ABBA Degree Programme in Aviation Business
Bachelor of Business Administration, 210 ECTS

BASIC STUDIES

Learning Camp 1 – Learn to learn, 5 cr - INS1PO101

Course unit language
English

Upcoming implementations

- Learning Camp 1 – Learn to learn INS1PO101-3026 23.08.2021-17.12.2021 5 op (CONTACT, ...) +
- Learning Camp 1 – Learn to learn INS1PO101-3027 23.08.2021-17.12.2021 5 op (RM1, ...) +
- Show all (6)

Current implementations

- Learning Camp 1 – Learn to learn INS1PO101-3021 18.01.2021-21.05.2021 5 op (RM1) +
- Learning Camp 1 – Learn to learn INS1PO101-3018 18.01.2021-21.05.2021 5 op (AB1) +

Past implementations

No past implementations yet.

Learning objectives
This is the very first module that the students have in their studies
It is common for all the degree programmes and it's taught in English
It enhances the following competences of the competence based curriculum:
• goal orientation • integrity and responsible behavior • understanding of different learning styles • agile and professional attitude
• self reflection skills and critical thinking • cultural awareness / global mindset • expressing oneself, listening and understanding others
Contents
• inquiry learning strategies
• setting goals and milestones
• group activities with group dynamics elements
• orientation to ICT-tools and digital platforms of Porvoo Campus
• Haaga-Helia guidelines for writing reports
• business etiquette and ethics of Porvoo Campus
• global mindset
Execution methods
a) Learning with contact teaching including assignments, group work, independent study and exams

b) Blended learning where the course contents are learned partly in contact teaching partly independently, exams

c) Studying completely independently, exams

d) Learning by using the work-based learning method "Work&Study" according to a plan that shows how the learning goals of the course can be obtained through the student's work or hobby. More information from responsible teachers or academic advisors.

e) Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers or academic advisors.

Assessment of one´s own learning is a compulsory part of each course.
Learning materials
The learning materials are e.g.:
Books on the content topics
E-books and online articles
Online tutorials
Companies' web-portals
Industry related reports and statistics
Relevant media, news agencies, quality press, etc.
Social networking tools
Exercises, tests
Teacher's materials, materials prodused by students
Further information
Responsible teachers:
Mari Austin
Maria Ruohtula
Starting level and linkage with other courses
The module is aimed for the beginning of the studies being the very first module of studies. Hence it has no prerequisites.
Assessment criteria
Assessment criteria - grade 1
The student is able to set personal goals to be followed and reflected upon incoming camps with guidance. S/he has a rather limited picture of the upcoming studies and her/his ability to work in an international environment. The student has a limited understanding of the Porvoo Campus learning culture and methods. S/he has difficulties in using the basic tools and platforms needed in studies. The student has difficulties with expressing oneself and understanding others. The student has a very limited ability to analyse and reflect upon him/herself as a learner. S/he displays some ability to plan the following semester together with peers and supervisors. The student is able to evaluate earlier plans and make some adjustments only when offered external assistance and support. The student participates in the project planning, implementation and evaluation with a minimal input. The student requires extra support from peers and supervisors in order to complete tasks.
Assessment criteria - grade 3
The student is able to set a few personal goals to be followed and reflected upon incoming camps. S/he has a rather good picture of the upcoming studies and is able to work in an international environment. The student understands the Porvoo Campus learning culture and methods rather well. S/he is able to use the basic tools and platforms needed in studies. The student is able to express oneself and understand others. The student is able to analyse and reflect upon him/herself as a learner. S/he is able to plan the following semester together with peers and supervisors. The student

is able to evaluate earlier plans and make some adjustments. The student participates in the project planning, implementation and evaluation independently and makes use of the advise available.The student is able to operate when the task and instructions are given.

Assessment criteria - grade 5

The student is able to set personal goals to be followed and reflected upon incoming camps. S/he has a clear picture of upcoming studies and working in an international environment. The student understands the Porvoo Campus learning culture and methods. S/he is able to use the basic tools and platforms needed in studies. The student is able to express oneself and understand others. The student has an excellent ability to analyse and reflect upon him/herself as a learner. S/he is able to plan and contribute towards the following semester together with peers and supervisors. The student is able to evaluate earlier plans and make adjustments. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student is able display a goal-oriented mindset and professional attitude.

Learning Camp 2 – Development methods, 5 cr - INS1PO102

Course unit language
English

Upcoming implementations

- Learning Camp 2 – Development methods INS1PO102-3020 23.08.2021-17.12.2021 5 op (AB2, ...) +

Current implementations

- Learning Camp 2 – Development methods INS1PO102-3012 18.01.2021-21.05.2021 5 op (RG2) +
- Learning Camp 2 – Development methods INS1PO102-3025 12.04.2021-18.06.2021 5 op (AB2CQ, ...) +

Past implementations

No past implementations yet.

Learning objectives
The module advances the following competences: goal orientation, business thinking, understanding of the role of research in business processes, analysing skills, academic writing and presentation skills, critical thinking, self-reflection and savvy use of digital tools. The module is closely linked with the other modules throughout the studies.
Contents
Research process
Secondary data sources
Types of research
Qualitative and quantitative data collection methods
Data analysis methods
Digital tools used in data collection and reporting
Academic writing and reporting

Execution methods

a. Learning with contact teaching including assignments, project work, independent study and exam

b.Learning by using the work-based learning method "Work&Study" according to a plan that shows how the learning goals of the course can be obtained through the student's work or hobby. More information from responsible teachers or academic advisors.

c. Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers.

Assessment of one´s own learning is a compulsory part of each course.
Learning materials
Projects
Books on the content topics
E-books and online articles
Online tutorials
Companies' web-portals
Industry related reports and statistics
Relevant media, news agencies, quality press, etc.
Social networking tools
Instructors' own materials, materials produced by students.
Starting level and linkage with other courses
The module is a part of basic studies in Porvoo Campus competence-based curriculum
Assessment criteria
Assessment criteria - grade 1
The student has a limited picture of the research approaches and has difficulties in naming qualitative and quantitative data collection methods. The student shows some ability to collect the data needed for the research, but needs assistance and support in organising and analysing the material. The student participates in the project planning, implementation, reporting and evaluation with a minimal input. The student requires extra support from peers and supervisors in order to complete tasks.
Assessment criteria - grade 3
The student is familiar with the research approaches and can explain and provide practical examples of qualitative and quantitative data collection methods. The student is able to design and implement the data collection so that the material is fairly comprehensive and representative, as well as to analyze the data appropriately and carefully so that conclusions can be drawn. The student participates in the project planning, implementation, reporting and evaluation independently and makes use of the advise available. The student is able to operate when the task and instructions are given.
Assessment criteria - grade 5
The student is familiar with the research approaches and is able to assess the suitability of different data collection methods for different research tasks. The student is able to design and implement the data collection so that the material is comprehensive, representative and reliable, and to analyze the data appropriately and carefully so that it is possible to make meaningful and justified conclusions. The student participates proactively and with goal-orientation in the project planning, implementation, reporting and evaluation. The student is able display a goal-oriented mindset and professional attitude.

Aviation Business Basics 1, 5 cr - BUS1AB101

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Aviation Business Basics 1 BUS1AB101-3003 18.01.2021-21.05.2021 5 op (AB1) +

Past implementations

No past implementations yet.

Learning objectives
The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., understanding profitability, awareness of basic processes and operations in aviation organisations. The module advances also entrepreneurial and business mindset, ability to analyse the operational environment of aviation and savvy use of digital tools. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.
Contents
Business model planning (1st semester)
Business operations and processes in the aviation industry (2nd semester)
Business calculations and estimations of profitability and financing with an emphasis on the aviation industry (1st and 2nd semester)
Business ownership models and liabilities (2nd semester)
Professional ICT tools (1st and 2nd semester)
Execution methods
a) Learning with contact and remote teaching including assignments, project work, independent study and possible exams.

b) Learning by using the work-based learning method "Work&Study" according to a plan that shows how the learning goals of the course can be obtained through the student's work or hobby. More information from responsible teachers or academic advisors.

c) Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers or academic advisors.
Learning materials
Books on the content topics
E-books and online articles
Online tutorials
Companies' web-portals
Industry related reports and statistics
Relevant media, news agencies, quality press, etc.
Social networking tools
Exercises, tests
Instructors' own materials, materials produced by students.
Starting level and linkage with other courses

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. This module, offered in Semester 1, is part 1 of the upcoming module, offered in Semester 2, with the similar name. The module contents will be implemented through semester projects.

Assessment criteria

Assessment criteria - grade 1

The student is aware of the basic processes and operations in organisations. S/he understands the requirements of profitable business at some level and is able to estimate the profitability of operations and products with assistance. S/he is able to choose and use professional ICT tools in planning and estimating business operations when aided and guided by others. The student utilizes reliable sources. The student participates in the project planning, implementation and evaluation with a minimal input. S/he is able to operate when the task and instructions are given and when aided by other students and the supervisors.

Assessment criteria - grade 3

The student has a some command on the basic processes and operations in organisations. S/he understands the requirements of profitable business and is able to estimate the profitability of operations and products. S/he is able to choose and use professional ICT tools in planning and estimating business operations. The student utilizes versatile and reliable sources. The student participates in the project planning, implementation and evaluation independently and makes use of the advise available. S/he is able to operate when the task and instructions are given.

Assessment criteria - grade 5

The student understands and follows the current economic discussion from versatile, reliable and international sources. S/he has a good command on the basic processes and operations in organisations. The student understands the requirements of profitable business and is able to estimate the profitability of operations and products. S/he is able to choose and use professional ICT tools in planning and estimating business operations. The student utilizes versatile and reliable international sources. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. S/he is able display entrepreneurial and business oriented mindset as well as act proactively.

Aviation Business Basics 2, 5 cr - BUS1AB102

Course unit language
English

Upcoming implementations

- Aviation Business Basics 2 BUS1AB102-3004 23.08.2021-17.12.2021 5 op (AB2, ...) +

Current implementations

- Aviation Business Basics 2 BUS1AB102-3005 12.04.2021-18.06.2021 5 op (AB2CQ, ...) +

Past implementations

No past implementations yet.

Learning objectives

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., understanding profitability, awareness of basic processes and operations in aviation organisations. The module advances also entrepreneurial and business mindset, ability to analyse the operational environment of aviation and savvy use of digital tools. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.

Contents

Business model planning (1st semester)

Business operations and processes in the aviation industry (2nd semester)

Business calculations and estimations of profitability and financing with an emphasis on the aviation industry (1st and 2nd semester)

Business ownership models and liabilities (2nd semester)

Professional ICT tools (1st and 2nd semester)

Execution methods

a) Learning with contact and remote teaching including assignments, project work, independent study and possible exams.

b) Learning by using the work-based learning method "Work&Study" according to a plan that shows how the learning goals of the course can be obtained through the student's work or hobby. More information from responsible teachers or academic advisors.

c) Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers or academic advisors.

Learning materials

Books on the content topics

E-books and online articles

Online tutorials

Companies' web-portals

Industry related reports and statistics

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.

Starting level and linkage with other courses

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. This module, offered in Semester 1, is part 1 of the upcoming module, offered in Semester 2, with the similar name. The module contents will be implemented through semester projects.

Assessment criteria

Assessment criteria - grade 1

The student is aware of the basic processes and operations in organisations. S/he understands the requirements of profitable business at some level and is able to estimate the profitability of operations and products with assistance. S/he is able to choose and use professional ICT tools in planning and estimating business operations when aided and guided by others. The student utilizes reliable sources. The student participates in the project planning, implementation and evaluation with a minimal input. S/he is able to operate when the task and instructions are given and when aided by other students and the supervisors.

Assessment criteria - grade 3

The student has a some command on the basic processes and operations in organisations. S/he understands the requirements of profitable business and is able to estimate the profitability of operations and products. S/he is able to choose and use professional ICT tools in planning and estimating business operations. The student utilizes versatile and reliable sources. The student participates in the project planning, implementation and evaluation independently and makes use of the advise available. S/he is able to operate when the task and instructions are given.

Assessment criteria - grade 5

The student understands and follows the current economic discussion from versatile, reliable and international sources. S/he has a good command on the basic processes and operations in organisations. The student understands the requirements of profitable business and is able to estimate the profitability of operations and products. S/he is able to choose and use professional ICT tools in planning and estimating business operations. The student utilizes versatile and reliable international sources. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. S/he is able display entrepreneurial and business oriented mindset as well as act proactively.

Aviation Business Environment 1, 5 cr - OPE1AB101

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Aviation Business Environment 1 OPE1AB101-3003 18.01.2021-21.05.2021 5 op (AB1) +

Past implementations

No past implementations yet.

Learning objectives
LEARNING OBJECTIVES
The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., understanding of operational environment (e.g. stakeholders and networks) within the aviation industry. Furthermore, applying law and regulations to common situations in aviation. The module advances also value chain understanding, understanding basic functions of macroeconomics and global mindset.

There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.
Contents
CONTENTS
Analysis of the operational environment within the aviation industry (1st and 2nd semester)
Basics of macro and microeconomics (1st and 2nd semester)

Legal environment (2nd semester)
Digital environment (1st and 2nd semester)
Core actors, organisations and networks operating in local, domestic and international markets with emphasis on the aviation industry (1st and 2nd semester)
Execution methods
LEARNING METHODS
All competences are implemented in learning activities jointly with other modules. The methods used in the learning activities are e.g.:

Inquiry learning
Peer-to-peer learning
Tutorials
Debates
Study tours and company visits
Lectures and workshops
Independent study and teamwork
The assessment of one's own learning
Learning materials
LEARNING MATERIALS
Books on the content topics

E-books and online articles

Online tutorials

Companies' web-portals

Industry related reports and statistics

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.
Further information
AVIATION BUSINESS ENVIRONMENT 1
Code: OPE1AB101
Scope: 5 ECTS
Timing: 1st semester
Language: English
Curriculum: Porvoo Campus
Module level: Basic studies
Module type: Compulsory
RECOGNISING AND VALIDATING PRIOR LEARNING (RPL)
If students have acquired the required competence in previous work tasks, recreational activities or in other studies, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

CONNECTIONS TO BUSINESS LIFE
Company visits, guest lecturers and workshops in cooperation with different companies and organisations.

INTERNATIONALITY
Possibility to work with international teams and instructors. Guest lecturers from international organisations and partner universities. International learning materials.
Starting level and linkage with other courses
STARTING LEVEL AND LINKAGE WITH OTHER MODULES
The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. This module, offered in Semester 1, is part 1 of the upcoming module, offered in Semester 2, with the similar name. The module contents will be implemented through semester projects.
Assessment criteria
Assessment criteria - grade 1
Grade 1
The student has some understanding of the concept and the terminology of the operational environment. S/he uses only a few sources and needs assistance to find relevant information. S/he finds it challenging to analyse the operational environment. S/he is able to choose and use some research and development methods as well as digital tools when aided and guided by others. S/he can identify a few stakeholders and networks in both domestic and international markets. The student finds it challenging to work in an international team and/or global context. The student participates in the project planning, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.
Assessment criteria - grade 3
Grade 3
The student understands and is able to define the concept and the terminology of the operational environment. S/he is able to search for relevant sources and use them independently. S/he is able to analyse the operational environment by choosing and using research and development methods as well as digital tools. S/he can identify and analyse the core stakeholders and networks in both domestic and international markets. The student is able to work in an international team and/or global context. The student participates in the project planning, implementation and evaluation independently and makes use of the advise available. The student is able to operate when the task and instructions are given.
Assessment criteria - grade 5
Grade 5
The student understands and is able to define the concept and the terminology of the operational environment. S/he is able to search for relevant information actively and independently from versatile sources. The student is able to assess the reliability of the sources and use them with skill. S/he is able to analyse the operational environment by choosing and using relevant research and development methods as well as digital tools. S/he can identify and analyse the core stakeholders and networks in both domestic and international markets. The student works extraordinary well in an international team and/or global context. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student is able to operate proactively with an entrepreneurial mindset.

Aviation Business Environment 2, 5 cr - OPE1AB102

Course unit language
English

Upcoming implementations

- Aviation Business Environment 2 OPE1AB102-3004 23.08.2021-17.12.2021 5 op (AB2, ...) +

Current implementations

- Aviation Business Environment 2 OPE1AB102-3005 12.04.2021-18.06.2021 5 op (AB2CQ, ...) +

Past implementations

No past implementations yet.

Learning objectives
The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., understanding of operational environment (e.g. stakeholders and networks) within the aviation industry. Furthermore, applying law and regulations to common situations in aviation. The module advances also value chain understanding, understanding basic functions of macroeconomics and global mindset.

There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.
Contents
Analysis of the operational environment within the aviation industry (1st and 2nd semester)
Basics of macro and microeconomics (1st and 2nd semester)
Legal environment (2nd semester)
Digital environment (1st and 2nd semester)
Core actors, organisations and networks operating in local, domestic and international markets with emphasis on the aviation industry (1st and 2nd semester)
Execution methods
All competences are implemented in learning activities jointly with other modules. The methods used in the learning activities are e.g.:

Inquiry learning
Peer-to-peer learning
Tutorials
Debates
Study tours and company visits
Lectures and workshops
Independent study and teamwork
The assessment of one's own learning

If students have acquired the required competence in previous work tasks, recreational activities or in other studies, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

Learning materials
Books on the content topics
E-books and online articles
Online tutorials
Companies' web-portals
Industry related reports and statistics
Relevant media, news agencies, quality press, etc.
Social networking tools
Exercises, tests
Instructors' own materials, materials produced by students.
Further information
INSTRUCTOR(S) RESPONSIBLE
Pia Vapaavuori
Alexandre Kostov
Starting level and linkage with other courses
The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. This module, offered in Semester 1, is part 1 of the upcoming module, offered in Semester 2, with the similar name. The module contents will be implemented through semester projects.
Assessment criteria
Assessment criteria - grade 1
The student has some understanding of the concept and the terminology of the operational environment. S/he uses only a few sources and needs assistance to find relevant information. S/he finds it challenging to analyse the operational environment. S/he is able to choose and use some research and development methods as well as digital tools when aided and guided by others. S/he can identify a few stakeholders and networks in both domestic and international markets. The student finds it challenging to work in an international team and/or global context. The student participates in the project planning, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.
Assessment criteria - grade 3
The student understands and is able to define the concept and the terminology of the operational environment. S/he is able to search for relevant sources and use them independently. S/he is able to analyse the operational environment by choosing and using research and development methods as well as digital tools. S/he can identify and analyse the core stakeholders and networks in both domestic and international markets. The student is able to work in an international team and/or global context. The student participates in the project planning, implementation and evaluation independently and makes use of the advice available. The student is able to operate when the task and instructions are given.
Assessment criteria - grade 5
The student understands and is able to define the concept and the terminology of the operational environment. S/he is able to search for relevant information actively and independently from versatile sources. The student is able to assess the reliability of the sources and use them with skill. S/he is able to analyse the operational environment by choosing and using relevant research and development methods as well as digital tools. S/he can identify and analyse the core stakeholders and networks in both domestic and international markets. The student works extraordinary well in an international team and/or global context. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student is able to operate proactively with an entrepreneurial mindset.

Customer Competence in Aviation Business 1, 5 cr - SAL1AB101

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Customer Competence in Aviation Business 1 SAL1AB101-3003 18.01.2021-21.05.2021 5 op (AB1) +
- Customer Competence in Aviation Business 1 SAL1AB101-3005 12.04.2021-18.06.2021 5 op (AB2CQ, ...) +

Past implementations

No past implementations yet.

Learning objectives
The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., customer understanding and service, understanding how to find and maintaining customers, customer lifecycle, customer analysis, focus on customer experience within the aviation industry. The module advances also communication and argumentation, active listening and rapport building and skillful communication. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.
Contents
Customer understanding (1st semester)
Tools to identify customer needs and expectations (1st semester)
Consumer behaviour (1st semester)
Customer journey (1st semester)
Customer experience management (1st semester)
Sales and marketing communication (with an aviation industry specific approach) (2nd semester)
Execution methods
All competences are implemented in learning activities jointly with other modules. The methods used in the learning activities are e.g.:

Inquiry learning
Peer-to-peer learning
Tutorials
Debates
Study tours and company visits
Lectures and workshops
Independent study and teamwork
The assessment of one's own learning

If students have acquired the required competence in previous work tasks, recreational activities or in other studies, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

Learning materials

Books on the content topics

E-books and online articles

Companies' web-portals

Industry related reports and statistics

Relevant media, news agencies, quality press, etc.

Social networking tools

Instructors' own materials, materials produced by students.

Further information

Connections to business life

Company visits, guest lecturers and workshops in cooperation with different companies and organisations.

Starting level and linkage with other courses

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. This module, offered in Semester 1, is part 1 of the upcoming module, offered in Semester 2, with the similar name. The module contents will be implemented through semester projects.

Assessment criteria

Assessment criteria - grade 1

The student understands how to find and maintain customers by choosing and using research and development methods when aided and guided by others. S/he has difficulties in evaluating different customer types and changing communication accordingly. S/he has a limited ability to recognise and follow customer needs as well as focus on customer experience. The student is able to use different sales and marketing communication channels only with assistance. S/he is able to display only a poor level of customer orientation. The student participates in the project planning, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Assessment criteria - grade 3

The student understands how to find and maintain customers by choosing and using relevant research and development methods. S/he is able to evaluate customer types and change communication accordingly. S/he can recognise and follow customer needs as well as focus on customer experience. The student has a rather good ability to use different sales and marketing communication channels. S/he is able display some level of customer orientation. The student participates in the project planning, implementation and evaluation independently and makes use of the advise available. The student is able to operate when the task and instructions are given.

Assessment criteria - grade 5

The student understands how to find and maintain customers by choosing and using relevant research and development methods. S/he is able to evaluate customer types and change communication accordingly. S/he can recognise and follow customer needs as well as focus on

customer experience. S/he is able to use different sales and marketing communication channels. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student is able display excellent customer oriented mindset.
Evaluation criteria, approved/failed
Grading 1 - 5 or approved/ failed

The assessment methods are defined in the implementation plans. The assessment methods may include:

Individual assignments
Final deliverables
Exams
Peer assessment
Self-assessment
Commissioners' assessment

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected via an electronic form.

Customer Competence in Aviation Business 2, 5 cr - SAL1AB102

Course unit language
English

Upcoming implementations

- Customer Competence in Aviation Business 2 SAL1AB102-3004 23.08.2021-17.12.2021 5 op (AB2, ...) +

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives
The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., customer understanding and service, understanding how to find and maintaining customers, customer lifecycle, customer analysis, focus on customer experience within the aviation industry. The module advances also communication and argumentation, active listening and rapport building and skillful communication. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.
Contents

• Customer understanding (1st-2nd semester)
• Tools to identify customer needs and expectations (1st-2nd semester)
• Consumer behaviour (1st-2nd semester)
• Customer journey (1st-2nd semester)
• Customer experience management (1st-2nd semester)
• Sales and marketing communication (with an aviation industry specific approach) (2nd semester)

Execution methods

All competences are implemented in learning activities jointly with other modules. The methods used in the learning activities are e.g.:

Inquiry learning

Peer-to-peer learning

Tutorials

Debates

Study tours and company visits

Lectures and workshops

Independent study and teamwork

The assessment of one's own learning

Learning materials

Books on the content topics

E-books and online articles

Companies' web-portals

Industry related reports and statistics

Relevant media, news agencies, quality press, etc.

Social networking tools

Instructors' own materials, materials produced by students.

Starting level and linkage with other courses

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. This module, offered in Semester 1, is part 1 of the upcoming module, offered in Semester 2, with the similar name. The module contents will be implemented through semester projects.

Assessment criteria

Assessment criteria - grade 1

The student understands how to find and maintain customers by choosing and using research and development methods when aided and guided by others. S/he has difficulties in evaluating different customer types and changing communication accordingly. S/he has a limited ability to recognise and follow customer needs as well as focus on customer experience. The student is able to use different sales and marketing communication channels only with assistance. S/he is able to display only a poor level of customer orientation. The student participates in the project planning, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Assessment criteria - grade 3

The student understands how to find and maintain customers by choosing and using relevant research and development methods. S/he is able to evaluate customer types and change communication accordingly. S/he can recognise and follow customer needs as well as focus on customer experience. The student has a rather good ability to use different sales and marketing communication channels. S/he is able display some level of customer orientation. The student participates in the project planning, implementation and evaluation independently and makes use of the advise available. The student is able to operate when the task and instructions are given.

Assessment criteria - grade 5

The student understands how to find and maintain customers by choosing and using relevant research and development methods. S/he is able to evaluate customer types and change communication accordingly. S/he can recognise and follow customer needs as well as focus on customer experience. S/he is able to use different sales and marketing communication channels. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student displays excellent customer oriented mindset and is able to develop business in a responsible manner.

Self and Team Leadership 1, 5 cr - LEA1AB101

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Self and Team Leadership 1 LEA1AB101-3003 18.01.2021-21.05.2021 5 op (AB1) +

Past implementations

No past implementations yet.

Learning objectives
The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., self-reflection and management, future work life skills, time and stress management, integrity and responsible behaviour, professional communication and career orientation. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus.
Contents
team work and team building (1st and 2nd semester)
multiculturalism (1st and 2nd semester)
time management (1st and 2nd semester)
professional communication and ICT tools (1st and 2nd semester)
project management (1st and 2nd semester)
self-reflection (1st and 2nd semester)
feedback (1st and 2nd semester)
networking (1st and 2nd semester)
employability and employment opportunities (2nd semester)
personal branding and social media presence (2nd semester)
Execution methods
a) Learning with contact teaching including assignments, project work, independent study and possible exams.

b) Independent study, a large report based on literature.

b) Learning by using the work-based learning method "Work&Study" according to a plan that shows how the learning goals of the course can be obtained through the student's work or hobby. More information from responsible teachers or academic advisors.

c) Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers or academic advisors.

Assessment of one´s own learning is a compulsory part of each course.
Learning materials
Books on the content topics
E-books and online articles
Online tutorials
Companies' web-portals
Industry related reports and statistics
Relevant media, news agencies, quality press, etc.
Social networking tools
Exercises, tests
Instructors' own materials, materials produced by students.
Further information
Yücel Ger, Porvoo
Starting level and linkage with other courses
The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2017 curriculum. This module, offered in Semester 1, is part 1 of the upcoming module, offered in Semester 2, with the similar name. The module contents will be implemented through semester projects.
Assessment criteria
Assessment criteria - grade 1
The student is able to practice self-reflection with guidance. The student displays limited time-management and stress management skills. The student has difficulties in giving and receiving feedback. S/he has limited sensitivity towards personal and cultural differences and difficulties in adapting to the respective environment. The student participates in the project planning, implementation and evaluation with a minimal input. The student needs support in finding motivation.
Assessment criteria - grade 3
The student is able to practice self-reflection and critical thinking at some level. The student displays some time-management and stress management skills. The student is able to give and receive feedback. S/he understands personal differences and multicultural environments and adapts to the respective environment at some level. The student participates in the project planning, implementation and evaluation independently and makes use of the advise available. The student is goal-oriented and self-driven to a certain extent.
Assessment criteria - grade 5
The student is able to practice self-reflection and critical thinking. The student displays time-management and stress management skills. S/he is self-disciplined and self-motivated. The student is able to give and receive constructive feedback. S/he understands personal differences and multicultural environments and adapts to the respective environment. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student displays a career and goal-oriented mindset.
Evaluation criteria, approved/failed

The assessment methods are defined in the implementation plans. The assessment methods may include:

Individual assignments
Projet output
Exams
Peer assessment
Self-assessment
Commissioners' assessment

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected via an electronic form.

Self and Team Leadership 2, 5 cr - LEA1AB102

Course unit language
English

Upcoming implementations

- Self and Team Leadership 2 LEA1AB102-3004 23.08.2021-17.12.2021 5 op (AB2, ...) +

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Execution methods
a) Learning with contact teaching including assignments, project work, independent study and possible exams.

b) Independent study, a large report based on literature.

c) Learning by using the work-based learning method "Work&Study" according to a plan that shows how the learning goals of the course can be obtained through the student's work or hobby. More information from responsible teachers or academic advisors.

d) Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers or academic advisors.

Assessment of one´s own learning is a compulsory part of each course.

Welcome to Finland 1, 5 cr - FIN1PO101

Course unit language
English

Upcoming implementations

- Welcome to Finland 1 FIN1PO101-3011 23.08.2021-17.12.2021 5 op (CONTACT, ...) +
- Welcome to Finland 1 FIN1PO101-3010 23.08.2021-17.12.2021 5 op (RG1, ...) +

Current implementations

- Welcome to Finland 1 FIN1PO101-3006 18.01.2021-21.05.2021 5 op (PO1, ...) +

Past implementations

No past implementations yet.

Learning objectives
This module offers an introduction to the Finnish language and society. The module is a part of basic studies in Porvoo Campus competence-based curriculum. It will give a student basic communicative skills in the Finnish language (level A1). The module will also increase cultural awareness and knowledge of Finnish study and business styles. Upon completion of the course, the student starts the integration to the Finnish society and is able to understand Finnish working life, history and culture on basic level. Also the Finnish lifestyle, customs and manners will become familiar.
Contents
• Finland in a nutshell: geography, Finnish cities, towns and regions (1st semester)
• Finns and the Finnish language: origins and the present time (1st semester)
• Porvoo tour and museum visits (1st and 2nd semester)
• Finnish lifestyle and manners: family life, concept of time (1st and 2nd semester)
• Finnish education system (1st and 2nd semester)
• Finnish companies (1st and 2nd semester)
• Finnish food and gastronomy (1st and 2nd semester)
• Finnish language studies: personal information, family, living, shopping situations, daily routines, studies, food, different social situations (1st semester)
• Finnish nature (2nd semester)
• Finnish language studies: daily routines, living, studies, food, travelling, different social situations (2nd semester)
Execution methods
a. Learning with contact teaching including assignments, project work, independent study and exams

b. Learning by using the work-based learning method "Work&Study" according to on a plan if the learning goals of the course can be obtained through the student´s work or hobby. More information from responsible teachers or academic advisors.

c. Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers.

Learning materials
Provided by teachers during lessons
Starting level and linkage with other courses
No prerequisites for Welcome to Finland 1. Welcome to Finland 2 is linked with the module 1.
Assessment criteria
Assessment criteria - grade 1
Grade 1
The student has some understanding of the lesson and group work orientation. S/he can identify and understand a few contents of the course. The student participates in learning activities with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and supervisors. The student has difficulties in accomplishing the assignments.
In his/her Finnish language skills the student can produce short sentences/texts, though he/she has many difficulties in the written/oral outcome. The student uses the essential vocabulary (personal information, family, living, shopping situations, daily routines, studies, food, transportation, different social situations) and the language constructions of the course satisfactory. The student can pronounce the Finnish words with some difficulties.
Assessment criteria - grade 3
Grade 3
The student understands and is able to define contents of the course. S/he knows how to adapt Finnish study and business styles. The student is able to operate when the task and instructions are given. The student follows lessons and participates in group works well. The student completes the assignments and presents them well and independently.
In his/her Finnish language skills the student can produce short sentences/texts, though he/she has some difficulties in the written/oral outcome. The student uses quite well the essential vocabulary (personal information, family, living, shopping situations, daily routines, studies, food, transportation, different social situations) and the language constructions of the course. The student can pronounce the Finnish words without mayor difficulties.
Assessment criteria - grade 5
Grade 5
S/he has professionally advanced in contents of the course. S/he shows excellent skills how to adapt Finnish study and business styles. The student follows lessons and participates actively in all assignments of the module. The assignments are done independently without difficulties and presented with strong communication skills.
In his/her Finnish language skills the student can produce short sentences/texts without mayor difficulties in the the written/oral outcome. The student uses vey well the essential vocabulary (personal information, family, living, shopping situations, daily routines, studies, food, transportation, different social situations) and the language constructions of the course. The student can pronounce the Finnish words without difficulties.

Welcome to Finland 2, 5 cr - FIN1PO102

Course unit language
English

Upcoming implementations

- Welcome to Finland 2 FIN1PO102-3009 23.08.2021-17.12.2021 5 op (AB2, ...) +

Current implementations

- Welcome to Finland 2 FIN1PO102-3007 18.01.2021-21.05.2021 5 op (RG2) +
- Welcome to Finland 2 FIN1PO102-3008 18.01.2021-21.05.2021 5 op (IB2) +

Past implementations

No past implementations yet.

Learning objectives
This module continues the introduction to the Finnish language and society. The module is a part of basic studies in Porvoo Campus competence-based curriculum. It will give a student basic communicative skills in the Finnish language (level A1). The module will also increase cultural awareness and knowledge of Finnish study and business styles. Upon completion of the course, the student starts the integration to the Finnish society and is able to understand Finnish working life, history and culture on basic level. Also the Finnish lifestyle, customs and manners will become familiar.
Contents
• Finland in a nutshell: geography, Finnish cities, towns and regions (1st semester)
• Finns and the Finnish language: origins and the present time (1st semester)
• Porvoo tour and museum visits (1st and 2nd semester)
• Finnish lifestyle and manners: family life, concept of time (1st and 2nd semester)
• Finnish education system (1st and 2nd semester)
• Finnish companies (1st and 2nd semester)
• Finnish food and gastronomy (1st and 2nd semester)
• Finnish language studies: personal information, family, living, shopping situations, daily routines, studies, food, different social situations (1st semester)
• Finnish nature (2nd semester)
• Finnish language studies: daily routines, living, studies, food, travelling, different social situations (2nd semester)
Execution methods
a. Learning with contact teaching including assignments, project work, independent study and exams

b. Learning by using the work-based learning method "Work&Study" according to on a plan if the learning goals of the course can be obtained through the student´s work or hobby. More information from responsible teachers or academic advisors.

c. Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers.
Learning materials
Provided by teachers during lessons
Starting level and linkage with other courses
Welcome to Finland 1. Welcome to Finland 2 is linked with the module 1.
Assessment criteria
Assessment criteria - grade 1
Grade 1
The student has some understanding of the lesson and group work orientation. S/he can identify and understand a few contents of the course. The student participates in learning activities with a minimal input. The student is able to operate only when the task and instructions are given and

when s/he is aided by other students and supervisors. The student has difficulties in accomplishing the assignments.

In his/her Finnish language skills the student can produce short sentences/texts, though he/she has many difficulties in the written/oral outcome. The student uses the essential vocabulary (personal information, family, living, shopping situations, daily routines, studies, food, transportation, different social situations) and the language constructions of the course satisfactory. The student can pronounce the Finnish words with some difficulties.

Assessment criteria - grade 3

Grade 3

The student understands and is able to define contents of the course. S/he knows how to adapt Finnish study and business styles. The student is able to operate when the task and instructions are given. The student follows lessons and participates in group works well. The student completes the assignments and presents them well and independently.

In his/her Finnish language skills the student can produce short sentences/texts, though he/she has some difficulties in the written/oral outcome. The student uses quite well the essential vocabulary (personal information, family, living, shopping situations, daily routines, studies, food, transportation, different social situations) and the language constructions of the course. The student can pronounce the Finnish words without mayor difficulties.

Assessment criteria - grade 5

Grade 5

S/he has professionally advanced in contents of the course. S/he shows excellent skills how to adapt Finnish study and business styles. The student follows lessons and participates actively in all assignments of the module. The assignments are done independently without difficulties and presented with strong communication skills.

In his/her Finnish language skills the student can produce short sentences/texts without mayor difficulties in the the written/oral outcome. The student uses vey well the essential vocabulary (personal information, family, living, shopping situations, daily routines, studies, food, transportation, different social situations) and the language constructions of the course. The student can pronounce the Finnish words without difficulties.

Nordiska studier 1, 5 op - NRD1PO101

Opintojakson kieli

Tulevat toteutukset

- Nordiska studier 1 NRD1PO101-3023 23.08.2021-17.12.2021 5 op (LP1ILTA, ...) +
- Nordiska studier 1 NRD1PO101-3025 23.08.2021-17.12.2021 5 op (PO1, ...) +
- Näytä kaikki (5)

Käynnissä olevat toteutukset

- Nordiska studier 1 NRD1PO101-3013 18.01.2021-21.05.2021 5 op (PO1, ...) +
- Nordiska studier 1 NRD1PO101-3018 18.01.2021-21.05.2021 5 op (PO1, ...) +

Päättyneet toteutukset

Ei päättyneitä toteutuksia.

Osaamistavoitteet

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan kommunicera på svenska och skapa nätverk tillsammans med aktörer inom branschen. Den studerande har en uppfattning om affärskultur och dess utgångspunkter. Hen kan kommunicera interaktivt i försäljning och kundservice, klara av att hålla produktpresentation på svenska, kan ge information om produkter och tjänster, samt kan den centrala braschterminologin och känner till de viktigaste aktörerna.

Sisältö

Repetition av svenska (baserar sig på resultatet från nivåprovet)

Kultur och samhälle i Finland och i Sverige

Nordiska samhällen, affärskultur och affärsverksamhetsmiljö: Finland, Sverige, Norge, Danmark och Island

Affärslivskommunikation t.ex. e-post och presentationer

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

a) närundervisning

I tillämpningarna används bl.a. följande inlärningsmetoder: Forskande och utvecklande inlärning

Självständigt arbete och grupparbete under handledning

Företagsbesök och andra besök

Närundervisning och workshops

Eventuell studieresa/ att arrangera en temadag

b) Godkännande av kunskaper som visats på annat sätt (opinnollistaminen / Work & Study), om den studerande lyckas lära sig studiehelhetens innehåll på sin arbetsplats/i sin hobby. Tilläggsinformation fås av studiehandledaren eller ansvarsläraren.

c) Identifiering och tillgodoräknande (på finska näyttö, om den studerande behärskar studiehelhetens innehåll). Tilläggsinformation fås av studiehandledaren eller ansvarsläraren.

Oppimateriaalit

Nätmaterial t.ex. artiklar, företagssidor

Övningar och tester

Webb-baserat material

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Utgångsnivån är B1 på referensramen för de europeiska språken (CEFR) och den studerande bör ha tidigare studier i svenska på andra stadiet då kursen inleds. Språknivån i svenska testas i början och i slutet av modulen och en del av innehållet varierar enligt nivån som den studerande uppnått.

Kursen integreras med terminens andra aktiviteter enligt studerandes kunskaper och färdigheter i svenska.

Arviointikriteerit

Arviointikriteeri - arvosana 1

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan kommunicera på det lokala språket (svenska) och skapa nätverk inom det aktuella området. Hen har en viss förmåga att förstå affärslivskultur och utgångspunkter. Den studerande förmår agera enligt de uppgifter och anvisningar hen får av andra studerande och handledare. Hen kan kommunicera behjälpligt i försäljning och kundserice, samt kan ge information om produkter och tjänster ifall hen har tillgång till hjälpmedel (dator, ordbok), Hen kan en del av terminologin som används i den egna braschen.

Arviointikriteeri - arvosana 3

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan kommunicera på svenska och skapa nätverk tillsammans med aktörer inom branschen. Den studerande har en

uppfattning om affärskultur och dess utgångspunkter. Den studerande förmår agera och utföra uppgifter med hjälp av instruktioner. Hen kan kommunicera interaktivt i försäljning och kundserice, klara av att hålla produktpresentation på svenska, kan ge information om produkter och tjänster, samt kan den centrala braschterminologin och känner till de viktigaste aktörerna.

Arviointikriteeri - arvosana 5

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan framgångsrikt kommunicera på svenska och skapa nätverk tillsammans med aktörer inom branschen. Hen har en omfattande uppfattning om regionens affärskultur och dess utgångspunkter. Den studerande uppvisar prov på kultursensitivitet och affärsorienterade färdigheter. Hen kan kommunicera interaktivt och proaktivt i kundservice och i försäljning, kan hålla en professionell produktpresentation på svenska och kan besvara frågor, kan spontant diskutera ämnen som berör en själv och branschen, kan effektivt ge information om produkter och tjänster, samt känner väl till den centrala braschterminologin.

Nordiska studier 2, 5 op - NRD1PO102

Opintojakson kieli

Tulevat toteutukset

- Nordiska studier 2 NRD1PO102-3023 23.08.2021-17.12.2021 5 op (AB2, ...) +
- Nordiska studier 2 NRD1PO102-3030 23.08.2021-17.12.2021 5 op (PO2, ...) +
- Näytä kaikki (3)

Käynnissä olevat toteutukset

- Nordiska studier 2 NRD1PO102-3022 18.01.2021-21.05.2021 5 op (LP2B) +
- Nordiska studier 2 NRD1PO102-3014 18.01.2021-21.05.2021 5 op (RG2, ...) +
- Näytä kaikki (5)

Päättyneet toteutukset

Ei päättyneitä toteutuksia.

Osaamistavoitteet

Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan kommunicera på svenska och skapa nätverk tillsammans med aktörer inom branschen. Den studerande har en uppfattning om affärslivskultur, dess utgångspunkter och det nordiska samhället. Hen kan kommunicera interaktivt i försäljning och kundservice, klarar av att hålla produktpresentation på svenska, kan ge information om produkter och tjänster, samt kan den centrala branschterminologin och känner till de viktigaste aktörerna.

Sisältö

Studier i svenska: språkriktighet

Yrkes- och arbetslivskultur i Norden

Skriftlig kundbetjäning

Marknadsförings- och digital kommunikation

Nätverksfärdigheter

Färdigheter att förmedla information

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)
a) närundervisning
I tillämpningarna används bl.a. följande inlärnigsmetoder:
Forskande och utvecklande inlärning
Självständigt arbete och grupparbete under handledning
Företagsbesök
Närundervisning och workshops
Potentiell studieresa/ att arrangera en temadag

b) Godkännande av kunskaper som visats på annat sätt (opinnollistaminen / Work & Study), om
den studerande lyckas lära sig studiehelhetens innehåll på sin arbetsplats/i sin hobby.
Tilläggsinformation fås av studiehandledaren eller ansvarsläraren.

c) Identifiering och tillgodoräknande (på finska näyttö, om den studerande behärskar
studiehelhetens innehåll). Tilläggsinformation fås av studiehandledaren eller ansvarsläraren.
Oppimateriaalit
Nätmaterial t.ex. artiklar, företagssidor
Övningar och tester
Webb -baserat material
Lähtötaso ja sidonnaisuudet muihin opintojaksoihin
Modulens utgångsnivå är B1/ referensramen för de europeiska språken (CEFR) och den studerande
bör ha avlagt modulen Nordiska studier 1.

Kursen integreras med terminens andra teman och uppgifter enligt den studerandes kunskaper och
färdigheter i svenska.
Arviointikriteerit
Arviointikriteeri - arvosana 1
Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan kommunicera
på det lokala språket (svenska) och skapa nätverk inom det aktuella området. Hen har en viss
förmåga att förstå affärslivskultur, dess utgångspunkter och det nordiska samhället. Den studerande
förmår agera enligt de uppgifter och anvisningar hen får av andra studerande och handledare. Hen
kan kommunicera behjälpligt i försäljning och kundservice, samt kan ge information om produkter
och tjänster ifall hen har tillgång till hjälpmedel (dator, ordbok). Hen kan en del av terminologin
som används i den egna braschen. Hen kan skriva enkla sammanhängande texter om ämnen som är
välkända för hen.
Arviointikriteeri - arvosana 3
Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan kommunicera
på svenska och skapa nätverk tillsammans med aktörer inom branschen. Den studerande har en
uppfattning om affärslivskultur, dess utgångspunkter och det nordiska samhället. Den studerande
förmår agera och utföra uppgifter med hjälp av instruktioner, Hen kan kommunicera interaktivt i
försäljning och kundservice, klarar av att hålla produktpresentation på svenska, kan ge information
om produkter och tjänster, samt kan den centrala branschterminologin och känner till de viktigaste
aktörerna.
Arviointikriteeri - arvosana 5
Den studerande har förmågan att förstå målområdet, dess språk och kultur. Hen kan framgångsrikt
kommunicera på svenska och skapa nätverk tillsammans med aktörer inom branschen. Hen har en
omfattande uppfattning om regionens affärslivskultur, dess utgångspunkter och det nordiska
samhället. Den studerande uppvisar prov på kultursensitivitet och affärsorienterade färdigheter. Hen
kan kommunicera interaktivt och proaktivt i kundservice och försäljning, kan hålla en professionell
presentation på svenska, besvara frågor, kan spontant diskutera ämnen som berör en själv och

branschen, kan effektivtge ge information om produkter och tjänster, samt känner väl till den centrala branschterminologin. Hen kan skriva klar och detaljerad text inom egna intresseområden och kan skriva rapport.

Learning Camp 3 – Service design, 5 cr - INS2PO201

Course unit language
English

Upcoming implementations

- Learning Camp 3 – Service design INS2PO201-3015 23.08.2021-17.12.2021 5 op (LP3TH, ...) +
- Learning Camp 3 – Service design INS2PO201-3016 23.08.2021-17.12.2021 5 op (LP3ILTA, ...) +

Current implementations

- Learning Camp 3 – Service design INS2PO201-3012 18.01.2021-21.05.2021 5 op (RM3, ...) +

Past implementations

No past implementations yet.

Learning objectives
The goal of this module is to learn 21st century skills: collaboration, critical thinking and complex problem-solving, creativity and communication. - through Google Design Sprint

The module advances the following competences: ability to use relevant development methods, critical approach to information and sources, financial and trend analysis, problem-solving skills, communication and argumentation, ethical thinking, self-reflection skills and presentation skills and savvy use of digital tools.
Contents
stages of development process
development methods
digital tools and methods for data collection and analysis
professional communication
academic writing and reporting
personal study coaching
Execution methods
a) Learning with contact teaching including project work and independent/group study

The main method of this Module is Design Sprint developed by Google Ventures which will be applied to commissioned projects from the industry

Service design
Inquiry learning

Peer-to-peer learning
Tutorials
Lectures and workshops
Independent study and teamwork
The assessment of one's own learning

b) Learning by using the work-based learning method "Work&Study" according to a plan that shows how the learning goals of the course can be obtained through the student's work or hobby. More information from responsible teachers or academic advisors.

c) Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers or academic advisors.

Assessment of one´s own learning is a compulsory part of each course.
Learning materials
Knapp, Jake, John Zeratsky, and Braden Kowitz. Sprint: How to solve big problems and test new ideas in just five days. Simon and Schuster, 2016.

Books/E-books and online on the content topics
Companies' web-portals
Industry related reports and statistics
Relevant media, news agencies, quality press, etc.
Social networking tools

Material provided by the instructors and materials produced by students.
Starting level and linkage with other courses
The module is closely linked with the other learning camps and modules throughout the studies
Assessment criteria
Assessment criteria - grade 1
Grade 1
The student has a vague picture of the different stages of a development process and is able to plan and implement the process with guidance. S/he has a limited understanding of the characteristics and usability of different development methods. The student is able to choose the relevant method for the task at hand and justify the reasoning for the selection only when aided by others. S/he has difficulties in using the digital tools needed for data collection and analysis. The student has a limited aility to communicate the results of the development process to the commissioner and other relevant audiences. S/he participates in the planning, implementation and evaluation with a minimal input. The student requires extra support from peers and supervisors in order to complete tasks. S/he needs encouragement and external support to start the thesis process.
Assessment criteria - grade 3
Grade 3
The student has a fairly clear picture of the different stages of a development process and is able to plan and implement the process quite well. S/he understands the characteristics and usability of different development methods rather well. The student is able to choose the relevant method for the task at hand and justify the reasoning for the selection to some extent. S/he has a relatively good ability to use the digital tools needed for data collection and analysis. The student is able to communicate the results of the development process quite effectively to the commissioner and other relevant audiences. The student participates in the planning, implementation and evaluation independently and makes use of the advise available. S/he displays an ability to start the thesis process. The student is able to operate when the task and instructions are given.

Assessment criteria - grade 5
Grade 5
The student has a clear picture of the different stages of a development process and is able to plan and implement the process exceptionally well. S/he understands the characteristics and usability of different development methods. The student is able to choose the relevant method for the task at hand and justify the reasoning for the selection. S/he has an excellent ability to use the digital tools needed for data collection and analysis. The student is able to communicate the results of the development process effectively to the commissioner and other relevant audiences. S/he participates proactively in the planning, implementation and evaluation. The student displays a goal-oriented mindset and professional attitude as well as a clear orientation towards starting the thesis process.

Learning Camp 4 – Orientation to thesis writing, 5 cr - INS2PO202

Course unit language
English

Upcoming implementations

- Learning Camp 4 – Orientation to thesis writing INS2PO202-3024 23.08.2021-17.12.2021 5 op (AB4, ...) +
- Learning Camp 4 – Orientation to thesis writing INS2PO202-3027 23.08.2021-17.12.2021 5 op (VM4, ...) +
- Show all (4)

Current implementations

- Learning Camp 4 – Orientation to thesis writing INS2PO202-3016 18.01.2021-21.05.2021 5 op (RM4) +
- Learning Camp 4 – Orientation to thesis writing INS2PO202-3017 18.01.2021-21.05.2021 5 op (RG4) +
- Show all (6)

Past implementations

No past implementations yet.

Learning objectives
The module is a part of professional studies in Porvoo Campus competence-based curriculum. The module advances the following competences: ability to choose a suitable thesis project, and justify relevant research approaches as well as development methods in thesis writing including critical and ethical thinking. Furthermore, Learning Camp 4 strengthens the student's academic communication skills.
Contents
Orientation to thesis writing
Finding a thesis project
The thesis process
Research and development methods

Research, diary, portfolio theses and theses of product type
Ethics in thesis process
Presentation of research data in reporting
Thesis assessment criteria
Literature review
Categories of literature
Literature search
Critical thinking
Academic English/Finnish/Swedish
Writing process and techniques
Grammar, text style and structure
Execution methods
a) Learning in class, including assignments, project work, independent study and exam.
b) Learning by completing the online implmentation of LC4
c) Demonstration of skills and knowledge (e.g. a student who has written a thesis before). More information from responsible teachers or academic advisors.

Assessment of one´s own learning is a compulsory part of each course.
Learning materials
Porvoo Campus thesis instructions

Books, E-books and journal articles

Online tutorials

Industry related reports and statistics

Instructors' own materials, materials produced by students
Starting level and linkage with other courses
The student has completed the first year of basic studies. The module is a part of professional studies in Porvoo Campus competence-based curriculum.
Assessment criteria
Assessment criteria - grade 1
The student has some understanding of how to write a report in an academic way. The student has a vague picture of the thesis process and is able to plan the process with guidance. S/he is able to write a basic knowledge base and apply Haaga-Helia reporting instructions in a limited way. The student has some understanding of the difference between theses of research and product type and the usability of different development methods. The student understands to some extent the importance of ethics in research and development work. S/he has some insights into how a thesis is assessed.
Assessment criteria - grade 3
The student is able to write a report in an academic way. The student has a realistic picture of the thesis process and is able to plan the process independently. S/he is able to write an informative knowledge base and is able to apply Haaga-Helia reporting instructions well. The student understands the difference between a thesis of product and research type and the usability of different research and development methods. The student can discuss the importance of ethics in research and development work. S/he has a good insight into how a thesis is assessed and can to some extent apply this insight on an existing thesis.
Assessment criteria - grade 5

The student has an extensive view of the thesis process and is able to plan and start the process independently. S/he is able to write an extensive knowledge base with discourse between the sources and is able to follow Haaga-Helia reporting instructions in an excellent way. The student has a real understanding of the difference between a thesis of product and research type. S/he can assess the suitability of different research and development methods and argue for what data collection method could be applied in different projects. The student has a knowledge about the importance of ethics in in research and development work. S/he has a good insight into how a thesis is assessed and can assess an existing thesis bases on the assessment criteria.

Managing Aviation Business Operations, 5 cr - BUS2AB201

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Managing Aviation Business Operations BUS2AB201-3004 18.01.2021- 21.05.2021 5 op (AB3, ...) +

Past implementations

No past implementations yet.

Execution methods
a) Learning with contact and remote teaching including assignments, project work, independent study and possible exams.

b) Learning by using the work-based learning method "Work&Study" according to a plan that shows how the learning goals of the course can be obtained through the student's work or hobby. More information from responsible teachers or academic advisors.

c) Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers or academic advisors.

Customer Experience in Aviation Business Models, 5 cr - BUS2AB202

Course unit language
English

Upcoming implementations

- Customer Experience in Aviation Business Models BUS2AB202-3005 23.08.2021-17.12.2021 5 op (AB4, ...) +

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives
The module advances the following competences: entrepreneurial thinking, analytical and strategic thinking, knowledge and analysis of customer experience in aviation, problem-solving skills, global business intelligence, financial and trend analysis, savvy use of digital tools and customer journey understanding. The module will focus both on airline business and airport business.
Contents
Customer journey
Business models and operations, driven by customer experience
Case studies of airlines, airports, cargo companies (focus on future trends in the context of current financial performance)
Business plans for business models driven by customer experience (airline, airport, cargo) for a business plan competition;
Modelling a supply chain for a commissioner, supply chain management, optimising supply management in airlines / airports / cargo
Module portfolio (career oriented) with reflection
Execution methods
Inquiry learning
Project (business plan, developmental project)
Peer-to-peer learning (online teams)
Company case studies and visits
Gamification/simulation
Tutorials, online lectures and workshops
Independent study and teamwork
The assessment of one's own learning

Recognising and validating prior learning (RPL)
If students have acquired the required competence in previous work tasks, recreational activities or on another module or course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.
Learning materials
Text books and peer reviewed articles on the content topics
Online tutorials, e-books and online sources
Companies' web-portals
Relevant media, news agencies, quality press, etc.
Social networking tools
Exercises, tests
Instructors' own materials, materials produced by students.
Starting level and linkage with other courses

The module is a part of professional studies in Porvoo Campus competence-based curriculum.
Assessment criteria
Assessment criteria - grade 1
The student has a limited ability to analyse business operations. S/he has difficulties in recognising different business models and choosing appropriate models. S/he has difficulties with strategic thinking and problem solving. S/he is able to approach aviation business from the perspective of customer experience, to consider profitable business models and see the strategic connection between management of business operations and customer experience. S/he can take part in customer experience analysis only when aided by others. Her/his understanding of value chains and the customer journey along with customer experience driven business operations is very limited. The student can use digital tools, research and development methods only when the task and instructions are given and when aided by other students and the supervisors. The student has challenges with time management and submission of assignments/project work.
Assessment criteria - grade 3
The student is able to analyse business operations, recognise different business models and choose appropriate models rather well. S/he displays some strategic thinking and problem-solving skills from the perspective of customer experience, and can apply the knowledge to manage business operations from the perspective of customer experience. S/he can take part in customer experience analysis in team work. Her/his understanding of value chains and the customer journey along with customer experience driven business operations is reliable. The student can use a few digital tools, research and development methods. The student is able to operate when the task and instructions are given. The students submits assignments and project work on time.
Assessment criteria - grade 5
The student is able to analyse independently business operations, work with different business models and think strategically with problem-solving skills. S/he is able to use global business intelligence for decision-making from the perspective of customer experience. S/he can lead customer experience analysis in team work. Her/his understanding of value chains and the customer journey along with customer experience driven business operations is examplary for other students. Her/his understanding of value chains and business processes is excellent. The student can use versatile digital tools as well as choose and use relevant research and development methods. S/he has a business-oriented mindset with a focus on profitability. The students submits assignments and project work on time.

Leading Human Resources in Aviation Business, 5 cr - LEA2AB201

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Leading Human Resources in Aviation Business LEA2AB201-3003 18.01.2021-21.05.2021 5 op (AB3, ...) +

Past implementations

No past implementations yet.

Execution methods
Inquiry learning: Peer-to-peer learning Company visits n/a Lectures and workshops Independent study and teamwork The assessment of one's own learning

Individual assignments
Teamwork
Final deliverables
Peer assessment
Self-assessment
The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected via an electronic form.
Learning materials
Armstrong, Michael 2012. Armstrong's Handbook of Human Resource Management Practice: KoganPage
Graham, Anne 2014. Managing Airports an international perspective: Routledge
Laloux, F. 2016. Reinventing Organizations. Nelson Parker.
Assessment criteria
Assessment criteria - grade 1
The student can identify different aviation stakeholders and their organizational structure and operational focus. S/he can describe the functions and operations of aviation stakeholders. The student is able to finalize the tasks based on given instructions and received support.
Assessment criteria - grade 3
The student can describe different aviation stakeholders and is able to explain their organizational structure and operational focus. S/he can describe and compare different organizational functions of aviation stakeholders. The student is able to solve organizational challenges when the task and instructions are given. The student is able to use research and developmental methods.
Assessment criteria - grade 5
The student can describe and analyze organizational functions of different aviation stakeholders. S/he is able to discuss their organizational structure and operational focus. The student is able to analyst and solve organizational challenges proactively. The student is able to choose and use relevant research and developmental methods.

Developing Human Resources in Aviation Business, 5 cr - LEA2AB202

Course unit language
English

Upcoming implementations

- Developing Human Resources in Aviation Business LEA2AB202-3004 23.08.2021-17.12.2021 5 op (AB4, ...) +

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives
s a result of studies and practices student are expected to be able to demonstrate more advanced level of practice of:
Analyse own and others' development needs in leadership and make strategic plans for development
practice self-management and leadership
understand dynamics of effective teamwork and leadership principles and practice them
use appropriate problem and conflict resolving techniques in teamwork
recognize own and team potential and development opportunities and act upon them
advance his/her team to effective performance and utilize the opportunities
represent his/her team and organisation professionally and develop networks
take appropriate roles (leader/follower) flexibly to advance team effectiveness
Contents
Situational leadership
Organisational behaviour, learning, and development
Organisational change leadership
Authentic leadership, employee advocacy
Transformational Leadership
Performance Leadership
Responsible Leadership
Execution methods
Inquiry learning;
Integration and practicing in project work
Mentoring, coaching and consultations
Tutorials
Exams/tests
Self and peer evaluations
Lectures and workshops
Independent studies
Learning materials
Books on the content topics
E-books and online articles
Online tutorials
Companies' web-portals
Industry related reports and statistics
Relevant media, news agencies, quality press, etc.
Social networking tools
Exercises, tests
Instructors' own materials, materials produced by students

Further information
Responsible teacher: Yucel Ger
Starting level and linkage with other courses
The module is a part of professional studies in Porvoo Campus competence-based curriculum.
Module is a continuation of Leading Human Resources and aims to advance the following
competences: strategic and creative thinking in leadership, effective leadership, professional
communication, cultural awareness, developmental leadership. The module will be integrated with
other modules, projects and learning activities whenever possible.
Assessment criteria
Assessment criteria - grade 1
The student knows how to form, motivate and lead diverse teams strategically when aided and
guided by others. S/he understands how to develop people skills as well as organisational
communication, both external and internal. The student is able to perform tasks according to given
instructions when s/he is aided by other students and the supervisors.
Assessment criteria - grade 3
The student can form, motivate and lead diverse teams strategically . S/he is able to use an
appropriate leadership and communication style when guided. S/he displays good people skills as
well as professionalism in external and internal communication. The student is able to solve
organisational challenges when the task and instructions are given. The student is able to use
research and developmental methods to lead improved performance.
Assessment criteria - grade 5
The student excels in motivating and leading diverse teams strategically. S/he is able to choose an
appropriate leadership and communication style. S/he shows people skills as well as
professionalism in external and internal communication. The student is able to solve organisational
challenges proactively. The student is able to choose and use relevant research and developmental
methods.

Leading Sales and Business Development, 10 cr - LEA2AB221

Course unit language
English

Upcoming implementations

- Leading Sales and Business Development LEA2AB221-3005 23.08.2021-
17.12.2021 10 op (AB4, ...) +

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives

The module advances the following competences: leadership and management of sales teams, relationship building, sustainable value creation, strategy development. Moreover, the module advances ability to successfully set up and implement your own sales project.

Contents

The module has four components:

Opportunity identification
Leading and managing sales teams
Sales negotiations
Business Development (Research/Benchmarking/ Implementation)
Execution methods

a) Learning with contact teaching including assignments, project work, independent study and exams

b) Taking part in a work-related project or other project

c) Learning by using the work-based learning method "Work&Study" according to a plan which shows how the learning goals of the course can be obtained through the student´s work or hobby. More information from responsible teachers or academic advisors.

d) Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers or academic advisors.

Learning materials

Butler, David, 2012, Business Devlopment: A Guide to Small Business Strategy. Butterworth & Heineman.

English W. J., Moate, B., 2009, Discovering New Business Opportunities. Allen & Unwin.

Jobber, D., Lancaster, G.,2009, Selling and Sales Management. Pearson.

Reed, W., 2011, Selling For the Long Run. MacGrawHill.

Cron, William L., 2010, Sales management: concepts and cases. Wiley.

Tanner, J., Honeycutt, E.,D. & Erffmeyer, R., C. 2009. Sales Management. Shaping Future Sales Leaders. Wessex. Press.

Gosselin, T, 2007, Practical Negotiating; tools, tactics and techniques, John Wiley & Sons, NJ.
Mayer, Robert, 2006, How to Win Any Negotiation. Career Press, NJ.

E-Materials: Futrell, Charles M. Sales Management. Teamwork, Leadership and Technology

Materials provided by the teachers and students
Further information
x
Starting level and linkage with other courses
Students have completed the basic studies. The module is a part of professional studies in Porvoo Campus competence-based curriculum.
Assessment criteria
Assessment criteria - grade 1

The students finds it difficult to analyse the business environment to identify business opportunities in the market. With help the student can identify and develop solution to customer needs. S/he can plan and manage a sales process on a real-life project on a basic level. The student has some insight in using suitable sales management tools and leading a team to success. S/he has basic negotiation and communication skills. The student is able to work as a member of a sales team and contribute to the overall results with guidance

Assessment criteria - grade 3

The student can analyse the business environment to identify business opportunities in the market. The student can use the right tools to identify customer needs and develop solutions for the customers. S/he knows how to manage a sales process on a real-life project. The student has good insight in using suitable sales management tools and leading a team to success. S/he shows good negotiation and communications skills. S/he can work responsibly as a team member and shows initiative in reaching the common goal efficiently. S/he displays a broad range of work-life related competences.

Assessment criteria - grade 5

The student can analyse the business environment to identify business opportunities in the market in a professional manner. The student professionally uses the right tools to identify customer needs and develop solutions for the customers. S/he has very good command of how to manage a sales process on a real-life project. The student has excellent insight in using suitable sales management tools and shows great input for leading the team to success. S/he shows excellent negotiation and communications skills. S/he has professional skills to work as a team member and shows extraordinary initiative in reaching the common goal. S/he displays a broad range of work-life related competences and makes efficient use of them

Evaluation criteria, approved/failed

Individual assignments
Teamwork assignments
Peer assessment
Self-assessment

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected via an electronic form

Marketing and Sales in Aviation Business, 5 cr - SAL2AB201

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Marketing and Sales in Aviation Business SAL2AB201-3003 18.01.2021-21.05.2021 5 op (AB3, ...) +

Past implementations

No past implementations yet.

Learning objectives
The student can apply theory and methods and use specific terminology very accurately in various contexts. S/he is able to conduct relevant market research and collect data to gain a comprehensive understanding of customer needs and provide solutions. The student can use marketing tools with desired impact. S/he has reliable knowledge of sales, distribution, and service experience for global markets. S/he has an innovative approach and can conduct research at a highly professional level.

Contents
market research and analysis
customer experience
marketing and distribution channels
customer contacts and sales communication
professional ICT tools

Meta-competences: product development and service design, focus on customer experience management, knowledge of sales and services for foreign markets, solution oriented selling, customer value propositions, branding and marketing, effective presentations.

Execution methods
Inquiry learning:
Peer-to-peer learning
Online tutorials, lectures and workshops
Company visits
Independent study and teamwork

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

Learning materials
Books on the content topics

E-books and online articles

Online tutorials

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.

Starting level and linkage with other courses
The module is a part of professional studies in Porvoo Campus competence-based curriculum. The module advances the following competences: distribution and sales, customer experience, sales and services in global markets, solution oriented selling, customer value propositions, marketing, effective presentations.

Assessment criteria
Assessment criteria - grade 1
The student can find relevant theory, methods and specific terminology. S/he is able to conduct market research and collect data and to analyse the needs of customers to provide solutions to them only when aided by others. The student can use marketing tools with assistance from others. S/he is able to acquire knowledge of sales, distribution, and service experience for global markets. The student is able to operate when the task and instructions are given and when aided by other students and the supervisors.
Assessment criteria - grade 3
The student is able to use theory, methods and his/her usage of specific terminology is accurate. S/he is able to conduct market research and collect data to gain reliable understanding how to analyse the needs of customers to provide solutions to them. The student can use marketing tools. S/he has knowledge of sales, distribution, and service experience for global markets.
Assessment criteria - grade 5
The student can apply theory and methods and use specific terminology very accurately in various contexts. S/he is able to conduct relevant market research and collect data to gain a comprehensive understanding of customer needs and provide solutions. The student can use marketing tools with desired impact. S/he has reliable knowledge of sales, distribution, and service experience for global markets. S/he has an innovative approach and can conduct research at a highly professional level.
Evaluation criteria, approved/failed
Individual assignments
Teamwork assignments
Final deliverables
Peer assessment
Self-assessment

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected via an electronic form.

Service Design and Branding in Aviation Business, 5 cr - SAL2AB202

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Service Design and Branding in Aviation Business SAL2AB202-3005 18.01.2021-21.05.2021 5 op (AB3, ...) +

Past implementations

No past implementations yet.

Learning objectives

The student is able to design business processes, services and products successfully. His/her use of theory, methods and specific terminology is excellent. S/he is able to conduct relevant research and collect data to provide solutions that have outstanding value. The student can use branding tools with the desired impact. S/he has an innovative approach and can lead module activities on a highly professional level.

Contents

market research and analysis

design thinking for business processes, product development and services

customer experience

branding

professional ICT tools

Execution methods

Inquiry learning:

Peer-to-peer learning

Online tutorials, lectures and workshops

Company visits

Independent study and teamwork

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

Learning materials

Books on the content topics

E-books and online articles

Online tutorials

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.

Further information

Working life connections

Company visits and guest lecturers and workshops from different companies and organisations.

Starting level and linkage with other courses

The module is a part of professional studies in Porvoo Campus competence-based curriculum. The module advances the following competences: product development and service design, design of business processes and customer experience management, knowledge of branding for global markets, effective presentations.

Assessment criteria

Assessment criteria - grade 1

The student understands how to design business processes, services and products with customer in mind. S/he can use relevant theory, methods and specific terminology. S/he is able to conduct research and collect data when aided by others. The student can use branding tools with assistance from others.

Assessment criteria - grade 3

The student is able to design business processes, services and products with customer in mind. His/her use of theory, methods and specific terminology is accurate. S/he is able to conduct market research and collect data to provide solutions. The student can use branding tools independently and in team work.

Assessment criteria - grade 5

The student is able to design business processes, services and products successfully. His/her use of theory, methods and specific terminology is excellent. S/he is able to conduct relevant research and collect data to provide solutions that have outstanding value. The student can use branding tools with the desired impact. S/he has an innovative approach and can lead module activities on a highly professional level.

Evaluation criteria, approved/failed

Grading 1 -5 or approved/ failed

Individual assignments
Teamwork assignments
Final deliverables
Peer assessment
Self-assessment

The self-assessment of one's own learning does not influence the module grade. The self-assessment and students' feedback to the module will be used for the module development. The feedback is collected via an electronic form.

ADVANCED STUDIES

Airline Business, 10 cr - AIR3PO301

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Airline Business AIR3PO301-3004 18.01.2021-21.05.2021 10 op (AB5, ...) +

Past implementations

No past implementations yet.

Learning objectives
The module advances the following competences with specific focus on scheduled passenger airline business, see contents below. This module excludes airline business areas of Air Cargo and Aircraft Maintenance.

The assessment will be based on the airline business game, the company project and theoretical assignment. Individual students' contribution to the team is also assessed. Airline Business Game and the Company Project are assessed on individual and team basis. The Theoretical assignment is assessed on an individual basis.

Contents
CONTENTS
• Passenger airline commercial management
• Route planning & network management IT systems
• Strategic planning of airline business models (low cost vs full-service carrier/ with or without own MRO)
• B2B/B2C airline marketing and sales via digital channels
• Digital ancillary revenue
• Price- and revenue management
• Airline economics & revenue management
• Frequent flyer (loyalty programs)
• Multichannel marketing
• Key operational performance KPI`s

WORKING LIFE CONNECTIONS
Company and airline visits, guest lecturers and project work in cooperation with different aviation companies and organisations.

INTERNATIONALITY
Teamwork in an international group, supervised by international instructors. Guest lecturers from international organisations and partner universities.

Execution methods
If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet.

Learning materials
Course literature:
Taneja, N.K. 2014. Designing Future-Oriented Airline Business. Ashgate.
Wensveen, J. G. 2015. Air Transport. A Management Perspective. Ashgate.

Additional reading:
Bartlik, M. 2011. The Impact of EU Law on the Regulation of International Air Transportation. Ashgate.
Flouris, Triant G . & Yilmaz, Ayse K. 2011. Risk Management and Corporate Sustainability in Avaition. Ashgate.
Morrell, Peter.S. 2013. Airline Finance. Ashgate.
Rhoades, Dawna l. 2014. Evolution of International Aviation Phoenix Rising. Ashgate.
Sheehan, J.J. 2013. Business and Corporate Aviation Management. New York: McGraw-Hill

Education.
Vasigh, B. & Fleming, K. & Tacker, T. 2013. Introduction to Air Transport Economics From Theory to Applications. Second Edition. Ashgate.

E-books and online articles
Companies' web-portals
Relevant media, news agencies, quality press, etc.
Social networking tools
Instructors' own materials, materials produced by students.
Starting level and linkage with other courses
The module is a part of professional studies in Porvoo Campus competence-based curriculum. Prerequisites for the module are that the student has completed basic and professional studies in aviation. Alternatively, basic airline knowledge gained in working a few years in an airline.
Assessment criteria
Assessment criteria - grade 1
Grade 1 – limited performance Airline Business Game/ Company Project/ Theory
Assessment criteria - grade 3
Grade 3 – good performance Airline Business Game/ Company Project/ Theory
Assessment criteria - grade 5
Grade 5 – excellent performance Airline Business Game/ Company Project/ Theory

Airport Business, 10 cr - AIR3PO302

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Airport Business AIR3PO302-3004 18.01.2021-21.05.2021 10 op (AB5, ...) +

Past implementations

No past implementations yet.

Learning objectives
Learning objectives and assessment

The module advances the following competences with specific focus on airport business: strategic planning, economics, value creation, concept development, risk management , strategic sales and e-commerce, managing sales, performance and future airports.
Contents
Strategic planning
Concept development at airports in airport industry

e-Commerce within airport context
Sales performance management
Value creation
Economics
Risk management
Airports and airport systems
Airport safety and security management
Future airports
Execution methods
a) Learning with contact and remote teaching including assignments, project work, independent study and possible exams.

b) Learning by using the work-based learning method "Work&Study" according to a plan that shows how the learning goals of the course can be obtained through the student's work or hobby. More information from responsible teachers or academic advisors.

c) Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers or academic advisors.
Learning materials
Books on the content topics
E-books and online articles
Companies' web-portals
Relevant media, news agencies, quality press, etc.
Social networking tools
Instructors' own materials, materials produced by students.
Starting level and linkage with other courses
The module is part of advanced studies in Porvoo Campus competence based curriculum.
Prerequisites for the module are that the student has completed basic and professional studies.
Assessment criteria
Assessment criteria - grade 1
Grade 1
The student has limited abilities to conduct strategic planning and has gained limited knowledge of value creation, concept development, risk management , strategic sales and e-commerce, managing sales and performance. The student participates in project teamwork, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.
Assessment criteria - grade 3
Grade 3
The student has good abilities to conduct strategic planning and has gained sufficient knowledge of value creation, concept development, risk management , strategic sales and e-commerce, managing sales and performance. The student participates in project teamwork, implementation and evaluation with active input. The student is able to work and proactively and independently.
Assessment criteria - grade 5
Grade 5
The student has excellent abilities to conduct strategic planning and has gained outstanding knowledge of value creation, concept development, risk management , strategic sales and e-commerce, managing sales and performance. The student actively participates and leads when necessary project teamwork, implementation and evaluation. The student actively seeks to work proactively and independently in a highly productive manner.

Air Cargo, 10 cr - AIR3PO303

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Air Cargo AIR3PO303-3004 18.01.2021-21.05.2021 10 op (AB5, ...) +

Past implementations

No past implementations yet.

Learning objectives
The module advances the following competences with specific focus on air cargo: analytical and strategic thinking, strategic planning, value creation, concept development, risk management , strategic sales and e-commerce, enabling digitalization, managing sales and performance, future orientation.
Contents
• Strategic planning
• Concept and business development within air cargo
• e-Commerce and digitalization enablers within air cargo context
• Sales and business performance management
• Value creation
• Risk management
• Airports and airlines within the air cargo networks
• Key factors and stakeholders in the air cargo industry
• Cargo industry forecasts and trends
• Air cargo safety and security management and industry regulations
Execution methods
All of the competences are implemented in learning activities jointly with other modules. The methods used in the learning activities are e.g.:

Inquiry learning
Peer-to-peer learning
Tutorials
Study tours and company visits
Lectures and workshops
Independent study and teamwork
The assessment of one's own learning
Learning materials
Books on the content topics

Christopher, Martin (2016) Logistics and Supply Chain Management, Pearson, Harlow, UK

Mangan, John & Lalwani, Chandra (2016) Global Logistics and Supply Chain Management, Wiley & Sons, West Sussex , UK

Branch, Alan (2008) Global Supply Chain Management and International Logistics, Routledge, New York

Murphy, Paul R., & Wood Donald F. (2011) Contemporary Logistics, Pearson, Upper Sddle River, NJ

Smeritschnig, Florian (2013), Wow and SkyTeam Cargo, An In-depth Analysis of Strategic Alliances for Air Cargo Carriers and the Impact on Cargo Airlines' Operations and Success Diplomica Verlag, Hamburg (eBook)

E-books and online articles

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Instructors' own materials, materials produced by students.
Starting level and linkage with other courses
The module is part of advanced studies in Porvoo Campus competence based curriculum.
Prerequisites for the module are that the student has completed basic and professional studies.
Assessment criteria
Assessment criteria - grade 1
The student has limited abilities to conduct analytical and strategic thinking, strategic planning and has gained limited knowledge of value creation, concept development, risk management , strategic sales and e-commerce, enabling digitalization, managing sales and performance.The student participates in project teamwork, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.
Assessment criteria - grade 3
The student has good abilities to conduct analytical and strategic thinking, strategic planning and has gained sufficient knowledge of value creation, concept development, risk management, strategic sales and e-commerce, enabling digitalization, managing sales and performance. The student participates in project teamwork, implementation and evaluation with active input. The student is able to work and proactively and independently.
Assessment criteria - grade 5
The student has excellent abilities to conduct analytical and strategic thinking, strategic planning and has gained outstanding knowledge of value creation, concept development, risk management, strategic sales and e-commerce, ebnabling digitalization managing sales and performance. The student actively participates and leads when necessary project teamwork, implementation and evaluation. The student actively seeks to work proactively and independently in a highly productive manner.

WORK PLACEMENT

Work Placement, 30 cr - PLA6PO104

Course unit language
English

Upcoming implementations

- Work Placement PLA6PO104-3003 09.08.2021-05.08.2022 30 op (PO6, ...) +

Current implementations

- Work Placement PLA6PO104-3002 10.08.2020-30.07.2021 30 op (PO6) +

Past implementations

No past implementations yet.

Learning objectives
The students learn to develop their professional skills and to link their academic studies with real-life work practices and is able to evaluate and develop their workplace environment. Work placement is assessed as pass (H=accepted) or fail. Please see MyNet for further information.
Contents
Work placement period is one uninterrupted period or several shorter ones. Work placement can be full-time or part-time work with a minimum of 20 h/week. A students submits a written work placement notification (application) to the work placement coordinator. Work placement comprises the following:
• Participation in a placement info meeting before work placement.
• Contact with the work placement advisor (lecturer) before and during the placement.
• Placement period in an approved company or organization.
• Keeping a learning log.
• Submitting a written or an oral placement report with the required attachments and submitting the required documents to the advisor.
• Giving feedback on the learning platform or submitting a Work Placement Abroad –student report
Execution methods
Work placement lecture
Independent work according to the goals set.
Communication with the work placement advisor
Learning materials
Liisa Wallenius, placement abroad
Leena Aitto-oja, placement in Finland
Starting level and linkage with other courses
The student has successfully completed 120 ECTS.
Assessment criteria
Evaluation criteria, approved/failed
Work placement is assessed Pass or Fail by the work placement advisor. The employer or supervisor at the work placement evaluates the student's competence and gives a written evaluation/testimonial.

Work Placement 1, 10 cr - PLA6PO105

Course unit language
English

Upcoming implementations

- Work Placement 1 PLA6PO105-3003 09.08.2021-05.08.2022 10 op (PO6, ...) +

Current implementations

- Work Placement 1 PLA6PO105-3002 10.08.2020-30.07.2021 10 op (PO6) +

Past implementations

No past implementations yet.

Learning objectives
The students
• learn to develop their professional skills and to link their academic studies with real-life work practices
• are able to evaluate and develop their workplace environment
Work placement is an integral part of polytechnic studies. The placement work has to be approved in advance by the work placement co-ordinator by submitting a notification via MyNet. Students have to be registered as attendants to this course during the work placement.
Contents
Work placement period is normally uninterrupted but students can complete their work placement also in two or three parts. Work placement can be full-time or part-time work with a minimum of 20 h/week. Work placement comprises the following:
• Participation in a placement info meeting before work placement.
• Contact with the work placement advisor (lecturer) before and during the placement.
• Placement period in an approved company or organization. Keeping a learning log.
• Submitting a written or an oral placement report with the required attachments. Alternatively, writing HH work placement blog and submitting the required documents to the advisor.
• Giving feedback on the learning platform or submitting a Work Placement Abroad –student report
Execution methods
Working at the place of work and submitting reports.
Recognition of prior learning (RPL) is observed on the course according to separate instructions.
Further information
Leena Aitto-oja, Porvoo Campus
Liisa Wallenius, Porvoo Campus
Starting level and linkage with other courses
Completion of 30-60 cr before the work placement begins
Assessment criteria
Evaluation criteria, approved/failed
Pass/Fail by the work placement advisor.
The employer or supervisor at the work placement evaluates the student's competence and gives a written evaluation/testimonial

Work Placement 2, 10 cr - PLA6PO106

Course unit language
English

Upcoming implementations

- Work Placement 2 PLA6PO106-3003 09.08.2021-05.08.2022 10 op (PO6, ...) +

Current implementations

- Work Placement 2 PLA6PO106-3002 10.08.2020-30.07.2021 10 op (PO6) +

Past implementations

No past implementations yet.

Learning objectives
The students
• learns to develop their professional skills and to link their academic studies with real-life work practices
• are able to evaluate and develop their workplace environment
Work placement is an integral part of polytechnic studies. 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. Work placement is assessed as pass (H=accepted) or fail. Please see MyNet for further information.
Contents
Work placement can be full-time or part-time work with a minimum of 20 h/week. A students has to make a work placement notification to the work placement coordinator to seek acceptance for the work placement duties. Work placement comprises the following:
• Participation in a placement info meeting before work placement.
• Contact with the work placement advisor (lecturer) before and during the placement.
• Placement period in an approved company or organization. Keeping a learning log.
• Submitting a written or an oral placement report with the required attachments.
• Giving feedback on the learning platform or submitting a Work Placement Abroad –student report
Execution methods
Working at the place of work and submitting reports.
Recognition of prior learning (RPL) is observed on the course according to separate instructions.
Further information
Leena Aitto-oja, Porvoo Campus
Liisa Wallenius, Porvoo Campus
Starting level and linkage with other courses
Completion of work placement 1 and a minimum of 60 cr.
Assessment criteria
Evaluation criteria, approved/failed
Pass/Fail by the work placement advisor.
The employer or supervisor at the work placement evaluates the student's competence and gives a written evaluation/testimonial

Work Placement 3, 10 cr - PLA6PO107

Course unit language
English

Upcoming implementations

- Work Placement 3 PLA6PO107-3003 09.08.2021-05.08.2022 10 op (PO6, ...) +

Current implementations

- Work Placement 3 PLA6PO107-3002 10.08.2020-30.07.2021 10 op (PO6) +

Past implementations

No past implementations yet.

Learning objectives
The students
• learn to develop their professional skills and to link their academic studies with real-life work practices
• are able to evaluate and develop their workplace environment
Work placement is an integral part of polytechnic studies and students can apply for work placement 3 after they have completed 120 cr. Students have to be registered as attendants during the work placement
Contents
Work placement period is normally uninterrupted. Work placement can be full-time or part-time work with a minimum of 20 h/week. A students has to submit a work placement notification to the work placement coordinator to seek acceptance for the planned work placement duties. Work placement comprises the following:
• Participation in a placement info meeting before work placement.
• Contact with the work placement advisor (lecturer) before and during the placement.
• Placement period in an approved company or organization. Keeping a learning log.
• Submitting a written or an oral placement report with the required attachments.
• Giving feedback on the learning platform or submitting a Work Placement Abroad –student report
Execution methods
Working at the place of work and submitting reports.
Accreditation of prior learning (APL) is observed on the course according to separate instructions.
Further information
Leena Aitto-oja, Porvoo Campus
Liisa Wallenius, Porvoo Campus
Starting level and linkage with other courses
Completion of work placement 1 and 2, and 120 cr.
Assessment criteria
Evaluation criteria, approved/failed

Pass/Fail by the work placement advisor.
The employer or supervisor at the work placement evaluates the student's competence and gives a written evaluation/testimonial.

BACHELOR´S THESIS

Thesis Phase 1, 5 cr - THE7HH801

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Thesis Phase 1 THE7HH801-3004 29.03.2021-21.05.2021 5 op (RZ18ST, ...) +

Past implementations

No past implementations yet.

Learning objectives
Upon completion of the module, the student is able to

• Know different stages of the thesis process
• Know the aim of her/his thesis
• Search for information in a variety of reliable sources.
• Define the key concepts of her/his thesis.
• Create a realistic schedule for her/his thesis
• Know requirements and the basic structure of the thesis.
• plan a research-based development project outline.
Contents
• Thesis at Haaga-Helia
• Thesis process and progress in Konto
• Student's role and responsibilities during the thesis process
• Confidentiality in theses
• Content and extent of the thesis
• Content and extent of a research-based development project
• Source information search, reliable information and critical evaluation of them.
• Formal referencing
• Selection criteria for research and innovation methods
• Thesis reporting according to Haaga-Helia reporting guidelines
• Self management during the thesis process.
Execution methods
• Lectures
• Assignments

• Personal guidance
• Individual working
Learning materials
-Thesis page on MyNet
-Handouts in Moodle
Starting level and linkage with other courses
Studies specified by the degree programme
Assessment criteria
Assessment criteria - grade 1
See thesis assessment criteria in MyNet
Assessment criteria - grade 3
See thesis assessment criteria in MyNet
Assessment criteria - grade 5
See thesis assessment criteria in MyNet
Evaluation criteria, approved/failed
During the thesis process, progress is graded as pass/fail according to programme-specific objectives.
After the thesis evaluation process is completed, H for "pass" is replaced by the thesis grade.

To pass the module all assignments (incl. research based development project outline = thesis outline) must be submitted and approved.
Research based development project outline is uploaded in Konto and a thesis supervisor has approved it.

Thesis Phase 2, 5 cr - THE7HH802

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives
The student knows how to use relevant source material, apply suitable methods and follow reporting guidelines.
Contents
2/3 completed thesis, according to programme-specific guidelines and principles
Execution methods

- thesis advising sessions and keeping in contact with the thesis advisor
- collaboration with companies
- writing the report
Learning materials
- MyNet thesis instructions
- Programme specific instructions
Starting level and linkage with other courses
Thesis phase 1 completed
Assessment criteria
Assessment criteria - grade 1
See thesis assessment criteria in MyNet
Assessment criteria - grade 3
See thesis assessment criteria in MyNet
Assessment criteria - grade 5
See thesis assessment criteria in MyNet
Evaluation criteria, approved/failed
During the thesis process, progress is graded as pass/fail according to programme-specific objectives.
After the thesis evaluation process is completed, H for "pass" is replaced by the thesis grade.

Thesis Phase 3, 5 cr - THE7HH803

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Thesis Phase 3 THE7HH803-3002 18.01.2021-21.05.2021 5 op (RZ18ST, ...) +

Past implementations

No past implementations yet.

Learning objectives
The student finishes the thesis according to the Haaga-Helia guidelines and thesis schedule.
Contents
- finalizing the thesis
- publishing the thesis
Execution methods
- thesis advising sessions and keeping in contact with the thesis advisor
- collaboration with companies
- writing the report
Learning materials

- MyNet thesis instructions
- Programme specific instructions
Starting level and linkage with other courses
Thesis phases 1/3 and 2/3 completed. Phase 3/3 cannot be approved before the maturity exam and plagiarism check have been passed.
Assessment criteria
Assessment criteria - grade 1
See thesis assessment criteria in MyNet
Assessment criteria - grade 3
See thesis assessment criteria in MyNet
Assessment criteria - grade 5
See thesis assessment criteria in MyNet
Evaluation criteria, approved/failed
See thesis assessment criteria in MyNet

Maturity Test, 0 cr - THE7HH804

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives
The maturity examination is a learning experience which aims at helping the student polish his/her communication skills. Also, the aim is to present the proficiency of the student as well as the contents of the thesis.
The maturity test demonstrates the student's familiarity and expertise in the subject field of the thesis as well as language competency in Finnish or Swedish, as required in Finnish legislation (A1129/2014, § 8).

The language required for the maturity test is determined by the language the student studied as first language/mother tongue during secondary level education. The maturity test also serves as a demonstration of spoken and written competence in the language in question. The language of the maturity exam is also marked in the degree certificate.
Contents
In Haaga-Helia, the maturity test can take one of three forms, as agreed with the thesis advisor: an essay, an item for a staff newsletter or a media release. The maturity test is not the same as an exam answer.

Execution methods

The maturity test is taken under supervision as agreed with the thesis advisor, either on a general re-examination date or in Exam (an e-exam option).

The maturity test is written by hand or using a computer as agreed with the thesis advisor. If the test is written by hand, the handwriting should be easily readable. Capital letters, punctuation marks and compound words should be clear. If the test is written using a computer, it has to be offline and any automatic grammar or spell checks disabled.

Memory sticks / flash drives or phones are not allowed in the maturity test. The duration of the test is a maximum of 1h 55min. The thesis advisor stores the maturity test for 6 months.

Learning materials

A more detailed description of text types and instructions can be found on the Haaga-Helia Thesis pages.

Further information

See instructions in MyNet

Starting level and linkage with other courses

The thesis is completed.

Assessment criteria

Evaluation criteria, approved/failed

The maturity test is evaluated as pass/fail according to Haaga-Helia maturity test criteria. The thesis advisor checks both contents and language. A failed maturity test has to be re-taken.