

## Degree Programme in International Business Helsinki autumn 2019 Part-time

Tunnus	Nimi	Summa
<b>GLOBBA16S19I</b>	<b>Degree Programme in International Business Helsinki autumn 2019 Part-time</b>	<b>210</b>
<b>GLOBS-1003</b>	<b>BASIC STUDIES</b>	<b>75</b>
<i>IBU1LF101</i>	<i>Introduction to International Business</i>	<i>10</i>
<i>MAT1LF101</i>	<i>Business Mathematics</i>	<i>5</i>
<i>ICT1LF101</i>	<i>Business ICT Skills</i>	<i>5</i>
<i>ENT1LF101</i>	<i>Entrepreneurship</i>	<i>5</i>
<i>MAR1LF101</i>	<i>Basics of Marketing</i>	<i>5</i>
<i>SCM1LF101</i>	<i>Basics of Supply Chain Management</i>	<i>5</i>
<i>HRM1LF101</i>	<i>Basics of Human Resource Management</i>	<i>5</i>
<i>ACC1LF101</i>	<i>Basics of Financial Management</i>	<i>5</i>
<i>IBU1LF102</i>	<i>Selling to Export Markets</i>	<i>5</i>
<i>IBU1LF103</i>	<i>Internationalisation of a Firm</i>	<i>5</i>
<i>ECO1LF101</i>	<i>International Economics</i>	<i>5</i>
<i>ICT1LF102</i>	<i>ERP and Project Management</i>	<i>5</i>
<i>BUS1LF101</i>	<i>Sustainable Business</i>	<i>5</i>
<i>IBU1LF104</i>	<i>International Trade Practicalities and Business Law</i>	<i>5</i>
<b>GLOLS-1003</b>	<b>LANGUAGE AND COMMUNICATION STUDIES</b>	<b>25</b>
<i>COM1LF101</i>	<i>International Business Communication</i>	<i>5</i>
<i>FIN1LF101</i>	<i>Finnish for Foreigners 1</i>	<i>5</i>
<i>FIN1LF102</i>	<i>Finnish for Foreigners 2</i>	<i>5</i>
<i>FIN1LF103</i>	<i>Finnish for Foreigners 3</i>	<i>5</i>
<i>FIN1LF104</i>	<i>Finnish for Foreigners 4</i>	<i>5</i>
<i>FIN1LF105</i>	<i>Finnish Business Communication (for Finnish Students)</i>	<i>5</i>
<i>FIN8LF101</i>	<i>Finnish for Exchange Students</i>	<i>5</i>
<i>FRE8LF101</i>	<i>French 1</i>	<i>5</i>
<i>FRE8LF102</i>	<i>French 2</i>	<i>5</i>
<i>FRE8LF103</i>	<i>French 3</i>	<i>5</i>
<i>FRE8LF104</i>	<i>French 4</i>	<i>5</i>
<i>GER8LF101</i>	<i>German 1</i>	<i>5</i>
<i>GER8LF102</i>	<i>German 2</i>	<i>5</i>
<i>GER8LF103</i>	<i>German 3</i>	<i>5</i>
<i>GER8LF104</i>	<i>German 4</i>	<i>5</i>
<i>SPA8LF101</i>	<i>Spanish 1</i>	<i>5</i>
<i>SPA8LF102</i>	<i>Spanish 2</i>	<i>5</i>
<i>SPA8LF103</i>	<i>Spanish 3</i>	<i>5</i>
<i>SPA8LF104</i>	<i>Spanish 4</i>	<i>5</i>

<b>SWE8LF101</b>	<b>Swedish 1</b>	<b>5</b>
<b>SWE8LF102</b>	<b>Swedish 2</b>	<b>5</b>
<b>SWE1LF101-1003</b>	<b>Swedish Business Communication</b>	<b>0</b>
SWE1LF101A	Business Swedish / Written (for Finnish Students)	2,5
SWE1LF101B	Business Swedish / Oral (for Finnish Students)	2,5
<b>GLOSS-1003</b>	<b>SPECIALISATION STUDIES</b>	<b>50</b>
<b>IBU3LF101</b>	<b>Specialisation Project</b>	<b>5</b>
<b>ACCLF-1003</b>	<b>Financial Management</b>	<b>0</b>
ACC3LF101	Financial Accounting	5
ACC3LF102	Business Controlling and Analytics	5
ACC3LF103	Financial Statement Analysis	5
FIE3LF101	Introduction to Corporate Finance	5
ACC3LF104	Budgeting and Performance Evaluation	5
FIE3LF102	Investment Management	5
FIE3LF103	International Finance	5
ACC3LF107	Advanced Financial Accounting	5
<b>ENTLF-1003</b>	<b>Entrepreneurship</b>	<b>0</b>
ENT3LF101	Forms of Entrepreneurship	5
ENT3LF102	Entrepreneur's Networks and Arenas	5
ENT3LF103	Growth for Entrepreneurship	5
<b>HRMLF-1003</b>	<b>Human Resource Management</b>	<b>0</b>
HRM3LF101	Employer Branding	5
HRM3LF102	Talent Development	5
HRM3LF103	Talent Management	5
HRM3LF104	eHRM	5
HRM3LF105	HR Strategy and Change	5
HRM3LF106	HR Legislation	5
HRM3LF107	Leadership	5
<b>MARLF-1003</b>	<b>Customer Relationship Management and Communication</b>	<b>0</b>
MAR3LF101	BtoB Sales Skills	5
MAR3LF102	Marketing Research Methods	5
MAR3LF103	Innovative Service Design	5
MAR3LF104	Customer Relationship Management	5
MAR3LF105	Branding and Marketing Communications	5
MAR3LF106	International Marketing Research	5
MAR3LF107	International Sales Management	5
MAR3LF108	Growth and Competitive Strategies	5
<b>SCMLF-1003</b>	<b>Supply Chain Management</b>	<b>0</b>
SCM3LF101	Developing SCM	5
SCM3LF102	Strategic Sourcing	5

SCM3LF103	Sustainable SCM	5
SCM3LF104	Quality Management	5
SCM3LF105	SCM Tools and Optimisation	5
SCM3LF106	Procurement Practicalities	5
GLOFREE-1003	FREE-CHOICE STUDIES	15
<b>MAT8LF101</b>	<b>Brush up Business Mathematics</b>	<b>3</b>
<b>SWE8LF103</b>	<b>Brush up Swedish</b>	<b>3</b>
<b>SLF8LF001</b>	<b>Marketing Yourself</b>	<b>3</b>
<b>ENG8LF101</b>	<b>Developing Academic Writing</b>	<b>3</b>
<b>SCM8LF101</b>	<b>Green Product and Package Design</b>	<b>5</b>
<b>SCM8LF102</b>	<b>Circular Economy and SCM</b>	<b>5</b>
<b>ECO8HH101</b>	<b>New Business Models in the Circular Economy</b>	<b>5</b>
<b>IBU8LF101</b>	<b>Doing Business and Working in the Middle East</b>	<b>5</b>
<b>TOO8LF004</b>	<b>SAP Advanced</b>	<b>3</b>
<b>COM8HH005</b>	<b>Video CV</b>	<b>1</b>
<b>COM8HH006</b>	<b>Personal Branding in LinkedIn</b>	<b>1</b>
<b>COM8HH008</b>	<b>Using Instagram for Professional Purposes</b>	<b>1</b>
<b>COM8HH007</b>	<b>Using Twitter for Professional Purposes</b>	<b>1</b>
PLALF-1003	WORK PLACEMENT	30
<b>PLA6LF001</b>	<b>Combination of Basic and Specialisation Work Placement</b>	<b>30</b>
<b>PLA6LF002A</b>	<b>Basic Work Placement</b>	<b>15</b>
<b>PLA6LF002B</b>	<b>Specialisation Work Placement</b>	<b>15</b>
THELF-1003	BACHELOR'S THESIS	15
<b>THE7LF100</b>	<b>Introduction to Thesis</b>	<b>0</b>
<b>THE7LF101</b>	<b>Thesis Planning</b>	<b>0</b>
<b>THE7HH801</b>	<b>Thesis Phase 1</b>	<b>0-5</b>
<b>THE7HH802</b>	<b>Thesis Phase 2</b>	<b>0-5</b>
<b>THE7HH803</b>	<b>Thesis Phase 3</b>	<b>0-5</b>
<b>THE7HH804</b>	<b>Maturity Test</b>	<b>0</b>

**GLOBBA16S19I Degree Programme in International Business Helsinki autumn 2019 Part-time: 210 op****GLOBS-1003 BASIC STUDIES: 75 op****IBU1LF101 Introduction to International Business: 10 op****Osaamistavoitteet**

You have an understanding of the general business framework. You know the purpose and role of different business functions and their connection to international business. You are able to work in a multicultural team and reflect your own professional development. You get insights into the areas of human resource management, supply chain management, accounting, finance and principles of economics.

You identify the general business competencies and understand their importance for your personal development and future career. You know the common recruitment and selection criteria and can apply them both from the employer and applicant perspective. You know the importance of the supply chain and logistics in business operations. You are able to consider the customer orientation and cost efficiency of supply chain management.

You understand the basic cash and transaction flows of a company and can interpret them with accounting concepts. You recognize the basic legal framework of accounting and taxation. You are able to recognize financial services and funding options for business purposes.

You know the basis for competitiveness in international trade, the basics of supply and demand, as well as competition in different market structures.

**Sisältö**

- case companies in the context
- approaches for effective multicultural teamwork
- learning styles
- generic and business competencies
- recruitment and selections
- customer orientation and cost efficiency of supply chain management
- international competitiveness; supply and demand
- competition and market structures
- accounting as a language of business
- financing of an enterprise

**Esitietovaatimukset**

No prerequisites required.

**Arviointikriteerit****Tyydyttävä (1-2)**

Knowledge:

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills:

You can complete given tasks and assignments with assistance.

You need to develop how to apply knowledge.

Competence:

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

Knowledge:

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills:

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence:

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

Knowledge:

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills:

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence:

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **MAT1LF101 Business Mathematics: 5 op**

### **Osaamistavoitteet**

You can solve various business mathematics problems correctly and efficiently using Excel. You are able to evaluate the effect of inflation, time and changes in the currency exchange rates on the value of money. You are able to make calculations related to financial instruments and investments.

### **Sisältö**

Exchanging currencies and currency fluctuations

Consumer Price Index, inflation and purchasing power of money

Simple and compound interest calculation

Periodic payments

Long-term loans

Hire purchase

Annual percentage rate

### **Esitietovaatimukset**

No prerequisites. Nevertheless, students who need to revise mathematics are advised to take MAT8LF101 Brush up Business Mathematics at the same time or before this course.

**Arviointikriteerit****Tyydyttävä (1-2)**

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**Hyvä (3-4)**

You know the key concepts well and can explain how the theories and models function and the tools are used.

You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations.

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**ICT1LF101 Business ICT Skills: 5 op****ENT1LF101 Entrepreneurship: 5 op****Osaamistavoitteet**

You identify and describe key concepts and processes in entrepreneurship. You can assess your current level of entrepreneurial behaviour. You recognize differences in entrepreneurship in different cultures. You can generate and assess business ideas and develop an idea into a business model.

**Sisältö**

Key concepts in entrepreneurship: an entrepreneur, entrepreneurship, a business

Entrepreneurship processes: personal growth to entrepreneurship, from an idea to business model, starting a business

Entrepreneurial competencies

Different forms of entrepreneurship: individual entrepreneurship, intrapreneurship, social entrepreneurship

**Esitietovaatimukset**

No prerequisites.

**Lisätiedot**

Cooperation with the business community

Interviews with entrepreneurs provide insight to the life of entrepreneurs in Finland and abroad.

Internationality

Students investigate and compare entrepreneurship in different cultures.

**MAR1LF101 Basics of Marketing: 5 op****Osaamistavoitteet**

You can identify and describe key concepts and processes in marketing. You are able to collect basic customer data to identify customer needs and problems. You can identify and analyze different dimensions in a small business marketing environment and describe their influence on marketing decisions. You can identify and describe marketing mix decisions in a small business.

**Sisältö**

- Creating customer value & engagement
- Company & marketing strategy
- Analyzing the marketing environment
- Marketing information to gain customer insights
- Consumer & business buying behaviour
- Customer value-driven marketing strategy
- Products, services & brands
- New product development & life cycle
- Marketing channels
- Retailing & wholesaling
- Promotion mix & advertising
- Personal selling & sales promotion
- Digital & social media marketing
- Creating competitive advantage

**Esitietovaatimukset**

No prerequisites required.

**Arviointikriteerit****Tyydyttävä (1-2)**

Knowledge:

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

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You need to develop how to apply knowledge.

Competence:

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**Hyvä (3-4)****Knowledge:**

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**Skills:**

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**Kiitettävä (5)****Knowledge:**

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**SCM1LF101 Basics of Supply Chain Management: 5 op****Osaamistavoitteet**

You understand the role of modern supply chain management (SCM) in creating competitive advantage to a firm from the financial, customer service as well as ethical and environmental perspective. You master the basic SCM concepts, which will help you in communicating with the internal and external stakeholders.

**Sisältö**

Elements and functions of the global supply chain

Features and challenges of international logistics

Purchasing process

Logistics and functions (customer service level, order management, inventory, warehousing, transportation, material handling)

Reverse logistics

Logistics service providers and logistics services

Financial importance and competitive advantages of SCM

Sustainable SCM (environment & ethics)

Role and risks of outsourcing

Customer service via sourcing and logistics

Incoterms

**Esitietovaatimukset**

No prerequisites.

**Lisätiedot**



Cooperation with the business community  
Visiting lecturers from companies.

Internationality  
Global supply chain management cases are used.

## **HRM1LF101 Basics of Human Resource Management: 5 op**

### **Osaamistavoitteet**

You understand the role and added value HRM delivers to organisational performance and how it relates to strategy. You can describe the goals and processes of each HRM area. You recognise the rights and obligations labour law and the tripartite system sets for the employee and employer. You understand the ethical issues in HR management and business process outsourcing.

### **Sisältö**

- HRM process including HR strategy and planning, recruitment and selection, performance management, rewarding, wellbeing at work, health and safety, training and development and exit management
- Labour law from the employee's perspective including employment contracts, tripartite system, collaborative negotiations, discipline and grievance
- CSR from the HR viewpoint
- HR outsourcing

### **Esitietovaatimukset**

No prerequisites.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
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## **ACC1LF101 Basics of Financial Management: 5 op**

### **Osaamistavoitteet**

In this course you will learn some basic accounting-finance concepts you will use for your entire professional career.

If you engage, participate actively work & study, you will be able to understand financial statements and use various accounting methods for decision-making purposes.

You will be able to interpret the content of financial statements with the help of main financial ratios. You will be able to make distinction between different cost types and understand the cost behavior and its implications to profitability calculations.

You will be able to use cost-volume-profit analysis for different purposes like sensitivity analysis and price-setting.

You will be able to use basic cost allocation methods for decision-making purposes.

You will be able to prepare basics income statement and cash budget.

You will be able to use basic tools for efficient working capital management.

### **Sisältö**

- financial statement analysis
- working capital
- variable and fixed costs
- cost-volume-profit analysis
- cost allocation
- budgeted income statement and cash flow

### **Arviointikriteerit**

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## **IBU1LF102 Selling to Export Markets: 5 op**

### **Osaamistavoitteet**

You are able to sell a project to a commissioning company and learn how to build a strong relationship with them. You learn how to keep the company updated (show your accountability and progress) and how to make good use of the feedback they provide to you. You learn to make an international market research in a systematic way by using reliable sources of information and appropriate theoretical tools (secondary research). You get confident in contacting potential foreign customers and other valuable parties to get business information from them (primary research). Finally, you are able to evaluate the market entry options for the company and to make fact based recommendations for them.

### **Sisältö**

- B-to-B sales skills
- selling a project idea to a commissioning company
- evaluating the organizational readiness to internationalize
- evaluating the suitability of the company's offering for foreign markets
- screening countries to identify a promising target market
- justifying the choice of the target country
- assessing the market potential of the chosen market
- analysing the international value chain
- identifying and evaluating potential foreign business partners and direct customers and
- contacting them personally to find out their purchasing interest
- estimating the company's sales potential in the target country
- recommendations how to enter the target market and how to position the product/service on the market
- interim and final reporting face-to-face with the commissioning company

### **Esitietovaatimukset**

Prerequisite: IBU1LF101 Introduction to International Business.

IBU1LF103 Internationalisation of a Firm is recommended to be studied at the same time.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
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## **IBU1LF103 Internationalisation of a Firm: 5 op**

### **Osaamistavoitteet**

You identify the reasons why companies internationalise (push and pull factors). You understand the history of internationalisation processes and strategies of firms. You understand why and how multinational companies operate (location, communication, decision-making etc.). You have a holistic picture of SME's and MNC's challenges while selling to global markets. You are able to assess and compare the suitability of the various market entry modes and understand the optional ways to grow in the selected markets. You understand the partner network creation process of a company. You recognize the different strategic options of the company to make a reliable market assessment.

### **Sisältö**

Terminology and definitions

Reasons for companies to internationalise

Prerequisites for successful internationalisation/globalisation

Cultural Environment of International Business

Ethics, Corporate Social Responsibility, Sustainability and Governance in International Business Operations

Internationalisation processes of firms

Market entry strategies (export entry modes, FDIs, contractual entry modes, projects)

Organisational participants that make international business happen

Partners, networks and international value chain

International business strategy (global, transnational, multidomestic, international)

Target market screening and selection

Market size assessment

### **Esitietovaatimukset**

Prerequisite: IBU1LF101 Introduction to International Business. IBU1LF102 Selling to Export Markets is recommended to be studied at the same time.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Knowledge

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**Skills**

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**Competence**

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**Hyvä (3-4)****Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

**Skills**

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

**Competence**

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**Kiitettävä (5)****Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

**Skills**

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

**Competence**

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**Hyväksytty, hylätty**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).

**ECO1LF101 International Economics: 5 op****Osaamistavoitteet**

Students develop their knowledge of International Economics.

**Sisältö****Macroeconomics**

- economic growth, unemployment and inflation
- money
- fiscal and monetary policy

**International Economics**

- classical and modern trade theories

- trade policy
- exchange rates
- exchange rate mechanisms
- WTO, economic integration

**Esitietovaatimukset**

No prerequisites.

**Arviointikriteerit****Tyydyttävä (1-2)****Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

**Skills**

You can complete given tasks and assignments with assistance.

You need to develop how to apply knowledge.

**Competence**

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)****Knowledge:**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

**Skills:**

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

**Competence**

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)****Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

**Skills**

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

**Competence**

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## ICT1LF102 ERP and Project Management: 5 op

### Osaamistavoitteet

You have qualifications for project management (PM) and are familiar with project planning, well-managed implementing and finishing projects. You are introduced into modern ERP (Enterprise Resource Planning) information systems. You utilize ERP systems' basic functionalities and run business processes within the system.

### Sisältö

The course is divided into two major parts, project management and an ERP part. The ERP part of the course will be done with SAP.

### Esitietovaatimukset

Prerequisite: ICT1LF101 Business ICT Skills or equivalent competence. Prerequisite

### Lisätiedot

Cooperation with the business community

ERP systems are widely used in all business sectors globally.

### Arviointikriteerit

#### Tyydyttävä (1-2)

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

#### Hyvä (3-4)

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations. You can critique your own practice and identify ways to improve.

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### Kiitettävä (5)

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## BUS1LF101 Sustainable Business: 5 op

**Osaamistavoitteet**

You identify the minimum requirements set by the laws and regulations and recognise ethical conduct beyond them. You have legal knowledge necessary for conducting basic business procedures and you understand the basic legal concepts and logical rules necessary for independent use of sources of law.

You have developed awareness of sustainability and skills to enhance sustainable business values in terms of people, planet and profit. You understand the various motives to invest in sustainability as well as the impact of sustainability in the competitiveness of a company. You understand what it means to embed and integrate sustainability in business environments. You know the basics of analysing sustainability reports of companies. You know the basic concepts of contract and competition law.

**Sisältö**

Legal environment and norms  
International sustainability standards  
Legal personality and legal actions  
Sustainability reports  
Sustainability and financial performances  
Business trade and ethics  
Contracts: formation and invalidity and ethics  
Consumer trade and ethics  
Competition law and ethics  
Corporate law, code of conduct  
Sustainable supply chain management  
Creating customer value through sustainability

**Esitietovaatimukset**

No prerequisites.

**Lisätiedot**

Cooperation with the business community  
The course deals with sustainability reports of companies.

**Internationality**

The content of the course deals with sustainability challenges of global companies.

**Arviointikriteerit****Tyydyttävä (1-2)****Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

**Skills**

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

**Competence**

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)****Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools



are used. You have a general view of the subject matter.

#### Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

#### Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

### **Kiitettävä (5)**

#### Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

#### Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

#### Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **IBU1LF104 International Trade Practicalities and Business Law: 5 op**

### **Osaamistavoitteet**

You identify the international transactions and trade practicalities both from exporter's (seller) and importer's (buyer) perspective. You recognise the risks related to international trade and how to manage them. You will be confident in doing international business in practice. You understand the legal framework of international business and will be able to do business in the international legal context.

### **Sisältö**

International legal context

The risks in international business and managing them

Trade and competition laws of the European Union

International contracts

Intellectual property rights and their applications in digitalised world

Documents related to international business

Methods of international payments

Customs related issues

Cost elements related to export/import

Conflicts of laws and jurisdiction

Dispute resolution

### **Esitietovaatimukset**

No prerequisites.

### **Lisätiedot**

Cooperation with the business community

Guest speaker from an international company.

Internationality

All cases and exercises are related to export/import.

**Arviointikriteerit****Tyydyttävä (1-2)**

## Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

## Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

## Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

## Knowledge

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

## Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

## Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

## Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

## Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

## Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**GLOLS-1003 LANGUAGE AND COMMUNICATION STUDIES: 25 op****COM1LF101 International Business Communication: 5 op****Osaamistavoitteet**

You communicate in an effective manner both in writing and orally to an audience from different cultural backgrounds. You have developed your business vocabulary in English, and learnt to find and discern high quality information from a variety of sources. You know how to refer to sources and avoid plagiarism. You have developed your critical thinking skills and convey convincing arguments.

You know how to communicate in meetings and effectively network and build relationships with the business community. You know your personal communication style and have developed your intercultural competence. You have strengthened your selling skills and public speaking.

**Sisältö**

written communication skills (reports, emails, essay, summary, reflective narrative)  
referencing, avoiding plagiarism  
idea formulation and argumentation  
information literacy, visualizing information  
business vocabulary  
interpersonal communication skills  
personal communication style  
group communication  
intercultural communication  
personal selling  
public speaking and networking skills  
critical reflection skills

**Esitietovaatimukset**

No prerequisites

**Arviointikriteerit****Tyydyttävä (1-2)**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).

**Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

**Skills**

You can complete given tasks and assignments with assistance.

You need to develop how to apply knowledge.

**Competence**

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)****Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

**Skills**

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

**Competence**

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)****Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates

to other disciplines.

#### Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

#### Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **FIN1LF101 Finnish for Foreigners 1: 5 op**

### **Osaamistavoitteet**

You manage orally in routine everyday situations, you know the elementary structures and vocabulary of Finnish language and you can write a short and simple text about yourself. You are familiar with the Finnish culture and customs related to the topics of the course. Your target level on the Common European Framework of Reference for Languages CEFR is A1.

### **Sisältö**

- basics of pronunciation
- greetings, numbers and time expressions
- family
- weather
- everyday life
- basic structures and vocabulary for everyday needs
- basic culture elements

### **Esitietovaatimukset**

No prerequisites.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

(Min. 40% competence level)

Developmental competence

Knowledge: Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills: Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence: In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

(Min. 70% competence level)

Functionally proficient

Knowledge: Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills: Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence: In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

### **Kiitettävä (5)**

(Min. 90% competence level)

Mastery

Knowledge: Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills; Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competence: In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

### **Hyväksytty, hylätty**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).

## **FIN1LF102 Finnish for Foreigners 2: 5 op**

### **Osaamistavoitteet**

Your capacity to talk has further developed, your command of the elementary structures has expanded and your vocabulary for everyday life situations has broadened. You are able to participate in everyday communication and read and write short texts in Finnish. You have gained language and culture basic skills to the extent that you are able to use the surrounding language environment to develop your language skills further. Your target level on the Common European Framework of Reference for Languages CEFR is A2.1.

### **Sisältö**

pronunciation

housing

travelling

food and drink

professions and work

expressing place and direction

basic structures and vocabulary for everyday needs

basic culture elements

### **Esitietovaatimukset**

Prerequisite: Finnish for Foreigners 1 or equivalent competence (about 5 cr of previous studies).

**Lisätiedot**

Course teacher(s)

Hanna Tani, Tuula Jäppinen

**Arviointikriteerit****Tyydyttävä (1-2)**

Grade 1 (40 %)

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

Grade 3 (70 %)

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

Grade 5 (90%)

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**Hyväksytty, hylätty**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).

## FIN1LF103 Finnish for Foreigners 3: 5 op

### Osaamistavoitteet

You can discuss familiar topics in everyday life. You develop your oral and writing skills. You are familiar with the Finnish culture and customs related to the topics of the course. Your target level on the Common European Framework of Reference for Languages CEFR is A2.2.

### Sisältö

- Travelling
- The Finnish summer cottage, sauna and nature
- Health issue, going to a doctor
- Free time activities and hobbies
- The past tense of verbs (imperfekti)
- The construction `have to`
- The forms of object

### Esitietovaatimukset

Prerequisite: Finnish for Foreigners 2 or equivalent (about 10 cr of previous studies)

### Arviointikriteerit

#### Tyydyttävä (1-2)

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course. Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge. In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

#### Hyvä (3-4)

Your knowledge of the language is good in view of the projected learning outcomes of the course. Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve. In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### Kiitettävä (5)

Your knowledge of the language is excellent in view of the projected learning outcomes of the course. Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations. In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## FIN1LF104 Finnish for Foreigners 4: 5 op

### Osaamistavoitteet

You can handle a variety of everyday life situations. You can tell about your studies and work experience and write your CV in Finnish. You have deepened your oral and writing skills. Your target

level on the Common European Framework of Reference for Languages CEFR is A2.2 - B1.

### **Sisältö**

- communication in offices
- education and work experience
- applying for a job in Finland
- shopping
- past tenses of verbs (perfekti, pluskvamperfekti)
- plural forms of nouns

### **Esitietovaatimukset**

Prerequisite: Finnish for Foreigners 3 or equivalent (about 15 cr of previous studies).

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course. Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge. In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

Your knowledge of the language is good in view of the projected learning outcomes of the course. Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve. In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

Your knowledge of the language is excellent in view of the projected learning outcomes of the course. Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations. In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **FIN1LF105 Finnish Business Communication (for Finnish Students): 5 op**

### **Osaamistavoitteet**

This course has practical orientation, drawing on both theoretical knowledge and personal communication skills. You are familiar with different areas of corporate communications as well as with the linguistic and stylistic conventions of business writing in Finnish. You are able to write effective and reader-friendly messages and documents and you can prepare a professional report in Finnish. You are aware of the importance and strategic role of communication in companies and other organizations.

### **Sisältö**

- Functions of corporate communication



- Business writing in various situations
- Written report (project work)
- Language planning

**Esitietovaatimukset**

No prerequisites. The course language of instruction is Finnish.

**Arviointikriteerit****Tyydyttävä (1-2)**

Knowledge:

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

Knowledge:

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competence:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**FIN8LF101 Finnish for Exchange Students: 5 op****Osaamistavoitteet**

During this course you will learn the elementary vocabulary and structures of Finnish language needed in routine everyday situations. You have a chance to practice and improve your independent language learning skills and you learn to use the surrounding language environment to improve your Finnish skills. You will also familiarize yourself with the basic characteristics of Finnish language, culture and habits related to everyday life.

### **Sisältö**

- Basics of the pronunciation
- Vocabulary and key phrases for everyday and studying needs: e.g. greetings, basic small talk phrases and complements, numbers, question words, food, everyday items and frequent verbs
- Asking and giving basic information in everyday situations
- Shopping and ordering
- Introduction to expressing time, place and direction
- Information about Finland and the Finnish culture

### **Esitietovaatimukset**

No prerequisites. This course is for exchange students only.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Knowledge:

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

Knowledge:

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope

in spontaneous situations.

Competence:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **FRE8LF101 French 1: 5 op**

### **Osaamistavoitteet**

You can manage orally in basic everyday situations, know the elementary structures of the language and can write a short and simple text. You are also familiar with the basic cultural aspects of the language area when it comes to everyday and working life. Your target level on the Common European Framework of Reference for languages is A1.

### **Sisältö**

basics of pronunciation

vocabulary to introduce yourself and describe your environment

basic structures of the language

first steps in speaking the language

basic writing skills

basic culture elements

### **Esitietovaatimukset**

No prerequisites.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Knowledge

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge

Competence

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

Knowledge

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

## Knowledge

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

## Skills

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

## Competence

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**Hyväksytty, hylätty**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).

**FRE8LF102 French 2: 5 op****Osaamistavoitteet**

After completing the course, your capacity to talk has further developed, your command of the elementary structures has expanded and your vocabulary for everyday and working life situations has broadened. You are able to read and write short texts in the language. You have gained language and culture basic skills to the extent that you are ready to start further developing your skills in the language toward working life purposes. Your target level on the Common European Framework of Reference for languages is A1–A2.

**Sisältö**

vocabulary for basic everyday and working life situations

central structures of the language

basic oral skills

reading and writing skills

cultural knowledge

**Esitietovaatimukset**

Prerequisite: French 1 or equivalent competence (5 credits of earlier studies).

**Arviointikriteerit****Tyydyttävä (1-2)**

## Knowledge

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

## Skills

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

## Competence

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

## Knowledge

Your knowledge of the language is good in view of the projected learning outcomes of the course.

## Skills

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

## Competence

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

## Knowledge

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

## Skills

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

## Competence

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**Hyväksytty, hylätty**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).

**FRE8LF103 French 3: 5 op****Osaamistavoitteet**

You are able to discuss familiar topics in everyday and working life. You are familiar with basic business terminology in the language. You have deepened your oral and writing skills toward working life needs. You are familiar with ordinary communication situations in business, such as presentations and customer service related situations. You are aware of the key business culture features of the language area. Your target level on the Common European Framework of Reference for Languages CEFR is A2–B1.

**Sisältö**

review of the key structures of the language and introduction to more advanced structures

central vocabulary and structures for general business communication

writing skills for basic business texts

active participation in ordinary business communication situations

basic skills for presentations on business-related subjects

**Esitietovaatimukset**

Prerequisites: French 1 and 2 or equivalent competence (10 credits of earlier studies).

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

##### Knowledge

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

##### Skills

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

##### Competence

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

##### Knowledge

Your knowledge of the language is good in view of the projected learning outcomes of the course.

##### Skills

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

##### Competence

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

##### Knowledge

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

##### Skills

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

##### Competence

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

#### **Hyväksytty, hylätty**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).

## **FRE8LF104 French 4: 5 op**

### **Osaamistavoitteet**

ou are able to handle a variety of business-related subjects in the language, are acquainted with business terminology in the language and are familiar with corporate culture and business life in the language area. You are also able to make presentations and handle typical customer services situations. You can write business-related documents in the language. Your target level on the Common European Framework of Reference for Languages CEFR is B1.

**Sisältö**

vocabulary and structures for business communication  
more advanced skills for presentations on business-related subjects  
oral tools for customer-related situations  
writing skills for business-related documents

**Esitietovaatimukset**

Prerequisites: French 1, 2 and 3 or equivalent competence (15 credits of earlier studies).

**Arviointikriteerit****Tyydyttävä (1-2)**

## Knowledge

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

## Skills

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge

## Competence

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

## Knowledge

Your knowledge of the language is good in view of the projected learning outcomes of the course.

## Skills

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

## Competence

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

## Knowledge

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

## Skills

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

## Competence

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language

and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

### **Hyväksytty, hylätty**

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).

## **GER8LF101 German 1: 5 op**

### **Osaamistavoitteet**

You can manage orally in basic everyday situations, know the elementary structures of the language and can write a short and simple text. You are also familiar with the basic cultural aspects of the language area when it comes to everyday and working life. Your target level on the Common European Framework of Reference for languages is A1.

### **Sisältö**

- basics of pronunciation
- vocabulary to introduce yourself and describe your environment
- basic structures of the language
- first steps in speaking the language
- basic writing skills
- basic culture elements

During the language studies, students can participate in an official language test "Goethe-Test Pro German for Professionals". The official certificate may increase the professional value of your German studies.

### **Esitietovaatimukset**

No prerequisites.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Knowledge:

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the



course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

Knowledge:

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competences:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **GER8LF102 German 2: 5 op**

### **Osaamistavoitteet**

After completing the course, your capacity to talk has further developed, your command of the elementary structures has expanded and your vocabulary for everyday and working life situations has broadened. You are able to read and write short texts in the language. You have gained language and culture basic skills to the extent that you are ready to start further developing your skills in the language toward working life purposes. Your target level on the Common European Framework of Reference for languages is A1–A2.

### **Sisältö**

- vocabulary for basic everyday and working life situations
- central structures of the language
- basic oral skills
- reading and writing skills
- cultural knowledge

â€ˆDuring the language studies, students can participate in an official language test "Goethe-Test Pro - German for Professionals". The official certificate may increase the professional value of your German studies.

### **Esitietovaatimukset**

Prerequisite: German 1 or equivalent competence (5 credits of earlier studies).

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Knowledge:

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

Knowledge:

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competences:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **GER8LF103 German 3: 5 op**

### **Osaamistavoitteet**

You are able to discuss familiar topics in everyday and working life. You are familiar with basic business terminology in the language. You have deepened your oral and writing skills toward working life needs. You are familiar with ordinary communication situations in business, such as presentations and customer service related situations. You are aware of the key business culture features of the language area. Your target level on the Common European Framework of Reference for Languages CEFR is A2–B1.

### **Sisältö**

- review of the key structures of the language and introduction to more advanced structures
- central vocabulary and structures for general business communication
- writing skills for basic business texts
- active participation in ordinary business communication situations
- basic skills for presentations on business-related subjects

During the language studies, students can participate in an official language test "Goethe-Test Pro - German for Professionals". The official certificate may increase the professional value of your German studies.

### **Esitietovaatimukset**

Prerequisites: German 1 and 2 or equivalent competence (10 credits of earlier studies).

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Knowledge:

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

Knowledge:

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competences:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **GER8LF104 German 4: 5 op**

**Osaamistavoitteet**

You are able to handle a variety of business-related subjects in the language, are acquainted with business terminology in the language and are familiar with corporate culture and business life in the language area. You are also able to make presentations and handle typical customer services situations. You can write business-related documents in the language. Your target level on the Common European Framework of Reference for Languages CEFR is B1.

**Sisältö**

- vocabulary and structures for business communication
- more advanced skills for presentations on business-related subjects
- oral tools for customer-related situations
- writing skills for business-related documents

During the language studies, students can participate in an official language test "Goethe-Test Pro - German for Professionals". The official certificate may increase the professional value of your German studies.

**Esitietovaatimukset**

Prerequisites: German 1, 2 and 3 or equivalent competence (15 credits of earlier studies).

**Arviointikriteerit****Tyydyttävä (1-2)**

Knowledge:

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

Knowledge:

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competences:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **SPA8LF101 Spanish 1: 5 op**

### **Osaamistavoitteet**

You can manage orally in basic everyday situations, know the elementary structures of the language and can write a short and simple text. You are also familiar with the basic cultural aspects of the language area when it comes to everyday and working life. Your target level on the Common European Framework of Reference for languages is A1.

### **Sisältö**

- Basics of pronunciation
- Vocabulary to introduce yourself and describe your environment
- Basic structures of the language
- First steps in speaking the language
- Basic writing skills
- Basic culture elements

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Knowledge:

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

## Knowledge:

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

## Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

## Competence:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**SPA8LF102 Spanish 2: 5 op****Osaamistavoitteet**

After completing the course, your capacity to talk has further developed, your command of the elementary structures has expanded and your vocabulary for everyday and working life situations has broadened. You are able to read and write texts in the language. You have gained language and culture basic skills to the extent that you are ready to start further developing your skills in the language toward working life purposes. Your target level on the Common European Framework of Reference for languages is A1–A2.

**Sisältö**

- Vocabulary for basic every day and working life situations
- Central structures of the language in the past tense
- Spoken skills in Spanish
- Reading, writing and comprehensive skills
- Cultural knowledge in Spanish and Latin American contexts

**Esitietovaatimukset**

Prerequisite: Spanish 1 or equivalent competence (5 credits of earlier studies).

**Arviointikriteerit****Tyydyttävä (1-2)**

## Knowledge:

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

## Skills:

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

## Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

## Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

**Skills:**

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

**Competence:**

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)****Knowledge:**

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

**Skills:**

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

**Competence:**

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**SPA8LF103 Spanish 3: 5 op****Osaamistavoitteet**

You are able to discuss familiar topics in everyday and working life. You are familiar with basic business terminology in the language. You have deepened your oral and written skills toward working life needs. You are familiar with ordinary communication situations in business, such as presentations and customer service related situations. You are aware of the key business culture features of the language area. Your target level on the Common European Framework of Reference for Languages CEFR is A2–B1.

**Sisältö**

review of the key structures of the language and introduction to more advanced structures  
central vocabulary and structures for general communication  
written skills for basic texts  
active participation in ordinary business communication situations  
basic skills for presentations on business-related subjects

**Esitietovaatimukset**

Spanish 1 and 2 or equivalent (10 credits of earlier studies).

**Arviointikriteerit****Tyydyttävä (1-2)****Knowledge:**

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

**Skills:**

Your skills allow you to complete the given tasks and assignments with assistance. You need to

develop how to apply your knowledge.

Competence:

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

Knowledge:

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills:

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence:

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

Knowledge:

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills:

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competence:

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **SPA8LF104 Spanish 4: 5 op**

### **Osaamistavoitteet**

You are able to handle a variety of business-related subjects in the language, are acquainted with business terminology in the language and are familiar with corporate culture and business life in the language area. You are also able to make presentations and handle typical customer services situations. You can write business-related documents in the language. Your target level on the Common European Framework of Reference for Languages CEFR is B1.

### **Sisältö**

vocabulary and structures for business communication

more advanced skills for presentations on business-related subjects

oral tools for customer-related situations

writing skills for business-related documents

### **Esitietovaatimukset**

Prerequisites: Spanish 1, 2 and 3 or equivalent competence (15 credits of earlier studies).



**Arviointikriteerit****Tyydyttävä (1-2)****Knowledge:**

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

**Skills:**

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

**Competence:**

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

**Hyvä (3-4)****Knowledge:**

Your knowledge of the language is good in view of the projected learning outcomes of the course.

**Skills:**

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

**Competence:**

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)****Knowledge:**

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

**Skills:**

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

**Competence:**

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**SWE8LF101 Swedish 1: 5 op****Osaamistavoitteet**

You can manage orally in basic everyday situations, know the elementary structures of the language and can write a short and simple text. You are also familiar with the basic cultural aspects of the language area when it comes to everyday and working life. Your target level on the Common European Framework of Reference for languages is A1.

**Sisältö**

Basics of pronunciation  
Vocabulary to introduce yourself and describe your environment  
Basic structures of the language  
First steps in speaking the language  
Basic writing skills  
Basic culture elements

**Esitietovaatimukset**

Materials to be announced in the implementation plan.

**Lisätiedot**

Cooperation with the business community  
Real business based examples and cases, guest speakers, or company visits as appropriate.

**Internationality**

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

**Arviointikriteerit****Tyydyttävä (1-2)****Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

**Skills**

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

**Competence**

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)****Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

**Skills**

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

**Competence**

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)****Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

**Skills**

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

**Competence**

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **SWE8LF102 Swedish 2: 5 op**

### **Osaamistavoitteet**

Your capacity to talk further develops, your command of the elementary structures expands and your vocabulary for everyday and working life situations broadens. You are able to read and write short texts in the language. You gain language and culture basic skills to the extent that you are ready to start further developing your skills in the language toward working life purposes. Your target level on the Common European Framework of Reference for languages is A1–A2.

### **Sisältö**

Vocabulary for basic everyday and working life situations  
Central structures of the language  
Basic oral skills  
Reading and writing skills  
Cultural knowledge

### **Esitietovaatimukset**

Prerequisite: Swedish 1 or equivalent competence (5 credits of earlier studies).

### **Lisätiedot**

Cooperation with the business community  
Business based examples and cases, guest speakers, or company visits as appropriate.

### **Internationality**

International and global business approach to course themes and topics, contributions by multicultural student groups and company cooperation.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

#### **Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

#### **Skills**

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

#### **Competence**

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

#### **Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

#### **Skills**

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

#### **Competence**

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can

perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)****Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

**Skills**

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

**Competence**

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**SWE1LF101-1003 Swedish Business Communication: 0 op****SWE1LF101A Business Swedish / Written (for Finnish Students): 2.5 op****Osaamistavoitteet**

You are able to handle a variety of business-related subjects in Swedish. You are acquainted with business terminology and are familiar with the business life and culture in the Scandinavian language area. You can write business-related documents in Swedish. Your target level on the Common European Framework of Reference for Languages (CEFR) is B2.

**Sisältö**

vocabulary and structures for business communication  
more advanced skills for presentations on business-related subjects  
writing skills for business-related documents

**Esitietovaatimukset**

This course has to be taken together with SWE1LF101B Business Swedish /Oral.

The starting level should be B1 on the Common European Framework of References for Languages (CEFR). Students who need to revise their Swedish skills are advised to take SWE8LF103 Brush up Swedish before this course.

**Arviointikriteerit****Tyydyttävä (1-2)**

**Knowledge:** Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

**Skills:** Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

**Competence:** In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

**Knowledge:** Your knowledge of the language is good in view of the projected learning outcomes of

the course.

**Skills:** Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

**Competence:** In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

**Knowledge:** Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

**Skills:** Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

**Competence:** In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **SWE1LF101B Business Swedish / Oral (for Finnish Students): 2.5 op**

### **Osaamistavoitteet**

You are able to orally handle a variety of business-related subjects in Swedish. You are acquainted with business terminology and are familiar with the business life and culture in the Scandinavian language area. You are also able to make presentations and handle typical customer services situations. Your target level on the Common European Framework of Reference for Languages (CEFR) is B2.

### **Sisältö**

vocabulary and structures for business communication  
more advanced skills for presentations on business-related subjects  
oral tools for customer-related situations

### **Esitietovaatimukset**

This course has to be taken together with SWE1LF101A Business Swedish /Written.

The starting level should be B1 on the Common European Framework of References for Languages (CEFR). Students who need to revise their Swedish skills are advised to take SWE8LF103 Brush up Swedish before this course.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

**Knowledge:** Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

**Skills:** Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

**Competence:** In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

Knowledge: Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills: Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence: In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

Knowledge: Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills: Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competence: In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**GLOSS-1003 SPECIALISATION STUDIES: 50 op****IBU3LF101 Specialisation Project: 5 op****Osaamistavoitteet**

You manage the different stages of a project effectively by implementing a project for a client company. You can propose development suggestions for business operations. You manage relationships with your team members and collaborators.

**Sisältö**

- a commissioned project with a company acquired by the student
- alternatively, you can participate in a Haaga-Helia RDI project or a project assigned by the teachers or StartUp School
- planning, scheduling, implementing and managing a project in practice
- monitoring and reporting the project outcome

**Esitietovaatimukset**

Minimum of two specialisation level courses

**Lisätiedot**

Find a company to make a project for!

**Arviointikriteerit****Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
- Skills: - You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

- Competence: You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance

#### **Hyvä (3-4)**

- Knowledge: You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.
- Skills: You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.
- Competence: You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

- Knowledge: You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

### **ACCLF-1003 Financial Management: 0 op**

### **ACC3LF101 Financial Accounting: 5 op**

#### **Osaamistavoitteet**

You understand the logic of double entry book keeping. You record business transactions for a firm. You are able to prepare accounts and financial statements for a company and run different types of accounting reports. You prepare statutory financial statements for a firm based on Finnish generally accepted accounting principles. You know how to record, calculate and prepare filings related to value added tax in domestic trade. You coordinate efficient control and audit processes for a firm and liaise with auditors.

#### **Sisältö**

- accounting principles and double-entry bookkeeping
- value added tax
- accounting cycle of a firm
- closing of the financial year
- financial statements
- audit processes

#### **Esitietovaatimukset**

ACC1LF101 or equivalent introductory course to business management.

#### **Arviointikriteerit**

##### **Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
- Skills: - You can complete given tasks and assignments with assistance. You need to develop how

to apply knowledge.

- Competence: You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance

#### **Hyvä (3-4)**

- Knowledge: You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

- Skills: You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

- Competence: You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

- Knowledge: You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **ACC3LF102 Business Controlling and Analytics: 5 op**

### **Osaamistavoitteet**

Once you complete this course, if you study and work hard, engage and participate during the course, you will be able to plan, control and analyse profitability at different levels of operations and in different business fields, also constructing spreadsheet models.

You can cope with practical accounting problems in different decision-making situations using relevant information for profitability and pricing. You understand the costs associated with manufacturing products or providing services and effectively control costs by understanding the activities that drive costs. You can interpret, discuss, report and present the best solutions based on the accounting information.

### **Sisältö**

- value chain in a business
- role of managerial accounting in depth
- business and customer profitability analysis using different tools
- job costing and process costing
- ABC costing, lean production and total quality management
- relevant information for short term decisions
- cost and project controlling
- sustainability using environmental management accounting systems

### **Esitietovaatimukset**

ACC1LF101 - Basics of Financial Management

ACC3LF101 - Financial Accounting

### **Arviointikriteerit**



**Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
- Skills: - You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.
- Competence: You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance

**Hyvä (3-4)**

- Knowledge: You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.
- Skills: You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.
- Competence: You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

- Knowledge: You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**ACC3LF103 Financial Statement Analysis: 5 op****Osaamistavoitteet**

You identify and calculate the major categories of ratios for assessing the financial performance and position of a business. You define, calculate and interpret key financial ratios in terms of profitability, liquidity and solvency. You prepare a common-sized analysis as well a trend analysis. You understand ratings from major different institutions worldwide. You use Excel in a professional manner to analyse data and make conclusions based on statistical analysis. You apply the knowledge to a case company. You will be able to discuss the results and improve your analytical skills.

**Sisältö**

formulas for the ratios: profitability, liquidity cycle and solvency  
interpreting key ratios by comparison in words  
key ratio indicators by business field using a median indicator and combination ratios  
descriptive statistics, correlation, regression and trend analysis  
cross tabulations and graphical presentation  
statistical inference

**Esitietovaatimukset**

ACC3LF101 or equivalent introductory course to accounting.

**Arviointikriteerit****Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
- Skills: - You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.
- Competence: You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance

**Hyvä (3-4)**

- Knowledge: You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.
- Skills: You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.
- Competence: You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

- Knowledge: You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**FIE3LF101 Introduction to Corporate Finance: 5 op****Osaamistavoitteet**

You recognize and understand the effects of risk and return for an enterprise. You understand the role of finance function of a company and you can make financial decisions related to working capital management, capital structure, payout policy, mergers and acquisitions. You can show detailed understanding of the decisions of financial management. You understand corporate control issues in different corporate funding situations. You can evaluate capital investment proposals of a company.

**Sisältö**

basic concepts of financial decision making and financial planning  
corporate financing sources  
time value of money  
equity and debt finance  
capital investment decisions  
cost of capital and capital structure  
mergers, acquisitions and corporate control  
principles of corporate valuation

**Esitietovaatimukset**

Prerequisites: ACC1LF101 Basics of Financial Management and MAT1LF101 Business Mathematics.

**Lisätiedot**

Cooperation with the business community  
Guest lecturers and project/case study work

Internationality

An international case company and benchmarking the closest competitors in multicultural student teams.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

Knowledge

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **ACC3LF104 Budgeting and Performance Evaluation: 5 op**

### **Osaamistavoitteet**

You can prepare operational and financial budgets and measure performance against the targets. You are able to estimate revenues, expenses and resources over a certain period, including

financing of the planned actions. You apply different budgeting techniques. You monitor and evaluate the business performance against the set goals. You present and communicate effectively the financial information within the organization. You make a qualitative research in the field of budgeting or performance evaluation

### **Sisältö**

- master budget of a company
- forecasting and budgeting methods
- flexible budgets and variance analysis
- goal setting and measuring against the targets
- key performance indicators
- balance scorecard
- qualitative research method

### **Esitietovaatimukset**

ACC1LF101 - Basics of Financial Management

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
- Skills: - You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.
- Competence: You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance

#### **Hyvä (3-4)**

- Knowledge: You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.
- Skills: You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.
- Competence: You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

- Knowledge: You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **FIE3LF102 Investment Management: 5 op**

### **Osaamistavoitteet**

You understand key roles and operations of financial markets. You can link theories and practices of investment management. You can prepare and analyse corporate valuations. You will be able to

show detailed understanding of the decisions related to corporate valuation. You understand valuation principles of financial instruments. You can analyse alternative investment decision and alternative funding sources. You recognize and understand the effects of capital markets in financial decision-making situations.

### **Sisältö**

capital market operations in corporate funding situations  
corporate valuation in practice  
company analysis in equity and debt finance situations  
valuation of stocks, bonds and derivative instruments  
portfolio management issues  
investor behaviour in decision making

### **Esitietovaatimukset**

Prerequisite: FIE3LF101 Introduction to Corporate Finance.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
- Skills: - You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.
- Competence: You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance

#### **Hyvä (3-4)**

- Knowledge: You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.
- Skills: You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.
- Competence: You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

- Knowledge: You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **FIE3LF103 International Finance: 5 op**

### **Osaamistavoitteet**

You are equipped with tools and theory to understand and analyse the international economic environment and the processes of international financial management. You identify financial systems and how they are structured. You can operate in the international financial markets and banking

environment and are familiarised with foreign exchange markets and international trade. You recognize methods to manage foreign exchange and credit risk, including derivative instruments and how financial markets are different. You identify the various risks that businesses face in their daily operations in a competitive global environment. You also recognize and understand bank related risks and risk mitigation.

**Sisältö**

financial institutions  
international banking: commercial and investment banking  
foreign exchange markets  
interbank markets and role of central banks  
trade and project finance  
bank and corporate risk management

**Esitietovaatimukset**

Prerequisite: FIE3LF101 Introduction to Corporate Finance.

**Lisätiedot**

Cooperation with the business community  
Guest lectures, partner company co-operations

**Internationality**

An international case company and benchmarking the closest competitors in multicultural student teams.

**Arviointikriteerit****Tyydyttävä (1-2)****Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

**Skills**

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

**Competence**

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)****Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

**Skills**

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

**Competence**

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)****Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories,

models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

#### Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

#### Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **ACC3LF107 Advanced Financial Accounting: 5 op**

### **Osaamistavoitteet**

You will broaden your knowledge in selected areas of financial accounting. You can prepare cash flow statement for a firm and understand the requirements for full statutory financial statement information. You use the basic international tax rules applicable in international trade e.g. cross border VAT and transfer pricing. You know how to define taxable profit and calculate the final tax expense for different forms of business organization. You can communicate financial information to various stakeholders.

### **Sisältö**

- cash flow statement
- notes to the financial statements
- foreign currency translations
- cross border VAT
- taxable profit, tax expense, transfer pricing
- communication of financial information

### **Esitietovaatimukset**

Prerequisite: ACC3LF101 Financial Accounting.

### **Lisätiedot**

Cooperation with the business community

Guest lecturers, company visit, tax authority visit

### Internationality

All course contents are linked to international business environment.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

#### Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

#### Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

#### Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

#### Knowledge

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

#### Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

#### Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

### **Kiitettävä (5)**

#### Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

#### Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

#### Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **ENTLF-1003 Entrepreneurship: 0 op**

## **ENT3LF101 Forms of Entrepreneurship: 5 op**

### **Osaamistavoitteet**

You learn different and continually evolving forms of entrepreneurship: family business, franchise, network business, cooperative etc. You recognize the requirements of different forms for an entrepreneur or a team and their importance to society. You assess the feasibility of an entrepreneurship form to fit your own personal motivations and goals. You identify the different ways of starting a business: self-employment, starting a new independent business, buying/continuing an existing business (= a business transfer) or buying a franchise. You learn the advantages and challenges of a small business internationalisation.

### **Sisältö**

different ways and requirements of starting business

- self-employment
- starting a new independent business
- buying/continuing an existing business (= a business transfer)

family business and business transfer

franchising

network business and competence requirements

cooperative as a form of team entrepreneurship

special characteristics of international entrepreneurship

### **Esitietovaatimukset**

ENT1LF101 Entrepreneurship or other similar course



**Lisätiedot**

The course benefits all students regardless of degree programmes

**Arviointikriteerit****Tyydyttävä (1-2)**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations.

You can critique your own practice and identify ways to improve.

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**ENT3LF102 Entrepreneur's Networks and Arenas: 5 op****Osaamistavoitteet**

You learn to find and use information about business and business services to support business planning and development. You can identify and describe an entrepreneur's network and its influence on an entrepreneur's decision making.

You start to create your own business network and strategies. You plan and implement a networking event. You identify and assess risks for a small business.

**Sisältö**

Partnerships and networking; an entrepreneur's success factor

Visibility in Internet and social media  
Planning and implementation of a networking event  
Small business strategies  
Financing possibilities for an entrepreneur  
Risks in entrepreneurship and insurance possibilities

**Esitietovaatimukset**

Prerequisite: ENT1LF101 Entrepreneurship.

**Lisätiedot**

The course benefits all students regardless of the degree programme

**Arviointikriteerit****Tyydyttävä (1-2)**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations.

You can critique your own practice and identify ways to improve.

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**Hyväksytty, hylätty**

Student's performance is graded on the following scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Poor (1), Fail (0).

**ENT3LF103 Growth for Entrepreneurship: 5 op****Osaamistavoitteet**

You identify and assess your entrepreneurial behaviour and competencies. Your competence development and personal growth is further supported in a network of professionals. You develop your business idea into a business plan. Alternatively, you can make a business plan for another SME or family business. You can start your own business but it is not a requirement. If you are an entrepreneur, you can make all planning and developmental assignments for your own business or family business during the course. The learning outcomes are the following:

You can productize your own competencies and understand the role of personal branding in an entrepreneurship process

You can assess your developmental needs and readiness for entrepreneurship

You can create a business plan for your own or family business

You can assess the feasibility of the business opportunity

You present and pitch to an international jury of academics and entrepreneurs

### **Sisältö**

I as an entrepreneur

From the analysis of a business idea into a business plan

Business planning and analyses (customer and environmental analyses, appropriate financial analyses)

Human resource and developmental needs in starting and running a business

Personal development plan for an entrepreneur

### **Esitietovaatimukset**

Prerequisite: ENT1LF101 or other similar course

The course has linkages to IBU1LF102 Selling to Export Markets and IBU1LF103 Internationalisation of a firm

### **Lisätiedot**

The course benefits all students regardless of the degree programme

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations.

You can critique your own practice and identify ways to improve.

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

#### **Hyväksytty, hylätty**

Student's performance is graded on the following scale: Excellent (5), Very Good (4), Good (3), Satisfactory (2), Poor (1), Fail (0).

## **HRMLF-1003 Human Resource Management: 0 op**

### **HRM3LF101 Employer Branding: 5 op**

#### **Osaamistavoitteet**

You know the historical development of personnel management, people management and human resource management (HRM), and understand the PEST forces driving them. You understand the value of a range of employer branding models and concepts, and can analyse organizations using them. You can make suggestions to develop HR policies and practices. You can collect qualitative data on organizations and analyse it critically.

#### **Sisältö**

- history of HRM
- employer brand (EB), EB identity, EB position, EVP (employer value proposition)
- communicating EB
- EB management methods
- qualitative data collection methods
- basics of qualitative data analysis and qualitative data reporting

#### **Esitietovaatimukset**

Prerequisite: HRM1LF101 Basics of Human Resource Management or equivalent competence.

#### **Lisätiedot**

-

#### **Arviointikriteerit**

##### **Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
- Skills: - You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.
- Competence: You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance

##### **Hyvä (3-4)**

- Knowledge: You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.
- Skills: You complete given tasks and assignments independently. You apply knowledge in hands-

on business related situations. You can critique your own practice and identify ways to improve.

- Competence: You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

- Knowledge: You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

#### **Hyväksytty, hylätty**

-

## **HRM3LF102 Talent Development: 5 op**

### **Osaamistavoitteet**

You can plan and implement recruitment and selection processes. You know the objectives, tools and methods of employee assessment, development and career management. You understand the objectives and uses of international assignments as a form of resourcing and career development.

### **Sisältö**

- Recruitment and selection
- Competence management
- Assessing and developing people
- Career management
- International assignments

### **Esitietovaatimukset**

Prerequisite: HRM1LF101 Basics of Human Resource Management or equivalent competence.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

- Skills: - You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

- Competence: You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance

#### **Hyvä (3-4)**

- Knowledge: You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

- Skills: You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

- Competence: You demonstrate sufficient ability to perform skills and have basic to good

knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

- Knowledge: You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

### **HRM3LF103 Talent Management: 5 op**

#### **Osaamistavoitteet**

You know the objectives, elements, tools and processes of performance management, can analyse their functionality and suggest improvements. You understand how employees can be motivated and engaged through total reward management. You also know the importance of managing employee wellbeing and the methods and processes to manage it. You know the purpose and process of exit management. You can use quantitative methods to measure and analyse employee engagement, wellbeing and satisfaction through surveys.

#### **Sisältö**

- Performance management
  - Total rewards
  - Employee engagement
  - Wellbeing at work and managing work-related stress
  - Exit management
  - Employee surveys
  - Quantitative data analysis (descriptive statistics, graphical presentation, correlation)
  - Statistical inference
  - . Interpreting and reporting quantitative research findings.
- Assessing the validity and reliability of results

#### **Esitietovaatimukset**

Prerequisite: HRM1LF101 Basics of Human Resource Management or equivalent competence.

#### **Arviointikriteerit**

##### **Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
- Skills: - You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.
- Competence: You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance

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- Knowledge: You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

- Skills: You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.
- Competence: You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

- Knowledge: You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**HRM3LF104 eHRM: 5 op****Osaamistavoitteet**

You know the purpose and elements of eHRM systems, and understand its linkages to and integration with other business information systems (ERP). You are able to choose digital tools for recruitment processes. You know digital solutions for internal and external HR communication and can use them effectively. You are able to use basic HR functions in SAP system.

**Sisältö**

- HRM software and solutions
- ERP for HRM
- SAP HR system

**Esitietovaatimukset**

Prerequisite: HRM1LF101 Basics of Human Resource Management or equivalent competence.

**Arviointikriteerit****Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
- Skills: - You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.
- Competence: You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance

**Hyvä (3-4)**

- Knowledge: You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.
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**Kiitettävä (5)**

- Knowledge: You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **HRM3LF105 HR Strategy and Change: 5 op**

### **Osaamistavoitteet**

You understand the purpose of, and the processes and tools used in strategic HR planning. You are able to identify and discuss the challenges changing business environments set for strategic HR planning. You understand the importance of the strategic link between HR and business strategies. You can analyse organisational HR strategies and suggest improvements. You are able to draft a change communication plan for a specific organisational need and to analyse external HR data and understand its function in the annual reporting system.

### **Sisältö**

- . HR strategy and planning
- . Strategic HRM and strategic alignment
- Managing change and change communication

### **Esitietovaatimukset**

Prerequisites: all compulsory HRM courses (HRM3LF101 Employer Branding, HRM3LF102 Talent Development, HRM3LF103 Talent Management and HRM3LF104 eHRM).

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
- Skills: - You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.
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- Skills: You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.
- Competence: You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

- Knowledge: You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.



- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **HRM3LF106 HR Legislation: 5 op**

### **Esitietovaatimukset**

Prerequisite: HRM1LF101 Basics of Human Resource Management or equivalent competence..

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
- Skills: - You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.
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## **HRM3LF107 Leadership: 5 op**

### **Osaamistavoitteet**

You know key leadership theories and models and are able analyse situations through them. You are able assess your own leadership, supervisory and subordinate competences and pinpoint areas needing development. You will develop your coaching skills by acting as a coach and a coachee during the course. You have developed an understanding of challenging work place situations through discussion and stories.

### **Sisältö**

- Leadership theories and models
- Supervisory and subordinate skills
- Coaching in leadership
- Challenging workplace situations

### **Esitietovaatimukset**

Prerequisite: HRM1LF101 Basics of Human Resource Management or equivalent competence.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

- Knowledge: You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.
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#### **Kiitettävä (5)**

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- Skills: You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
- Competence: You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **MARLF-1003 Customer Relationship Management and Communication: 0 op**

## **MAR3LF101 BtoB Sales Skills: 5 op**

### **Osaamistavoitteet**

You know the personal selling process in B2B sales and ways to develop your skills as a professional salesperson. You also know various selling techniques in B2B sales negotiations in an international context and you understand the importance of planning your own work, control and customer service in B2B sales.

### **Sisältö**

B2B buying process and decision making  
customer prospecting methods

B2B personal selling process step-by-step: sales call planning, approach, need identification,

solutions presentation, dealing with objections and price, closing the sale and building up customer relations

planning your own work, control and development

cultural aspects in international B2B sales

ethical issues in B2B sales

### **Esitietovaatimukset**

Prerequisite: MAR1LF101 Basics of Marketing.

### **Lisätiedot**

Internationality

International context will be covered in sales skills exercises.

Course formats

Contact and distant sessions or educationalisation.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

Competence

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#### **Hyvä (3-4)**

Knowledge

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

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#### **Kiitettävä (5)**

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Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on

your skills. You have an attitude of continuous professional development.

## **MAR3LF102 Marketing Research Methods: 5 op**

### **Osaamistavoitteet**

You can choose an appropriate research approach for the needs of your marketing research project. You can design both qualitative and quantitative research, analyse data and draw conclusions.

### **Sisältö**

- quantitative vs qualitative research approaches
- qualitative and quantitative data collection methods and question development
- qualitative data analysis
- quantitative data analysis (descriptive statistics, graphical presentation, correlation)
- statistical inference
- interpreting and reporting qualitative and quantitative research findings
- assessing the reliability and validity of results
- developing analytical and reasoning skills and critical thinking

### **Esitietovaatimukset**

No prerequisites. MAR3LF106 International Marketing Research is recommended to be studied at the same time.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations.

You can critique your own practice and identify ways to improve.

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **MAR3LF103 Innovative Service Design: 5 op**

### **Osaamistavoitteet**

You will gain an appreciation for the growing importance of services, service design and service management. You will have the ability to identify, describe, and explain service models. You will attain a knowledge of relevant service management concepts and service design tools. You will be able to apply service management concepts and service design tools to a service process. You can analyze, criticize and compare service management and service design tools as well as plan, construct and create an effective service management moment. You can evaluate, appraise, measure and judge a service failure and service excellence case and you will complete a service innovation case and customer journey map with a service customer persona.

### **Sisältö**

- Intro to service design & systems thinking: Basic concepts
- Service profit chain
- Service model design: Basic concepts
- Funding mechanism & behavioral science
- Operating role of the customer
- Operating role of employees & corporate culture
- Customer satisfaction, loyalty & profitability
- Disruptive services
- Managing capacity & demand
- Design tools: Service personas, service journey, service blueprinting

### **Esitietovaatimukset**

Basics of Marketing (MAR1LF101).

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Knowledge:

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills:

You can complete given tasks and assignments with assistance.

You need to develop how to apply knowledge.

Competence:

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

Knowledge:

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills:

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence:

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

Knowledge:

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills:

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence:

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **MAR3LF104 Customer Relationship Management: 5 op**

### **Osaamistavoitteet**

You know how to create and develop profitable long-term relationships with carefully targeted customers. You know the key tasks and the role of an account/key account manager. You understand the purchasing process of corporate and governmental customers. You know how to manage customer profitability by using appropriate tools. You understand how to coordinate the activities of multiple sales channels. You are familiar with some CRM IT-tools.

### **Sisältö**

planning and implementing a company's customer strategy (the right customers)  
customer insight and understanding what customers value (customer value creation)  
buyer's purchasing process (B2B, B2G)  
multichannel integration process  
information management process  
measurement and development of customer satisfaction  
customer profitability planning and control  
customer data collection, warehousing and analysis  
creating customer loyalty and loyalty programs (public and silent programs)

### **Esitietovaatimukset**

Prerequisite: MAR1LF101 Basics of Marketing

### **Lisätiedot**

Cooperation with the business community  
Business cases, company visit, guest speakers.

Internationality

International and global customer relationships (e.g., global account management) will be covered.

### **Arviointikriteerit**

**Tyydyttävä (1-2)**

**Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

**Skills**

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

**Competence**

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)****Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

**Skills**

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

**Competence**

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)****Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

**Skills**

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

**Competence**

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**MAR3LF105 Branding and Marketing Communications: 5 op****Osaamistavoitteet**

You understand and can describe branding as a strategic tool for business management, leadership and marketing. You know the value of brand management in local and global markets. You know the role and content of marketing communications in international business. You can apply branding and marketing communications theories to practical contexts. You can use research findings to develop branding and marketing communications.

**Sisältö**

- Brand management theory and models
- Brand engagement through storytelling and social media
- Brand architecture and brand strategy
- Qualitative brand research and brand management guidelines
- Integrated marketing communication

- Context analysis and communication research
- Communication planning process
- Communication objectives and measurement
- Target group decisions in B2B and B2C communication
- Media decisions
- Marketing communication in social media
- Message and creative decisions

### **Esitietovaatimukset**

Prerequisite: MAR1LF101 Basics of Marketing or equivalent competence. IBU3LF101 Specialisation Project is recommended to be studied at the same time.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Knowledge:

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills:

You can complete given tasks and assignments with assistance.

You need to develop how to apply knowledge.

Competence:

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#### **Hyvä (3-4)**

Knowledge:

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills:

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence:

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

Knowledge:

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills:

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence:

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **MAR3LF106 International Marketing Research: 5 op**



**Osaamistavoitteet**

You can negotiate and prepare a marketing research plan to a client. You can implement an international marketing research project as a member of a student research team. You can take into consideration ethical and cultural challenges involved in the research process. You can report and present international marketing information for decision makers.

**Sisältö**

- research project design - quantitative, qualitative and mixed method
- research question development
- creating online questionnaires with Webropol
- implementing a research project
- writing a research report
- making interpretations and conclusions based on research findings
- assessing the reliability and validity of results
- influence of culture in a research process
- presenting research process and findings to the client
- feedback discussion with the client

**Esitietovaatimukset**

MAR3LF102 Marketing Research Methods done or running simultaneously

**Arviointikriteerit****Tyydyttävä (1-2)**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

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**Hyvä (3-4)**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations.

You can critique your own practice and identify ways to improve.

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**Kiitettävä (5)**

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You apply knowledge in demanding business related situations. You can prioritize and critically

select tools and methods for solving complex problems in the subject matter.

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **MAR3LF107 International Sales Management: 5 op**

### **Osaamistavoitteet**

You understand the importance of managing the sales force. You know the components and tools of sales management in B2B sales. You contribute to the development of sales strategies and sales planning. You are aware of the methods needed in managing and leading an international sales team. You are aware of various sales channel options and you have the skills to develop direct and indirect sales channels. You are aware of the differences of international and domestic sales management.

### **Sisältö**

Sales management and sales planning

strategic role of selling

cooperation between sales and marketing functions

sales strategies, targeting and prospecting

sales forecasting and budgeting

international sales organisations and territory management

sales channel selection and management

relationship with agents and importing companies

recruitment, selection, training and development of sales people

leading a sales force: motivation, training and supervision

sales control and funnel management

ethical issues in international sales management

cultural differences in international sales management

### **Esitietovaatimukset**

MAR3LF101

### **Lisätiedot**

Cooperation with the business community

Business cases and excursion / guest speaker.

Internationality

International and global business approach to course themes and topics, contributions by

multicultural student groups and company cooperation.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

##### Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

##### Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

##### Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

##### Knowledge

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

##### Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

##### Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

#### **Kiitettävä (5)**

##### Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

##### Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

##### Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **MAR3LF108 Growth and Competitive Strategies: 5 op**

### **Osaamistavoitteet**

You have an increased understanding of the complexity of operating an international company. You have a holistic view of running an international company (marketing, operations, logistics, financing). You improve your analytical skills (business environment, competition, KPI's) needed for fact-based decision making. You understand the significance of fierce competition in the international business environment. You understand the importance of strategy work in the digitalized world in order to facilitate changes. You know a wide range of strategic tools needed in order to succeed in global business.

**Sisältö**

key concepts of international strategy work  
analysis of the dynamic business environment  
competitor analysis  
planning strategic growth options  
implementing a business strategy  
evaluating and measuring the success of the strategy  
strategic tool box  
competing in a simulated global environment

**Esitietovaatimukset**

At least two specialisation level courses

**Lisätiedot**

Cooperation with the business community  
Visitors and/or company visits.

**Internationality**

In the business simulation game, student teams will lead international/global companies.  
International cases.

**Arviointikriteerit****Tyydyttävä (1-2)****Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

**Skills**

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

**Competence**

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)****Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

**Skills**

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

**Competence**

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)****Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

**Skills**

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

#### Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **SCMLF-1003 Supply Chain Management: 0 op**

## **SCM3LF101 Developing SCM: 5 op**

### **Osaamistavoitteet**

You are able to identify possible problems, risks and development areas in different supply chains. You have the skills to measure key performance (KPIs) and other supply chain indicators. You are capable of improving supply chain management (SCM) by using organizational and technology based tools.

### **Sisältö**

risk management

process analysis

current state analysis

SCOR (Supply Chain Operations Reference model) as a tool for supply chain development process

KPIs and reporting

### **Esitietovaatimukset**

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

### **Lisätiedot**

Cooperation with the business community

During the course you will analyse a real life case from a supply chain perspective, keeping in mind a service and support point of view.

### **Internationality**

SCM has a strong link to international business and the cases are related to global environment.

Multicultural teams.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

#### Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

#### Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

#### Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

#### Knowledge

You know the key concepts well and can explain how the theories and models function and the tools

are used. You have a general view of the subject matter.

#### Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

#### Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

### **Kiitettävä (5)**

#### Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

#### Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

#### Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

## **SCM3LF102 Strategic Sourcing: 5 op**

### **Osaamistavoitteet**

You understand the various roles of purchasing and supply management in achieving strategic success. You know the strategic importance of supplier development to add value to international business partnerships. You can choose and apply appropriate sourcing strategies to different commodities, services and suppliers. You know the implications of information technology for strategic partnerships and the supply base.

### **Sisältö**

spend analysis

purchasing portfolio matrix

supplier relationship management (SRM): theory and SAP SRM

supplier selection

### **Esitietovaatimukset**

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

### **Lisätiedot**

Cooperation with the business community

During the course you will analyse a real life case from a supply chain perspective, keeping in mind a service and support point of view.

### **Internationality**

Sourcing has a strong link to international business and the cases are related to the global environment. Multicultural teams.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

#### Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

**Skills**

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

**Competence**

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)****Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

**Skills**

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

**Competence**

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)****Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

**Skills**

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

**Competence**

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**SCM3LF103 Sustainable SCM: 5 op****Osaamistavoitteet**

You promote environmentally friendly resources and energy saving processes by reusing, reducing and recycling. You know how to reduce greenhouse gas emissions, carbon footprint and waste in operations within the global supply chain. You aim at minimizing environmental pollution and you know alternative and renewable energy sources. You consider how to reduce the environmental impact of warehousing, packaging and transportation. You understand the structure of the environmental management system. You master environmental laws and regulations. You are able to restructure the supply chain to be more sustainable.

**Sisältö**

Green Supply Chain management and green strategies

closed loop SCM and circular economy

green logistics areas

negative environmental impacts of various transportation modes

green packaging  
green energy sources  
certifications and green design  
indicators of environmental sustainability  
environmental reporting and LCA (life cycle analysis)  
carbon footprint calculations  
laws and regulations related to sustainability in the supply chain  
recycling service providers and recycling services

**Esitietovaatimukset**

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

**Lisätiedot**

Course format

Contact and distant sessions or project course or educationalisation.

**Arviointikriteerit****Tyydyttävä (1-2)**

Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

Knowledge

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

Skills

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

Competence

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

Knowledge

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

Skills

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on



your skills. You have an attitude of continuous professional development.

## **SCM3LF104 Quality Management: 5 op**

### **Osaamistavoitteet**

You understand the role of quality management in providing competitive advantage to a supply chain. You are able to describe the different costs of quality and take continuous improvement actions in the global supply chain operations. You master the tools of total quality management and the auditing process.

### **Sisältö**

different perspectives on quality  
quality standards and audit process

Quality as a strategy:

- quality-cost analysis
- customer relationship management
- quality analysis tools

benchmarking

quality and services

quality as a management tool: ISO9001, OHSAS18001

audit process

EFQM (European Foundation for Quality Management) Excellence Model

quality cost analysis

SAP QM (Quality Management)

### **Esitietovaatimukset**

Prerequisite: SCM1LF101 Basics of Supply Chain Management.

### **Lisätiedot**

Cooperation with the business community

During the course a student will analyse a real life case from the quality perspective.

Internationality

Supply chain management has a strong link to international business and the cases are related to the global environment. Multicultural teams.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Knowledge

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

#### **Hyvä (3-4)**

Knowledge

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

**Skills**

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

**Competence**

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)****Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

**Skills**

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

**Competence**

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**SCM3LF105 SCM Tools and Optimisation: 5 op****Osaamistavoitteet**

You are able to formulate and solve models for linear optimisation for business cases. You are able to assess the solution based on a sensitivity analysis. You are able apply optimisation on transportation and transshipment problems. You are able to select and apply suitable inventory models for a business case.

**Sisältö**

- formulating decision making problems
- solving linear problems graphically
- computer solutions for linear optimisation models
- sensitivity analysis of the solution
- transportation and transshipment problems
- inventory models

**Esitietovaatimukset**

No prerequisites.

**Arviointikriteerit****Tyydyttävä (1-2)**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to

manage without assistance.

**Hyvä (3-4)**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations.

You can critique your own practice and identify ways to improve.

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**SCM3LF106 Procurement Practicalities: 5 op****Osaamistavoitteet**

You learn procurement from the operational point of view. As there are various hands-on exercises with SAP, you learn to use different procurement functionalities in SAP, such as inventory management and logistics invoice verification.

**Sisältö**

Basic procurement process

Material requirements planning

Sources of supply

Supplier contracts

Pricing in procurement

Inventory management

Logistics invoice verification

**Esitietovaatimukset**

Prerequisites: SCM1LF101 Basics of Supply Chain Management and ICT1LF102 ERP and Project Management.

**Lisätiedot**

Cooperation with the business community

Different types of software are used for procurement operations. SAP is one of the most prominent softwares and many companies use it in their daily business operations, also in procurement.

**Internationality**

SAP is used globally so the knowledge that you learn during this course is valid internationally.

**Arviointikriteerit****Tyydyttävä (1-2)****Knowledge**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

**Skills**

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge

**Competence**

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)****Knowledge**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

**Skills**

You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.

**Competence**

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)****Knowledge**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

**Skills**

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

**Competence**

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**GLOFREE-1003 FREE-CHOICE STUDIES: 15 op****MAT8LF101 Brush up Business Mathematics: 3 op****Osaamistavoitteet**

You learn various percentage calculations that are needed during your business studies. You are able to apply proportionality. You can solve linear equations and average annual change in percents.

**Sisältö**

- direct and inverse proportionality
- basic percentage calculations
- change and comparison in percentages
- average annual change
- changes in percentage points
- linear equations

**Esitietovaatimukset**

No prerequisites.

**Arviointikriteerit****Tyydyttävä (1-2)**

You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.

You complete given tasks and assignments independently. You apply knowledge in hands - on business related situations.

You can critique your own practice and identify ways to improve.

You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**SWE8LF103 Brush up Swedish: 3 op****Osaamistavoitteet**

You handle a variety of everyday life situations. You are able to tell about your studies and work

experience. You have deepened your oral and writing skills in everyday Swedish. Your target level on the Common European Framework of Reference for Languages CEFR is B1.

**Sisältö**

vocabulary for basic everyday and working life situations  
central grammar structures  
basic oral skills  
reading and writing skills  
cultural knowledge

**Esitietovaatimukset**

No prerequisites. Nevertheless, the starting level should be A2 on the Common European Framework of Reference for Language (CEFR). For Finnish students with a Finnish secondary education who have grade 7 or less in the high-school diploma.

**Arviointikriteerit****Tyydyttävä (1-2)**

Knowledge: Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills: Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence: In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

**Hyvä (3-4)**

Knowledge: Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills: Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence: In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

**Kiitettävä (5)**

Knowledge: Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills: Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competence: In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**SLF8LF001 Marketing Yourself: 3 op****Osaamistavoitteet**

**Learning outcomes**

Upon successful completion of the course, the student

is familiar with the methods for analysing self and employers needs  
is able to assess job advertisements  
has strategic thinking for Marketing brand "Me" to potential employers  
has a holistic view of the hiring process  
understands the strategy to employability  
manages career and personal development planning

**Sisältö**

Contents

getting to know your Marketability: competencies, behavioural traits & transferrable skills  
finding a job and company he/she would like to work for /& understand career options  
networking  
writing targeted CVs and cover letters  
interview process  
market brand ME in social media (LinkedIn)

**Esitietovaatimukset**

No prerequisites.

**ENG8LF101 Developing Academic Writing: 3 op****Osaamistavoitteet**

The student

- is able to write academic texts to specified audiences
- can produce short and long academic texts according to process writing principles
- is able to find, evaluate and uses sources in compliance with ethical standards of academic conduct, including writing in-text citations and bibliographic entries
- can recognize and use academic English writing conventions such as appropriate tone, tense, vocabulary, paragraph types, linking words and phrases
- knows how to transform research outcomes (quantitative and/or qualitative) into the appropriate academic format
- can edit both own and text of others
- understands how to structure a thesis/report according to academic standards

**Sisältö**

- Text audience, organization and style (tone, voice, tense, vocabulary)
  - Process writing: Exploring and focusing on a topic, outlining, organizing texts from general-specific and specific-general, logical division of ideas
  - Finding, evaluating and using sources ethically (referencing), academic misconduct (see TENK pdf), writing in-text citations and bibliographic entries
  - Paragraph types: thematic, descriptive, narrative, argumentative, comparative/contrastive and metatextual
  - Linking words and phrases, punctuation
  - Paraphrasing, writing summaries and abstracts
  - Structuring a thesis/report according to academic standards, ensuring compliance with the institutional instructions Writing reports and theses at Haaga-Helia
- Additionally, progressive levels of vocabulary and grammar are integrated into each topic.

**Esitietovaatimukset**

No prerequisites, but recommended at the start of the Thesis Planning course.

## **SCM8LF101 Green Product and Package Design: 5 op**

### **Osaamistavoitteet**

Learning objectives:

- The student is familiar with circular flows
- The student is able to assess his/her own role to reduce CO2 emissions
- The student learns green design tools
- The student is able to assess life cycle impacts of products and packages

### **Sisältö**

- Introduction to the circular economy and to circular flows
- My material lifestyle and ways of reducing CO2 emissions
- Green product design
- Green package design and legal issues
- Life cycle assessment

### **Esitietovaatimukset**

IBU1LF101 and SCM1LF101 or equivalent courses accomplished.

## **SCM8LF102 Circular Economy and SCM: 5 op**

### **Esitietovaatimukset**

IBU1LF101 and SCM1LF101 or equivalent courses accomplished.

## **ECO8HH101 New Business Models in the Circular Economy: 5 op**

## **IBU8LF101 Doing Business and Working in the Middle East: 5 op**

### **Osaamistavoitteet**

Aspects of the Arab business life are important in global business environment. Managing Arab cultures, solving diversity related problems and reconciling dilemmas is everyday challenges for managers. How to cope with different cultures, collective cultures and company cultures is a routine for people working in any company today. The objective for this course is to study the characteristics for Arab culture and business culture. During the course competences related to business negotiations and multicultural teamwork matters with Arabs are stressed. Course is especially important since the Dubai EXPO 2020 will be starting and Haaga-Helia is also choosing students to work as guides in the Expo (internship possibility).

### **Sisältö**

Course contents

- ï,§ Arabic countries, Islamic countries, MENA-countries, GCC-countries
- ï,§ Arabic culture before and after Islam (dimensions)
- ï,§ Diversity of Arabic countries and cultures
- ï,§ Basic pillars of Islam from the business perspective
- ï,§ Arabic business culture vs. western business culture
- ï,§ Arabic Business Environment
- ï,§ Communication with Arabs; non-verbal communication
- ï,§ Practical work life rules, business centers, middle men, expatriate life



ï,§ Negotiations with Arabs  
ï,§ Marketing and selling to Arabs  
ï,§ Living as an expatriate in the Arabic countries

**Lisätiedot**

We are focusing on GCC-countries this coming year 2019-2020 due to the Dubai Expo 2020 - we are offering to students internships to the expo. Further information paivi.kari-zein@haaga-helia.fi

**TOO8LF004 SAP Advanced: 3 op****COM8HH005 Video CV: 1 op****Osaamistavoitteet**

Upon successful completion of the course, the students are able to:

Make a video CV to be able to effectively evaluate their presentation skills and nonverbal behaviour. A video CV (video résumé) is presentation of oneself in video format. It is meant to be more free-form than a written CV in that the language should not be overly scripted and the style of speaking should be relaxed and rather informal.

**Sisältö**

Students study the various sources about how to build and enhance a useful professional video CV on their own. The instructions and assessment criteria will contribute to guiding the study and the learning task. The instructor will assess the final outcome.

**Esitietovaatimukset**

No prerequisites.

**Arviointikriteerit****Tyydyttävä (1-2)**

Your profile does not serve the purpose.

Your language is unclear and mostly difficult to understand. Poor vocabulary or inaccurate use of words.

Unprofessional appearance.

**Hyvä (3-4)**

You present your skills, education, work experience and/or career aspiration mostly clearly. The big picture is mostly clear.

Mostly correct, fluent and clear language. You use important keywords and make it easy to listen to your speech.

Mostly fluent body language and contact with the audience. Positive self-confidence. Positive appearance. Mostly good use of the camera, rather well framed.

**Kiitettävä (5)**

You present your skills, education, work experience and/or career aspiration very clearly and professionally. The big picture is very clear and very well structured. You use keywords very wisely. Very creative content.

Correct, very fluent, very clear and very creative language. Rich and accurate vocabulary. You emphasize the keywords and use pitch variation very well to make listening to your speech very

pleasant.

Excellent and appealing body language and contact with the audience. Very convincing self-confidence. Very pleasant or creative appearance. Very good choice of the background. Very good use of the camera, very well framed.

## **COM8HH006 Personal Branding in LinkedIn: 1 op**

### **Osaamistavoitteet**

Upon successful completion of the course, the students are able to:

Create and update a useful professional LinkedIn profile.

Use their LinkedIn profile for personal branding.

### **Sisältö**

Students study the various sources about how to build and enhance a useful professional LinkedIn profile on their own. The assessment criteria will contribute to guiding the study and the learning task. The instructor will assess the final outcome.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

You provide mostly relevant information but the big picture is unclear. You have hardly any connections to other people or groups.

Understandable but quite defective language.

Your photograph looks general rather than professional, poorly framed or technically defective. The layout of your writing clearly reduces the readability of your text.

#### **Hyvä (3-4)**

You present your experience, education, skills, and other merits mostly clearly. The big picture is mostly clear. You use links. Your summary presents your critical and essential information. You are connected to people and groups. You have endorsements and recommendations.

Easily readable language with very few mistakes. Rather versatile and accurate vocabulary.

Your photograph looks professional and rather well framed. The layout of your writing looks well balanced.

#### **Kiitettävä (5)**

You present your experience, education, skills, and other merits very clearly and professionally. The big picture is very clear and very well structured. You use links very clearly and professionally. Your summary highlights your critical and essential information in a very appealing way. You are very well connected to people and professionally useful groups. You have endorsements and recommendations.

Correct, very fluent and creative language. Rich and accurate vocabulary. You use the keywords very wisely.

Your photograph looks very professional, very well framed and of very good quality. The layout of

your writing and the visual effects enhance the readability of your text.

## **COM8HH008 Using Instagram for Professional Purposes: 1 op**

### **Osaamistavoitteet**

Upon successful completion of the course, the students are able to:

Create and update a useful professional Instagram profile.

Use Instagram effectively for professional purposes.

### **Sisältö**

Students study the various sources about how to create an Instagram profile and how to use Instagram effectively for professional purposes in their own career. The assessment criteria will contribute to guiding the study and the learning task. The instructor will assess the final outcome.

### **Arviointikriteerit**

#### **Tyydyttävä (1-2)**

Only a few of your posts provide professionally interesting content. Lack of a clear story. Some effort to interact with others.

Understandable but quite defective language. Your keywords and hashtags are minimal or poorly chosen.

Your use of images/videos do not seem to convey the message very clearly but they draw some attention. They look poorly framed or technically defective.

#### **Hyvä (3-4)**

You provide professionally some relevant content. You tell a story. Interaction with others.

Easily readable language with very few mistakes. Rather versatile and accurate vocabulary. You use keywords and hashtags mainly quite well.

Most of your images/videos convey the message. Most of them look professional, rather well framed and of rather good quality.

#### **Kiitettävä (5)**

Your profile looks highly professional. You provide professionally very relevant and appealing content. Very clear, engaging, well integrated, and creative story. Successful interaction with others.

Correct, very fluent and creative language. Rich and accurate vocabulary. You use keywords and hashtags very wisely.

Your images/videos convey the message in a highly creative way. They look highly professional, very well framed and of high technical quality.

## **COM8HH007 Using Twitter for Professional Purposes: 1 op**

## **PLALF-1003 WORK PLACEMENT: 30 op**

## **PLA6LF001 Combination of Basic and Specialisation Work Placement: 30 op**

### **Osaamistavoitteet**

Upon successful completion of the combination of Basic and Specialisation Work, the student

- is able to recognise and evaluate his/her own strengths and development needs
- understands the importance of service, selling and entrepreneurship for profitable global business
- understands the role of work placement learning in developing his/her own professional competences
- has professional networking skills in the field of business where work placement completed
- is able to analyse own work and competences
- is able to change his/her own behaviour
- is able to update and revise his/her study and career plans
- is able to describe and evaluate the meaning of own tasks in his/her chosen specialisation and the competences required
- applies own professional competences to company and industry specific procedures
- works independently and as part of a team
- takes initiatives and is committed to the tasks and solving problems
- assumes a holistic view of the business and its global environment
- works toward his/her career development plan.

### **Sisältö**

#### **COURSE CONTENTS**

- Work placement learning process as for the International Business degree students
- Completion of job specific tasks and relationships
- Developing competences and expertise for international business
- Career Development Plan
- Work Placement Report

### **Esitietovaatimukset**

As instructed in the Guidelines for GloBBA Work Placement.

### **Lisätiedot**

#### **ASSESSMENT CRITERIA**

Ability to proceed in the work placement learning process as instructed

Written Work Placement report

## **PLA6LF002A Basic Work Placement: 15 op**

### **Osaamistavoitteet**

The Basic Work Placement is an opportunity to gain hands on work experience in entry/junior level business or NGO administration duties. It allows the student to:

develop practical skills for and an understanding of careers in business administration.

take initiative and work with commitment to the tasks and the organisation.

apply knowledge and skills gained in the work place and link them to the BBA studies, and vice versa.

develop the ability to describe and evaluate the meaning of their own job tasks in the context of the organization.

enhance the ability to analyse business tasks and problems by reflecting on and evaluating the company and its operations, and the tasks the student performed

reflect on and evaluate strengths and weaknesses, competencies, employability and professional

identity as well as plan their future career.  
build their professional networks.

**Sisältö**

Developing competencies, skills, knowledge and expertise in business administration.

**Esitietovaatimukset**

No prerequisites. Nevertheless, the work placement tasks need to be pre-approved by the Basic Work Placement Coordinator.

**Lisätiedot**

Cooperation with the business community

Learning through completing the tasks agreed with and supervised by the work placement employer.

Internationality

Students are strongly encouraged to complete their work placement in an internationally oriented organization or abroad.

**PLA6LF002B Specialisation Work Placement: 15 op****Osaamistavoitteet**

The Specialisation Work Placement is an opportunity to gain an authentic understanding of practical work and career options in the field of the chosen major specialisation. It allows the student to

- Get real work experience in a professional environment working on tasks related to the major specialisation studies.
- Develop practical skills for and an understanding of careers in the chosen field of major specialisation.
- Apply knowledge and skills gained in the work place and link them to the major specialisation studies, and vice versa.
- Develop the ability to describe and evaluate the meaning of their own job tasks in the context of the organization.
- Assist the company and bring new ideas to the job.
- Enhance the ability to analyse business tasks and problems in the chosen field of major specialisation by reflecting on and evaluating the -Company and its operations, and the tasks the student performed
- reflect and evaluate strengths and weaknesses, competencies, employability and professional identity in the chosen field of major specialisation as well as plan their future career.  
build their professional networks in the chosen major specialisation.

**Sisältö**

Developing competencies, skills, knowledge and expertise in the chosen major specialisation.

**Esitietovaatimukset**

Specialisation Studies started, as the Specialisation Work Placement has to be completed in the field of the chosen major specialisation. Moreover, the work placement tasks need to be pre-approved by the Specialisation/Combination Work Placement Coordinator.

**Lisätiedot**

Specialisation Work Placement Coordinator(s)

ACC Specialisation Coordinator: Anne Arkima

MAR Specialisation Coordinator: Kevin Gore

SCM Specialisation Coordinator: Hanna Harilainen

HRM Specialisation Coordinator: Anita Pösö

ENT Specialisation Coordinator: Maija Suonpää

Cooperation with the business community

Learning through completing the tasks agreed with and supervised by the work placement employer.

Internationality

Students are strongly encouraged to complete their work placement in an internationally oriented organization or abroad.

## **THELF-1003 BACHELOR'S THESIS: 15 op**

### **THE7LF100 Introduction to Thesis: 0 op**

#### **Osaamistavoitteet**

Upon completion of the examination, the student

- can explain the requirements for a GLOBBA thesis topic.
- understands the differences between commissioned vs. non-commissioned/desktop thesis.
- is able to choose the correct thesis type for the thesis project.
- can apply correctly the Haaga-Helia reporting and referencing guidelines
- understands the basics of what comprises ethical RDI
- knows and is able to follow Haaga-Helia's general and GLOBBA's degree programme level thesis instructions from the beginning to the end of the thesis process.

#### **Sisältö**

- types of thesis projects
- formulation of research questions and dividing it into investigative questions, and formulation of project objective and dividing it into project tasks.
- demarcation for a research-based thesis and scope for a product/project-based thesis
- knowledge base (theoretical frame of reference), and research and project management methods
- negotiations and collaboration with commissioning organizations
- Haaga-Helia reporting and referencing guidelines.
- ethical principles in RDI
- research design and overlay matrix
- tools and software
- maturity test
- thesis assessment criteria
- publication process
- academic writing

#### **Esitietovaatimukset**

Prerequisite: Semesters 1-3 completed and specialisation studies begun.

First course in the compulsory Bachelor's Thesis module.

Forms the first part of the THE7HH801 Thesis Phase 1 course. Corresponds to 1 ECTS of independent study.

#### **Lisätiedot**

Examiner: Elizabeth San Miguel

Additional information: elizabeth.sanmiguel@haaga-helia.fi

#### **Arviointikriteerit**

**Tyydyttävä (1-2)**

-

**Hyvä (3-4)**

-

**Kiitettävä (5)**

-

**Hyväksytty, hylätty**

Pass: Online home exam result min 75% (>=39 pts )

Fail: Online home exam result < 75% (<39 pts)

**THE7LF101 Thesis Planning: 0 op****Osaamistavoitteet**

Upon completion of the course, the student is able to

- produce a thesis plan and implement it flexibly according to the schedule.
- choose the correct thesis type for his thesis project.
- give, receive and utilize feedback received in working life meetings and thesis advising situations.
- choose and demarcate the thesis topic, and determine the objectives and benefits of the thesis.
- choose the most suited research and project management methods to serve the thesis project.
- produce the research design and the overlay matrix.
- utilize various types of sources and information search channels, and assess source literature critically.
- apply the reporting and referencing guidelines of Haaga-Helia.
- conduct RDI ethically.
- recognize, describe and possibly develop expert operations in the field of business: developing own work, own competences, organizational processes and/or the field of study.
- behave professionally in thesis advising situations and meetings with working life.
- utilize the concepts, models and theories of international business in the thesis.
- write the thesis report in professional English using the required style and register.
- discuss and present his thesis project to various types of audiences
- complete the legislated maturity test in the mother tongue of his secondary/high school education.
- follow Haaga-Helia's thesis instructions.

**Sisältö**

The following as they relate to the bachelor's thesis.

- types of thesis projects
- formulation of research questions and dividing it into investigative questions, and formulation of project objective and dividing it into project tasks.
- demarcation for a research-based thesis and scope for a product/project-based thesis
- knowledge base (theoretical frame of reference), and research and project management methods
- negotiations and collaboration with commissioning organizations
- Haaga-Helia reporting and referencing guidelines.
- ethical principles in RDI
- research design and overlay matrix
- tools and software
- maturity test
- thesis assessment criteria
- publication process
- academic writing

**Esitietovaatimukset**

- Prerequisite: THE7LF100 Introduction to Thesis non-stop on-line examination must be completed to start the course.
- The course THE7LF101 Thesis Planning must be completed in order to (1) receive a named thesis advisor who advises the student in the following phases of the thesis process: THE7HH801, THE7HH802, THE7HH803 and THE7HH804 and (2) get a Konto project in the Haaga-Helia thesis management software

**Lisätiedot**

GLOBBA Thesis Coordinator: Elizabeth San Miguel

**Arviointikriteerit****Tyydyttävä (1-2)**

-

**Hyvä (3-4)**

-

**Kiitettävä (5)**

-

**Hyväksytty, hylätty**

- 100% active attendance in contact sessions.
- Completion of tasks 1-7 per instructions
- A written thesis plan meeting the standards set for the thesis plan

**CRITERIA FOR PASS**

\*\*\*\*\*

**KNOWLEDGE**

- Knows the objectives, phases and requirements of a UAS bachelor's thesis.
- Knows the differences between a research-based and a project/product based thesis, and can describe other thesis formats.
- Knows how to prepare and conduct negotiations with working life companies.
- Knows how to choose and demarcates the thesis topic, and determine the objectives and benefits of the thesis.
- Knows how to put together a research design and an overlay matrix, and what they are used for.
- Knows types of literature, and how to search and critically assess literature.
- Knows Haaga-Helia reporting guidelines and referencing system.
- Knows the concepts related to academic integrity and ethical RDI, and knows how to read Urkund plagiarism detection software programme results.
- Knows the purpose, types and assessment criteria of the legislated maturity test.
- Knows the thesis publication and assessment process.

**SKILLS**

- produces a thesis plan and implements it flexibly according to the schedule.
- chooses the correct thesis type for his thesis project.
- gives, receives and utilizes feedback received in working life meetings and thesis advising situations.
- chooses and demarcates the thesis topic, and determines the objectives and benefits of the thesis.
- chooses the most suited research and project management methods to serve the thesis project.
- produces the research design and the overlay matrix.



- utilizes various types of sources and information search channels, and assesses source literature critically.
- applies the reporting and referencing guidelines of Haaga-Helia.
- conducts RDI ethically.

#### COMPETENCE

- Recognizes, describes and possibly develops expert operations in the field of business: developing own work, own competences, organizational processes and/or the field of study.
- Behaves professionally in thesis advising situations and meetings with working life.
- Utilizes the concepts, models and theories of international business in the thesis.
- Writes reports in professional English using the required style and register.
- Utilizes feedback to improve own decision-making.
- Discusses and presents his thesis project to various types of audiences
- Completes the legislated maturity test in the mother tongue of his secondary/high school education.

### **THE7HH801 Thesis Phase 1: 5 op**

#### **Osaamistavoitteet**

Upon completion of the module, the student is able to

- Know different stages of the thesis process
- Know the aim of her/his thesis
- Search for information in a variety of reliable sources.
- Define the key concepts of her/his thesis.
- Create a realistic schedule for her/his thesis
- Know requirements and the basic structure of the thesis.
- plan a research-based development project outline.

#### **Sisältö**

- Thesis at Haaga-Helia
- Thesis process and progress in Konto
- Student's role and responsibilities during the thesis process
- Confidentiality in theses
- Content and extent of the thesis
- Content and extent of a research-based development project
- Source information search, reliable information and critical evaluation of them.
- Formal referencing
- Selection criteria for research and innovation methods
- Thesis reporting according to Haaga-Helia reporting guidelines
- Self management during the thesis process.

#### **Esitietovaatimukset**

Studies specified by the degree programme

#### **Arviointikriteerit**

##### **Tyydyttävä (1-2)**

See thesis assessment criteria in MyNet

##### **Hyvä (3-4)**

See thesis assessment criteria in MyNet

**Kiitettävä (5)**

See thesis assessment criteria in MyNet

**Hyväksytty, hylätty**

During the thesis process, progress is graded as pass/fail according to programme-specific objectives.

After the thesis evaluation process is completed, H for "pass" is replaced by the thesis grade.

To pass the module all assignments (incl. research based development project outline = thesis outline) must be submitted and approved.

Research based development project outline is uploaded in Konto and a thesis supervisor has approved it.

**THE7HH802 Thesis Phase 2: 5 op****Osaamistavoitteet**

The student knows how to use relevant source material, apply suitable methods and follow reporting guidelines.

**Sisältö**

2/3 completed thesis, according to programme-specific guidelines and principles

**Esitietovaatimukset**

Thesis phase 1 completed

**Arviointikriteerit****Tyydyttävä (1-2)**

See thesis assessment criteria in MyNet

**Hyvä (3-4)**

See thesis assessment criteria in MyNet

**Kiitettävä (5)**

See thesis assessment criteria in MyNet

**Hyväksytty, hylätty**

During the thesis process, progress is graded as pass/fail according to programme-specific objectives.

After the thesis evaluation process is completed, H for "pass" is replaced by the thesis grade.

**THE7HH803 Thesis Phase 3: 5 op****Osaamistavoitteet**

The student finishes the thesis according to the Haaga-Helia guidelines and thesis schedule.

**Sisältö**

- finalizing the thesis
- publishing the thesis

**Esitietovaatimukset**

Thesis phases 1/3 and 2/3 completed. Phase 3/3 cannot be approved before the maturity exam and plagiarism check have been passed.

**Arviointikriteerit****Tyydyttävä (1-2)**

See thesis assessment criteria in MyNet

**Hyvä (3-4)**

See thesis assessment criteria in MyNet

**Kiitettävä (5)**

See thesis assessment criteria in MyNet

**Hyväksytty, hylätty**

See thesis assessment criteria in MyNet

**THE7HH804 Maturity Test: 0 op****Osaamistavoitteet**

The maturity examination is a learning experience which aims at helping the student polish his/her communication skills. Also, the aim is to present the proficiency of the student as well as the contents of the thesis.

The maturity test demonstrates the student's familiarity and expertise in the subject field of the thesis as well as language competency in Finnish or Swedish, as required in Finnish legislation (A1129/2014, § 8).

The language required for the maturity test is determined by the language the student studied as first language/mother tongue during secondary level education. The maturity test also serves as a demonstration of spoken and written competence in the language in question. The language of the maturity exam is also marked in the degree certificate.

**Sisältö**

In Haaga-Helia, the maturity test can take one of three forms, as agreed with the thesis advisor: an essay, an item for a staff newsletter or a media release. The maturity test is not the same as an exam answer.

**Esitietovaatimukset**

The thesis is completed.

**Lisätiedot**

See instructions in MyNet