

# Learning Camp 1.1

Code: INS1PO101

Scope: 5 ECTS

Timing: 1st semester

Language: Finnish, English

Curriculum: Porvoo Campus 2.0

Course level: Basic studies

Course type: Compulsory

## Starting level and linkage with other courses

The module is a part of basic studies in Porvoo Campus competence-based curriculum. The module advances the following competences: personal goal orientation, understanding of different learning styles, team working and listening skills, agility and professional attitude, global mindset, self-reflection skills and presentation skills and savvy use of digital tools. Learning Camp 1 takes place during the first semester of the first academic year. The module is closely linked with the other learning camps and course modules throughout the studies. The module helps student to familiarize her/himself with the areal study path.

## Learning objectives and assessment

### Grade 1

The student is able to set personal goals to be followed and reflected upon incoming camps with guidance. S/he has a rather limited picture of the upcoming studies and her/his ability to work in an international environment. The student has a limited understanding of the Porvoo Campus learning culture and methods. S/he has difficulties in using the basic tools and platforms needed in studies. The student has difficulties with expressing oneself and understanding others.

The student has a very limited ability to analyse and reflect upon him/herself as a learner. S/he displays poor ability to plan the following semester together with peers and supervisors. The student is able to evaluate earlier plans and make some adjustments only when offered external assistance and support. The student participates in the project planning, implementation and evaluation with a minimal input. The student requires extra support from peers and supervisors in order to complete tasks.

### Grade 3

The student is able to set a few personal goals to be followed and reflected upon incoming camps. S/he has a rather good picture of the upcoming studies and is able to work in an international environment. The student understands the Porvoo Campus learning culture and methods rather well. S/he is able to use the basic tools and platforms needed in studies. The student is able to express oneself and understand others.

The student is able to analyse and reflect upon him/herself as a learner. S/he is able to plan the following semester together with peers and supervisors. The student is able to evaluate earlier plans and make some adjustments. The student participates in the project planning, implementation and evaluation independently and makes use of the advice available. The student is able to operate when the task and instructions are given.

### Grade 5

The student is able to set personal goals to be followed and reflected upon incoming camps. S/he has a clear picture of upcoming studies and working in an international environment. The student understands the Porvoo Campus learning culture and methods. S/he is able to use the basic tools and platforms needed in studies. The student is able to express oneself and understand others.

The student has an excellent ability to analyse and reflect upon him/herself as a learner. S/he is able to plan and contribute towards the following semester together with peers and supervisors. The student is able to evaluate earlier plans and make adjustments. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student is able to display a goal-oriented mindset and professional attitude.

## 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](#).

## Working life connections

Guest lecturers from the industry, HH Porvoo alumni

## Internationality

Possibility to work with international team and international lectures. Possible guest lecturers from international organizations and partner universities. International learning materials.

## Contents

- setting goals and milestones
- group activities with group dynamics elements
- orientation to ICT-tools and digital platforms of Porvoo Campus
- Haaga-Helia guidelines for writing reports
- business etiquette and ethics of Porvoo Campus

## Learning methods

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

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

## Assessment

The assessment methods may include:

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

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

## Module instructor(s)

Ivan Berazhny, Porvoo

Annika Konttinen, Porvoo  
Antti Kurhinen, Porvoo  
Niina Moilanen, Porvoo  
Kati Naumanen, Porvoo  
Kalle Räihä, Porvoo  
Darren Trofimczuk, Porvoo

## Learning materials

Books on the content topics

E-books and online articles

Online tutorials

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.

# Aviation Business Basics 1

Code: BUS1AB101

Scope: 5 ECTS

Timing: Level 1

Language: English

Curriculum: Porvoo Campus 2.0

Course level: Basic studies

Course type: Compulsory

NB! This module does not have its own specific classes in timetables. The module's contents will be implemented via two learning activities of the first semester studies: *Business Plan Competition* and *Study Trip*. The students will enrol into the learning activities *Business Plan Competition* and *Study Trip* during the Learning Camp in the beginning of the semester. For further questions please contact the instructor(s).

## Starting level and linkage with other courses

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2.0 curriculum.

## Learning objectives and assessment (demonstrated in learning activities or otherwise)

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., understanding profitability, awareness of basic processes and operations in organisations, entrepreneurial and business mindset, ability to analyse the operational environment and savvy use of digital tools. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus (Business Basics for Sales Professionals 1; Matkailun liiketoimintaosaaminen 1).

### Grade 1

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

### Grade 3

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

### Grade 5

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

## 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](#).

## Working life connections

Company visits and possible guest lecturers and workshops from different companies and organizations.

## Internationality

Possibility to work with international teams and instructors. Guest lecturers from international organisations and partner universities. International learning materials.

## Contents

- Business model planning

- Business operations and processes
- Business calculations and estimations of profitability and financing
- Business ownership models and liabilities
- Professional ICT tools

## Learning methods

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

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

## Assessment

The assessment methods are defined in the implementation plans of the learning activities *Business Plan Competition* and *Study Trip* (introduced in the Learning Camp in the beginning of the semester). The assessment methods may include:

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

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

## Module instructor(s)

Evariste Habiyakare, Porvoo  
 Kai Pietilä, Porvoo  
 Pekka Polvinen, Porvoo  
 Pasi Romberg, Porvoo  
 Kalle Räihä, Porvoo  
 Anna Sivonen, Porvoo  
 Darren Trofimczuk, Porvoo

## Learning materials

Books on the content topics

E-books and online articles

Online tutorials

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.

# Aviation Business Environment 1

Code: OPE1AB101  
Scope: 5 ECTS  
Timing: Level 1  
Language: English  
Curriculum: Porvoo Campus 2.0  
Course level: Basic studies  
Course type: Compulsory

NB! This module does not have its own specific classes in timetables. The module's contents will be implemented via two learning activities of the first semester studies: Business Plan Competition and Study Trip. The students will enrol into the learning activities Business Plan Competition and Study Trip during the Learning Camp in the beginning of the semester. For further questions please contact the instructor(s).

## Starting level and linkage with other courses

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2.0 curriculum.

## Learning objectives and assessment (demonstrated in learning activities or otherwise)

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., understanding of operational environment (e.g. stakeholders and networks), applying business law and regulations to common situations, value chain understanding, understanding basic functions of macroeconomics and global mindset. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus (Business Environment Analysis; Matkailun toimintaympäristöosaaminen).

### Grade 1

The student has some understanding of the concept and the terminology of the operational environment. S/he uses only a few sources and needs assistance to find relevant information. S/he finds it challenging to analyse the operational environment. S/he is able to choose and use some research and development methods as well as digital tools when aided and guided by others. S/he can identify a few stakeholders and networks in both domestic and international markets. The student finds it challenging to work in an international team and/or global context. The student participates in the project planning, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

### Grade 3

The student understands and is able to define the concept and the terminology of the operational environment. S/he is able to search for relevant sources and use them independently. S/he is able to analyse the operational environment by choosing and using research and development methods as well as digital tools. S/he can identify and analyse the core stakeholders and networks in both domestic and international markets. The student is able to work in an international team and/or global context. The student participates in the project planning, implementation and evaluation independently and makes use of the advice available. The student is able to operate when the task and instructions are given.

### Grade 5

The student understands and is able to define the concept and the terminology of the operational environment. S/he is able to search for relevant information actively and independently from versatile sources. The student is able to assess the reliability of the sources and use them with skill. S/he is able to analyse the operational environment by choosing and using relevant research and development methods as well as digital tools. S/he can identify and analyse the core stakeholders and networks in both domestic and international markets. The student works extraordinary well in an international team and/or global context. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student is able to operate proactively with an entrepreneurial mindset.

## 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.

## Working life connections

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

## Internationality

Possibility to work with international teams and instructors. Guest lecturers from international organisations and partner universities. International learning materials.

## Contents

- Analysis of the operational environment
- Basics of macro and microeconomics
- Legal environment
- Digital environment
- Core actors, organisations and networks operating in local, domestic and international markets

## Learning methods

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

### Inquiry learning

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

## Assessment

The assessment methods are defined in the implementation plans of the learning activities Business Plan Competition and Study Trip (introduced in the Learning Camp in the beginning of the semester). The assessment methods may include:

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

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

## Module instructor(s)

Ivan Berazhny, Porvoo  
Yücel Ger, Porvoo  
Evariste Habiyakare, Porvoo  
Annika Konttinen, Porvoo  
Kai Pietilä, Porvoo  
Darren Trofimczuk, Porvoo  
Olav Vidjeskog, Porvoo

## Learning materials

Books on the content topics  
E-books and online articles  
Online tutorials  
Companies' web-portals  
Relevant media, news agencies, quality press, etc.  
Social networking tools  
Exercises, tests  
Instructors' own materials, materials produced by students.

# Customer Competence in Aviation Business 1

Code: SAL1AB101  
Scope: 5 ECTS  
Timing: Level 1  
Language: English  
Curriculum: Porvoo Campus 2.0  
Course level: Basic studies  
Course type: Compulsory

NB! This module does not have its own specific classes in timetables. The module's contents will be implemented via two learning activities of the first semester studies: Business Plan Competition and Study Trip. The students will enrol into the learning activities Business Plan Competition and Study Trip during the Learning Camp in the beginning of the semester. For further questions please contact the instructor(s).

## Starting level and linkage with other courses

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2.0 curriculum.

## Learning objectives and assessment (demonstrated in learning activities or otherwise)

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., customer understanding and service, understanding how to find and maintaining customers, customer lifecycle, customer analysis, focus on customer experience, communication and argumentation, active listening and rapport building and skillful communication. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus (Customer Insight 1; Matkailun asiakasosaaminen 1).

### Grade 1

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

### Grade 3

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

### Grade 5

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

## 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.

## Working life connections

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

## Internationality

Possibility to work with international teams and instructors. Guest lecturers from international organisations and partner universities. International learning materials.

## Contents

- Customer understanding
- Tools to identify customer needs and expectations
- Consumer behaviour
- Customer journey
- Customer experience management
- Sales and marketing communication

## **Learning methods**

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

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

## **Assessment**

The assessment methods are defined in the implementation plans of the learning activities Business Plan Competition and Study Trip (introduced in the Learning Camp in the beginning of the semester). The assessment methods may include:

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

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

## **Module instructor(s)**

Leena Aitto-oja, Porvoo  
 Päivi Forsblom, Porvoo  
 Yücel Ger, Porvoo  
 Evariste Habiyakare, Porvoo  
 Anne Koppatz, Porvoo  
 Pekka Polvinen, Porvoo  
 Kalle Räihä, Porvoo

## **Learning materials**

Books on the content topics

E-books and online articles

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Instructors' own materials, materials produced by students.



# Self-Leadership 1

Code: LEA1AB101

Scope: 5 ECTS

Timing: Level 1

Language: English

Curriculum: Porvoo Campus 2.0

Course level: Basic studies

Course type: Compulsory

NB! This module does not have its own specific classes in timetables. The module's contents will be implemented via two learning activities of the first semester studies: *Business Plan Competition* and *Study Trip*. The students will enrol into the learning activities *Business Plan Competition* and *Study Trip* during the Learning Camp in the beginning of the semester. For further questions please contact the instructor(s).

## Starting level and linkage with other courses

The module has no prerequisites. This module is linked with all the level 1 modules of the Campus 2.0 curriculum.

## Learning objectives and assessment (demonstrated in learning activities or otherwise)

The module is a part of basic studies in Porvoo Campus competence-based curriculum and advances the following competences: e.g., self-reflection and management, future work life skills, time and stress management, integrity and responsible behaviour, professional communication and career orientation. There are also other parallel implementations of this module with the same objectives yet with a different industry specific focus (Self-and Team Leadership 1; Itsensä johtaminen 1).

## Learning objectives and assessment

### Grade 1

The student is able to practice self-reflection with guidance. The student displays limited time-management and stress management skills. The student has difficulties in giving and receiving feedback. S/he has limited sensitivity towards personal and cultural differences and difficulties in adapting to the respective environment. The student participates in the project planning, implementation and evaluation with a minimal input. The student needs support in finding motivation.

### Grade 3

The student is able to practice self-reflection and critical thinking at some level. The student displays some time-management and stress management skills. The student is able to give and receive feedback. S/he understands personal differences and multicultural environments and adapts to the respective environment at some level. The student participates in the project planning, implementation and evaluation independently and makes use of the advice available. The student is goal-oriented and self-driven to a certain extent.

### Grade 5

The student is able to practice self-reflection and critical thinking. The student displays time-management and stress management skills. S/he is self-disciplined and self-motivated. The student is able to give and receive constructive feedback. S/he understands personal differences and multicultural environments and adapts to the respective environment. The student participates proactively and with goal-orientation in the project planning, implementation and evaluation. The student displays a career and goal-oriented mindset.

## 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](#).

## Working life connections

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

## Internationality

Possibility to work with international teams and instructors. Guest lecturers from international organisations and partner universities. International learning materials.

## Contents

- self-reflection

- feedback
- employability and employment opportunities
- personal branding and social media presence
- team building
- multiculturalism
- time management
- professional communication and ICT tools

## Learning methods

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

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

## Assessment

The assessment methods are defined in the implementation plans of the learning activities *Business Plan Competition* and *Study Trip* (introduced in the Learning Camp in the beginning of the semester). The assessment methods may include:

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

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

## Module instructor(s)

Ivan Berazhny, Porvoo  
 Annika Konttinen, Porvoo  
 Antti Kurhinen, Porvoo  
 Niina Moilanen, Porvoo  
 Kati Naumanen, Porvoo  
 Kalle Rähä, Porvoo  
 Darren Trofimczuk, Porvoo

## Learning materials

Books on the content topics  
 E-books and online articles  
 Online tutorials  
 Companies' web-portals  
 Relevant media, news agencies, quality press, etc.  
 Social networking tools  
 Exercises, tests  
 Instructors' own materials, materials produced by students.

# Welcome to Finland 1

Code: ARE1PO101  
Scope: 5 ECTS  
Timing: 1st semester  
Language: Finnish, English  
Curriculum: Porvoo Campus, international students  
Course level: Basic Studies  
Course type: Compulsory (international degree students)

## Starting level and linkage with other courses

No prerequisites

## Learning objectives and assessment

This module is an introduction to the Finnish language and society. The module is a part of basic studies in Porvoo Campus competence-based curriculum. It will give a student basic communicative skills in the Finnish language. The module will also increase cultural awareness and knowledge of Finnish study and business styles. Upon completion of the course, the student starts the integration to the Finnish society and is able to understand Finnish working life, history and culture on basic level. Also the Finnish lifestyle, customs and manners will become familiar.

### Grade 1

The student has some understanding of the lesson and group work orientation. S/he can identify and understand a few contents of the course. The student participates in learning activities with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and supervisors. The student has difficulties in accomplishing the assignments.

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

### Grade 3

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

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

### Grade 5

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

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

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

## 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](#).

## Working life connections

The course is strongly linked to Porvoo region which gives new students of Porvoo Campus a possibility to adapt more easily their new study environment and region. Company visits, visiting lecturers and self-study projects will give an idea of Finnish business culture and manners and might even help in developing future networks.

## Internationality

Possibility to work and study with international fellow students.

#### Contents

- Finland in a nutshell: geography, Finnish cities, towns and regions
- Finns and the Finnish language: origins and the present time
- Porvoo tour and museum visits
- Finnish lifestyle and manners: family life, concept of time
- Finnish education system
- Finnish companies
- Finnish food and gastronomy
- Finnish language studies: personal information, family, living, shopping situations, daily routines, studies, food, different social situations

#### **Learning methods**

Contact lessons  
Museum and company visits and other activities  
Individual, pair and team assignments  
Independent studies  
The assessment of one's own learning

#### **Assessment**

Examinations  
Written and oral assignments

#### **Course teacher(s)**

Mari Austin, Porvoo  
Antti Petteri Kurhinen, Porvoo  
Niina Moilanen, Porvoo

#### **Learning materials**

Provided by teachers during lessons

# Nordiska studier 1

Code: ARE1PO103  
Scope: 5 + 5 ECTS  
Timing: 1st and 2nd semester.  
Language: Swedish, Finnish  
Curriculum: Porvoo Campus, all degree programmes  
Course level: Basic studies  
Course type: Compulsory  
Level of the target language: B1

## Starting level and linkage with other courses

The module is a part of basic studies in Porvoo Campus competence-based curriculum. The students attending this course have previous studies in Swedish language in the upper secondary level. The level of the course is B1 (CEFR). In the Swedish language studies the grammar contents vary according to the students' individual level of Swedish knowledge. The students' Swedish level is tested before and in the end of course.

The module advances the following competences: e.g., cultural awareness, skillful oral & written communication, future worklife skills, argumentation, presentations skills, global professionalism with strong cultural capital.

## Learning objectives and assessment

### Grade 1

The student is able to understand the selected area, language and culture. S/he can communicate in the local language (Swedish) and network with actors in the selected area. The student has some understanding of the business culture and its backgrounds. The student is able to operate only when the task and instructions are given and when aided by other students and the supervisors.

### Grade 3

The student is able to understand the selected area, language and culture. S/he is able to communicate in Swedish and network with actors in the selected area. The student has an idea of the business culture and its backgrounds. The student is able to operate when the task and instructions are given.

### Grade 5

The student is able to understand the selected area, language and culture. S/he is able to communicate successfully in Swedish and network with actors in the selected area. The student has a comprehensive idea of the business culture and its backgrounds. The student displays a culturally aware business-oriented approach.

## 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](#).

## Working life connections

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

## Internationality

Possibility to work with international team and international lectures. Possible guest lecturers from Finnish-Swedish and international organisations and partner universities. Possible study trips.

Contents of the first part, 5cr:

- Review of Swedish language (level according to language test results)
- Finnish-Swedish culture: local traditions and community
- Nordic society, business culture and environment: Finland, Sweden, Norway, Denmark, Iceland
- Work life communication e.g. e-mail and presentations.

## Learning methods

Inquiry learning:  
Peer-to-peer learning  
Local visits

Possible company visits and excursions  
Lectures and workshops  
Independent study and teamwork  
Possible study trip  
The assessment of one's own learning

Contents of the second part, 5cr:

- Swedish language studies: linguistic correctness, different types of texts
- Nordic professional and work life culture
- customer service
- marketing and digital communication (e.g. travel blog)
- networking skills
- media transmitting skills

### **Learning methods**

Inquiry learning:  
Peer-to-peer learning  
Possible company visits  
Lectures and workshops  
Independent study and teamwork  
Possible study trip / organizing a fair or a theme day

### **Assessment**

Individual assignments 30%  
Teamwork 20%  
Final deliverables 50 %  
Self-assessment

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

### **Course teacher(s)**

Riitta Forsnabba, Porvoo  
Marina Henriksson, Porvoo  
Liisa Wallenius, Porvoo

### **Learning materials**

Online articles  
Online tutorials  
Companies' web-portals  
Relevant media, news agencies, quality press, etc.  
Social networking tools  
Exercises, tests  
Instructors' own materials, materials produced by students.

# Aviation Business Operations

Code: BUS2AB101

Scope: 5 ECTS (115 h)

Timing: Level 2

Language: English

Curriculum: Porvoo Campus 2.0, all degree programmes

Course level: Professional Studies

Course type: Free-choice

## Starting level and linkage with other courses

The module is a part of professional studies in Porvoo Campus competence-based curriculum. The module advances the following competences: entrepreneurial thinking, analytical and strategic thinking, knowledge and analysis of business operations, problem-solving skills, global business intelligence, financial and trend analysis, savvy use of digital tools and value chain understanding. The module will focus on airline business with a connection to airport business and cargo.

## Learning objectives and assessment

### Grade 1

The student has a limited ability to analyse business operations. S/he has difficulties in recognising different business models and choosing appropriate models. S/he has difficulties with strategic thinking and problem solving. S/he is able to use global business intelligence for decision-making and conduct financial analysis only when aided by others. Her/his understanding of value chains and business processes is very limited. The student can use digital tools, research and development methods only when the task and instructions are given and when aided by other students and the supervisors.

### Grade 3

The student is able to analyse business operations, recognise different business models and choose appropriate models rather well. S/he displays some strategic thinking and problem-solving skills. S/he is able to use global business intelligence for decision-making and conduct financial analysis. S/he has a basic understanding of value chains and business processes. The student can use a few digital tools, research and development methods. The student is able to operate when the task and instructions are given.

### Grade 5

The student is able to analyse business operations, recognise different business models and choose appropriate models. S/he is able to think strategically and show problem-solving skills. S/he is able to use global business intelligence for decision-making as well as conduct financial analysis. Her/his understanding of value chains and business processes is very good. The student can use versatile digital tools as well as choose and use relevant research and development methods. S/he has a business-oriented mindset with a focus on profitability.

## Recognising and validating prior learning (RPL)

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

## Working life connections

Company visits, guest lecturers and workshops from different companies and organisations. Commissions from industry partners.

## Internationality

Possibility to work in international teams and international lectures. Guest lecturers from international organisations and partner universities. International learning materials.

## Contents

- Business models
- Budgeting and profitability
- Making and analysing reports
- Business processes and value chains
- Business plans for various business models (airline, airport, cargo – how to set up and run a profitable business), output: a proper business plan (all elements) 30 h tutorials, team work, business plan competition (online) working with simulations/gamification (profitability) of airline business processes / airport business processes / cargo business processes: output - a game/simulation round with a reflection 20 h

- Tutorials, self-study
- Case studies of airlines, airports, cargo companies (focus on future trends in the context of current financial performance): output - report (case study - desktop research, literature review, surveys, interviews, etc.) 30 h
- self-study, team work
- Modelling a supply chain, supply chain management, optimising supply management in airlines / airports / cargo: output - developmental suggestion for the company 20 h
- tutorials, team work
- Course portfolio (career oriented) with reflection 15 h

## **Learning methods**

Inquiry learning  
 Project (business plan, developmental project)  
 Peer-to-peer learning (online teams)  
 Company case studies and visits  
 Gamification/simulation  
 Tutorials, online lectures and workshops  
 Independent study and teamwork  
 The assessment of one's own learning

## **Assessment**

Module's learning activities  
 Individual assignments  
 Teamwork  
 Final deliverables  
 Peer- and self-assessment

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

## **Course teacher(s)**

3-4 lecturers, Porvoo Campus

## **Learning materials**

Text books and peer reviewed articles on the content topics

Online tutorials, e-books and online sources

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.



# Organisational Management and Leadership in Aviation Business

Code: LEA2AB101  
Scope: 5 ECTS  
Timing: Level 2  
Language: English  
Curriculum: Porvoo Campus Aviation Business Programme  
Course level: Professional studies  
Course type: Free-choice online

## Starting level and linkage with other courses

The module is a part of professional studies in Porvoo Campus competence-based curriculum. The module advances the following competences: focus on critical and ethical thinking, professional expertise and innovation, risk management meaning understanding the individuals role and, management of teams longterm and adhoc teams and professional leadership professionalism in communication and influencing others. There will be different parallel implementations with industry specific focus. The module will make use of the cases and situations from other modules and activities whenever possible.

## Learning objectives and assessment

### Grade 1

The student understands how to form, motivate and lead diverse teams strategically when aided and guided by others. S/he has difficulties in using an appropriate leadership and communication style. S/he displays limited people skills as well as a low level of professionalism in external and internal communication. Her/his ability to solve organisational challenges is very limited. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

### Grade 3

The student understands form, motivate and lead diverse teams strategically. S/he is able to use an appropriate leadership and communication style when guided. S/he displays rather good people skills as well as professionalism in external and internal communication. The student is able to solve organisational challenges when the task and istructions are given. The student is able to use research and development methods.

### Grade 5

The student understands how to form, motivate and lead diverse teams strategically. S/he is able to choose an appropriate leadership and communication style. S/he shows people skills as well as professionalism in external and internal communication. The student is able to solve organisational challenges and act proactively. The student is able to choose and use relevant research and development methods.

## 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](#).

## Working life connections

When applicaple company visits, guest lecturers and workshops in cooperation with different companies and organisations. Commissions from industry partners.

## Internationality

Possibility to work with international team and international lectures. Guest lecturers from international organisations and partner universities. International learning materials.

## Contents

- organisational theories and models
- organisational behaviour
- organisational challenges (change management, risk management, conflict management)
- leadership and management
- professional communication tools

## **Learning methods**

Inquiry learning:  
Tutorials  
Gamification/simulation  
Lectures and workshops  
Independent study and teamwork  
The assessment of one's own learning 1 h

## **Assessment**

Individual assignments  
Teamwork  
Final deliverables  
Peer assessment  
Self-assessment

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

## **Course teacher(s)**

3-4 lecturers, Porvoo Campus

## **Learning materials**

Books on the content topics:

Armstrong, Michael 2012. Armstrong's Handbook of Human Resource Management Practice. KoganPage

Burnes, Bernard 2014, Managing Change, Sixth Edition. Pearson

Haslam, Alexander S., Reicher, Stephen D., Platow, Michael J. 2011. The new Psychology of Leadership Identity, Influence and Power

Wensveen, John G. 2015. Air Transportation A Management Perspective. Ashgate

Online articles on

Max Weber and

Scientific Management

IATA, ICAO and EASA web portals

Online Tutorials and Personality Tests

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.

# Sales and Marketing in Aviation Business

Code: SAL2AB101

Scope: 5 ECTS

Timing: Level 2

Language: English

Curriculum: Porvoo Campus, all degree programmes

Course level: Professional studies

Course type: Free-choice online

## Starting level and linkage with other courses

The module is a part of professional studies in Porvoo Campus competence-based curriculum. The module advances the following competences: product development and service design, focus on customer experience management, knowledge of sales and services for foreign markets, solution oriented selling, customer value propositions, branding and marketing, effective presentations.

## Learning objectives and assessment

### Grade 1

The student finds it challenging to design services and products for customer needs. His/her use of theory, methods and specific terminology is rather limited. S/he is able to conduct research and collect data and to analyse the needs of customers to provide solutions to them only when aided by others. The student can use a few marketing and branding tools with assistance from others. S/he has a limited ability to acquire knowledge of sales and service experience for foreign markets. The student is able to operate only when the task and instructions are given and when aided by other students and the supervisors.

### Grade 3

The student is able to design services and products for customer needs. His/her use of theory, methods and specific terminology is rather accurate. S/he is able to conduct research and collect data to gain a fairly good level of understanding of how to analyse the needs of customers to provide solutions to them. The student can use a few marketing and branding tools. S/he is able to acquire knowledge of sales and service experience for foreign markets. The student is able to operate when the task and instructions are given.

### Grade 5

The student is able to design services and products that fulfill customer needs. His/her use of theory, methods and specific terminology is very accurate. S/he is able to conduct relevant research and collect data to gain a comprehensive understanding of how to analyse the needs of customers to provide solutions to them. The student can use marketing and branding tools. S/he is able to acquire knowledge of sales and service experience for foreign markets. S/he has an innovative approach and can conduct research at a highly professional level.

## 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](#).

## Working life connections

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

## Internationality

Possibility to work in international teams. Guest lecturers from international organisations and partner universities. International learning materials.

## Contents

- product development and service design
- pricing, distribution channels
- customer experience
- branding and marketing
- professional ICT tools (presentation materials)

Meta-competences for this online module (5 cr): product development and service design, customer experience, knowledge of sales and distribution, customer value propositions, branding and marketing, effective presentations.

## **Learning activities**

Airline products (airfares / ancillary products);. Airport products (B2B and B2C - landing slots, retail, lounges, etc.). Cargo products and services (mail, DG, etc.). The service class - economy, business, first - and customer experience.

Teamwork learning activity: a case study airline/airport/cargo products and services on foreign markets with a webinar presentation of the results.

Pricing (direct / indirect sales / distribution, e-commerce), of airline / airport / cargo products

Individual learning activity: online tutorials and materials followed by a test

Branding and marketing (incl. CSR) for airlines / airports / cargo.

Teamwork learning activity: a case study of airline/airport/cargo branding and marketing on foreign markets with an executive summary report + infographic.

## **Learning methods**

Inquiry learning:

Peer-to-peer learning

Online tutorials, lectures and workshops

Company visits

Independent study and teamwork

## **Assessment**

Individual assignments

Teamwork assignments

Final deliverables

Peer assessment

Self-assessment

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

## **Course teacher(s)**

3-4 lecturers, Porvoo Campus

## **Learning materials**

Books on the content topics

E-books and online articles

Online tutorials

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.