

Financial Planning

Code: ACC8LC024

Extent: 3 ECTS (81 h)

Timing: 4th, 6th semester

Language: English

Level: Professional Studies

Type: Elective

Prerequisites

Basics of Accounting

Financial Accounting

Learning outcomes

Upon successful completion of the course, the student

- understands the importance of economic planning
- is able to make budgets and analyse them
- has an overall picture of the budgeting and financing process and their importance in a small company

Course contents

The course covers the budgeting process, long and short term financial planning, working capital and risks and problems in financing.

- Basic concepts
- Budgeting process
- Supporting budgets
- Master budgets
- Financial calculations
- Risks and problems in financing

Cooperation with the business community

There may be a possibility of doing a project within the course, for instance planning, budgeting, funding and organizing an event of some kind.

Teaching and learning methods

Contact hours 32 h

Self-study 49 h

Contact teachers

Kalle Rähä, Porvoo

Learning materials

Handouts, written material and exercises distributed in connection with lectures and exercises.

Assessment criteria

Exam 50 %

Assignments 40 %

Activity during lessons and group work sessions 10 %

last modified 09.09.2010

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Financial Accounting

Code: ACC1LC031

Extent: 4 ECTS (108 h)

Timing: 3rd semester

Language: English

Level: Professional Studies

Type: Compulsory

Prerequisites

Basics of Accounting

Learning outcomes

Upon successful completion of the course, the student

- understands accounting principles for different kind of companies
- is able to produce financial statements, most importantly balance sheet and income statement
- understands how calculation, booking, reporting and the payment of VAT works
- has elementary knowledge of business income taxation

Course contents

- Double entry book-keeping, what, who, why?
- Financial statements, annual report
- Making of balance sheet and income statement
- Variety of business transactions (sales, purchase, fixed and current assets, equity, debt,

depreciations, staff expenses, other operating costs, financial costs, tax)

Cooperation with the business community

The course is built around a case “Box Inc.” in which the students work their way through opening the books of a newly found business to preparing the first annual report for the company.

Teaching and learning methods

Contact hours 64 h

Self-study 44 h

Alternative completions

A pre-exam can be arranged before the beginning of the course. The exam is a rather extended one, both in size and scope and to pass the exam the student needs to show a good level of knowledge and skills.

Contact teachers

Kalle Rähä, Porvoo

Learning materials

Handouts, written material and exercises distributed in connection with lectures and exercises. Basically any book on the subject Financial Accounting will be useful.

Assessment criteria

Exam 80 %

Activity during lessons and group work sessions 20 %

last modified 09.09.2010



Orientation to Thesis Writing

Code: THE7LC001

Extent: -

Timing: 4th, 6th semester

Language: English

Level: Thesis

Type: Compusory

Prerequisites

Most basic and professional studies must be completed

Learning outcomes

After completing this course, the students

- are able to start with their thesis
- are capable of independently carrying out the process of thesis writing

Course contents

The course is an introduction to the Bachelor's thesis. Research methods in business studies are presented in order to facilitate the students with tools to manage the research process.

- Principles of scientific research
- Theoretical framework
- Research problem
- Research methods
- Collecting, analyzing and interpreting data
- Research report

Teaching and learning methods

Contact hours 14 h

Exam 2 h

Independent studies 24,5 h

Contact teachers

Eva Holmberg, Porvoo

Course materials

Helelä, Matti, Huovila, Tuuli, Pulkkinen, Irma, Rohweder, Liisa and Ylikerälä, Juhani: Thesis instructions, Helian julkaisusarja A:12, 2005

Assessment criteria

Home assignment and activity

last modified 09.09.2010

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Thesis Writing

Code: THE8LC019

Extent: 2 ECTS (54 h)

Timing: 4th, 6th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Basic and joint professional studies and 1/3 specialization studies (in total about 120 cr) successfully completed

Learning outcomes

Upon successful completion of the course, the student

- is able to plan, execute and evaluate independently a larger scale research study or project based on work life research and development needs.
- has improved independent project, problem solving and time management skills.
- has developed scientific curiosity and scientific approach.
- applies the scientific method to a specific work life problem.
- uses searching and evaluating reliable and valid sources.
- reads academic and research literature with a critical mindset.
- has further developed his/her academic report writing skills.
- has advanced in his/her professional growth along with the research process.
- has widen his/her network with organizations.
- is capable of constructive argumentation and debating as an opponent

Course contents

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

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

Teaching and learning methods

Contact based sessions

Workshops

Substance and methodological counseling

Contact teachers

Donald Jordan, Porvoo

Course materials

Academic Writing by Stephen Bailey

Business Research Methods by Dr. Sue Greener

Teacher's handouts

Additional materials as needed

Assessment criteria

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

Evaluation from commissioner

Peer evaluation

Final examination

last modified 09.09.2010



Bachelor's Thesis

Code: OPI7LC004

Extent: 15 ECTS (405 h)

Timing: 5th-7th semester

Language: English

Level: Thesis

Type: Compulsory

Prerequisites

Most basic and professional studied must be completed, including the Research Work study unit.

Learning outcomes

The student will demonstrate an ability 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 business economics.

Course contents

The student should have completed enough studies 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.

Preparation of a subject analysis in the Research Work study unit. Preparation of a research plan, presentation of project papers and interim reports, completion of the report, writing an abstract, maturity examination.

Teaching and learning methods

After writing an acceptable subject analysis in the Research Work study unit, the student is assigned a tutor and a secondary tutor. The students present their work in three times in a seminar group. The first is a short presentation of introduction, research problem, aim and restraints and a preliminary bibliography. In the second seminar the theoretical part and a plan for the empirical research (questionnaire, interview frame) is presented. At the last meeting the student presents the analysis and results. The students attend all the meetings and act three times as an opponent. Detailed instructions are given by the thesis coordinators.

Course materials

Alanko-Turunen, Merja et al. Thesis Instructions. Degree Programme in International Business. Helsinki: Helia University of Business and Applied Sciences.

Nyberg, Tua 2000. Thesis Implementation Phases. Helia Porvoo - Borgå.

Ghauri, P.N & Gronhaug, K. 2002. Research Methods in Business Studies. A practical Guide. Second edition. Europe: Prentice Hall.

Assessment criteria

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

last modified 09.09.2010



Languages and Cultures using Tandem Methods

Code: CUL8LC012

Extent: 3 ECTS (81 h)

Timing: 2nd - 7th semester

Language: English/Finnish

Level: Professional Studies

Type: Elective

Prerequisites

None

Learning objectives

After completing this course, the student

- is able to better use the target language or knows the basics of a new foreign language
- knows the essentials of cultural and general information about the target foreign country
- understands the meaning of different cultural backgrounds in communication.

Course outcomes

The course is a reciprocal language and intercultural communication course in which the students are paired with a native speaker of the target language to work on a series of learning tasks. The paired students work independently, but the study process of each tandem pair will be guided by a tandem instructor.

Teaching and learning methods

Tandem sessions 46 hours (à 45 min)

- with the tandem pair 16 x 2 h = 31 h
- two visits to cultural events = 6 h
- two sessions with the tandem instructor = 2 h
- final seminar with other tandem pairs = 6 h

Written tasks 26 h

- learning diary 10 h
- essay on cultural topics (about 3 pages) 6 h
- final work (poster, power point presentation, video etc.) 10 h

Independent work and information retrieval 10 h

Contact teachers

Antti Kurhinen, Porvoo

Course materials

The tandem instructor of each tandem pair gives information about the relevant learning material that suits particular learning situations and the targets of the tandem pair.

Assessment criteria

When the student has completed all compulsory activities and written tasks, she/he gets the mark "pass".

last modified 09.09.2010

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Business English

Code: ENG1LC029

Extent: 6 ECTS (162 h)

Timing: 3rd, 5th semester

Language: English

Level: Core studies

Type: Compulsory

Prerequisites

English and Communication, INS1LC044

English Writing Skills, ENG1LC027

Learning objectives

Upon successful completion of the course, the student

- is able to write business letters and e-mails involved in routine business transactions
- understands the stylistic differences and socio-cultural aspects of internal and external business communication
- understands the basic processes and common practices in business transactions
- is able to participate in meetings and negotiations
- is able to cope in an international business setting and use English as a working language with knowledge of essential business terms

Course contents

- Reading, writing, speaking and listening practice.
- Discussion and presentation practice
- Business communication and terminology
- Memo, report and summary writing
- Language of business letters, email and fax messages
- Business Letters: Inquiries, Quotations, Orders, Confirmations, Complaints and Adjustments, Business Transactions and Methods of Payment, Sales Letters
- Language of Meetings and Negotiations

Cooperation with the business community

Guest lectures and study visits are arranged if possible. The students will interview local

entrepreneurs.

International dimension

Various practices and variations of English are discussed during the course. The material comprises material from different countries.

Teaching and learning methods

The students set their individual course goals at the beginning and work towards them. Much of the classroom work is based on the students' preparatory reading and writing tasks, and in class the students work in teams reporting and commenting on the work accomplished. The students receive feedback on their weekly tasks which will help them improve their skills and focus on the problematic areas of their language usage.

Contact hours 56 h

Self-study 106 h

Alternative completions

Students can complete this course as a distance course after passing a placement test. The distance course comprises written assignments compiled in a language portfolio, oral assignments, meetings with the teachers, a final presentation of the course work and a written exam.

Contact teachers

Liisa Wallenius, Porvoo

Learning materials

Taylor, Shirley (2004) Model Business Letters, E-mails & Other Business Documents. London: Pearson Education. Sixth Edition. (or a newer one)

Other possible reference books

Material on the BlackBoard learning environment

Handouts and other material provided by the teacher.

Assessment criteria

Active participation in class 30% Required attendance is a minimum of 80 % of lessons given during the course. Continuous assessment of class activity requires regular class preparation often in form of reading.

Written tasks and assignments and course portfolio 50 %

Exam 20 %

Minimum passing level is B2 on the Common European Framework of Reference for languages.

last modified 09.09.2010

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English Conversation

Code: ENG8LC030

Extent: 3 ECTS (81 h)

Timing: 4th, 6th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Almo Module (INS1LC044 & INS1LC048), and a basic English course.

Learning outcomes

After successful completion of the course, the student

- Gain self-confidence to be relaxed and converse more spontaneously in English
- Demonstrate an ability to express oneself more effectively in academic, business and social situations
- Learn an active vocabulary of fixed business expressions that are the basis for an improved fluency and correct use of somewhat standardized business English

Course contents

- Reading short articles
- Chatting to re-cycle the content of the articles
- Exercises to install the much used, combined word partnerships to the brain
- Small individual/group presentations of class topics each week

The course is designed to give practice in English conversation by focusing on everyday situations in several different areas of business. For example, enterprising, innovation, marketing, sales, management styles, cultural awareness, corporate entertaining, pricing, etc. are among the topics of conversations. The student learns by identifying and recording the language, by using specific business words and phrases, and by combining established word partnerships. The use of language is re-enforced by small group work, some writing, some role playing and such

Cooperation with the business community

Guest lecturers with different English accent

Teaching and learning methods

Discussions (4h per week) 32 h

Independent/team study; practice in word patterns, grammar and role play exercises 48 h

Contact teachers

Heidi Jokinen, Porvoo

Learning materials

Handouts, collection of copied material, and exercises about the topics mentioned above.
Articles in different industries; internet, newspapers, magazines

Assessment criteria

Active class participation, exercises and several presentations 85 %

Quizzes 15 %

Self assessment

Written work

Course evaluation

Peer assessment

Project presentations

Interaction in English in groups

External assessment

Project presentations

Interaction of spoken English

last modified 09.09.2010



English Language Support

Code: ENG8LC032

Extent: 2 ECTS (54 h)

Timing: 3rd, 5th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

None

Learning objectives

After successful completion of the course, the students

- Acquire the English language skills required for academic success in university
- Gain self-confidence to be relaxed and converse more spontaneously in English
- Demonstrate an ability to express oneself more effectively in academic, business and social situations
- Learn an active vocabulary of fixed business expressions that are the basis for an improved fluency and correct use of somewhat standardized business English
- Develop short-term and long-term goals towards increasing individual fluency in English
- Possess oral fluency
- Have improved their pronunciation

Course contents

- Reading short articles
- Chatting to re-cycle the content of the articles
- Exercises to install the much used, combined word partnerships to the brain
- Online grammatical links to increase fluency

This course is for students who are in the business program. This course is an English language support course offered to all non-native English speakers with limited proficiency in the language. Specifically, this class will focus on speaking skills for a variety of situations including everyday speech and writing skills. However, the actual curriculum will remain flexible so that the specific goals of this class can be met.

Teaching and learning methods

Discussions

Independent/team study; practice in word patterns, grammar and role play exercises

Individual online study

Instruction, classroom conversation and work in English only

Pair and group communicative activities

Learner-centered approach; teacher as facilitator

Setting up individual online tailored individual programs for each participant

Vocabulary journal

Contact teachers

Donald Jordan, Porvoo

Course materials

Instructor's own material, communicative tasks, reference material from the Internet, exercises and games.

Other materials - to be announced.

Additional reading

Articles from different industries; internet, newspapers, magazines

Assessment criteria

80% attendance is required and is mandatory

Written exercises 25 %

Oral exercises 25 %

Class participation 50 %

The evaluation will be continuous assessment by the instructor and will be based primarily on each student's active participation in classroom activities, and the completion of 81 hours of study. All instruction and communication will be in English.

Self assessment

Self-assessment of class participation

Course evaluation

Peer assessment

Interaction in English in groups

Peer and self-assessment of oral and written exercises

External assessment

Project presentations

Interaction of spoken English

Continual assessment and feedback by the instructor

last modified 09.09.2010



Finnish for foreigners 3

Code: FIN1LC003

Extent: 6 ECTS (162 h)

Timing: 3rd semester

Language: English, Finnish
Level: Core studies
Type: Compulsory (international students)

Prerequisites

Finnish for foreigners 1 and 2

Learning outcomes

After completing this course, the student

- is able to give orders and warnings, handle different social situations, make propositions and tell about the plans, tell about the past, write notes, cope with restaurant situations
- understands basic media text
- understands more demanding aspects of Finnish culture and society.

Course contents

The students' language skills improve and they are able to handle more demanding situations in Finnish. They gain also more knowledge of Finnish culture and society. The main topics of the course are as follows:

- imperative
- conjugation
- passive (present)
- plural (nominative)
- 3rd infinitive
- conjunctions
- past tense
- more demanding vocabulary
- Finnish culture and society

Teaching and learning methods

Weekly 4 contact hours (total 64 hours)
Independent studies and assignments 80 hours.

Contact teachers

Antti Kurhinen, Porvoo

Course materials

The course materials will be provided by the advisor.

Assessment criteria

Two oral and written examinations 80 %

One written and one oral assignment 10 %
Continuous assessment 10 %

last modified 09.09.2010

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Reading Finnish 1

Code: FIN8LC005

Extent: 3 ECTS (81 h)

Timing: 2nd - 7th semester

Language: Finnish

Level: Professional studies

Type: Elective

Prerequisites

Finnish 1, 2 and 3 (18 credits)

Learning outcomes

After completing this course, the student

- has more knowledge of Finnish language
- can use a wider vocabulary of different media texts
- can also understand and use the structures of Finnish language more easily

Course contents

- different types of text and exercises based on these texts.
- assignments by email: new vocabulary, reading comprehension exercises, making summaries etc.

The course is an on-line web based course that can be started when ever. Before starting the course the student contacts the advisor.

Teaching and learning methods

Reading the materials and doing the assignment received by email.

Course materials

All materials are provided by the teacher

Contact teachers

Antti Kurhinen, Porvoo

Assessment criteria

Examination 50 %

Assignments 50 %

last modified 09.09.2010

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Reading Finnish 2

Code: FIN8LC006

Extent: 3 ECTS (81 h)

Timing: 2nd - 7th semester

Language: Finnish

Level: Professional studies

Type: Elective

Prerequisites

Finnish 1, 2 and 3 (18 credits) or good knowledge of Finnish language

Learning outcomes

After completing this course, the student

- has more knowledge of Finnish language, its structure and vocabulary
- can use the language more fluently.

Course contents

- 2 books in Finnish by Finnish authors
- diary/logbook: new vocabulary, contents etc.

The course is web based. Before starting the course the student contacts the advisor. The student reads 2 books written in Finnish and by Finnish authors. The books will be chosen together with the advisor. While reading the materials the student writes a summary of 10 pages each book.

Teaching and learning methods

Reading the materials and making summary, 81 h.

Contact teachers

Antti Kurhinen, Porvoo

Course materials

To be chosen together with the advisor

Assessment criteria

When the student has completed all compulsory activities and written tasks, she/he gets the mark "pass".

last modified 09.09.2010

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Finnish for Exchange Students

Code: FIN8LC004

Extent: 3 ECTS (81 h)

Timing: 2nd - 5th semester

Language: English/Finnish

Level: Professional studies

Type: Elective

Prerequisites

None

Learning outcomes

After completing this course, the student

- understands simple situations in Finnish
- can the very basics of Finnish language
- has basic knowledge of the Finnish society, culture and habits.

Course contents

- Pronunciation
- Basic everyday life situations
- Phrases
- Short dialogues
- The very basics of Finnish grammar

- Finnish society and culture

Teaching and learning methods

40 h contact hours. During the lessons the students practise the information they have studied from the material. Written examination.

41 h independent and pair work. Studying the materials, doing the exercises.

Contact teachers

Antti Kurhinen, Porvoo

Course materials

Teacher's own material, videos, CDs.

Assessment criteria

Activity 10 %

Assignments 10 %

Written examination 80 %

The students have to attend 80 % of the lessons (negotiable).

last modified 09.09.2010

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Vocational Finnish for Business and Tourism

Code: FIN8LC007

Extent: 3 ECTS (81 h)

Timing: 4th semester

Language: English / Finnish

Level: Professional studies

Type: Elective

Prerequisites

Finnish for Foreigners 1, 2 and 3 (18 credits)

Learning outcomes

After completing this course, the student

- is able to tell about his/her study and work history and tell about his/her plans

- understands job advertisements and is able to make an application letter and CV
- understands basic media text on business and tourism
- understands basic company presentations and is able to make short product/service descriptions.

Course contents

The main topics of the course are as follows:

- past tenses
- conditional form
- declension: plural forms
- comparison of adjectives
- basic business and tourism vocabulary
- application letter and CV
- company presentations
- product/service descriptions
- Finnish culture and society.

Teaching and learning methods

The course is web based, no contact hours. The students make 6 packages of assignments independently (81 hours).

Contact teachers

Antti Kurhinen, Porvoo

Course materials

All materials provided by the teachers on Blackboard. As an additional study material A Grammar Book of Finnish by Leila White is recommended.

Assessment criteria

Examination 50 %

Assignments 50 %

last modified 09.09.2010

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Microsoft Office Pro 1

Code: TOO8LC025

Extent: 3 ECTS (81 h)

Timing: 3rd, 5th, 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Starting Module, MS Office

Learning outcomes

After completing this course, the student should be able to use the different softwares in the Microsoft Office program. The student should be able to export and import information between the softwares, while describing the steps in a written manual with instructions and images. After completion of the course the students should be able to find more information about the software and be able to learn about new features on their own.

Course contents

The course expands the students' knowledge of office applications and their integrated use and also familiarizes the students with the basic office applications used in business life.

Case 1 / Prepare a long document

Case 2 / Insert and modify pictures in Word, Powerpoint and Excel

Case 3 / Share information between Word and PowerPoint, Excel, Access

Case 4 / Word Forms

Case 5 / Create labels and use mail merge for mass mailings and more

Case 6 / Copy and import tables between office programs

Case 7 / Finalize a long document and create a zip file

Teaching and learning methods

Lectures and exercises in class 32 h

Independent work 48 h

Contact teachers

Susanne Karlsson, Porvoo

Course materials

Microsoft Office help tools

Microsoft Website (<http://office.microsoft.com>)

Materials handed out by teacher

Assessment criteria

Assessment based on activity and the learning diary / manual.

last modified 09.09.2010

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Creating and Manipulating Pictures and Layouts

Code: TOO8LC027

Extent: 3 ECTS (81 h)

Timing: 3rd, 5th, 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

No prerequisites.

Learning outcomes After completing the course, the student

- Understands the basics and concepts of graphic design
- Is able to use applications and tools used in the Graphic Design industry
- Has the skill to create and edit images for printing or use on the Internet and create layouts with text and images ready for printing and publishing

Course contents

The course has a hands-on approach. The students build up a portfolio of all the assignments over the study period.

- introduction to Photoshop CS4, InDesign CS4 and GIMP
- typography basics
- colour theory
- digital image file types
- visual communication
- graphic design
- desktop publishing

Teaching and learning methods

Contact hours 32 h

Self-study 49 h

Contact teachers

Kaj Skogström, Porvoo

Learning materials

Adobe Creative Team. 2009. Adobe Photoshop CS4 classroom in a book. Adobe press

Cruise, J. 2009. Adobe Indesign CS4 classroom in a book. Adobe press

Additional materials provided by the teacher

Assessment criteria

Assignments 100 %

last modified 09.09.2010

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WEB-tools for SME-businesses

Code: TOO8LC028

Extent: 3 ECTS (81 h)

Timing: 3rd, 5th, 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

After completing the course, the student will be able to

- use the applications and tools necessary for creating content on the Internet
- understands the requirements needed for a company to operate on the Internet
- create homepages and publish them on the Internet

Course contents

The students will be divided into groups, each group representing an imaginary company. During the course they will gradually acquire knowledge and skills necessary for the completion of the final assignment. Each lecture will be accompanied with an intermediate assignment to be done at home and to be presented the next contact day. A lot of emphasis is put on the structure and functionality of the homepages that the students create.

- Motives, costs, benefits and risks with an Internet presence
- History and basics of the Internet
- How to choose and purchase a domain name and how to host it

- HTLM basics
- HTLM revisited: CSS basics, plain text vs. WYSIWYG document creation With Adobe Dreamweaver CS4 and an introduction to Flash CS4

Teaching and learning methods

Lectures in class 32h

Case, setting up a business homepage 48 h

Contact teachers

Kaj Skogström, Porvoo

Course materials

Adobe Creative Team. 2008. Adobe Dreamweaver CS4 Classroom in a Book. Adobe press

Additional materials provided by the teacher

Assessment criteria

Assignments 100 %

last modified 09.09.2010

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SAP as a Management Tool

Code: TOO8LC031

Extent: 3 ECTS (81 h)

Timing: 4th, 6th semester

Language: English

Level: Orofessional studies

Type: Elective

Prerequisites

No prerequisites

Learning outcomes

Upon successful completion of this course, the student

- Understands the importance of an ERP system as a competitive tool
- Is able to define and describe business processes

- Knows how to utilise the SAP system for business management

Course contents

- Understanding business processes and business functions
- The history and development of ERP systems
- SAP and other vendors of ERP systems
- Working with SAP, logistics, accounting, HRM and reporting

Teaching and learning methods

Contact hours 32 h

Self-study 49 h

Contact teachers

Kaj Skogström, Porvoo

Course materials

Monk, E. 2008. Concepts in Enterprise Resource Planning. Third edition. Course Technology

Assignments relating to the main book and additional material given by the lecturer

Assessment criteria

Exam 30 %

Individual and group assignments 70 %

last modified 09.09.2010

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MS Office

Code: TOO1LC035

Extent: 4 ECTS (108 h)

Timing: 3rd semester

Language: English

Level: Core studies

Type: Compulsory

Prerequisites

Starting Module

Learning outcomes

The course is divided into two parts; the first part covering spreadsheets with Microsoft Excel and the second part databases with Microsoft Access.

After completing this course, the student will be able to use Microsoft Excel for the following tasks:

- Be able to use the most commonly used functions
 - Date and time functions
 - Lookup & Reference functions
 - Math & Trig functions
 - Financial functions
 - Logical functions
 - Statistical functions
- Use Excel to create and manipulate simple databases
 - Filtering
 - Sorting
 - Subtotals
 - Lists
- Group & Outline
- Create and manipulate charts
- Create custom formats
- Create and use pivot tables
- Handling and printing big worksheets

Use Microsoft Access for the following tasks:

- Understand the basic concept of a database
- Understand the basic concept of relational databases
- Create a new database
- Create tables
- Create relations between tables
- Create basic queries for sorting and filtering data
- Create basic forms
- Create basic reports

Course content

The course should give the students basic skills on how to use the program in their own work. The students get basic knowledge on how to use the software and also example implementations. After completion of the course the students should be able to find more information about the software and be able to learn about new features on their own.

Spreadsheet applications:

- Advanced formatting
- Custom and conditional formatting
- Statistical and Date & time functions
- Lookup & Reference functions

- Logical functions
- Financial functions
- Filtering, sorting
- Subtotals, Group and Outline
- Pivot tables
- Printing and handling big worksheets

Databases:

- Basics of databases
- Tables
- Relationships
- Queries
- Forms
- Reports

Contact teachers

Susanne Karlsson, Porvoo
Kaj Skogström, Porvoo

Learning materials

Monk, E, Brady J, Davidson S W. 2009. Problem Solving Cases in Microsoft Access and Excel. Cengage Learning.

Microsoft Excel och Access

Microsoft's online learning material at <http://office.microsoft.com/>

Assessment criteria

Spreadsheet applications:

Exam 50 %

Assignments 50 %

Databases:

Exam 50 %

Assignments 50 %

last modified 09.09.2010

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Basics of Web Design

Code: TOO8LC038

Extent: 2 ECTS (54 h)
Timing: 2nd - 7th semester
Language: English
Level: Professional studies
Type: Elective

Prerequisites

Starting Module

Learning objectives

After completing this course the student will be able to understand the basics of web design and create simple pages using Adobe Dreamweaver.

Course contents

- Introduction to HTML and CSS
- Overview over Dreamweaver
- The Anatomy of HTML
- Content formatting
- Character formatting
- Lists
- Hyperlinks
- Images
- Tables

Teaching and learning methods

Virtual course only available through the learning environment on Moodle.

Contact teachers

Susanne Karlsson, Porvoo

Course materials

All materials can be found on Moodle

Assessment criteria

Assignment 100 %

last modified 09.09.2010

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SYMBIO - Researching and Developing a Small Enterprise

Code: INS4LC066

Extent: 30 ECTS (810 h)

Timing: 5th, 6th semester

Language: English

Level: Professional studies / Work placement / Thesis

Type: Optional

Prerequisites

We are looking for flexible, self-initiative and open-minded students.

Learning outcomes

The student will learn

- skills needed in a development project
- to set research questions arising from real life
- to utilize research as part of development processes
- understand every day business life
- to think critically and independently
- reflective attitude towards work and learning
- team work and networking skills

Course contents

You can work in SYMBIO full-time for a half a year period. Every student will have a partner organization, company or project. The partner can also be the student's own company or the student can suggest a company that s/he is interested in. The role of the student is to be an active partner together with teachers and company representatives.

Companies' development needs will specify the exact content. The content can be e.g. quality, research methods, entrepreneurship, communication, organisational learning and event management.

Cooperation with the business community and other organisations.

The whole module is done in close co-operation with companies. Part of the learning process takes place in work places.

Teaching and learning methods

Learning in SYMBIO means that the student is fully committed to working in SYMBIO for a half a year period. The course consists of working in the company, theory and development workshops, seminars and independent work

Contact teachers

Sirpa Lassila, Porvoo

Course materials

The development project itself serves as learning material. The forums of students, advisors and entrepreneurs and the dialogue in them are an important part of the learning material. Bibliography will be chosen during the learning process and the student himself makes the choices. Research material that is produced by the students is course material.

Assessment criteria

Development plan
Development process and its reporting
Workshop activity
Reflection of own work

last modified 09.09.2010



Russian Studies and Excursion

Code: IBU2LC018

Extent: 3 ECTS (81 h)

Timing: 3rd, 5th, 7th semester

Language: English / Russian

Level: Professional studies

Type: Optional

Prerequisites

Before the excursion it is recommended to take the literature exam CUL8LP019 and RUS4LP001-002.

Learning outcomes

After completing this course, the students

- know more about ordinary life and business in Russia;
- understand better our neighbouring country and its language;
- can apply their experiences and language skills in working life.

Course contents

- A closer orientation in Russian language and society; language course in a partner university
- Russian cultural and economic characteristics; visits to cultural sights and enterprises

The student will participate in the intensive course which will be carried out in October in St. Petersburg. The module consists of Russian language lessons of elementary, intermediate and upper level, as well as excursions and lectures on Russian culture and economy.

Teaching and learning methods

Excursion to Russia / St. Petersburg during one week. The course programme consists of a language course, lectures on Russian society and business, as well as visits to local organizations and sights. The students will write a report (min. 7 pages) on the excursion week.

Timetable

The course will be carried out in Autumn 2010, week 42.

Contact teachers

Leena Alanko, Porvoo

Assessment criteria

100 % attendance at the lectures and visits
Written report - the final grade passed / failed

last modified 09.09.2010

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Techniques in Foreign Trade

Code: IBU1LC039

Extent: 5 ECTS (135 h)

Timing: 4th semester

Language: English

Level: Professional studies

Type: Compulsory

Prerequisites

Participants are expected to have fair knowledge of the following subjects

- Introduction to Business Administration
- Business communication

- Basics of Economics
- International Business Environment
- Basics of Marketing

Learning outcomes

The course will give to students the necessary tools to operate in the field of export and import. Furthermore, students will be acquainted with foreign and financial terms. Thus, after the course students should

- Understand the importance of foreign trade for different kind of countries and companies
- Know what kind of operations are connected to export and import processes
- Be able to analyse a company's external and internal conditions to export and import
- Be able to choose the most suitable trade term for his /her cases
- Be able to analyse different modes of transportation and carriers and arrange transportation for his / her cases
- Be able to analyse risks in foreign trade and know the tools of risk management
- Be able to choose the most suitable term of payment for his / her cases and analyse the currency risks in case.
- Be able to take care of documentation in foreign trade
- Be able to take care of export and import clearance

Course contents

- The importance of foreign trade and modes of export and import.
- The export process, contracts in foreign trade and trade terms.
- Transportation and forwarding, risk management and insurances.
- Financing international business, international payment transactions and currency risk management.
- Customs procedures and documentation in foreign trade.

Cooperation with the business community

Guest lecturers from business community (banks, forwarding agents)

Company projects

Company visits in Finland

Possible visits to companies abroad

Teaching and learning methods

Lectures, tutorials, consultations and seminars 40 h

Import export project, own study and teamwork 80 h

Guest lectures 6 h

Visits to companies 5 h

Examination 4 h

Contact teachers

Evariste Habiyakare, Porvoo

Course materials

Alan E. Branch: Export Practise and Management, Business Press Newest ed.

Guillermo, Jimez: International Trade; ICC Guide to Export- Import Basics. The Legal, financial and transport aspects of international trade

Assessment criteria

Tutorial and seminar performance 20 %

Examination 30 %

Project work 40 %

participation and activity 10 %

last modified 09.09.2010



Corporate Social Responsibility

Code: IBU8LC053

Extent: 6 cr (162 h)

Timing: 4th, 6th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Basic studies in English ENG1RM001

Learning outcomes

After completing this course, the student will:

- Be familiar with different aspects of corporate social responsibility in today's business world
- Understand the significance of the role corporate social responsibility has on the different actors and stakeholders
- Be able to understand and see the different viewpoints and attitudes concerning the issue.

Course contents

The course will help students better understand how businesses interact with the societies in which

they operate. A dramatic rise in the exchange of goods, information, services and capital around the world makes business a driving force in today's global society. Yet, the evolving expectations of the many corporate "stakeholders," customers, investors, governments and other representatives of civil society are challenging traditional business attitudes and prerogatives. Corporations are expected to meet ever-higher standards of care wherever they operate. Stakeholders expect managers to make a profit for their companies in ways that are lawful, socially responsible and contribute to the welfare of society. Tomorrow's business leaders will need to be equipped with an adequate understanding of the societal issues and business opportunities generated by these developments. The course will help students learn to be more effective managers in this new era of global interdependence.

Since a primary goal of the course is to develop students' CSR analytical tools and practical skills, in light of the short duration of each class we will try to minimize detailed critiques of particular readings per se. This is a discussion based course and furthermore active participation is required. All students are expected to read each assignment by the date specified by the instructor. Students should be prepared to discuss, pose or answer questions about topics and issues raised in the reading. Students are invited to recommend issues for analysis and/or topics for discussion. Regular class attendance is expected and there is an 80% attendance requirement for this course as well as mandatory attendance for the team case study presentation. Failure to comply with this policy will result in the student's withdrawal from the course. Students will be required to do a team case study presentation and paper based on an issue in corporate social responsibility. The details of it will be discussed during class.

Cooperation with the business community

To be determined

Teaching and learning methods

The course comprises contact hours (6 h/week), self-study and pair/teamwork, the referential amount of student work being 162 h. The duration of the course is two study period.

Contact hours: 64 h (4 h/week)

Self-study and pair/teamwork 98 h

Contact teachers

Donald Jordan, Porvoo

Course materials

Corporate Social Responsibility by David Growther and Guler Aras

Course handouts by the instructor

Other material to be determined

Selected journal articles, texts, lectures, video films

Assessment criteria

Active participation during contact hours 25 %

(attendance requirement 80 % and the presentation class is mandatory)
Case study group paper and presentation 25 %
Examination 50 %

Each component needs to be passed to receive a passing grade for the course. All instruction and communication will be in English.

last modified 09.09.2010

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Current Economic Issues in International Business

Code: IBU8LC054
Extent: 3 cr (81 h)
Timing: 3rd, 5th, 7th semester
Language: English
Level: Professional studies
Type: Elective

Prerequisites

None

Learning objectives

- Gain knowledge and an awareness of current economic business issues happening globally today
- Demonstrate an ability to express oneself more effectively academically concerning today's issues in business
- Learn to use international sources of economic and business-related information, process the information and use it in his/her oral and written assignments.
- Learn an active vocabulary of economic and business terminology
- Development of short-term and long-term goals concerning career development
- Intercultural communication / cultural differences
- Develop business skills
- Present a business case study

Course contents

- Reading short articles
- Chatting to re-cycle the content of the articles
- Exercises to install the much used, combined word partnerships to the brain
- Small individual / A group case study presentations of a current class topic

This is an investigation and discussion of contemporary issues and current challenges to businesses globally. The topics to be covered will vary for each offering according to current developments in the business world.

The contents of the course will include the preparation and delivery of a group case study presentation and final examination. The topics will be chosen by the instructor. The evaluation will be continuous assessment by the instructor and will be based primarily on each student's active participation in classroom activities, completion of the presentations, and the completion of 78 hours of study. All instruction and communication will be in English. However, the actual curriculum will remain flexible so that the specific goals of this class can be met.

Teaching and learning methods

Discussions 32 h

Independent/team study 46 h

- Oral presentations
- Instruction, classroom conversation and work in English only
- Pair and group communicative activities
- Learner-centered approach; teacher as facilitator

Contact teachers

Donald Jordan, Porvoo

Course materials

Instructor's own material, communicative tasks, reference material from the Internet

<http://www.mckinseyquarterly.com/home.aspx>

<http://www.entrepreneur.com/>

<http://www.eubusiness.com/>

<http://www.businessweek.com/>

<http://www.economist.com/index.html>

<http://www.ft.com/home/europe>

<http://europe.wsj.com/home-page>

Other materials - to be announced.

Additional reading

Articles from different industries; internet, newspapers, magazines

Assessment criteria

80% attendance is required. The classes for the presentations are mandatory.

Class participation 25 %

Group case study presentation 25 %

Written examination 50 %

Self assessment

Self-assessment of class participation

Course evaluation

Peer assessment

Case study presentations

Interaction in English in groups

Peer and self-assessment of oral presentation

External assessment

Project presentations

Interaction of spoken English

Continual assessment by instructor

last modified 09.09.2010

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International Business Law

Code: LAW2LC036

Extent: 4 ECTS (108 h)

Timing: 4th semester

Language: English

Level: Professional studies

Type: Compulsory

Prerequisites

LAW1RG030, LAW1LC031

Learning outcomes

After completing this course, the student

- is familiar with the basics of international law

- understands the main similarities and contrasts in the existing legal systems
- can write trade contracts
- understands the basics of different agency agreements
- knows the basics of European Union legislation
- knows the legal differences and similarities of Finland's neighbouring countries.

Course contents

The course covers the specific legal aspects concerning companies operating abroad: differences in legal systems, contracts in international trade and basics of EU legislation.

- variation in legal systems
- contracts in international trade
- arbitration and enforcement
- basics of EU legislation
- specific features of Scandinavian, Russian and Baltic legislation

Teaching and learning methods

Lectures

Exercises

Written reports

Course materials

International Business Law, August 1997, Prentice Hall

Contact teachers

Evariste Habiyakare, Porvoo

Helena Vennonen, Porvoo

Assessment criteria

Exam 50 %

Exercises 20 %

Written reports 30 %

last modified 09.09.2010

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Service Business Management

Code: LEA2LC016

Extent: 6 ECTS (162 h)

Timing: 5th semester
Language: English
Level: Professional studies
Type: Compulsory

Prerequisites

Introduction to Business Administration INS1RG048
Marketing MAR1LC021
Marketing Research MAR2LC053
Economics ECO1LC025

Learning outcomes

After completing this course, the student has

- in-depth knowledge about service business and relationship management.
- skills for planning, analyzing, developing and managing service businesses.

Course contents

- Students become familiar with the GAP model of services management and use the GAP model as a tool for planning, analyzing and managing services in practice.
- Service business and relationship concepts
- Service business planning and analysis
- Service management, service quality concept
- Human resources and service culture, complaint management and service recovery.

Cooperation with the business community and other organisations

Guest lecturers from companies
Research project in cooperation with companies
Possible visits to service companies

Teaching and learning methods

Symbio project
Lectures and readings, Group discussions and presentations
Field work, company visits, guest lectures
Lectures, discussion evaluation seminar 34 h
Team research project 80 h
Self-study and teamwork 22 h

Contact teachers

Evariste Habiyakare, Porvoo

Course materials

Zeithaml, V & Bitner, M.J.: Services Marketing, Integrating Customer Focus Across the Firm. McGraw-Hill, New York, 2003, 3:rd edition. ISBN 0-07-247142-5 & 2000, 2:nd edition ISBN 0-07-116994-6.

Additional reading

Zeithaml, V & Bitner, M.J.: Services Marketing, McGraw-Hill, New York, 1996, 1:st edition. ISBN 0-07-114881-7

Chapter 7 (pages 193-212) from Lovelock C., Vandermerwe S. Lewis B: Services Marketing, A European Perspective. Prentice Hall. ISBN0-13-095991-X

Assessment criteria

Project work and presentation 80 %
Participation and activity 20 %

last modified 09.09.2010



Strategic Management

Code: LEA2LC017

Extent: 6 ECTS (162 h)

Timing: 5th semester

Language: English

Level: Professional studies

Type: Compulsory

Prerequisites

Introduction to business Administration INS1RG048

Marketing MAR1LC021

Economics ECO1LC025

Marketing research MAR2LC053

Learning outcomes

- Ability to identify and analyse new business opportunities and solve the most common strategic management problem situations in different kinds of operating and organisational environments.
- Ability to analyse the strategic behaviour of different kinds of organisations
- Ability to take command of strategic development and implementation processes in his / her own unit, in such a way that they support the organisation's overall strategy.

Course contents

- Concept of strategy and Strategic Management
- Different schools of thought in Strategic Management
- Strategy Process and Model; Strategy choice and formulation
- Strategic Management problem situations; Strategy implementation
- Analyzing strategy and strategic Changes
- Criticisms of the formal Planning process and system
- Pitfalls in strategic decision-making; The dangers of objectivity
- Strategic Networking and Alliances
- Managing Start ups; Managing maturity; Managing Experts

Cooperation with the business community

Guest lecturers
Possible company projects
Company visits

Teaching and learning methods

Tutorials 8 h
Lectures, evaluation seminar 44 h
Project and task 75 h
Self –study and teamwork 35 h
Examination 3 h

Contact teachers

Evariste Habiyakare, Porvoo

Course materials

Mintzberg, Henry; Lampel, J; Quinn,J.B and Ghoshal S.(2002) “The Strategy Process: Concepts Contexts and Cases”

Additional readings

Burgelman, Robert A. (2002): Strategy is destiny: how strategy-making shapes a company’s future. New York: Free Press.

Porter, Michael E. (1998 or 2004): Competitive advantage: creating and sustaining superior performance. New York: Free Press

Whittington, R. (2001): What is strategy - and does it matter? Thomson Learning.

Assessment criteria

Participation and activity 10 %
Different analyses and presentations 30 %

Final report and presentation 30 %
Written exam 30 %

last modified 09.09.2010

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Advertising

Code: MAR8LC003
Extent: 3 ECTS (81 h)
Timing: 3rd, 5th, 7th semester
Language: English
Level: Professional studies
Type: Elective

Prerequisites

Almo Module (INS1LC044 & INS1LC048), and a basic English course.
Course recommended to be combined with an individual read- learn-test advertising course (MAR8LC054)

Learning outcomes

- Encompass the main areas relevant to modern advertising and printed material
- Develop a more observant and analytical eye in reading into different type of ads
- Be able to strategize, plan and create appropriate print advertising pieces with Photoshop and InDesign.

Course contents

- Learning-by-doing approach combined with basic, important advertising principals instruction: influence, functions and ethics in advertising, advertising process and players
- Planning, designing and creating PC ads with PhotoShop and InDesign.
- Proof reading
- Print work includes; invitations, business cards, ads, corporate promo pieces, etc./need based real projects.

The weekly class starts with an instruction that covers some basic issues and functions of modern advertising related to printed materials. The class then moves on to learning and planning several different pieces of print advertising with the new found and self-developed ideas from the class time. Later the class transfers into the PC lab to put the learned and planning done to concrete work. PhotoShop and InDesign programs are made familiar as the means to carry out the work. The student work (ideas, text & grammar, and product) is studied on each following class and evaluated by the others in the course.

Cooperation with the business community

Real world events or projects in need of advertising and promotional material used for tasks.

International dimension

Topics and team work on International Advertising industry when time permits

Teaching and learning methods

Instruction and material planning sessions 16 h

PC classes 16 h

Independent study and assignment production 48 h

Contact teachers

Heidi Jokinen, Porvoo

Susanne Karlsson, Porvoo

Learning materials

Clow, Baack: Integrated Advertising, Promotion and Marketing Communications, Pearson, NJ USA, 2007

Jones: International Advertising: Realities and Myths. Sage Publications, Inc., CA, USA, 2002

Wells, Burnett, Moriarty: Advertising Principals and Practice. Pearson Education, NJ USA, 2006

Handouts

Internet reference material

Event and project materials of the commissioner

Assessment criteria

Active class participation in instruction, planning and PC classes 45 %

Portfolio of advertising assignments 45 %

Quizzes 10 %

Self assessment

Written work

Course evaluation

Peer assessment

Project pieces and advertising ideas produced

External assessment

Portfolios produced
Participation

last modified 09.09.2010

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Services Marketing

Code: MAR8LC048

Extent: 3 ECTS (81 h)

Timing: 4th, 6th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

None

Learning outcomes

After completing this course, the students

- are familiar with marketing of services.
- know the basic terminology, concepts and terms within services marketing and have insights into the service industry.
- Understand how services differ from physical products and how these differences affect marketing activities.
- Understand the role and meaning of services in the modern economy
- Are familiar with the elements that a service offer is based on and customers role in services processes
- Understands the meaning of quality as well as the process of planning and creating services.
- Can describe and analyze services from marketing point of view

Course contents

- Characteristics of services
- Service as a product
- Customer involvement in services
- Planning and creating services
- Quality and productivity
- Communicating service to customers
- Service management and Marketing mix

Cooperation with the business community

Possible guest lecturers
Company projects
Company visits to service companies

Teaching and learning methods

6 h tutorials
14 h lectures, evaluation seminar
61h project and teamwork

Contact teachers

Yücel Ger, Porvoo

Course materials

Lovelock C., Vandermerwe S., Lewis B. 1996 Services Marketing. A European Perspective. Prentice Hall. ISBN 0-13-095991-X

Additional reading

Grönroos C. 2001. Service Management and Marketing. A customer relationship Management approach. John Wiley & Sons Ltd

Assessment criteria

Tutorial performance 20 %
Participation and activity 10 %
Project work 70 %

last modified 09.09.2010



Marketing Research

Code: MAR2LC053
Extent: 6 ECTS (162 h)
Timing: 4th semester
Language: English
Level: Professional studies
Type: Compulsory

Prerequisites

MAR1LC021 Marketing

Learning outcomes

Learning outcomes

After completing this course, the student

- understands the role of market research in planning and carrying out successful marketing programs
- knows the basic research approaches and is able to conduct independent marketing research, apply the research information and assess the overall reliability of research result
- knows how to collect, use and analyse data
- knows the basic use of a statistics program SPSS
- masters the marketing research process including the statistical analysis

Course contents

Students will make a marketing research study that combines the knowledge in marketing and statistics. The aim is to create a basis for lasting customer relations

- data / information sources and information management
- quantitative methods
- sampling methods
- the research process, planning and implementing a research
- analyzing the results, reporting and interpreting,
- making conclusions and using the results in decision making

Cooperation with the business community

The researches are real commissions based on real needs

International dimensions

Researches and their contents may have international dimension

Teaching and learning methods

Students will make a quantitative market research in groups, using SPSS.

Teaching consists of brief theory introductions, calculation exercises, group work and discussions with the commissioner as well as the teachers.

Lectures, guided group work and research work 64 h

Self-study 98 h

Alternative completions

The course can alternatively be completed by distant exercises and an exam.

Contact teachers

Johanna Heinonen-Salakka, Porvoo
Tove Thomasson, Porvoo

Course materials

Malhotra, Naresh K. 1999. Marketing Research

Swift, Louise 1997. Mathematics and Statistics for the Business, Management and Finance

or some other literature / material which gives the basics of quantitative marketing research and statistical analysis

Assessment criteria

Theory essays 25 %

Exam 25 %

Marketing research report and its presentation 40 %

Active participation in group work and classes 10 %

Attendance is compulsory

last modified 09.09.2010

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International Marketing

Code: MAR2LC056

Extent: 12 ECTS (324 h)

Timing: 3rd semester

Language: English

Level: Professional studies

Type: Compulsory

Prerequisites

International Business Environment (IBU1LC040)

Learning outcomes

Upon successful completion of the course, the student

- is able to plan and implement international marketing strategies.

- is able to analyse different foreign markets.
- knows how to search for and make use of information.
- is able to work professionally with client companies

Course contents

- Motives for internationalisation
- Company resources and capabilities
- PEST -analysis
- Market analysis
- International market entry strategies
- Product and brand strategies in international markets
- Pricing in international markets
- Aspects of international marketing communications

Cooperation with the business community

Meetings and interviews with different Finnish companies as part of the R&D project
Guest lectures and company visits

International dimension

The course includes an excursion abroad and a couple of intensive lectures by an international visiting lecturer.

Teaching and learning methods

Contact hours 128 h
Self-study 196 h

Contact teachers

Sirpa Lassila, Porvoo

Learning materials

Bradley, F. 2005. International Marketing Strategy. Harlow Prentice Hall.

Hollensen, S. 2007. Global marketing a decision-oriented approach. Financial Times Prentice Hall.

Pelsmacker, P. 2010. Marketing communications a European perspective. Harlow Pearson Education.

Mooij, M. 2010. Global marketing and advertising: understanding cultural paradoxes. Thousand Oaks Sage Publications.

Assessment criteria

Project report 40 %

Project process 30 %
Work shop activity 30 %

last modified 09.09.2010

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Brand Management

Code: MAR2LC013
Extent: 5 ECTS (135 h)
Timing: 5th semester
Language: English
Level: Professional studies
Type: Compulsory

Prerequisites

Marketing (MAR1LC021)

Learning outcomes

Upon successful completion of the course, the student

- is able to identify and establish brand positioning and values
- is able to plan and implement brand marketing programs
- is able to choose brand elements to build brand equity
- is able to design branding strategies
- is able to conduct brand research
- is able to understand and plan different measurements in branding

Course contents

- Brands and brand management
- Customer based brand equity
- Brand positioning and values
- Choosing brand elements to build brand equity
- Designing marketing programs to build brand equity
- Brand research techniques
- Designing and implementing brand strategies

The course provides a comprehensive understanding of the subjects of brands, brand equity and strategic brand management through real branding projects.

Cooperation with the business community

Branding project for a partner company
Company visits / Guest lecturers from companies

Teaching and learning methods

Contact learning (3 h/week) 48 h
Self-study and team work 87 h

Contact teachers

Johanna Heinonen-Salakka, Porvoo

Course materials

Aaker, D. 2010. Building strong brands. Simon & Schuster Ltd. UK.

Keller, K. 2008. Strategic brand management: building, measuring and managing brand equity. Upper Saddle River (NJ). Prentice Hall.

Assessment criteria

Branding project report 40 %
Project process 30 %
Workshop activity 30 %

last modified 09.09.2010



Qualitative Research Techniques

Code: MET2LC032
Extent: 3 ECST (81 h)
Timing: 5th semester
Language: English
Level: Professional studies
Type: Compulsory

Prerequisites

None

Learning outcomes

After completing this course, the students

- have capacity to carry out qualitative research
- are aware of the advantages and risks in qualitative research

Course contents

The course is an introduction to qualitative research methods and the qualitative research process:

- Research methods
- Collecting qualitative data
- Analysing and interpreting data
- Research report
- Research project in a group

Teaching and learning methods

Lectures 30 h

Independent studies 49 h

Exam 2 h

Contact teachers

Eva Holmberg, Porvoo

Course materials

Silverman, David; Doing Qualitative Research, Sage Publications 2000, ISBN 0-7619-5823-1

Miles, M.B. & Huberman, A.M.; Qualitative Data Analysis, Sage Publications 1994 ISBN0-8039-5540-5 (not included in exam reading, lectures are partly based on chapters in this book)

Assessment criteria

Research project 70 %

Individual assignment 30 %

last modified 09.09.2010

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Maturity Examination

Code: OPI7LC003

Extent: -

Timing: 5th-7th semester

Language: English, Finnish

Level: Thesis

Type: Compulsory

Learning outcomes

The student will write a text related to the thesis after completing the thesis writing process. Successful completion of the maturity examination is written proof of the student's ability to apply and present theoretical knowledge in practice or to analyse his or her own learning.

The topic of the maturity examination is related to the theoretical and empirical contents of the thesis, or thesis writing as a learning process. The alternative topics may orient the writer to apply knowledge to a situation different from the empirical part of the study.

Regarding its linguistic form, the text must be a coherent unit, comparable to an essay. The text may be considered a report written to any representative of business life. The purpose is not only to describe the given theme but also to contemplate, analyse problems and argue solutions. The text must be divided into paragraphs and no subheadings must be used. The sentences and strings of expression must be in order, and the characters must conform to standard usage. Tables, diagrams and other corresponding illustrations do not belong to this genre. The length of the text should be three to four hand-written A4 pages. In the Degree Programme in International Business, the text must be written in English. (In the Degree Programme in Business Administration, the text must be written in Finnish for statutory reasons, regardless of the language used in the thesis report.)

The tutor provides two alternative topics for the maturity examination. The student may take the maturity examination on any general examination day. The student should send a written registration for the maturity examination to the students affairs office after the thesis has been accepted, no later than one week before the maturity examination, by email, letter or telefax.

The tutor evaluates the text. (In the Degree Programme in Business Administration, a Finnish language instructor will evaluate the text from a linguistic perspective after the tutor has evaluated the contents.) No separate grade is given for the maturity examination; the student's performance is either accepted or failed. If necessary, the student may retake the maturity examination on a later examination day.

last modified 09.09.2010



International Work Placement 1

Code: PLA6LC111

Extent: 15 ECTS (50 days)

Timing: 6th semester

Language: according to the country and organisation

Level: Work Placement

Type: Compulsory

Prerequisites

Completion of 120 ECTS

Learning outcomes

The students

- learns to develop their professional skills and to link their academic studies with real-life work practices
- are able to evaluate and develop their workplace environment

Work placement is an integral part of polytechnic studies. Pöbba students complete work placement in one 5-month period after they have completed 120 ECTS. Students can do their placement in two shorter periods on special grounds. The placement has to be approved in advance by the work placement co-ordinator. Work placement instructions and all needed forms can be found on Blackboard in the course called PLA6 - Porvoo Työharjoittelu/Arbetspraktik/Work Placement. Students have to be registered as attendant during the work placement.

Course contents

Work placement period is normally uninterrupted. In case students want to complete their work placement in two parts, they have to make a written application to the work placement co-ordinator. Work placement comprises the following:

- Participation in a placement info meeting before work placement
- Contact with the work placement advisor before starting the placement
- Keeping of a learning log during the placement
- Placement period in an approved company or organisation
- Writing the placement report
- Giving feedback in the Blackboard environment or submitting a Work Placement Abroad – student report

Work placement info meetings are arranged four times a year. Students are sent email on the info meetings dates.

Alternative completions

Identification and recognition of competences as indicated in the student's degree programme.

Contact teachers

Liisa Wallenius, Porvoo

Assessment criteria

Pass/Fail

last modified 09.09.2010

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International Work Placement 2

Code: PLA6LC112

Extent: 15 ECTS (50 days)

Timing: 6th semester

Language: according to the country and organisation

Level: Work Placement

Type: Compulsory

Prerequisites

Completion of Work Placement 1.

Learning outcomes

The students

- learn to develop their professional skills and to link their academic studies with real-life work practices
- are able to evaluate and develop their workplace environment

Work placement is an integral part of polytechnic studies. Pöbba students complete work placement in one 5 month period after they have completed 120 ECTS. Students can do their placement in two shorter periods on special grounds. The placement has to be approved in advance by the work placement co-ordinator. Work placement instructions and all needed forms can be found on Blackboard in the course called PLA6 - Porvoo Työharjoittelu/Arbetspraktik/Work Placement. Students have to be registered as attendant during the work placement.

Course contents

Work placement period is normally uninterrupted. In case students want to complete their work placement in two parts, they have to make a written application to the work placement co-ordinator. Work placement comprises the following:

- Participation in a placement info meeting before work placement
- Contact with the work placement advisor before starting the placement
- Keeping of a learning log during the placement
- Placement period in an approved company or organisation
- Writing the placement report
- Giving feedback in the Blackboard environment or submitting a Work Placement Abroad – student report

Work placement info meetings are arranged four times a year. Students are sent email on the info

meetings dates.

Alternative completions

Identification and recognition of competences as indicated in the student's degree programme.

Contact teachers

Liisa Wallenius, Porvoo

Assessment criteria

Pass/Fail

last modified 09.09.2010

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International Work Placement

Code: PLA6LC113

Extent: 30 ECTS (100 days)

Timing: 6th semester

Language: according to the country and organisation

Level: Work Placement

Type: Compulsory

Prerequisites

Completion of 120 ECTS.

Learning outcomes

The students

- learn to develop their professional skills and to link their academic studies with real-life work practices
- are able to evaluate and develop their workplace environment

Work placement is an integral part of polytechnic studies. Students can apply for work placement after they have completed 120 ECTS. The placement has to be approved in advance by the work placement co-ordinator. Work placement instructions and all needed forms can be found on Blackboard in the course called PLA6 - Porvoo Työharjoittelu/Arbetspraktik/Work . Students have to be registered as attendant during the work placement.

Course contents

Work placement period is normally uninterrupted. In case students want to complete their work placement in two parts, they have to make a written application to the work placement coordinator. Work placement comprises the following:

- Participation in a placement info meeting before work placement
- Contact with the work placement advisor before starting the placement
- Keeping of a learning log during the placement
- Placement period in an approved company or organisation
- Writing the placement report
- Giving feedback in the Blackboard environment or submitting a Work Placement Abroad – student report

Work placement info meetings are arranged four times a year. Students are sent email on the info meetings dates.

Alternative completions

Identification and recognition of competences as indicated in the student's degree programme.

Contact teachers

Liisa Wallenius, Porvoo

Assessment Criteria

Pass/Fail

last modified 09.09.2010

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Practical Business Management

Code: WOR1LC012

Extent: 3 ECTS (81 h)

Timing: 4th semester

Language: English

Level: Professional studies

Type: Compulsory

Prerequisites

Basics of Accounting ACC1RG030

Business Mathematics MAT1LC021

Economics ECO1LC025
Introduction to business Administration INS1RG048
Marketing MAR1LC021

Learning outcomes

After successful completion of the course, the student

- Posses the skill-set required to set up a business
- Are able to prepare a convincing business plan
- Know how to implement one's own business idea

Course contents

- Basic concepts and tools of business planning
- Analysis of personal skills, abilities and resources
- Creation and implementations of business idea
- Strategy and implementation of business idea via business plan
- Organizational forms
- Legal aspects related to setting up a company e.g. different company forms, taxation, legal procedures related to setting up a company, rules and regulations.
- Financing and budgeting
- Required human resources and Marketing

Cooperation with the business community

Guest lecturers
Company visits
Discussion on business plan with financial institutions

Teaching and learning methods

Symbio project
Lectures, evaluation seminar 14 h
Visits to different companies and institutions 6 h
Project work and teamwork in developing a business plan 61 h

Contact teachers

Evariste Habiyakare, Porvoo

Course materials

Establishing a business in Finland, Edita 1999

Barringer, Bruce and Ireland, Duane; Entrepreneurship, 2. ed., 2006, Pearson Prentice Hill.

Additonal reading

Entrepreneurship, Hirsch Peters, 1998

Allen, Kathleen “ Entrepreneurship for Dummies” A reference for the rest of Us

Assessment criteria

Participation and activity 20 %

Project work, business plan and presentation 80 %

last modified 09.09.2010

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Social Media in Marketing

Code: MAR8LC067

Extent: 6 ECTS (162 h)

Timing: 3rd, 5th, 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

MAR1LC021 Marketing

Learning outcomes

After successful completion of the course the student

- knows the different channels in social media and their special characteristics
- knows the meaning and possibilities of social media in business
- is able to identify and establish social media strategies
- is able to plan and implement social media marketing programs
- is able to measure the outcomes and success of marketing in social media

Course contents

During the course the student is introduced to different channels in social media and their special characteristics as well as the different ways of using them in marketing. The student is also introduced to different strategies in social media. Planning and implementing marketing for real purposes by using social media is at the core of the course.

The elements that are covered during the course are

- Different channels in social media and their special characteristics

- Social media in marketing and its possibilities as well as threats
- Different marketing strategies in social media
- Planning and implementing marketing by using different channels in social media
- Measurement of the success in social media

Cooperation with the business community

During the course students will plan and implement marketing in social media for real-life purposes together with business life.

Guest lecturers

International dimension

Marketing campaign project will be targeted to national as well as international target groups.

Teaching and learning methods

The course consists of brief introduction lectures and guided group discussions as well as students' own presentations and inputs. The social media marketing plan and its implementation is the central theme for the whole course.

Contact lessons (4 hours/week) 64 h

Self-study and team work 98 h

Contact teachers

Johanna Heinonen-Salakka, Porvoo

Learning material

Any reliable and up-to-date book, article, specialist interview or internet source is suitable. A range of literature, articles and internet links are introduced by the teacher in order to help students find the proper sources.

Assessment criteria

The course will be evaluated on a scale 0 (failed) – 5 (excellent)

Theory exercises and their presentation 30 %

Giving comments to the others and participation in the discussion 30 %

Social media marketing plan and its implementation 40 %

The student must pass each course part in order to get a grade.

last modified 09.09.2010

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Customer Relationship Management

Code: MAR8LC062

Extent: 3 ECTS (81 h)

Timing: 5th, 7th semester

Language: English

Level: Professional studies

Type: Elective

Prerequisites

Basic knowledge in marketing (MAR1LC021 Marketing or similar)

Learning outcomes

After this course the students

- understand the meaning of CRM in a successful business
- can analyze different customer relationships and the CRM of a company
- can plan, manage and develop the CRM system in a company
- can measure functionality and value of CRM systems and customer relationships

Course contents

During the course students are introduced to the CRM and its different parts, ways and challenges that are vital in a successful planning and management of different customer relationships.

During the course students are supposed to make a CRM analysis of a case company.

The elements that are covered during the course are

- The structure of a customer relationship
- The life cycle of a customer relationship
- Customer relationship management and planning
- Different CRM systems and tools
- How to develop a customer relationship?
- Customer satisfaction, customer loyalty and customer profitability

Cooperation with the business community

The CRM analysis is composed either to a real company or is based on the case descriptions based on real companies.

International dimensions

International aspects are taken into consideration in analyses as the case companies have

international interests

Teaching and learning methods

100 % Online –course using Moodle platform.

Teacher's role is to guide and advice by commenting the reports and exercises. Also an online-chat is available every week and the teacher will be present there to answer questions.

Students are supposed to write theory essays about different parts of CRM, compose a CRM analysis for a company in the end and actively read reports from other group members, give comments on them and discuss the course topic.

Contact teachers

Johanna Heinonen-Salakka, Porvoo

Learning materials

Any reliable book, article, specialist interview or internet source from the field of CRM is suitable. A range of literature, articles and internet links are introduced in Moodle in order to help students find the proper sources.

Assessment criteria

The course will be evaluated on a scale 0 (failed) – 5 (excellent)

Theory- and discussion exercises 50 %

Giving comments to the others 20 %

The final CRM analysis 30 %

The student must pass each course part in order to get a grade.

last modified 09.09.2010



Customer-oriented Sales

Customer-oriented Sales

Code: PSS1LC001

Extent: 12 ECTS (312 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

No prerequisites

Part of study module Production and Sales of Services

Learning outcomes

Upon successful completion of the course, the students

- have sales skills based on customer needs
- develop a positive attitude toward sales
- identify a service and sales process through practical implementations as well as through theory
- create and price safe and economic services based on customer needs
- are aware of the risks involved in projects and services
- develop ideas further into a concrete form
- collect customer feedback

Course contents

- Sales skills
- Operational environment
- Generation of ideas including competitive elements

Cooperation with the business community

Learning objectives will be reached through real-life projects.

Teaching and learning methods

Inquiry learning

Contact teachers

Heidi Jokinen, Ivan Berazhny, Kalle Rähkä, Tove Thomasson

Learning materials

International Business:

Boveé, Thill. 2005. Business in Action. Pearson International Edition

Griffin, R. 2005. Business. Pearson Prentice Hall

Sales and CRM:

Farber, B, 2001, Superstar Sales Secrets, Book-Mart Press, NJ

Charney, C, 2004, The Instant Sales Pro, Amacom, NY, NY

Gosselin, T, 2007, Practical Negotiating; tools, tactics and techniques, John Wiley & Sons, NJ

Kenner Kay H, 2003, Selling Tourism, Thomson Learning, Clifton Park, NY

Mayer, Robert, 2006, How to Win Any Negotiation. Career Press, NJ

Assessment criteria

- Outcome of sales, sales skills and process
- Participation in joint activities, group work skills
- Project planning, implementation and assessment
- Marketing and budgeting in projects
- Economic thinking
- Customer satisfaction survey

last modified 09.09.2010

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Business Studies in a Global Context

Business Studies in a Global Context

Code: OPE1LC001

Extent: 6 ECTS (312 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

No prerequisites

Part of study module Operational Environment

Learning outcomes

Upon successful completion of the course, the students

- see themselves as potential global actors
- understand the role of organisations in developing the operational environment
- recognise the impacts of the operational environment on their own work and that of their organization
- take into account relevant legislation
- recognize global and local phenomena, events, trends, and weak signals
- identify and describe innovative actors in local business
- take possession of relevant research methods (for example benchmarking) that help understand the operational environment

Course contents

- Economics

- Legislation
- Description and analysis of the operational environment
- Basics of Logistics

Introduction to research methodology

Cooperation with the business community

Learning objectives will be reached through real-life projects.

Teaching and learning methods

Inquiry learning

Contact teachers

Evariste Habiyakare, Yücel Ger, Kalle Räihä

Learning materials

Economics:

Sloman, John (2001): Essentials of Economics (Second edition).

Begg D., Fisher S., Dornbush R. (2005): Economics.

International Business Law:

Moens, Gabriel and Gillies, Peter (2006): International Trade and Business: Law policy and Ethics. Second Edition. Routledge. Cavendish

Neipert, David M. (2002): Law of Global Commerce. Prentice Hall

Logistics:

Jonsson, Patrik (2008) Logistics and Supply Chain Management, McGraw-Hill Higher Education, ISBN: 0077117387

Research Methodology:

Ghuri, P. and Grønhaug K (2002) . "Research Method in Business Studies". A Practical guide. Second Edition. Prentice Hall

Sapsford, R. and Jupp, V. (Editions) (2006). "Data Collection and Analysis" Second Edition. SAGE Publications

Saunders, M; P. Lewis and A. Thornhill (2007) "Research Methods for Business Students. Fourth Edition. Prentice Hall

Yin, R.K. (1989): "Case Study Research. Design and Methods". SAGE Publications

Assessment criteria

Report content: description of the operational environment tied to the development project

Motivating action taken: choice of methods and aims set

last modified 09.09.2010

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Creating and Sharing Knowledge

Creating and Sharing Knowledge

Code: COS1LC001

Extent: 9 ECTS (234 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

No prerequisites

Learning outcomes

Upon successful completion of the course, the student

- Gets used to using HH instructions in written and oral reporting and learns to use relevant software and methods.
- Knows the principles of community communication and acts accordingly in the various roles in a multicultural environment
- Learns to give and receive written and oral feedback and understands the meaning of source criticism

Course contents

- MS Word
- Excel
- MS PowerPoint
- Social media
- Oral and written presentation
- Meeting techniques
- Internal communication
- Project management

Cooperation with the business community

Learning objectives will be reached through real-life projects.

Teaching and learning methods

Inquiry learning

Contact teachers

Heidi Jokinen , Kaj Skogström, Ivan Berazhny, Veijo Vänttinen

Learning materials

ICT:

Kinkoph Gunter, Sherry (2010), Office 2010 visual quick tips, John Wiley & Sons, ISBN: 0470577754

Materials that are linked to Microsoft´s official support and training website

Materials handed out by the teacher

Project Management:

Heerkens, G. 2002, Project Management. McGraw-Hill, NY, NY

English language, communication and culture:

Martin, J R & D Rose 2008 Genre Relations: mapping culture. London: Equinox.

Halliday, M.A.K. 1989. Spoken and Written Language. Geelong: Deakin University Press/ Oxford: Oxford University Press

Hasan, R & J R Martin [Eds.] Language Development: learning language, learning culture. Norwood, N.J.: Ablex.

Assessment criteria

Project plan including code of communication and graphic guidelines

Project memos

Messages related to recruitment

Forms related to research and interview guidelines

Self evaluation, peer evaluation and group evaluation

last modified 09.09.2010



Responsible Self-Management

Responsible Self-Management

Code: SCS1LC001

Extent: 6 ECTS (156 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

No prerequisites

Part of the study module Social and Collaboration Skills

Learning outcomes

Upon successful completion of the course, the student

- has self-management skills
- acts in a responsible way in a group
- give and receive feedback in a constructive way
- adapt to inquiry learning methodology in their studies
- are used to self-assessment
- act in a responsible way in the study community
- are responsible project workers
- develop their professional identity and enhance their career plans
- reflect on the the value base of their business

Course contents

- Study information
- Portfolio
- Tools for reflection and assessment
- Team building
- Work life orientation
- HRM

Cooperation with the business community

Learning objectives will be reached through real-life projects.

Teaching and learning methods

Inquiry learning

Contact teachers

Yücel Ger, Katriina Ristolainen, Kaija Lindroth, Kaj Skogström, Heidi Jokinen

Learning materials

Materials in Moodle and materials handed by lecturers

Assessment criteria

- Initiative and structuring the work
- Learning methods
- Team work
- Giving and receiving feedback
- Learning and motivation
- Assessment

- Project work, planning and reflection
- Professional development
- Career planning
- Values and reflection

last modified 09.09.2010

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Developing Business Skills

Developing Business Skills

Code: BES1LC001

Extent: 12 ECTS (312 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

No prerequisites

Part of study module Business and Entrepreneurial Skills

Learning outcomes

Upon successful completion of the course, the students

- are able to make a business plan for a real company or a project
- master the basics of business mathematics
- revenue logic
- identify the risks in business activity/project work
- understand the role of leadership and its impacts
- are aware of liabilities in business operations
- are familiar with business law
- know business processes

Course contents

- Marketing
- Business Law

- Business Mathematics
- Business Administration
- Leadership

Cooperation with the business community

Learning objectives will be reached through real-life projects.

Teaching and learning methods

Inquiry learning

Contact teachers

Heidi Jokinen, Johanna Heinonen-Salakka, Evariste Habiyakare, Tove Thomasson, Yücel Ger, Ivan Berazhny, Kalle Rähä

Learning materials

International Business:

Boveé, Thill. 2005. Business in Action. Pearson International Edition

Griffin, R. 2005. Business. Pearson Prentice Hall

Marketing:

Kotler, P. et al. 2005, Principles of Marketing, Harlow Pearson Education

Kotler, P. & Bowen, J. & Makens, J. 2003, Marketing for Hospitality and Tourism, Prentice Hall, NJ.

Hollensen, Svend, 2004. Global Marketing a Decision-Oriented Approach. Harlow Pearson Education.

International Business Law:

Moens, Gabriel and Gillies, Peter (2006): International Trade and Business: Law policy and Ethics. Second Edition. Routledge. Cavendish

Neipert, David M. (2002): Law of Global Commerce. Prentice Hall

Project Management:

Heerkens, G. 2002, Project Management. McGraw-Hill, NY, NY

Economics:

Sloman, John (2001): Essentials of Economics (Second edition).

Begg D., Fisher S., Dornbush R. (2005): Economics.

Assessment criteria

- Business Plan
- Risk management plan
- Leadership as part of project plan
- Sustainability
- Business Law
- Project budget
- Profit and loss account
- Marketing plan for the project

last modified 09.09.2010

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Professional Communication

Professional Communication

Code: COS1LC002

Extent: 6 ECTS (156 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

No prerequisites

Learning outcomes

Upon successful completion of the course, the student

- is able to use different informative texts, plans and reports needed in business and projects
- assumes different roles in a multicultural environment
- learns to give and receive written and oral feedback and understands the meaning of source criticism

Course contents

- Databases

- Business communication
- External communication

Cooperation with the business community

Learning objectives will be reached through real-life projects.

Teaching and learning methods

Inquiry learning

Contact teachers

Heidi Jokinen, Ivan Berazhny, Veijo Vääntinen

Learning materials

English language, communication and culture:

Martin, J R & D Rose 2008 Genre Relations: mapping culture. London: Equinox.

Halliday, M.A.K. 1989. Spoken and Written Language. Geelong: Deakin University Press/ Oxford: Oxford University Press

Hasan, R & J R Martin [Eds.] Language Development: learning language, learning culture.

Norwood, N.J.: Ablex.

ICT:

Kinkoph Gunter, Sherry (2010), Office 2010 visual quick tips, John Wiley & Sons,

ISBN: 0470577754

Materials that are linked to Microsoft's official support and training website

Materials handed out by the teacher

Assessment criteria

Report including abstract

Work-related messaging

Portfolio

Oral presentations

Self evaluation, peer evaluation and group evaluation

last modified 09.09.2010

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Finnish for Foreigners 1

Finnish for Foreigners 1

- Code: FIN1LC001

- Extent: 6 cr (162 h)
- Timing: semester 1
- Language: English, Finnish
- Level: core studies, CEFR level A1
- Type: compulsory (international students)

Prerequisites

None

Learning outcomes

After completing this course, the student

- is able to greet others, present oneself, deal with simple social situations, give basic information about oneself, family life, handle simple shopping situations, discuss about the weather, tell the time, tell about the daily routines, hobbies and work, describe physical conditions
- understands basic aspects of Finnish culture and society.

Course contents

The course is an introduction to the Finnish language and culture. The main topics of the course are as follows:

- pronunciation and alphabet
- personal pronouns
- the verbs to be, to have and to like in present and past tense
- adjectives
- questions
- present tense
- consonant graduation of verbs
- modal verbs
- basic vocabulary
- Finnish culture and society.

Teaching and learning methods

Weekly 6 contact hours (total 96 hours)

Independent studies and assignments 66 hours

The teacher/s with main responsibility for the course

Antti Kurhinen

Course materials

The course materials will be provided by the advisor.

Assessment criteria

Two oral and written examinations 80 %

Written assignments and word tests 10 %

Continuous assessment 10 %

last modified 13.09.2010