

Porvoon syventävät opinnot

PORVOOADV

Kuvaus

SYVENTÄVÄT OPINNOT, YHTEENSÄ 30 op

Opiskelija syventää jonkin ammatillisen aihealueen osaamista valitsemalla syventäviä opintoja 30 op. Porvoon Campuksen koko syventävien opintojen tarjonta löytyy tästä.

Syventävien opintojen valinta on koulutusohjelmakohtaista siten, että opiskelija voi valita vapaasti 30 op syventäviä opintoja lukuun ottamatta Liiketalouden koulutusohjelman (Liipo) taloushallintoon erikoistuvia opiskelijoita, joiden syventäviksi opinnoiksi kelpaavat vain tietyt rajatut opintojaksot. Lisätiedot koulutusohjelmien sivuilta.

Kieli

suomi

ruotsi

englanti

Sisällön valinnaisuus

Valitaan 30 opintopistettä

Syksyllä 2021 tarjottavat toteutukset

Event Design and Management		
BUS3PO320	Branding	10 op
PSS3PO301	Strategic Events Solutions	5 op
Myynti ja markkinointi		
BUS3PO320	Branding	10 op
BUS3PO306	Foreign Market Expansion to Emerging Markets	5 op
SAL3PO301	Handelskoncept i Norden 1	5 op
SAL3PO302	Handelskoncept i Norden 2	5 op
SAL3PO303	Konceptplanering	10 op
SAL3PO304	Myynti verkossa	10 op
Sustainable Tourism		
TOU3PO302	Responsible Space Tourism	5 op
TRA3PO303	Sustainable Nature Tourism 1	5 op
TRA3PO304	Sustainable Nature Tourism 2	5 op
BUS3PO310	Risk Management and Responsible Business	10 op
BUS3PO321	Futures Thinking, Trends and Transformations	5 op

Talous, liiketoiminta ja yrittäjyys		
BUS3PO301	Yrityksen kirjanpito	5 op
BUS3PO303	Verotus ja tilinpäätössuunnittelu	10 op
BUS3PO313	From Request for Quotation to Delivery	10 op
BUS3PO314	Mind the Gap in International Business	10 op
BUS3PO304	Sisäinen laskenta ja raportointi Kesäopintoina 2021 tarjottavat toteutukset	10 op
TOU3PO312	Cultural Tourism as a Change Agent	5 op
TRA3PO305	Matkailuelämyksen ABC	5 op
TOU3PO302	Responsible Space Tourism	5 op
AIR3PO304	Revenue Management in Airline Business	5 op
	Keväällä 2021 tarjottavat toteutukset	
Aviation Business		
AIR3PO301	Airline Business	10 op
AIR3PO302	Airport Business	10 op
AIR3PO303	Air Cargo	10 op
Myynti ja markkinointi		
BUS3PO320	Branding	10 op
BUS3PO319	Digital Experience Design	10 op
SAL3PO301	Handelskoncept i Norden 1	5 op
SAL3PO302	Handelskoncept i Norden 2	5 op
SAL3PO303	Konceptplanering	10 op
SAL3PO304	Myynti verkossa	10 op
Event Design and Management		
LEA3PO301	Developing Emotional Intelligence	5 op
SAL3PO320	Virtual Experiences in Meetings and Events	5 op
Sustainable Tourism		
EXP8RL400	Kiertotalous matkailualalla	5 op
TOU3PO302	Responsible Space Tourism	5 op
BUS3PO310	Risk Management and Responsible Business	10 op
TRA3PO303	Sustainable Nature Tourism 1	5 op
TRA3PO304	Sustainable Nature Tourism 2	5 op

Cultural Tourism e-learning Programme / Kulttuurimatkailun verkko-oppimiskokonaisuus

TOU3PO310	An Approach to Cultural Tourism	5 op
TOU3PO311	From Idea to Product in Cultural Tourism	5 op
TOU3PO312	Cultural Tourism as a Change Agent	5 op
Talous, liiketoiminta ja yrittäjyys		
BUS3PO311	Global Opportunities for Small and Medium Sized Companies 1	5 op
BUS3PO312	Global Opportunities for Small and Medium Sized Companies 2	5 op
BUS3PO315	Service Innovation and Entrepreneurship	10 op
BUS3PO302	Tilinpäätös liiketoiminnan ohjauksen välineenä	5 op

Branding, 10 cr - BUS3PO320

Course unit language
English

Upcoming implementations

- Branding BUS3PO320-3005 23.08.2021-17.12.2021 10 op (PO5, ...) +

Current implementations

- Branding BUS3PO320-3004 18.01.2021-21.05.2021 10 op (PO5, ...) +

Past implementations

No past implementations yet.

Contents

Key concepts of branding Branding in the digital age

Branding in B2B market

Branding as a strategic tool

Execution methods

Contact lessons and workshops

Individual assignments

Group work

Independent studies

Guest lectures and company visits

The assessment of one's own learning 1 h

If a student has passed a similar course or has proven working experience from branding activities in an organization, the student can pass the course by providing a demonstration of the gained competence.

Learning materials

Aaker, D. and Joachimsthaler, E. 2002. Brand Leadership. New York: The Free Press.

Gad, T. 2001. 4-D Branding. Cracking the corporate code of the network economy. London: Financial Times. Prentice Hall.

Keller, K. L. 2008. Strategic Brand Management: a European perspective. Upper Saddle River, New Jersey: Prentice Hall, Inc.

Knapp, D. 2000. The Brand Mindset. New York: McGraw-Hill.

Kunde, J. 2000. Corporate Religion: building a strong company through personality and corporate soul. London: Prentice Hall.

Kim, W. Chan & Mauborgne, Renée (2005): Blue ocean strategy: how to create uncontested market space and make the competition irrelevant. Boston, Harvard Business School Press.

Saunders, M; P.Lewis and A.Thornhill (2007) "Research Methods for Business Students. Fourth Edition. Prentice Hall

More literature will be specified in implementation plan.

Starting level and linkage with other courses

The student has passed most of the compulsory courses.

Assessment criteria

Assessment criteria - grade 1

The student has gained some understanding of brand management and has been able to give some advice how the brand image of a commissioner could be enhanced. The student has contributed to the knowledge created in class only in a limited way.

Assessment criteria - grade 3

The student has gained a good understanding of brand management and has been able to give good advice on how the brand image of a commissioner could be enhanced. The student has contributed to the knowledge created in class actively.

Assessment criteria - grade 5

The student has gained an excellent understanding of brand management and has been able to prepare a concrete plan for how the brand of a commissioner could be enhanced. The student has contributed to the knowledge created in class only in an outstanding way.

Evaluation criteria, approved/failed

Active participation in classes, group work and workshops (80 % attendance required).

Final report for assigned commissioner (60 %).

Individual assignments (30 %).

Self and peer assessment (10 %)

Strategic Events Solutions, 5 cr - PSS3PO301

Course unit language

English

Upcoming implementations

- Strategic Events Solutions PSS3PO301-3005 23.08.2021-17.12.2021 5 op (PO5, ...) +

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives

Student acquires skills as event strategist and moves beyond operational tasks to a more advanced level.

Contents

Event marketing

Strategic meeting management

Event portfolio management

Execution methods

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

b) Learning by using the work-based learning method "Work&Study" according to a plan that

shows how the learning goals of the course can be obtained through the student's work or hobby. More information from responsible teachers or academic advisors.

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

Learning materials

Ali-Knight, Jane et al. 2009: International Perspectives of festivals and events, ch 16

Beech, Kaiser, Kaspar ed. 2014: The business of event management

de Groot, Eric and Van der Vijver, Mike 2013: Into the heart of meetings. Basic Principles of Meeting Design

Ferdinand, Nicole and Kitchin Paul J. 2012: Events Management an international approach, ch. 10, 13 and 14

Getz, Donald 2012: Event studies. Theory, research and policy for events. Ch 6 and 11.

Jackson, Nigel 2013: Promoting and Marketing Events. Theory and practice. Routledge

Reic, Ivna 2017: Events Marketing Management. A consumer perspective.

Sharples, Crowther, May, Orefice 2014: Strategic Event Creation

Yeoman et al 2015: The Future of Events and Festivals. Routledge

Selected blogs, event related sites and LinkedIn groups

Starting level and linkage with other courses

Student has completed the basic and professional studies in event planning and management or equivalent courses.

Assessment criteria

Assessment criteria - grade 1

The student can identify, list and apply the main theoretical concepts within the area of event marketing, experience design and brand activation on a basic level. With great difficulty and under strict supervision, the student partly applies problem identification, analysis and problem solving to meeting management and meeting design issues. The student creates a basic event concept to support and activate the selected brand.

Assessment criteria - grade 3

The student can describe the relevant concepts within the area of event marketing and brand activation and apply them to new contexts. The student can link the key theoretical concepts to the practical task. The student applies problem identification, analysis and problem solving to meeting management and meeting design issues. The student creates an event concept to support and activate the selected brand.

Assessment criteria - grade 5

The student uses and combines different theories to present own models within the area of event marketing, experience design and brand activation. Student is aware of other views of the knowledge and his/her use of theory and specific terminology is very accurate. S/he uses findings to compare different theories and viewpoints. The student can work very professionally with a case study. S/he can fully apply problem identification, analysis and solving to events cases. The student

creates a well-founded event concept to support and activate the selected brand at a professional level.

Foreign Market Expansion to Emerging Markets, 5 cr - BUS3PO306

Course unit language
English

Upcoming implementations

- Foreign Market Expansion to Emerging Markets BUS3PO306-3003 23.08.2021-17.12.2021 5 op (PO5, ...) +

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives

The module is a part of advanced studies in Porvoo Campus competence-based curriculum and advances following competences:

- understanding the changing nature of the international business activities
- recognizing the emerging business opportunities business dynamics in emerging markets
- understanding the role and importance of networking and partnership in expansion process to emerging markets
- estimate potential, challenges and risks when entering emerging markets
- develop a strategy to deal with emerging markets

Contents

- identification of the key determinants of both company and market specific requirements for a successful internationalization process
- screening emerging countries to identify promising target markets
- assessment of the market potential (market size, growth rate, trends in the industry, competition, trade barriers, standards etc.)
- evaluating the organizational offering and readiness to expand to emerging markets
- conducting a basic analysis of suitability of various entry/operation modes to a given emerging market
- identification and evaluation of potential foreign business partners
- estimation of the company's sales potential in the target country
- developing strategies on how to enter and how to manage risks in expansion to emerging markets

Execution methods

- Inquiry learning and team guidance and coaching
- Joint real business based project
- Contact lessons: Lectures, workshops, exercises and visiting lecturers
- Team assignments and presentations

- Self-study and Peer- to- Peer learning
- The assessment of one's own learning 1 h

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

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. Information and instructions for recognising and validating prior learning are available at MyNet.

Learning materials

Blomstermo A, Deo Sharma D. *New Horizons in International Business* 2003. Learning in the Internationalisation Process of Firms.

Branch A, E: *Export Practice and Management*, Business Press Newest Ed. Daniels, J.D, Radebaug, H; Sullivan, D. *International Business Environments and Operations*, Thirteenth edition

Cavusgil S., Knight G., Riesenberger J.. Pearson 2008 (or newer). *International Business. Strategy, Management and New Realities* (examination).

Guillermo, Jimenez: *International Trade; ICC Guide to Export- Import Basics. The Legal, financial and transport aspects of international trade*

Hollensen S.. Pearson 2008 (or newer). *Essentials of Global Marketing*. Czinkota M., Ronkainen A., Moffett M. 2007. *International Business*, 6th edition. Harcourt College Publishers.

Luostarinen R., Welch L. 1997. *International Business Operations*.

Assessment criteria

Assessment criteria - grade 1

The student has limited understanding of the concepts and theories underlying foreign market expansion process to emerging markets. He/she has limited capability to conduct a research project & identify best/attractive markets and partners in the target emerging market. He/she has limited motivation and ability to identify business opportunities in the emerging markets. He/she shows poor service and sales orientation.

Assessment criteria - grade 3

The student understands partially the concepts and theories underlying foreign market expansion process to emerging markets. He/she is partly capable of conducting a research project & identify best/attractive markets and partners in the target emerging markets. He/she is partly motivated and is able to identify business opportunities in the emerging markets. He/she shows good service and sales orientation.

Assessment criteria - grade 5

The student understands fully concepts and theories underlying foreign market expansion process to emerging markets and its implications to access the emerging markets. He/she is fully capable of conducting a research project & identify best/attractive market and partners in the target emerging market. He/she is fully motivated and able to identify opportunity & foreign market expansion strategy taking into account the emerging market realities. He/she shows excellent service and sales orientation.

Handelskoncept i Norden 1, 5 op - SAL3PO301

Opintojakson kieli

Tulevat toteutukset

- Handelskoncept i Norden 1 SAL3PO301-3005 23.08.2021-17.12.2021 5 op (PO5, ...) +

Käynnissä olevat toteutukset

- Handelskoncept i Norden 1 SAL3PO301-3004 18.01.2021-21.05.2021 5 op (PO5, ...) +

Päättyneet toteutukset

Ei päättäneitä toteutuksia.

Osaamistavoitteet

I modulen utvecklar den studerande sina kunskaper inom följande områden: Konzeptutveckling, produkt- och serviceutveckling, brand management, konsumentbeteendet och inköp på B-to-B och B-to-C marknaden, mervärdeskapande processer i försäljning, service och leverans, digitala verktyg, visual merchandising.

Sisältö

- Planering av handelskonceptet för den Nordiska marknaden
- Analys av business potentialen för ett handelskoncept
- Segmentering, positionering och målinriktning
- Inköp- och sortimentutveckling inom handelsorganisationer
- Omni-channel marknadsföring och kommunikation
- Visuell marknadsföring, visuell exponering
- Adobe Creative Cloud-programpaket

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Närundervisning inklusive inlärningsuppgifter, projektarbete, självständigt arbete samt eventuell tentamen

b) Godkännande av kunskaper som visas på annat sätt (opinnollistaminen / Work & Study), om den studerande lyckas lära sig studieheltens innehåll på sin arbetsplats/i sin hobby.

Tilläggsinformation fås av studiehandledaren eller ansvarsläraren.

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

I modulen ingår även en obligatorisk utvärdering av egen inläring.

Oppimateriaalit

Facklitteratur, också e-böcker och online artiklar
Bloggar om ämnet samt andra nätsidor av god kvalitet
Handledarens eget material
Lähtötaso ja sidonnaisuudet muihin opintojaksoihin
Den här modulen utgör en del av yrkesstudierna på 2. nivån inom Borgå Campus kompetensbaserade läroplan.

Arviointikriteerit

Arviointikriteeri - arvosana 1

Den studerande känner delvis till begreppet handelskoncept, samt skedena i konceptplanering. Hen klarar med handledning av att planera olika produkt- och tjänstekoncept och förstår vilka faktorer som påverkar kundens beslut i köpprocessen. Den studerande kan åstakomma enkla rapporter. Den studerande deltar i projektet, utför sina uppgifter och håller sig till deadlines för det mesta.

Arviointikriteeri - arvosana 3

Den studerande är förtrogen med de olika elementen gällande planering av handelskoncept, samt de olika skedena vid konceptplanering. Hen förstår hur marknaden fungerar, vilka faktorer som påverkar konsumentens beslutfattning och köpprocess och har förståelse för segmentering, positionering och konkurrens vid varumärkesbyggande. Hen klarar av att producera visuella projektrapporter samt deltar aktivt i projektet under en stor del av terminen, utför och förstår betydelsen av sina uppgifter och håller sig till deadlines.

Arviointikriteeri - arvosana 5

Den studerande är väl förtrogen med olika element gällande planering av butikskoncept. Hen förstår utmärkt, hur marknaden fungerar, och vilka faktorer påverkar konsumentens beslutfattning och köpprocess. Hen har utmärkt förståelse för segmentering, positionering och konkurrens och kan analysera verksamhetsmiljön och lönsamheten vid varumärkesbyggande. Den studerande klarar självständigt av att producera visuella projektrapporter. Hen deltar aktivt och självständigt i projektet under hela terminen, förstår sin roll i projektets förverkligande och agerar självständigt och ansvarsfullt för att uppnå de gemensamma målen.

Arviointikriteeri, hyväksyty/hylätty

Visuell slutrapport av konceptet 70 %

Individuella uppgifter 30 %

Aktivitet, närovaro och utvärdering av egen och gruppens inläring tas i beaktan vid utvärderingen.

Handelskoncept i Norden 2, 5 op - SAL3PO302

Opintojakson kieli

Tulevat toteutukset

- Handelskoncept i Norden 2 SAL3PO302-3008 23.08.2021-17.12.2021 5 op (PO5, ...) +

Käynnissä olevat toteutukset

- Handelskoncept i Norden 2 SAL3PO302-3005 18.01.2021-21.05.2021 5 op (PO5, ...) +

Päätyneet toteutukset

Ei päätyneitä toteutuksia.

Osaamistavoitteet

I modulen utvecklar den studerande sina kunskaper inom följande områden: Konzeptutveckling, produkt- och serviceutveckling, brand management, konsument-beteendet och inköp på B-to-B och B-to-C marknaden, mervärdeskapande processer i försäljning, service och leverans, digitala verktyg, visual merchandising.

Sisältö

- Hur planerar man ett butikskoncept för den Nordiska marknaden
- Hur analyserar man business potentialen för ett handelskoncept
- Hur segmenterar man olika kundgrupper
- Hur värderar man lönsamhet i butik
- Hur planerar, genomför och värderar man marknadsföring inom ett butikskoncept
- Analyser och positionering av olika butikskoncept på den Nordiska marknaden
- Inköp- och sortimentutveckling inom handelsorganisationer
- Omni-channel koncept
- Kundupplevelser, kundengagerande, skapandet av mervärde
- Visuellt marknadsföring, visuell exponering
- Adobe Creative Cloud-programpaket

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Närundervisning inklusive inlärningsuppgifter, projektarbete, självständigt arbete samt eventuell tentamen

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

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

I modulen ingår även en obligatorisk utvärdering av egen inläring.

Identifiering och erkännande av tidigare inhämtat kunnande (AHOT)

Ifall den studerande redan i tidigare arbetsuppgifter, hobbyer eller kurser uppnått de färdigheter som krävs, kan han/hon validera sitt kunnande och framskrida snabbare i sina studier. Se tilläggsuppgifter och anvisningar om identifiering och erkännande av tidigare inhämtat kunnande (AHOT) på Mynet eller www-sidorna.

Oppimateriaalit

Facklitteratur, också e-böcker och online artiklar

Bloggar om ämnet samt andra nätsidor av god kvalitet

Handledarens eget material

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Den här modulen utgör en del av yrkesstudierna på 2. nivån inom Borgå Campus

kompetensbaserade läroplan. I modulen utvecklar den studerande sina kunskaper inom följande områden: Konzeptutveckling, produkt- och serviceutveckling, brand management, konsument-beteendet och inköp på B-to-B och B-to-C marknaden, mervärdeskapande processer i försäljning, service och leverans, digitala verktyg, visual merchandising.

Arviointikriteerit

Arviointikriteeri - arvosana 1

Den studerande är någorlunda förtrogen med olika element gällande planering av butikskoncept och spelreglerna som gäller i detaljhandeln, är delvis insatt i hur butikskoncept tas fram via en planeringsprocess. Den studerande förstår till viss mån, hur marknaden fungerar, vilka regler och recept gäller när ett vinnande koncept skall tas fram och vilka faktorer påverkar konsumentens

beslut i butiken och i val av butik eller kedja. Den studerande har någorlunda förståelse för segmentering. Den studerande kan någorlunda analysera verksamhetsmiljön och lokal konkurrens ur butikskonceptets synvinkel. Den studerande kan göra enkla kalkyler för att värdera lönsamheten i butiken. Den studerande kan någorlunda planera för resurser och organisationen inom ett butikskoncept. Den studerande har någorlunda förståelse för visuell och annan marknadsföring inom ett butikskoncept. Den studerande kan värdera och planera rollen av olika produkter och sortiment inom ett butikskoncept. Den studerande har någorlunda förståelse för vilka faktorer som påverkar kundlojaliteten. Han/hon kan någorlunda ta fram egna förslag och idéer inom ett butikskoncept och argumentera för dem. Han/hon kan med hjälp producera rapporter och andra dokument med yrkesmässigt innehåll kring ämnet samt det eventuella projektet. Den studerande kan arbeta inom ett team för projektet.

Arviointikriteeri - arvosana 3

Den studerande är förtrogen med olika element gällande planering av butikskoncept och spelreglerna som gäller detaljhandeln, är insatt i hur butikskoncept tas fram via en planeringsprocess. Den studerande förstår hur marknaden fungerar, vilka regler och recept gäller när ett vinnande koncept skall tas fram och vilka faktorer som påverkar konsumentens beslut i butiken och i val av butik eller kedja. Den studerande har förståelse för segmentering. Den studerande kan analysera verksamhetsmiljön och lokal konkurrens ur butikskonceptets synvinkel. Den studerande kan göra olika kalkyler för att värdera lönsamheten i butiken. Den studerande kan planera för resurser och organisationen inom ett butikskoncept. Den studerande har förståelse för visuell och annan marknadsföring inom ett butikskoncept. Den studerande kan värdera och planera rollen av olika produkter och sortimenten inom ett butikskoncept. Den studerande har förståelse om vilka faktorer som påverkar kundlojaliteten. Den studerande kan ta fram egna förslag och idéer inom ett butikskoncept och argumentera för dem. Den studerande kan producera rapporter och andra dokument med yrkesmässigt innehåll kring ämnet samt det eventuella projektet. Den studerande arbetar produktivt inom ett team för projektet och missar inte sina deadlines.

Arviointikriteeri - arvosana 5

Den studerande är extremt väl förtrogen med olika element gällande planering av butikskoncept och spelreglerna som gäller detaljhandeln, är mycket väl insatt i hur butikskoncept tas fram via en planeringsprocess. Den studerande förstår utmärkt, hur marknaden fungerar, vilka regler och recept gäller när ett vinnande koncept skall tas fram och vilka faktorer påverkar konsumentens beslut i butiken och i val av butik eller kedja. Den studerande har utmärkt förståelse för segmentering. Den studerande kan analysera med extremt bra kunnande verksamhetsmiljön och lokal konkurrens ur butikskonceptets synvinkel. Den studerande kan göra omfattande och krävande kalkyler för att värdera lönsamheten i butiken. Den studerande kan med utmärkt förståelse planera för resurser och organisationen inom ett butikskoncept. Den studerande har utmärkt förståelse för visuell och annan marknadsföring inom ett butikskoncept. Den studerande kan extremt väl värdera och planera rollen av olika produkter och sortimentet inom ett butikskoncept. Den studerande har utmärkt förståelse för vilka faktorer som påverkar kundlojaliteten. Den studerande kan ta fram egna förslag och idéer med omfattande kunskap inom ett butikskoncept och professionellt argumentera för dem. Den studerande kan självständigt producera rapporter och andra dokument med mycket yrkesmässigt innehåll kring ämnet samt det eventuella projektet. Den studerande arbetar inom ett team i projektet med mycket positiv attityd, produktivitet och bra framförhållning.

Konceptplanering, 10 op - SAL3PO303

Opintojakson kieli

Tulevat toteutukset

- Konceptplanering SAL3PO303-3004 23.08.2021-17.12.2021 10 op (PO5, ...) +

Käynnissä olevat toteutukset

- Konceptplanering SAL3PO303-3003 18.01.2021-21.05.2021 10 op (PO5, ...) +

Päättäneet toteutukset

Ei päättäneitä toteutuksia.

Osaamistavoitteet

Har en helhetsbild av grafisk formgivning och dess betydelse för varumärket och i marknadskommunikationen. Studeranden kan självständigt generera idéer och designförslag utifrån en given kontext

Sisältö

- Research i designprocessen
- Kreativa metoder och verktyg
- Konceptförslag och konceptutveckling
- Visualisering av koncept
- Visuellt identitet och branding
- Marknadskommunikation
- Strategisk marknadsföring

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Närundervisning inklusive inlärningsuppgifter, projektarbete, självständigt arbete samt eventuell tentamen

b) Godkännande av kunskaper som visas på annat sätt (opinnolistaminen / Work & Study), om den studerande lyckas lära sig studiehelhetens innehåll på sin arbetsplats/i sin hobby.

Tilläggsinformation fås av studiehandledaren eller ansvarsläraren.

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

I modulen ingår även en obligatorisk utvärdering av egen inläring.

Oppimateriaalit

Carlsson, Anders & Koppfeldt, Thomas, 2008. Visuellt retorik. Liber.

Dahlén & Lange 2009. Optimal marknadskommunikation. Liber.

Nieminen, T., 2008. Visuaalinen markkinointi

Koblanck, H., 2003. Typografi, bild och grafisk design.

Dadner, Calvert & Casey, 2010. Graphic Design School.

Park Ji Yong, 2007. Visual Communication in Digital Design.

Rivers C. Logoart, Innovation in Logo Design.

Bergström, Bo 2009. Effektiv visuellt kommunikation. Carlssons.

Mårtensson, Rita 2008. Marknadskommunikation – kunden, varumärket och lönsamhet.

Studentlitteratur.

Airey David 2010. Logo Design Love

Wheeler, Alina. 2013. Designing Brand Identity

Johansson, Lundberg & Ryberg 2008. Grafisk Kokbok. Guiden till grafisk produktion.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Avklarade yrkesstudier

Arviointikriteerit

Arviointikriteeri - arvosana 1

Studeranden kan med hjälp tillämpa relevanta metoder och verktyg för datainsamling, analys och design. Har en svag helhetsbild av grafisk formgivning och dess betydelse för varumärket och i marknadskommunikationen. Studeranden kan med hjälp generera idéer och designförslag utifrån en given kontext. Studerandens förmåga att skapa fungerande visuella lösningar har just inte utvecklats. Konceptförslagen är framtagna utan en förståelse för kontexten eller för det insamlade datamaterialet. Har bidragit med sin del till konceptet men resultatet är svagt. Har gjort ett koncept som till en del motsvarar briefen men i konceptet finns vissa brister. Har för det mesta deltagit i projektet och har hållit deadline för det mesta.

Arviointikriteeri - arvosana 3

Studeranden kan tillämpa relevanta metoder och verktyg för datainsamling, analys och design. Har en helhetsbild av grafisk formgivning och dess betydelse för varumärket och i marknadskommunikationen. Studeranden kan generera idéer och designförslag utifrån en given kontext. Studerandens förmåga att skapa fungerande visuella lösningar har formats och en veckling kan skönjas. Studeranden kan påvisa och presentera hur konceptförslaget bygger på förståelse och analys av kontexten och insamlad data. Har bidragit med sin del till konceptet och resultatet är bra. Har gjort ett koncept som motsvarar briefen men konceptet kunde ha utvecklats. Har deltagit i projektet och har hållit deadline.

Arviointikriteeri - arvosana 5

Studeranden kan självständigt tillämpa relevanta metoder och verktyg för datainsamling, analys och design. Har en mycket bra helhetsbild av grafisk formgivning och dess betydelse för varumärket och i marknadskommunikationen. Studeranden kan självständigt generera idéer och designförslag utifrån en given kontext. Studerandens förmåga att skapa fungerande visuella lösningar har formats och utvecklats. Studeranden kan på ett utmärkt sätt påvisa och presentera hur konceptförslaget bygger på förståelse och analys av kontexten och insamlad data. Studeranden har bidragit till konceptet utöver sin egen del, har tagit ansvar och sett helheter. Har gjort ett fullständigt koncept som motsvarar briefen och kan användas som sådan.

Myynti verkossa, 10 op - SAL3PO304

Opintojakson kieli

Suomi

Tulevat toteutukset

- Myynti verkossa SAL3PO304-3007 23.08.2021-17.12.2021 10 op (PO5, ...) +

Käynnissä olevat toteutukset

- Myynti verkossa SAL3PO304-3006 18.01.2021-21.05.2021 10 op (PO5, ...) +

Päätyneet toteutukset

Ei päätyneitä toteutuksia.

Osaamistavoitteet

Opintojakson tavoitteena on kehittää ja edistää mm. seuraavia kompetensseja: strateginen ajattelu ja strateginen suunnittelu, sähköisen liiketoiminnan ja digitalisaation mahdollisuuksien hyödyntäminen, analyttinen ajattelu, strateginen myynnin kehittäminen ja johtaminen, brandin ja asiakkuuksien kehittäminen eri kanavissa verkkoliiketoimintaympäristössä, verkkokauppaosaaminen, data-analytiikan hyödyntäminen, liiketoimintakonseptien kehittäminen.

Sisältö

- Liiketoimintamahdollisuuksien kartoittaminen verkkoliiketoimintaympäristössä
- Verkkoliiketoimintastrategian ja -konseptin kehittäminen myynnin näkökulmasta
- Verkkokauppahankkeen vaiheet perustamisesta kaupan avaukseen
- Myynnin ja markkinoinnin prosessit verkkoympäristössä
- Sosiaalisen median tuloksellisen hyödyntäminen myynnin ja markkinoinnin välineenä
- Myynnin ja markkinoinnin analyysit ja päätöksenteko verkkoympäristössä
- Asiakkuuksien kehittäminen ja asiakaskannattavuus verkkoympäristössä
- Analytiikan perusteita ja työkaluja
- Verkkokauppa-alustoihin tutustuminen ja verkkokaupan toiminnallisuuksien hahmottaminen
- Verkkoliiketoimintaan vaikuttavat säännöt ja asetukset

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

a) Lähiopetustoteutus, johon liittyy oppimistehtäviä, projektityöskentelyä, itsenäistä työskentelyä sekä mahdollinen tentti.

b) Suunnitelmaan pohjautuva omassa työssä oppiminen eli opinnollistaminen, mikäli opiskelija pystyy oppimaan opintojakson sisällöt työssään/harrastuksessaan. Lisätietoja opinto-ohjaajalta tai vastuopettajalta.

c) Näyttö (jos opiskelija hallitsee jo opintojakson sisällöt). Lisätietoja opinto-ohjaajalta tai vastuopettajalta.

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.

Oppimateriaalit

Lahtinen, Tero (2013) : Verkkokaupan käsikirja

Molenaar, Cor (2013) : The end of Shops: Social buying and the battle for the customer

McIntyre, Charles; Melewar, T.C. & Charles, Dennis: (2016): Multi-channel marketing, branding and retail design: new challenges and opportunities

Muu erikseen ilmoitettava kirjallisuus

Webinaarit

E-kirjat

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opiskelija on suorittanut myynnin pakolliset perus- ja ammattiopinnot. Moduuli on osa Porvoon kampuksen osaamisperusteisen opintosuunnitelman syventävien opintojen kokonaisuutta Myynti ja myynnin johtaminen.

Arviointikriteerit

Arviointikriteeri - arvosana 1

Suomeksi

Opiskelija osaa nimetä muutamia sähköisen liiketoiminnan ja verkossa tapahtuvan myynnin peruskäsitteitä ja osaa osittain soveltaa niitä. Opiskelija osaa toimia projektissa ryhmän osana. Hän pystyy tunnistamaan sähköisen liiketoiminnan kehittämisen ja verkossa tapahtuvan myynnin ja tavoitteita vain muiden avustamana. Opiskelija tarvitsee apua sähköisen liiketoiminnan kehittämissuunnitelmien ja verkossa tapahtuvan myynnin suunnittelussa. Hän suorittaa hänelle annettuja tehtäviä osana muuta ryhmää. Hän osaa heikosti arvioida ja analysoida liiketoimintakonsepteja, myyntituloksia tai verkossa tehtyjen toimenpiteiden tuloksia.

Arviointikriteeri - arvosana 3

Opiskelija kykenee nimeämään sähköisen liiketoiminnan ja verkossa tapahtuvan myynnin keskeiset peruskäsitteet ja osaa soveltaa niitä. Opiskelija toimii aktiivisesti projektissa ryhmän osana. Hän pystyy itsenäisesti tunnistamaan ja asettamaan sähköisen liiketoiminnan kehittämisen ja verkossa tapahtuvan myynnin ja tavoitteita. Opiskelija kykenee itsenäisesti ja myös ryhmän jäsenenä toimimaan tuloksellisesti sähköisen liiketoiminnan kehittämissuunnitelmien ja verkossa tapahtuvan myynnin suunnittelussa. Hän suorittaa aktiivisesti ja oma-aloitteisesti tehtäviä osana muuta ryhmää. Hän osaa arvioida ja analysoida liiketoimintakonsepteja, myyntituloksia tai verkossa tehtyjen toimenpiteiden tuloksia.

Arviointikriteeri - arvosana 5

Opiskelija hallitsee erittäin hyvin sähköisen liiketoiminnan ja verkossa tapahtuvan myynnin keskeiset peruskäsitteet ja osaa monipuolisesti soveltaa niitä. Opiskelija toimii aktiivisesti projektissa ryhmän osana ja tarvittaessa ottaa vetovastuun ryhmän toiminnasta. Hän pystyy itsenäisesti ja monipuolisesti arvioimaan sähköisen liiketoiminnan kehittämisen mahdollisuuksia ja verkossa tapahtuvan myynnin ja tavoitteita. Opiskelija kykenee itsenäisesti ja aktiivisena, tarvittaessa johtamisvastuun ottavana ryhmän jäsenenä toimimaan tuloksellisesti sähköisen liiketoiminnan kehittämissuunnitelmien ja verkossa tapahtuvan myynnin suunnittelussa. Hän suorittaa aktiivisesti ja oma-aloitteisesti tehtäviä osana muuta ryhmää. Hän osaa monipuolisesti ja analyttisesti arvioida liiketoimintakonsepteja, myyntituloksia tai verkossa tehtyjen toimenpiteiden tuloksia.

Responsible Space Tourism, 5 cr - TOU3PO302

Course unit language

English

Upcoming implementations

- Responsible Space Tourism TOU3PO302-3006 31.05.2021-31.07.2021 5 op (PO5, ...) +
- Responsible Space Tourism TOU3PO302-3004 23.08.2021-17.12.2021 5 op (PO5, ...) +

Current implementations

- Responsible Space Tourism TOU3PO302-3003 18.01.2021-21.05.2021 5 op (PO5, ...) +

Past implementations

No past implementations yet.

Learning objectives

This course introduces an emerging phenomenon in the tourism industry-future space tourism. The course is divided in two parts, with the first going through the status of the current industry such as technical and ethical aspects and the second part provides insights for understanding weak signals and future scenario planning in form of sustainability. At the end of the course, students will have gained an understanding of a new framework research tool used for designing a sustainable future in the tourism industry. Much of the course is taught virtually, but there will be some contact classes at Porvoo campus.

Contents

Note: Course is 90% virtual, as there may be some guest lectures.

Unit 1: An introduction to space tourism (history and current)

Unit 2: Social sustainability (Changes in the society and the ethical concerns)

Unit 3: Economic sustainability (Case study: UK spaceports)

Unit 4: Environmental sustainability

Unit 5: Legislation

Unit 6: Future forecasting (Sustainable Future Planning Framework)

Assessment description:

1) 30% of course weight assessment: Electronic test - Unit 1 & Unit 3

2) 50% of course weight assessment: Two Written assignments from one of the four topics-Unit 2,

3) 3, 4, and 6

20% Webinar: Participation in one webinar (3 webinar sessions will be provided during the course to join)

Execution methods

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

b) Virtual learning including virtual study with assignments, project work via the Internet, project execution as a webinar and exams

The module advances the following competences: cultural awareness, business mind-set, research methods, product service development, future scenario planning, sustainability and weak-signals in aviation.

Learning materials

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

Starting level and linkage with other courses

Internationality: Possibility to operate with international teams and international lectures. Possible guest lecturers from international organizations and partner universities.

Assessment criteria

Assessment criteria - grade 1

The student has some understanding of different space tourism aspects used in the module.

He/She is able to communicate at a minimal level with space tourism terminology and theory. The student is able to operate only when aided by other students and supervisors

Assessment criteria - grade 3

The student is able to understand most aspects space tourism aspects used in the module. He/She is able to communicate at an intermediate level space tourism terminology and theory. He/She is able to discuss and write assessment tasks with reference to some space tourism academic materials mostly independently.

Assessment criteria - grade 5

The student is able to understand many concepts of space tourism used in the module. He/She is able to communicate fully independently with space tourism terminology and theory. He/She is able

to discuss and write assessment tasks with reference space tourism academic materials independently. He/She applies a problem-solving approach to sustainable future tourism issues
Evaluation criteria, approved/failed

This is an advanced course, so all assignments must be passed to achieve an overall pass grade for the module.

Sustainable Nature Tourism 1, 5 cr - TRA3PO303

Course unit language
English

Upcoming implementations

- Sustainable Nature Tourism 1 TRA3PO303-3006 23.08.2021-22.10.2021 5 op (PO5, ...)
+

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives

Nature and nature tourism are most important pull factors of the tourism to Finland. This module is suitable for all students who are interested in getting more insight into the nature based tourism and its development. The module is based on learning by doing including various activities such as guest lectures, company visits, development projects, presentations and study excursion to nature.

Upon completion of this module, the student is able to

- understand the concepts of the nature tourism, its elements and the possibilities of nature as a pull factor for different customer groups
- understand the different profiles of different target groups
- understand different nature based sustainable business models
- analyse a nature based tourism business
- use professional tools for developing successful nature based tourism business.

Contents

Contents

- Nature tourism phenomenon and concept
- Finland's nature for tourism business
- Different nature profiles and target groups
- Digitalisation of nature tourism
- Tools for development of nature tourism
- Nature tourism entrepreneurship
- Green care and nature wellbeing
- Food in nature and food from nature
- Sustainability in nature tourism

Execution methods

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

Lectures/workshops combined with independent studies

Experiential study excursion to nature

Company visits

Individual, pair and team assignments, development project with a commissioner

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

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

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

Learning materials

Books/e-books and online articles on the content topics

Company web-sites

Industry related reports and statistics

Relevant media

Materials provided by the lecturers

Materials produced by students as a course work

Further information

The module takes place during the first period of the semester

Starting level and linkage with other courses

The student has successfully completed the Basic Studies. The module is a part of the elective advanced studies in Porvoo Campus competence-based curriculum.

Assessment criteria

Assessment criteria - grade 1

The student’s participation in the activities of the module is rather passive and his/her contribution to the team work is inadequate. The student shows only moderate ability to analyse or develop nature-based tourism business. The student completes the assignments and the development project of the module without high initiative or creativity and does not show deep understanding of the topic.

Assessment criteria - grade 3

The student’s participation in the activities of the module is rather active and his/her contribution to the team work is considerable/valuable. The student shows enhanced ability to analyse or develop nature-based tourism business. The student completes the assignments and the development project of the module with good results and understands well the concepts of the topic.

Assessment criteria - grade 5

The student’s participation in the activities of the module is very active and constructive. He/she acts as a team motivator with his/her actions and knowledge and the student’s contribution to the team work and to the development project is crucial. He/she shows excellent skills to analyse and develop nature-based tourism. The student completes the assignments and the development project with excellent results showing deep understanding of the concepts of the topic and produces new ideas and thoughts.

Sustainable Nature Tourism 2, 5 cr - TRA3PO304

Course unit language
English

Upcoming implementations

- Sustainable Nature Tourism 2 TRA3PO304-3005 23.08.2021-17.12.2021 5 op (PO5, ...)
- +

Current implementations

- Sustainable Nature Tourism 2 TRA3PO304-3003 29.03.2021-21.05.2021 5 op (PO5, ...)
- +

Past implementations

No past implementations yet.

Learning objectives

Nature and nature tourism are important pull factors of the tourism to Finland. This module is suitable for the students who are interested in developing further their skills to analyse and develop nature-based tourism.

Upon completion of this module, the student is able to

- demonstrate deeper understanding of different elements and possibilities of the nature tourism
- complete small development projects for nature tourism independently
- analyse and develop nature based tourism
- use various tools for developing sustainable nature- based tourism in a more professional way

Contents

- Nature tourism phenomenon and concept
- Finland's nature for tourism business
- Different nature profiles and target groups
- Digitalisation of nature tourism
- Tools for development of nature tourism
- Nature tourism entrepreneurship
- Green care and nature wellbeing
- Food in nature and food from nature
- Sustainability in nature tourism

Execution methods

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

The module is carried out using inquiry learning. The module is working as a Nature Lab where the student chooses a developmental task that is related to the nature-based tourism and completes the task with the help of theory, visits and research. A teacher coach is assigned to each student (or pair of students) to guide and monitor the process.

Company visits, project with a commissioner, presentations

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

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

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

Learning materials

Books / e-books / online articles on the content topics

Company web-sites

Industry related reports and statistics

Relevant media

Materials provided by lecturers

Materials produced by students as a course work

Further information

This module takes place during the second half of the autumn semester

Starting level and linkage with other courses

The student has successfully completed the module Nature Tourism 1. The module is a part of the elective advanced studies in Porvoo Campus competence-based curriculum.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The methods and tools used in the development project are rather insufficient. The theoretical framework supports the objective of the development project to a limited extent. The objectives are met partially and the value of the results of the project are not very significant for the commissioner/field. The self-directed work of the student is problematic at times. The student presents his/her work at the final seminar.

Assessment criteria - grade 3

Grade 3

The theoretical framework supports the objectives of the development project well. The methods and tools used are suitable to reach the objectives of the project. The objectives of the project are met rather well and the results are rather significant to the commissioner/field. The student is self-directed and goal-oriented. The student presents his/her work at the final seminar in an appropriate manner.

Assessment criteria - grade 5

Grade 5

The theoretical framework supports the objectives of the development project in an excellent manner. The methods and tools used are extremely well suited to meet the objectives of the project. The objectives of the project are met very well and the results are highly significant to the commissioner/field. The student works in an active, self-directed and goal-oriented way. The student presents his/her work at the final seminar in a creative, effective and professional manner.

Risk Management and Responsible Business, 10 cr - BUS3PO310

Course unit language
English

Upcoming implementations

- Risk Management and Responsible Business BUS3PO310-3006 23.08.2021-17.12.2021 10 op (PO5, ...) +

Current implementations

- Risk Management and Responsible Business BUS3PO310-3004 18.01.2021-21.05.2021 10 op (PO5, ...) +

Past implementations

No past implementations yet.

Learning objectives

The module is a part of level 3 advanced studies in Porvoo Campus competence-based curriculum. The module advances the following competences: strategic planning, global mindset, professional leadership, risk management, sustainable and responsible business.

Contents

The course can be completed as 5 or 10 credits by combining two or all of the following:

Risk Management (2.5 credits)

Global risks landscape

Risk analysis and planning

Safety & Security (2.5 credits)

Safety and security in global travel and tourism

Cybersecurity

Corporate Social Responsibility (2.5 credits)

Businesses and the Sustainable Development Goals (SDGs)

CSR indicators

Sustainable Development Issues and Initiatives (2.5 credits)

The three levels of sustainability

Challenges (e.g. Overtourism, Climate Change) and opportunities (e.g. Inclusive Tourism, Circular Economy)

Execution methods

a) This is a virtual course with no contact hours. Independent study in network environment.

Feedback provided for the assignments. Assessment of one's own learning

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

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

Learning materials

Books on the content topics

E-books and online articles

Companies' web-portals

Trade journals and magazines, studies by international organisations (e.g. OECD, WEF) and other electronic sources

Social networking tools

Further information

Responsible teachers: Annika Konttinen, Eva Holmberg

This is a virtual course in the Moodle platform.

One report assignment for each part of the module. Students can complete 5 or 10 credits.

Starting level and linkage with other courses

The module is a part of level 3 advanced studies in Porvoo Campus competence-based curriculum.

Assessment criteria

Assessment criteria - grade 1

The student is aware of risk management and corporate social responsibility in business operations. S/he is able to choose and use just a few sources. S/he has basic written communication skills and is able to compile a report about the themes of the module when aided by others. S/he finds it challenging to apply theory into practice. The student takes part in the module activities with a minimal input.

Assessment criteria - grade 3

The student understands the importance of risk management and corporate social responsibility in business operations. S/he is able to develop risk management and responsible business practices to some degree. S/he is able to choose and use relevant sources. S/he has good written communication skills and is able to conduct research and draft a rather comprehensive report about the themes of the module with a variety of reliable sources and relevant industry examples. S/he can apply theory into practice independently. The student takes actively part in the module activities, shows initiative and is able to operate when tasks and instructions are given.

Assessment criteria - grade 5

The student is able to develop risk management and corporate social responsibility in business operations. S/he is able to choose and use relevant information actively and independently from versatile sources. S/he has professionally advanced written communication skills and is able to conduct relevant research and draft a very thorough report that describes the topic in great detail, provides well-selected industry examples and analyses the phenomenon from a variety of viewpoints by using versatile international, up-to-date and reliable sources. The student can collect, analyse and use relevant data at a highly professional level. S/he is able to apply theory into practice independently. The student takes proactively part in the module activities and shows great initiative to learn about the topic.

Futures Thinking, Trends and Transformations, 5 cr - BUS3PO321

Course unit language

English

Upcoming implementations

- Futures Thinking, Trends and Transformations BUS3PO321-3002 23.08.2021-17.12.2021 5 op (PO5, ...) +

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives

Upon completion of the course, the student is able to

- understand the importance of future orientation and trend watching for the success of businesses and individuals (parts 1-3)
- research the most important technologies, global events and big ideas that are shaping the future to discover new possibilities and opportunities for doing business (part 1)
- apply innovative development methods to futures thinking and scenario planning in a chosen industry (part 2)
- describe the different stages and key steps of the transformation process (part 2)
- innovate ideas for business transformations for the future and provide solutions and scenarios for how to adapt to and benefit from the future changes (part 3)
- set goals (preassignment) and evaluate learning in the module (post-assignment)

With strong futures thinking skills, the student will have a competitive advantage in seeing the future before it happens. The student is able to consider possibilities that others do not see coming. (S)he will be able to consider opportunities that will help a business thrive or to tackle a future change that a company needs to be prepared for. The student will also be ready to help others in preparing for and adapting to the future.

Contents

Pre-assignment

Personal expectations and goals for the module

Part 1

Future orientation and trend analysis (The importance of futures thinking, definitions; analysing, anticipating and forecasting future trends)

Part 2

Innovative development methods (applying e.g. Scenario planning, Six Hats, Blue Ocean Strategy, Empathy Mapping to the transformation development process)

Part 3

Transformation description: How the trends and transformation will shape the chosen industry: business opportunities and possibilities

Post-assignment

Evaluation of own learning and goals reached during the module

Execution methods

- a) This is a virtual course with no contact hours. Independent study in network environment. Written feedback provided for parts 1-3. Assessment of one's own learning.

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

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

Learning materials

Recommended:

Canton, J. 2015. Future Smart – Managing the Game-Changing Trends That Will Transform Your World.

Paul, H. 2019. Critical Terms in Futures Studies.

Siilasmaa, R. 2018. Transforming NOKIA: The Power of Paranoid Optimism to Lead Through Colossal Change.

Journals and magazines (e.g. Journal of Futures Studies), studies by international organisations (e.g. OECD, WFSF, WEF, UNWTO, WTTC, IATA) and other electronic sources.

Further information

Responsible teachers: Annika Konttinen, Anu Seppänen

This is a virtual course in the Moodle platform.

Starting level and linkage with other courses

The student has successfully completed the Basic Studies. The module is a part of the advanced studies in Porvoo Campus competence-based curriculum. The module advances the following competences: analytical and strategic thinking, professional expertise and innovation, global mindset, creativity and future orientation, strategic planning, risk management, design thinking and enabling digitalisation.

Assessment criteria

Assessment criteria - grade 1

The student is aware of future orientation and trend watching for the success of businesses and individuals. (S)he can identify potential technologies, global events and big ideas that are shaping the future to a limited degree. The student finds it challenging to apply innovative development methods to futures thinking and scenario planning in a chosen industry. S(he) has basic understanding of the importance of innovating ideas for business transformations for the future. The student needs help in finding solutions and scenarios for how to adapt to and benefit from the future changes. (S)he understands some of the stages and key steps of the transformation process. The student has challenges to set goals and evaluate learning in the module. S(he) takes part in the module activities with a minimal input. In the report, the student acknowledges source material with major omissions and the use of sources is very limited overall. The report is poorly structured.

Assessment criteria - grade 3

The student understands the importance of future orientation and trend watching for the success of businesses and individuals. (S)he can identify potential technologies, global events and big ideas that are shaping the future rather well. The student is able to apply innovative development methods to futures thinking and scenario planning in a chosen industry. S(he) has a rather good understanding of the importance of innovating ideas for business transformations for the future. The student is able to find solutions and scenarios for how to adapt to and benefit from the future changes. (S)he understands the stages and key steps of the transformation process fairly well. The student is able to set goals and evaluate learning in the module. S(he) takes actively part in the module activities. In the report, the student acknowledges source material for the most part and several sources are used. Report structure is logical and the reader can follow the line of thought.

Assessment criteria - grade 5

The student understands and can justify the importance of future orientation and trend watching for the success of businesses and individuals. (S)he can identify potential technologies, global events and big ideas that are shaping the future very well. The student is able to apply and evaluate innovative development methods to futures thinking and scenario planning in a chosen industry. S(he) has a very good understanding of the importance of innovating ideas for business transformations for the future. The student is able to find versatile solutions and scenarios for how to adapt to and benefit from the future changes. (S)he understands the stages and key steps of the transformation process very well. The student is able to set goals and evaluate learning in the module. S(he) takes proactively part in the module activities and show great initiative to learn about the topic. In the report, the student acknowledges all source material correctly and uses versatile sources in a skillful manner with discourse between sources. Report structure, figures and tables facilitate understanding very well.

Yrityksen kirjanpito, 5 op - BUS3PO301

Opintojakson kieli
Suomi

Tulevat toteutukset

- Yrityksen kirjanpito BUS3PO301-3011 23.08.2021-17.12.2021 5 op (PO5, ...) +
- Yrityksen kirjanpito BUS3PO301-3012 23.08.2021-17.12.2021 5 op (LP3TH, ...) +

Käynnissä olevat toteutukset

Ei käynnissä olevia toteutuksia.

Päätyneet toteutukset

Ei päätyneitä toteutuksia.

Osaamistavoitteet

Opintojakson suoritettuaan opiskelija osaa laatia pienen yrityksen kirjanpidon noudattaen Suomessa voimassa olevaa lainsäädäntöä.

Sisältö

- liiketapahtumien kirjaaminen (koneelliseen) kirjanpitoon

- Pääkirjanpito ja osakirjanpidot

- Palkanlaskennan perusteet

- Arvonlisäverot

- Menojen ja tulojen jaksotukset

pysyvän käyttöomaisuuden jaksottaminen

vaihto-omaisuuden jaksottaminen

- Taloushallinnon digitalisoituminen ja kirjausten automatisointi

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

a) Lähiopetustoteutus, johon liittyy oppimistehtäviä, projektityöskentelyä, itsenäistä työskentelyä sekä mahdollinen tentti

b) Suunnitelmaan pohjautuva omassa työssä oppiminen eli opinnollistaminen, mikäli opiskelija

pystyy oppimaan opintojakson sisällöt työssään/harrastuksessaan. Lisätietoja opinto-ohjaajalta tai vastuuopettajalta.

c) Näyttö (jos opiskelija hallitsee jo opintojakson sisällöt). Lisätietoja opinto-ohjaajalta tai vastuuopettajalta.

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.

Oppimateriaalit

Aiheeseen liittyvät kirjallisuus (myös E-kirjat ja online-artikkelit)

Verkkotutoriaalit

Yritysten Internet-sivut

Muu aiheeseen liittyvä materiaali

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opiskelijalla tulee olla suoritettuna 1. tason perusopinnot.

Moduuli on osa Porvoo Campuksen osaamisperusteisen opetussuunnitelman suuntautumisopintoja.

Arviointikriteerit

Arviointikriteeri - arvosana 1

Opiskelija tietää joitakin ulkoisen laskentatoimen sekä arvonlisäverotuksen peruskäsitteitä ja kirjaussääntöjä. Asiat ja tehtävät näyttäytyvät vielä yksittäisinä toimenpiteinä, ja kirjanpidon kokonaisuus jää hahmottomatta. Opiskelija tarvitsee tukea kirjatessaan liiketapahtumia (menot, tulot, yhteisökaupan ja ulkomaankaupan kirjaukset, käteisalennukset, rahdit, luottotappiot, palkanmaksukirjaukset, arvonlisäveroon liittyvät kirjaukset). Opiskelija pystyy auttavasti laatimaan pienen yrityksen kirjanpidon ja päättämään käyttämänsä tilit.

Arviointikriteeri - arvosana 3

Opiskelija tietää keskeisiltä osin ulkoisen laskentatoimen sekä arvonlisäverotuksen peruskäsitteet ja kirjaussäännöt. Hän hahmottaa kirjanpidon kokonaisuuden. Opiskelija osaa pääosin virheettömästi kirjata liiketapahtumia (menot, tulot, yhteisökaupan ja ulkomaankaupan kirjaukset, käteisalennukset, rahdit, luottotappiot, palkanmaksukirjaukset, arvonlisäveroon liittyvät kirjaukset). Opiskelija pystyy laatimaan pienen yrityksen kirjanpidon ja päättämään käyttämänsä tilit.

Arviointikriteeri - arvosana 5

Opiskelija hallitsee ulkoisen laskentatoimen sekä arvonlisäverotuksen peruskäsitteet ja kirjaussäännöt. Hän ymmärtää kirjanpidon kokonaisuuden sekä yhteydet yrityksen muihin toimintoihin. Opiskelija osaa virheettömästi kirjata liiketapahtumia (menot, tulot, yhteisökaupan ja ulkomaankaupan kirjaukset, käteisalennukset, rahdit, luottotappiot, palkanmaksukirjaukset, arvonlisäveroon liittyvät kirjaukset). Hän pystyy itsenäisesti laatimaan pienen yrityksen kirjanpidon ja päättämään käyttämänsä tilit.

Verotus ja tilinpäätössuunnittelu, 10 op - BUS3PO303

Opintojakson kieli

Suomi

Tulevat toteutukset

- Verotus ja tilinpäätössuunnittelu BUS3PO303-3006 23.08.2021-17.12.2021 10 op (PO5, ...) +
- Verotus ja tilinpäätössuunnittelu BUS3PO303-3005 23.08.2021-17.12.2021 10 op (PO5, ...) +

Käynnissä olevat toteutukset

Ei käynnissä olevia toteutuksia.

Päätyneet toteutukset

Ei päätyneitä toteutuksia.

Osaamistavoitteet

Opintojakson suoritettuaan opiskelija osaa laskea yksityisen henkilön ja eri yhtiömuotojen maksettavaksi tulevat verot sekä tehdä veroihin liittyvää suunnittelua.

Sisältö

- Ansiotulojen ja pääomatulojen verotus
- Yksityisen elinkeinonharjoittajan verotus
- Henkilöyhtiöiden verotus
- Osakeyhtiön verotus
- Arvonlisäverotus
- Verotus kansainvälisissä tilanteissa
- Verotukseen ja tilinpäätökseen liittyvä suunnittelu

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

a) Lähiopetustoteutus, johon liittyy oppimistehtäviä, projektityöskentelyä, itsenäistä työskentelyä sekä mahdollinen tentti

b) Suunnitelmaan pohjautuva omassa työssä oppiminen eli opinnollistaminen, mikäli opiskelija pystyy oppimaan opintojakson sisällöt työssään/harrastuksessaan. Lisätietoja opinto-ohjaajalta tai vastuupettajalta.

c) Näyttö (jos opiskelija hallitsee jo opintojakson sisällöt). Lisätietoja opinto-ohjaajalta tai vastuupettajalta.

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.

Oppimateriaalit

Aiheeseen liittyvät kirjallisuus (myös E-kirjat ja online-artikkelit)

Verkkotutoriaalit

Yritysten Internet-sivut

Muu aiheeseen liittyvä materiaali

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opiskelijalla tulee olla suoritettuna 1. tason perusopinnot ja opintojaksot Yrityksen kirjanpito ja Tilinpäätös liiketoiminnan ohjauksen välineenä.

Moduuli on osa Porvoo Campuksen osaamisperusteisen opetussuunnitelman suuntautumisopintoja.

Arviointikriteerit

Arviointikriteeri - arvosana 1

Opiskelija tuntee joiltain osin henkilö-, yhteisö- ja arvonlisäverotuksen lainsäädännön sekä verotuksen käytännön hoitamisen. Hän osaa auttavasti laskea verotettavan tuloksen yritystoiminnassa ja yksityishenkilön verojen määrän. Käytännön tehtävät koskien verojen maksua onnistuvat jossain määrin.

Arviointikriteeri - arvosana 3

Opiskelija tuntee henkilö-, yhteisö- ja arvonlisäverotuksen lainsäädännön sekä verotuksen käytännön hoitamisen. Hän osaa laskea verotettavan tuloksen yritystoiminnassa ja yksityishenkilön verojen määrän. Käytännön tehtävät koskien verojen maksua onnistuvat itsenäisesti.

Arviointikriteeri - arvosana 5

Opiskelija tuntee erittäin hyvin henkilö-, yhteisö- ja arvonlisäverotuksen lainsäädännön sekä verotuksen käytännön hoitamisen. Hän osaa laskea verotettavan tuloksen yritystoiminnassa ja yksityishenkilön verojen määrän virheettömästi. Käytännön tehtävät koskien verojen maksua onnistuvat itsenäisesti. Opiskelija pystyy lisäksi osallistumaan yritys- ja henkilöverotuksen suunnitteluun.

From Request for Quotation to Delivery, 10 cr - BUS3PO313

Course unit language

English

Upcoming implementations

- From Request for Quotation to Delivery BUS3PO313-3003 23.08.2021-17.12.2021 10 op (PO5, ...) +

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives

The module advances the following competences: increasing understanding of import and export logistics, analysing global sales and procurement processes in the digital environments and applying the acquired knowledge in decision-making.

Specific information on the learning objectives can be found in the grading criteria.

Contents

Sales and procurement processes globally

- terms and conditions and required documents

- export and import logistics

- technological and sustainability issues in global sales and procurement processes

- risk and supply chain management in global sales and procurement processes

Execution methods

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

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

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

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

Learning materials

Books on the content topics

E-books and online articles

Online tutorials

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students.

Further information

This course is studied closely together with the course Mind the Gap in International Business BUS3PO314. In case you plan to take only either one of these two courses, please contact one of the teachers to discuss this possibility.

Starting level and linkage with other courses

The module is a part of advanced studies in Porvoo Campus competence-based curriculum.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student finds it challenging to understand global sales and procurement processes. His/her use of theory, methods and specific terminology is rather limited. S/he is able to conduct an import/export case only when the task and instructions are given and when aided by other students and the supervisors. S/he is able to acquire relevant knowledge of technological and sustainability issues in global sales and procurement processes and apply it in the decision-making processes and remembers mostly to take notice of the relevant legal framework.

Assessment criteria - grade 3

Grade 3

The student understands global sales and procurement processes. His/her use of theory, methods and specific terminology is rather accurate. S/he is able to conduct an import/export case. S/he is able to acquire relevant knowledge of technological and sustainability issues in global sales and procurement processes and apply it in the decision-making processes and remembers mostly to take notice of the relevant legal framework.

Assessment criteria - grade 5

Grade 5

The student understands global sales and procurement processes excellently. His/her use of theory, methods and specific terminology is very accurate. S/he is able to conduct an import/export case at an advanced level. S/he is able to acquire very relevant knowledge of technological and sustainability issues in global sales and procurement processes and apply it outstandingly in the decision-making processes and takes notice of the relevant legal framework on a professional level.

Mind the Gap in International Business, 10 cr - BUS3PO314

Course unit language

English

Upcoming implementations

- Mind the Gap in International Business BUS3PO314-3003 23.08.2021-17.12.2021 10 op (PO5, ...) +

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives

The module advances the following competences: communication, teamwork and negotiations in cross-cultural and virtual environments. Moreover, the module advances ability to do business with global mindset and manage some legal aspects of international business law.

Specific information on the learning objectives can be found in the grading criteria.

Contents

Cross-cultural communication

Cross-cultural team creation and leadership

Cross-cultural negotiations

Virtual working methods cross borders

International business law & international legal organisations

Execution methods

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

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

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

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

Learning materials

Books on the content topics

E-books and online articles

Online tutorials

Companies’ web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors’ own materials, materials produced by students.

Further information

This course is studied closely together with the course From request for quotation to delivery BUS3PO313. In case you plan to take only either one of these two course, please contact one of the teacher to discuss this possibility.

Starting level and linkage with other courses

The module is a part of advanced studies in Porvoo Campus competence-based curriculum.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student finds it challenging to communicate and negotiate in cross-cultural teams. His/her contribution in creating and/or leading a cross-cultural team is rather limited. S/he is able to utilize virtual working methods only when aided by other students and supervisors. S/he has limited knowledge on theories, methods and terminology in international business law and international legal organisations. S/he is able to apply legal rules on limited level.

Assessment criteria - grade 3

Grade 3

The student is able to communicate and negotiate in cross-cultural teams. S/he contributes actively in creating and/or leading a cross-cultural team. S/he is able to utilize virtual working methods to some extent. S/he has good knowledge on theories, methods and terminology in international business law and international legal organisations. S/he is able to apply legal rules on good level.

Assessment criteria - grade 5

Grade 5

The student is able to communicate and negotiate in cross-cultural teams excellently. S/he contributes very actively in creating and/or leading a cross-cultural team. S/he is able to utilize a number of virtual working methods professionally. S/he has excellent knowledge on theories, methods and terminology in international business law and international legal organisations. S/he is able to apply legal rules fluently and on professional level.

Sisäinen laskenta ja raportointi, 10 op - BUS3PO304

Opintojakson kieli

Suomi

Tulevat toteutukset

- Sisäinen laskenta ja raportointi BUS3PO304-3006 23.08.2021-17.12.2021 10 op (PO5, ...) +
- Sisäinen laskenta ja raportointi BUS3PO304-3005 23.08.2021-17.12.2021 10 op (PO5, ...) +

Käynnissä olevat toteutukset

Ei käynnissä olevia toteutuksia.

Päätyneet toteutukset

Ei päätyneitä toteutuksia.

Osaamistavoitteet

Moduuli on osa Porvoo Campuksen osaamisperusteisen opetussuunnitelman suuntautumisopintoja. Opiskelija ymmärtää sisäisen laskennan merkityksen yrityksen toiminnalle ja osaa laatia operatiivista toimintaa sekä strategista suunnittelua tukevia laskelmia käyttäen pohjana esimerkiksi ulkoisen laskennan tuottamia taloustietoja. Opiskelija osaa valita yrityksen toiminnan kannalta

mielekkäitä suorituskyvyn mittareita ja käyttää niitä toiminnan seurannassa. Opiskelija pystyy kriittisesti analysoimaan taloudellista informaatiota ja viestimään talousasioista selkeästi.

Sisältö

taloudelliset analyysit

operatiivista toimintaa ja suunnittelua tukevat raportit

talousviestintä

talouden suunnittelu ja seuranta

yrittäjän toiminnan keskeiset mittarit

analytiikka prosessina

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

a) Lähiopetustoteutus, johon liittyy oppimistehtäviä, projektityöskentelyä, itsenäistä työskentelyä sekä mahdollinen tentti

b) Suunnitelmaan pohjautuva omassa työssä oppiminen eli opinnollistaminen, mikäli opiskelija pystyy oppimaan opintojakson sisällöt työssään/harrastuksessaan. Lisätietoja opinto-ohjaajalta tai vastuuopettajalta.

c) Näyttö (jos opiskelija hallitsee jo opintojakson sisällöt). Lisätietoja opinto-ohjaajalta tai vastuuopettajalta.

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.

Oppimateriaalit

Aiheeseen liittyvät kirjallisuus (myös E-kirjat ja online-artikkelit)

Verkkotutoriaalit

Yritysten Internet-sivut

Muu aiheeseen liittyvä materiaali

Sosiaalisen median kanavat

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opiskelijalla tulee olla suoritettuna 1. tason perusopinnot ja sekä opintojaksot Yrityksen Kirjanpito ja Tilinpäätös liiketoiminnan ohjauksen välineenä.

Arviointikriteerit

Arviointikriteeri - arvosana 1

Opiskelija osaa laskea annettuja tunnuslukuja ohjeiden mukaisesti ja laatia yksinkertaisia operatiivista toimintaa tukevia laskelmia. Hän seuraa mittareita selvittäen toteutuneen ja tavoitteen tai vertailutiedon välistä eroa. Opiskelija pystyy viestimään talousasioista jossain määrin.

Arviointikriteeri - arvosana 3

Opiskelija osaa laskea tunnuslukuja ja seuraa niiden toteutumista suhteessa tavoitteisiin tai vertailutietoon. Hän osaa laatia operatiivista toimintaa ja strategista suunnittelua tukevia laskelmia. Opiskelija osaa jossain määrin analysoida esitettyjä lukuja ja hän ymmärtää toiminnan syy-seuraussuhteita. Opiskelija osaa viestiä talousasioista.

Arviointikriteeri - arvosana 5

Opiskelija osaa valita itsenäisesti yrityksen toiminnan kannalta mielekkäitä suorituskyvyn mittareita. Hän seuraa tunnuslukujen ja mittareiden toteutumista suhteessa annettuun tavoitteeseen tai vertailutietoon, pohtien ja analysoiden mahdollisten erojen syitä. Opiskelija osaa antaa tunnuslukujen ja mittareiden analysoinnin pohjalta mielekkäitä toiminta- ja kehitysehdotuksia, pohjaten ehdotuksensa laskelmiin. Hän osaa laatia itsenäisesti operatiivista toimintaa ja strategista suunnittelua tukevia laskelmia, hyödyntäen monipuolisesti erilaisia tietolähteitä laskelmiensa tukena. Hän osaa arvioida taloudellista informaatiota kriittisesti. Opiskelija osaa viestiä talousasioista selkeästi ja tehokkaasti erilaisille kohdeyleisöille.

Matkailuelämyksen ABC, 5 op - TRA3PO305

Opintojakson kieli
Suomi

Tulevat toteutukset

- Matkailuelämyksen ABC TRA3PO305-3003 24.05.2021-20.08.2021 5 op (PO5, ...) +

Käynnissä olevat toteutukset

Ei käynnissä olevia toteutuksia.

Päätyneet toteutukset

Ei päätyneitä toteutuksia.

Osaamistavoitteet

Opintojakson suoritettuaan opiskelija

- ymmärtää elämyksen tasot ja elementit
- osaa hyödyntää palveluiden ideoimis- ja suunnitteluvälineitä
- tiedostaa kulttuuriset ja yksilölliset eroavaisuudet kokemusmaailmassa
- tunnistaa mahdolliset turvallisuusriskit
- hallitsee kannattavan tuotteistamisen periaatteet
- tunnistaa verkostojen, yhteistyökumppaneiden ja liitännäistoimijoiden merkityksen
- osaa sanoittaa (tarinallistaa) elämyksiä monikanavaisen markkinointiin
- kykenee ohjaamaan asiakkaita elämyksiin erilaisissa ympäristöissä

Sisältö

- Matkailupalvelu, matkailutuote ja elämyksellisyys: keskeiset käsitteet
- Matkailun tuotekehitys ja työvälineet
- Elämyksen rakentuminen ja tuottaminen
- Palveluelementtien elämyksellistäminen
- Elämyksellisyyden sanoittaminen/ tarinallistaminen ja markkinointi
- Kulttuuriset vaihtelut
- Asiakassegmentit ja kohderyhmät
- Verkostojen merkitys
- Ansaintalogiikka ja hinnoittelu

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

a) Verkkototeutus, johon sisältyy webinaareja, itsenäistä opiskelua, oppimistehtäviä, tiimityöskentelyä (verkossa) sekä oman oppimisen arviointia.

b) Suunnitelmaan pohjautuva omassa työssä oppiminen eli opinnollistaminen, mikäli opiskelija pystyy oppimaan opintojakson sisällöt työssään/harrastuksessaan. Lisätietoja opinto-ohjaajalta tai vastuuopettajalta.

c) Näyttö (jos opiskelija hallitsee jo opintojakson sisällöt). Lisätietoja opinto-ohjaajalta tai vastuuopettajalta.

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi

Oppimateriaalit

Gioglio, J. & Walter, E. 2014. Power of visual storytelling. How to use visuals, videos and social media to market your brand.

Grönroos, C. 2015. Palvelujen johtaminen ja markkinointi.

Kalliomäki, A. 2018. Tarinallistaminen

Kinnunen, R. 2006. Palvelujen suunnittelu.

Pine, J. & Gilmore, J. 2011. The experience economy.

Swarbrooke, J. & Horner, S. 2007. Consumer behaviour in tourism.

Tuulaniemi, J. 2011. Palvelumuotoilu.

Wahlgrén, A. & Kitunen, A. 2012. Kohti laadukasta palveluliiketoimintaosaamista.

Verkkajulkaisut ja artikkelit alan toimijoilta, mm. ATTA, HBR, MTI, OECD, UNWTO

Muu mahdollinen opintojaksolla osoitettu materiaali.

Lisätiedot

Opintojaksolla ei ole tenttiä.

Opintojakson suorittaminen edellyttää annettujen oppimistehtävien suorittamista hyväksytysti

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5. Arvioinnissa huomioidaan

- Oppimistehtävät, kehittämistyö
- Aktiivinen panos osaamisen kehittämiseen
- Aktiivinen rooli tiimikohtaisissa tehtävissä
- Itse- ja vertaisarviointi

Arviointikriteerit

Arviointikriteeri - arvosana 1

Opiskelija ymmärtää keskeiset käsitteet ja elämyksellisyyden perusteet, mutta niiden itsenäinen hyödyntäminen palvelutuotteiden suunnittelussa ja toteutuksessa on vielä haastavaa. Opiskelijalla on vaikeuksia tunnistaa erilaisia asiakastyyppejä ja mukauttaa suunnitteluprosessia niiden mukaan. Hän pystyy hyödyntämään eri työvälineitä elämyksen tuottamisessa ja sanoittamisessa vain muiden avustuksella. Opiskelija osallistuu elämyksellisten palvelutuotteiden suunnitteluun, toteutukseen ja arviointiin pienellä panostuksella. Hän tarvitsee runsaasti ohjausta ja toisten opiskelijoiden tukea.

Arviointikriteeri - arvosana 3

Opiskelija ymmärtää keskeiset käsitteet ja elämyksellisyyden elementit ja osaa hyödyntää niitä palvelutuotteiden suunnittelussa ja toteutuksessa. Opiskelija osaa tunnistaa erilaisia asiakastyyppejä ja mukauttaa suunnittelu- ja toteutusprosesseja niiden mukaan. Opiskelija osaa myös jonkin verran hyödyntää eri työvälineitä elämyksen tuottamisessa ja sanoittamisessa. Opiskelija on omaksunut asiakaslähtöisen ajattelutavan ja osallistuu elämyksellisten palvelutuotteiden suunnitteluun, toteutukseen ja arviointiin omatoimisesti ja ohjausta hyödyntäen.

Arviointikriteeri - arvosana 5

Opiskelija ymmärtää, miten elämykset rakentuvat ja osaa suunnitella ja toteuttaa elämyksellisiä palvelutuotteita eri ympäristöissä matkailijoiden taustat ja tarpeet huomioiden. Opiskelija osaa hyödyntää erilaisia työvälineitä asiakastarpeiden tunnistamisessa, elämysten suunnittelussa ja sanoittamisessa sekä markkinoinnissa. Opiskelija osaa itsenäisesti kehittää elämyksellisiä palvelutuotteita eri asiakasryhmille verkostoja ja liittännäispalveluita hyödyntäen. Opiskelija osallistuu toteutukseen ja arviointiin aktiivisesti sekä edesauttaa ryhmän pääsyä tavoitteisiinsa.

Revenue Management in Airline Business, 5 cr - AIR3PO304

Course unit language
English

Upcoming implementations

- Revenue Management in Airline Business AIR3PO304-3001 27.05.2021-05.08.2021 5 op (PO5, ...) +

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives

The module is a part of advanced specialization studies in Porvoo Campus competence-based curriculum. The module advances the following competences: analytical and strategic thinking, knowledge and analysis of revenue management practices from airline operations perspective, problem-solving skills, global business intelligence, statistical and trend analysis, savvy use of digital tools.

Contents

- Introduction to revenue management in airline business. Historical aspects of pricing and revenue management policies in aviation.
- Economics of supply and demand in airline business: characteristics and determinants of demand and supply, demand and supply curves, ticket price equilibrium, elasticity of demand.
- Statistical methods used in revenue management: correlation, simple linear regression analysis.
- Price discrimination, spoilage and spillage, basic EMSR model

Execution methods

Inquiry-based learning; lectures; readings; home assignments

Learning materials

The instructors use their own teaching materials, and a variety of academic and media sources:

Books on the content topics

E-books and online articles

Companies' web-portals

Industry related reports and statistics

Relevant media, news agencies, quality press, etc.

Exercises, tests

Case studies

Instructors' own materials, materials produced by students.

Starting level and linkage with other courses

Students enrolling in the course should be comfortable with basic mathematical and statistical analysis tools (percent, median, mean), basic airline business profitability calculations, and airline business processes and operations.

Assessment criteria

Assessment criteria - grade 1

The student has a limited ability to understand the aspects of the revenue management practices in airline business. S/he has difficulties with strategic thinking and problem solving. S/he is able to use global business intelligence for decision-making and conduct statistical and trend analysis only when aided by others. Her/his understanding of revenue management practices in airline business 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.

Assessment criteria - grade 3

The student is able to recognize and understand basic aspects of airline revenue management practices 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 basic statistical and trend analysis. 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.

Assessment criteria - grade 5

The student is able to analyse major aspects of the revenue management practices in airline business. 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 statistical and trend analysis. 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.

Airline Business, 10 cr - AIR3PO301

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

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

Past implementations

No past implementations yet.

Learning objectives

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

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

Contents

CONTENTS

- Passenger airline commercial management

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

WORKING LIFE CONNECTIONS

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

INTERNATIONALITY

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

Execution methods

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

Learning materials

Course literature:

Taneja, N.K. 2014. *Designing Future-Oriented Airline Business*. Ashgate.

Wensveen, J. G. 2015. *Air Transport. A Management Perspective*. Ashgate.

Additional reading:

Bartlik, M. 2011. *The Impact of EU Law on the Regulation of International Air Transportation*. Ashgate.

Flouris, Triant G . & Yilmaz, Ayse K. 2011. *Risk Management and Corporate Sustainability in Aviation*. Ashgate.

Morrell, Peter.S. 2013. *Airline Finance*. Ashgate.

Rhoades, Dawna I. 2014. *Evolution of International Aviation Phoenix Rising*. Ashgate.

Sheehan, J.J. 2013. *Business and Corporate Aviation Management*. New York: McGraw-Hill Education.

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

E-books and online articles

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Instructors' own materials, materials produced by students.

Starting level and linkage with other courses

The module is a part of professional studies in Porvoo Campus competence-based curriculum.

Prerequisites for the module are that the student has completed basic and professional studies in aviation. Alternatively, basic airline knowledge gained in working a few years in an airline.

Assessment criteria

Assessment criteria - grade 1

Grade 1 – limited performance Airline Business Game/ Company Project/ Theory

Assessment criteria - grade 3

Grade 3 – good performance Airline Business Game/ Company Project/ Theory

Assessment criteria - grade 5

Grade 5 – excellent performance Airline Business Game/ Company Project/ Theory

Airport Business, 10 cr - AIR3PO302

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Current implementations

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

Past implementations

No past implementations yet.

Learning objectives

Learning objectives and assessment

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

Contents

Strategic planning

Concept development at airports in airport industry

e-Commerce within airport context

Sales performance management

Value creation

Economics

Risk management

Airports and airport systems

Airport safety and security management

Future airports

Execution methods

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

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

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

Learning materials

Books on the content topics

E-books and online articles

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Instructors' own materials, materials produced by students.

Starting level and linkage with other courses

The module is part of advanced studies in Porvoo Campus competence based curriculum.

Prerequisites for the module are that the student has completed basic and professional studies.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student has limited abilities to conduct strategic planning and has gained limited knowledge of value creation, concept development, risk management, strategic sales and e-commerce, managing sales and performance. The student participates in project teamwork, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Assessment criteria - grade 3

Grade 3

The student has good abilities to conduct strategic planning and has gained sufficient knowledge of value creation, concept development, risk management, strategic sales and e-commerce, managing sales and performance. The student participates in project teamwork, implementation and evaluation with active input. The student is able to work and proactively and independently.

Assessment criteria - grade 5

Grade 5

The student has excellent abilities to conduct strategic planning and has gained outstanding knowledge of value creation, concept development, risk management, strategic sales and e-commerce, managing sales and performance. The student actively participates and leads when necessary project teamwork, implementation and evaluation. The student actively seeks to work proactively and independently in a highly productive manner.

Air Cargo, 10 cr - AIR3PO303

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Current implementations

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

Past implementations

No past implementations yet.

Learning objectives

The module advances the following competences with specific focus on air cargo: analytical and strategic thinking, strategic planning, value creation, concept development, risk management , strategic sales and e-commerce, enabling digitalization, managing sales and performance, future orientation.

Contents

- Strategic planning
- Concept and business development within air cargo
- e-Commerce and digitalization enablers within air cargo context
- Sales and business performance management
- Value creation
- Risk management
- Airports and airlines within the air cargo networks
- Key factors and stakeholders in the air cargo industry
- Cargo industry forecasts and trends
- Air cargo safety and security management and industry regulations

Execution methods

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

Inquiry learning

Peer-to-peer learning

Tutorials

Study tours and company visits

Lectures and workshops

Independent study and teamwork

The assessment of one's own learning

Learning materials

Books on the content topics

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

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

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

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

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

E-books and online articles

Companies' web-portals

Relevant media, news agencies, quality press, etc.

Instructors' own materials, materials produced by students.

Starting level and linkage with other courses

The module is part of advanced studies in Porvoo Campus competence based curriculum.

Prerequisites for the module are that the student has completed basic and professional studies.

Assessment criteria

Assessment criteria - grade 1

The student has limited abilities to conduct analytical and strategic thinking, strategic planning and has gained limited knowledge of value creation, concept development, risk management, strategic sales and e-commerce, enabling digitalization, managing sales and performance. The student participates in project teamwork, implementation and evaluation with a minimal input. The student is able to operate only when the task and instructions are given and when s/he is aided by other students and the supervisors.

Assessment criteria - grade 3

The student has good abilities to conduct analytical and strategic thinking, strategic planning and has gained sufficient knowledge of value creation, concept development, risk management, strategic sales and e-commerce, enabling digitalization, managing sales and performance. The student participates in project teamwork, implementation and evaluation with active input. The student is able to work and proactively and independently.

Assessment criteria - grade 5

The student has excellent abilities to conduct analytical and strategic thinking, strategic planning and has gained outstanding knowledge of value creation, concept development, risk management, strategic sales and e-commerce, enabling digitalization managing sales and performance. The student actively participates and leads when necessary project teamwork, implementation and evaluation. The student actively seeks to work proactively and independently in a highly productive manner.

Digital Experience Design, 10 cr - BUS3PO319

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Digital Experience Design BUS3PO319-3002 18.01.2021-21.05.2021 10 op (PO5, ...) +

Past implementations

No past implementations yet.

Learning objectives

Upon completion of the course, the student is able to

- analyse current global trends and factors that affect and define future consumer behaviour (part 1)
- identify potential target markets and analyse the characteristics of the chosen target group (part 1)
- apply professional tools for analysis of the operational environment and competition (part 2)
- innovate compelling experiences (part 3)
- understand the importance of engagement and storytelling in creating immersive experiences (part 3, part 4)
- use professional tools for creating engaging content and staging digital experiences (part 4, part 5)
- design and create a digital experience that has shareable content and the potential to go viral (part 4, part 5)
- describe the different stages of product development process (part 5)
- choose relevant marketing channels for the digital experience (part 5)
- produce a product description and a marketing plan (part 5)

Contents

Part 1

Consumer behavior and trends

Target market

Part 2

Operational environment (incl. PESTEL analysis)

Competition

Part 3

Experience Economy and elements of experiences

Part 4

Digital tools for creating experiences

Part 5

Digital experience development process

Product description

Marketing plan

Execution methods

a) This is a virtual course with no contact hours. Independent study in network environment.

Feedback provided for parts 1-5. Assessment of one's own learning.

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

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

Learning materials

Alexander, B. 2011. New digital storytelling. Creating narratives with new media.

Csikszentmihalyi, M. 1990. Flow: The psychology of optimal experience.

Gioglio, J. & Walter, E. 2014. Power of visual storytelling. How to use visuals, videos and social media to market your brand.

Grönroos, C. 2007. Service management and marketing.

Jensen, R. 1999. Dream society.

Heath, C. & Heath, D. 2008. Made to Stick: Why Some Ideas Survive and Others Die.
Page, S.J. 2009. Tourism management: managing for change.
Pine, J. & Gilmore, J. 2011. The experience economy.
Pine, J. & Korn, K. 2011. Infinite possibility – creating customer value on the digital frontier.
Smith, P.R. & Chaffey, D. 2013. eMarketing Excellence – the Heart of eBusiness.
Swarbrooke, J. & Horner, S. 2016. Consumer behaviour in tourism.
Trade journals and magazines, studies by international organisations (e.g. OECD, UNWTO, WTTC, WEF) and other electronic sources.

Further information

This is a virtual course in the Moodle platform.

Teachers:

Annika Konttinen (annika.konttinen@haaga-helia.fi)

Anu Seppänen (anu.seppanen@haaga-helia.fi)

Starting level and linkage with other courses

The student has successfully completed the Basic Studies. The module is a part of the advanced studies in Porvoo Campus competence-based curriculum. The module advances the following competences: analytical thinking, professional expertise and innovation, global mindset, creativity and future orientation, design thinking, enabling digitalisation and savvy use of digital tools.

The module promotes the following United Nations Sustainable Development Goals (SDGs): 4 (Quality Education), 9 (Industry, Innovation and Infrastructure), 12 (Responsible Production and Consumption).

Assessment criteria

Assessment criteria - grade 1

The student is aware of current global trends and factors that affect and define future consumer behaviour. (S)he can identify potential target markets and analyse the characteristics of the chosen target group to a limited degree. The student finds it challenging to apply professional tools for analysis of the operational environment and competition. S(he) has basic understanding of the importance of engagement and storytelling in creating experiences. The student needs help in using tools for creating content and staging digital experiences. S(he) has basic skills in creating a digital experience. The student understands some of the stages of a product development process. S(he) is able to choose a marketing channel for the digital experience. The student has challenges to produce a product description and a marketing plan. S(he) takes part in the module activities with a minimal input. The student acknowledges source material with major omissions and the use of sources is very limited overall. Report is poorly structured.

Assessment criteria - grade 3

The student understands current global trends and factors that affect and define future consumer behaviour. (S)he can identify potential target markets and analyse the characteristics of the chosen target group rather well. The student is able to apply professional tools for analysis of the operational environment and competition. S(he) knows how to innovate experiences and has a rather good understanding of the importance of engagement and storytelling in creating experiences. The student is able to choose and use professional tools for creating engaging content and staging digital experiences. S(he) can create a digital experience that has shareable content. The student understands the different stages of product development process. S(he) is able to choose marketing channels for the digital experience. The student is able to produce a product description and a marketing plan. S(he) takes actively part in the module activities. In the report, the student acknowledges source material for the most part and several sources are used. Report structure is logical and the reader can follow the line of thought.

Assessment criteria - grade 5

The student is able to analyse current global trends and factors that affect and define future consumer behaviour. (S)he can identify potential target markets and analyse the characteristics of the chosen target group exceptionally well. The student is able to apply professional tools for analysis of the operational environment and competition on a high level. S(he) knows how to innovate compelling experiences and has an excellent understanding of the importance of engagement and storytelling in creating immersive experiences. The student is able to assess, choose and use professional tools for creating engaging content and staging digital experiences. S(he) can create a digital experience that has shareable content and the potential to go viral. The student applies a theoretical model to the different stages of her own product development process. S(he) is able to choose relevant marketing channels for the digital experience. The student is able to produce a product description and a marketing plan on a professional level. S(he) takes proactively part in the module activities and show great initiative to learn about the topic. In the report, the student acknowledges all source material correctly and uses versatile sources in a skillful manner with discourse between sources. Report structure, figures and tables facilitate understanding very well.

Developing Emotional Intelligence, 5 cr - LEA3PO301

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Developing Emotional Intelligence LEA3PO301-3003 18.01.2021-21.05.2021 5 op (PO5, ...) +

Past implementations

No past implementations yet.

Learning objectives

This module aims at a deeper understanding of the drivers of human behavior in leadership, sales, services and entrepreneurship. It makes use of psychological, biological and social factors with a lens of emotional intelligence.

Contents

The module has 5 components and is partly implemented online:

- Recap of motivational and leadership theories
- Human behavior in a social environment
- The role of biology and neuroscience in human behavior
- Human behavior in decision making
- Behavioural research methods + research project

Execution methods

Inquiry learning, research projects, workshops, independent studies, tutorials, guest lectures.

Assessment

- Research project
- Personal development plan
- Reading reflections and tasks for online modules
- Active participation in face-to-face workshops
- Peer assessment & Self-assessment

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

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.

Learning materials

Materials provided by the teachers and students.

Starting level and linkage with other courses

Students have completed the basic and professional studies in Leading Human Resources and Developing Human resources or similar. The module is a part of advanced studies in Porvoo Campus competence-based curriculum. The module aims to advance such competences as strategic thinking, strategic leadership and management, emotional intelligence, and effective leadership.

Assessment criteria

Assessment criteria - grade 1

The students understands the drivers of human behavior on a basic level. With help the student can identify and analyse behaviors and make use of the insights in different contexts. S/he can plan and implement a behavioural research project with help.

Assessment criteria - grade 3

The students understands the drivers of human behavior on a good level. The student can identify and analyse behaviors and make use of the insights in different contexts. S/he can independently plan and implement a behavioural research project.

Assessment criteria - grade 5

The students understands the drivers of human behavior on a professional level. The student can identify and analyse behaviors and make very good use of the insights in different contexts. S/he can successfully plan and implement a behavioural research project.

Virtual Experiences in Meetings and Events, 5 cr - SAL3PO320

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Virtual Experiences in Meetings and Events SAL3PO320-3001 18.01.2021-21.05.2021 5 op (PO5, ...) +

Past implementations

No past implementations yet.

Learning objectives

Upon completion of the course, the student

- knows key concepts underpinning the creation of virtual experiences in meetings and events
- provides guidelines and plans for implementation of virtual events
- applies virtual event and experience frameworks to a real case

Contents

- Key concepts of creation and design of virtual events
- Experience tools and frameworks in relation to events
- Tools and technology used in creating interactive virtual events
- Hosting and moderating virtual events

Execution methods

Assignments

Active participation

Project work in smaller groups

Moodle exam

Teaching methods and instruction

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

Producing and sharing knowledge in groups

Webinars and online lectures

Collaborative learning using suitable online tools

Delivering a working-life project in form of a virtual event

Starting level and linkage with other courses

Recommended as continuation to event management courses

Assessment criteria

Assessment criteria - grade 1

The student

- can name basic concepts within the framework of virtual experiences
- is familiar with some basic tools and technologies used in creating virtual experiences
- understands the basics of the experience design
- shows basic skills in hosting and moderating a virtual event
- can with help of the team and supervisors create a virtual event

Assessment criteria - grade 3

The student

- can define and interpret concepts of virtual experiences
- uses basic tools and technologies in creating virtual experiences
- understands the elements of experience design and can implement these in virtual event planning
- shows good skills in hosting and moderating a virtual event
- can quite independently create a virtual event

Assessment criteria - grade 5

The student

- can implement and utilize all key concepts of virtual experiences
- knows a variety of tools and technologies and is able to select the most suitable ones and use these

in a professional way

- fully understands the elements of experience design and is able to implement these in an excellent way when creating virtual experiences
- shows excellent skills in hosting and moderating a virtual event
- creates a virtual event in a professional way

Kiertotalous matkailualalla, 5 op - EXP8RL400

Opintojakson kieli
Suomi

Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

Käynnissä olevat toteutukset

- Kiertotalous matkailualalla EXP8RL400-3001 18.01.2021-21.05.2021 5 op (PO8, ...) +

Päätyneet toteutukset

Ei päätyneitä toteutuksia.

Osaamistavoitteet

Opintojakson suoritettuaan opiskelija

- ymmärtää kiertotalouden käsitteenä
- osaa analysoida kiertotalouden mahdollisuuksia ja haasteita matkailualalla
- osaa ideoida ja tarjota kiertotalouden ratkaisuja matkailuyritykselle

Sisältö

Sisältö

- Kiertotalous talousmallina ja bisnesajattelutapana
- Elinkaariajattelu
- Kiertotalouden teoreettiset mallit (esim. 6R ja ReSOLVE)
- Esimerkkejä kiertotaloudesta eri toimialoilla Suomessa ja ulkomailla

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

a) Oppimistavat

- Virtuaalikurssi Moodlessa
- Opiskelijoiden itsensä järjestämä yritysvierailu(t)

b) Suunnitelmaan pohjautuva omassa työssä oppiminen eli opinnollistaminen, mikäli opiskelija pystyy oppimaan opintojakson sisällöt työssään/harrastuksessaan. Lisätietoja opinto-ohjaajalta tai vastuuopettajalta.

c) Näyttö (jos opiskelija hallitsee jo opintojakson sisällöt). Lisätietoja opinto-ohjaajalta tai vastuuopettajalta.

Lisätiedot

Vastuuohjaajat: Leena Grönroos (Haaga), Annika Konttinen (Porvoo)

Tämä opintojakso kuuluu vapaavalintaisiin opintoihin Haagan opetussuunnitelmassa ja syventäviin opintoihin Porvoon campuksen osaamisperusteisessa opetussuunnitelmassa.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Ensimmäisen lukuvuoden opinnot tulee olla tehtynä.

Arviointikriteerit

Arviointikriteeri - arvosana 1

Opiskelija osaa mainita muutamia kiertotalouden peruskäsitteitä. Hän pystyy tunnistamaan muutamia kiertotalouden mahdollisuuksia ja haasteita matkailualalla. Hän osaa vain muiden avustamana ideoida ja tarjota kiertotalouden ratkaisuja matkailuyritykselle.

Arviointikriteeri - arvosana 3

Opiskelija tuntee kiertotalouden peruskäsitteet hyvin ja pystyy tunnistamaan sekä kuvailemaan kiertotalouden teoreettisia malleja jossain määrin. Hän pystyy analysoimaan kiertotalouden mahdollisuuksia ja haasteita matkailualalla. Hän osaa aktiivisesti ja itsenäisesti ideoida ja tarjota kiertotalouden ratkaisuja matkailuyritykselle.

Arviointikriteeri - arvosana 5

Opiskelijalla on erittäin hyvä käsitys kiertotalouteen liittyvistä käsitteistä ja teoreettisista malleista. Hän pystyy analysoimaan ja arvioimaan kiertotalouden mahdollisuuksia ja haasteita matkailualalla eri näkökulmista. Hän osaa valita tarkoituksenmukaisimmat vaihtoehdot uusien kiertotalouden ratkaisujen ideoinnissa sekä myydä sopivan ratkaisun matkailuyritykselle.

Cultural Tourism e-learning programme / Kulttuurimatkailun verkko-oppimiskokonaisuus (3x5cr)

An Approach to Cultural Tourism, 5 cr - TOU3PO310

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 objective is to gain an understanding for the basic phenomena in cultural tourism as well as to recognize the prospects and resources offered by cultural tourism.

Contents

An Approach to Cultural tourism introduces the concept of cultural tourism. During the course, tourism students will get an insight into the mindset of arts and culture, while culture management students will familiarize themselves with the tourism industry and its actors. Thus, the tourism ecosystem will be examined from the perspective of cultural tourism.

Execution methods

e-learning course

Course organizer: Jyväskylä University of Applied Sciences

Read more: [Cultural Tourism e-learning Programme](#)

Check the schedule and register for the course at the [CampusOnline portal](#)

Further information

The e-learning programme is implemented by JAMK, Haaga-Helia, Metropolia and LAB universities of applied sciences, as a co-operation between cultural production and tourism education. Each university of applied sciences produces studies for the common programme, which can be utilized by the participants in the training as agreed.

The cultural tourism programme consists of three five-credit courses, which are available for studying either individually or as a whole. An Approach to Cultural Tourism is the the first, introductory course.

Please, take into account, that the enrollment to the second and third course requires entry level of knowledge previously acquired either from this programme or in another way.

Voit suorittaa opinnot myös suomeksi: [Kulttuurimatkailun verkko-oppimiskokonaisuus](#)

From Idea to Product in Cultural Tourism, 5 cr - TOU3PO311

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives

From Idea to Product in Cultural Tourism –course is based to service design process. It leads the students through the process from defining to a new service concept. During the course, the students will develop new service concepts or make the existing services to be better.

Contents

The students will use service design tools and learn the customer-oriented service development process.

Execution methods

e-learning course

Course organizer: Jyväskylä University of Applied Sciences

Read more: [Cultural Tourism e-learning Programme](#)

Check the schedule and register for the course at the [CampusOnline portal](#)

Further information

The e-learning programme is implemented by JAMK, Haaga-Helia, Metropolia and LAB universities of applied sciences, as a co-operation between cultural production and tourism education. Each university of applied sciences produces studies for the common programme, which can be utilized by the participants in the training as agreed.

The cultural tourism programme consists of three five-credit courses, which are available for studying either individually or as a whole. From Idea to Product in Cultural Tourism is the the second course.

Voit suorittaa opinnot myös suomeksi: [Kulttuurimatkailun verkko-oppimiskokonaisuus](#)

Starting level and linkage with other courses

Please, take into account, that the enrollment to this course requires entry level of knowledge previously acquired either from this programme (An Approach to Cultural Tourism, 5 ECTS) or in another way.

Cultural Tourism as a Change Agent, 5 cr - TOU3PO312

Course unit language

English

Upcoming implementations

- Cultural Tourism as a Change Agent TOU3PO312-3001 07.06.2021-31.08.2021 5 op (PO5, ...) +

Current implementations

No ongoing implementations yet.

Past implementations

No past implementations yet.

Learning objectives

Cultural tourism as a change agent course helps students to recognize development challenges and future opportunities in cultural tourism in regional and local level. Furthermore, the students learn how to develop cooperation between various stakeholders of cultural tourism.

In addition, trend and megatrend analyses help the students to understand the change taking place

and its impacts in cultural tourism demand. Project skills and understanding wider service concepts help the students in regional and local development work that is a part of the course.

Execution methods

e-learning course

Course organizer: Haaga-Helia University of Applied Sciences

Read more: [Cultural Tourism e-learning Programme](#)

Further information

The e-learning programme is implemented by JAMK, Haaga-Helia, Metropolia and LAB universities of applied sciences, as a co-operation between cultural production and tourism education. Each university of applied sciences produces studies for the common programme, which can be utilized by the participants in the training as agreed.

The cultural tourism programme consists of three five-credit courses, which are available for studying either individually or as a whole. Cultural Tourism as a Change Agent is the the third and the last course of the programme.

Voit suorittaa opinnot myös suomeksi: [Kulttuurimatkailun verkko-oppimiskokonaisuus](#)

Starting level and linkage with other courses

Please, take into account, that the enrollment to this course requires entry level of knowledge previously acquired either from this programme (An Approach to Cultural Tourism, 5 ECTS and From Idea to Product in Cultural Tourism, 5 ECTS) or in another way.

Global Opportunities for Small and Medium Sized Companies 1, 5 cr - BUS3PO311

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Global Opportunities for Small and Medium Sized Companies 1 BUS3PO311-3005
18.01.2021-21.05.2021 5 op (PO5, ...) +

Past implementations

No past implementations yet.

Learning objectives

The module advances the following competences: recognizing international opportunities, analysing foreign markets and applying the acquired knowledge in the decision-making. Moreover, the module advances sales, marketing and communication skills in foreign markets.

Contents

customer insights

market analysis

features influencing the target market selection

entry modes

adaptation vs. standardization in the foreign markets

communication in the foreign markets

international logistics

Execution methods

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

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

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

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

Learning materials

Books on the content topics

E-books and online articles

Online tutorials

Companies’ web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors’ own materials, materials produced by students.

Starting level and linkage with other courses

The module is a part of advanced studies in Porvoo Campus competence-based curriculum.

Assessment criteria

Assessment criteria - grade 1

The student finds it challenging to recognize international opportunities. His/her use of theory, methods and specific terminology is rather limited. S/he has a limited ability to acquire knowledge on international business operations. The student is able to apply knowledge on company related cases to some extent.

Assessment criteria - grade 3

The student recognizes international opportunities. His/her use of theory, methods and specific terminology is rather accurate. S/he is able to acquire knowledge on international business operations. The student is able to apply knowledge on company related cases rather well.

Assessment criteria - grade 5

The student recognizes international opportunities excellently. His/her use of theory, methods and specific terminology is very accurate. S/he is able to acquire relevant knowledge on international business operations. The student shows outstanding ability to apply knowledge on company related cases.

Global Opportunities for Small and Medium Sized Companies 2, 5 cr - BUS3PO312

Course unit language
English

Upcoming implementations

No upcoming implementations yet.

Current implementations

- Global Opportunities for Small and Medium Sized Companies 2 BUS3PO312-3003
18.01.2021-21.05.2021 5 op (PO5, ...) +

Past implementations

No past implementations yet.

Learning objectives

The module advances the following competences: recognizing international opportunities, analysing foreign markets and applying the acquired knowledge in the decision-making. Moreover, the module advances sales, marketing and communication skills in foreign markets.

Contents

Project for a real company, which may be (1) a startup, which is going through a parallel process of product/service and business model development as well as internationalization or (2) a SME with a small established product/service and looking for new markets. The outcome of the project is an analysis of growth potential through new markets and a market entry plan

Execution methods

- a) Learning with contact teaching including assignments, project work and independent study
- b) Learning by using the work-based learning method “Work&Study” according to on a plan if the learning goals of the course can be obtained through the student’s work or hobby. More information from responsible teachers or academic advisors.
- c) Demonstration (of earlier skills and knowledge in the course content). More information from responsible teachers or academic advisors.

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

Learning materials

Books on the content topics

E-books and online articles

Online tutorials

Companies’ web-portals

Relevant media, news agencies, quality press, etc.

Social networking tools

Exercises, tests

Instructors’ own materials, materials produced by students.

Starting level and linkage with other courses

The module is a part of advanced studies in Porvoo Campus competence-based curriculum.

Assessment criteria

Assessment criteria - grade 1

The student finds it challenging to recognize international opportunities. S/he is able to conduct market research and collect data related to foreign markets only when aided by others. S/he has a limited ability to acquire knowledge of foreign markets. The student is able to utilize networks and communicate with foreign markets only when the task and instructions are given and when aided by other students and the supervisors.

Assessment criteria - grade 3

The student recognizes international opportunities. S/he is able to conduct market research and collect data to gain a good level of understanding of how to analyse foreign markets. S/he is able to acquire knowledge of foreign markets to some extent. S/he partly applies the knowledge to decision-making. S/he shows some initiative to connect and utilize networks abroad. S/he shows ability to communicate when the task and instructions are given.

Assessment criteria - grade 5

The student recognizes international opportunities excellently. S/he is able to conduct relevant market research and collect data to gain a comprehensive understanding of how to analyse foreign markets. S/he is able to acquire knowledge of foreign markets and apply it in suggesting and recommending a market entry mode. S/he has an innovative approach to connect and utilize networks abroad. S/he shows ability to communicate successfully in the foreign markets.