

# Bachelor's Thesis

Code: THE7LC004

Extent: 15 ECTS (405 h)

Timing: 5th-7th semester

Language: English

Level: Thesis

Type: Compulsory

## Starting level and linkage with other courses

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

All the HAAGA-HELIA UAS thesis process materials found at MyNet

## Assessment criteria

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

# Business English

Code: ENG1LC029

Extent: 6 ECTS (162 h)

Timing: 3rd, 5th semester

Language: English

Level: Core studies

Type: Compulsory

## Starting level and linkage with other courses

Prerequisites:

English and Communication, INS1LC044

English Writing Skills, ENG1LC027

## Learning outcomes

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.

## **Teacher responsible**

Liisa Wallenius, Porvoo

## **Course 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.

# **Business Studies in a Global Context**

Code: OPE1LC001

Extent: 6 ECTS (162 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

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

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

## **Teachers responsible**

Evariste Habiyakare, Porvoo  
Yücel Ger, Porvoo  
Kalle Rähä, Porvoo

## **Course 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:

Ghauri, P. and Grönhaug 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

# Creating and Sharing Knowledge

Code: COS1LC001

Extent: 9 ECTS (243 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

## Starting level and linkage with other courses

No prerequisites

## Learning outcomes

Upon successful completion of the course, the student

- is proficient in using HAAGA-HELIA guidelines in both written and oral reporting and understands how to use relevant software and methods to achieve the goals
- knows the principles of community communication, is able to act accordingly in various project roles and to act responsibly in a multicultural environment
- has learnt the standards of knowledge creation in business environment and has a professional understanding of knowledge-sharing processes

## Course contents

- MS-Office 2010 (Excel, PowerPoint, Publisher, Visio, Word)
- orientation in social media
- oral and written presentation skills: conceptualization techniques and production techniques
- meeting techniques
- standards of business communication
- project and event management

## Cooperation with the business community

Learning outcomes will be reached through working in real-life projects.

## Teaching and learning methods

Inquiry learning

## Teachers responsible

Heidi Jokinen, Porvoo

Kaj Skogström, Porvoo

Ivan Berazhny, Porvoo

Veijo Vääntinen, Porvoo

## **Course materials**

ICT:

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

Materials and tutorials 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

## **Assessment criteria**

Project plan including codes of communication and graphic guidelines.

Project meeting agendas and minutes.

Forms related to research and interview guidelines.

Self-evaluation, peer evaluation and group evaluation.

# Customer-oriented Sales

Code: PSS1LC001

Extent: 12 ECTS (324 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

## Starting level and linkage with other courses

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

## Teachers responsible

Heidi Jokinen, Porvoo

Ivan Berazhny, Porvoo

Kalle Rähkä, Porvoo

Tove Thomasson, Porvoo



## **Course 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

# Developing Business Skills

Code: BES1LC001

Extent: 12 ECTS (324 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

## Starting level and linkage with other courses

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
- know the direction & trends in marketing today
- identify segments& consumer buying behaviour

## Course contents

- Marketing and Consumer Behaviour
- Business Law
- Business Mathematics
- Business Administration
- Leadership
- Accounting

## Cooperation with the business community

Learning objectives will be reached through real-life projects.

## Teaching and learning methods

Inquiry learning

## Teachers responsible

Heidi Jokinen, Porvoo  
Johanna Heinonen-Salakka, Porvoo  
Tove Thomasson, Porvoo  
Yücel Ger, Porvoo  
Kalle Rähä, Porvoo  
Veijo Vänttinen, Porvoo

## **Course 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**

- Project plan and implementation
- Marketing plan for the project
- Team dynamics and Leadership
- Business Plan
- Business Law
- Financial Accounting

# Finnish for Foreigners 1

Code: FIN1LC001

Extent: 6 cr (162 h)

Timing: 1st semester

Language: English, Finnish

Level: core studies, CEFR level A1

Type: compulsory (international students)

## Starting level and linkage with other courses

No prerequisites

## 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 4-5 contact hours (total 80 hours)

Independent studies and assignments 66 hours

## Alternative studies

Without the course attendance (50 %) written and oral examination based on the book Heikkilä & Majakangas: Hyvin menee 1, chapters 1 – 8.

### **Teacher responsible**

Antti Kurhinen

### **Course materials**

The course materials will be provided by the advisor.

### **Assessment criteria**

Two oral and written examinations 90 %

Written assignments and word tests 10 %

# Finnish for Foreigners 2

Code: FIN1LC002

Extent: 6 cr (162 h)

Timing: semester 2

Language: English, Finnish

Level: core studies, CEFR level A1

Type: compulsory (international students)

## Starting level and linkage with other courses

Prerequisites: Finnish for Foreigners 1 (FIN1LC001)

## Learning outcomes

After completing this course, the student

- understands discussions in Finnish on basic, everyday subjects
- knows more about Finnish language, society, culture, history and everyday life
- can use Finnish in different everyday situations in Finnish.

## Course contents

- Different situations in everyday life: travelling in Finland, finding ones' way to a place, shopping, discussing the weather, telling about own country, situation in restaurants, visiting a Finnish home, working in Finland
- short presentations about home country, hobbies etc.
- basic vocabulary
- basic grammar
- Finnish society, culture and everyday life

## Teaching and learning methods

Contact hours 64 h

Independent studies, exam and group work 96 h

## Teacher responsible

Antti Kurhinen

## Course materials

Teacher's own material

## Assessment criteria

Written and oral examinations 90 %

# Finnish for Foreigners 3

Code: FIN1LC003

Extent: 6 cr (162 h)

Timing: 3rd semester

Language: English, Finnish

Level: core studies, CEFR level A2

Type: compulsory (international students)

## Starting level and linkage with other courses

Prerequisites: Finnish for Foreigners 1 and 2

## Learning outcomes

After completing this course, the student is able to

- give orders and warnings
- handle in different social situation
- make propositions and tell about the plans
- tell about the past
- write notes
- cope with travelling situations
- talk about work
- understand basic media text
- understand more demanding aspects of Finnish culture and society.

## Course contents

- different situations in everyday life: daily routines, applying for a job, travelling, telephone conversations, health and sickness, autobiography
- grammar: imperative, past tense, 3rd infinitive
- aspects of Finnish society

## Teaching and learning methods

Contact hours 64 h

Independent studies, exam and group work 96 h

## Alternative completions

Without the course attendance (50 %) written and oral examination based on the book Heikkilä & Majakangas: Hyvin menee 1, chapters 17 – 23.

## Teacher responsible

Antti Kurhinen

## **Course materials**

Teacher's own material

## **Assessment criteria**

Written and oral examinations 90 %

Word tests and written assignments 10 %



# Global Business Opportunities

Code: OPE2LC002

Extent: 6 cr (162 h)

Timing: 3rd and 4th semester

Language: English

Level: Professional studies

Type: Compulsory

## Starting level and linkage with other courses

Prerequisites: Business Studies in a Global Context

## Learning outcomes

Upon successful completion of the course, the student

- is able to operate in an international environment
- is able to contact local and global actors
- knows how to follow changes and trends taking place in the operational environment
- can identify business opportunities in a global context
- has an understanding for research approaches
- chooses relevant research and development methods and uses them correctly
- is able to apply own knowledge and skills in a proactive manner in a given situation

## Course contents

- Business networks and relationship management
- Analyses of international operational environment at micro and macro level
- Research methods

## Cooperation with the business community

Learning objectives will be reached through real-life projects commissioned by businesses/organisations.

International dimension

International projects.

## Teaching and learning methods

Inquiry learning

## Alternative completions

Will be informed in the Implementation plan

## **Teachers responsible**

Evariste Habiyakare, Porvoo

Yücel Ger, Porvoo

Ivan Berazhny, Porvoo

## **Course materials**

John D. Daniels. (2010) International business, environments and operations. 13th ed.

Ford David, Gadde Lars-Erik,( 2003) Managing Business Relationships 2nd Ed.

## **Assessment criteria**

- activity in international environments or networks
- establishing cooperation
- analysis of operational environment
- choice and motivation of research approach
- use of versatile and meaningful research methods

# 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

## Starting level and linkage with other courses

Completion of 120 ECTS.

## Learning outcomes

The student

- learns to develop his/her professional skills and to link his/her academic studies with real-life work practices
- is able to evaluate and develop his/her 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. Students have to be registered as attendants during the work placement.

## Course contents

Work placement period is normally uninterrupted. In case a student wants to complete his/her work placement in two parts, he or she has 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 on the learning platform 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.

## Teacher responsible

Liisa Wallenius, Porvoo

**Assessment Criteria**

Pass/Fail

# 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

## Starting level and linkage with other courses

Completion of 120 ECTS.

## Learning outcomes

The student

- learns to develop his/her professional skills and to link his/her academic studies with real-life work practices
- is able to evaluate and develop his/her workplace environment

Work placement is an integral part of polytechnic studies. Pobba 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. Students have to be registered as attendants during the work placement.

## Course contents

Work placement period is normally uninterrupted. In case a student wants to complete his/her work placement in two parts, he or she has 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 on the learning platform 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.

## Teacher responsible

Liisa Wallenius, Porvoo

**Assessment Criteria**

Pass/Fail

# 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

## Starting level and linkage with other courses

Completion of Work Placement 1.

## Learning outcomes

The students

- learns to develop his/her professional skills and to link his/her academic studies with real-life work practices
- is able to evaluate and develop his/her workplace environment

Work placement is an integral part of polytechnic studies. Pobba 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. Students have to be registered as attendants during the work placement.

## Course contents

Work placement period is normally uninterrupted. In case a student wants to complete his/her work placement in two parts, he or she has to make a written application to the work placement co-ordinator. Work placement comprises of:

- 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 on the learning platform 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.

## Teacher responsible

Liisa Wallenius, Porvoo

**Assessment criteria**

Pass/Fail



# Managing Business Processes

Code: BES2LC002

Extent: 24 cr (648 h)

Timing: 3rd and 4th semester

Language: English

Level: Professional studies

Type: Compulsory

## Starting level and linkage with other courses

Prerequisites: Developing Business Skills 12 cr

## Learning outcomes

The course is implemented in two parts: Part 1 (9cr) is compulsory to all and Part 2 (15cr) is optional.

Upon successful completion of Part 1 (9cr), the student

- has awareness of the attitude required for entrepreneurship
- knows how to develop business ideas and to turn them into a profitable business
- has the mindset to run a profitable business
- understands the fundamentals of bookkeeping
- is able to do a risk analysis, evaluate and create a risk management plan
- has command of the central business processes
- takes into account sustainability in all business activities
- understands the concept of Enterprise Resource Planning (ERP) in business and has ERP skills

Part 2 (15 cr):

Students specialising in International Business/Marketing familiarise themselves in the internationalisation processes of business companies and their implementation, as well as International Marketing operations.

Part 2 options

- International Marketing
- Event Production and Management

Upon successful completion of International Business/Marketing, the student

- Can do market analysis
- Can choose and use relevant social media and CRM tools for international marketing purposes

- Understands the process of branding
- Can plan and implement a marketing campaign
- can read and analyse financial statements
- can do cost-analysis
- can plan investments and their financing

Upon successful completion of Event Production and Management, the student will know how to

- choose the right venue at the best price
- create an organized event production
- develop an ideal theme and menu for the right audience
- book entertainment, staff and caterers,
- organize and manage behind-the-scenes operations, and personnel at the event
- finish and evaluate the event meaningfully
- have the most effective tools for carrying out every phase of a successful, integrated marketing campaign for any type and size of an event
- understand the powerful forms of promotion, advertising and PR that are needed to attract attention, and to motivate people to attend an event every time
- gain insight of how to achieve the desired, preset goals of an event participation, and how to follow up results

## **Course contents**

### **Part 1**

- Entrepreneurship
- Risk management
- Enterprise resource planning (Microsoft Navision)
- Purchasing and logistics
- Bookkeeping
- Marketing and sales

### **International Marketing**

- market research
- brand management
- Digital media
- research methods
- accounting
- controlling
- finance

### **Event Production and Management**

- Customer Behaviour in Tourism
- Project Management
- Products and Services
- Sales and Services strategies
- Event planning process
- Event management
- Economics of events
- Impacts of events
- Technology for events

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

Learning objectives will be reached through real-life projects commissioned by businesses/organisations.

### **International dimension**

International projects.

### **Teaching and learning methods**

Inquiry learning

### **Alternative completions**

Will be informed in the Implementation plan

### **Teachers responsible**

Corporate Travel and Meeting Management:  
Leena Aitto-oja, Porvoo

Event Production and Management:  
Heidi Jokinen, Porvoo  
Evariste Habiyakare, Porvoo  
Yücel Ger, Porvoo  
Kalle Rähä, Porvoo  
Johanna Heinonen-Salakka, Porvoo  
Veijo Vänttinen, Porvoo  
Chrysoula Skodra, Porvoo

### **Course materials**

John D. Daniels. (2010) International business, environments and operations. 13th ed.  
Gerald Albaum& Edwin Duer (2004) International marketing and export management  
Peter Atrill & Eddie Mclaney (2009) Accounting and finance for non-specialists

Richard A Brealey (2008) Principles of Corporate Finance 8th ed.

Kevin L. Keller (2008) Strategic Brand Management: A European perspective.

Saunders, M; P.Lewis and A.Thornhill (2007) Research Methods for Business Students. 4th ed.

C. T. Horngren, A. Bhimani, S. M. Datar, G. Foster (200) Management and cost accounting 4th ed.

Kotler, P. (2009) Marketing Management

### **Assessment criteria**

- Initiative, self-direction, responsibility and innovation
- Feasibility of business and product ideas
- Design analysis and implementation of business processes
- Use of ERP system Microsoft Dynamics NAV
- Compilation and evaluation of Financial data
- Analysis and development of marketing processes

Assessment will be specified in the implementation plans.

# Maturity Examination

Code: OPI7LC003

Extent: part of the thesis process

Timing: after presentation/submission of the thesis

Language: Finnish, Swedish or English

Level: Thesis

Type: compulsory

## Starting level and linkage with other courses

Before graduating, the student is expected to demonstrate his/her expertise in the area of his/her thesis as well as his/her language skills. This is done by means of the maturity test. The student can sign up for the maturity test once his/her thesis has been successfully presented or submitted for assessment.

The student writes the maturity test in Finnish, Swedish or English and is expected to demonstrate a solid command of this language as required for earning a Bachelor's degree. The language of the maturity test is determined as follows:

- Students who completed comprehensive school or upper secondary school in Finland and completed studies in Finnish or Swedish as a mother tongue: the student writes the maturity test in the language studied as mother tongue at comprehensive school or upper secondary school, regardless of the language of the student's degree programme.
- Students who completed comprehensive school or upper secondary school with mother-tongue studies in a language other than Finnish or Swedish, or completed corresponding education abroad: the student writes the maturity test in the language of the degree programme.

Table 1. The language in which the maturity test is written.

Previous mother tongue studies in Finland in	Language of the student's degree programme		
	DPs taught in Finnish	DPs taught in English	DPs taught in Swedish
Finnish	Finnish	Finnish	Finnish
Swedish	Swedish	Swedish	Swedish
Other cases	Finnish	English	Swedish

## Learning outcomes

The maturity test is a learning experience allowing the student to build his/her communication skills. The maturity test also allows the student to present and demonstrate his/her competencies and thesis. The student can include the maturity test in his/her portfolio, which can be useful in job seeking.

In the maturity test, the student indicates his/her familiarity with his/her thesis field and also his/her language skills, as set in Section 10 of the Decree on Studies at Universities of Applied Sciences (352/2003). A maturity test written in Finnish or Swedish also demonstrates that the student has a command of this language as statutorily required of employees of public sector organisations in Finland. This is indicated in the student's diploma.

A student who has not who completed comprehensive school or upper secondary school in Finland and has not completed studies in Finnish or Swedish as a mother tongue but successfully completes the maturity test in Finnish or Swedish is deemed to have demonstrated good written and oral skills in this language. This is a sufficient indicator of language skills when applying for Finnish citizenship, for example.

## **Course contents**

The maturity test at HAAGA-HELIA can take the form of an essay, item for a staff newsletter or media release. The maturity test is not an answer to an exam question.

An essay is a text where the writer displays his or her analytical writing skills by discussing and reflecting upon a given topic or issue from different points of view. An essay presents not only facts, but also the writer's own arguments, opinions, evaluations and conclusions. An essay has a heading, lead paragraph, body copy and conclusion. The maturity test written as an essay must not have subheadings, tables or figures.

The length of the maturity test essay is 450–600 words. This is equivalent to a maximum of four handwritten pages, written on a pre-lined sheet of paper, with text written on each line.

A media release or an item for a staff newsletter presents a piece of news. The aim is to provide information on a recent event or some surprising or significant matter of general interest. For example, a news item on the thesis might present the key research results or the novelty value of the thesis for the industry or organisation in question. Such a text proceeds in the form of an inverted pyramid with content placed in order of importance, i.e. the most important points first and the least important ones last. Optimally, only one major news item functions as a spearhead for the rest of the text. The document has a headline, lead paragraph and body copy, and it also indicates from whom further information is available. A media release must also contain the sending organisation's background information.

The length of the maturity test when written as a media release or an item for a staff newsletter is 150–230 words. This equals a maximum of two handwritten pages, written on a pre-lined sheet of paper, with text on each line.

More information on writing the maturity test is provided on HAAGA-HELIA's website, on the thesis pages. [http://extra.haaga-helia.fi/english/studies/guidelines/thesis/maturity\\_test/Pages/default.aspx](http://extra.haaga-helia.fi/english/studies/guidelines/thesis/maturity_test/Pages/default.aspx)

## **Cooperation with the business community**

A media release or an item for a staff newsletter integrally involves working life. The student can agree on the publication of such a text with either the commissioning party or HAAGA-HELIA. Newsworthy media releases are published on HAAGA-HELIA's website. The best releases are sent to the media.

## **Completion procedure**

The maturity test is written during an exam re-take session or in some other supervised situation. The student signs up for the maturity test with the thesis supervisor, following the same process as for an ordinary exam. The thesis supervisor provides the student either the essay questions or the guidelines for the staff newsletter or press release. The student chooses the type before the maturity test.

The maturity test can be handwritten or typewritten, depending on the thesis supervisor's decision. If the maturity test is handwritten, it must be clearly legible. Upper and lower case and punctuation must be clearly distinguishable. If the maturity test is typewritten, the computer must not be connected to the web and the automatic language check function must be disabled.

Bringing a memory stick or mobile phone to the maturity test is prohibited. The student has a maximum of three hours to write the maturity test. The thesis supervisor archives the maturity test for six months.

## **Teachers responsible**

The student's thesis supervisor

## **Course materials**

More information on text types and writing the maturity test is provided on HAAGA-HELIA's website, under the thesis pages. [http://extra.haaga-helia.fi/english/studies/guidelines/thesis/maturity\\_test/Pages/default.aspx](http://extra.haaga-helia.fi/english/studies/guidelines/thesis/maturity_test/Pages/default.aspx)

## **Assessment criteria**

The maturity test is assessed as pass/fail as set in HAAGA-HELIA's maturity test assessment criteria. Both the content and language of the maturity test are assessed. The content is assessed by the thesis supervisor and the language by a language teacher. The student receives feedback on his/her performance from both evaluators. A failed maturity test should be retaken.

# Organisational Development, Leadership and Management

Code: SCS2LC002

Extent: 6 cr (162 h)

Timing: 3rd-4th semester

Language: English

Level: Professional studies

Type: Compulsory

## Starting level and linkage with other courses

Prerequisites

Responsible Self-Management 6 cr

## Learning outcomes

The students learn to develop the teams they work in, and learn to understand their own role in developing the working environment and actively looking for solutions. The students make a conscious effort to enhance their organisational skills based on leadership models.

Upon successful completion of the course, the students

- are able to use creative problem solving methods
- identify their own potentials
- know how to apply self-management skills
- are able to enhance their professional identity
- act according to the values in their business community
- manage to organise the activities of different groups in a goal-oriented way
- are able to apply leadership, management, development, and motivation theories and anticipation tools in a project
- identify critical points in a project to further develop project management

## Course contents

- different problem solving methods
- work community skills
- management, leadership and development theories
- project management skills

## Cooperation with the business community

Learning objectives will be reached through real-life projects.

## Teaching and learning methods



Inquiry learning

### **Alternative completions**

Will be informed of in Implementation plan

### **Teachers responsible**

Yücel Ger, Porvoo

Evariste Habiyakare, Porvoo

### **Course materials**

Armstrong, M. 2006. (tai uudempi) A Handbook of Human Resource Management Practice

Belbin, R.M. 2008. Management Teams. Elsevier

Brooks, I. 2009. Organisational Behaviour Individuals, Groups and Organisation

4th editon, Pearson Education Limited

Nonaka, I. & Takeuchi, H. 1995 (tai uudempi) The Knowledge Creating Company. Oxford University Press

Robbins, P.S. & Judge, T. 2009. Organizational Behavior, 13th edition, Pearson International Edition

Senge, Peter M. 1990. The Fifth Discipline The Art & Practice of The Learning Organization. Doubleday

### **Assessment criteria**

- problem solving
- initiative and methodical work
- professional way of working
- respect for community values
- application of theories

# Orientation to Thesis Writing

Code: THE7LC001

Extent: -

Timing: 4th, 6th semester

Language: English

Level: Thesis

Type: Compusory

## Starting level and linkage with other courses

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

# Practical Business Management

Code: WOR1LC012

Extent: 3 ECTS (81 h)

Timing: 4th semester

Language: English

Level: Professional studies

Type: Compulsory

## Starting level and linkage with other courses

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

## **Teacher responsible**

Evariste Habiyakare, Porvoo

## **Course materials**

Establishing a business in Finland, Edita 1999

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

## **Additional 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 %

# Professional Communication

Code: COS1LC002

Extent: 6 ECTS (162 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

## Starting level and linkage with other courses

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

## Teachers responsible

Heidi Jokinen, Porvoo

Ivan Berazhny, Porvoo

Veijo Vääntinen, Porvoo

## Course 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

# Professional Finnish 2

Tunnus: COM1LC111

Laajuus: 3 op (81 t)

Ajoitus: lukukausi 3 ja 4

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: pakollinen

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Kuuluu kansainvälisten ohjelmien suomenkielisten opiskelijoiden kieliopintoihin. Toteutetaan osittain yhteisissä projekteissa ammattiaineiden sekä ICT-kurssien kanssa. Edellyttää Ammattisuomi I -opintojakson suorittamista.

## Oppimistavoitteet

Kurssin suoritettuaan opiskelija

- osaa viestiä ammattimaisesti ja monipuolisesti sekä yrityksen sisäisessä että ulkoisessa toimintaympäristössä
- osaa laatia myyviä ja vaikuttavia tekstilajeja sopivia työvälineohjelmia käyttäen
- pystyy käyttämään suomen kieltä asiantuntijamaisesti omasta ammattialasta viestiessään.

## Sisältö

Kurssilla opitaan erityisesti ulkoisen ja sisäisen viestinnän ammattimaista käyttöä työelämäprojekteissa. Erityistä huomiota kiinnitetään myyvien ja tiedottavien tekstilajien laatimiseen ja kieleen. Kurssilla perehdytään myös ammattiaineiden käsitteistön hallintaan, kielen muutokseen ja vieraaseen vaikutukseen. Kurssin keskeinen sisältö on seuraava:

- esite
- mainos
- myyvä teksti
- referaatti
- oikeakielisyys
- matkaraportti
- essee

## Opetus- ja oppimismenetelmät

Opettajan toteuttamaa lähiopetusta erillisen ohjelman mukaisesti noin 15 tuntia 1. ja 2. lukukautena. Suurin osa kurssin toteutuksesta on opiskelijoiden itsenäistä työskentelyä, joka paljolti pohjautuu muiden oppiaineiden projekteihin. Kurssiin kuuluu myös portfolion laatiminen omasta viestintäosaamisesta.

## Vastuopettaja



Antti Kurhinen

## **Arviointiperusteet**

Oppimistehtävät

Viestintäosaamisen portfolio

# Responsible Self-Management

Code: SCS1LC001

Extent: 6 ECTS (162 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

## Starting level and linkage with other courses

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 the learning environment
- gives and receives feedback in a constructive way
- adapts to inquiry learning in the studies
- practices self-assessment and peer assessment
- develops professional identity and enhances career plans
- reflects on ethical considerations in business

## Course contents

- Study information
- Portfolio
- Tools for reflection and assessment
- Team building
- Work life orientation
- Ethics in Business

## Cooperation with the business community

Learning objectives will be reached through real-life projects.

## Teaching and learning methods

Inquiry learning

## Teachers responsible

Yücel Ger, Porvoo

Katriina Ristolainen, Porvoo

Kaija Lindroth, Porvoo

Kaj Skogström, Porvoo  
Heidi Jokinen, Porvoo

## **Course materials**

Materials in Moodle and materials handed by lecturers

## **Assessment criteria**

- Initiative and structuring the work
- Portfolio
- Team work
- Giving and receiving feedback
- Learning and motivation
- Project work, planning and reflection
- Professional development and goal orientation
- Values and reflection