

Bachelor's Thesis

Code: OPI7RG004

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 Swedish 1

Code: SWE1RG002

Extent: 3 ECTS (81 h)

Timing: fifth semester

Language: English /Swedish

Level: Core studies

Type: Compulsory (Finnish Students)

Starting level and linkage with other courses

SWE2RG001 Swedish for Service Encounters

Learning outcomes

After completing this course, the student

- is able to cope with internal and external business communication in Swedish
- can write business letters, invitations, thank you notes
- can write a job application and make brief presentations in Swedish
- understands the importance of accuracy in written business documents

Course contents

The course develops the students' skills in oral and written business communication in Swedish. The student will learn by reading, speaking and writing practice, studying prevalent practices, and analysing the work done during the course. The student will learn the theory of business communication and learn to understand business culture. S/he will through various exercises learn to apply theory into practice. The student writes business letters, PR-letters and makes presentations in Swedish.

- Language of business letters and email
- Inquiries, Replies to Inquiries, Orders and Order Confirmations, Complaints and Adjustments
- Goodwill letters
- Letter of application, CV (EuroCV) and job search practices
- Presentations

Teaching and learning methods

The course comprises of 30 contact hours realised as four weekly lessons. The students are required to work independently with preparatory tasks for one to two hours per week. The written and oral course assignments will require 41 hours of work. The students will use the Europass Curriculum Vitae and will be encouraged to update their Europass Language Passport. The students compile a language portfolio dossier on their course work.

Teacher responsible

Liisa Wallenius, Porvoo

Course materials

Material compiled by the teacher and class hand-outs

Moodle learning environment (materials, word lists, discussion forum and external links)

Assessment criteria

Assessment is based on students' language level, active participation, class preparation and portfolio work. Continuous participation in class together with class preparation account for 50% of the final grade and the assessment is continuous. The required attendance is a minimum of 80 % of lessons given during the course. Most of the class time will be spent on group and pair work. Only some lectures will be given.

Business Swedish 2

Code: SWE1RG003

Extent: 3 cr (81 h)

Timing: 2nd semester

Language: English / Swedish

Level: Core studies

Type: Compulsory (Finnish Students)

Starting level and linkage with other courses

Business Swedish 1

Learning outcomes

After completing this course, the student

- is familiar with the vocabulary used in business and especially in negotiations
- can take part in usual negotiations in business life
- is able to discuss current topics
- can sell and buy in Swedish

Course contents

- Presentations
- Negotiations
- Short speeches
- Social communication
- Current topics

Cooperation with the business community

Visit to a company / cultural institution

Teaching and learning methods

Contact hours 32 h - compulsory attendance 80 % of the lessons

Independent and teamwork 49 h

Teacher responsible

Marjo Vuokko, Porvoo

Course materials

Supplementary material compiled by the teacher and hand outs

Moodle learning environment (hand outs, discussion board, web-based material and external links)

Other material given by the teacher.

Assessment criteria

Oral presentations

Discussions

Oral examination

Assessment is based on active participation, class preparation and portfolio work.

Active participation in class together with class preparation account for 50% percent of the final grade and the assessment is continuous. The required attendance is a minimum of 80 % of lessons given during the course.

The students are required to prepare for class doing writing and reading tasks. The course assignments are graded on a scale from 1 to 5. Some of the assignments are individual work and some pair or group work. The students will compile a portfolio of course assignments and it together with the graded assignments account for 50 % of the final grade.

Also, the Common European Framework of Reference for languages will be used as the reference when giving the final assessment.

Creating and Sharing Knowledge

Code: COS1RG001

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 Vänttinen, 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 (312 h)

Timing: 1st, 2nd semester

Language: English

Level: Basic studies

Type: Compulsory

Starting level and linkage with other courses

Part of study module Production and Sales and Service Skills (PSS4LP0032)

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
- Hygiene proficiency certificate (hygiene passport)
- Serving proficiency certificate

Cooperation with the business community

Learning objectives will be reached through real-life projects.

Teaching and learning methods

Inquiry learning

Teacher(s) responsible

Leena Aitto-oja, Porvoo
Ivan Berazhny, Porvoo
Alex Kostov, Porvoo
Kati Naumanen, Porvoo
Kalle Rähkä, Porvoo
Tove Thomasson, Porvoo

Learning materials

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

International Business:

Boveé, Thill. 2005. Business in Action. Pearson International Edition
Griffin, R. 2005. Business. Pearson Prentice Hall

Materials for proficiency certificates notified separately

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
- In-house control plan
- Hygiene proficiency certificate
- Serving proficiency certificate
- Technology in tourism

Developing and Selling Tourism Services

Code: PSS2RG002

Extent: 18 cr (486 h)

Timing: 3rd and 4th semester

Language: English

Level: Professional studies

Type: Compulsory

Starting level and linkage with other courses

Customer-Oriented Sales 12 cr

Learning outcomes

The students have two specialisation alternatives:

- Corporate Travel and Meeting Management
- Event Production and Management

Students specialising in Corporate Travel and Meeting Management familiarise themselves with Corporate Travel and Meeting Management actors, processes and tools. They learn to sell and buy travel services, and make use of technology to facilitate virtual meetings.

Students specialising in Event Production and Management familiarise themselves with the whole event process: planning, organisation, marketing, implementation, and assessment, as well as economic and the other type of impacts of events.

Corporate Travel and Meeting Management

Upon successful completion of the course, the student

- identifies the needs of different customers
- knows how to use networks and partnerships in developing sales and services
- has command of Customer Relationship Management
- is able to use relevant technological solutions in business
- is familiar with travel management and the main actions and actors in different roles in the travel management playfield
- is familiar with travel purchasing and selling processes from the perspectives of the three participants in the process: buyers, suppliers and intermediaries
- is aware of the ICT applications to support travel management process
- is familiar with virtual meetings
- is familiar with making a survey and analysing results using Webropol as a tool

- is aware of the impact of virtual meetings in travel management

Event Production and Management

Upon successful completion of the course, 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

Corporate Travel and Meeting Management

- Customer Behaviour in Tourism
- Project Management
- Products and Services
- Sales and Services strategies
- Business Travel actors
- Travel and Meeting Management processes
- Travel and Meeting Management tools
- Selling and buying travel services
- Virtual meetings

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

Johanna Heinonen-Salakka, Porvoo

Heidi Jokinen, Porvoo

Leena Aitto-oja, Porvoo

Kati Huovelin, Porvoo

Alexandre Kostov, Porvoo

Course materials

Bowdin, Allen, O'Toole, Harris & McDonnell, 2006, : Events Management. Elsevier, GB

Masterman, Wood, 2006, Innovative Marketing Communications; Strategies for the Events Industry. Elsevier, MA

Wolf, P & J, 2005, Event Planning Made Easy. The McGraw-Hill Companies, NY, NY

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.

Davidson, R, 2003. Business Travel: conferences, incentive travel, exhibitions, corporate hospitality and corporate travel, Prentice Hall, Harlow.

Poynter, James M, 2008. Corporate Travel Management, Education systems.

Assessment criteria

- Identifying customer needs
- Customer-orientation in product development and sales processes
- Development plan
- Project process

1) Corporate Travel and Meeting Management

- Initiative, self-direction, responsibility and innovation
- Recognition, analysis and development of travel and meeting management processes

2) Event Production and Management

- Initiative, self-direction, responsibility, creativity and entrepreneurship
- Development of event planning, organizing, marketing and management processes
- Evaluation of the planning and functionality of the events

Assessment will be specified in the implementation plans.

Developing Business Processes

Code: BES2RG002

Extent: 9 cr

Timing: 3rd and 4th semester

Language: English

Level: Professional studies

Type: Compulsory

Starting level and linkage with other courses

Prerequisites: Developing Business Skills BES1RG001

Learning Outcomes

Upon successful completion of the course, the student

- is able to adapt an entrepreneurial attitude
- knows how to develop profitable business and product ideas and finds appropriate distribution channels for them
- understands how to run a profitable tourism business
- understands the value of liquidity and solidity for a tourism company
- manages essential business processes
- understands the role of technology in travel business
- understands the role of enterprise resource planning (ERP) in business
- is able to draft a risk analysis and a risk management plan
- takes into account sustainability in all business activity
- knows the central operations of management accounting
- overall understanding of the value chains in businesses

Course contents

- Contracts
- Risk management plan
- Pricing
- Profit margin
- Financial responsibility
- Purchasing processes
- Value chain management
- Travel technology
- ERP

Cooperation with the business community

Learning objectives will be reached through real-life project commissioned by businesses/organizations

International dimension

International projects

Teaching and learning methods

Semester-specific learning methods will be specified in the Implementation plan.
Learning takes place in workshops and through independent assignments.

Alternative completions

Will be informed of in the Implementation plan.

Teachers responsible

Kalle Rähkä, Porvoo

Katri Heikkinen, Porvoo

Alexandre Kostov, Porvoo

Learning materials

Jeston, N, 2008. Business Process Management: practical guidelines to successful implementation. Butterworth-Heinemann, Oxford.

Bolton, B, 2003. The Entrepreneur in Focus: achieve your potential. Thomson, London.

Assessment criteria

Initiative, self-direction, responsibility and innovation

Feasibility of business and product ideas

Recognition, analysis and development of business processes

Use of Travel Technology systems

ERP systems such as Navi, CRM etc.

Financial planning and follow-up

Assessment will be specified in the implementation plans.

Developing Business Skills

Code: BES1RG001

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

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

Teachers responsible

Johanna Heinonen-Salakka, Porvoo

Evariste Habiyakare, Porvoo

Tove Thomasson, Porvoo
Yücel Ger, Porvoo
Ivan Berazhny, Porvoo
Kalle Rähkä, Porvoo
Heidi Jokinen, Porvoo

Course materials

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

International Business:

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

Griffin, R. 2005. Business. Pearson Prentice Hall

Project Management:

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

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

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: OPE2RG002

Extent: 9 cr (234 h)

Timing: 3rd and 4th semester

Language: English

Level: Professional studies

Type: Compulsory

Starting level and linkage with other courses

Prerequisites: Business in a Global Context

Learning outcomes

Upon successful completion of the course, the student

- is able to operate in an international business environment;
- is able to contact local and global actors;
- knows how to follow changes and trends taking place in the operational environment;
- able to navigate in a variety of research approaches and themes in Tourism studies;
- able to select the most appropriate and efficient methodology in the context of specific projects;
- able to work with sources (tourism studies).

Course contents

- Networking and activities in an international operational environment
- Research methods:
Research as an activity in and for tourism industry; Travel and Tourism as a field of knowledge; research of tourism from developmental perspective; research of tourism from the perspective of regional variation.

Fields in Tourism studies according to travellers' profiles (Business Travel and Leisure Tourism) Fields in Tourism studies according to stakeholders / operators (Transportation, Hospitality, Food and Beverage, Intermediaries, etc.)

Types of approaches in tourism studies (case studies, action research, etc.)

Types of methodology in tourism studies (qualitative, quantitative)

Types of topical research issues in tourism studies (Environmentalism, Sustainability, Technology incl. E-tourism, Research of anticipations in tourism, Research towards innovation)

- Analyses of international operational environment on a macro level

Cooperation with the business community

Learning goals will be reached in real-life international projects commissioned by businesses /organisations.

Teaching and learning methods

Inquiry learning

Contact teachers

Evariste Habiyakare,

Porvoo

Yücel Ger, Porvoo

Leena Aitto-oja, Porvoo

Ivan Berazhny, Porvoo

Jarmo Ritalahti, Porvoo

Course materials

Bridging Tourism Theory and Practice, Volume 1 - Tourism Branding: Communities in Action, 2009

editor(s): Jafar Jafari and Liping A. Edited by: Liping A. Cai, William C. Gartner, Ana María Munar

Egger, R., and Buhalis, D., (editors), (2008) eTourism Case studies: Management & Marketing issues in eTourism, Butterworth Heinemann

Graham, A. (2008) Managing Airports: An International Perspective. (3rd edn). Elsevier Books, Burlington.

Holloway, J., Taylor, N. (2006) The Business of Tourism. 7th ed. Harlow: Financial Times Prentice Hall

Information and Communication Technologies in Tourism 2011: Proceedings of the International

Conference in Innsbruck, Austria, January 26-28, 2011, Springer; 1st edition (14 Jan 2011)

Page, S., and Connell, J. (2010) Leisure: An Introduction. Pearson Education

Sharpley, R. (2009) Tourism, Development and the Environment: Beyond Sustainability? London: Earthscan.

Stabler M. J., Papatheodorou, A., and Sinclair, M. T., (2010) The Economics of Tourism,. 2nd ed., Oxon: Routledge.

Veal, A.J. (2011) Research Methods for Leisure and Tourism. Financial Times Prentice Hall 4th revised edition.

Wensveen, J.G. (2007) Air Transportation: A Management Perspective 6th ed, Ashgate, Aldershot, UK

Assessment criteria

- presence and active participation in international environment and networks
- analyses of international and regional environments
- ability to design and implement research practices in business contexts
- awareness and ability to apply adequate research methods
- peer review / self-assessment

International Work Placement

Code: PLA6RG113

Extent: 30 cr (100 days)

Timing: POMO after semester 3, TOBBA and RESTO after semester 4

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 for international work placement. Students have to be registered as attendants during the work placement.

Course contents

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: PLA6RG111

Extent: 15 ECTS (50 days)

Timing: After 2nd semester

Language: according to the country and organisation

Level: Work Placement

Type: Compulsory

Starting level and linkage with other courses

Completion of 30 or 60 ECTS required depending on the degree programme.

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 1 after they have completed 30 ECTS. The placement has to be approved in advance by the work placement co-ordinator for international work placement. Students have to be registered as attendants during the work placement.

Course contents

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: PLA6RG112

Extent: 15 ECTS (50 days)

Timing: after 4th 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 and 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 2 after they have completed 120 ECTS. The placement has to be approved in advance by the work placement co-ordinator for international work placement. Students have to be registered as attendants during the work placement.

Course contents

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

Organisational Development, Leadership and Management

Code: SCS2RG002

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 SCS1RG001

Learning Objectives

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
- Human Resource Management

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

Contact teacher

Yücel Ger, Porvoo
Leena Aitto-oja, 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 edition, 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
- portfolio

Professional Communication

Code: COS1RG002

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 1

Tunnus: COM1RG101

Laajuus: 3 op (81 t)

Ajoitus: lukukausi 1 ja 2

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.

Oppimistavoitteet

Kurssin suoritettuaan opiskelija

- tuntee yhteisöviestinnän periaatteet ja osaa toimia niihin liittyvissä rooleissa monikulttuurisessa ympäristössä
- osaa laatia liike-elämään ja projekteihin liittyviä tiedottavia tekstilajeja, suunnitelmia ja raportteja
- hallitsee liikekirjeenvaihdon
- pystyy laatimaan työpaikan hakuun tarvittavat asiakirjat
- osaa kirjoittaa virheetöntä yleissuomea
- osaa laatia omaan viestintäosaamistaan kuvaavan portfolion.

Sisältö

Kurssilla opitaan yhteisöviestinnän käsitteistö suomeksi ja harjaannutaan keskeisten työelämässä tarvittavien tekstilajien laatimiseen. Monet kurssin harjoitteet liittyvät opiskelijoiden muiden oppiaineiden projekteihin. Tärkeä osa kurssista on kielenhuolto, jota opiskellaan itsenäisesti verkkomateriaalin avulla. Kurssin keskeinen sisältö on seuraava:

- yhteisöviestinnän käsitteet
- raportointi
- asiakirjastandardit
- referaatti, tiivistelmä, liike-elämän kirjeet, rekrytoinnin asiakirjat
- kirjoittaminen
- liikekirjeet
- oikeakielisyys
- lehdistötiedote
- mediasuhteet.

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. Kielenhuollon kokonaisuudesta on tentti 2. lukukautena. Kurssiin kuuluu myös portfolion laatiminen omasta viestintäosaamisesta.

Vastuopettaja

Antti Kurhinen, Porvoo

Arviointiperusteet

Oppimistehtävät
Viestintäosaamisen portfolio
Kielenhuollon tentti

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: SCS1RG001

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

Swedish for Service Encounters

Code: SWE2RG001

Extent: 3 cr (81 h)

Timing: 1st semester

Language: English /Swedish

Level: Core studies

Type: Compulsory

Starting level and linkage with other courses

No prerequisites

Learning outcomes

- The student has a good understanding of basic business vocabulary. She/he is able to work in customer service and use the Swedish language orally and in writing.
- The student knows how to write short work-related messages and discuss her / his educational background, studies, work and tasks. S/he will be able to give her / his opinion and discuss current issues in the field.
- The student learns to search for information and pass it on to others.

Teaching and learning methods

The course comprises of 32 contact hours realised as four weekly lessons. The students are required to work independently with preparatory tasks for at least two hours per week. The written and oral course assignments will require 48 hours of work.

The students work with language portfolios. They will compile a portfolio with a Europass Language Passport; write their language learning history and prepare a dossier of language samples.

Inquiry learning is implemented and the students work independently and in teams when preparing for the contact lessons. During the lessons the students work mostly in teams practising, presenting and discussing their work. There will also be teacher lead activities and grammar activities based on the students' language needs.

Teacher responsible

Liisa Wallenius, Porvoo

Course materials

- Perspektiv på affärssvenska, Tolkki, Öhman WSOY 2009.
- Supplementary material compiled by the teacher and hand-outs
- Moodle learning environment (hand-outs, discussion board, web-based material and external links)
- Websites for language learning eg
 - Språknätet, <http://h27.it.helsinki.fi/spraknat>

- Grammatik www.hamk.fi/bud

Assessment criteria

Assessment is based on language competence, class preparation, distance assignments and the exam.

The required attendance is a minimum of 80 % of lessons given during the course.

The students are required to prepare for class doing writing and reading tasks.

The students will compile a portfolio of course assignments which accounts for 50 % of the final grade.

Tourism Business in a Global Context

Code: OPET1RG001

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 Tourism Operational Environment

Learning outcomes

Upon successful completion of the course, the students

- understand the role of organisations in developing the operational environment
- take possession of relevant research methods that help understand the operational environment
- recognise the impacts of the operational environment on their own work and on their organization
- identify and describe active actors in travel business
- take into account relevant legislation
- recognise global and local phenomena, events, and trends
- see themselves as potential global actors

Course contents

- Economic impact of tourism
- Tourism law
- Tourism as a phenomenon
- Analysis of the operational environment
- Business Tourism
- Travel technology
- Introduction to research methods

Cooperation with the business community

Learning objectives will be reached through real-life projects.

Teaching and learning methods

Inquiry learning, team work, independent work, lectures, exams

Contact teachers

Leena Aitto-oja, Porvoo
Heidi Jokinen, Porvoo
Ivan Berazhny, Porvoo
Katri Heikkinen, Porvoo
Alexandre Kostov, Porvoo
Kati Huovelin, Porvoo
Annika Konttinen, Porvoo

Course materials

Economics:

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

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

Tourism:

Boniface, B. & Cooper, C. 2009. Worldwide destinations. The geography of travel and tourism.

UNWTO: Tourism Highlights 2010 <http://unwto.org/facts/eng/highlights.htm>

Swarbrooke, Horner, 2007, Consumer Behaviour in Tourism

Business Travel:

Beaverstock J, Derudder B, Faulconbridge J, Witlox F, 2010, International Business Travel in the Global Economy, Ashgate Publishing, VT

Davidson R, Cope B. 2003, Business Travel. Pearson Education, Essex, GB

Swarbrooke, Horner, 2002, Business Travel and Tourism. Butterworth & Heineman

Materials on IATA and on Amadeus Global Reservation System

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

Work in projects

Active participation in meetings and joint sessions; meetings documentation

Respecting deadlines

Oral and written exams, assignments and presentations

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

Self and peer assessment