cooperate with the promotional service providers

Course contents

- Promotion Planning in International Context
- Integrated Marketing Communications
- Cooperation with Advertising Agency and Media Agency, Trade fairs and exhibitions in the marketing and media mix
- Trade fairs and exhibitions in the marketing and media mix

Teaching and learning methods

Contact lessons
 Exercises
 Project work
 Guest lecturers
 Self-directed learning

Teacher with the main responsibility for the course

Anne Korkeamäki

Course materials

Mueller Barbara.2004. Dynamics of International Advertising, Theoretical and Practical Perspectives
 Handouts and assignments given by the lecturer
 Lecture notes

Assessment criteria

Written exam
 Project work
 Active participation
 All parts shall be passed

last modified 30.04.2010

Document Actions

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Personal Selling and Management

- Code: MAR2LD004
- Extent: 3 cr
- Timing: See course flow
- Language: English
- Level: Professional studies
- Type: Compulsory

Prerequisites

General studies completed

Learning outcomes

Upon completion of the course, the student

- knows the strategic and operational demands on the sales function
- understands the specific requirements set for selling process in international business context
- performs effectively in sales negotiations

Course contents

- Role of personal selling in international marketing communication
- Variety of sales situations
- Selling process: preparation, prospecting, opening, need identification, dealing with objections and price, closing, relationship building
- Sales management, organizing the sales, motivating the sales force and controlling the performance

Teaching and learning methods

Lectures

Exercises and team work

Self-study and individual assignment

Teachers with the main responsibility for the course

Seija Bergström (Malmi-BBA)

Sami Hartikainen (Vallila-BBA)

Course materials

Jobber, David, Lancaster, Geoffrey.2005, Selling & Sales Management, Pitman Publishing, London, 7th Edition
(or 2003/ 6th ed.)

Materials given by the lecturer

Assessment criteria

Active participation

Team exercises

Individual assignments

Examination

last modified 30.04.2010

Document Actions

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e-Commerce

- Code: MAR8LD001
- Extent: 3 cr
- Timing: See course flow
- Language: English
- Level: Free choice studies
- Type: Optional

Prerequisites

General studies successfully completed; number of participants limited

Learning outcomes

Upon completion of the course, the student

- understands the business opportunities provided by the virtual environment
- is able to analyse their profitability and make use of them.

Course contents

Fundamentals of eEconomy
Strategic impact of eCommerce,
Models and frameworks for analysing eBusiness opportunities

Teaching and learning methods

Independent studying
Assignments
Web-based lectures and learning

Teacher with the main responsibility for the course

Christopher Dodge

Course material

Material to be announced in the beginning of the course

Assessment criteria

Active participation
Assignments

Written exam

last modified 30.04.2010

Document Actions

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Research Methods

- Code: MET2LD001
- Extent: 2cr
- Timing: See course flow
- Language: English
- Level: Methodological studies 2
- Type: Compulsory

Prerequisites

General studies and second year studies completed

Note! The course is integrated with THE7LD001 Bachelor's Thesis Seminar 1

Learning outcomes

Upon completion of the course, the student

- knows how to work with source materials to produce an academic paper
- introduces the topic for his/her thesis and prepares a plan for carrying out the research process.

Course contents

- Thesis Process at HAAGA-HELIA University of Applied Sciences
- Research Categories
- Research Design
- Frame of Reference (including library work and databases)
- Data Collection and Analysis
- Research Report

Teaching and learning methods

Lectures

Self-directed reading

Exercises

Teachers with the main responsibility for the course

Tanja Vesala-Varttala (Vallila-BBA)

Maija Suonpää-Oukka (Malmi-BBA)

Course materials

Hakala, J. 2000. Creative Thesis Writing: a Guide to Development and Research Work
Saunders, M., Lewis, P., & Thornhill, A. 2003. Research Methods for Business Students 3rd ed.
Prentice Hall
Thesis at HAAGA-HELIA University of Applied Sciences

Assessment criteria

Active participation in all contact lessons
Exercises
Final assignment

last modified 30.04.2010

Document Actions

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Work Placement 1

- Code: PLA6LD001
- Extent: 15 cr
- Timing: to be informed
- Language: English
- Level: General studies
- Type: Compulsory

Prerequisites

General studies completed (Vallila-BBA)

Learning outcomes

Upon completion of the work placement 1, the student

- understands the basic business processes in practise.
- successfully applies his/her knowledge and skills to junior level business administration related tasks and/or project-based tasks.

Teachers with the main responsibility for the course

Madeleine Vakkuri and the students' personal work placement mentors (Vallila-BBA)
Madeleine Vakkuri (Malmi-BBA)

Assessment criteria

Career orientation assignments
Work placement report including the testimonial

last modified 30.04.2010

Document Actions

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Business in Russia, the Baltic and Central East European Countries: RUSSIA

- Code: RBG2LD002

Part 1: RBG2LD002A-1 Russia, 1,5 ECTS cr

Part 2: RBG2LD002C-1 Central East Europe, 1,5 ECTS cr

Part 3: RBG2LD002B-1 Baltic Countries, 1,5 ECTS cr

Part 4: RBG2LD002D-1 Russia Book Exam, 1,5 ECTS cr

- Extent: 6 cr
- Timing: see course flow (integrated with Vallila-BBA and Malmi-BBA)
- Language: English
- Level: Professional studies
- Type: Compulsory

Prerequisites:

General studies competed

Learning outcomes

Upon completion of the course, the student

- has enhanced his/her skills to manage local business cultures in Russia, the Baltic and CEE countries
- has skills to analyse potential business opportunities emerging in the Baltic and East European target markets
- is aware of the operation modes suitable for these markets

Course contents

Business fundamentals of the Russian, Baltic and CEE markets for foreign companies
Political, economic, social and technological factors

Teaching and learning methods

Lectures
Self-directed studies
Case studies and course projects
Book examination

Teachers with the main responsibility for the course

Three visiting lecturers from HAAGA-HELIA's partner universities and organisations
Seppo Suominen (book examination)
Timo Rautiainen (course coordinator)

Course material

Material and handouts given by the lecturers
The text book for the written examination to be announced at the beginning of the course

Assessment criteria

Active participation in the three intensive weekend study sessions
Three project assignments
Book examination

last modified 30.04.2010

Document Actions

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Business in Russia, the Baltic and Central East European Countries: BALTIC COUNTRIES

- Code: RBG2LD002
 - Part 1: RBG2LD002A-1 Russia, 1,5 ECTS cr
 - Part 2: RBG2LD002C-1 Central East Europe, 1,5 ECTS cr
 - Part 3: RBG2LD002B-1 Baltic Countries, 1,5 ECTS cr
 - Part 4: RBG2LD002D-1 Russia Book Exam, 1,5 ECTS cr
- Extent: 6 cr
- Timing: see course flow (integrated with Vallila-BBA and Malmi-BBA)
- Language: English
- Level: Professional studies

- Type: Compulsory

Prerequisites:

General studies completed

Learning outcomes

Upon completion of the course, the student

- has enhanced his/her skills to manage local business cultures in Russia, the Baltic and CEE countries
- has skills to analyse potential business opportunities emerging in the Baltic and East European target markets
- is aware of the operation modes suitable for these markets

Course contents

Business fundamentals of the Russian, Baltic and CEE markets for foreign companies
Political, economic, social and technological factors

Teaching and learning methods

Lectures
Self-directed studies
Case studies and course projects
Book examination

Teachers with the main responsibility for the course

Three visiting lecturers from HAAGA-HELIA's partner universities and organisations
Seppo Suominen (book examination)
Timo Rautiainen (course coordinator)

Course material

Material and handouts given by the lecturers
The text book for the written examination to be announced at the beginning of the course

Assessment criteria

Active participation in the three intensive weekend study sessions
Three project assignments
Book examination

last modified 30.04.2010

Document Actions

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Business in Russia, the Baltic and Central East European Countries: CENTRAL EAST EUROPEAN COUNTRIES

- Code: RBG2LD002

Part 1: RBG2LD002A-1 Russia, 1,5 ECTS cr

Part 2: RBG2LD002C-1 Central East Europe, 1,5 ECTS cr

Part 3: RBG2LD002B-1 Baltic Countries, 1,5 ECTS cr

Part 4: RBG2LD002D-1 Russia Book Exam, 1,5 ECTS cr

- Extent: 6 cr
- Timing: see course flow (integrated with Vallila-BBA and Malmi-BBA)
- Language: English
- Level: Professional studies
- Type: Compulsory

Prerequisites:

General studies competed

Learning outcomes

Upon completion of the course, the student

- has enhanced his/her skills to manage local business cultures in Russia, the Baltic and CEE countries
- has skills to analyse potential business opportunities emerging in the Baltic and East European target markets
- is aware of the operation modes suitable for these markets

Course contents

Business fundamentals of the Russian, Baltic and CEE markets for foreign companies
Political, economic, social and technological factors

Teaching and learning methods

Lectures

Self-directed studies

Case studies and course projects

Book examination

Teachers with the main responsibility for the course

Three visiting lecturers from HAAGA-HELIA's partner universities and organisations
Seppo Suominen (book examination)
Timo Rautiainen (course coordinator)

Course material

Material and handouts given by the lecturers
The text book for the written examination to be announced at the beginning of the course

Assessment criteria

Active participation in the three intensive weekend study sessions
Three project assignments
Book examination

last modified 30.04.2010

Document Actions

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Business in Russia, the Baltic and Central East European Countries: BOOK EXAM

- Code: RBG2LD002

Part 1: RBG2LD002A-1 Russia, 1,5 ECTS cr
Part 2: RBG2LD002C-1 Central East Europe, 1,5 ECTS cr
Part 3: RBG2LD002B-1 Baltic Countries, 1,5 ECTS cr
Part 4: RBG2LD002D-1 Russia Book Exam, 1,5 ECTS cr

- Extent: 6 cr
- Timing: see course flow (integrated with Vallila-BBA and Malmi-BBA)
- Language: English
- Level: Professional studies
- Type: Compulsory

Prerequisites:

General studies completed

Learning outcomes

Upon completion of the course, the student

- has enhanced his/her skills to manage local business cultures in Russia, the Baltic and CEE countries
- has skills to analyse potential business opportunities emerging in the Baltic and East European target markets
- is aware of the operation modes suitable for these markets

Course contents

Business fundamentals of the Russian, Baltic and CEE markets for foreign companies
Political, economic, social and technological factors

Teaching and learning methods

Lectures
Self-directed studies
Case studies and course projects
Book examination

Teachers with the main responsibility for the course

Three visiting lecturers from HAAGA-HELIA's partner universities and organisations
Seppo Suominen (book examination)
Timo Rautiainen (course coordinator)

Course material

Material and handouts given by the lecturers
The text book for the written examination to be announced at the beginning of the course

Assessment criteria

Active participation in the three intensive weekend study sessions
Three project assignments
Book examination

last modified 30.04.2010

Document Actions

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Marketing Yourself; Career and Personal Development

- Code: SLF8LD001
- Extent: 3 cr (78 h)
- Timing: See course flow

- Language: English
- Level: General studies
- Type: Free elective

Prerequisites

International Degree students, Helsinki and exchange students

Learning objectives

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
 Marketing brand Me, CV writing and cover letter
 Interview process
 Strategic option development
 Electronic Career Portfolio

The course provides means to analyse strengths and weaknesses and match them with employers skills and attributes requirement. More specific issues are raised with case studies to allow the student analyse their employability to succeed in career development planning.

Cooperation with the business community and other organisations

Guest lecturer

Teaching and learning methods

3 h tutorials
 20 h lectures, evaluation seminar
 35 h project
 20 h self-study and teamwork

Teacher with the main responsibility for the course

Madeleine Vakkuri

Course materials

Handouts by the instructors

Additional reading

Prospects: the UK's Official Graduate Careers Website www.prospects.ac.uk

University of Waterloo: Career Development eManual: <http://www.cdm.uwaterloo.ca/>

The Career Center Florida State University Portfolio available at

<http://www.career.fsu.edu/portfolio/> click on left handside: Visite the Live Career Portfolio

Preparation Guide: <http://www.career.fsu.edu/ccis/guides/port.html> view

Reardon, R.C, Jill A. Lumsden, J.A. & Meyer, K.E., 2004. The FSU Online Career Portfolio Program (CPP): An Evaluation Report, Technical Report Number 35, August 17, 2004 available at

<http://www.career.fsu.edu/techcenter/>

Southern Methodist University: Showcasing Your Experience Using a Portfolio available at

<http://www.smu.edu/career/portfolio.htm>

Careers at Shell available at <http://www.shell.com/home/Framework?siteId=home> and click Shell Global Jobs and Careers

Careers in Business available at <http://www.careers-in-business.com/>

Assessment criteria

30% class active participation

30% project work

30% electronic career portfolio

10% presentation

Self-assessment

Written work

Electronic Career Portfolio

Course evaluation

Peer assessment

Electronic Career Portfolio

External assessment

Tutorial performance

Course project evaluation

Course evaluation

last modified 30.04.2010

Document Actions

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Swedish for Beginners 2

- Code: SWE8LD002
- Extent: 5 cr

- Timing: See course flow (integrated with the Vallila-BBA and Malmi-BBA)
- Language: English and Swedish
- Level: Free choice studies
- Type: Optional

Prerequisites

SWE8LD001 Swedish for Beginners 1 successfully completed

Learning outcomes

Upon completion of the course, the student

- has extend his/her Swedish vocabulary
- uses more complex structures and sentences
- manages more demanding situations in Swedish.

Contents

- Situations; office, shops, restaurants and home,
- Telephone situations, E-mail correspondence,
- Swedish for travellers
- Teaching and learning methods
- Contact sessions
- Oral and written exercises
- Examination

Teacher with the main responsibility for the course

Anna Kimberley

Course materials

Bauters, A. & Impola, E. 2000. PROFIL, Resor & Fritid. WSOY.
Material given by the lecturer

Assessment criteria

Active class participation

Exercises

Written exam

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Document Actions

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Academic Writing

- Code: THE2LD003
- Extent: 3 cr
- Timing: See course flow
- Language: English
- Level: Professional studies
- Type: Compulsory

Prerequisites

General studies and second year studies completed

Note! The course is integrated with THE7LD002 Bachelor's Thesis Seminar 2

Learning outcomes

Upon completion of the course, the student will be prepared to write English according to the style and conventions required in the Bachelor's thesis and in other academic contexts

Course contents

- Academic style
- Thesis structure
- Referencing
- Linguistic surface features characteristic of academic writing
- Readability and fluency

Teaching and learning methods

Contact lessons and web-based studies

Assignments

Individual work and tutoring

Teacher with the main responsibility for the course

Teppo Varttala

Course materials

Web material

Recommended background reading: Swales & Feak (2004) Academic Writing for Graduate Students. Essential

Tasks and Skills. Second edition. Ann Arbor: The University of Michigan Press.

Additional material indicated by the teacher

Assessment criteria

Pass/fail

The credit will be issued after the contact lessons/web-based studies, obligatory assignments, and individual work and tutoring have been completed.

last modified 30.04.2010

Document Actions

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Thesis Seminar 1

- Code: THE7LD001
- Extent: 3 cr
- Timing: see course flow
- Language: English
- Level: Bachelor's Thesis
- Type: Compulsory

Prerequisites

The credit total about 120 cr before Seminar 1 enrolment and the following courses completed successfully:

ENG1LD001 and ENG1LD002 English Business Communications 1 and 2

MET2LD001 and MET2LD002 Methodological studies 2

MAR2LD001 International Marketing Research and Analysis

MAR2LD002 International Marketing Strategy, Planning and Implementation

Learning outcomes

Upon completion of the course, the student

- introduces the topic for his/her thesis
- prepares a plan for carrying out the research process
- processes source material into academic writing.

Course contents

Selecting a topic for the thesis

Processing a research plan

Teaching and learning methods

Lectures

Self-directed learning

Team work

Presentations

Teachers with the main responsibility for the course

Maija Suonpää-Oukka (Vallila-BBA)
Sirkka Hoikkala (Malmi-BBA)

Course materials

HAAGA-HELIA Thesis Guide

Ghuri, P. & Grønhaug, K. 2002. Research Methods in Business Studies: A Practical Guide. 2nd Ed. Pearson Education. Harlow. OR any other Business Methods source is okay.

Hakala, J. 2000. Creative thesis writing a guide to development and research work

Assessment criteria

Active participation in all contact sessions

Assignments

Presentation of a research plan

last modified 30.04.2010

Document Actions

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Thesis Seminar 2

- Code: THE7LD002
- Extent: 3 cr
- Timing: see course flow
- Language: English
- Level: Bachelor's Thesis
- Type: Compulsory

Prerequisites

THE7LD001 Seminar 1

The substance counsellor's permission to present the thesis in the seminar

Learning outcomes

Upon completion of the course, the student

- is able to act as an opponent to other students presenting their theses
- presents his/her thesis and argue for it successfully

Teaching and learning methods

Thesis presentations
Group discussions
Acting as an opponent

Teachers with the main responsibility for the course

Maija Suonpää-Oukka (Vallila-BBA)
Sirkka Hoikkala (Malmi-BBA)

Course material

HAAGA-HELIA thesis guide

Assessment criteria

Written thesis, its presentation and argumentation
Acting as an opponent and writing report
Active class participation
Attendance: 100% attendance requirement in all sessions if not otherwise instructed
All parts have to be successfully completed.

last modified 30.04.2010

Document Actions

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Thesis Seminar 2

- Code: THE7LD002
- Extent: 3 cr
- Timing: see course flow
- Language: English
- Level: Bachelor's Thesis
- Type: Compulsory

Prerequisites

THE7LD001 Seminar 1
The substance counsellor's permission to present the thesis in the seminar

Learning outcomes

Upon completion of the course, the student

- is able to act as an opponent to other students presenting their theses
- presents his/her thesis and argue for it successfully

Teaching and learning methods

Thesis presentations
Group discussions
Acting as an opponent

Teachers with the main responsibility for the course

Maija Suonpää-Oukka (Vallila-BBA)
Sirikka Hoikkala (Malmi-BBA)

Course material

HAAGA-HELIA thesis guide

Assessment criteria

Written thesis, its presentation and argumentation
Acting as an opponent and writing report
Active class participation
Attendance: 100% attendance requirement in all sessions if not otherwise instructed
All parts have to be successfully completed.

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