# English (All compulsory)

## International Business Documents, 5 cr - ENG2LE201

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- International Business Documents ENG2LE201-3010 01.08.2020-31.07.2021  5 op+
- International Business Documents ENG2LE201-3006 18.01.2021-21.05.2021  5 op  (LE4B, ...)+
- International Business Documents ENG2LE201-3007 18.01.2021-21.05.2021  5 op  (LE4A, ...)+

- Hide

Past implementations

No past implementations yet.

# Languages for International Communication, 5 cr - COM2LE202

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

No ongoing implementations yet.

## Past implementations

No past implementations yet.

## Learning objectives

This course is intended for students to improve their English-language skills in the various areas of business, as well as in relevant areas of an international nature such as specific economic, cultural and political topics.

By giving a Pecha Kucha presentation is it intended that the student can both produce an effective presentation in English and gain confidence in giving one.

Another goal of the course is to develop critical thinking, argumentation skills and confidence when discussing a given topic and defending one's viewpoint.

## Contents

Texts utilizing high-level English on business topics and those of an international nature, such as economic, cultural and political topics

Pecha Kucha presentations in front of the class

Critical discussions about various topics relating to the texts mentioned above, in pairs and as a class

Working with high-level grammar via in-class exercises

Concentration on vocabulary, which will comprise the final examination, and which is found in the texts read as homework and discussed in class

## Execution methods

Reading articles in relevant areas as homework

Reading these articles as a class to practice reading high-level English and to clarify any questions as to terms or concepts in the text that might not be clear

Discussing some of these articles in pairs and as a class, with the intention of developing critical thinking and argumentation skills

Working on high-level grammar exercises in class that incorporate relevant terminology

Preparing and giving a Pecha Kucha presentation in class

## Learning materials

Students will be provided with articles and in-class exercises by the teacher, and do not need to purchase a book or other materials for this course.

Starting level and linkage with other courses

Students are to have completed the basic and professional studies in English, on both the content and language levels, before taking this course.

## Assessment criteria

### Assessment criteria - grade 1

The student has a satisfactory mastery of terminology and vocabulary related to various fields of business and socially relevant topics of an international nature, and can express this.
The student is able to analyze and discuss various professional texts on a basic level.
The student completes a Pecha Kucha presentation.
The student passes the final examination.
The student attends at least 80% of the lessons.

### Assessment criteria - grade 3

The student has a good mastery of terminology and vocabulary related to various fields of business and socially relevant topics of an international nature, and can express this.
The student is able to analyze and discuss various professional texts on an intermediate level.
The student gives a good Pecha Kucha presentation.
The student passes the final examination with at least an average score.
The student attends at least 80% of the lessons.

### Assessment criteria - grade 5

The student will master terminology and concepts related to various fields of business and international communication, and can express this.
The student is able to dissect and analyze various professional texts in order to their understand their terminology and concepts.
The student gives a strong Pecha Kucha presentation.
The student passes the final examination with an above-average score.
The student attends at least 80% of the lessons.

## Professional Writing Skills, 5 cr - ENG1LE201

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Professional Writing Skills ENG1LE201-3005 18.01.2021-21.05.2021  5 op  (LE2A, ...)+
- Professional Writing Skills ENG1LE201-3006 18.01.2021-21.05.2021  5 op  (LE2B, ...)+

## Past implementations

No past implementations yet.

# Finnish (Select 10-20 ECTS)

## Finnish for Beginners 1, 5 cr - FIN1LE203

Course unit language

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

No ongoing implementations yet.

### Past implementations

No past implementations yet.

### Learning objectives

Starting level 0, target level A1 in Finnish.
Upon completion of the course, the student is able to understand elementary Finnish
express him/herself in everyday situations and tell about his/her life, family, appearance and feelings
at some level understand and describe the basic facts of the Finnish culture and the Finnish language

### Contents

Pronunciation
Greetings, introducing oneself: nationality, family
Numbers, prices
Expressions of time
Weather
Days of the week, months, seasons of the year
To have, to have not
Verb conjugation in present tense, types 1 - 5
Basic adjectives, colours
Asking questions with question words and with the question suffix

### Execution methods

Contact hours
Independent studies
The assessment of one's own learning
Oral and written exercises individually and in pairs, group work.
Homework and preparation for lessons and exams.

### Learning materials

Gehring, S. & Heinzmann, S. 2010. Suomen mestari 1. Suomen kielen oppikirja aikuisille. Finn Lectura.
Helsinki. Chapters 1 - 5. (compulsory)
Other material provided by teacher.

## Starting level and linkage with other courses

No previous studies are required. This course is to be finished before taking any other studies in Finnish for foreigners.

## Assessment criteria

### Assessment criteria - grade 1

The student has a limited capability to understand simple oral and written messages and transmit them to the recipient. Speaking and writing skills are passable as far as constructions and/or pronunciation is concerned. (S)he is able to recognize simple constructions and frequently used expressions in different situations.

### Assessment criteria - grade 3

The student is often able to understand simple oral and written messages and transmit them to the recipient. Speaking and writing skills are good as far as constructions and/or pronunciation is concerned. (S)he is able to apply the learned skills in practice on simple constructions in new situations.

### Assessment criteria - grade 5

The student is able to understand simple oral and written messages and transmit them successfully to the recipient. Speaking and writing skills are excellent as far as constructions and/or pronunciation is concerned.(S)he knows how to apply the learned skills in practice on simple constructions in new situations.

# Finnish for Beginners 2, 5 cr - FIN1LE204

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Finnish for Beginners 2 FIN1LE204-3003 18.01.2021-21.05.2021  5 op  (LE2A, ...)**+**

## Past implementations

No past implementations yet.

## Learning objectives

Upon completion of the course, the student

is able to tell about his/her home
can tell about his/her work
is able to plan a trip and a party
is able to make a short presentation in Finnish
is able to produce simple connected text on topics that are familiar or of personal interest
has deepened his/her knowledge of the Finnish culture and language

## Contents

Consonant gradation and other changes (in the stem) of nouns and verbs
Different types of nouns: nominative plural, local cases
Expressing one's opinion
Postpositions
Imperative mood
Existential clause
Inflection of the personal and demonstrative pronouns
Use of the partitive case: uncountable words
Basics of the object
Ordinal numbers
Subordinate clauses and conjunctions
Vocabulary: furniture, tourism, travelling, means of transportation, food, parties, work and occupation
Elementary features of spoken language

## Execution methods

Contact hours
Independent studies
The assessment of one's own learning

Oral and written exercises individually and in pairs, group work.
Homework and preparation for lessons and exams

## Learning materials

Gehring, S. & Heinzmann, S. 2010. Suomen mestari 1. Suomen kielen oppikirja aikuisille. Finn Lectura. Helsinki. Chapters 6 - 9. (compulsory)
Other material provided by teacher.

## Starting level and linkage with other courses

The student has successfully completed the course Finnish for Beginners 1 FIN1LE203 or acquired this level in the entry level test in Finnish.

## Assessment criteria

### Assessment criteria - grade 1

The student understands some basic structures and vocabulary in familiar everyday situations and some basic elements in short texts. (She) is able to apply some of the learned skills and communicate in some everyday situations.

### Assessment criteria - grade 3

The student understands the basic structures and vocabulary in familiar everyday situations and some short texts. (S)he is able to apply the learned skills and communicate in most familiar everyday situations.

### Assessment criteria - grade 5

The student usually understands well the basic structures and vocabulary in everyday situations and in short everyday-related texts. (S)he is able to apply the learned skills and communicate independently in familiar and new situations.

# Finnish for Work 1, 5 cr - FIN2LE202

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

No ongoing implementations yet.

## Past implementations

No past implementations yet.

## Learning objectives

Upon completion of the course, the student

can tell about his/her past and introduce his/her own culture or other topics of interest
has learned how to apply for a job in Finland
is able to make a presentation in Finnish
has got improved vocabulary and speaking skills, also the knowledge of Finnish grammar
gets basic information and skills considering working life in Finnish

## Contents

Conjunctions
Object
Conditional mood
Past tense forms and usage
3. infinitive
Present passive voice
Writing email
Studies, work experience
Presentation or oral summary

## Execution methods

Contact hours
Independent studies
The assessment of one's own learning
Oral and written exercises individually and in pairs, group work.
Homework and preparation for lessons and exams.

## Learning materials

Gehring, S.& Heinzmann, S. 2012. Suomen mestari 2. Suomen kielen oppikirja aikuisille. Finn Lectura. Helsinki. (compulsory)
Other material provided by teacher.

## Starting level and linkage with other courses

The student has successfully completed the courses Finnish for Beginners 1 & Finnish for Beginners 2 or acquired this level in the entry level test in Finnish.

## Assessment criteria

### Assessment criteria - grade 1

The student has a passable command of standard oral and written Finnish on general and some field-specific topics. The student is able to communicate in some situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

### Assessment criteria - grade 3

The student has a satisfactory command of standard oral and written Finnish on general and some field-specific topics. The student is able to communicate in many situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

### Assessment criteria - grade 5

The student has a good command of standard oral and written Finnish on general and some field-specific topics.The student is able to communicate in most situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

## Finnish for Work 2, 5 cr - FIN2LE203

Course unit language

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

- Finnish for Work 2 FIN2LE203-3003 18.01.2021-21.05.2021  5 op  (LE2A, …)+

### Past implementations

No past implementations yet.

### Learning objectives

Upon completion of the course, the student
has basic information and skills considering work life in Finnish
is able to communicate in Finnish in basic work life situations
acquires the skills to produce clear and logical texts on simple work-related issues
is familiar with current topics in in Finland
CV
Work interview
Job application

### Contents

Plural forms of nouns
Grammar: comparison of adjectives, past tenses
The process of applying a job in Finland and in Finnishh
Cultural differences
Telephone Finnish
Getting acquainted with current topics by using newspapers and other media

### Execution methods

Contact hours
Independent studies
Assessment of one's own learning
Oral and written exercises individually and in pairs, group work.
Homework and preparation for lessons and exams.

### Learning materials

Gehring, S.& Heinzmann, S. 2012. Suomen mestari 2. Suomen kielen oppikirja aikuisille. Finn Lectura. Helsinki. (compulsory)
Other material provided by teacher.

## Starting level and linkage with other courses

The student has successfully completed the courses Finnish for Beginners 1 & 2, and Finnish for Work 1 or acquired this level in the entry level test in Finnish.

## Assessment criteria

### Assessment criteria - grade 1

The student understands the main points of work-related texts in both the work life vocabulary, and he/she is able to produce work-related texts in Finnish with several corrections, when assisted substantially.

### Assessment criteria - grade 3

The student understands the essential parts of work-related texts in both the written and oral form. The student has a fairly good command of work life vocabulary, and he/she is able to produce work-related texts in Finnish when assisted.

### Assessment criteria - grade 5

The student understands well the essential parts of work-related texts in both the written and oral form. The student has a very good command of work life vocabulary, and he/she is able to produce work-related texts in Finnish independently.

# Finnish Business Communication 1, 5 cr - FIN1LE201

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Finnish Business Communication 1 FIN1LE201-3003 18.01.2021-21.05.2021  5 op  (LE2A, ...)+

## Past implementations

No past implementations yet.

## Learning objectives

Upon completion of the course, the student

use Finnish in a proficient manner; to produce clear, comprehensible texts and presentations
recognise and describe the features of the Finnish language
recognise the structure and essential parts of Finnish business documents
produce texts and presentations related to recruitment and business
present him/herself in a positive light when applying for jobs
formulate the message in a manner that promotes the company and/or minimises harm to it

## Contents

Recruitment: job advertisement, cv, job application, cover letter, job interview
Business documents: memorandum, minutes, quotation, offer, order, invitation

## Execution methods

Contact hours
Independent studies
The assessment of one's own learning
Oral and written exercises individually and in pairs, group work
Homework and preparation for lessons and exams.

Recognising and validating prior learning (RPL)

Accreditation of prior learning (APL) is observed on the course according to separate instructions.
Please, contact the teacher when starting the course.

## Learning materials

Kankaanpää, S. & Piehl, A. 2011. Tekstintekijän käsikirja. Opas työssä kirjoittaville. Yrityskirjat. Helsinki.
Kortetjärvi-Nurmi, S. & Murtola, K. 2015. Areena. Yritysviestinnän käsikirja. Edita. Helsinki. TAI

Kortetjärvi-Nurmi, S., Kuronen, M.-L. & Ollikainen, M. 2011. Yrityksen viestintä. Edita. Helsinki.
Other material provided by teacher.

## Starting level and linkage with other courses

Office Applications 1. Excellent Finnish skills if one's mother tongue is other than Finnish.

## Assessment criteria

### Assessment criteria - grade 1

The student is able to write basic documents in Finnish by using word processing programs and standard Finnish document templates and produce understandable documents. (S)he understands the varying purposes of different documents and meets deadlines, follows instructions and participates in class.

### Assessment criteria - grade 3

The student is able to independently write basic documents in Finnish, which are of suitable quality be sent to the recipient in terms of appearance and phrasing. (S)he is able to write texts with appropriate style and nuance for the target audience. The student is able to present him/herself in somewhat positive light in recruitment situations and displays the proper ways of professional working and meets deadlines. (S)he knows how to follow instructions and independently apply his/her skills, as well as is able to give feedback to others. The student knows how to benefit from feedback and learns from mistakes.

### Assessment criteria - grade 5

The student is able to independently plan and write documents and texts in Finnish, which are correct in appearance, phrasing and contents. S/he is able to manage the most demanding word processing tasks. The student is able to write documents and texts fluently, including suitable style and nuance, in different communication situations in work life, such as job hunting and business purposes. (S)he is able to present him/herself in positive light in recruitment situations, follows schedules well and is able to plan how to best use his/her own time. S/he shows initiative and is able to share his/her knowledge and give constructive feedback to others. The student is able to assess the contents, appearance and phrasing of documents and presentations, improve his/her working methods and seek new solutions.

# Finnish Business Communication 2, 5 cr - FIN2LE201

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

No ongoing implementations yet.

## Past implementations

No past implementations yet.

## Learning objectives

Upon completion of the course, the student

practice his/her skills in managing various speech situations in business life
prepare and give presentations, as well as express oneself clearly in a group
give and receive constructive feedback on oral presentations
act well as a listener and as a member of the audience
understand the importance of correct and suitable language in PR related events and documents
recognise the structure and assess the content and meaning of varying PR messages
formulate the message that promotes the company and/or minimizes harm to it
manage corporate communications situations, including sensitive ones, in the appropriate style

## Contents

Theory: preparation, observation; types of speech situations, dialogue, argumentation, group dynamics
Practice giving presentations on one's own: improvised speeches, presentations
Practice in groups: panel discussions and debates
Practical exercises and tips on planning and giving presentations, giving feedback and managing stage fright
Observing yourself as a speaker or performer by writing a learning diary
Analysing PR and communication in Finnish business environment: e.g. websites, social media and traditional media
Producing and improving PR messages: press releases, bulletins, invitations etc.
Practical exercises on representing the company in different situations

## Execution methods

Focus is on practice individually and in groups.
Contact hours
Independent studies
The assessment of one's own learning
Written and oral exercises individually and in pairs, group work, workshops.
Homework and preparation for lessons and exams

## Learning materials

E.g.

Kallio, H. 2006. Point. Tehoa ja taitoa työelämän esiintymistilanteisiin. Infor, Hämeenlinna. OR
Koskimies, R. 2002. Asiantuntijan esiintymistaito. Finn Lectura, Helsinki

Kortetjärvi-Nurmi, S. & Murtola, K. 2015. Areena. Yritysviestinnän käsikirja. Edita. Helsinki. OR
Kortetjärvi-Nurmi, S., Kuronen, M.-L. & Ollikainen, M. 2011. Yrityksen viestintä. Edita. Helsinki.
Other material provided by teacher.

## Starting level and linkage with other courses

Mastering the rules of correct written Finnish, sufficient text processing skills (Word) and command of
Powerpoint; Preferably Finnish Business Communication 1. Excellent Finnish skills if one's mother
tongue is other than Finnish.

## Assessment criteria

### Assessment criteria - grade 1

The student shows interaction in standard communication situations, listens to others, expresses
her/his own opinion and argues her/his own point. (S)he is able to make a presentation in a clear voice
and aims at getting in contact with the audience. The student is able to give peer feedback when asked
and is able to produce understandable PR documents and presentations, as well as understands the
varying purposes of different documents. (S)he meets deadlines, follows instructions and participates in
class.

### Assessment criteria - grade 3

The student works successfully in a flexible manner in team communication situations: (S)he
communicates actively, listens to others and argues her/his own point well. The student is able to plan
a suitable, well-organized presentation by proportion, duration and demonstration, and speaks correct
spoken Finnish in a clear voice and has a good contact with the audience. (S)he is able to give and
utilize peer feedback, and independently evaluate and produce basic PR documents in Finnish, which
are of suitable quality to be sent to the recipient in terms of appearance and phrasing. The student
displays proper ways of professional working and meets deadlines. (S)he knows how to follow
instructions and independently apply his/her skills.

### Assessment criteria - grade 5

The student expresses her/himself using dialogue in team communication situations and is able to
guide them successfully in a flexible manner. (S)he listens actively, shows her/his know-how in
argumentation, and pays attention to the others. The student is able to modify her/his working
methods and make presentations which are skillfully targeted and suitable for different communication
situations and the professional role. The student speaks correct and well-versed Finnish language, in a
clear voice and natural expression and in contact with the audience. (S)he shows excellent technical
know-how, gives constructive peer feedback to others, and is able to critically assess her/his own
communication skills and develop through practice and feedback. The student is able to independently
evaluate, plan and produce PR documents in Finnish, which are correct in appearance, phrasing and
contents. S/he is able to manage the most demanding word processing tasks. The student follows
schedules well and is able to plan his/her time use.

# Language Studies (Select 30 ECTS)

## Chinese (All compulsory)

### Chinese Business Communication 1, 5 cr - CHI4LE201

Course unit language

English

Teachers

Hai Guo

#### Upcoming implementations

No upcoming implementations yet.

#### Current implementations

No ongoing implementations yet.

#### Past implementations

No past implementations yet.

#### Learning objectives

Learning outcomes

Target level: A2.1

The purpose of this course is to learn and practice language skills involving everyday life and basic business situations.

After the course, students will:

• achieve the proficiency of the whole Pinyin system

• learn basic Chinese business vocabulary and expressions

• manage superficial conversations in everyday life and the most common business situations

• be able to read and write common characters seen in business places in Chinese-speaking areas

#### Contents

Course contents

The course prepares students with basic language skills in both common everyday life and simple business situations. Learning materials cover for example the following items:

• getting acquainted with a new person

• introducing oneself and others

• asking about time, schedule, etc.

• telling about one's own home, present life situation, friends and foreign language skills

• ways of addressing customers and business partners

• business companies, positions, rank and business card

• business work unit, location and phone number

## Execution methods

Learning methods
The learning goals of this module can be reached in the following ways:
• Interactive classroom activities
• Individual and pair work
• Internet learning via Moodle and Promentor
Assessing one´s own learning is a compulsory part of the module.

Alternative ways to complete the course
Not attending the contact hours but doing the assignments and taking the final exam.

Recognition of prior learning
A student can demonstrate his or her equivalent language skills relating to the course objectives and content. This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on a scale of 1-5.

## Learning materials

Course materials
- Meiru Liu 2006: Basic Business Chinese, Beijing University Press
- Handouts and materials provided by the teacher
- The internet learning materials in Promentor

## Starting level and linkage with other courses

Prerequisites
Chinese for Beginners 2, or two semesters of basic Chinese study

## Assessment criteria

### Assessment criteria - grade 1

The student
has still limited skills in pronouncing pinyin, tones and vocabulary, can use everyday Chinese to communicate on a limited basis.
Her/His spoken language is not always logical, not always understandable.
is able to communicate on a limited basis in basic business situations.
knows the most common Chinese business vocabulary and phrases.
knows the main Chinese grammar rules and can follow the rules on a limited basis.
knows the basic structures of the written characters and understands only part of the written characters demanded for the course.
doesn't follow deadlines and instructions very well.

### Assessment criteria - grade 3

The student
has pretty good skills in pronouncing pinyin, tones and vocabulary, can use everyday Chinese to communicate.
Her/His spoken language is usually logical and for the most part understandable.
is able to communicate well in basic business situations.
masters basic Chinese business vocabulary and phrases.

masters well the Chinese grammar rules and can follow the rules well in language situations.

knows pretty well the structures of the written characters and understands most of the written characters demanded for the course.

usually follow deadlines and instructions very well.

*Assessment criteria - grade 5*

The student

has very good skills in pronouncing pinyin, tones and vocabulary, can use everyday Chinese to communicate really well.

Her/His spoken language is logical and easily understandable.

is able to communicate fluently in basic business situations.

masters well basic Chinese business vocabulary and phrases.

masters really well the Chinese grammar rules and can follow the rules precisely in language situations.

not only masters the structures of the characters but can also apply the knowledge in learning new characters. She/He understands all the written characters demanded for the course.

follows deadlines and instructions precisely.

## Evaluation criteria, approved/failed

Assessment criteria (H-5)
The final exam: 100%

# Chinese Business Communication 2, 5 cr - CHI4LE202

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Chinese Business Communication 2 CHI4LE202-3005 29.03.2021-21.05.2021  5 op  (LS3D, …)+

## Past implementations

No past implementations yet.

## Learning objectives

Learning outcomes
Target level: A2.3
The purpose of this course is to learn and practice language skills involving PR communications as well as everyday life and business situations. Chinese business culture is also covered at the second half of the course.
Students acquire the skills to

- manage common conversations in PR communications
- basic Chinese business vocabulary and expressions
- understand Chinese business culture and business etiquette

## Contents

Course contents
The course prepares students with basic language skills in both common PR communications and usual business situations. The cultural sessions help students to understand the major aspects of Chinese business culture. Language learning materials cover for example the following items:
- talking about one´s college life
- talking about one´s future plans in working life
- money and currency
- making contacts
- business work experiences
- job interviews ect.
- A presentation on Chinese business culture in English and Chinese

## Execution methods

Learning methods
The learning goals of this module can be reached in the following ways:
- Interactive classroom activities

- Individual and pair work
- Internet learning

Assessing one´s own learning is a compulsory part of the module.

## Learning materials

Course materials
- Meiru Liu 2006: Basic Business Chinese, Beijing University Press
- Handouts and On-line materials provided by the teacher

## Starting level and linkage with other courses

Prerequisites
Chinese Business Communication 1

## Assessment criteria

### Assessment criteria - grade 1

The student:

is able to communicate on a limited basis in basic PR and business situations.

knows the most common Chinese PR and business vocabulary and phrases.

knows the basic structures of the written characters and understands only part of the written characters demanded.

knows the basics of one of the commonly used Chinese word processing tools.

is aware of the common business cultural differences between Finland and China.

doesn't follow deadlines and instructions very well.

### Assessment criteria - grade 3

The student:

is able to communicate well in basic PR and business situations.

masters basic Chinese PR and business vocabulary and phrases.

knows well the structures of the written characters and understands most of the written characters demanded for the course.

masters the basics of one of the commonly used Chinese word processing tools.

understands the main business cultural differences between Finland and China.

usually follows deadlines and instructions well.

### Assessment criteria - grade 5

The student:

is able to communicate fluently in basic PR and business situations.

masters well basic Chinese PR and business vocabulary and phrases.

not only masters the structures of the characters but can also apply the knowledge in learning new characters. She/He understands all the written characters demanded for the course.

masters well one of the commonly used Chinese word processing tools.

understands well different aspects of business culture phenomenon between Finland and China.

follows deadlines and instructions precisely.

Evaluation criteria, approved/failed

## Assessment criteria (H-5)

Written exam: 30%
Presentation: 70%

# Chinese Business Environment, 5 cr - CHI4LE203

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Chinese Business Environment CHI4LE203-3006 18.01.2021-21.05.2021  5 op  (LS6D, ...)+

## Past implementations

No past implementations yet.

## Learning objectives

Learning outcomes
After completing the course, students will
• become familiar with the history, culture and economic situations of the main Chinese-speaking areas including mainland China, Taiwan, Hong Kong, Singapore and Malaysia.
• be capable of talking about the general features of the Chinese economic life.
• learn more common characters used in Chinese written texts and documents.
• be able to understand a few types of basic Chinese documents with the help of Chinese computer programs
• be able to write Chinese characters and texts with the help of the most common word-processing programs
• be able to check the correctness of the written characters and texts with the help of internet tools

## Contents

Course contents
"The course is divided into two parts: Introduction to the Chinese-Speaking Areas (Part 1) and Chinese Written Language and Documents (Part 2). Part 2 is a web-course via Moodle."

Introduction to the Chinese-Speaking Areas:
• Introduction to the situations in different Chinese-speaking areas
• Economic life of the mainland China and overseas Chinese societies
Chinese Written Language and Documents:
• Learn more useful characters and learn to understand unknown Chinese characters with the help of common internet tools
• Basic level PR and business documents: basic e-mails, invitations, travel agenda/visiting program, CV compilation

After completing the course, students will
• become familiar with the history, culture and economic situations of the main Chinese-speaking areas

including mainland China, Taiwan, Hong Kong, Singapore and Malaysia.
• be capable of talking about the general features of the Chinese economic life.
• learn more common characters used in Chinese written texts and documents.
• be able to understand a few types of basic Chinese documents with the help of Chinese computer programs
• be able to write Chinese characters and texts with the help of the most common word-processing programs
• be able to check the correctness of the written characters and texts with the help of internet tools

## Execution methods

Learning methods
The learning goals of this module can be reached in the following ways:
• Interactive classroom activities
• Individual or pair work for the presentation
• Internet learning via Moodle
Assessing one´s own learning is a compulsory part of the module.

Alternative ways to complete the course
Writing an essay instead of the oral presentation. The internet learning sessions are compulsory.

Recognition of prior learning
A student can demonstrate his or her equivalent language skills or culture knowledge relating to the course objectives and content. This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on a scale of 1-5.

## Learning materials

Course materials
Meiru Liu 2006: Basic Business Chinese, Beijing University Press
Handouts and materials provided by the teacher via Moodle

## Further information

- The presentations will be arranged during the last two teaching weeks.
- Other arrangements can be discussed with the teacher

## Starting level and linkage with other courses

A student can take this course only after he/she has passed the course "Chinese Business Communications 2".

## Assessment criteria

### Assessment criteria - grade 1

Assessment criteria/Introduction to Chinese-Speaking Areas/scale 5-1.
The student:
• is able to make a presentation which is suitable for the situation.
• is able to use sources of information to support his/her work and shows cultural knowledge when using sources.
• is able to share his/her professional knowledge and skills to others in a limited manner.

Assessment criteria/Chinese Written Language and Documents/scale 5-1.

The student:

• knows the basic structures of the written characters and understands only part of the written characters demanded for the course.

• is able to understand independently

over half of the basic documents in

Chinese and write some of them with the help of internet tools.

• follows deadlines and instructions and participates in working.

• knows how to follow instructions given to her/him.

*Assessment criteria - grade 3*

Assessment criteria/Introduction to Chinese-Speaking Areas/scale 5-1.

The student:

• is able to make a presentation which is well targeted and suitable for the situation.

• is able to use sources of information independently to support his/her work and shows good cultural knowledge when using sources.

• adapts the cultural content well and is able to share his/her professional knowledge and skills to others.

Assessment criteria/Chinese Written Language and Documents/scale 5-1.

The student:

• knows pretty well the structures of the written characters and understands most of the written characters demanded for the course.

• is able to understand independently most of the basic documents and

texts covered in the course and is able to write some of them. She/he is able to use the word processing and other internet and mobile phone tools, which help in the understanding and creating of the basic Chinese documents.

• masters the proper ways of professional working and follows deadlines.

• knows how to use instructions independently and apply her/his skills.

• knows how to benefit from feedback and learn from mistakes.

*Assessment criteria - grade 5*

Assessment criteria/Introduction to Chinese-Speaking Areas/scale 5-1.

The student:

• is able to make a presentation which is skillfully targeted and

suitable for the communication situation.

• is able to use sources of information versatility and critically to support

his/her work and shows excellent cultural knowledge when using sources.

• adapts the cultural content deeply and is able to share his/her professional knowledge and skills to others.

Assessment criteria/Chinese Written Language and Documents/scale 5-1.

The student:

• not only masters the structures of the characters but can also apply the knowledge in learning new characters. She/He understands all the written characters demanded for the course.

• is able to understand independently almost all the basic documents and texts covered in the course and is able to write some of them. She/he is able to manage the most demanding activities in word processing and other internet and mobile phone tools, which help in the understanding and creating of the basic Chinese business documents.
• follows schedules well and is able to plan how to best use her/his own time. She/he shows initiative and is able to share her/his know-how and peer feedback to others.
• is able to assess critically the contents, appearance and phrasing of documents and improve working methods and new solutions.

Evaluation criteria, approved/failed

Assessment criteria (H-5)
Presentation/essay 50%
Moodle assignments 50%

# French (All compulsory)

## French Business Communication 1, 5 cr - FRE4LE201

Course unit language

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

No ongoing implementations yet.

### Past implementations

No past implementations yet.

### Learning objectives

Upon successful completion of the course, the student
knows basics of French grammar and can use key French language structures
understands some basics of Business French
is able to have small-talks in ordinary situations
can use various sources of information related to French language and society
is aware of cultural differences

### Contents

French Grammar
Oral exercises
Basics of Business French vocabulary and concepts
Intercultural topics

### Execution methods

a.Contact lessons, assignments and final exams OR
b.Not attending the contact hours but doing the coursework and taking the test OR
c.Recognition of prior learning
A student can demonstrate his or her equivalent language skills relating to the course objectives and
content. This must be agreed upon with the teacher no later than two weeks before the course begins.
Each student may attempt this only once in the period prior to the giving of the course. The evaluation
is based on the final exams.

### Learning materials

Grammaire progressive du français avec 680 exercices, nouvelle édition – niveau intermédiaire, Maïa
Grégoire, Odile Thiévenaz, CLE international
Web-pages
Material provided by the teacher.

## Starting level and linkage with other courses

French for beginners 1 (FRE4LS210) and French for beginners 2 (FRE4LS220) or Secondary school French or equivalent.

## Assessment criteria

### Assessment criteria - grade 1

The student has limited writing and speaking skills in French and a limited basic knowledge of Business French. His/her speaking and writing skills are passable as far as constructions and pronunciation are concerned. She/he can partly apply the learned skills in practice in new situations.

### Assessment criteria - grade 3

The student has good writing and speaking skills in French and a good basic knowledge of Business French.His/her speaking and writing skills are good as far as constructions and pronunciation are concerned. She/he has the readiness to apply in practice the skills learned.

### Assessment criteria - grade 5

The student has strong writing and speaking skills in French and a good basic knowledge of Business French. She/he knows how to apply the learned skills acquired in practice in new situations.

# French Business Communication 2, 5 cr - FRE4LE202

**Course unit language**

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- French Business Communication 2 FRE4LE202-3004 18.01.2021-21.05.2021  5 op  (LS4A, ...)+

## Past implementations

No past implementations yet.

## Learning objectives

Upon successful completion of the course, the student:
knows basics of French grammar and can use key French language structures
understands the French working environment and business life
understands the concepts linked to French business life
understands cultural differences and can implement this knowledge into practical situations.
knows basics of PR-french
is able to write more demanding Business documents
knows how to find information about enterprises

## Contents

French Grammar
Vocabulary and concepts of the French economy and business life
Business and PR-letters
Invitations
Practice of telephone conversation
Intercultural awareness
Case studies and information retrieval

## Execution methods

a.Contact lessons, assignments and final exams OR
b.Independent studies OR
c.Recognising and validating prior learning (RPL)
Student might show its expertise just by attending the final exam. This must be agreed upon with the teacher no later than two weeks before the course begins.

## Learning materials

Grammaire progressive du français avec 680 exercices, nouvelle édition – niveau intermédiaire, Maïa Grégoire, Odile Thiévenaz, CLE international

Web-pages

Material provided by the teacher.

## Starting level and linkage with other courses

French Business Communication 1 (FRE4LE201) or equivalent Basic French studies and Business French Vocabulary

## Assessment criteria

### Assessment criteria - grade 1

The student has limited skills in written and spoken business communication and manages short and simple professional conversations by phone. She/he has limited understanding of the French working environment. She/he knows only the basics of French Business and PR Communication and needs support to write Business and PR documents.

### Assessment criteria - grade 3

The student has good skills in written and spoken business communication and manages a professional conversation by phone. She/he has a good command of key concepts in Business French and understands to some extend the French working environment on a cultural basis. She/he can in certain cases write Business and PR documents independently and successfully.

### Assessment criteria - grade 5

The student has strong skills in written and spoken business communication and is fully capable of maintaining a professional conversation by phone. She/he has an excellent command of key concepts in Business French and understands fully the French working environment on a cultural basis. She/he can write Business and PR documents independently and successfully.

## French Business Environment, 5 cr - FRE4LE203

Course unit language

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

- French Business Environment FRE4LE203-3003 18.01.2021-21.05.2021 5 op (LE6B, ...)+

### Past implementations

No past implementations yet.

### Learning objectives

Upon successful completion of the course, the student
understands cultural differences between Finland and France.
is able to talk about Finland in French
understands French and Finnish societies
is able to find information

### Contents

French civilization
Oral presentations on Finnish civilization
Information retrieval
French medias: newspapers, television, radio and internet

### Execution methods

a.Contact lessons, assignments and final exam OR
b. Independent studies, assignments and final exam OR
c. Recognising and validating prior learning (RPL)
A student can demonstrate his or her equivalent language skills relating to the course objectives and
content. This must be agreed upon with the teacher no later than two weeks before the course begins.
Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on
a scale of 1-5.

### Learning materials

Material provided by the teacher
Web-pages

### Starting level and linkage with other courses

French Business Communication 1 (FRE4LE201) and French Business Communication 2 (FRE4LE202) or
equivalent French studies.

## Assessment criteria

### Assessment criteria - grade 1

The student knows the French and Finnish societies somewhat and recognizes the main cultural differences. She/He has a limited capability to speak of Finland. She/He shows limited skills in understanding spoken and written news, and is only partly able to put into practice the skills acquired.

### Assessment criteria - grade 3

The student knows both the French and Finnish societies. She/He understands the main cultural differences which lead to different behavior in each culture, and is able to some extent to take into consideration perceptions when dealing with these countries. She/He can speak of Finland by showing relevant intercultural aspects. The student shows good skills in understanding spoken and written news and is able to put into practice the skills acquired.

### Assessment criteria - grade 5

The student knows well both the French and Finnish societies. She/He understands the cultural differences which leads to different behaviors in each culture, and is able to take into consideration these perceptions when dealing with these countries. She/He can speak of Finland by showing excellent intercultural knowledge and awareness. The student shows excellent skills in understanding spoken and written news and is able to put into practice the skills acquired.

# German (All compulsory)

## German Business Communication 1, 5 cr - GER4LE201

Course unit language

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

No ongoing implementations yet.

### Past implementations

No past implementations yet.

### Learning objectives

Upon successful completion of the course, the student is able to produce grammatically correct German in oral and written form for business purposes and he/she uses various sources of information in German.

Assessment components and their respective weights:
Written exams 50 %
Oral exams 40 %
Class Work 10%

The self-assessment doesn't influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for the development of the courses/modules. The assignment is completed on an electronic form.

### Contents

German grammar
Expansion of vocabulary
Pronunciation and intonation exercises
Training real life job situations where spoken German skills are required such as introduction, invitation, making an appointment, small talk and telephone conversation.

### Execution methods

Contact lessons and independent study
Two written and two oral exams
Self-assessment (1 h)

RPL:
A student can demonstrate his or her equivalent language skills relating to the course objectives and

contents. This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. The evaluation takes place on a scale of 1-5.

## Learning materials

The material is provided by the lecturer.

## Further information

n/a

## Starting level and linkage with other courses

Secondary school German or German for Beginners 1 and German for Beginners 2. The language level A1 is required.

## Assessment criteria

### Assessment criteria - grade 1

The student is able to use German grammar and the main vocabulary orally and in the own written production in business related German, but his/her understanding of messages in different business life situations is limited. Although there are some difficulties in learning, he/she is moving towards improving her/his oral and written production. He/ She uses very short sentences and very basic language constructions, but the language is understandable for German speaking listeners or readers.

### Assessment criteria - grade 3

The student is able to use written and oral business related German quite well through mastering the German grammar and main vocabulary comprehensively. The understanding of messages in different business life situations doesn't cause problems. In the use of the oral language he/she shows a certain correctness, but still makes an effort to reproduce and speak a coherent and comprehensible language to speakers of German, for example in seeking simple solutions to explain more abstract terms.

### Assessment criteria - grade 5

The student is able to use written business related German very well and has acquired an extensive vocabulary in everyday situations and in professional settings. He/ She is able to understand fluent messages in different business life situations. He/ She masters the German grammar and main vocabulary very well in business related German. His/ Her oral skills are at a high level of interactive communication and he/she is able to produce a fairly fluent and understandable language.

## Evaluation criteria, approved/failed

n/a

# German Business Communication 2, 5 cr - GER4LE202

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- German Business Communication 2 GER4LE202-3003 18.01.2021-21.05.2021  5 op  (LE2A, ...)+

## Past implementations

No past implementations yet.

## Learning objectives

Upon completion of the course, the student becomes proficient in producing linguistically correct business correspondence in German. He/ She will be able to operate in support functions related to international sales, purchasing processes and administration. The student also can operate in typical social business occasions.

Assessment components and their respective weights:
Written exams 75 %
Portfolio 20 %
Class Work 5 %

## Contents

The course focuses on business letters in German, including review of vocabulary and common expressions. The course involves the writing of business letters as homework. The letters are then corrected on the basis of the teacher feedback and added into the students portfolio. In addition a CV is written.

Business correspondence including
•invitations
•congratulatory letters
•thank you letters
•letters relating to travel
•inquiries
•offers
•orders
•quotations
•invoices

## Execution methods

Learning methods
Contact lessons and independent study
Three written exams
Portfolio with business letters
Self-assessment (1 h)

OR:
Recognising and validating prior learning (RPL)
A student can demonstrate his or her equivalent language skills relating to the course objectives and contents. This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. The evaluation takes place on a scale of 1-5.

## Learning materials

A book announced by the teacher and other materials provided by the teacher.

## Further information

The self-assessment does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

## Starting level and linkage with other courses

Competence level: B1-B2
Starting level and linkage with other courses:
German Business Communication 1 (GER4LE201)

## Assessment criteria

### Assessment criteria - grade 1

The student can write the standard business letter fairly well. He/ She communicates fairly well, is able to sometimes choose an appropriate style and produces somewhat correct language. Grammatical aspects of the language need to be worked on. Messages are for the most part understandable, but they need to be carefully corrected and cannot be sent as written.

### Assessment criteria - grade 3

The student can write the standard business letter well, communicates well, is able to generally choose an appropriate style and produces mostly correct language. He/ She is able to write understandable and correct messages using basis phrases related to the topic of the letter. In addition the use of dictionaries and other sources of information is practised by the student and the messages that are for the most part accurate and ready to send.

### Assessment criteria - grade 5

The student can write the standard business letter very well, communicates very well, is able to choose an appropriate style and produces correct language. He/ She is able to apply during the course acquired skills and can use dictionaries and other sources of information well. The use of vocabulary and phrases is versatile and fluent. The student can write accurate messages that are ready to send.

## Evaluation criteria, approved/failed

n/a

# German Business Environment, 5 cr - GER4LE203

## Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- German Business Environment GER4LE203-3004 18.01.2021-21.05.2021  5 op  (LE6B, ...)+

## Past implementations

No past implementations yet.

## Learning objectives

Learning outcomes and assessment


Upon successful completion of the course, the student has improved his/her German business vocabulary and knowledge of key grammatical issues used in media. He/ She will be able to read, understand, analyze, and summarize business related articles and has familiarized him/herself with distinctive features of the German business environment. The student gained proficiency in making business conversation to the extent that he understands his/her counterpart and can answer questions presented to him/her. He/ She will be able to review company operations.

# Russian (All compulsory)

## Russian Business Communication 1, 5 cr - RUS4LE201

**Course unit language**

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

- Russian Business Communication 1 RUS4LE201-3006 18.01.2021-21.05.2021  5 op  (LE2B, …)+

### Past implementations

No past implementations yet.

### Learning objectives

Student can use basic business Russian logical. Main Russian constructions and basic professional vocabulary are comprehended, and he/she masters Russian grammar.

### Contents

Basic Russian grammar
Basic Russian Business vocabulary

### Execution methods

A. Contact lessons and distant assignments and written exam OR
B. Distant assignments and written exam

The assessment of one's own learning 1 h

### Learning materials

Salenius - Lehmuskallio, 2009. Biznes-grammatika. Edita. Helsinki.
Ojanen-Laurila-Hellman-Prokkola, 2011. Sekret Uspeha 1. AYY-Palvelu Oy.
Berditchevski. 2007. Lesnitsa-Steps. Haaga-Helia.

### Starting level and linkage with other courses

Language level: A2
Intermediate Russian or equivalent skills (10 ECTS).

### Assessment criteria

#### Assessment criteria - grade 1

He/she can manage in business Russian situations on a limited basis. Language is not always logical, and not everything is understandable. Main Russian constructions, basic vocabulary and some professional vocabulary are partly comprehended but there is much to be improved upon.

*Assessment criteria - grade 3*

He/she is able to use business Russian on a limited basis. Language is usually logical, and for the most part understandable. Main Russian constructions, basic vocabulary and some professional vocabulary are partly comprehended but they could be improved upon.

*Assessment criteria - grade 5*

He/she is able to use business Russian very well. Language is logical, and understandable. Main Russian constructions, basic vocabulary and some professional vocabulary are comprehended, and he/she masters Russian grammar.

## Evaluation criteria, approved/failed

Written exams (2) 50 %.
Listening comprehension test 10 %
Oral test 30 %
Oral assignment 10 %

# Russian Business Communication 2, 5 cr - RUS4LE202

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Russian Business Communication 2 RUS4LE202-3006 18.01.2021-21.05.2021  5 op  (LS3D, ...)+

## Past implementations

No past implementations yet.

## Learning objectives

Upon successful completion of the course, the student is able to
- effectively use spoken and written Russian business language and take the Russian business culture context into account,
- to keep the conversation with a Russian counterpart,
- make up Russian PR- and business messages using Cyrillic Word processing,
- to understand participles and passive voice.

## Contents

The course introduces students to spoken and written Russian business language and to Russian business culture along the following lines:
Part 1. Spoken proficiency
- Verbal self-pitch/ CV
- Meeting guests
- Fairs
- Job interview
- Presentation of a company
- Business culture

Part 2. Written proficiency
- Russian business letter standard
- PR-letters and business letters
- Participles and passive voice

## Execution methods

The options that are appropriate for the course:
Contact lessons and assignments and exams OR
Exams and assignments
The assessment of one's own learning 1 h

Part 1. Spoken proficiency

Akishina, T. & Skorikova, T. 2013. Business Contacts: Russian Language Course. Russkiy Yazyk. Moscow.

Ojanen, Laurila-Hellman, Prokkola 2011. Sekret uspeha 1. Helsingin kauppakorkeakoulu, Helsinki

Part 2. Written proficiency

Salenius, 2014, Venäjänkielinen liikeviestintä, Promentor (verkkomateriaali)

## Starting level and linkage with other courses

Competence level: B1

Russian Business Communication 1 or equivalent studies.

## Assessment criteria

### Assessment criteria - grade 1

Part 1. Spoken proficiency

The student sometimes understands versatile simple oral and written messages, and is able to convey those to the recipient. Speaking and writing are inadequate with regard to sentence structure and/or pronunciation. The student is able to apply what s/he has learnt mostly in simple communication situations.

Part 2. Written proficiency

The student knows the most common business Russian words and phrases and can with big effort make up Russian PR- and business messages using Cyrillic Word processing. There is still much to improve in messages and they couldn't be sent without correcting.

### Assessment criteria - grade 3

Part 1. Spoken proficiency

The student often understands versatile simple oral and written messages, and is able to convey those to the recipient. Speaking and writing are good with regard to sentence structure and/or pronunciation. The student is able to apply what s/he has learnt mostly in familiar language-using contexts.

Part 2. Written proficiency

The student knows the common business Russian words and phrases and can make up good Russian PR- and business messages using Cyrillic Word processing. There is still a little bit to improve in messages and it is recommended to make some corrections before sending them.

Assessment criteria - grade 5

Part 1. Spoken proficiency

The student usually understands versatile simple oral and written messages, and is able to convey those successfully to the recipient. Speaking and writing are very good with regard to sentence structure and pronunciation. The student is able to apply the newly-acquired competencies to new diverse language-using contexts.

Part 2. Written proficiency

The student masters the common business Russian words and phrases and can make up excellent

Russian PR- and business messages using Cyrillic Word processing. There is nearly nothing to be corrected in the messages.

Evaluation criteria, approved/failed

Spoken part 50 %.

Written part 50 % (includes written test and learning assignment)

# Russian Business Environment, 5 cr - RUS4LE203

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Russian Business Environment RUS4LE203-3004 18.01.2021-21.05.2021  5 op  (LS6D, ...)**+**

## Past implementations

No past implementations yet.

## Learning objectives

Russian Contract Texts:
To understand main points of a Russian purchase agreement and to compose short messages concerning agreements.

Assistant's Job in Russian Trade:
To handle job search and application situations, to compose a CV, to present one's organisation, be able to present a business in Finland, and familiarise oneself with peculiarities of the trade between Russia and Finland

## Contents

The course is divided into two parts: Contract Texts in Russian Trade and Assistant's Job in Russian Trade. The course involves contact hours and weekly assignments.
Contract Texts in Russian Trade:
Structure and main contents of Russian contracts and participles and the passive voice

Assistant's Job in Russian Trade:
Simulated job application situations, compilation of a CV, presentation of a relevant job description, presentation of an organisation or a business in Finland, trade between Russia and Finland, its dynamics and metrics

## Execution methods

Contract Texts in Russian Trade:
A. Contact lessons and written exam and learning assignment OR
B. Written exam

Assistant's Job in Russian Trade:
A. Contact lessons, distant assignments and oral exam OR

B. Distant assignments and oral exam and portfolio
The assessment of one's own learning 1 h

## Learning materials

Salenius, P., 2000. Sopimukset venäjäksi. Helia. (Contract Texts in Russian Trade)
Material provided by the teacher.

## Starting level and linkage with other courses

Language level: B 2
Russian Business Communication 2

## Assessment criteria

### Assessment criteria - grade 1

The student understands the Russian purchase agreement to some extent and is able to name its main points. He/she knows the vocabulary concerning agreements in a limited way and is able to apply during the course acquired skills to business messages only adequately.
The student manages in simulated job application situations and presenting one's job description. He/she knows Finnish and Russian economics and the trade between our countries. There is still much to be improved upon to be able to work in Russian trade.

### Assessment criteria - grade 3

The student understands main points of the Russian purchase agreement and is able to summarize its contents logically. He/she knows the vocabulary concerning agreements well and is able to apply during the course acquired skills to business messages quite well.
The student manages in simulated job application situations and presents logically one's job description. He/she knows Finnish and Russian economics and the trade between our countries. There are certain competencies subject to improvement in order to be able to work in Russian trade.

### Assessment criteria - grade 5

The student understands main points of the Russian purchase agreement and is able to summarize its contents successfully. He/she knows the vocabulary concerning agreements very well and is able to apply during the course acquired skills to practice on a high level.
The student manages in simulated job application situations and presents fluently one's job description. He/she knows Finnish and Russian economics and the trade between our countries. He/she is ready to work in Russian trade.

## Evaluation criteria, approved/failed

Assessment components and their respective weights:
Contract Texts in Russian Trade:
Written exam 90% and learning assignment 10% OR
Written test 100%

Assistant's Job in Russian Trade:
Final oral exam 50 %
Distant assignments 20 %
Active participating in classes 30%.

Max. 100 p.

Contract Texts in Russian Trade comprises 50 % and Assistant's Job in Russian Trade 50 % of the overall grade. Both parts must be successfully completed.

# Spanish (All compulsory)

## Latin American Business Environment, 5 cr - SPA4LE203

**Course unit language**

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

- Latin American Business Environment SPA4LE203-3003 18.01.2021-21.05.2021  5 op  (LS4C, ...)+

### Past implementations

No past implementations yet.

### Learning objectives

The course objective is to understand the special characteristics of Latin America and Spain: differences in geography, history, and social and economic life.

The course is divided to two parts:
1) Latin America's and Spain's history, society and current affairs
2) Spanish Newspaper Texts: distinctive features and style of Spanish newspapers and preparations of reviews and summaries relating to these.

During the course the student seeks information through various media regarding the relations between Spain and Latin America.

### Contents

The contents of the course are:
•history, society, economy and current situation of Latin America and Spain
•free Trade Agreements with Latin America: NAFTA, Mercosur, etc.
•the specific characteristics of the Hispanic press: style, features and journalistic criticism.

### Execution methods

The options that are appropriate for the course:
Contact lessons Individual, pair and team assignments
Independent studies
The assessment of one's own learning 1 h

Alternative ways to complete the course: one alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## Learning materials

Vásquez, Germán & Marínez Díaz, Nelson 2009. Historia de América Latina. SGEL, Madrid.

Masoliver, Joaquín & Vidales, Carlos 2009. América Latina. Samfundslitteratur. Gylling.

Ángeles Albert, Maria & Ardanaz, Francisco 2009. Hispanoamérica, ayer y hoy: historia y arte, demografía, economía, instituciones, tradiciones. SGEL. Madrid.

Newspapers in Spanish on line: El País, El Mundo, La Vanguardia, Cambio16, El Clarín, El Mercurio.

## Starting level and linkage with other courses

Competence level: B2

Spanish Business Communication 1 and 2 or equivalent studies.

## Assessment criteria

### Assessment criteria - grade 1

The student understands economic news of his/her field and is able to name their main points. His/her use of the vocabulary concerning enterprises and economic situations is limited. He/she is able to apply during the course acquired skills in practice only adequately. He/she is able to use sources of information to support his/her work and shows some cultural knowledge when using sources. He/she is able to share his/her professional knowledge and skills with others in a limited manner.

### Assessment criteria - grade 3

The student understands economic news in his/her field and is able to summarize its main contents logically. He/she knows vocabulary concerning enterprises and economic situations well. He/she is able to apply during the course acquired skills in practice well. He/she is able to use sources of information independently to support his/her work and shows cultural knowledge when using sources. He/she adapts to cultural content fairly well and is able to share his/her professional knowledge and skills with others.

### Assessment criteria - grade 5

The student understands challenging economic news in his/her field and is able to summarize its main contents successfully. He/she is able to apply during the course acquired skills in practice on a high level. He/she is able to use sources of information in a versatile and critical way to support his/her work and shows excellent cultural knowledge when using sources. He/she adapts cultural to content well and is able to share his/her professional knowledge and skills with others.

## Evaluation criteria, approved/failed

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## Spanish Business Communication 1, 5 cr - SPA4LE201

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 first part of the course will deal with everyday situations such as the use of the telephone formally and informally, setting meetings, eating out, planning a trip and studies, etc. Spoken language expressions used in the present day Spanish.

In the second part we will practice negotiations and discuss current topics related to Spain and learn the use of formal language and discuss about Spanish society.

### Contents

The topics of the courses are:

•basic vocabulary of Business Spanish
•cultural differences in the business life of the Latin America and Spain
•the use of oral language in different business situations
•different kind of enterprises
•short messages by email
•job applications
•grammar: present tens of subjunctive and imperative
•future, conditional, passive, past tenses of subjunctive and relative pronouns

### Execution methods

The options that are appropriate for the course:
Contact lessons
Individual, pair and team assignments
Independent studies
The assessment of one's own learning 1 h
Alternative ways to complete the course: one alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

### Learning materials

Amate, Iñaki & Puranen, Pasi, 2015. Colegas – Työelämän espanja. Espanjan jatko-oppikirja. Kustannusosakeyhtiö Tammi, Helsinki: Chapters 1-10.

Additional reading:

Turk, Phil - Zollo Mike 2010, ¡Acción Gramática! A new Spanish grammar.
2nd edition, Hodder & Stoughton, London.
Mäkinen, Matti 2015. ¡Claro! Lyhyt espanjan kielioppi. Kustannusosakeyhtiö Tammi, Helsinki.
Mäkinen, Matti - Torvinen, Maarit 2015. ¡Claro! Harjoitukset. Kustannusosakeyhtiö Tammi, Helsinki.
Hämäläinen Tiina 2015. Espanjan kielioppi, Finn Lectura, Tampere.
Hämäläinen Taina - Virkkunen Sonja 2015. Espanjan kielioppi-harjoituskirja. Finn Lectura, Helsinki.

Web materials:

Español Uno and Dos guide, Finn Lectura and Taina Hämäläinen's Espanjan kieliopin harjoituksia, Finn Lectura.

## Starting level and linkage with other courses

Competence level: A2
Spanish for Beginners 1 and 2 or equivalent, e.g. secondary school Spanish.

## Assessment criteria

### Assessment criteria - grade 1

The student is able to somewhat use written business-related Spanish. The student's understanding of messages in different business life situations is limited. His/her comprehension corresponds somewhat to the main learning goals of the course in written and spoken Spanish. He/she is able to use Spanish grammar and the main vocabulary to some degree in business-related Spanish.

### Assessment criteria - grade 3

The student is able to use written business-related Spanish well. He/she is able to understand messages in different business situations well. His/her comprehension correlates well to the main learning goals of the course in written and spoken Spanish. He/she masters Spanish grammar and the main vocabulary in business-related Spanish well.

### Assessment criteria - grade 5

The student is able to use written business-related Spanish very well. He/she is able to understand messages in different business life situations very well. His/her comprehension correlates very well to the main learning goals of the course in written and spoken Spanish. He/she masters Spanish grammar and the main vocabulary in business-related Spanish very well.

# Spanish Business Communication 2, 5 cr - SPA4LE202

**Course unit language**

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Spanish Business Communication 2 SPA4LE202-3005 18.01.2021-21.05.2021  5 op  (LS4C, …)✛

## Past implementations

No past implementations yet.

## Learning objectives

The course covers common business situations: presenting oneself in a company, job interviews, product presentations, company presentations, as well as business texts. Students give an oral presentation on a company and a product.

## Contents

The course introduces students to Spanish business culture:
•cultural differences, corporate forms, organisation, commerce, finance, marketing, workplace culture
•products and services, Trade fair and sustainable development
•marketing and fairs

Distinctive features of written Spanish:
•business correspondence: offers, offer requests, orders, claims
•PR letters: invitations, congratulations, thank you letters, condolences

## Execution methods

The options that are appropriate for the course:
Contact lessons
Individual, pair and team assignments
Independent studies

The assessment of one's own learning 1 h

Alternative ways to complete the course: one alternative available to students is that they complete all of the coursework and take the final exam, without attending the actual contact hours.

## Learning materials

Materials given by the teacher.

## Starting level and linkage with other courses

Competence level: B1

Spanish Business Communication 1 or equivalent studies.

## Assessment criteria

### Assessment criteria - grade 1

The student: has some difficulty in learning, but he or she is moving towards improving her/his knowledge of business Spanish. He/she uses very short sentences and very basic language constructions. He/she has limited vocabulary, but is understandable to native speakers. He/she understands what is spoken in his/her environment and also participates to some degree in it.

### Assessment criteria - grade 3

The student speaks Spanish with a certain correction and he/she also tries to overcome any language barriers by making use of body language and other forms of communication. He/she tries to improve her/his skills in the use of business Spanish and uses simpler language to explain more abstract concepts. He/she slowly learns business Spanish
vocabulary and also makes a great effort to create coherent and comprehensible language when talking to native speakers. He/she expresses himself or herself in Spanish-speaking environments.

### Assessment criteria - grade 5

The student develops oral language with great skill and high level of interactive communication. He/she learns and practices different genres of discourse and, at the same time, he/she is able to reproduce fairly fluent and understandable spoken language. He/she acquires an extensive vocabulary in business communication in professional settings. He/she acts naturally in any environment where he/she needs to use Spanish on a high cultural level.

## Evaluation criteria, approved/failed

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 – 3 – 5.

# Swedish (All compulsory)

## Basic Business Swedish: spoken part, 2.5 op - SWE4LE201B

Opintojakson kieli

-

Opettaja

Marjaana Halsas Marketta Keisu

### Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

### Käynnissä olevat toteutukset

Ei käynnissä olevia toteutuksia.

### Päättyneet toteutukset

Ei päättyneitä toteutuksia.

### Osaamistavoitteet

The aim of the course is that students achieve oral proficiency in basic business Swedish as required in working life

### Sisältö

Upon successful completion of the course, the student can manage everyday working life situations in Swedish. The student has a command of basic Swedish grammar and business vocabulary. The student is able to handle telephone conversations, short company presentations, company visits and other oral situations in Swedish. The student is familiar with Nordic society and business culture.

### Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

The course spans one period. The course covers contact lessons, exercises, independent studies and other oral assignments.
The assessment of one's own learning 1 h.
A student can demonstrate his or her equivalent language skills relating to the course objectives and content. This must be agreed upon with the teacher(s) no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on a scale of 1-5

### Oppimateriaalit

All basic materials can be downloaded from Moodle.

### Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Secondary school Swedish or corresponding proficiency.

## Arviointikriteerit

### Arviointikriteeri - arvosana 1

The student understands and develops limited oral language in normal
spoken interactions and simple business situations. The student masters the most common basic business vocabulary and the language in phone conversations. The student can discuss something about business life and very shortly present a company or other organization if needed.

### Arviointikriteeri - arvosana 3

The student speaks Swedish quite fluently and is able to manage orally in business interactions. The student masters quite well the common business vocabulary and the language in phone conversations. The student is also able to orally present a company or other organization if needed.

### Arviointikriteeri - arvosana 5

The student develops oral language with great skill and high level of interactive business communication. The student learns and practices central parts of spoken business Swedish and is able to produce fluent oral language in business interactions. The student masters the common business vocabulary and the language in phone conversations. The student is also able to orally present a company or other organization.

## Arviointikriteeri, hyväksytty/hylätty

Oral exam 50 %
Class participation and assignments 50 %

# Basic Business Swedish: written part, 2.5 op - SWE4LE201A

Opintojakson kieli

-

## Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

## Käynnissä olevat toteutukset

Ei käynnissä olevia toteutuksia.

## Päättyneet toteutukset

Ei päättyneitä toteutuksia.

## Osaamistavoitteet

The aim of the course is that students achieve oral and written proficiency in basic business Swedish as required in working life.

## Sisältö

Upon successful completion of the course, the student can manage everyday working life situations in Swedish. The student has a command of basic Swedish grammar and business vocabulary. The student is familiar with Nordic society and business culture.

## Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

The course spans one period. The course covers contact lessons, exercises, independent studies and other assignments.

The assessment of one's own learning 1 h.

A student can demonstrate his or her equivalent language skills relating to the course objectives and content. This must be agreed upon with the teacher(s) no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on a scale of 1-5.

## Oppimateriaalit

All basic materials can be downloaded from Moodle.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Secondary school Swedish or corresponding proficiency.

## Arviointikriteerit

### Arviointikriteeri - arvosana 1

The student is able to use everyday Swedish language and is managing simple and routine-like everyday tasks at work in Swedish. The student is able to understand simple texts that concern topical issues and business life. The student is able to produce simple messages that are understandable

concerning the grammar. The student masters the central vocabulary in business Swedish.

### Arviointikriteeri - arvosana 3

The student is able to independently use everyday Swedish language and is managing most of the everyday tasks at work in Swedish. The student is able to understand messages that concern topical issues and business life. The student produces often clear and consistent messages, and he/she is able to choose the style that is commonly appropriate to the situation. The student masters Swedish grammar and the central vocabulary in business Swedish.

### Arviointikriteeri - arvosana 5

The student is able to comprehensively use everyday Swedish language and is managing well everyday tasks in Swedish at work. The student is able to understand fluent messages that concern topical issues and business life. The student produces clear and consistent messages, and he/she is able to choose the style that is appropriate to the situation. The student masters well Swedish grammar and the central vocabulary in business Swedish.

## Arviointikriteeri, hyväksytty/hylätty

Written exam 100%
Class participation

# Nordic Business Environment, 5 cr - SWE4LE203

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Nordic Business Environment SWE4LE203-3003 18.01.2021-21.05.2021  5 op  (LS4A, ...)+

## Past implementations

No past implementations yet.

## Learning objectives

Upon completion of the course, the student
• understands how to write various types of messages and documents pertaining to doing business and managing business in Nordic countries.
• is able to manage internal and external communications in Swedish
• knows how to make report and presentations in demanding business situations
• acquire the skills required in managing corporate communications pertaining to personnel and finance.

## Contents

In part focusing on written skills emphasis is on the Nordic business environment, organizational communication, meeting practices and corporate finance and writing different kind of documents on these themes. Students also write a short paper of a business area, partly in cooperation with some partner organizations.
In part focusing on oral skills there will be practice with presentations, group discussions, simulated business negotiations and meeting and recruitment events.
• business related articles
• part of annual report and various publications
• corporate administration texts
• meeting documents
• internal bulletins
• companies and organizations in Nordic content (spoken and written part
• press conferences
• negotiations and presentations

## Execution methods

The course lasts one semester in which the students learn to develop earlier learned skills and implement those skills in practice. A student can demonstrate his or her equivalent language skills relating to the course objectives and content. This must be agreed upon with the teacher no later than

one week before the course begins. Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on a scale of 1-5.

## Learning materials

Basic learning material will be available on Moodle. Company presentation materials, visiting lecturer from a company and/or seminars is also part of the content.

## Starting level and linkage with other courses

Secondary school Swedish or corresponding proficiency.

## Assessment criteria

### Assessment criteria - grade 1

The student:

• understands financial news and reports and is able to summarize their main points.

• uses vocabulary concerning an enterprise and its financial situation in some limited manner.

• is able to adequately apply during the course acquired skills to practice and is also able to use various sources of information.

• is able to share her/his

professional knowledge with others in a limited manner. The student is also able to participate in meetings and conversations in business interactions.

### Assessment criteria - grade 3

The student:

• understands and is able to discuss financial news and reports and is able to summarize their main contents.

• has a good knowledge of vocabulary concerning an enterprise and its financial situation.

• is able to apply well during the course acquired skills to practice and is able to use sources of information independently.

• is able to share her/his

professional knowledge and skill with others well. The student is also able to master meetings and conversations in business interactions.

### Assessment criteria - grade 5

The student:

• understands and is able to discuss in depth challenging financial news and reports, and is able to summarize their main contents in detail.

• has a wide knowledge of vocabulary concerning an enterprise and its financial situation.

• is able to use sources of information successfully.

• adapts to cultural content very well and is also able to share his/her professional knowledge and skills with others very well. The student is also able to master meetings and conversations on higher levels in business interactions.

# Swedish Business Communication, 5 cr - SWE4LE202

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Swedish Business Communication SWE4LE202-3003 18.01.2021-21.05.2021  5 op  (LE2A, ...)+

## Past implementations

No past implementations yet.

## Learning objectives

Students gain a thorough understanding of the status of companies and business practices in the Nordic countries, and become capable of managing everyday situations in Swedish, both oral and written.

## Contents

The course includes discussions on the status of companies in the Nordic Countries, simulation of various business situations, review of business practices and culture, as well as discussions on the forms and styles of business communications. The course focuses on case studies and also involves a lot of spoken exercises.

## Execution methods

The course covers contact lessons, written and oral exercises, independent studies and other assignments.

The assessment of one's own learning 1 h.

A student can demonstrate his or her equivalent language skills relating to the course objectives and content. This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on a scale of 1-5.

## Learning materials

All basic materials can be downloaded from Moodle.

## Starting level and linkage with other courses

Basic Business Swedish (SWE4LE201)

## Assessment criteria

### Assessment criteria - grade 1

The student has basic written and spoken communication skills in trip and congress correspondence policy and in written and oral business communication. He/she understands the different registers of PR-communication and has knowledge about the most common terminology. He/she understands the importance of different styles in communication. Messages are mostly understandable.

### Assessment criteria - grade 3

The student has a command of key skills and concepts in written and oral business communication in Nordic business culture and can apply the learned skills in practice. The student has good written and spoken communication skills to plan trips and congresses. He/she can identify and use different kind of professional register in PR-communication and can use the terminology in right situations. The student is able to choose and validate the appropriate style for a given situation and culture. The student produces adequate and coherent, grammatically mostly correct language. Messages could be often used in working life directly.

### Assessment criteria - grade 5

The student has a solid command of key skills and concepts in written and oral business communication in Nordic business culture and can apply the learned skills in practice. The student has also excellent written and spoken communication skills to plan trips and congresses. He/she can easy identify and use different kind of professional register in PR-communication and can use the terminology in right situations. The student is able to choose and critically evaluate issues of a given situation and culture in an appropriate style. The student is able to use business vocabulary in a varied way and is able to apply other skills learned in working life and during this course. The student produces fluent, coherent and grammatically correct language. Messages could be used in working life directly.

## Evaluation criteria, approved/failed

Assessment components and their respective weights:
Written exam 100 %
Written assignments: pass / fail

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

# Service Solutions in Practise (All compulsory)

## Corporate Meeting Practices, 10 cr - SER2LE301

Course unit language

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

No ongoing implementations yet.

### Past implementations

No past implementations yet.

## Study and Career Planning, 2 cr - SER2LE203

Course unit language

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

- Study and Career Planning SER2LE203-3002 19.08.2019-28.12.2021  2 op  (LE1A, ...)+
- Study and Career Planning SER2LE203-3003 24.08.2020-15.12.2023  2 op  (LE1A, ...)+

### Past implementations

No past implementations yet.

### Learning objectives

Upon successful completion of the course, the student

understands the structure of their degree programme and the prerequisites for graduation
is able to describe and present his/her skills and improvement
understands his/her role as a UAS student
is able to plan and monitor the progress of his/her studies on their way to becoming a professional management assistant
graduates within 3,5 years

### Contents

Personal study plans for each year
Student counselling sessions
Individual appointments with the student counsellor
Cooperative YTY meetings, panels and theme days offered by the DP
Info sessions on different topics, e.g. student exchange, work placement, thesis
Choosing the area of specialisation
The education and professional growth in the management assistant area
Compiling a digital portfolio during the 4th semester
Graduation plan
Career plan

### Execution methods

Contact hours 40 h
Interviews 2 h
Independent studies 12 h
The assessment of one's own learning 1 h

## Learning materials

Material provided by teacher/lecturer.

## Further information

This course is for Mubba/Sebba students only. (DP for Multilingual Management Assistants/DP for Business Service Solutions and Languages)

## Starting level and linkage with other courses

No prerequisites.

## Assessment criteria

Evaluation criteria, approved/failed

Sufficient participation, planning one's own studies and handing in the ISP on time.

# Successful Event, 5 cr - SER2LE202

**Course unit language**

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Successful Event SER2LE202-3003 18.01.2021-21.05.2021  5 op  (LE4B, ...)**+**

## Past implementations

No past implementations yet.

## Learning objectives

After completing the course the student

will be able to plan and organize a successful corporate event as a part of event team
will be able to evaluate risks and opportunities of an event
will be able to apply principles of good working practices as a member of work community
will be able to practice and promote successful workplace communication
will be able to participate as a member of a work community in a constructive manner in the multicultural contexts
will be able to apply business etiquette and manners
will be able to assess his/her own learning and development as an event organizer and as a part of an event team in corporate event

## Contents

- organizing a corporate business event is small groups
- business etiquette (e.g. introductions, the art of business meetings, dress codes and decorations, table manners, tasks and responsibilities of guests and hosts, thanking)
- developing workplace communication
- legal requirements of an event safety regulations

## Execution methods

The course consists of teamwork, coaching in teams, contact lessons and independent study. The self-evaluation of leaning.

The learning methods focus on students' self-directed team working skills. The students are divided into small teams, whereby group work will be carried out. The teams are responsible for finding their commission and the implementation of the event.

## Learning materials

Learning materials provided by the lecturers.

## Assessment criteria

### Assessment criteria - grade 1

The student has some basic knowledge of the planning process of a corporate business event and of event organizing and communication. The student can apply some basic skills, duties and working practices, under supervision, as part of a corporate business event organizing team.

### Assessment criteria - grade 3

The student has good knowledge of the planning process of a corporate business event and knows how to organize events. The student is able to plan and apply marketing communication activities to support event objectives and implementation. The student can apply and benefit from skills, duties and working practices, as part of team, in planning and organizing a corporate business event.

### Assessment criteria - grade 5

The student is able to master practical knowledge of the planning process of a corporate business event and is able to apply the knowledge in event organizing. The student is able to create fit for purpose and creative event marketing communication plans, tailored to the target audience and business objectives. The student is able to apply and benefit from skills, duties and working practices in planning and organizing a corporate business event independently.

# Business and Entrepreneurship (All compulsory)

## Business Environment, 10 cr - BUS1LE201

**Course unit language**

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

No ongoing implementations yet.

### Past implementations

No past implementations yet.

### Learning objectives

Upon successful completion of the course, student
• is competent to work in different teams and projects
• is able to plan her/his own work (incl. time schedules)
• gets acquainted with the assistant's profession and duties in different roles
• can seek and use reliable and relevant information
• has basic knowledge in business and economics
• understands the meaning of organizing and coordinating in business
• understands the role of marketing and sales for business
• can analyze organizations and businesses from both internal and external perspectives.

### Contents

• team and project work, time management
• office as a working environment and tools for the assistant's work
• information retrieval: why and how
• basics of business and economics
• Finnish and international business landscape and main sectors
• business objectives, resources and strategy
• main business functions, e.g. human resources, production, research and development, marketing and sales, logistics and finance
• international co-operation with another applied university
• customer behavior and segmentation
• sales work and customer relationships
• marketing mix
• basics of legal matters, company forms

## Execution methods

a) Contact hours and assignments
b) Recognition of learning through competence demonstrations

## Learning materials

• Teachers' material and instructions for assignments will be found on Moodle, additional materials found by students on MSTeams
• Griffin, R.W. & Pustay, M.W. 2010. International Business (Global edition)
Pearson Education Limited OR
• Capon, C. 2009, 3th Ed. Understanding the Business Environment, Prentice Hall, Harlow, UK
• Haasio, A. 2009 Management Assistant's Guide to Information seeking (also E-book available)
• Kotler P. & Armstrong G. Principles of Marketing, 2008 or later edition

## Starting level and linkage with other courses

No previous requirements

## Assessment criteria

### Assessment criteria - grade 1

The student has some knowledge how to seek, analyse and utilize information in business.
The student has some skills of analysing, reporting, project management and teamwork.
The student has moderate competencies in learning through participation, including teamwork and conducting assignments.

### Assessment criteria - grade 3

The student has a good knowledge how to seek, analyse and utilize information in business.
The student has good analysis, reporting, project management and teamwork skills.
The student has good competencies in learning through continuous participation, including teamwork and conducting assignments.

### Assessment criteria - grade 5

The student has an excellent knowledge how to seek, analyse and utilize information in business.
The student has excellent analysis, reporting, project management and teamwork skills.
The student has excellent competencies in learning through continuous, supportive and initiative participation, including teamwork and conducting assignments.

# Business Planning, 5 cr - BUS2LE201

**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 develop digital business through design thinking:
• understanding and defining customer needs and behaviour
• innovation of digital services/products/businesses
• development of digital service concepts and business models
After the course the student knows how to use different electronic tools in co-operation with international teams and has skills how to manage virtual teamwork.

## Contents

During the course students in multidisciplinary teams (partly virtual) will innovate, develop & design and present digital business, digital services, business concepts and models.

NOTE! In fall 2020 this Business Planning course is replaced with InnoChallenge course. It's an innovation course implemented together with Haaga-Helia and Thomas More University College in Belgium and OTH-Amberg-Weiden Germany.

## Execution methods

LEARNING METHODS
a. pre-assignment, workshops, assignments, presentation/pitching
b. performance of an equivalent course elsewhere; the equivalence is assessed from the perspective of the learning objectives.

## Learning materials

Zimmerer, Thomas W. - Scarborough, Norman M. 2002. Essentials of Entrepreneurship and Small Business Management.
Osterwalder and Pigneur, 2010. Business Model Generation: A handbook for visionaries, game changers, and challengers.
Other materials delivered through the course module in the Moodle.

## Further information

Ulla Huovinen, Olli Laintila

## Starting level and linkage with other courses

BUS1LE102 Business Processes

## Assessment criteria

### Assessment criteria - grade 1

The student:

• has limited competences in innovating and developing new digital services/products/businesses.

• has limited competences to use the basic development and design frameworks, models, methods and tools, which are necessary in developing new services/products.

• has a moderate attitude towards learning through participation in teamwork and in conducting assignments.

### Assessment criteria - grade 3

The student:

• has good entrepreneurial competences in innovating and developing digital services/products/businesses

• has good competences to use development and design frameworks, models, methods and tools, which are necessary in developing new services/products

• has a good attitude towards learning through participation in teamwork and in conducting assignments.

### Assessment criteria - grade 5

The student:

• has excellent entrepreneurial competences in innovating and developing digital services/products/businesses

• has excellent competences to use development and design frameworks, models, methods and tools, which are necessary in developing new services/products

• has an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments.

# Business Processes, 10 cr - BUS1LE202

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Business Processes BUS1LE202-3004 18.01.2021-21.05.2021  10 op  (LE2A, ...)+

## Past implementations

No past implementations yet.

## Learning objectives

Student is able to apply business process knowledge in practice.

## Contents

Main processes of organizations (e.g. product/service development process)
Supporting processes (e.g. HR and accounting)
Process interfaces
Bookkeeping and VAT
Closing of accounts and an analysis
Regulation of B2B and B2C businesses
Regulation of employment

## Execution methods

Contact lessons, assignments, exam and the assessment of one's own learning.
Performance of an equivalent course elsewhere; the equivalence is assessed from the perspective of the learning objectives.

Recognition of prior learning (RPL) is granted based on separate instructions.

## Learning materials

Business:
Polaine, Lovlie, Reason, 2013. Service Design: From Insight to Implementation. Rosenfeld Media, LLC.
Kotler&Keller, 2009. Marketing Management. 13th Edition, Pearson.
Osterwalder and Pigneur, 2010. Business Model Generation: A handbook for visionaries, game changers, and challengers.

Lecture material in the Moodle.

Accounting:
Rice, A. 2011. Accounts demystified. 6th Editiion. Pearson. London.

Wood, F. & Robinson S. 2009. Book-keeping and accounts. 7th edition. Prentice Hall. London.
Tomperi, S.2011. Käytännön kirjanpito. Edita. Helsinki.

Law:
Surakka, A. 2012. Access to Finnish law. 2nd edition. SanomaPro. Helsinki. (Also available as an e-book.)

## Further information

Assessment:

Exam 50 %

Assignments and activity 50 %

## Starting level and linkage with other courses

No prerequisites.

## Assessment criteria

### Assessment criteria - grade 1

The student:

has some understanding of company's main and supporting processes and how they are related to each other.

has limited knowledge about the product/service, marketing and business development processes.

has limited skills in applying the business process knowledge in practice.

is aware of the most important business law rules.

understands double-entry bookkeeping and is aware of the terminology used in cost and management accounting

### Assessment criteria - grade 3

The student:

has good understanding of company's main and supporting processes and how they are related to each other.

has good knowledge about the product/service, marketing and business development processes.

has good skills in applying the business process knowledge in practice.

recognizes multiple areas of business law and is able to see its practical relevance.

can perform accounting transactions with some accuracy and is familiar with the concepts of pricing, costing and profitability.

### Assessment criteria - grade 5

The student:

has an excellent understanding of company's main and supporting processes and how they are related to each other.

has excellent knowledge about the product/service, marketing and business development processes.

has excellent skills in applying the business process knowledge in practice.

has a multifaceted view of business law, and is able to assess its relevance in assistant's work.

can apply the notion of "a true and fair view" to accounting transactions and the preparation and analysis of accurate financial reports.

# Strategic Business Development, 5 cr - BUS2LE202

**Course unit language**

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

No ongoing implementations yet.

## Past implementations

No past implementations yet.

## Learning objectives

Student
- knows the content and purpose of strategy
- understands the strategic business development approach
- can apply strategic business development tools for a project
- learns principles and practices of effective teamwork and project management

## Contents

- Strategy and its foundations
- Strategy frameworks
- Strategic development
- Strategic competences
- Strategic management tools and methods

## Execution methods

The learning outcomes can be achieved as follows:
a. participation to the weekly lectures and workshops
b. participation to the strategic business development project - either individually or as a team member
c. writing of weekly learning diary (reflection of one's own learning)

## Learning materials

Handout material given by the lecturers during the course, i.e. articles, white papers, case studies etc.
Minzberg H. - Ahlstrand B. - Lampel J, 1998. Strategy Safari. Prentice Hall.
W. Chan Kim - Renee Mauborgne. 2005. Blue Ocean Strategy.
Osterwalder and Pigneur, 2010. Business Model Generation: A handbook for visionaries, game changers, and challengers.

## Starting level and linkage with other courses

No prerequisites.

Assessment criteria

Grade 1:

The student:

• has limited knowledge about different strategy frameworks

• has limited understanding of strategic business development approach

• has limited skills in applying strategic business development tools for assignments

• has limited skills in teamwork and conducting assignments

Grade 3:

The student:

• has good knowledge about different strategy frameworks

• has good understanding of strategic business development approach

• has good skills in applying strategic business development tools for assignments

• has good attitude and skills towards learning through participation in teamwork and conducting assignments

Grade 5:

The student:

• has excellent knowledge about different strategy frameworks

• has excellent understanding of strategic business development approach

• has excellent skills in applying various business development tools for assignments

• has excellent attitude and skills towards learning through continuous, supportive and initiative participation in teamwork and conducting assignments

# Knowledge and Information Expertise (All compulsory)

### ICT Applications for Business 1, 5 cr - TOO2LE201

Course unit language

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

- ICT Applications for Business 1 TOO2LE201-3003 18.01.2021-21.05.2021  5 op  (LE6AB, ...)＋

### Past implementations

No past implementations yet.

### Learning objectives

She/he understands the role of enterprise resource planning (ERP) and customer relationship management (CRM) software in an organization.
She/he has command of key ERP and CRM concepts and makes use of basic business processes (order-to-cash, procure-to-pay, manufacturing, sales)
She/he can depict business processes using MS Visio
She/he has good time management skills and completes assignments on time.

### Contents

Depicting business processes with Microsoft Visio
Competing order-to-cash, procure-to-pay and manufacturing business processing with ERP software (Microsoft NAV)
Entry & update of leads, opportunities, quotes, orders in CRM system
Sales pipeline and sales process in CRM
Basic marketing features in CRM

### Execution methods

Active course participation
Individual assignments
Exam

### Learning materials

Available at course site/Moodle.

### Further information

The course is offered only in spring semesters.

## Starting level and linkage with other courses

Business Environment and the Assistant's Work, Office Applications 1 and 2, Business Processes

## Assessment criteria

### Assessment criteria - grade 1

She/he understands the role of enterprise resource planning (ERP) and customer relationship management (CRM) software in an organization.

She/he has command of some concepts but lacks full understanding of how the ERP and CRM applications work.

She/he can satisfactorily depict business processes using MS Visio but is not able to solve more demanding tasks independently.

She/he has challenges on working according to schedule

### Assessment criteria - grade 3

She/he has command of key ERP and CRM concepts and makes use of basic functionalities with purpose.

She/he has good time management skills and completes assignments on time.

### Assessment criteria - grade 5

She/he has command of key ERP and CRM concepts, has a solid grasp of software functionalities and knows how to apply them in practice.

She/he has strong skills and can independently use the applications to find new solutions.

She/he has excellent time management and group working skills and completes assignments on time.

## ICT Applications for Business 2, 5 cr - TOO2LE202

**Course unit language**

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

- ICT Applications for Business 2 TOO2LE202-3003 18.01.2021-21.05.2021  5 op  (LS6A, ...)+

### Past implementations

No past implementations yet.

### Learning objectives

She/he understands the role of social media in an organization.
She/he understands the importance of information management, (WordPress)
She/he has good command of concepts of using blogs and microblogs in organizational communications.
She/he can edit for example blog templates to meet the requirements of an organization.
She/he can edit pictures using picture editing program (for example Photoshop).
She/he can edit videos using video editing program (for example Adobe Premiere).
She/he can create and host webinar and save it to Youtube.
She/he has good time management skills and completes assignments on time.

### Contents

Tools of social media.
Content management systems, (WordPress)
Blogs, Blogspot or equivalent
Picture editing, Photoshop
Video editing, Adobe Premiere
Hosting and recording webinar
Basics of project management

### Execution methods

Contact lessons, assignments will be recorded,
Usage of Teams as a collaboration tool, remote participation is possible.
Individual and team assignments
RPL

### Learning materials

Material and all guidance will be shared at Moodle and Teams.

### Starting level and linkage with other courses

Good command in ICT and Office tools.

## Assessment criteria

### Assessment criteria - grade 1

Most of the assignments are done in acceptable level.

### Assessment criteria - grade 3

Almost all of the assignments are done in good level.

### Assessment criteria - grade 5

Almost all of the assignments are done in excellent level.

## Evaluation criteria, approved/failed

40% of maximum points of assignments.

# Office Applications 1, 5 cr - TOO1LE201

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

No ongoing implementations yet.

## Past implementations

No past implementations yet.

## Learning objectives

After completing the course, student
is competent to use collaboration software when working in project team
is able to study efficiently in Haaga-Helia IT enviroment.
knows key features to produce business documents efficentrly.
can produce documents following Finnish document standard.
is able to create presentations using presentation graphics software.
knows basics of spreadsheet software and is able to perform basic calculations with it.

## Contents

Office 365 calendar, email, and profile
OneDrive file storage & file sharing
Using Teams in team collaboration
Haaga-Helia IT environment: Saving and sharing files
Access to Haaga-Helia IT enviroment using VDI-desktop
Moodle basic use
Microsoft Office Word:
Modify document settings including margins, tabs, headers, footers, fonts according to given specifications
Enrich the document content with images, SmartArt, tables and graphics.
Create reports with automatic table of contents

Finnish Document Standard :
Apply Finnish document standard in business letters

Microsoft Office PowerPoint:
Create and modify presentations using PowerPoint themes and slide layouts
Enrich the presentations with SmartArt, tables, and images
Use speaker notes
Print presentation slides, notes and handouts

Use slidemaster

Microsoft Office Excel
Create and modify Excel workbooks and worksheets
Data entry and formatting
Recover from most common errors: #DIV, #REF, #VALUE, #NAME, #####
Write formulas using absolute and relative references
Use basic functions: MIN, MAX, AVERAGE, SUM, IF
Calculate percentages
Create and modify graphs
Prepare Excel worksheets for printing

## Execution methods

Contact lessons and weekly exercises
Individual learning assignments
Independent studies
Assessment of one's own learning

## Learning materials

Classroom materials and other materials informed and distributed by the teacher.

## Further information

The course is offered only in autumn semesters.

## Starting level and linkage with other courses

No prerequisites.

## Assessment criteria

### Assessment criteria - grade 1

Student can satisfactorily complete basic study related collaboration task in Haaga-Helia's ICT environment (Moodle, Office365, using network drives, remote access tools) but is not able to solve more demanding tasks independently.
Student has command of some concepts related to basic use of Microsoft Word, PowerPoint and Excel but lacks a full understanding of how the different Office applications work.
Student is aware of basic concepts of Finnish Document Standard.
Student shows poor time management skills

### Assessment criteria - grade 3

Student can complete study related collaboration tasks in Haaga-Helia's ICT environment (Moodle, Office365, using network drives, remote access tools) relatively independently.
Student has command of key concepts of Microsoft Word, PowerPoint and Excel and makes use of basic functionalities with purpose.
Student is able to apply Finnish Document Standard when creating a business letter.
Student has good time management skills and completes assignments on time.

### Assessment criteria - grade 5

Student can complete study related collaboration tasks in Haaga-Helia's ICT environment (Moodle, Office365, using network drives, remote access tools) independently.
Student has command of key concepts of Microsoft Word, PowerPoint and Excel, has a solid grasp of

software functionalities and knows how to apply them in practice.

Student has strong skills and can independently use the applications to find new solutions.

Student is able to apply Finnish Document Standard when creating a business letter.

Student has good time management skills and completes assignments on time.

## Office Applications 2, 5 cr - TOO1LE202

**Course unit language**

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

- Office Applications 2 TOO1LE202-3005 18.01.2021-21.05.2021 5 op (LE2A, ...)+
- Office Applications 2 TOO1LE202-3006 18.01.2021-21.05.2021 5 op (LE2B, ...)+

### Past implementations

No past implementations yet.

### Learning objectives

After completing the course, student
can create SharePoint communication site in Office365 Online environment.
is competent on basic SharePoint site admin tasks: permissions, creating and modifying libraries and list, changing their settings (columns, permissions, views)
is able to modify the SharePoint site appearance with WebParts and pages
is able to automate the document set up by creating and using templates, themes, styles and building blocks
is able to save, upload, share files in SharePoint document libraries
is able to use Excel professionally in management account context
is able to use Travel management software (M2)

### Contents

Microsoft Word: Use and creation of styles, themes, building blocks, and templates
SharePoint: Creation of SharePoint site in SharePoint online, using permissions, permissions inheritance, permission groups, different types of apps in SharePoint site: Libraries & Lists, Columns, metadata & properties and views in the context of lists and libraries, Editing SharePoint pages using Web parts & Quick launch
Microsoft Office Excel
IF-function, conditional formatting, consolidations, templates
percent calculations, management accounting basics, per diems, M2

### Execution methods

Contact lessons and weekly assignments
Individual learning assignments
Independent studies

Exam
Assessment of one's own learning

## Learning materials

Classroom materials and other materials informed and distributed by the teachers.

## Further information

The course is offered only in spring semesters.

## Starting level and linkage with other courses

Office Applications 1 (TOO1LE201), Business environment and assistant's work (BUS1LE201)

## Assessment criteria

### Assessment criteria - grade 1

Student can satisfactorily complete basic tasks with SharePoint site creation but is not able to solve more demanding tasks independently.
Student has command of some concepts related document set up automation of Microsoft Word but lacks a full understanding of how to be productive in document production.
Student can satisfactorily complete basic tasks related to percent calculations, basic management accounting and per diem calculations with Excel but needs assistance with more demanding tasks.
Student shows poor time management skills.

### Assessment criteria - grade 3

Student has command of key concepts of SharePoint site creation, permission set up, is able to add and set up apps to store information in SharePoint site and modify the sites with professional looks.
Student can create new templates, building blocks, themes and styles to automate document set up in Microsoft Word and knows how to apply them in practice.
Student can independently complete basic tasks related to percent calculations, basic management accounting and per diem calculations with Excel.
Student has relatively good time management skills and completes most assignments on time.

### Assessment criteria - grade 5

Student has strong skills and can independently use the applications to find new solutions.
Student can independently complete basic tasks related to percent calculations, basic management accounting and per diem calculations with Excel and knows how to apply them in practice.
Student has good time management skills and completes assignments on time.

# Organisational Communication (All compulsory)

## Communicating with Impact, 5 cr - COM2LE201

**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 main focus in this course is about developing one's emotional intelligence and communication competence. After completing the course
- the student has gained self awareness and self confidence
- the student can communicate in a goal-oriented way to influence and make an impact on others.
- the student can formulate and express opinions and arguments and deliver "elevator pitches" and similar speeches
- the student is able to modify own communication according to situation and objectives and the people he/she is communicating with
- the student is able to apply argumentation techniques and vocabulary when expressing their opinions

### Contents

Impact and Influence
- Listening
- Communication as a Competence
- Emotional Intelligence
- Conflict Management
- Interpersonal and nonverbal communication
- Presentations skills
- Speech writing
- Communicating effectively across cultures
- Confidence and self-esteem

### Execution methods

Project work (debate), team meetings & team work, individual reflection and pre-assignment of setting personal learning goals, supporting lectures and workshop and in-class practice.

Recognition of Prior Learning (RPL)

If applying for RPL the student is responsible for demonstrating that prior learning relevant to the course themes and content has taken place in a way that enables qualitative course assessment on the scale from 1 to 5.

Demonstration / documentation should always include both:

Self-evaluation and reflection of skills and competences (against all the course objectives) and reference / context demonstrating that prior learning has taken place such as work experience /specific tasks or roles at work / trainings / mentoring /workshops/ testimonials / evaluations / certificates / reports like 360 etc

## Learning materials

Independent search according to instructions + materials provided by the teachers

## Further information

This course is all about developing yourself and it requires independent and self-managing approach:
- Pre-assignment helps set individual learning focus
- The more effort you make, the more you learn

But students work as a group:
- Supporting each other
- Being responsible for creating a motivating and psychologically safe atmosphere in which studying takes place

## Starting level and linkage with other courses

Effective Communication in Organizations COM1LE101 and Professional Writing Skills ENG1LE101

## Assessment criteria

### Assessment criteria - grade 1

Student can describe how communications can be used to influence attitudes, images and perception and is able to present own ideas both verbally and in writing.

### Assessment criteria - grade 3

In addition to achieving the competences and skills for Grade 1, the student communicate to influence and make an impact on others. He /she can formulate and express opinions and arguments and deliver "elevator pitches" and similar speeches and plan his/her communication purposefully.

### Assessment criteria - grade 5

In addition to achieving the mentioned competences and skills for Grade 3, the student can formulate and express opinions and arguments and deliver "elevator pitches" and similar speeches in an effective and persuasive way.
He /she also makes consistent and active contribution to his/her studying and demonstrates high level of activeness and motivation in completing tasks and assignments.

# Effective Communication in Organisations, 5 cr - COM1LE101

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

No ongoing implementations yet.

## Past implementations

No past implementations yet.

## Learning objectives

Upon completion of the course, the student is able to

Identify and describe the main concepts and areas of communication both at individual and organizational level

Understand communication as a field of study

Understand requirements and features of communication roles in organizations

Identify communication related opportunities and challenges in business context

Understand the impact of culture to communication

Identify and understand the various communication platforms and their optimal use

Modify spoken and written communication according to purpose and target audience

Assess communication at basic level

## Contents

History of communication as a field of study

Various domains of communication: PR, corporate communication, internal communication, stakeholder communication, crisis communication and stakeholder communication

Intercultural communication

Interpersonal communication

Group dynamics

Communicating for impact

Register and formality – how to adjust communication style according to target audience

Tone of voice and fit for purpose communication styles

## Execution methods

Project work

Team meetings & team work

Lectures on various topics on corporate communication

## Learning materials

Material provided by teachers during lectures and those in Moodle. Links, white papers, presentations, videos and business papers.

## Starting level and linkage with other courses

No prerequisites.

## Assessment criteria

### Assessment criteria - grade 1

Student understands and is able to describe the main concepts and processes of communication at both organizational and interpersonal level. He/she understands the impact of culture to communication and can identify different types of corporate documents.

### Assessment criteria - grade 3

In addition to achieving the above mentioned competences and skills, the student understands the requirements and features of communication roles in organizations and can identify communication related opportunities and challenges in business context. He/she can assess and evaluate communication at basic level and apply theories of multicultural communication into business context. Contributes to group work actively and demonstrates commitment to the course responsibilities.

### Assessment criteria - grade 5

In addition to achieving the above mentioned competences and skills, the student makes consistent and very active contribution to group work and demonstrates high level of activeness and motivation in completing tasks and assignments.

## Evaluation criteria, approved/failed

See the above mentioned criteria.

# Specialisation Studies (Select 10 ECTS)

## Entrepreneurship (All compulsory)

### StartUp School - Developing Entrepreneurial Mindset, 5 cr - WOR8HH022

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- StartUp School - Developing Entrepreneurial Mindset WOR8HH022-3012 10.11.2020-31.05.2021  5 op  (NONSTOP, ...)+

Past implementations

No past implementations yet.

Learning objectives

You will analyse yourself as an entrepreneur and learn to understand entrepreneurial lifestyle. By taking the first steps to define and develop the idea towards feasible business, you will start building your own entrepreneurial path. You also analyse and start to extend your entrepreneurial network during this course.

Contents

1. Me as an Entrepreneur
2. Entrepreneurship as a lifestyle
3. Customer problem and value proposition
4. Idea description and prototype creation
5. Network analysis and interview of the entrepreneur
6. Cost structure and revenue streams
7. Pitching your idea to the entrepreneurial society

Execution methods

Two f-2-f meetings, independent assignments, discussions and comments to the other students and pitching your idea.

Learning materials

Available on Claned

Starting level and linkage with other courses

You should have a business idea to work with before entering this course.

Assessment criteria

*Assessment criteria - grade 1*

Self-leadership
Student understands own strengths and development areas. He/she identifies own entrepreneurial vision.

Communication and networks
Student describes his own network and recognizes for whom (stakeholders) he needs to communicate the business idea.

Idea development
Student takes the first customer contacts to test the idea and vision. Student describes customer problem, solution and value proposition of the idea.

Team work
Contribution in the group discussions active and student gives feedback to the others.

*Assessment criteria - grade 3*

Self-leadership
Based on self-analysis and discussions with others, student recognizes where he needs help and can build his activities based on this analysis.

Communication and networks
Student identifies the communication needs related to each stakeholder.

Idea development
Student tests and develops the idea further based on the customer feedback.
Student analyses and describes the business model of the idea

Team work
Student participates in the group discussions actively and helps other students with their challenges.

*Assessment criteria - grade 5*

Self-leadership
Student creates a realistic and personal entrepreneur development plan and starts to implement it.

Communication and networks
Student prepares communication plan to support the implementation of the business idea and justifies the need for those.

Idea development
Student creates, describes and justifies the business idea as feasible business case, pitch and justify it to the other students.

Team work

Student participates to the group discussion in Impressive way and contributes to the other students and share new ideas to the other students' work.

# Leadership and HR (All compulsory)

## HR Management, 5 cr - LEA4LE201

**Course unit language**

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

- HR Management LEA4LE201-3003 29.03.2021-21.05.2021  5 op  (LS4A, ...)+

### Past implementations

No past implementations yet.

### Contents

Change Management
Individuals and groups at work place
Job attitudes and engagement
Performance Management
Well-being at work

### Execution methods

a. Lessons, workshops and course assignments
b. A practical project agreed with the teacher, and a written report reflecting with the course literature

Recognition of prior learning (RPL) is granted based on separate instructions.

### Learning materials

Handout material

HRM literature:
Bratton J. & Gold J. 2012, 5th ed. (or older). Human resource management: theory and practice. Palgrave Mcmillan, New York.
Dessler, G. 2011. 6th ed. (or older). A framework for human resource management / Gary Dessler. Pearson Education, Upper Saddle River (NJ).
Robbins, S. P. & Judge, T. A. 2016, 13th ed., global ed. (or older). Essentials of organizational behavior. Pearson Education. Harlow.

### Further information

Assessment components:
Participation and contribution to course assignments, presentations and work on lessons or
A practical project and a written report reflecting with the course literature

No prerequisites.

## Assessment criteria

### Assessment criteria - grade 1

The student:

has sufficient knowledge of Organizational Behavior and HRM and is able to search and apply the knowledge in the course assignments.
is able to discuss and present topics on the field both virtually and in group situations.
is able to apply the course contents and use central references in reporting

### Assessment criteria - grade 3

The student:

has good knowledge of Organizational Behavior and HRM and is able to search and apply the knowledge in the course assignments in an appropriate way.
is able to discuss and present topics on the field well both virtually and in group situations.
is able to apply well the course contents and use relevant references in reporting.

### Assessment criteria - grade 5

The student:

has excellent knowledge of Organizational Behavior and HRM and is able to search and apply the knowledge in the course assignments critically and analytically.
is able to discuss and present topics on the field fluently and comprehensively virtually and in group situations.
is able to apply the course contents and use relevant references professionally in reporting.

# HRM Project, 5 cr - LEA4LE202

## Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- HRM Project LEA4LE202-3003 18.01.2021-21.05.2021  5 op  (LS6A, ...)+

## Past implementations

No past implementations yet.

## Contents

Running of a client project that can be e.g. development and implementation of a strategic plan related to HRM issues, planning of and carrying out HRM processes and teamwork development.
The course is implemented as a professionally managed project. The students work in project teams according to client brief and team assignments specified by the advisor in the beginning of the course. Supporting lectures and team meetings will be arranged throughout the course.

## Execution methods

Meetings with project partners, team work with the assignments, presentations in group and for the commissioning party, reporting of the results.

## Learning materials

Literature, data and other related materials to the project.

## Starting level and linkage with other courses

No prerequisites.

## Assessment criteria

### Assessment criteria - grade 1

The student:

has some knowledge of HRM issues and is able to apply the knowledge in the work-based project.
can offer some solutions and/or development ideas for the target organisation.
is able to present the results of the project to the target organization.
is able to work in a project and in cooperation with the partners.

### Assessment criteria - grade 3

The student:

has knowledge of HRM issues and  is able to apply the knowledge in the work-based project.
is able to search and apply information in the project work.
can offer solutions and/or development ideas for the target organization based on the project

objectives.

is able to present the results of the project and provide some grounds for the solutions and development ideas for the target organisation.

is able to work well in a project and in good cooperation with the partners.

*Assessment criteria - grade 5*

The student:

has excellent knowledge of HRM issues and is able to apply the knowledge in the work-based project.

is able to search and apply information critically and analytically in the project work.

can offer versatile and creative solutions and/or development ideas for the target organisation based on the project objectives.

is able to present fluently and comprehensively the results of the project and provide grounds for the solutions and development ideas for the target organisation in a consistent way.

is able to work professionally in a project and in excellent cooperation with the partners.

# Marketing, Sales and Service (All compulsory)

## Creative Solutions in Marketing and Communications, 5 cr - MAR4LE202

**Course unit language**

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

No ongoing implementations yet.

### Past implementations

No past implementations yet.

### Learning objectives

Upon successful completion of the course, the student

- learns to apply marketing and communications knowledge into practice with a help of a client project or assignment which concentrates on creating innovative solutions for the commissioning party.
- learns to act and work professionally in a project team.
- understands the importance of customer understanding and orientation.

### Contents

The course is implemented as a project. The students work in project teams according to client brief and team assignments specified by the instructors in the beginning of the course. Supporting lectures company visits and team meetings will be arranged throughout the course.

### Execution methods

Project work
Team meetings & team work
Consultation sessions with the instructors and / or with the client
Supporting lectures if needed

Student having strong experience in marketing and corporate communications can possible replace the course by proving the required knowledge by writing a career story with supporting portfolio and presenting it to the instructor and students of the course. If a student would like to proceed according to the RPL process s(he) should contact the instructor of the course during the pre-enrolment week or latest when attending the first lecture.

### Learning materials

Confirmed in the beginning of the project.

## Further information

Heta-Liisa Malkavaara, Pasila

Mia-Maria Salmi, Pasila

## Starting level and linkage with other courses

The student has successfully completed the Basic Studies (Business Environment & Business Processes / Liiketoimintaympäristö tutuksi & Yrityksen prosessit and Työelämän tuloksellinen viestintä / Effective Communication in Organisations, Viestinnällä vaikuttaminen / Communicating with Impact).

## Assessment criteria

### Assessment criteria - grade 1

Student can apply some marketing and communications knowledge into practice.

Student can only partly work professionally in a project team.

Student can only partly understand the task and customer expectations.

Student can collect and share relevant materials and participate on group discussions.

Student is able to present the results of the project to the target organization.

### Assessment criteria - grade 3

Student can apply marketing and communications knowledge into practice.

Student can work professionally in a project team.

Student understands the task and customer expectations.

Student can collect and share relevant materials and participate on group discussions.

Student is able to present the results of the project and provide some grounds for the solutions and development ideas for the target organisation

### Assessment criteria - grade 5

Student can apply very well marketing and communications knowledge into practice.

Student works professionally and actively in a project team.

Student can internalize the task and meet customer expectations.

Student can collect and share relevant materials and participate on group discussions.

Student is able to present fluently and comprehensively the results of the project and provide grounds for the solutions and development ideas for the target organisation in a consistent way.

## Evaluation criteria, approved/failed

Passed courses are assessed on a scale of 1 to 5.

# Marketing and Networks, 5 cr - MAR4LE201

**Course unit language**

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Marketing and Networks MAR4LE201-3003 29.03.2021-21.05.2021  5 op  (LS4A, ...)+

## Past implementations

No past implementations yet.

## Learning objectives

Upon successful completion of the course, the student

- knows the stages of planning marketing communications campaign
- knows how to assist the marketing management in the planning and implementation of integrated and digital marketing communication activities.
- knows the modern marketing communications methods and channels.
- understands the importance of integration of marketing, communications and sales.
- knows how to collaborate with different stakeholders within marketing communications e.g. with advertising, media and PR agencies.
- knows how to identify problems, search information and share knowledge.
- can act and discuss professionally in a team

## Contents

- planning and implementation of marketing communications activities
- integration of marketing, communications and sales
- outsourcing marketing & cooperation with agencies
- modern marketing communications methods

## Execution methods

Problem Based Learning: tutorials and self-study
Team work and consultations
The course can be replaced by taking a similar (content and scope) course in Haaga-Helia or other university.

Student having strong experience in planning and implementation of marketing communications activities and working with different stakeholders can possible replace the course by proving the required knowledge by writing a career story with supporting portfolio and presenting it to the instructor and students of the course. If a student would like to proceed according to the RPL process

s(he) should contact the instructor of the course during the pre-enrolment week or latest when attending the first lecture.

## Learning materials

Moodle materials

Moriarty, Mitchell & Wells 2012, Advertising & IMC, principles and practice

Clow, K. & Baack, D. 2009. Integrated Advertising, Promotion and Marketing Communications. 4th ed. Pearson/Prentice Hall.

Fill C. 2009. Marketing Communications, Interactivity, Communities and Content

Pelsmacker P, Geuens M & Van den Bergh J 2013. Marketing Communications, A European Perspective

## Further information

Mia-Maria Salmi, Pasila

## Starting level and linkage with other courses

The student has successfully completed the Basic Studies (Business Environment and Business Processes / Liiketoimintaympäristö tutuksi & Yrityksen prosessit).

## Assessment criteria

### Assessment criteria - grade 1

- Student can partly understand the marketing planning process.
- Student can somehow understand the importance of integration of marketing, communications and sales.
- Student can only partly identify different stakeholders in marketing communications industry,

### Assessment criteria - grade 3

- Student knows the marketing planning process and the modern marketing - communications methods.
- Student understands the importance of integration of marketing, communications and sales.
- Student knows some stakeholders in marketing communications industry and understands how to collaborate with them.

### Assessment criteria - grade 5

- Student knows very well the marketing planning process and the modern marketing communications methods.
- Student internalized the importance of integration of marketing, communications and sales.
- Student can identify the different stakeholders in marketing communications industry and fully understands how to collaborate with them.

## Evaluation criteria, approved/failed

Passed courses are assessed on a scale of 1 to 5. The assessment criteria are presented for grades 1 - 3 - 5.

## Meetings Industry (All compulsory)

### Events Management, 5 cr - SER4LE202

**Course unit language**

English

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

- Events Management SER4LE202-3003 18.01.2021-21.05.2021  5 op  (LS6A, ...)+

### Past implementations

No past implementations yet.

### Learning objectives

Upon completion of the course, the student
• is able to identify the characteristics of a successful and well-functioning event
• understands the meaning and purpose of event management
• understands the theory related to event management and how to apply it in practice
• is familiar with the planning and implementation processes of event management, and is able to operate with different stakeholders in a customer-oriented manner
• understands various factors, agents and roles related to event management within practical and theoretical framework
• is able to design, implement and evaluate a successful event
• is aware of risks related to event planning and its implementation
• learns to act and work professionally in a project team

### Contents

• the course is implemented as a project (3 credits). The students work in project teams or individually according to client brief and team assignments specified by the teacher in the beginning of the course. Supporting lectures also from event industry and team meetings will be arranged throughout the course.
• second part (2 credits) will consist of theory

### 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. More detailed instructions for teachers on the intranet: Työkalut -> AHOT -> AHOT-ohjeistus (Tools -> RPL -> RPL instructions).

## Learning materials

Matthews, Doug 2008. Special Event Production. The Process. Butterworth-Heinemann
Bowdin, Allen, O'Toole, Harris & McDonnell, 2006: Events Management. Elsevier, GB
Fenich. Meetings, Expositions, Events and Conventions. Third Edition.

## Further information

Assessment:
Event and report: 50%
Attendance to mandatory lectures 50%
Each absence from mandatory lectures lowers the grade by one.

## Starting level and linkage with other courses

• Level: Professional studies
• Type: Elective

## Assessment criteria

### Assessment criteria - grade 1

Student has some knowledge of the theory related to the work-based project and can apply some event management knowledge into practice.
Student can only partly work professionally in a project team.
Student can only partly understand the task and customer expectations.

### Assessment criteria - grade 3

Student has knowledge of the theory related to the work-based project and is able to apply the knowledge cooperation to the practical tasks and can apply event management knowledge into practice.
Student can work professionally in a project team and in good cooperation with the partners
Student understands the task and customer expectations.
Student is able to provide some grounds for the solutions and development ideas for the target organization
Student is able to search and apply information to the project work

### Assessment criteria - grade 5

Student has excellent knowledge of the theory related to the work-based project and is able to apply the knowledge cooperation to the practical tasks.
Student works professionally and actively in a project team and in excellent cooperation with the partners.
Student can internalize the task and meet customer expectations.
Student is able to provide grounds for the solutions and development ideas for the target organization in a consistent way.
Student is able to search and apply information critically and analytically to the project work.

# International Conferences and Congresses, 5 cr - SER4LE201

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- International Conferences and Congresses SER4LE201-3003 18.01.2021-21.05.2021  5 op  (LS4A, ...)✚

## Past implementations

No past implementations yet.

## Learning objectives

Upon completion of the course, the student

• has an understanding of the impact of a conference or congress on the destination and the industry
• identifies the various types and elements of an international conference and congress
• can perform basic duties as part of a congress organizing team in the planning process
• can compare and benefit from the partners and service providers in the network
• identifies the global business trends in the conference and congress industry

## Contents

• the development and significance of the conference and congress industry
• concepts, terminology and various types of conferences and congresses
• the elements and process of conference and congress planning and organizing
• cooperation with the various partners and the service network
• global business trends

## Execution methods

Learning methods and hours
Contact hours and assignments 54 hours
Group-work 81 hours

Recognising and validating prior learning (RPL)
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. More detailed instructions for teachers on the intranet: Työkalut -> AHOT -> AHOT-ohjeistus (Tools -> RPL -> RPL instructions).

## Learning materials

Learning materials.
Fenich. Meetings, Expositions, Events and Conventions. Third Edition.
Material stated in Moodle.

## Starting level and linkage with other courses

Course level: Professional Studies
Course type: Elective Professional Study

## Assessment criteria

### Assessment criteria - grade 1

The student:
• has some knowledge of the impact of a conference or congress on the destination and the industry
• can name some types and elements of an international conference and congress
• can apply some basic skills and duties, under supervision, as part of a congress organizing team in the planning process
• can list partners and service providers in the network
• able to repeat some global business trends in the conference and congress industry

### Assessment criteria - grade 3

The student:
• has knowledge and can explain the impact of a conference or congress on the destination and the industry
• can identify and discuss the main types and elements of an international conference and congress
• can apply some basic skills and duties, as part of a congress organizing team in the planning process
• able to differentiate and compare partners and service providers in the network
• able to search for, and provide examples global business trends in the conference and congress industry

### Assessment criteria - grade 5

The student:
• has excellent knowledge and can critically analyze the impact of a conference or congress on the destination and the industry
• can identify, describe and apply the various types and elements of an international conference and congress, and has abilities to design an organization team
• can independently and professionally perform basic duties as part of a congress organizing team in the planning process
• can compare and benefit from the partners and service providers in the network
• can critically analyze and provide suggestions of how to apply some global business trends in the conference and congress industry

# Organisational Communication (All compulsory)

## Building Communication Competence and Confidence, 5 op - COM4LE201

Opintojakson kieli

-

### Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

### Käynnissä olevat toteutukset

- Building Communication Competence and Confidence COM4LE201-3003 29.03.2021-21.05.2021  5 op  (LS4A, ...)+

### Päättyneet toteutukset

Ei päättyneitä toteutuksia.

# Creative Solutions in Marketing and Communications, 5 cr - COM4LE202

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Creative Solutions in Marketing and Communications COM4LE202-3003 18.01.2021-21.05.2021  5 op  (LS6A, ...)+

## Past implementations

No past implementations yet.

## Learning objectives

Upon successful completion of the course, the student

- learns to apply marketing and communications knowledge into practice with a help of a client project or assignment which concentrates on creating innovative solutions for the commissioning party.
- learns to act and work professionally in a project team.
- understands the importance of customer understanding and orientation.

## Contents

The course is implemented as a project. The students work in project teams according to client brief and team assignments specified by the instructors in the beginning of the course. Supporting lectures company visits and team meetings will be arranged throughout the course.

## Execution methods

Project work
Team meetings & team work
Consultation sessions with the instructors and / or with the client
Supporting lectures if needed

Student having strong experience in marketing and corporate communications can possible replace the course by proving the required knowledge by writing a career story with supporting portfolio and presenting it to the instructor and students of the course. If a student would like to proceed according to the RPL process s(he) should contact the instructor of the course during the pre-enrolment week or latest when attending the first lecture.

## Learning materials

Confirmed in the beginning of the project.

## Further information

Heta-Liisa Malkavaara, Pasila
Mia-Maria Salmi, Pasila

## Starting level and linkage with other courses

The student has successfully completed the Basic Studies (Business Environment & Business Processes / Liiketoimintaympäristö tutuksi & Yrityksen prosessit and Työelämän tuloksellinen viestintä / Effective Communication in Organisations, Viestinnällä vaikuttaminen / Communicating with Impact).

## Assessment criteria

### Assessment criteria - grade 1

Student can apply some marketing and communications knowledge into practice.
Student can only partly work professionally in a project team.
Student can only partly understand the task and customer expectations.
Student can collect and share relevant materials and participate on group discussions.
Student is able to present the results of the project to the target organization.

### Assessment criteria - grade 3

Student can apply marketing and communications knowledge into practice.
Student can work professionally in a project team.
Student understands the task and customer expectations.
Student can collect and share relevant materials and participate on group discussions.
Student is able to present the results of the project and provide some grounds for the solutions and development ideas for the target organisation

### Assessment criteria - grade 5

Student can apply very well marketing and communications knowledge into practice.
Student works professionally and actively in a project team.
Student can internalize the task and meet customer expectations.
Student can collect and share relevant materials and participate on group discussions.
Student is able to present fluently and comprehensively the results of the project and provide grounds for the solutions and development ideas for the target organisation in a consistent way.

## Evaluation criteria, approved/failed

Passed courses are assessed on a scale of 1 to 5

# Sebba Free-choice studies (not translated), 0 ECTS

## Suomenoppijan tekstityöpaja, 3 op - FIN8LE111

Opintojakson kieli

Suomi

Opettaja

Virve Jalonen

### Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

### Käynnissä olevat toteutukset

Ei käynnissä olevia toteutuksia.

### Päättyneet toteutukset

Ei päättyneitä toteutuksia.

### Osaamistavoitteet

Opintojakson suoritettuaan opiskelija
- osaa arvioida kirjoittamistaitoaan ja sen kehittämistarpeita
- tuntee tekstilajien eroja ja osaa valita tekstilajin ja kontekstin mukaisen tyylin
- tuntee suomen kielen lähteitä ja apuvälineitä ja osaa hyödyntää niitä omissa teksteissä
- osaa hyödyntää palautetta
- on kehittynyt kirjoittajana.

### Sisältö

Erilaiset tekstilajit, sovitaan tarkemmin opintojakson alussa:
- raportoivat tekstit
- journalistiset tekstit
- työnhakutekstit
- työelämän viestintä
- esseetyyppiset tekstit
Kurssiblogi
Oppimispäiväkirja/lukupäiväkirja

### Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Monimuotototeutus. Lähitapaamiset, itsenäiset yksilö- ja tiimitehtävät, palautekeskustelut, oppimispäiväkirja tai muu oppimisen reflektointitapa.

### Oppimateriaalit

Opettajan jakama materiaali Moodlessa.

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Sujuva peruskielitaito (B1.2) suomen kielessä.

## Arviointikriteerit

### Arviointikriteeri - arvosana 1

On jonkin verran kehittynyt kirjoittajana. Tuntee joitakin suomen kielen lähteitä ja apuvälineitä, mutta tarvitsee niiden käyttöön ohjausta.

Osaa melko heikosti arvioida kirjoittamiensa tekstien laatua, mutta pystyy ohjatusti muokkaamaan niitä.

Noudattaa pääosin työskentelyaikoja, osallistuu palautekeskusteluihin.

### Arviointikriteeri - arvosana 3

On selkeästi kehittynyt kirjoittajana. Osaa jonkin verran käyttää suomen kielen lähteitä ja apuvälineitä kirjoittamisen apuna.

Osaa ohjatusti arvioida kirjoittamiensa tekstien laatua ja muokata niitä palautteen perusteella.

Noudattaa työskentelyaikoja, osallistuu melko aktiivisesti palautekeskusteluihin.

### Arviointikriteeri - arvosana 5

On merkittävästi kehittynyt kirjoittajana. Osaa itsenäisesti käyttää suomen kielen lähteitä ja apuvälineitä kirjoittamisen apuna.

Osaa arvioida kirjoittamiensa tekstien laatua ja muokata niitä palautteen perusteella.

Noudattaa täsmällisesti työskentelyaikoja, on oma-aloitteinen, jakaa tietoa ja osaamistaan muille.

# Contemporary Finnish Literature, 3 op - FIN8LE001

Opintojakson kieli

-

## Tulevat toteutukset

- Contemporary Finnish Literature FIN8LE001-3011 24.05.2021-20.08.2021  3 op  (3AMK, ...)+

## Käynnissä olevat toteutukset

- Contemporary Finnish Literature FIN8LE001-3007 18.01.2021-21.05.2021  3 op  (LSVV, ...)+

## Päättyneet toteutukset

Ei päättyneitä toteutuksia.

## Osaamistavoitteet

Students cultivate their skills in understanding Finnish: vocabulary, Finnish society and culture.

## Sisältö

The course covers four contemporary Finnish novels. The course is completed through independent study (81 h).

Students read 4 novels in Finnish and take an exam on them.

## Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

The course involves a written exam and 81 hours of independent study including self-assessment of learning assignment of 1 hour.

## Oppimateriaalit

Students read four novels, one of each category:
a. Antti Holma: Järjestäjä or Maria Turtschaninoff: Maresi. Punaisen luostarin kronikoita
b. Venla Hiidensalo: Karhunpesä or Tommi Kinnunen: Lopotti
c. Juha Itkonen: Palatkaa perhoset or Riikka Pulkkinen: Paras mahdollinen maailma
d. Jussi Valtonen: He eivät tiedä mitä tekevät or Riikka Ala-harja: Maihinnousu

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Taking the exam requires excellent Finnish skills and knowledge of the basic terms of literary research in Finnish.

## Arviointikriteerit

### Arviointikriteeri - arvosana 1

The student:
• may have read all the required books but is not able to demonstrate that.
• is able to interpret some aspects of the texts according to the assignment and he/she may give few

examples.

• has limited understanding and usage of the basic literary concepts.

*Arviointikriteeri - arvosana 3*

The student:

• has read all the required books and is able to demonstrate that.

• is partly able to interpret the texts according to the assignment and gives some examples, which aren't always relevant.

• understands partly the basic literary concepts and uses some of them correctly.

*Arviointikriteeri - arvosana 5*

The student:

• has read all the required books and is able to demonstrate that by interpreting the texts, discussing the different elements and giving relevant examples.

• understands fully the basic literary concepts and uses them correctly.

# Chinese for Beginners 1, 5 op - CHI8LE210

Opintojakson kieli

-

## Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

## Käynnissä olevat toteutukset

- Chinese for Beginners 1 CHI8LE210-3009 18.01.2021-21.05.2021  5 op  (LS1D, ...)+

## Päättyneet toteutukset

Ei päättyneitä toteutuksia.

## Osaamistavoitteet

Learning outcomes
Target level: A1
Students
• know how to distinguish and pronounce the five tones in Mandarin Chinese
• get familiar with the Pinyin transliteration system
• know how to introduce themselves by stating their name, nationality, language skills, etc.
• can carry on some short superficial small talk
• get familiar with basic Chinese grammar
• learn the basics of reading and writing the most common Chinese characters

## Sisältö

Upon successful completion of the module, the students should be able to
• get familiar with the Chinese spoken language Pinyin system
• can have a short small talk in Chinese on some of the most common everyday topics
• learn the basics of reading and memorizing the most common Chinese characters

Contents
• Vocabulary and phrases from everyday conversations
• Know how to introduce oneself by states one's name, nationality, and language skills, etc.
• Culture elements will be introduced during the contact hours

Chinese is the most spoken language in the world and one of the official languages of the UN. It is used officially in mainland China, Hong Kong, Taiwan, and Singapore. It is also used in Malaysia and the business world of Southeast Asia to a large extent. The Chinese language has had a great impact on East Asian languages and cultures. Thousands of Chinese characters have been borrowed by the Japanese language, and about 65% of Korean words have their origin in Chinese.

Contrary to what many people believe, Chinese is not that difficult to learn. For example, the grammar is simple, the verbs are not conjugated and most words are short – only one or two syllables. Learning

the Chinese characters takes time, but the graphic writing system is extremely interesting. The art of writing characters, i.e. calligraphy, is itself one of the most esteemed art forms in East Asia.

According to the latest language research made by the Chinese Ministry of Education in 2007, only 581 characters make up 80% of common Chinese texts. And if you know 934 characters, for whatever you might wish to read in Chinese, you can already recognize 90% of the characters.

## Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Learning methods

The learning goals of this module can be reached in the following ways:

• Interactive classroom activities

• Individual and pair work

• Internet learning

Assessing one´s own learning is a compulsory part of the module.


Alternative ways to complete the course

Not attending the contact hours but doing the assignments and taking the final exam.

Recognition of prior learning

A student can demonstrate his or her equivalent language skills relating to the course objectives and content. This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on a scale of 1-5.

## Oppimateriaalit

Course materials

• BBC Real Chinese/Kiinaa matkailijoille, Finnlectura

• Gu Feng 2009: Mandarin Teaching Toolbox, Volume 1, Confucius Institute at BCIT

• Hai Guo 2017: Multimedia English materials based on "Matka Kiinan kieleen ja kulttuuriin"

ps: All the materials will be given to the students either in class or via Moodle. A student does not need to purchase or borrow any books for the course.

## Lisätiedot

Contact hours once a week starting at 16 o´clock + internet teaching via Moodle

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisites

Starting level: 0 (No prerequisites)

## Arviointikriteerit

### Arviointikriteeri - arvosana 1

Grade 1

The student

- has limited capability to understand simple oral and written messages and transmit them to the recipient. Speaking and writing skills are passable as far as constructions and/or pronunciation is concerned.

- is able to recognize simple constructions and frequently used expressions in different situations.

Grade 3

The student

- is often able to understand simple oral and written messages and transmit them to the recipient. Speaking and writing skills are good as far as constructions and/or pronunciation is concerned.
- has readiness to apply the learned skills in practice on simple constructions in new situations.

Grade 5

The student

- is able to understand simple oral and written messages and transmit them successfully to the recipient. Speaking and writing skills are excellent as far as constructions and/or pronunciation is concerned.
- knows how to apply the learned skills in practice on simple constructions in new situations.

Assessment (H-5)

- The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.
- Final exam 80%, Internet assignments 20%

## Chinese for Beginners 2, 5 op - CHI8LE220

Opintojakson kieli

-

### Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

### Käynnissä olevat toteutukset

- Chinese for Beginners 2 CHI8LE220-3009 11.01.2021-07.05.2021  5 op  (GLOB20SMON)+
- Chinese for Beginners 2 CHI8LE220-3008 18.01.2021-21.05.2021  5 op  (LSVV, ...)+

### Päättyneet toteutukset

Ei päättyneitä toteutuksia.

### Osaamistavoitteet

Learning outcomes
Target level: A1.2

The course is designed for students who have successfully completed Chinese for Beginner 1 coursework and have mastered the basic conversational skills required at a basic level. The student will not only be provided with further opportunities to practice simple conversations on familiar topics, but they will also be expected to create their own conversations based on a given situation. In addition, they will be exposed to some basic and simple Chinese characters and to the basic structural characteristics of Chinese characters. Chinese writing will be introduced at this level, too. Meanwhile, major aspects of Chinese customs and culture will be introduced in order to enrich the students' experience in Chinese language learning.

### Sisältö

A student will learn the vocabularies and expression on the following topics:
• telling the time, hobbies and everyday routines
• telling about one's family
• basic language skills in a tee house, café, bar, restaurant, shop, etc.
• basic language skills in traveling situations such as buying train and plane tickets, asking for directions, etc.
• different kinds of question sentences and their answers
• culture elements will be introduced during the contact hours

### Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Learning methods
The learning goals of this module can be reached in the following ways:
• Interactive classroom activities

• Individual and pair work

• Internet learning

Assessing one´s own learning is a compulsory part of the module.

Alternative ways to complete the course

Not attending the contact hours but doing the assignments and taking the final exam.

Recognition of prior learning

A student can demonstrate his or her equivalent language skills relating to the course objectives and content. This must be agreed upon with the teacher no later than two weeks before the course begins. Each student may attempt this only once in the period prior to the giving of the course. Evaluation is on a scale of 1-5.

## Oppimateriaalit

Course materials

- Hai Guo & YLE 2009: BBC Real Chinese/Kiinaa matkailijoille (Lesson 5-10)

• Gu Feng 2009: Mandarin Teaching Toolbox, Volume 1, Confucius Institute at BCIT

- Additional materials will be distributed during contact hours.

ps: All the materials will be given to the students either in class or via Moodle. A student does not need to purchase or borrow any books for the course.

## Lisätiedot

Contact hours once a week starting at 16 o´clock + internet teaching via Moodle

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisites

Starting level: A1.1

Chinese for Beginners 1, or one semester of beginning level Chinese

## Arviointikriteerit

### Arviointikriteeri - arvosana 1

Assessment

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

1 satisfactory

The student:

• has limited capability to understand simple oral and written messages and transmit them to the recipient. Speaking and writing skills are passable as far as constructions and/or pronunciation is concerned.

• is able to recognize simple constructions and frequently used expressions in different situations.

### Arviointikriteeri - arvosana 3

The student:

• is often able to understand simple oral and written messages and transmit them to the recipient. Speaking and writing skills are good as far as constructions and/or pronunciation is concerned.

• has readiness to apply the learned skills in practice on simple constructions in new situations.

The student:

• is able to understand simple oral and written messages and transmit them successfully to the recipient. Speaking and writing skills are excellent as far as constructions and/or pronunciation is concerned.

• knows how to apply the learned skills in practice on simple constructions in new situations.

## Arviointikriteeri, hyväksytty/hylätty

Assessment criteria (H-5)
Final exam 80%, internet assignments 20%

The student:

• is able to understand simple oral and written messages and transmit them successfully to the recipient. Speaking and writing skills are excellent as far as constructions and/or pronunciation is concerned.

• knows how to apply the learned skills in practice on simple constructions in new situations.

# German for Beginners 1, 5 op - GER8LE210

Opintojakson kieli

-

## Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

## Käynnissä olevat toteutukset

Ei käynnissä olevia toteutuksia.

## Päättyneet toteutukset

Ei päättyneitä toteutuksia.

## Osaamistavoitteet

After the courses German for Beginners 1 and 2 the student has reached a solid grasp of basic German grammar. Students are prepared for the compulsory German courses in the Degree Programme for Multilingual Management Assistants/Business Service Solutions and Languages.

## Sisältö

German grammar, vocabulary, pronunciation, everyday and business conversation practice, as well as key aspects of German grammar, everyday and business vocabulary.

## Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Contact hours,
Independent study,
Written exams,
Self-assessment of learning 1 h.

## Oppimateriaalit

Paul Goggle & Heiner Schenke: Willkommen! A first course in German (Course Book). Hodder education. 1. or 2. edition.
& lecturer's handouts.

## Lisätiedot

n/a

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No German language skills required.
Competence level A1.

## Arviointikriteerit

### Arviointikriteeri - arvosana 1

The student sometimes understands simple and diverse oral and written messages and is able to forward some of them to the recipient. His/ Her speaking and writing language structures and/or pronunciation are poor, but the student can use learned new items in simple language use situations.

*Arviointikriteeri - arvosana 3*

The student often understands simple and diverse oral and written messages and is able to forward them to the recipient. His/ Her speaking and writing language structures and/or pronunciation are good and the student is often able to use learned new items in familiar, diverse language use situations.

*Arviointikriteeri - arvosana 5*

The student usually understands simple and diverse oral and written messages and is able to forward them successfully to the recipient. His/ Her speaking and writing language structures and/or pronunciation are very good and the student can use learned new items in new, diverse language use situations.

Arviointikriteeri, hyväksytty/hylätty

n/a

# German for Beginners 2, 5 op - GER8LE220

Opintojakson kieli

-

## Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

## Käynnissä olevat toteutukset

- German for Beginners 2 GER8LE220-3003 18.01.2021-21.05.2021  5 op  (LE2A, ...)+

## Päättyneet toteutukset

Ei päättyneitä toteutuksia.

## Osaamistavoitteet

A solid grasp of basic German grammar. Students are prepared for the compulsory German courses in the Degree Programme for Multilingual Management Assistants/Business Service Solutions and Languages.

Assessment components and their respective weights:
Written exam 80 %
Class work 20 %

The self-assessment does not influence the course grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed on an electronic form.

## Sisältö

German grammar, vocabulary, pronunciation, everyday and business conversation practice, as well key aspects of German grammar, everyday and business vocabulary. The course contents are the same as of German for Beginners 1, but the themes are covered in more depth.

## Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Contact hours
Independent study
Written exam
Self-assessment of learning 1 h

## Oppimateriaalit

Paul Goggle & Heiner Schenke: Willkommen! A first course in German (Course Book). Hodder education. 1.or 2. edition.
& lecturer's handouts.

## Lisätiedot

n/a

Competence level: A1

Starting level and linkage with other courses:
German for Beginners 1 (GER8LE210) or equivalent.

## Arviointikriteerit

### Arviointikriteeri - arvosana 1

The student sometimes understands simple and diverse oral and written messages and is able to forward some of them to the recipient. His/ Her speaking and writing language structures and/or pronunciation are poor, but the student can use learned new items in simple language use situations.

### Arviointikriteeri - arvosana 3

The student often understands simple and diverse oral and written messages and is able to forward them to the recipient. His/ Her speaking and writing language structures and/or pronunciation are good and the student is often able to use learned new items in familiar, diverse language use situations.

### Arviointikriteeri - arvosana 5

The student usually understands simple and diverse oral and written messages and is able to forward them successfully to the recipient. His/ Her speaking and writing language structures and/or pronunciation are very good and the student can use learned new items in new, diverse language use situations.

## Arviointikriteeri, hyväksytty/hylätty

n/a

## Russian for Beginners 1, 5 op - RUS8LE210

Opintojakson kieli

-

### Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

### Käynnissä olevat toteutukset

Ei käynnissä olevia toteutuksia.

### Päättyneet toteutukset

Ei päättyneitä toteutuksia.

### Osaamistavoitteet

Upon completing the course the student will learn
• the Russian Cyrillic alphabet,
• the peculiarities of and importance of proper syllable stress and intonation,
• how to read, pronounce and write basic Russian words and sentences,
• how to understand simple spoken language, basic written messages and instructions,
• basic Russian grammar,
• basic information about themselves in Russian,
• to hold a basic everyday conversation

### Sisältö

• basics of Russian pronunciation,
• culture-related concepts,
• greetings and introductions,
• setting up an appointment,
• speaking about themselves, their studies and work

### Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Contact hours: 64 hrs (4hrs per week during 2 periods) including the tests.
Independent study: 70 hrs
Self-assessment of learning: 1 hr.

### Oppimateriaalit

Blum-Gorelova, The Road to Success (course and work books), Facultas, 2017, kpl 1 - 5

### Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Competence level: A1
No prior Russian skills required.

### Arviointikriteerit

*Arviointikriteeri - arvosana 1*

Student sometimes understands simple diverse oral and written messages, and is able to convey those to the recipient.

Speaking and written language skills and/or pronunciation skills are poor.
Student can use the acquired language skills mainly in simple everyday situations.

### Arviointikriteeri - arvosana 3

Student often understands routine oral and written messages, and is able to convey those to the recipient.
Speaking and written language and/or pronunciation is understandable.
Student can use the acquired language skills in simple everyday situations, though those would need to be improved.

### Arviointikriteeri - arvosana 5

Student perfectly understands basic diverse oral and written messages, and is able to convey those to the recipient.
Speaking and written language skills and/or pronunciation skills are very good.
Student can use the acquired language skills with ease in simple everyday situations.

## Arviointikriteeri, hyväksytty/hylätty

Evaluation is based on written tests and listening comprehension assignment, as well as a demonstration of spoken skills.
Attendance is likely to have influence on the language command, and thus, on the grade.

# Russian for Beginners 2, 5 cr - RUS8LE220

Course unit language

English

## Upcoming implementations

No upcoming implementations yet.

## Current implementations

- Russian for Beginners 2 RUS8LE220-3003 18.01.2021-21.05.2021  5 op  (LS1D, ...)+

## Past implementations

No past implementations yet.

## Learning objectives

A solid grasp of basic Russian grammar and day-to-day Russian vocabulary and culture-related concepts. Students are prepared for the business communication level Russian courses in the Degree Programme for Multilingual Management Assistants

## Contents

Russian grammar, vocabulary, pronunciation and everyday and business conversation practice.

## Execution methods

Contact hours 45 h (3 h/week)
Independent study, assignments and preparing for exam 86 h
Written exam and oral exams 3 h
Self-assessment of learning 1 h

## Learning materials

Blum – Gorelova, The Road to Success - Russian for everyday life and business communication, Course Book and Workbook, Facultas, 2017

## Further information

Assessment criteria:
Written exam 50 %
Oral exam 50%
Class participation is likely to have influence on the language command thus mandatory attendance 75 %

## Assessment criteria

### Assessment criteria - grade 1

Student sometimes understands simple and diverse oral and written messages and is able to forward some of them to the recipient. Speaking and writing language structures and/or pronunciation are poor. Student can use learned new items in simple language use situations.

*Assessment criteria - grade 3*

Student often understands simple and diverse oral and written messages and is able to forward them to the recipient. Speaking and writing language structures and/or pronunciation are good. Student is often able to use learned new items in familiar, diverse language use situations.

*Assessment criteria - grade 5*

Student usually understands simple and diverse oral and written messages and is able to forward them successfully to the recipient. Speaking and writing language structures and/or pronunciation are very good. Student can use learned new items in new, diverse language use situations.

# Business Finnish for International Students, 4 op - FIN8LE110

Opintojakson kieli

Suomi

## Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

## Käynnissä olevat toteutukset

- Business Finnish for International Students FIN8LE110-3002 18.01.2021-21.05.2021  4 op  (LSVV, ...)+

## Päättyneet toteutukset

Ei päättyneitä toteutuksia.

## Osaamistavoitteet

Upon completion of the course, the student

has a basic knowledge of the financial vocabulary in everyday life
is able to communicate in Finnish in basic business situations
acquires the skills to produce clear and logical texts on simple business matters
is able to write basic business letters and PR letters in Finnish
is familiar with current topics in the business field through (simplified) newspaper articles and other up-to-date sources

## Sisältö

Plural forms of nouns
Grammar: comparison of adjectives, some non-finite clauses
Basic business correspondence
Getting acquainted with current topics by using newspapers and other media

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Weekly online assignments, online exam.

## Oppimateriaalit

Material provided by teacher.

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

B1 level in Finnish.

## Arviointikriteerit

### Arviointikriteeri - arvosana 1

The student understands the main points of business-related texts in both the written and oral form. The student has a satisfactory command of business vocabulary, and he/she is able to produce business or PR texts in Finnish with several corrections, when assisted substantially.

*Arviointikriteeri - arvosana 3*

The student understands the essential parts of business-related texts in both the written and oral form. The student has a fairly good command of business vocabulary, and he/she is able to produce business or PR texts in Finnish when assisted.

*Arviointikriteeri - arvosana 5*

The student understands well the essential parts of business-related texts in both the written and oral form. The student has a very good command of business vocabulary, and he/she is able to produce business or PR texts in Finnish independently.

# Work Placement (Choose one)

## Work Placement, 30 cr - PLA6LE201

Course unit language

English

### Upcoming implementations

- Work Placement PLA6LE201-3009 23.08.2021-17.12.2021  30 op  (LE5A, ...)+

### Current implementations

- Work Placement PLA6LE201-3007 04.01.2021-14.05.2021  30 op  (LE5AB)+

### Past implementations

No past implementations yet.

### Learning objectives

Upon successful completion of the course, the student
- understands the job of a management assistant
- can transfer theoretical knowledge into practice
- understands how companies operate in practice
- knows how to make use of the information available to him/her
- has adopted a professional identity of an assistant


Assessment components:
Students are assessed on the basis of their work placement report, which has to be returned to the advisor with a copy of their testimonial attached. In the report, students place special emphasis on evaluating their own learning process and the skills they have acquired during their studies and work placement.
Pass/fail, no grade is given.

### Contents

Students take on tasks of the management assistant in a company or other organisation. This provides students with an opportunity to use and further develop their skills in areas including multicultural communication, information technology as well as in business and administration.

Work placement covers 100 days of work in a company or organisation in Finland or abroad. The aim is that students take on a broad range of tasks relating to the management assistants profession. During the semester, the students will meet a few evenings with their thesis counselors and spend one full day at school within the frame of a mid-term seminar. In addition, during this time students should seek a commission for their thesis and get approval for their thesis topic and plan in one of the areas below:

- Entrepreneurship
- Leadership and HR (LEA4LE201)
- Meeting Industry (SER4LE201)
- Marketing, Sales and Services (MAR4LE201)
- Organisational Communication (COM4LE201)

## Execution methods

A student can also demonstrate his or her equivalent work experience by providing job testimonial. In that case, the student must contact the advisor.

## Starting level and linkage with other courses

Required previous studies are:

Finnish students:
- Business Environment (BUS1LE201)
- Office Applications 1 (TOO1LE201)
- Effective Communication in Organisations (COM1LE101)
- Basic Business Swedish (SWE4LE201A/-B)
- Business Processes (BUS1LE202)
- Professionnal Writing Skills (ENG1LE201)
- Office Applications 2 (TOO1LE202)
- Finnish Business Communication 1 (FIN1LE201)
- Assistant as Service Designer (SER2LE201)
- Business Planning (BUS2LE201)
- Communicating with Impact (COM2LE201)
- Finnish Business Communication 2 (FIN2LE201)
- ICT Applications for Business 1 (TOO2LE201)
- Succesfull Event (SER2LE202)
- International Business Documents (ENG2LE201)
- Compulsory studies in two optional languages

Foreign students:
- Business Environment (BUS1LE201)
- Office Applications 1 (TOO1LE201)
- Effective Communication in Organisations (COM1LE101)
- Finnish for Beginners 1 (FIN1LE203)
- Business Processes (BUS1LE202)
- Professionnal Writing Skills (ENG1LE201)
- Office Applications 2 (TOO1LE202)
- Finnish for Beginners 2 (FIN1LE204)
- Assistant as Service Designer (SER2LE201)
- Business Planning (BUS2LE201)
- Communicating with Impact (COM2LE201)
- Finnish for Work 1 (FIN2LE202)
- ICT Applications for Business 1 (TOO2LE201)
- Succesfull Event (SER2LE202)

- International Business Documents (ENG2LE201)
- Finnish for Work 2 (FIN2LE203)
- Compulsory studies in one optional language

Evaluation criteria, approved/failed

Students are assessed on the basis of their work placement report, which has to be returned to the advisor with a copy of their testimonial attached. In the report, students place special emphasis on evaluating their own learning process and the skills they have acquired during their studies and work placement.
Pass/fail, no grade is given.

# Bachelor's Thesis (Choose one)

## Thesis, Entrepreneurship, 0 cr - THE7LE101

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 gains practice in independent work and working with company staff and other partners in development projects. The student also gains practice in handling big projects and communicating his/her matter with clarity.

Upon successful completion of the thesis, the student

- is able to identify possible development targets in companies and other organisations.
- knows how to find information on a given topic, and categorise and analyse it.
- knows how to order and read research studies, and news relating to them.
- is able to meet set deadlines and negotiate changes if needed.
- has a command of project work.
- knows how to write a clear report on his or her results, adhering to document standards.

### Contents

Choice of thesis topic in 5th semester
Thesis and Methods information package and test in Moodle
Preparation of thesis plan in the end of 5th semester or during the first period of the 6th semester
Thesis report and publication in the end of the 6th semester
Participation in group counselling and presentations with the thesis supervisor as agreed
Maturity examination

### Execution methods

Individual counselling
Working papers
Seminars/group counselling
Individual work

Thesis and Methods test in Moodle

## Learning materials

Thesis instructions in MyNet

Student agrees on the thesis topic and methodology literature with his or her thesis superviso

## Further information

Olli Laintila, Pasila

## Starting level and linkage with other courses

The thesis process starts on 5th semester during the work placement by searching a suitable topic. The student studies Thesis and Methods information package in Moodle according to instructions given by Thesis advisor.

## Assessment criteria

Evaluation criteria, approved/failed

The thesis is graded on the scale 1-5. The thesis is assessed by the primary thesis supervisor and another examiner. The Haaga-Helia evaluation criteria are published in MyNet.

The maturity examination is assessed with regards to both content and language as pass/fail.

# Thesis, HR and Leadership, 0 cr - THE7LE102

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 gains practice in independent work and working with company staff and other partners in development projects.
The student also gains practice in handling big projects and communicating his/her matter with clarity.

Upon successful completion of the thesis, the student

- is able to identify possible development targets in companies and other organisations.
- knows how to find information on a given topic, and categorise and analyse it.
- knows how to order and read research studies, and news relating to them.
- is able to meet set deadlines and negotiate changes if needed.
- has a command of project work.
- knows how to write a clear report on his or her results, adhering to document standards.

## Contents

Choice of thesis topic in 5th semester
Thesis and Methods information package and test in Moodle
Preparation of thesis plan in the end of 5th semester or during the first period of the 6th semester
Thesis report and publication in the end of the 6th semester
Participation in group counselling and presentations with the thesis supervisor as agreed
Maturity examination

## Execution methods

Individual counselling
Working papers
Seminars/group counselling
Individual work

Thesis and Methods test in Moodle

### Learning materials

Thesis instructions in MyNet

Student agrees on the thesis topic and methodology literature with his or her thesis supervisor.

### Further information

Olli Laintila, Pasila

### Starting level and linkage with other courses

The thesis process starts on 5th semester during the work placement by searching a suitable topic. The student studies Thesis and Methods information package in Moodle according to instructions given by Thesis advisor.

### Assessment criteria

Evaluation criteria, approved/failed

The thesis is graded on the scale 1-5. The thesis is assessed by the primary thesis supervisor and another examiner. The Haaga-Helia evaluation criteria are published in MyNet.

The maturity examination is assessed with regards to both content and language as pass/fail.

# Thesis, Marketing, Sales and Service, 0 cr - THE7LE104

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 gains practice in independent work and working with company staff and other partners in development projects.
The student also gains practice in handling big projects and communicating his/her matter with clarity.

Upon successful completion of the thesis, the student

- is able to identify possible development targets in companies and other organisations.
- knows how to find information on a given topic, and categorise and analyse it.
- knows how to order and read research studies, and news relating to them.
- is able to meet set deadlines and negotiate changes if needed.
- has a command of project work.
- knows how to write a clear report on his or her results, adhering to document standards.

## Contents

Choice of thesis topic in 5th semester
Thesis and Methods information package and test in Moodle
Preparation of thesis plan in the end of 5th semester or during the first period of the 6th semester
Thesis report and publication in the end of the 6th semester
Participation in group counselling and presentations with the thesis supervisor as agreed
Maturity examination

## Execution methods

Individual counselling
Working papers
Seminars/group counselling
Individual work

Thesis and Methods test in Moodle

### Learning materials

Thesis instructions in MyNet
Student agrees on the thesis topic and methodology literature with his or her thesis supervisor.

### Further information

Olli Laintila, Pasila

### Starting level and linkage with other courses

The thesis process starts on 5th semester during the work placement by searching a suitable topic. The student studies Thesis and Methods information package in Moodle according to instructions given by Thesis advisor.

### Assessment criteria

Evaluation criteria, approved/failed

The thesis is graded on the scale 1-5. The thesis is assessed by the primary thesis supervisor and another examiner. The Haaga-Helia evaluation criteria are published in MyNet.

The maturity examination is assessed with regards to both content and language as pass/fail.

# Thesis, Meetings Industry, 0 cr - THE7LE103

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 gains practice in independent work and working with company staff and other partners in development projects.
The student also gains practice in handling big projects and communicating his/her matter with clarity.

Upon successful completion of the thesis, the student

- is able to identify possible development targets in companies and other organisations.
- knows how to find information on a given topic, and categorise and analyse it.
- knows how to order and read research studies, and news relating to them.
- is able to meet set deadlines and negotiate changes if needed.
- has a command of project work.
- knows how to write a clear report on his or her results, adhering to document standards.

## Contents

Choice of thesis topic in 5th semester
Thesis and Methods information package and test in Moodle
Preparation of thesis plan in the end of 5th semester or during the first period of the 6th semester
Thesis report and publication in the end of the 6th semester
Participation in group counselling and presentations with the thesis supervisor as agreed
Maturity examination

## Execution methods

Individual counselling
Working papers
Seminars/group counselling
Individual work

Thesis and Methods test in Moodle

### Learning materials

Thesis instructions in MyNet

Student agrees on the thesis topic and methodology literature with his or her thesis supervisor.

### Further information

Eeva Särkilahti, Pasila

### Starting level and linkage with other courses

The thesis process starts on 5th semester during the work placement by searching a suitable topic. The student studies Thesis and Methods information package in Moodle according to instructions given by Thesis advisor.

### Assessment criteria

Evaluation criteria, approved/failed

The thesis is graded on the scale 1-5. The thesis is assessed by the primary thesis supervisor and another examiner. The Haaga-Helia evaluation criteria are published in MyNet.

The maturity examination is assessed with regards to both content and language as pass/fail.

# Thesis, Organisational Communication, 0 cr - THE7LE105

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 gains practice in independent work and working with company staff and other partners in development projects.
The student also gains practice in handling big projects and communicating his/her matter with clarity.

Upon successful completion of the thesis, the student

- is able to identify possible development targets in companies and other organisations.
- knows how to find information on a given topic, and categorise and analyse it.
- knows how to order and read research studies, and news relating to them.
- is able to meet set deadlines and negotiate changes if needed.
- has a command of project work.
- knows how to write a clear report on his or her results, adhering to document standards.

## Contents

Choice of thesis topic in 5th semester
Thesis and Methods information package and test in Moodle
Preparation of thesis plan in the end of 5th semester or during the first period of the 6th semester
Thesis report and publication in the end of the 6th semester
Participation in group counselling and presentations with the thesis supervisor as agreed
Maturity examination

## Execution methods

Individual counselling
Working papers
Seminars/group counselling
Individual work

Thesis and Methods test in Moodle

## Learning materials

Thesis instructions in MyNet

Student agrees on the thesis topic and methodology literature with his or her thesis supervisor.

## Further information

Mirka Sunimento, Pasila

## Starting level and linkage with other courses

The thesis process starts on 5th semester during the work placement by searching a suitable topic. The student studies Thesis and Methods information package in Moodle according to instructions given by Thesis advisor.

## Assessment criteria

Evaluation criteria, approved/failed

The thesis is graded on the scale 1-5. The thesis is assessed by the primary thesis supervisor and another examiner. The Haaga-Helia evaluation criteria are published in MyNet.

The maturity examination is assessed with regards to both content and language as pass/fail.

## Thesis, 10 cr - THE7LE202

Course unit language

English

Teachers

Olli Laintila Mia-Maria Salmi Heta-Liisa Malkavaara Mirka Sunimento Eeva Särkilahti Anne Taipale

### Upcoming implementations

No upcoming implementations yet.

### Current implementations

No ongoing implementations yet.

### Past implementations

No past implementations yet.

## Thesis Plan and Methods, 5 op - THE7LE201

Opintojakson kieli

-

Opettaja

Olli Laintila Mirka Sunimento Eeva Särkilahti Anne Taipale Heta-Liisa Malkavaara Mia-Maria Salmi

### Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

### Käynnissä olevat toteutukset

Ei käynnissä olevia toteutuksia.

### Päättyneet toteutukset

Ei päättyneitä toteutuksia.

# 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.

See instructions in MyNet

The thesis is completed.

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.