

Seinäjoen Ammattikorkeakoulu Oy

IB20 Bachelor of Business Administration, DP in International Business, Full-time studies

PROFILE OF THE PROGRAMME

The Degree Programme in Business Management leads to the Degree of Bachelor of Business Administration (BBA: The length of the programme is 210 ECTS credits (3.5 years)).

The objective of the Degree Programme in International Business, which is taught in English, is to prepare students for specialised tasks in international business and marketing. The students get an overall picture of business management and will focus on the international operations of companies and organisations. The degree programme is based on well-founded understanding of entrepreneurship and small- and medium-sized enterprises. Students also acquire good practical language skills. At the final stage of their studies, students are given an opportunity to deepen their knowledge of the business and culture of a target area of their choice in connection with their practical training and thesis work.

Students also have an opportunity engaging in the following:

- Yritystalli - Business Incubator provides students with the opportunity to develop their own business idea and competence as an entrepreneur while they study.
- Students have the opportunity to participate in a multi-field project programme in which commissioned projects are conducted in interdisciplinary student teams.
- Students have the opportunity to complete a double degree, one in SeAMK and one in a partner institution abroad.

OCCUPATIONAL PROFILES

The Degree Programme in International Business provides students with qualifications for a large range of various jobs on the global market in Finland and abroad. Bachelors of Business Administration graduating from the Degree Programme in International Business may work in jobs such as:

- professional tasks in international business: export manager, sales manager, product manager, export assistant, marketing assistant, sales assistant, marketing planner, marketing communications planner, sales negotiator, customer service coordinator

In addition, emphasis on various areas of studies provides students with career opportunities in a number of specialised jobs.

PEDAGOGICAL APPROACH

In the Degree Programme in International Business teaching is implemented in accordance with the model of integrative learning. The basic components of expertise: theoretical knowledge, practical skills, self-regulation knowledge and skills and socio-cultural knowledge are tightly integrated. The implementation of the curriculum focuses on experiential learning in a multicultural environment. Learning begins from students' concrete experiences, which they analyse and reflect upon. Self-

assessment contributes to the understanding of phenomena and development of new modes of action.

Basic studies involve running a virtual enterprise, and learning is based on practical tasks. During the professional studies, emphasis is placed on increasing project activities, in the international context as well. Courses can also be completed in a simulated environment with multicultural groups and in online learning environments. In the bachelor's thesis theoretical knowledge is applied to practical problem-solving and business development.

code	name	sum
IB20	Bachelor of Business Administration, DP in International Business, Full-time studies	210
IB20-1001	BASIC STUDIES	50
IB20-1002	Basic Studies Common to all in SeAMK	20
IB20-1003	Building Competence	10
XX00CG96	Studying at a University of Applied Sciences	2
XX00CG97	Career planning and internationalisation	2
YPOE3A3	Communication Skills	3
YPOE4A3	ICT Skills	3
IB20-1004	Business and Entrepreneurship Competence	5
XX00BE93	Business and Entrepreneurship	3
XX00BE94	SeAMK Innovation Week	2
IB20-1005	Research and Project Work Skills	5
YPOE1C2	Introduction to Research and Development	2
YPOE2C3	Introduction to Project Work	3
IB20-1006	Programme-specific Basic Studies	30
IB00CL26	Setting up an Enterprise	9
IB00CL27	Running and Developing an Enterprise	9
KD19BNMA002	Human Resource Management and Organisations	3
KD19APKT013	Introduction to Economics	4
KD19APMT010	Business Mathematics	5
IB20-1007	PROFESSIONAL STUDIES	105
IB20-1008	Introduction to International Business	22
KD19BINT002	International Business Operations and Strategies	6
IB00CL28	Cross-Cultural Business and Marketing Communication	6
KD06BNMA622	International Marketing Management and Research	6
LT00BP64	International Economics and Finance	4
IB20-1009	Choose Professional Studies in International Business or Digital Business	40
IB20-1010	Professional Studies in International Business	40
IB20-1011	Managing International Business	25
LT00BP61	International Financial Management	5
IB00CL29	International Human Resource Management	3

LT00BP62	Foreign Trade Operations	5
KD19BINT004	International Business Simulation	4
IB00CL30	Strategic Management	3
IB20-1012	Target Area Studies	0
KD06BNMA639	Business in the EU	3
LT00BD70	Doing Business in the Nordic Countries	2
KD19BVMA007	Business in Russia	2
IB00CL31	Business in North America	3
KD07CNMA692	Business in Latin America	3
KD07DVJA05	Business in Japan	2
KD06CNMA710	Business in China	2
IB20-1013	Industrial Management	15
LT00BP63	Introduction to Industrial Management	3
KD06BNMA621	Business-to-Business Marketing	3
KD06BNMA680	Business-to-Business Sales	3
KE16BUTU123	Logistics	3
KD19BNSM001	Sustainable Management	3
IB20-1014	Professional Studies in Digital Business	40
IB20-1015	Introduction to Digital Business	15
LT00BP07	Digital Business Models	5
LT00BP08	Digital Business Processes	5
LT00BP09	Introduction to Industrial Automation	5
IB20-1016	Online Business	15
LT00BP10	E-Commerce Web Design	5
LT00BP11	Digital Marketing	6
LT00BP12	Data Security and Digital Law	4
IB20-1017	Digital Content Creation	10
LT00BP13	Current Trends in Digital Business	2
LT00BP14	Video Production	3
LT00BP15	Online Business Project	5
IB20-1018	Developing Research and Professional Skills	10
KD19APTI011	Introduction to Statistics	3
KD19BRW002	Research Methods	3
KD19BRW006	Research Writing Skills	2
IB00CL20	Professional Working Life Skills	2
IB20-1019	Professional Studies Identified in Personal Curriculum	15
IB20-1020	Mobility Studies	0
IB20-1021	Project Studies	0
IB20-1022	Multi-Field Project Studies	0
IB20-1023	Language Studies	18
IB20-1024	For all students	6
IB20-1025	Foreign Language 2	6

IB20-1026	For Finnish students	12
IB00CL32	Liikeviestintä/Finnish Business Communication	3
KD07AYRU022	Affärssvenska / Business Swedish	3
KD07CYRU112	Affärskommunikation / Swedish Business Communication	3
VIRKARUKI	Julkisyhteisöjen henkilöstön ruotsin kielen taito, kirjallinen	0
VIRKARUSU	Julkisyhteisöjen henkilöstön ruotsin kielen taito, suullinen	0
IB20-1027	Alternative language studies	3
IB20-1028	For non Finnish students	12
KD19APFIN01	Finnish 1	3
KD19APFIN02	Finnish 2	3
KD19APFIN03	Finnish 3	3
KD19APFIN04	Finnish 4	3
IB20-1029	Alternative Language Studies	0
IB00CL33	German 1	3
IB00CL34	German 2	3
IB00CL35	German 3	3
KD07CYVE010	Venäjä 1 (Russian 1)	3
KD07CYVE100	Venäjä 2 (Russian 2)	3
KD07CYVE111	Venäjä 3 (Russian 3)	3
KD07CYVE114	Venäjä 4 (Russian 4)	3
KD07CYES010	Espanja 1 / Spanish 1	3
KD07CYES111	Espanja 2 / Spanish 2	3
KD07CYES112	Espanja 3 / Spanish 3	3
KD07CYES120	Espanja 4 / Spanish 4	3
KD07DWRA010	Ranska 1 (French 1)	3
KD07DWRA020	Ranska 2 (French 2)	3
KD07CYRA220	Compréhension écrite	3
IB00CL24	Basic Swedish 1	3
IB00CL25	Basic Swedish 2	3
IB20-1030	ELECTIVE STUDIES	10
KD06CNTT720	Creating Websites	3
KD19CNTT012	Excel Spreadsheet Calculation in Business	2
LT00BE41	Finnish at Work	3
LT00BS84	Beginner Swedish for Foreigners	3
KD06APMA014	Knowledge Management	3
LT00CK13	Business Ethics	3
IB00CL21	Doing Business in English	3
IB00CL22	Gateway Inno	2
IB00CL23	International Negotiation Skills	3
IB20-1031	THESIS	15
KD19FYOT200	Bachelor's Thesis	15

KD19BRW005	Thesis Seminar	0
KD19FYOT100	Maturity Test	0
IB20-1032	PRACTICAL TRAINING	30
KD19HYTH201	Practical Training	30

IB20 Bachelor of Business Administration, DP in International Business, Full-time studies: 210 op

IB20-1001 BASIC STUDIES: 50 op

IB20-1002 Basic Studies Common to all in SeAMK: 20 op

IB20-1003 Building Competence: 10 op

XX00CG96 Studying at a University of Applied Sciences: 2 op

Osaamistavoitteet

Students are able to

- function in a university of applied sciences
- develop their learning, studying and job seeking skills
- use efficiently different learning environments
- learn about their own field of study and employment opportunities in the field
- identify their individual opportunities for internationalisation

Sisältö

- structure of studies and different ways of conducting studies
- study orientation and Seinäjoki University of Applied Sciences as a work community
- statutes regulating higher education studies, regulations and rules of Seinäjoki University of Applied Sciences
- student union activities
- library services of Seinäjoki University of Applied Sciences
- developing learning and study skills
- social benefits for students and welfare services at Seinäjoki University of Applied Sciences
- career planning and job seeking skills
- relevance of internationalisation skills
- opportunities for further studies

Esitietovaatimukset

The student and the study counsellor go through other recommended studies when planning the student's personal curriculum.

Arviointikriteerit

Hyväksytty/hylätty

Pass: The student participates in the classes of the course and shows the knowledge and skills listed in the learning outcomes in class and/or by completing the required course assignments.

Fail: The student does not reach the learning outcomes of the course and is not able to show required knowledge and skills.

XX00CG97 Career planning and internationalisation: 2 op

Osaamistavoitteet

Students are able to

- plan their studies in accordance with their own career plans
- develop their job seeking skills in different ways
- identify their own career opportunities
- anticipate the changing needs of working life
- identify the effects of multiculturalism and globalisation on working life and interaction
- function in an international operational environment and make use of international networks
- plan their personal internationalisation in studies and working life

Sisältö

rules of working life and working life skills

- anticipating the needs of future working life
- career planning and job seeking skills
- goal-oriented planning of studies from the viewpoint of the student's own career plans
- personal internationalisation planning
- opportunities of study and training abroad
- international operational environment and multiculturalism
- international networks

Esitietovaatimukset

Course: Studying in an University of Applied Sciences

Arviointikriteerit

Hyväksytty/hylätty

Pass: The student participates in the classes of the course and shows the knowledge and skills listed in the learning outcomes in class and/or by completing the required course assignments.

Fail: The student does not reach the learning outcomes of the course and is not able to show required knowledge and skills

YPOE3A3 Communication Skills: 3 op

Osaamistavoitteet

Opiskelija osaa

- toimia tarkoituksenmukaisesti erilaisissa esiintymis- ja ryhmäviestintätilanteissa
- analysoida ja arvioida viestintätaitoja osana ammatillista kehittymistä.
- soveltaa SeAMKin kirjallisten töiden ohjeita tehtävissään.

Sisältö

- Viestintätyylin analysointi
- Esiintymistaito ja vuorovaikutus (palvelutilanteissa)
- Ryhmäviestintätaito (keskustelutaito, palautteen antaminen ja vastaanottaminen, toimintatavat, kokoustekniikka, asiakirjastandardi, pöytäkirjat, muistiot)
- Kirjallisten töiden raportointiohjeet (lähdeviittaustekniikka, referointi, kielenhuolto, mallipohja, Urkund)

Esitietovaatimukset

Edeltäviä opintoja ei tarvita

Arviointikriteerit

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

Opiskelija osaa viestiä lähettäjälähtöisesti: hän ei osaa ottaa tavoitetta, vastaanottajaa tai tilannetta huomioon riittävästi. Tekstin rakenne on hajanainen ja epälooginen ja argumentointi on yksipuolista ja niukkaa. Havainnollistaminen on suppeaa ja epätarkoituksenmukaista. Opiskelija osaa arvioida omaa viestintäänsä vain viestin lähettäjän näkökulmasta.

Hyvä (3-4)**- Hyvä (4-3):**

Opiskelija osaa viestinnässään ottaa osittain huomioon tavoitteen, tilanteen ja vastaanottajan. Osaa ylläpitää viestinnän vuorovaikutusta. Tunnistaa jossain määrin viestinnän kulttuurisidonnaisen luonteen. Tekstin rakenne on pääosin selkeää ja johdonmukaista ja argumentointi on monipuolista ja uskottavaa. Havainnollistaminen on tarkoituksenmukaista. Opiskelija osaa arvioida omaa viestintäänsä joiltakin osin ja osittain realistisesti.

Kiitettävä (5)**- Kiitettävä (5):**

Opiskelija osaa viestinnässään ottaa erinomaisesti ja vakuuttavasti huomioon tavoitteen, tilanteen ja vastaanottajan, hän osaa toimia vastuullisesti ja sovittujen toimintatapojen mukaisesti. Viestinnän vuorovaikutus on erittäin taitavaa. Osaa tunnistaa viestinnän kulttuurisidonnaisen luonteen. Tekstin rakenne noudattaa tekstilajille ominaista rakennetta, teksti on loogista, selkeää ja sidosteista ja argumentointi on monipuolista ja eri näkökulmia huomioon ottavaa ja vakuuttavaa. Havainnollistaminen on tarkoituksenmukaista, tehokasta ja harkittua. Opiskelija osaa arvioida omaa viestintäänsä monipuolisesti ja realistisesti tavoitteen, tarkoituksen, vastaanottajan ja oman ammattialansa kannalta.

YPOE4A3 ICT Skills: 3 op**Osaamistavoitteet**

- Opiskelija osaa käyttää käytössä olevia toimisto-ohjelmia, erilaisia verkkopalveluita ja verkko-oppimisympäristöä.
- Opiskelija osaa soveltaa tietoteknisiä perustaitoja uusissa laite- ja ohjelmistoympäristöissä.

Sisältö

- Johdatus toimisto-ohjelmiin
- Tekstinkäsittely
- kirjallisten töiden ohjeen mukaiset asetukset
- asiakirjastandardi
- Taulukkolaskenta
- laskentamallit
- kaaviot
- Esitysgrafiikka
- esityksen sisältö ja rakenne
- esityksen asetukset
- Verkkopalvelujen hyödyntäminen
- pilvipalvelut
- verkkoneuvottelu työvälineenä

Esitietovaatimukset

Edeltäviä opintoja ei tarvita

Arviointikriteerit**Tyydyttävä (1-2)**

Opiskelija tunnistaa yleisimpien toimisto-ohjelmien ja verkkopalveluiden käyttömahdollisuuksia. Opiskelija hallitsee toimisto-ohjelmien yksinkertaisen peruskäytön.

Hyvä (3-4)

Opiskelija tunnistaa toimisto-ohjelmien ja verkkopalveluiden käyttömahdollisuuksia ja ymmärtää niiden toimintaperiaatteet ja käyttömahdollisuudet henkilökohtaisen työskentelyn apuvälineinä. Opiskelija osaa käyttää toimisto-ohjelmia erilaisissa käyttötilanteissa.

Kiitettävä (5)

Opiskelija tunnistaa toimisto-ohjelmien ja verkkopalveluiden käyttömahdollisuuksia ja ymmärtää niiden toimintaperiaatteet. Opiskelija osaa itsenäisesti ja monipuolisesti soveltaa toimisto-ohjelmia ja verkkopalveluita erilaisissa käyttötilanteissa.

IB20-1004 Business and Entrepreneurship Competence: 5 op**XX00BE93 Business and Entrepreneurship: 3 op****Osaamistavoitteet**

The student can

- describe the meaning and role of business activities in the society and in his/her field
- explain how entrepreneurship manifests on individual and organisational level
- describe entrepreneurial capabilities and assess his/her own entrepreneurial capabilities
- describe prerequisites of profitable business
- examine analytically the future outlook of business opportunities in his/her field

Sisältö

- business as part of society and the global environment
- entrepreneurship as pattern of action and as business activities
- basic concepts of business, business logic
- business as a part of a career in one's own field

Esitietovaatimukset

None.

Arviointikriteerit**Hyväksytty/hylätty**

- Active participation and all assignments accepted. Learning outcomes must be achieved for acceptance.

XX00BE94 SeAMK Innovation Week: 2 op**Osaamistavoitteet**

1. Understanding the user-centric problem-solving method and its usability in development tasks
2. Analysing the development task
3. Understanding the customer problem
4. Defining the development task

5. Concepting
6. Getting customer feedback
7. Group work skills

Sisältö

For day programmes the course is a one-week intensive course. The students will not take part in other SeAMK courses during it. During the SeAMK Innovation week, the students will solve real working life problems in multidisciplinary student teams by means of the design thinking method. In accordance with the method, the students will focus on both customer and business perspectives. The Innovation Week results in a tried-and-tested solution concept.

For students in multimodal study programmes, an online course is arranged.

Esitietovaatimukset

None.

Arviointikriteerit**Hyväksytty/hylätty**

A personal learning assignment and group development assignment

IB20-1005 Research and Project Work Skills: 5 op**YPOE1C2 Introduction to Research and Development: 2 op****Osaamistavoitteet**

Opiskelija osaa

- tunnistaa tieteellisen ja arki ajattelun eroja
- määrittää tutkimuksellisia lähestymistapoja ja tutkimuksen peruskäsitteitä
- esittää tutkimusprosessin ja raportoinnin vaiheet (rakenne)
- selittää kriittisen ajattelun merkityksen tutkivassa ja kehittävässä työotteessa
- antaa esimerkkejä tutkimusetiikan merkityksestä

Sisältö

- tieteellinen ajattelu ja arki ajattelu
- yleinen tutkimusetiikka
- keskeisiä tutkimusmenetelmiä
- tutkimuksen peruskäsitteet ja rakenne
- tutkimusprosessin ja - raportin vaiheet
- tutkiva ja kehittävä työote

Esitietovaatimukset

Aikaisempia opintoja ei tarvita

Arviointikriteerit**Hyväksytty/hylätty**

- Hyväksytty/hylätty
- Hyväksytty: Opiskelija osoittaa osaamistavoitteissa esitetyn osaamisensa suorittamalla opintojaksoon kuuluvat tehtävät hyväksytysti.
- Hylätty: Opiskelija ei saavuta opintojakson osaamistavoitteita eikä pysty osoittamaan osaamistaan niissä

YPOE2C3 Introduction to Project Work: 3 op

Osaamistavoitteet

Opiskelija osaa

- selittää projektityyppisen työskentelyn luonteen sekä sen, milloin projektityöskentelymalli on tarpeellinen
- esitellä perustiedot ja valmiudet, joiden perusteella hän voi osallistua projektityöhön sekä projektien suunnitteluun.
- selittää projektiin liittyvät käsitteet, projektisuunnitelman sisällön, projektin aikasuunnitelun ja projektin ohjaamisen (elinkaari).
- esitellä projektisyklin eri vaiheisiin liittyvät tehtävät.

Sisältö

- projektitoiminnan käsitteet ja toimintatavat
- projektin vaiheet ja prosessi
- projektisuunnitelma (aika-, resurssi- ja kustannussuunnittelu)
- projektiorganisaatio ja sidosryhmät
- projektin muutokset, riskit ja ongelmat
- projektiviestintä ja raportointi
- projektin päättäminen

Esitietovaatimukset

Aikaisempia opintoja ei tarvita

Arviointikriteerit**Tyydyttävä (1-2)**

The student can name and can define the central concepts which describe Project and Project management. Student can define basic skills required for working as part of Project team. Student can explain different phases of the project cycle.

Hyvä (3-4)

The student can explain the central concepts which describe Project and Project management. Student can explain well different phases of the project cycle and can define skills required for working as part of Project team. Student has basic Project work skills.

Kiitettävä (5)

The student can name and define very well the central concepts of Project and Project management. Student can explain very well different phases of the project cycle and can define skills required for working as part of Project team. Student has Basic Project work skills.

IB20-1006 Programme-specific Basic Studies: 30 op**IB00CL26 Setting up an Enterprise: 9 op****Osaamistavoitteet**

The student knows how to start a business and what it requires in terms of economic and human capital. The student is able to start basic business activities according to the legislation and regulations. The student is able to explain financial management measures needed in business operations. The student is able to start authentic marketing practices and produce marketing materials for Trade fair according to the marketing strategy. The student recognizes personnel management as a part of a business and is able to plan for a suitable organization for a target

company. The student is capable of describing the prerequisites for a profitable business. The student is able to use communication methods in business operations.

Sisältö

- Establishing a limited company (Ltd)
- Production processes
- Marketing activities
- Trade fair as a marketing activity
- Competitive tools of marketing
- Teams and interaction skills in multicultural groups
- Basic bookkeeping entries
- Basics of value added taxation payroll management
- Business English communication in various settings
- Information seeking in business
- Office systems, tool software, web design
- Basics of the contract law

Esitietovaatimukset

Business and Entrepreneurship competence

Arviointikriteerit

Tyydyttävä (1-2)

The student knows basic issues in starting a business and what it requires in terms of economic and human capital. The student is able to help in preparing marketing materials for Trade fair. The student is able to use basic communication methods in business operations. The student participates in team activities on a regular basis.

Hyvä (3-4)

The student knows how to start a business in practice. The student is able to produce marketing materials for Trade fair. The student is able to use communication methods in business operations. The student participates in team activities on a regular basis and does the team's tasks in her role carefully.

Kiitettävä (5)

The student knows how to start a business and what it requires in terms of economic and human capital. The student is able to start basic business activities according to the legislation and regulations. The student is able to produce and develop marketing materials for Trade fair according to the marketing strategy. The student is capable of describing the prerequisites for a profitable business. The student is able to use different communication methods fluently in business operations.

The student participates in team activities on a regular basis and is able to do the team's tasks in different roles. The student is able to develop the team's work.

IB00CL27 Running and Developing an Enterprise: 9 op

Osaamistavoitteet

The student masters the basics of financial management, marketing, personnel management and law needed to carry on business. The student is able to explain the legal principles of different business areas and their interdependences. The student is able to hold meetings necessary according to the rules and regulations and is able to draw up the minutes of the meetings. The

students are able to use the essential modules of ERP system. The student is able to work in different roles in a multicultural company with proper service attitude.

The student is able to analyze and develop a business. The student is able to explain, why it is necessary for a company to keep up continuous development and how changes in the operational environment of a company affect it. The student is able to prepare financial statements and carry on the permanent accounts to the next financial year. The student can use a computer fluently and apply it in different business tasks.

Sisältö

- Basics of accounting: double entry bookkeeping and closing the accounts
- Company taxation, financial statements
- Contracts
- Applying marketing tools (materials, campaigns etc.)
- Company on the web, web services, Office software
- Analyzing group performance
- Company growth and future strategy
- Company wellness
- Personnel development
- Sustainable development
- Development of information systems (hardware, software, networking, security)
- Basics of the consumer law
- Presenting the development plan of the company

Esitietovaatimukset

Setting up an Enterprise

Arviointikriteerit

Tyydyttävä (1-2)

The student can list the basic issues of financial management, marketing, personnel management and law needed to carry on business. The student is able to name the principles of different business areas and their interdependences. The student is able to understand the meaning of business development. The student is able participate in meetings. The student can use a computer under guidance and knows the meaning of IT in business. The student participates in team activities on a regular basis.

Hyvä (3-4)

The student masters the basics of financial management, marketing, personnel management and law needed to carry on business. The student is able to explain the legal principles of different business areas and their interdependences.

The student is able to develop business operations. The student is able participate in meetings and write a minutes of meetings. The student can use a computer fluently and knows the meaning of IT in business. The student participates in team activities on a regular basis and does the team's tasks in her role carefully.

Kiitettävä (5)

The student is able to apply her knowledge in financial management, marketing, personnel management and law needed to carry on business. The student is able to apply the legal principles of different business areas and their interdependences. The student is able to analyze and develop a business and apply his/her knowledge in this task. The student is able to explain, why continuous development is important for companies. The student is able to hold meetings necessary according to the rules and regulations and is able to draw up the minutes of the meetings. The student can use

a computer fluently and apply and develop its use in different business tasks. The student participates in team activities on a regular basis and does the team's tasks in different roles carefully. The student is able to develop the team's work.

KD19BNMA002 Human Resource Management and Organisations: 3 op

Osaamistavoitteet

Students know human resource management and organizational behavior in business organizations. Students recognize structures and duties of different HRM organizations and are aware of processes of personnel management. Students know the duties of HRM such as human resource planning, recruiting, training, securing, rewarding and developing human resources and can evaluate the human resource function. They will be familiar with the fundamentals of organizational behavior and the factors affecting it.

Sisältö

- Personnel management processes
- HRM practices
- Organizational behavior

Esitietovaatimukset

Basics of Business Competence

Arviointikriteerit

Tyydyttävä (1-2)

Student knows structures and duties of different HRM organizations and is aware of processes of personnel management. Students knows duties of HRM such as human resource planning, recruiting, training, securing, rewarding and developing human resources but cannot evaluate the human resource function. Student does sufficient decisions for different cases of HRM. Student knows the fundamentals of organizational behavior and the factors affecting it.

Hyvä (3-4)

Student knows structures and duties of different HRM organizations and is aware of processes of personnel management. Students knows duties of HRM such as human resource planning, recruiting, training, securing, rewarding and developing human resources and can evaluate the human resource function. Student can do decisions for different cases of HRM but cannot validate arguments and cannot explain reasons for solution. Student knows the fundamentals of organizational behavior and the factors affecting it.

Kiitettävä (5)

Student knows structures and duties of different HRM organizations and is aware of processes of personnel management. Students knows duties of HRM such as human resource planning, recruiting, training, securing, rewarding and developing human resources and can evaluate the human resource function. Student can do logical decisions for different cases of HRM and has good validation for arguments and reasons for solution. Student knows the fundamentals of organizational behavior and the factors affecting it.

KD19APKT013 Introduction to Economics: 4 op

Osaamistavoitteet

- Student can interpret the basic fundamental concepts of economics.

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- Student can define the basic features of micro- and macroeconomics.
 - Student can present the basic structures, current status and development directions of economics.
 - Student can explain the connection between the company activities and the economics entirety

Sisältö

- Basic concepts of national economy
- Growth in the economy and economic fluctuations
- Different economic systems
- Basics of micro and macro economy monetary systems and inflation

Esitietovaatimukset

No previous studies are required.

Arviointikriteerit**Tyydyttävä (1-2)**

Student can satisfactory interpret the basic fundamental concepts of economics. Student can satisfactory define the basic features of micro- and macroeconomics. Student can satisfactory present the basic structures, current status and development directions of economics. Student can satisfactory explain the connection between the company activities and the economics entirety.

Hyvä (3-4)

Student can interpret well the basic fundamental concepts of economics. Student can define well the basic features of micro- and macroeconomics. Student can satisfactory present the basic structures, current status and development directions of economics. Student can explain well the connection between the company activities and the economics entirety.

Kiitettävä (5)

Student can interpret excellently the basic fundamental concepts of economics. Student can define excellently the basic features of micro- and macroeconomics. Student can satisfactory present the basic structures, current status and development directions of economics. Student can explain excellently the connection between the company activities and the economics entirety.

KD19APMT010 Business Mathematics: 5 op**Osaamistavoitteet**

A student is able to calculate by index numbers the changes of prices and general economic activity. The student can construct the real changes of wages and prices. He or she can determine interest, principal, interest rate and interest time in various cases. The student has ability to calculate interest calculations in different situations. The student can determine the future value and the present value of periodic payments. He or she is able to calculate the equal payment of an annuity loan. The student can draw up an instalment payment scheme for different loans. The present value method and the annuity principle can be used in investments by the student.

Sisältö

Taxes, index numbers, foreign currencies, simple interest, compound interest, periodic payments, loans and investments

Esitietovaatimukset

Basic mathematical knowledge and skills in secondary level education.

Arviointikriteerit**Tyydyttävä (1-2)**

Satisfactory (1 and 2)

The student is able to calculate satisfactorily and knows the basics and basic concepts of financial mathematics.

Hyvä (3-4)

Good (3 and 4)

The student is able to calculate well and knows well the basics and basic concepts of financial mathematics. He/she is able to supply the methods of financial mathematics in different situations.

Kiitettävä (5)

Excellent (5)

The student is able to calculate and knows the basics and basic concepts of financial mathematics very well. He/she is able to apply the methods of financial mathematics in different situations very well.

IB20-1007 PROFESSIONAL STUDIES: 105 op

IB20-1008 Introduction to International Business: 22 op

KD19BINT002 International Business Operations and Strategies: 6 op

Osaamistavoitteet

Student knows the various forms and modes of international business operations, their advantages and disadvantages particularly from the viewpoint of small and medium-sized companies. Student is able to find and recognize essential country information for internationalization and is able to make decisions about operation mode for different cases and has good validation for arguments.

Students are able to create strategies for individual companies in their internationalization process. They are able to judge the feasibility of the development of company's international operation modes in a long run while integrating more deeply into target country's market and create plans for company level internationalization process.

Sisältö

- The importance of foreign trade and modes of export and import
- Operations which are connected to export and import processes
- Operation modes of foreign trade
- Decisions about operation mode for different cases
- Development of the utilization of different operation modes in a long run while integrating more deeply into the target market
- Organization structures of international companies and how it effects to company operations

Esitietovaatimukset

- Introduction to business operations
- Basics of economics
- Basics of marketing

Arviointikriteerit

Tyydyttävä (1-2)

Student is able to find some country information for internationalization, but the information is not the

most essential for the case. Student can make decision about operation mode for different cases but does not present arguments. Student describes illogically the development of international operation modes of an enterprise in a long run and can't explain the reasons for solutions. Student can describe different international organization structures of companies and generally compare their benefits and disadvantages.

Hyvä (3-4)

Student is able to find country information for internationalization, but the information is not the most essential for the case. Student can make decision about operation mode for different cases but does not present good arguments and reasons for the solution. Student is able to describe the development of international operation modes of an enterprise in a long run while integrating more deeply into the foreign market but can't explain the reasons for solutions. Student can assess different international organization structures of companies and generally compare their benefits and disadvantages.

Kiitettävä (5)

Student is able to find and recognize essential country information for internationalization. Student is able to make decisions about operation mode for different cases. Student is able to make decisions and recommendations about the development of international operation modes of an enterprise in a long run while integrating more deeply into the foreign market. Student is able to make these decisions and has good validation for arguments and reasons for solution. Student can assess different international organization structures of companies and is able to compare their benefits and disadvantages in different situations.

IB00CL28 Cross-Cultural Business and Marketing Communication: 6 op

Osaamistavoitteet

Students will know the dynamics of cross-cultural interaction in business contexts and acquire skills in confronting various cultures and culture shock in professional environments.

Students will possess knowledge of how cultural aspects change marketing communications.

Students can find international and academic sources related to course tasks. Students can relate material to sustainability, and career guidance with a focus on entrepreneurship.

Sisältö

- Business etiquette
- Intercultural communication
- Negotiations in business
- National characteristics and stereotypes

- Cultural differences and marketing communication
- Creating multicultural advertising campaigns

Esitietovaatimukset

No previous studies are required.

Arviointikriteerit

Tyydyttävä (1-2)

The final exam, role play and classroom performance are of a passable level in terms of knowledge,

skills and their further professional application.

Hyvä (3-4)

The final exam, role play and classroom performance are at a good level in terms of knowledge, skills and their further professional application. The student demonstrates an emerging ability for autonomous professional development in the field of study.

Kiitettävä (5)

The final exam, role play and classroom performance are at an excellent level in terms of knowledge, skills and their further application. The student is clearly capable of autonomous professional development and the application of his/her knowledge and skills in the field of study.

KD06BNMA622 International Marketing Management and Research: 6 op**Osaamistavoitteet**

The student is capable of finding out information to support decision making in an international marketing environment. This decision making is based on marketing research information and analysis of the operational environment both at home and in the target area.

Sisältö

- International Marketing: environmental analysis, adaptation of 4 P's
- Decision-making perspective on marketing research
- Ethical issues
- Marketing research planning process: research purpose and objective, research approach, research tactics, data collection, analysis, and reporting
- Creation of research design for a case company, including questionnaire

Esitietovaatimukset

Basics of Marketing

Arviointikriteerit**Tyydyttävä (1-2)**

The student has carried out work and participated as instructed. Students are able to carry out market analyses in an international company.

Hyvä (3-4)

The student has carried out work well and participated actively. Students are able to carry out market analyses and effectively use them in an international company's marketing decision-making.

Kiitettävä (5)

The student has carried out work to an excellent standard and participated actively and constructively. Students are able to carry out market analyses and effectively use them in an international company's marketing decision-making.

LT00BP64 International Economics and Finance: 4 op**Osaamistavoitteet**

The student knows the basics of international trade policy and international competitiveness. He/she knows the principles of international capital flows and financing.

Sisältö

- business in the international markets
- international competitiveness
- international financing
- trade policies

Arviointikriteerit**Tyydyttävä (1-2)**

Students are able to define basic concepts regarding international trade and economics. Students are familiar with the effects of the changes in the international economy to national economies and their lives.

Hyvä (3-4)

Students are able to select, interpret and analyze appropriate extracts from the news media. Students are able to explain the basic concepts of international trade, and the factors of production.

Kiitettävä (5)

Students are able to demonstrate knowledge and understanding of current economic issues and data, apply economic concepts and theories to real-world situations. Students can examine economic concepts and theories from international perspective and use economic concepts and examples to construct and present an argument. Student shows knowledge of international economics models and theories and the role of international trade.

IB20-1009 Choose Professional Studies in International Business or Digital Business: 40 op**IB20-1010 Professional Studies in International Business: 40 op****IB20-1011 Managing International Business: 25 op****LT00BP61 International Financial Management: 5 op****Osaamistavoitteet**

Students know accounting management in theory and in practice and corporate finances with an emphasis on long-term financing. Students are competent in utilizing accounting information as a tool in decision-making pertaining corporate finances and in managing the performance of an organization.

Sisältö

- Identification and measurement
- Balance sheet and income statement
- Financial statement analysis
- Financial ratio analysis
- Cost-volume-profit analysis
- Budgeting
- Long-term financial policy
- Financial structure
- Valuation of stocks and bonds

- Investments and financial decisions

Arviointikriteerit

Tyydyttävä (1-2)

Satisfactory (1-2): The student is able to evaluate the profitability and financial status of a company on the basis of the key ratios given. Students are also able to draw up some basic financial calculations. Students know the basic principles of management accounting.

Hyvä (3-4)

Good (3-4): The student is able to evaluate and analyze the profitability and financial status of a company on the basis of the financial statements and key ratios given. The student knows how to use, for example, cost-volume-profit analysis as a tool to measure company profitability. Students are also able to draw up basic financial calculations on the basis of long-term financing.

Kiitettävä (5)

Excellent (5): The student is able to evaluate and analyze the profitability and financial status of a company on the basis of the financial statements. Students know the basic principles, tasks and areas of utilization of management accounting in a company. Students are also able to draw up financial calculations on the basis of long-term financing.

IB00CL29 International Human Resource Management: 3 op

Osaamistavoitteet

Students will know the challenges of international human resource management and of the ways of creating a successful human resource policy for an international company.

Sisältö

- Challenges of international human resource management
- Recruitment, selection, training, compensation, performance appraisal
- Adjustment and repatriation of international employees
- Internationalisation process of companies, and human resource issues
- Students can find international and academic sources related to course tasks. Students can relate material to sustainability, and career guidance with a focus on entrepreneurship.

Esitietovaatimukset

No previous studies are required.

Arviointikriteerit

Tyydyttävä (1-2)

Satisfactory (2-1)

The final exam and classroom performance are of a passable level in terms of knowledge, skills and their further professional application.

Hyvä (3-4)

Good (4-3)

The final exam and classroom performance are at a good level in terms of knowledge, skills and their further professional application. The student demonstrates an emerging ability for autonomous professional development in the field of study.

Kiitettävä (5)

Excellent (5)

The final exam and classroom performance are at an excellent level in terms of knowledge, skills and their further application. The student is clearly capable of autonomous professional development and the application of his/her knowledge and skills in the field of study.

LT00BP62 Foreign Trade Operations: 5 op**Osaamistavoitteet**

Students will be competent in assessing a company's readiness to foreign trade and initiating the entire export/import process step by step. Students will possess knowledge of the practical aspects of the foreign trade process and are able to create necessary documentation for delivery, insurance and payment procedures of the operation. Students will learn how different phases and decisions of the export process will effect on each other and how these decisions will influence on pricing, profit margin, risks, logistics and legal obligations. Students will gain knowledge for choosing suitable payment term and method and managing risks and sanctions for the operation.

Sisältö

Foreign trade practices:

- Controlled foreign business transaction – from offer to delivery and follow-up
- Phases of the export operation process and mutual dependence of them in the process
- How terms of payment and terms of delivery are dependent on each other
- Contract and how it effects on pricing, contribution margin, risks, logistic solutions and legal obligations of authorities.
- EU obligations for the documentation of internal and external trade.
- EU's demands for different processes in foreign trade.

Contract, delivery, Incoterms and documentation:

- Documentation of foreign trade – what information is needed in documentation
- Documentation requirements and regulations given by authorities in foreing trade (requirements for custom, statistics and documents of origin)
- Incoterms 2010 – How terms of delivery will effect on transport insurance and documentation

Payments in foreign commerce:

- Choosing the right method and term of payment (documentary collection, documentary credit, standby letter of credit)
- Needed documentation based on term of payment

Financing foreign operations:

- Bank guarantee in foreign trade
- Financing foreign operations
- Managing risks and sanctions

Esitietovaatimukset

- Basic Studies
- International Business Operations and Strategies
- Cross Cultural Business and Marketing Communication

Arviointikriteerit**Tyydyttävä (1-2)**

Student is able to explain main phases of export/import process. Student is familiar with some

aspects of the foreign trade process and is able to create sufficient documentation for a foreign operation. He/She is able to recognize some links between export decisions and pricing, profit margin, risks, logistics and legal obligations. Student is able to choose passable payment term and method for the case.

Hyvä (3-4)

Student is able to initiating the entire export/import process in detail. Student is familiar with the practical aspects of the foreign trade process and is able to create some documentation for delivery, insurance and payment procedures for a foreign operation. Student can explain main phases of the export process. He/She is able to explain some links between export decisions and pricing, profit margin, risks, logistics and legal obligations. Student is able to choose passable payment term and method for the case and is able to foresee some risks and sanctions of the case operation.

Kiitettävä (5)

Student is able to assess a company's readiness to foreign trade and initiating the entire export/import process in detail. Student is familiar with the practical aspects of the foreign trade process and is able to create necessary documentation for delivery, insurance and payment procedures for a foreign operation. Student knows different phases of the export process. He/She is able to explain how decisions related to export operation will influence on pricing, profit margin, risks, logistics and legal obligations. Student is able to choose suitable payment term and method for the case and is able to foresee main risks and sanctions of the case operation.

KD19BINT004 International Business Simulation: 4 op**Osaamistavoitteet**

The student is capable of decision making on individual and team basis in an international business enterprise. Decision making covers many areas one will face in practice while doing international business: from marketing to logistics and accounting to management. A major issue in the course is to understand the connections of these various functions to each other and consequences of the decisions carried out.

Sisältö

Operating a company in a simulation environment for a longer time period, analyzing your performance the reasons for results you achieved in your business.

Arviointikriteerit**Tyydyttävä (1-2)**

Satisfactory (1-2): The student has carried out work and participated as instructed. Students are able to use the competitive tools of marketing in creating competitive advantage. The performance of their company is not at a high level among the participants. They will be able to plan a company's competitive tool combination for each phase in a product's life cycle. Students can make marketing decisions in a company via simulation.

Hyvä (3-4)

Good (3-4): The student has carried out work well and participated actively. Students are able to use systematically the competitive tools of marketing in creating competitive advantage and can apply them to the international business environment. They will be able to plan a company's effective competitive tool combination for each phase in a product's life cycle and perform well as a company. Students can make marketing decisions in a company as a whole via simulation. They can

analyze the results and profitability of their decisions and compare them to their competitors.

Kiitettävä (5)

Excellent (5): The student has carried out work to an excellent standard and participated actively and constructively. Students are able to use systematically the competitive tools of marketing in creating competitive advantage and can apply them to international business environment. They will be able to plan a company's effective competitive tool combination for each phase in a product's life cycle and through the application of these decisions perform as a company at a very high level. Students can make marketing decisions in a company as a whole via simulation. They can analyze the results and profitability of their decisions and compare them to their competitors.

IB00CL30 Strategic Management: 3 op**Osaamistavoitteet**

Students know the strategic management process and the most important methodologies used in strategic planning. They also are able to execute the methodologies using case studies.

Sisältö

The methodologies of strategic management, the typical steps of the strategic process chain: strategic analysis, conceptualisation and strategic control, theory and in practice to instruments such as environmental scans, early warning systems, core competence analysis, SWOT, portfolio analysis, life-cycle analysis, blue ocean methodology and balanced scorecard.

Esitietovaatimukset

No previous studies are required.

Arviointikriteerit**Tyydyttävä (1-2)**

The student has participated actively in the course. Student has shown in the course ability to comprehend the basic concepts of the course: Student has been able to use the basic concepts of the course in the assignments.

Hyvä (3-4)

The student has carried out work very well and participated actively and constructively. Student has shown in the course ability to comprehend the concepts of the course and apply the concepts in practical business cases: Student has been able to develop solutions in the assignments of the course.

Kiitettävä (5)

The student has carried out work to an excellent standard and participated actively and constructively. Student has shown in the course ability to comprehend the concepts of the course and apply the concepts in practical business cases: Student has been able to develop creative solutions in the assignment of the course.

IB20-1012 Target Area Studies: 5 op**KD06BNMA639 Business in the EU: 3 op****Osaamistavoitteet**

Students will get an insight into how the EU with its major institutions, actions and decision making processes works that affect and shape the business context in and with the EU. They will gain an understanding as to how EU policies affect business and citizens in the respective Member State countries. Students will get an understanding of how decisions are taken at EU level and how they can thus be influenced most effectively, accordingly. Overall, students will be encouraged to analyse the features of the EU as a market area with differences in the economic, political and cultural environment.

Sisältö

Students will get an insight into how the EU with its major institutions, actions and decision making processes works that affect and shape the business context in and with the EU. They will gain an understanding as to how EU policies affect business and citizens in the respective Member State countries. Students will get an understanding of how decisions are taken at EU level and how they can thus be influenced most effectively, accordingly. Overall, students will be encouraged to analyse the features of the EU as a market area with differences in the economic, political and cultural environment.

Esitietovaatimukset

Basic studies in business

Arviointikriteerit**Tyydyttävä (1-2)**

Participation, presentations and written work are at a passable level in terms of knowledge, skills and their further application.

Hyvä (3-4)

Participation, presentations and written work are at a good level in terms of knowledge, skills and their further application.

Kiitettävä (5)

Participation, presentations and written work are at an excellent level in terms of knowledge, skills and their further application.

LT00BD70 Doing Business in the Nordic Countries: 2 op**Osaamistavoitteet**

Students will know the ways of conducting business in the Nordic countries. Students will understand the unique challenges of creating a successful market entry plan into the region. Students will be aware of the Nordic countries economies, cultures and political systems.

Sisältö

- The Nordic model
- Economies
- Cultures
- Industries and trade

Arviointikriteerit**Tyydyttävä (1-2)**

The exam and classroom performance are of a passable level in terms of knowledge, skills and their further professional application.

Hyvä (3-4)

The exam and classroom performance are at a good level in terms of knowledge, skills and their further professional application. The student demonstrates an emerging ability for autonomous professional development in the field of study.

Kiitettävä (5)

The exam and classroom performance are at an excellent level in terms of knowledge, skills and their further application. The student is clearly capable of autonomous professional development and the application of his/her knowledge and skills in the field of study.

KD19BVMA007 Business in Russia: 2 op**Osaamistavoitteet**

Students know the current framework for doing business in Russia. They know the various aspects (marketing, financing, logistics, business communication) of the business environment in Russia and how to take them into consideration when planning or conducting business activities in Russia and with Russian partners.

Sisältö

- characteristics of Russian business culture
- logistics in Russia
- marketing and advertising in Russia
- financing and money transactions in Russia
- business communication in Russia
- trade fairs and exhibitions in Russia

Lisätiedot

The study trip is fee-based. You need to have a passport which is valid at least 6 months after the trip. A visa is also needed.

Instead of the trip the student can do independent studies that contain both oral and written assignments.

Arviointikriteerit**Tyydyttävä (1-2)**

The student is able to recognize the most typical characteristics of Russian business. The portfolio succinct but has been compiled in accordance with instructions.

Hyvä (3-4)

The student is able to recognize the characteristics of Russian business life and is able to make use of his/knowledge in practice. The portfolio has been compiled according to given instructions and covers the required topics.

Kiitettävä (5)

The student knows the characteristics of Russian business and working life very well and is able to apply his/her knowledge in his/her own actions. The portfolio has been compiled carefully and shows a good understanding of the course topics.

IB00CL31 Business in North America: 3 op

Osaamistavoitteet

Students know about the Canadian and American economies, current political issues, NAFTA, and North America's place in world affairs. Students know the culture and identity of North Americans and predicted future outcomes.

Students can find international and academic sources related to course tasks. Students can relate material to sustainability, and career guidance with a focus on entrepreneurship.

Sisältö

Contemporary North America

Historical North America

North American politics

North American economy

North American culture

North America and the future

Esitietovaatimukset

No prerequisites

Arviointikriteerit**Tyydyttävä (1-2)**

The exam and classroom performance are of a passable level in terms of knowledge, skills and their further professional application.

Hyvä (3-4)

The exam and classroom performance are at a good level in terms of knowledge, skills and their further professional application. The student demonstrates an emerging ability for autonomous professional development in the field of study.

Kiitettävä (5)

The exam and classroom performance are at an excellent level in terms of knowledge, skills and their further application. The student is clearly capable of autonomous professional development and the application of his/her knowledge and skills in the field of study.

KD07CNMA692 Business in Latin America: 3 op**Osaamistavoitteet**

Students have a basic knowledge of the way of behavior of Latin-American business people in business negotiations and Latin American culture in general. After the course they have knowledge of how to support companies in diverse tasks related to start up business with companies in Latin America market area. During the learning process the students collaborate with Finnish companies.

Sisältö

- Introduction to business culture in the countries of Latin America
- Preliminary study about business potential in Latin America .
- Colaboration with Finnish companies e.g. to find the market or business partner from the target area

Esitietovaatimukset

None

Arviointikriteerit**Tyydyttävä (1-2)**

The completed tasks, the final exam and virtual classroom performance are of a passable level in terms of knowledge, skills and their further professional application.

Hyvä (3-4)

The completed tasks, the final exam and virtual classroom performance are at a good level in terms of knowledge, skills and their further professional application. The student demonstrates an emerging ability for autonomous professional development in the field of study.

Kiitettävä (5)

The completed tasks, the final exam and virtual classroom performance are at an excellent level in terms of knowledge, skills and their further application. The student is clearly capable of autonomous professional development and the application of his/her knowledge and skills in the field of study.

KD07DVJA05 Business in Japan: 2 op**Osaamistavoitteet**

Students are able to analyse the features of Japan as a trading partner and a market area. They know the basic features of the economic, political and cultural environment in Japan.

Sisältö

- characteristics of Japanese culture
- history and economy of Japan
- doing business in Japan

Esitietovaatimukset

- no prerequisites

Arviointikriteerit**Tyydyttävä (1-2)**

The oral and written coursework is at a passable level in terms of knowledge, skills and their further application. The student recognizes the basic features of Japan as a market area.

Hyvä (3-4)

The oral and written coursework is at a good level in terms of knowledge, skills and their further application. The student is able to analyse the characteristics of Japan as a market area.

Kiitettävä (5)

The oral and written coursework is at an excellent level in terms of knowledge, skills and their further application. The student is able to analyse the characteristics of Japan as a market area and make use of this information effectively.

KD06CNMA710 Business in China: 2 op**Osaamistavoitteet**

The students understand the current institutional framework for doing business in China and in Beijing: the students have a general understanding of various aspects of China's business environment

Sisältö

- Basic information on political and economic structure in China
- Business environment in China
- Business culture
- Doing business in China

Esitietovaatimukset

No specific requirements.

Arviointikriteerit**Tyydyttävä (1-2)**

The oral and written coursework is at a passable level in terms of knowledge, skills and their further application. The student recognizes the basic features of China as a market area.

Hyvä (3-4)

The oral and written coursework is at a good level in terms of knowledge, skills and their further application. The student is able to analyse the characteristics of China as a market area.

Kiitettävä (5)

The oral and written coursework is at an excellent level in terms of knowledge, skills and their further application. The student is able to analyse the characteristics of China as a market area and make use of this information effectively.

IB20-1013 Industrial Management: 15 op**LT00BP63 Introduction to Industrial Management: 3 op****Osaamistavoitteet**

The student can use the basic concepts of industrial management. The student understands the relationships between the various functions in a business. The student can use the basic tools used in production management and business planning. The student can find the interdependencies of a company and its interest groups

Sisältö

- Introduction of industrial management
- Production systems
- Production planning systems
- Ideal factory
- Production types
- Corporate planning

Arviointikriteerit**Tyydyttävä (1-2)**

The student can use satisfactorily the basic concepts of industrial management. The student understands satisfactorily the relationships between the various functions in a business. The student can satisfactorily use the basic tools used in production management and business planning. The student can satisfactorily find the interdependencies of a company and its interest groups.

Hyvä (3-4)

The student can use well the basic concepts of industrial management. The student understands

well the relationships between the various functions in a business. The student can well use the basic tools used in production management and business planning. The student can well find the interdependencies of a company and its interest groups.

Kiitettävä (5)

The student can use excellently the basic concepts of industrial management. The student understands excellently the relationships between the various functions in a business. The student can excellently use the basic tools used in production management and business planning. The student can excellently find the interdependencies of a company and its interest groups.

KD06BNMA621 Business-to-Business Marketing: 3 op**Osaamistavoitteet**

Students are capable of applying the following elements of B-to-B Marketing into practical marketing situations in B-to-B environment: relationship marketing and its role in B-to-B marketing, formation of competitive advantage in B-to-B markets, organizational purchasing behavior, diffusion process of innovations and segmentation in B-to-B markets.

Sisältö

Relationship marketing and its role in B-to-B marketing, formation of competitive advantage in B-to-B markets, organizational purchasing behavior, diffusion process of innovations, segmentation in B-to-B markets.

Esitietovaatimukset

No previous studies are required.

Arviointikriteerit**Tyydyttävä (1-2)**

1 = knows basic concepts of business to business marketing

Hyvä (3-4)

3 = knows concepts of business to business marketing well and is able to apply those concepts well in practice

Kiitettävä (5)

5 = knows concepts of business to business marketing very well and is able to apply those concepts very well in practice

KD06BNMA680 Business-to-Business Sales: 3 op**Osaamistavoitteet**

The student develops a basic understanding of the contents of personal sales work in business to business marketing environment. The student learns these concepts through a practical sales case. The student develops also a basic understanding about the management of personal sales work.

Sisältö

Practicing different elements of personal sales work in classroom and school environment in practical sales settings chosen by each student.

Esitietovaatimukset

Business to Business Marketing

Arviointikriteerit

Tyydyttävä (1-2)

The student has carried out work with some minor challenges related to timing and / or contents. Students have challenges in completion of the sales process with clients.

Hyvä (3-4)

The student has carried out work well and participated actively. Students have also shown ability to complete the sales process with the client well.

Kiitettävä (5)

The student has carried out work to an excellent standard and participated actively and constructively. Students have shown in the course ability to go through the sales process in a sales situation effectively: Students have been able to find out and create mutually benefiting solutions for both seller and client.

KE16BUTU123 Logistics: 3 op

Osaamistavoitteet

- Student can define qualitative and quantitative characteristics of transportations
- Student can compare the pros and cons of different transportation forms.
- Student can explain the motives and economics of storage, logistic customer service and recycling logistics.
- Student can present material flows and their optimal planning and control holistically in both functional and economic points of view.

Sisältö

- Transportation and its significance, logistic chain and distribution
- Transportation planning and transportation risk management
- Packing
- Inventories and their economical and functional significance
- Physical storage, the connection between storage and transportations
- Significance, agility and costs of customer service
- Customer service strategies and service pricing
- Logistics and recycling

Esitietovaatimukset

No previous studies are required.

Arviointikriteerit

Tyydyttävä (1-2)

Student can define qualitative and quantitative characteristics of transportations in basic level. Student can compare the pros and cons of different transportation forms simply. Student can explain the motives and economics of storage, logistic customer service and recycling logistics in basic level. Student can present in basic level material flows and their optimal planning and control holistically in both functional and economic points of view.

Hyvä (3-4)

Student can define well qualitative and quantitative characteristics of transportations. Student can

compare well the pros and cons of different transportation forms simply. Student can explain well the motives and economics of storage, logistic customer service and recycling logistics. Student can present well in basic level material flows and their optimal planning and control holistically in both functional and economic points of view.

Kiitettävä (5)

Student can define excellently qualitative and quantitative characteristics of transportations. Student can compare excellently the pros and cons of different transportation forms simply. Student can explain excellently the motives and economics of storage, logistic customer service and recycling logistics. Student can present excellently in basic level material flows and their optimal planning and control holistically in both functional and economic points of view.

KD19BNSM001 Sustainable Management: 3 op

Osaamistavoitteet

Student can identify different quality ideologies. Student can explain the basic concept of quality control. Student can use the common quality tools and statistical process control. Student can identify quality costs and their significance.

The student has basic knowledge about:

- the environmental factors affecting human beings and their operational environment,
- the relations between production activities and environment
- the effects of production in local, regional and global level.

The student is aware about the methods, how to decrease the negative affects of production to the environment.

Sisältö

- Factors affecting the quality
- The history of quality control
- Measuring quality and quality meters
- Seven basic tools of quality
- Quality costs (internal and external)
- Total Quality Management TQM
- Environmental concepts and the sustainable development
- Renewable and unrenovable natural resources, utilisation and its affects
- Waste management and recycling

Arviointikriteerit

Tyydyttävä (1-2)

Student can satisfyingly name different quality ideologies. Student can satisfyingly explain basic concepts of quality control. Student can satisfyingly use different quality tools and statistical quality control. Student can satisfyingly identify quality costs and their significance.

Student has basic knowledge about the environmental factors and relations between industrial activities and environment. Student knows satisfafyingly the ways to control the harmful effects of humans and industrial activities to the nature.

Hyvä (3-4)

Student can well name different quality ideologies. Student can well explain basic concepts of quality control. Student can well use different quality tools and statistical quality control. Student can well identify quality costs and their significance.

Student has good knowledge about the environmental factors and relations between industrial activities and environment. Student knows well the ways to control the harmful effects of humans and industrial activities to the nature.

Kiitettävä (5)

Student can excellently name different quality ideologies. Student can excellently explain basic concepts of quality control. Student can excellently use different quality tools and statistical quality control. Student can excellently identify quality costs and their significance.

Student has excellent knowledge about the environmental factors and relations between industrial activities and environment. Student knows excellently the ways to control the harmful effects of humans and industrial activities to the nature.

IB20-1014 Professional Studies in Digital Business: 40 op**Osaamistavoitteet**

International businesses need people who can think creatively and grasp the opportunities offered by the ongoing digital change. Digitalization makes available countless new ways to create customer value and this in turn means new value opportunities for businesses. To make the best of such opportunities you should understand the logic behind digital business models but also have first-hand experience of working out digital processes and contents.

As a learning outcome for the International Business Digital track, you will be familiar with the current outlook in both use of digital tools in business and business based on digitalization. You will also have a good understanding of the possibilities offered by digital manufacturing as well as the challenges involved in automation. You will possess sufficient practical skills for start-up operations online or for managing outsourced content production.

IB20-1015 Introduction to Digital Business: 15 op**LT00BP07 Digital Business Models: 5 op****Osaamistavoitteet**

The student will learn how digitalization is changing business. Students will explore new business models and learn different kinds of non-traditional revenue logic. They will also learn how to recognize possibilities of disruptiveness in digital business.

Sisältö

The content of this course focuses on digital transformation, economy of sharing and changes on value chain. The main topics of the course are platform economy, data driven business models, ecosystem thinking, bundles and other business opportunities made possible by digitalization.

Arviointikriteerit**Tyydyttävä (1-2)**

The student is able to recognize different digital business models and describe their structure and operation. He/she has a basic understanding of the financial fundamentals of the business models.

Hyvä (3-4)

The student is able to recognize different digital business models and describe their structure and operation. He/she is able to analyse the advantages and disadvantages of different models and. He/she is able to apply models to a current situation. He/she has a good understanding of the financial fundamentals of the business models.

Kiitettävä (5)

The student is able to recognize different digital business models and describe their structure and operation. He/she is able to analyse the advantages and disadvantages of different models and assess their efficiency. He/she is able to apply models to a current situation and create new solutions. He/she has a profound understanding of the financial fundamentals of the business models.

LT00BP08 Digital Business Processes: 5 op**Osaamistavoitteet**

Students learn to see the big picture of a company's processes with regard to digitalization. Students know how to recognize processes and how to digitize them.

Sisältö

- Digitalization in business and financial management
- Digitalization in production and service management
- Digitalization in sales and marketing
- Customer Relationship Management

Arviointikriteerit**Tyydyttävä (1-2)**

The student is able to recognize business processes and describe their stage of digitalization. He/she knows the basics of digital tools used in some of the processes.

Hyvä (3-4)

The student is able to recognize business processes and describe their stage of digitalization. He/she is able to use digital tools in central business processes.

Kiitettävä (5)

The student is able to recognize business processes and describe their stage of digitalization. He/she is able to use digital tools in central business processes. He/she is able to find ways of making processes more efficient and financially feasible by means of digitalization.

LT00BP09 Introduction to Industrial Automation: 5 op**Osaamistavoitteet**

The student can describe how the productivity of a factory can be improved with different technologies related to industrial automation. The student is able to implement under guidance basic tasks in industrial automation and can demonstrate understanding of basic principles involved.

Sisältö

- industrial automation
- robotics
- 3D printing

- process simulation (digital factory)
- industrial internet of things and Industry 4.0

Arviointikriteerit**Hyväksytty/hylätty**

Pass:

The student participates actively in the course and completes the given assignments and exercises.

IB20-1016 Online Business: 15 op**LT00BP10 E-Commerce Web Design: 5 op****Osaamistavoitteet**

Students are able to explain the significance of web services for enterprises and other organisations. They can design and create web sites using HTML5 markup language, CSS and web publishing program. Students are able to publish web pages on the Internet. They will be able to assess the usability of existing electronic stores. Students can design and implement an electronic store containing the basic shopping functions as a part of the online services of a company.

Sisältö

- Tools for designing and implementing standard-based online services
- Online services implementation (HTML5, CSS, web publishing software, web content management system)
- Publication of a website
- Specifications and usability of an electronic store
- Planning, implementing and maintaining an electronic store

Arviointikriteerit**Tyydyttävä (1-2)**

Students are able to define the basic concepts of online business. Students are able to create simple web pages and online store using web publishing and e-commerce software. They can write and use basic HTML5 and CSS stylesheet codes. They are able to publish web pages on a web server.

Hyvä (3-4)

Students are able to implement and publish web pages using a web publishing software and HTML5 and CSS style sheet language. Students are able to implement online store using available e-commerce software. Students are able to pay attention to the usability of websites implementation.

Kiitettävä (5)

Students are able to design, implement and publish a website and online store using different techniques. Students can consider a website for usability and accessibility. Students are able to assess the significance of the site for business.

LT00BP11 Digital Marketing: 6 op**Osaamistavoitteet**

Students are able to explain the most important forms of digital marketing. They will be able to promote business online using a variety of channels, e.g. search, social, video, e-mail, and display.

Students are able to use different marketing tools, a.o. photo editing and publishing software.

Students will be able to recognize the opportunities of social media in business and marketing communication. Students will be competent in producing texts in social media and using social media as a channel of business communication and marketing.

Students will learn to analyze target customers' media habits and purchasing decision process in digital media. Students will be able to choose relevant media channels and communication style according to customer needs and marketing budget. Students will learn to analyze return on media investment and follow competitors' digital marketing strategies.

Sisältö

- Definitions and terminology
- Social media channels
- Different ways to use social media in business communication and marketing
- Digital marketing tools
- Digital marketing software
- Understanding target customers' media habits
- Target customers' purchasing decision process
- Relevant media selection and marketing budget
- Competitor analysis and return on media investment

Esitietovaatimukset

Basic Studies of Bachelor of Business Administration

Arviointikriteerit

Tyydyttävä (1-2)

The student knows the basics of digital marketing, social media and different online marketing tools, but needs help in applying them in practice.

Hyvä (3-4)

The student knows well digital marketing, social media and different online marketing tools and can apply some of them in practice. The student knows the basics of digital marketing, social media and different online marketing tools, but needs help in applying them in practice.

Kiitettävä (5)

The student is capable of planning the digital marketing, social media and the use of online marketing tools and is capable of using them in practice. The student can analyze and develop digital marketing.

LT00BP12 Data Security and Digital Law: 4 op

Osaamistavoitteet

Students can explain key terms related to information security and privacy. Students are able to assess the security from the individual and the organizational point of view. Students are able to protect computers against security threats.

Student know essential laws and regulations on digital business. Student know which legal frameworks apply in both consumer and B2B digital business.

Sisältö

- key concepts in computer security and privacy
- security threats and risks
- protecting from security threats
- essential laws and regulations on digital business on the level of Finland and EU

Arviointikriteerit**Tyydyttävä (1-2)**

Students are able to list the information security and privacy related to the key concepts. Students are able to list the key security threats. Students are able to improve computer's security under guidance. Students are able to understand basic issues in digital regulations on national and EU level.

Hyvä (3-4)

Students are able to describe the main workstation, LAN and Internet security threats. They are able to describe the security of both the individual and the organization's point of view. Students can improve the security of your computer. Students are able to understand essential issues in digital regulations on national and EU level. They are able to find information about regulations.

Kiitettävä (5)

The student can explain the data security and data protection related to the key concepts. Students are able to assess the security of both the individual and the organization's point of view. Students are able to assess the workstation and network security. Students are able to protect computers against various threats. Students can understand issues in digital regulations on national and EU level. They are able to find information about regulations and to apply the regulations in practice.

IB20-1017 Digital Content Creation: 10 op**LT00BP13 Current Trends in Digital Business: 2 op****Osaamistavoitteet**

Students are able to follow current trends in digital transformation and business.

Sisältö

- Information seeking and reporting about trends in digital business
- Essay and presentation

Arviointikriteerit**Hyväksytty/hylätty**

Pass: The student participates in classes actively. The student writes an acceptable essay about given subject on time. She/he is able to create and present a presentation following given instructions.

Fail: The student has not completed all tasks successfully or some of them are missing.

LT00BP14 Video Production: 3 op**Osaamistavoitteet**

Students will be introduced to the central tools and phases involved in video production. They will

plan and implement a small-scale video production in groups. Students will get familiar with video projects in digital business communication, such as commercials, product demos, tutorials and corporate presentations. They will learn how to include marketing perspective into video production. Students will get familiar with the video production processes with advertising agencies or marketing professionals.

Sisältö

- Basics of video production
- Tools for producing videos
- Phases in producing a video
- Small-scale video production in groups
- Video projects in digital business communication
- Marketing perspective in video production (Brand, marketing message and requirements of target audience)
- Video production process and co-operation with companies

Arviointikriteerit**Tyydyttävä (1-2)**

The student knows the basic tools and phases involved in video production. The student is able to plan and implement a basic video production in a group. The student is aware of video projects in digital business communication. He/she has a basic knowledge about marketing perspective in video production. The student knows the basics of video production processes with advertising agencies or marketing professionals.

Hyvä (3-4)

The student knows well tools and phases involved in video production. The student is able to plan and implement a feasible video production in a group. The student is aware of video projects in digital business communication. He/she has a good knowledge how to include marketing perspective into video production. The student knows video production phases and processes with advertising agencies and marketing professionals.

Kiitettävä (5)

The student knows well tools and phases involved in video production and is able to plan, implement and develop a video production in a group. The student is familiar with video productions in digital business communication. He/she has a good knowledge how to apply marketing knowledge in video productions. The student knows well video production phases and processes with advertising agencies and marketing professionals.

LT00BP15 Online Business Project: 5 op**Osaamistavoitteet**

Students work in small groups on practical online business tasks. The students are instructed in implementing projects and they complete the actual project work. At the end of the project the students present their results in front of a board of lecturers and students.

Sisältö

- Life cycle of a project, project work
- Planning and implementing an online business project
- Analysing the results of the project

Arviointikriteerit

Tyydyttävä (1-2)

Students need a lot of help in getting a project subject, in planning and implementing the project. The project group has difficulties in final implementation and timing. The project is completed and the presentation is accepted.

Hyvä (3-4)

Students have received a good project topic from a real company or organisation. Planning and implementation is conducted exactly and on time. Students need some help in final implementation. The results are useful for the project commissioner. The presentation includes all central issues regarding the project.

Kiitettävä (5)

Students are very active in finding a good topic for the project from companies or organisations. The project topic is current and challenging. Planning and implementation will be conducted exactly. The results are very useful for the project commissioner. The presentation is clear and exhaustive.

IB20-1018 Developing Research and Professional Skills: 10 op**KD19APTI011 Introduction to Statistics: 3 op****Osaamistavoitteet**

Students are able to define and interpret the basic concepts of statistics. They know how to collect quantitative data and use existing statistics. They can process and analyze statistical data (also by using SPSS) and present data using parameters and charts. Students can analyze and interpret the statistics they acquire.

Sisältö

- Basic concepts
- Collecting information, sampling methods
- Scales of measurement
- Frequency distributions, graphic presentation
- Measures of centrality, measures of spread
- Correlation and regression
- Basics of SPSS

Esitietovaatimukset

No previous studies are required.

Arviointikriteerit**Tyydyttävä (1-2)**

The student has carried out work required and participated as instructed. The student can process and analyze statistical data using basic parameters and chart at a satisfactory level. The student can analyze and interpret the basic statistics they acquire at a satisfactory level. The student can use existing statistics.

Hyvä (3-4)

The student has carried out work well and participated actively. The student understands the basic concepts of statistics. The student can process and analyze statistical data using parameters and charts at a good level. Students can analyze and interpret the statistics they acquire at a good level.

The student can use the basic analysis of SPSS-program. The student can use and analyze existing statistics.

Kiitettävä (5)

The student has carried out work to an excellent standard and participated actively and constructively. The student has a good understanding of the basic concepts of statistics. The student can process and analyze statistical data using parameters and chart at an excellent level. The student can analyze and interpret the statistics they acquire at an excellent level. The student can use the SPSS-program. The student can critically and analytically use and analyze existing statistics.

KD19BRW002 Research Methods: 3 op**Osaamistavoitteet**

Students can explain the basic research methods. They can explain and compare the differences between qualitative and quantitative research methods. They can plan a research project using qualitative and/or quantitative research methods. They can show through the exercises that they are able to gather the required data, analyze the results in a proper way, report and interpret the acquired results. They can compare the differences between research work and a development project. They can explain the objectives and methods involved in a development work.

Students can find and use international and academic sources related to course tasks. Students can relate material to sustainability, and career guidance with a focus on entrepreneurship.

Sisältö

- Quantitative research process, including sampling, questionnaire design, statistical methods suitable for the research material of the students participating in the online course environment, analyzing and reporting the results of a quantitative research
- Special features of qualitative research, process and methods, analyzing and reporting the results of a qualitative research
- Purpose of a development work, methods for the implementation of a development project, reporting and evaluation of the project
- Evaluation of the research

Esitietovaatimukset

No prerequisites

Arviointikriteerit**Hyväksytty/hylätty**

Pass - Fail

Pass

The student actively takes part in the online course and completes all exercises and tasks. The student completes all the assignments required at least at a satisfactory level. The student understands the differences between different types of research. The student can compare the differences between a research work and a development project. The student can plan a research using qualitative and/or quantitative research methods. The student can apply some typical data collection method and analyze and report the results acquired in a proper way.

Fail

The student does not complete all online exercises and tasks. The student does not complete all the assignments required. The student understands the differences between different types of research,

but is not able to plan a research using qualitative and/or quantitative research methods. The student is not able to properly apply typical data collection methods or analyze and report the results in a satisfactory level.

KD19BRW006 Research Writing Skills: 2 op

Osaamistavoitteet

The student is able to recognize the phases of research process and to apply the fundamentals of research in his/her bachelor thesis. The student knows how to write academically and is able to recognize the features of academic and formal writing. The student is able to utilize this in writing the thesis.

Students can find international and academic sources related to course tasks. Students can relate material to sustainability, and career guidance with a focus on entrepreneurship.

Sisältö

Part 1. Research work, research topic, research process, principal methods

Part 2. Requirements of academic writing

Arviointikriteerit

Hyväksytty/hylätty

Pass - Fail

Pass

The student actively takes part in the course and completes all exercises and tasks. The student completes all the assignments required at least at a satisfactory level. The student understands the specific requirements of research writing. The student can write academic paragraphs and provide proper sourcing techniques.

Fail

The student does not complete all exercises and tasks. The student does not complete all the assignments required at a satisfactory level. The student does not understand the differences between academic writing and general writing. The student is not able to properly apply academic writing referencing techniques.

IB00CL20 Professional Working Life Skills: 2 op

Osaamistavoitteet

The student recognises her/his professional orientation in international business and is able to look for different tasks in working life both locally and globally. She/he is competent in presenting her/his expertise, including that of an intercultural context, when applying a job. The student has tools for further development. The student has tools for lifelong learning.

Sisältö

- Job application training / intercultural aspects included
- Career planning
- Opportunities for further study
- Entrepreneurship as an option

Esitietovaatimukset

None

Arviointikriteerit

Hyväksytty/hylätty

To pass the student needs to participate in lessons and visits and return the assignments needed

IB20-1019 Professional Studies Identified in Personal Curriculum: 15 op**IB20-1020 Mobility Studies: 0 op****IB20-1021 Project Studies: 0 op****IB20-1022 Multi-Field Project Studies: 0 op****IB20-1023 Language Studies: 18 op****IB20-1024 For all students: 6 op****IB20-1025 Foreign Language 2: 6 op****IB20-1026 For Finnish students: 12 op****IB00CL32 Liikeviestintä/Finnish Business Communication: 3 op****Osaamistavoitteet**

Opiskelija osaa toimia tarkoituksenmukaisesti erilaisissa viestintä- ja vuorovaikutustilanteissa. Hän osaa viestiä jäsenyneesti, ymmärrettävästi ja vakuuttavasti. Hän osaa analysoida ja arvioida viestintätaitoja osana ammatillista kehittymistä. Opiskelija osaa soveltaa SeAMKin Kirjallisten töiden ohjetta tehtävissään. Opiskelija tunnistaa yrityksen viestinnän keskeiset käsitteet suomen kielellä.

Sisältö

Yritysviestinnän peruskäsitteet

Tekstilajit

Ryhmäviestintätilanteet

Viestintätyylin analysointi

Esiintyminen ja vuorovaikutus

Esitietovaatimukset

Edeltäviä opintoja ei tarvita.

Arviointikriteerit**Tyydyttävä (1-2)**

1:

Opiskelija osaa viestiä lähettäjälähtöisesti: hän ei osaa ottaa tavoitetta, vastaanottajaa tai tilannetta huomioon riittävästi. Tekstin rakenne on hajanainen ja epälooginen ja argumentointi on yksipuolista ja niukkaa. Havainnollistaminen on suppeaa ja epätarkoituksenmukaista. Opiskelija osaa arvioida omaa viestintäänsä vain viestin lähettäjän näkökulmasta.

Hyvä (3-4)

3:

Opiskelija osaa viestinnässään ottaa pääsääntöisesti huomioon tavoitteen, tilanteen ja vastaanottajan. Osaa ylläpitää viestinnän vuorovaikutusta. Tekstin rakenne on pääosin selkeää ja johdonmukaista ja argumentointi on monipuolista ja uskottavaa. Havainnollistaminen on tarkoituksenmukaista. Opiskelija osaa arvioida omaa viestintäänsä.

Kiitettävä (5)

5:

Opiskelija osaa viestinnässään ottaa erinomaisesti ja vakuuttavasti huomioon tavoitteen, tilanteen ja vastaanottajan, hän osaa toimia vastuullisesti ja sovittujen toimintatapojen mukaisesti. Viestinnän vuorovaikutus on erittäin taitavaa. Tekstin rakenne noudattaa tekstilajille ominaista rakennetta, teksti on loogista, selkeää ja sidosteista ja argumentointi on monipuolista ja eri näkökulmia huomioon ottavaa ja vakuuttavaa. Havainnollistaminen on tarkoituksenmukaista, tehokasta ja harkittua. Opiskelija osaa arvioida omaa viestintäänsä monipuolisesti ja realistisesti tavoitteen, tarkoituksen, vastaanottajan ja oman ammattialansa kannalta.

KD07AYRU022 Affärssvenska / Business Swedish: 3 op

Osaamistavoitteet

Opiskelija osaa viestiä jokapäiväisissä kielenkäyttötilanteissa ja oman alansa tavanomaisissa työtilanteissa kirjallisesti ja suullisesti ruotsin kielellä. Hän osaa hankkia ja hyödyntää omaan alaansa liittyvää tietoa ja osaa käyttää liikealan perusterminologiaa. Hän osaa kehittää omaa kielitaitoaan työelämän vaatimusten mukaisesti.

Opintojakson suoritettuaan opiskelija:

- osaa kertoa itsestään, koulutuksestaan ja työkokemuksistaan esim. työnhakutilanteissa.
- osaa hoitaa asioita puhelimitse ja/tai sähköpostilla
- osaa kertoa oman alansa työpaikoista ja työympäristöstä
- osaa kuvailla yrityksiä ja niiden toimintoja ja/tai tuotteita
- osaa hankkia ja hyödyntää omaan alaansa liittyvää tietoa
- osaa viestiä vuorovaikutteisesti ja asiakaslähtöisesti asiakaspalvelu- ja opastustilanteissa

Sisältö

- henkilö- ja koulutustaustastaan kertominen
- työnhakutilanteet, työpaikkahaastattelut ja CV:n laatiminen
- työympäristön, työolojen ja työtehtävien kuvailu
- yrityksen ja sen toiminnan kuvailu
- småprat
- puhelinviestintä ja sähköinen viestintä
- tapaamiset, opastamiset, mielipiteen ilmaisut ja perustelut
- suulliset asiakaspalvelutilanteet
- tuote- ja/tai yritysesittelyt
- Opiskelija tutustuu ruotsinkieliseen kulttuuriin, yritys-elämään ja yhteiskuntaan esim vierailuilla, opintomatkoilla, asiantuntijaluennoilla

Esitietovaatimukset

- ruotsin kielen keskeisten rakenteiden hallinta

Lisätiedot

Opintojaksolla on 80 % läsnäolovelvollisuus. Läsnäolominimi 50 % kontaktitunneista.

Arviointikriteerit

Tyydyttävä (1-2)

Opiskelija käyttää viestinnässään yksinkertaisia rakenteita ja suppeaa sanastoa, mutta virheet haittaavat ymmärrettävyyttä. Ymmärtää hidasta ja selkeää puhetta ja helpohkoa ammattialan tekstiä. Selviää auttavasti ennakoitavissa työelämän tilanteissa. Ääntämisessä havaittavissa muiden kielten vaikutusta.

Hyvä (3-4)

Opiskelija käyttää viestinnässään perusrakenteita lähes virheettömästi ja ammattialan perussanastoa ymmärrettävästi. Opiskelija selviytyy kohtalaisesti ennakoituissa työelämän tilanteissa. Ääntää ymmärrettävästi.

Kiitettävä (5)

Opiskelija käyttää viestinnässään lähes virheettömästi monipuolisia rakenteita ja laajaa ammattialan sanastoa. On aktiivinen ja selviytyy itsenäisesti ja sujuvasti työelämän kirjallisissa ja suullisissa tilanteissa. Ääntäminen kohdekielenomaista.

KD07CYRU112 Affärskommunikation / Swedish Business Communication: 3 op

Osaamistavoitteet

Opiskelija osaa viestiä vuorovaikutteisesti kirjallisesti ja suullisesti ruotsin kielellä ja osaa hankkia ja hyödyntää omaan alansa liittyvää tietoa sekä välittää tietoja muille.

Opintojakson suoritettuaan opiskelija:

- osaa käyttää apuvälineitä ja etsiä oman alansa tietoa ruotsin kielellä eri lähteistä,
- osaa laatia sähköpostiviestejä ja kaupankäyntiin liittyviä asiakirjoja ruotsiksi,
- osaa soveltaa viestinnässään Suomen ja Ruotsin liike-elämän kulttuurieroja
- osaa käynnistää ja ylläpitää liikesuhteita ruotsin kielellä

Sisältö

- viestejä ja asiakirjoja esim. kyselyt ja tarjouspyynnöt, tarjoukset, tilaukset ja reklamaatiot (kirjallisesti ja suullisesti)
- Suomen ja Ruotsin liike-elämän kulttuurieroihin tutustuminen
- liikesuhteiden käynnistämiseen ja ylläpitämiseen liittyvä viestintä esim. messut (yritysvieraat)

Esitietovaatimukset

Affärssvenska

Arviointikriteerit

Tyydyttävä (1-2)

Opintojakso arvioidaan asteikolla 1 - 5. Opintojaksolla on 80 % läsnäolovelvollisuus. Läsnäolominimi 50 % kontaktitunneista.

Tyydyttävä (2-1)

Opiskelija käyttää viestinnässään yksinkertaisia rakenteita ja suppeaa sanastoa, mutta virheet haittaavat ymmärrettävyyttä. Ymmärtää hidasta ja selkeää puhetta ja helpohkoa ammattialan tekstiä. Selviää auttavasti ennakoitavissa työelämän tilanteissa. Ääntämisessä havaittavissa muiden kielten vaikutusta.

Hyvä (3-4)

Hyvä (4-3)

Opiskelija käyttää viestinnässään perusrakenteita lähes virheettömästi ja ammattialan perussanastoa ymmärrettävästi. Opiskelija selviytyy kohtalaisesti ennakoituissa työelämän tilanteissa. Ääntää ymmärrettävästi.

Kiitettävä (5)

Kiitettävä (5)

Opiskelija käyttää viestinnässään lähes virheettömästi monipuolisia rakenteita ja laajaa ammattialan sanastoa. On aktiivinen ja selviytyy itsenäisesti ja sujuvasti työelämän kirjallisissa ja suullisissa tilanteissa. Ääntäminen kohdekielenomaista.

VIRKARUKI Julkisyhteisöjen henkilöstön ruotsin kielen taito, kirjallinen: 0 op**VIRKARUSU Julkisyhteisöjen henkilöstön ruotsin kielen taito, suullinen: 0 op****IB20-1027 Alternative language studies: 3 op****IB20-1028 For non Finnish students: 12 op****KD19APFIN01 Finnish 1: 3 op****Osaamistavoitteet**

Students know some basic vocabulary, grammar and phrases of the Finnish language. After the course, they are able to tell and write about themselves using simple expressions and to communicate in simple everyday situations. Furthermore, students are acquainted with Finland as a country and also have a better understanding of the Finnish way of life.

Sisältö

This course provides students with an introduction to Finland and the Finnish language and culture:

- greetings, basic phrases, numbers
- introducing and telling about oneself (name, address, age, country, nationality, language skills), family and housing
- some expressions of time (weekdays, months, seasons, telling time)
- weather
- basic vocabulary (e.g. numbers, time, family, home, weather)
- simple everyday situations, e.g. telling about oneself, shopping and asking prices (Level A1)
- grammar, e.g. personal pronouns, possessive construction, verb conjugation, question and negative sentence, partitive case, genitive, local cases, consonant gradation
- main features of the spoken language
- basic information about Finland and Finnish culture.

Esitietovaatimukset

No prerequisites

Arviointikriteerit**Tyydyttävä (1-2)**

5 ?

The student knows some vocabulary and polite phrases learnt during the course. He can use simple constructions but mistakes can impede comprehension. The student can communicate in some everyday situations when helped. Other languages strongly influence the pronunciation. The student

can tell only a few main facts about the country and its culture.

Hyvä (3-4)

The student knows the most of the vocabulary and polite phrases learnt during the course. He can use simple constructions almost without mistakes. He manages independently in most everyday situations. The pronunciation is mainly understandable. The student knows detailed facts widely - although some false information might appear - and is therefore relatively well acquainted with the country and its culture.

Kiitettävä (5)

The student knows the vocabulary and polite phrases learnt during the course. He can use simple constructions making hardly any mistakes. He manages independently and fluently in everyday situations. The pronunciation is close to that of a native speaker. The student knows precise and detailed facts and is well acquainted with the country and its culture.

KD19APFIN02 Finnish 2: 3 op

Osaamistavoitteet

Students are more confident in using Finnish. After the course, they are able to tell and write about their daily life by using simple expressions and to communicate in everyday situations, such as ordering food and drinks at a restaurant or telling about their daily lives and travelling. They extend their knowledge of the basic vocabulary, grammar and typical structures of the Finnish language. They are further acquainted with the Finnish way of life.

Sisältö

Students are able to communicate in simple everyday situations e.g.:

- ordering food and drinks in restaurant
- telling about their daily life and hobbies
- asking the way, telling about places and explaining directions in daily life
- travelling (Level A1)
- grammar e.g. verb conjugation, partitive case, more about consonant gradation, some typical sentence types.

Esitietovaatimukset

Finnish 1

Arviointikriteerit

Tyydyttävä (1-2)

The student knows some vocabulary learnt during the course. He can use simple sentences but mistakes can impede comprehension. He can communicate in some everyday situations when helped. He understands slow and clearly articulated speech to some extent and he recognizes the topic of written texts and understands some words and expressions in them. The student is able to write short and simple texts, but mistakes impede comprehension. Other languages strongly influence the pronunciation.

Hyvä (3-4)

The student knows the most of the vocabulary learnt during the course. He can use simple sentences making a few mistakes. He manages independently in the most everyday situations, mistakes do not impede comprehension. He understands most of the normal speed speech and the content of written texts. He is able to write mainly understandable texts while still making some

mistakes. The pronunciation is mainly understandable.

Kiitettävä (5)

The student knows the vocabulary learnt during the course. He can use simple sentences making hardly any mistakes. He manages independently and fluently in everyday situations. He understands normal speed speech and the content of written texts and he can write understandable texts, which may contain minor mistakes. The pronunciation is close to that of a native speaker.

KD19APFIN03 Finnish 3: 3 op

Osaamistavoitteet

Students are more confident in using Finnish. After the course, they are able to tell and write about their daily life by using simple expressions and to communicate in everyday situations, such as telling about their daily life at work and running errands in a bank, post office and hotel. They are acquainted with the Finnish enterprises and working life.

Sisältö

Students are able to communicate in everyday situations, e.g.:

- telling about daily life, holiday and travelling
- telling about work and professions
- running errands in bank, post office and hotel
- seeking a job (Level A1)
- telling the basic information of an enterprise in Finnish.
- grammar e.g. the most common noun types, object, more about the consonant gradation and the use of the local cases

Esitietovaatimukset

Finnish 1 and Finnish 2

Arviointikriteerit

Tyydyttävä (1-2)

The student knows some vocabulary learnt during the course. He can use simple sentences but mistakes can impede comprehension. He can communicate in some everyday situations when helped. He understands slow and clearly articulated speech to some extent and he recognizes the topic of written texts and understands some words and expressions in them. The student is able to write short and simple texts, but mistakes impede comprehension. Other languages strongly influence the pronunciation. The student can tell only a few main facts about Finnish enterprises.

Hyvä (3-4)

The student knows the most of the vocabulary learnt during the course. He can use simple sentences making a few mistakes. He manages independently in most of the everyday situations, mistakes do not impede comprehension. He understands most of the normal speed speech and the content of written texts. He is able to write mainly understandable texts while still making some mistakes. The pronunciation is mainly understandable. The student knows detailed facts widely about Finnish enterprises - although some false information might appear.

Kiitettävä (5)

The student knows the vocabulary learnt during the course. He can use simple sentences making hardly any mistakes. He manages independently and fluently in everyday situations. He understands normal speed speech and the content of written texts and he can write understandable texts, which

may contain minor mistakes. The pronunciation is close to that of a native speaker. The student knows precise and detailed facts about Finnish enterprises.

KD19APFIN04 Finnish 4: 3 op

Osaamistavoitteet

Students are more confident in using Finnish in everyday situations. After the course, they are able to tell and write about their daily life by using typical expressions in Finnish and to communicate in everyday situations, such as telling about their daily life, work, health and running errands. They are able to give a short presentation in Finnish.

Sisältö

Students are able to communicate in everyday situations, e.g.:

- telling about daily life and leisure time
- telling about business and work
- telling about health and running errands in a health care center (Level A1 - A2)
- grammar e.g. past tense, more noun and sentence types, plural

Esitietovaatimukset

Finnish 1, Finnish 2, Finnish 3

Arviointikriteerit

Tyydyttävä (1-2)

The student knows some vocabulary learnt during the course. He can use simple sentences but mistakes can impede comprehension. He can communicate in some everyday situations when helped. He understands slow and clearly articulated speech to some extent and he recognizes the topic of written texts and understands some words and expressions in them. The student is able to write short and simple texts, but mistakes impede comprehension. Other languages strongly influence the pronunciation.

Hyvä (3-4)

The student knows the most of the vocabulary learnt during the course. He can use simple sentences making a few mistakes. He manages independently in most of the everyday situations, mistakes do not impede comprehension. He understands most of the normal speed speech and the content of written texts. He is able to write mainly understandable texts while still making some mistakes. The pronunciation is mainly understandable.

Kiitettävä (5)

The student knows the vocabulary learnt during the course. He can use simple sentences making hardly any mistakes. He manages independently and fluently in everyday situations. He understands normal speed speech and the content of written texts and he can write understandable texts, which may contain minor mistakes. The pronunciation is close to that of a native speaker.

IB20-1029 Alternative Language Studies: 0 op

IB00CL33 German 1: 3 op

Osaamistavoitteet

The student is able to use some basic vocabulary and structures both in spoken and written

situations. The student can tell about himself. He can buy bus etc. tickets, ask and explain directions and make orders in a café. He can use greetings and polite phrases, knows numbers and can tell the time. The student is acquainted with habits and the culture of German speaking countries.

Sisältö

alphabet, pronunciation
greetings, polite phrases
telling about oneself
introducing a person
numbers, time
buying a bus etc. ticket
asking and describing directions
ordering in a café

Grammar: plural of nouns, articles, personal pronouns, verb conjugation, sein- and haben- verbs, negative words, some modal verbs and possessive pronouns, word order, questions, accusative case.

Arviointikriteerit**Tyydyttävä (1-2)**

The student is able to communicate in some everyday communication situations when helped. The student makes mistakes in pronunciation. He understands some slow, clear speech and written texts to some extent. The student is able to write simple text, but mistakes impede comprehension.

Hyvä (3-4)

The student is able to communicate independently in everyday communication situations. Mistakes do not impede comprehension. The pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts. Mistakes don't impede comprehension.

Kiitettävä (5)

The student is capable of active, independent and understandable communication in everyday communication. The pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. He can write understandable text, which may contain minor mistakes.

IB00CL34 German 2: 3 op**Osaamistavoitteet**

The student can communicate in simple everyday spoken and written situations. He

- can handle situations in hotels and restaurants.
- knows weekdays, seasons and months.
- can write short messages.
- can tell about his family
- is acquainted with culture and habits in the German speaking countries.
- can use the following grammar: accusative and dative cases with nouns and personal pronouns, possessive pronouns, separable verbs, modal verbs

Sisältö

as a guest in a hotel and restaurant
weekdays, seasons, months

family
short written messages
habits in German speaking countries
grammar

Arviointikriteerit**Tyydyttävä (1-2)**

The student is able to communicate in some everyday communication situations when helped. The student makes mistakes in pronunciation. He understands some slow, clear speech and written texts to some extent. The student is able to write simple text, but mistakes impede comprehension.

Hyvä (3-4)

The student is able to communicate independently in everyday communication situations. Mistakes do not impede comprehension. The pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts. Mistakes don't impede comprehension.

Kiitettävä (5)

The student is capable of active, independent and understandable communication in everyday situations. The pronunciation is close to that of a native speaker. The student understands normal rate speech and easy written texts. He can write understandable text, which may contain minor mistakes.

IB00CL35 German 3: 3 op**Osaamistavoitteet**

The students understand and can use basic grammar and vocabulary of German both in spoken and written communication. He can

- tell about living and rent an apartment.
- run simple errands on the phone
- do some shopping
- handle situations at a doctor's appointment.
- express his opinions
- talk about past events by using past tense
- use prepositions and decline adjectives.

Sisältö

living
expressing an opinion
shopping
on the phone
illnesses and visiting a physician
Grammar

Esitietovaatimukset

German 1 and 2 or equivalent knowledge

Arviointikriteerit**Tyydyttävä (1-2)**

The student is able to communicate in everyday communication situations when helped. The student

makes mistakes in pronunciation. He understands slow, clear speech and some expressions in written texts. The student is able to write simple text, but mistakes impede comprehension.

Hyvä (3-4)

The student is able to communicate independently in everyday communication situations. Mistakes do not impede comprehension. The pronunciation is mainly understandable. The student can understand the main points of clear speech and easy texts. The student is able to write mainly understandable texts. Mistakes don't impede comprehension.

Kiitettävä (5)

The student is capable of active, independent and understandable communication in everyday situations. The pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. He can write understandable text, which may contain minor mistakes.

KD07CYVE010 Venäjä 1 (Russian 1): 3 op

Osaamistavoitteet

Opiskelija osaa kirjoittaa kyrilliset aakkoset ja lukea kyrillisin aakkosin kirjoitettua tekstiä. Hän osaa kertoa venäjäksi itsestään ja perheestään. Hän hallitsee lukusanat 0-100 ja hinnoista kertomisen. Hän osaa muodostaa kysymyslauseita ja vastata kysymyksiin. Hän osaa keskustella kuulumisista ja käyttää perusfraaseja, tervehdyksiä ja toivotuksia asianmukaisesti. Hän tietää venäläisen kulttuurin ja viestinnän erityispiirteitä. Kieliopista opiskelija osaa substantiivien suvut, persoona- ja possessiivipronominit, omistamisen ilmaisemisen ja adjektiivien taivutuksen perusmuodossa..

Sisältö

- peruskielioppi: substantiivien suvut, adjektiivien taivutus perusmuodossa, kysymyslauseen muodostaminen, persoonapronominit, possessiivipronominit
- ääntäminen, kyrilliset aakkoset
- itsestä kertominen, esittäytyminen ja henkilön esitleminen
- perheestä ja suvusta kertominen
- kahvila ja ravintolatilanteet
- maan- ja kulttuurintuntemus
- lukusanat 0-100
- tervehdykset, toivotukset - small talk - ammatteja ja kansallisuuksia

Esitietovaatimukset

Edeltäviä opintoja ei tarvita.

Arviointikriteerit

Tyydyttävä (1-2)

1: Opiskelija selviää avustetusti joistain arkipäivän puhetilanteista. Ääntämisessä on puutteita. Opiskelija ymmärtää vähän tai jonkin verran hidasta ja selkeää puhuttua kieltä ja kirjoitetusta tekstistä tunnistaa tekstin teeman ja yksittäisiä ilmaisuja. Opiskelija osaa kirjoittaa ja lukea kyrillisin aakkosin kirjoitettua yksinkertaista tekstiä, mutta virheet haittaavat ymmärrettävyyttä

Hyvä (3-4)

3: Opiskelija selviää itsenäisesti arkipäivän puhetilanteista, virheet eivät häiritse ymmärtämistä. Ääntäminen on pääosin ymmärrettävää. Opiskelija ymmärtää pääkohdat hitaasta ja selkeästi puhutusta kielestä sekä helpohkosta tekstistä. Opiskelija osaa kirjoittaa pääosin ymmärrettäviä

tekstejä, vaikka tekeekin jonkin verran virheitä. Opiskelija osaa lukea ja kirjoittaa kyrillisin aakkosin, vaikka tekeekin vielä jonkin verran virheitä.

Kiitettävä (5)

5: Opiskelija viestii aktiivisesti, itsenäisesti ja ymmärrettävästi arkipäivän puhetilanteissa. Ääntäminen on kohdekielenomaista. Opiskelija ymmärtää normaalitempoista puhuttua kieltä ja helpohkon kirjoitetun tekstin sisällön. Opiskelija osaa kirjoittaa ymmärrettäviä tekstejä, joissa saattaa olla vähäisiä virheitä. Opiskelija osaa kirjoittaa ja lukea kyrillisin aakkosin kirjoitettua tekstiä

KD07CYVE100 Venäjä 2 (Russian 2): 3 op

Osaamistavoitteet

Opintojakson suoritettuaan opiskelija

- osaa viestiä yksinkertaisissa arkipäiväisissä suullisissa ja kirjallisissa tilanteissa
- hallitsee peruskieliopista seuraavat rakenteet: persoonapronominien genetiivi, sijamuodot akkusatiivi ja prepositionaali, verbien taivutus ja aikamuodot, adjektiivien taivutus yksikön nominatiivissa, substantiivien ja adjektiivien monikko, perusliikeverbit
- osaa matkustaa venäjän kielellä
- osaa asioida kaupassa venäjän kielellä
- osaa kuukaudet ja viikonpäivät venäjäksi
- osaa kertoa vapaa-ajan vietosta, kielitaidosta ja asumisesta
- ymmärtää yleiskielistä kirjoitettua tekstiä sanakirjan avulla ja osaa laatia lyhyitä kirjallisia viestejä
- ymmärtää venäläistä tapakulttuuria

Sisältö

- peruskieliopin / sanaston laajentaminen
- ostosten tekeminen
- opinnot, kielitaito
- vapaa-ajasta ja työstä kertominen
- kellonajat, viikonpäivät, kuukaudet
- kahvilassa ja ravintolassa asioiminen
- tien neuvominen ja kysyminen
- lukusanat
- kulttuuritietous

Esitietovaatimukset

Venäjä 1

Arviointikriteerit

Tyydyttävä (1-2)

1: Opiskelija selviää avustetusti joistain arkipäivän puhetilanteista. Ääntämisessä on puutteita. Opiskelija ymmärtää vähän tai jonkin verran hidasta ja selkeää puhuttua kieltä ja kirjoitetusta tekstistä tunnistaa tekstin teeman ja yksittäisiä ilmaisuja. Opiskelija osaa kirjoittaa ja lukea yksinkertaista tekstiä, mutta virheet haittaavat ymmärrettävyyttä.

Hyvä (3-4)

3: Opiskelija selviää itsenäisesti arkipäivän puhetilanteista, virheet eivät häiritse ymmärtämistä. Ääntäminen on pääosin ymmärrettävää. Opiskelija ymmärtää pääkohdat hitaasta ja selkeästi puhutusta kielestä sekä helpohkosta tekstistä. Opiskelija osaa kirjoittaa pääosin ymmärrettäviä tekstejä, vaikka tekeekin jonkin verran virheitä.

Kiitettävä (5)

5: Opiskelija viestii aktiivisesti, itsenäisesti ja ymmärrettävästi arkipäivän puhetilanteissa. Ääntäminen on kohdekielenomaista. Opiskelija ymmärtää normaalitempoista puhuttua kieltä ja helpohkon kirjoitetun tekstin sisällön. Opiskelija osaa kirjoittaa ymmärrettäviä tekstejä, joissa saattaa olla vähäisiä virheitä.

KD07CYVE111 Venäjä 3 (Russian 3): 3 op**Osaamistavoitteet**

Opiskelija ymmärtää selkeää puhetta ja helpohkoja tekstejä eri aihealueista. Opintojakson jälkeen opiskelija selviytyy tavallisimmista suullisista ja kirjallisista käytännön tilanteista, esim. vieraiden vastaanottaminen, kollegojen tapaamiset messuilla, harrastuksista ja säästä puhuminen, asumisesta kertominen, matkoista kertominen. Hän osaa sijamuodoista datiivin, prepositionaalien, instrumentaalien ja genetiivin. Hän osaa aikamuodot ja käyttää niitä sujuvasti. Hän hallitsee myös käytännön tilanteisiin liittyvän perussanaston ja ymmärtää selkeää puhetta ja yleiskielen tekstejä sekä ammattialansa tekstiä ainakin sanakirjan avulla. Lisäksi hän osaa kirjoittaa esim. harrastuksista, loman viettämisestä kertovia kirjeitä ja lyhyitä viestejä.

Sisältö

- Venäläinen kulttuuri ja yhteiskunta
- Venäjän nykytila
- aikamuodot
- genetiivi
- instrumentaali
- datiivi
- liikeverbti
- matkustaminen, asuminen, turismitilanteita
- yleiskielisiä ja oman alan ammattikielisiä tekstejä
- harrastukset ja loman vietto
- small talk

Esitietovaatimukset

Venäjä 1 ja venäjä 2

Arviointikriteerit**Tyydyttävä (1-2)**

1: Opiskelija selviää avustetusti joistain arkipäivän puhetilanteista. Ääntämisessä on puutteita. Opiskelija ymmärtää vähän tai jonkin verran hidasta ja selkeää puhuttua kieltä ja kirjoitetusta tekstistä tunnistaa tekstin teeman ja yksittäisiä ilmaisuja. Opiskelija osaa kirjoittaa ja lukea yksinkertaista tekstiä, mutta virheet haittaavat ymmärrettävyyttä. Opiskelija osaa kertoa kurssilla käsitellyistä maa- ja kulttuuriteemoista monipuolisesti ja paneutuu asiaan syvällisesti.

Hyvä (3-4)

3: Opiskelija selviää itsenäisesti arkipäivän puhetilanteista, virheet eivät häiritse ymmärtämistä. Ääntäminen on pääosin ymmärrettävää. Opiskelija ymmärtää pääkohdat hitaasta ja selkeästi puhutusta kielestä sekä tekstin sisällöstä pääkohdat. Opiskelija osaa kirjoittaa pääosin ymmärrettäviä tekstejä, vaikka tekeekin jonkin verran virheitä. Opiskelija osaa kertoa kurssilla käsitellyistä maa- ja kulttuuriteemoista olennaiset seikat

Kiitettävä (5)

5: Opiskelija viestii aktiivisesti, itsenäisesti ja ymmärrettävästi arkipäivän puhetilanteissa. Ääntäminen on kohdekielenomaista. Opiskelija ymmärtää normaalitempoista puhuttua kieltä ja tekstin sisällön. Opiskelija osaa kirjoittaa ymmärrettäviä tekstejä, joissa saattaa olla vähäisiä virheitä. Opiskelija osaa kertoa kurssilla käsitellyistä maa- ja kulttuuriteemoista joitakin faktoja.

KD07CYVE114 Venäjä 4 (Russian 4): 3 op

Osaamistavoitteet

Opiskelija osaa asioida venäjäksi pankissa, kaupassa, hotellissa, lentokentällä jne.. Hän osaa palvella asiakasta venäjäksi esimerkiksi kaupassa tai oman alansa tyypillisissä asiakastilanteissa. Opiskelija osaa kirjoittaa venäjäksi sähköpostiviestejä ja yksinkertaisia omaan alaansa liittyviä kirjeitä. Opiskelija tuntee isoimmat kirjallisen viestinnän ja suullisen viestinnän kulttuurierot ja osaa ottaa ne huomioon omassa viestinnässään. Hän osaa hakea tietoa oman alansa venäjänkielisistä teksteistä.

Sisältö

Asioiminen venäjäksi pankissa, kaupassa, hotellissa, lentokentällä yms. Opiskelijan alaan liittyvät asiakaspalvelutilanteet. Sähköpostiviestit ja yksinkertaiset kirjeet. Kulttuuritietous. Tiedonhakutehtävät. Peruskielioppiasiat, mm. datiivi, verbien aspektit.

Esitietovaatimukset

Venäjä 1-3 tai vastaavat taidot.

Arviointikriteerit

Tyydyttävä (1-2)

1: Opiskelija selviää avustetusti joistain arkipäivän puhetilanteista. Ääntämisessä on puutteita. Opiskelija ymmärtää vähän tai jonkin verran hidasta ja selkeää puhuttua kieltä ja kirjoitetusta tekstistä tunnistaa tekstin teeman ja yksittäisiä ilmaisuja. Opiskelija osaa kirjoittaa ja lukea yksinkertaista tekstiä, mutta virheet haittaavat ymmärrettävyyttä. Opiskelija osaa kertoa kurssilla käsitellyistä maa- ja kulttuuriteemoista joitakin faktoja.

Hyvä (3-4)

3: Opiskelija selviää itsenäisesti arkipäivän puhetilanteista, virheet eivät häiritse ymmärtämistä. Ääntäminen on pääosin ymmärrettävää. Opiskelija ymmärtää pääkohdat hitaasta ja selkeästi puhutusta kielestä sekä tekstin sisällöstä pääkohdat. Opiskelija osaa kirjoittaa pääosin ymmärrettäviä tekstejä, vaikka tekeekin jonkin verran virheitä. Opiskelija osaa kertoa kurssilla käsitellyistä maa- ja kulttuuriteemoista olennaiset seikat.

Kiitettävä (5)

5: Opiskelija viestii aktiivisesti, itsenäisesti ja ymmärrettävästi arkipäivän puhetilanteissa. Ääntäminen on kohdekielenomaista. Opiskelija ymmärtää normaalitempoista puhuttua kieltä ja tekstin sisällön. Opiskelija osaa kirjoittaa ymmärrettäviä tekstejä, joissa saattaa olla vähäisiä virheitä. Opiskelija osaa kertoa kurssilla käsitellyistä maa- ja kulttuuriteemoista monipuolisesti ja paneutuu asiaan syvällisesti.

KD07CYES010 Espanja 1 / Spanish 1: 3 op

Osaamistavoitteet

Opiskelija osaa espanjan kielen perusteet. Hän kykenee ymmärtämään ja käyttämään kielen keskeisintä sanastoa ja rakenteita sekä puheessa että kirjoituksessa. Opintojakson suoritettuaan

opiskelija osaa antaa henkilötietojansa, selviytyy tietyistä arkipäivän kommunikaatiotilanteista kohdekielellä, osaa kuvailla toimintaympäristöään sekä osaa antaa neuvoja ja ohjeita arkipäivään liittyvissä tilanteissa.

Sisältö

ääntäminen
peruskielioppia
perussanastoa (mm. numerot, viikonpäivät, kuukaudet, kellonajat)
itsestä kertominen
ostostilanteet
ruoan tilaaminen ravintolassa
tien neuvominen

Esitietovaatimukset

Edeltäviä opintoja ei tarvita.

Arviointikriteerit

Tyydyttävä (1-2)

1: Opiskelija selviää avustetusti joistain arkipäivän puhetilanteista. Ääntämisessä on puutteita. Opiskelija ymmärtää vähän tai jonkin verran hidasta ja selkeää puhuttua kieltä ja kirjoitetusta tekstistä tunnistaa tekstin teeman ja yksittäisiä ilmaisuja. Opiskelija osaa kirjoittaa ja lukea yksinkertaista tekstiä, mutta virheet haittaavat ymmärrettävyyttä.

Hyvä (3-4)

3: Opiskelija selviää itsenäisesti arkipäivän puhetilanteista, virheet eivät häiritse ymmärtämistä. Ääntäminen on pääosin ymmärrettävää. Opiskelija ymmärtää pääkohdat hitaasta ja selkeästi puhutusta kielestä sekä helpohkosta tekstistä. Opiskelija osaa kirjoittaa pääosin ymmärrettäviä tekstejä, vaikka tekeekin jonkin verran virheitä.

Kiitettävä (5)

5: Opiskelija viestii aktiivisesti, itsenäisesti ja ymmärrettävästi arkipäivän puhetilanteissa. Ääntäminen on kohdekielenomaista. Opiskelija ymmärtää normaalitempoista puhuttua kieltä ja helpohkon kirjoitetun tekstin sisällön. Opiskelija osaa kirjoittaa ymmärrettäviä tekstejä, joissa saattaa olla vähäisiä virheitä

KD07CYES111 Espanja 2 / Spanish 2: 3 op

Osaamistavoitteet

Opiskelija hallitsee espanjan kielen perusteita yhä laajemmin. Hän kykenee ymmärtämään ja käyttämään yhä enemmän kielen keskeisintä sanastoa ja rakenteita sekä puheessa että kirjoituksessa. Opintojakson suoritettuaan opiskelija osaa keskustella matkustamiseen liittyvistä asioista sekä osaa kertoa kotimaastaan ja -paikkakunnastaan kohdekielellä.

Sisältö

- peruskielioppia
- lisää ostostilanteita
- matkustamiseen liittyvät tilanteet
- oman kotipaikkakunnan esittely

Esitietovaatimukset

Espanja 1

Arviointikriteerit**Tyydyttävä (1-2)**

1: Opiskelija selviää avustetusti joistain arkipäivän puhetilanteista. Ääntämisessä on puutteita. Opiskelija ymmärtää vähän tai jonkin verran hidasta ja selkeää puhuttua kieltä ja kirjoitetusta tekstistä tunnistaa tekstin teeman ja yksittäisiä ilmaisuja. Opiskelija osaa kirjoittaa ja lukea yksinkertaista tekstiä, mutta virheet haittaavat ymmärrettävyyttä.

Hyvä (3-4)

3: Opiskelija selviää itsenäisesti arkipäivän puhetilanteista, virheet eivät häiritse ymmärtämistä. Ääntäminen on pääosin ymmärrettävää. Opiskelija ymmärtää pääkohdat hitaasta ja selkeästi puhutusta kielestä sekä helpohkosta tekstistä. Opiskelija osaa kirjoittaa pääosin ymmärrettäviä tekstejä, vaikka tekeekin jonkin verran virheitä.

Kiitettävä (5)

5: Opiskelija viestii aktiivisesti, itsenäisesti ja ymmärrettävästi arkipäivän puhetilanteissa. Ääntäminen on kohdekielenomaista. Opiskelija ymmärtää normaalitempoista puhuttua kieltä ja helpohkon kirjoitetun tekstin sisällön. Opiskelija osaa kirjoittaa ymmärrettäviä tekstejä, joissa saattaa olla vähäisiä virheitä.

KD07CYES112 Espanja 3 / Spanish 3: 3 op**Osaamistavoitteet**

Opiskelija ymmärtää ja osaa käyttää yhä enemmän kielen keskeisintä sanastoa ja rakenteita sekä puheessa että kirjoituksessa. Opintojakson suoritettuaan opiskelija osaa keskustella menneistä tapahtumista menneen ajan aikamuotoja käyttäen, selviytyy tietyistä arkipäivän kommunikaatiotilanteista kohdekielellä, osaa kuvailla toimintaympäristöään sekä ilmaista mielipiteitään sekä osaa antaa neuvoja ja ohjeita arkipäivään liittyvissä tilanteissa.

Sisältö

lisää peruskielioppia
menneen ajan aikamuodot

Esitietovaatimukset

Espanja 2

Arviointikriteerit**Tyydyttävä (1-2)**

1: Opiskelija selviää avustetusti joistain arkipäivän puhetilanteista. Ääntämisessä on puutteita. Opiskelija ymmärtää vähän tai jonkin verran hidasta ja selkeää puhuttua kieltä ja kirjoitetusta tekstistä tunnistaa tekstin teeman ja yksittäisiä ilmaisuja. Opiskelija osaa kirjoittaa ja lukea yksinkertaista tekstiä, mutta virheet haittaavat ymmärrettävyyttä.

Hyvä (3-4)

3: Opiskelija selviää itsenäisesti arkipäivän puhetilanteista, virheet eivät häiritse ymmärtämistä. Ääntäminen on pääosin ymmärrettävää. Opiskelija ymmärtää pääkohdat hitaasta ja selkeästi puhutusta kielestä sekä helpohkosta tekstistä. Opiskelija osaa kirjoittaa pääosin ymmärrettäviä tekstejä, vaikka tekeekin jonkin verran virheitä.

Kiitettävä (5)

5: Opiskelija viestii aktiivisesti, itsenäisesti ja ymmärrettävästi arkipäivän puhetilanteissa. Ääntäminen on kohdekielenomaista. Opiskelija ymmärtää normaalitempoista puhuttua kieltä ja helpohkon kirjoitetun tekstin sisällön. Opiskelija osaa kirjoittaa ymmärrettäviä tekstejä, joissa saattaa olla vähäisiä virheitä.

KD07CYES120 Espanja 4 / Spanish 4: 3 op

Osaamistavoitteet

Opiskelija ymmärtää autenttista, erityisesti liiketalouden alaan liittyvää espanjankielistä asiatekstiä sekä osaa loputkin toimivan kielitaidon kannalta keskeisistä verbimuodoista. Opintojakson suoritettuaan opiskelija osaa subjunktiivin, konditionaalin ja futuurin käytön, kykenee lukemaan asiatekstiä apuvälinein, on perehtynyt liiketalouden alan keskeisimpään sanastoon.

Sisältö

- verbioppijakso
- espanjankielinen asiateksti

Esitietovaatimukset

Espanja 3

Arviointikriteerit

Tyydyttävä (1-2)

1: Opiskelija selviää avustetusti joistain arkipäivän puhetilanteista. Ääntämisessä on puutteita. Opiskelija ymmärtää vähän tai jonkin verran hidasta ja selkeää puhuttua kieltä ja kirjoitetusta tekstistä tunnistaa tekstin teeman ja yksittäisiä ilmaisuja. Opiskelija osaa kirjoittaa ja lukea yksinkertaista tekstiä, mutta virheet haittaavat ymmärrettävyyttä.

Hyvä (3-4)

Opiskelija selviää itsenäisesti arkipäivän puhetilanteista, virheet eivät häiritse ymmärtämistä. Ääntäminen on pääosin ymmärrettävää. Opiskelija ymmärtää pääkohdat hitaasta ja selkeästi puhutusta kielestä sekä helpohkosta tekstistä. Opiskelija osaa kirjoittaa pääosin ymmärrettäviä tekstejä, vaikka tekeekin jonkin verran virheitä.

Kiitettävä (5)

Opiskelija viestii aktiivisesti, itsenäisesti ja ymmärrettävästi arkipäivän puhetilanteissa. Ääntäminen on kohdekielenomaista. Opiskelija ymmärtää normaalitempoista puhuttua kieltä ja helpohkon kirjoitetun tekstin sisällön. Opiskelija osaa kirjoittaa ymmärrettäviä tekstejä, joissa saattaa olla vähäisiä virheitä.

KD07DWRA010 Ranska 1 (French 1): 3 op

Osaamistavoitteet

Opiskelija osaa ranskan kielen perusteet. Hän ymmärtää ja osaa käyttää kielen keskeisintä sanastoa ja rakenteita sekä puheessa että kirjoituksessa. Opintojakson suoritettuaan opiskelija selviytyy tietyistä arkipäivän kommunikaatitilanteista kohdekielellä, osaa kuvailla toimintaympäristöään sekä ilmaista mielipiteitään

Sisältö

- ostostilanteet, ruoan tilaaminen ravintolassa
- neuvojen ja ohjeiden antaminen

Esitietovaatimukset

Edeltäviä opintoja ei tarvita.

Lisätiedot

- mikäli opintojaksolle osallistuu ei-suomenkielisiä, opetus annetaan ryhmän kanssa sopien joko kahdella kielellä tai englannin kielellä
- opetus torstaisin alkaen klo 14
- opintojakso sijoittuu jaksoille 3 ja 4

Arviointikriteerit**Tyydyttävä (1-2)**

Opiskelija selviää avustetusti joistain arkipäivän puhetilanteista. Ääntämisessä on puutteita. Opiskelija ymmärtää vähän tai jonkin verran hidasta ja selkeää puhuttua kieltä ja kirjoitetusta tekstistä tunnistaa tekstin teeman ja yksittäisiä ilmaisuja. Opiskelija osaa kirjoittaa ja lukea yksinkertaista tekstiä, mutta virheet haittaavat ymmärrettävyyttä.

Hyvä (3-4)

Opiskelija selviää itsenäisesti arkipäivän puhetilanteista, virheet eivät häiritse ymmärtämistä. Ääntäminen on pääosin ymmärrettävää. Opiskelija ymmärtää pääkohdat hitaasta ja selkeästi puhutusta kielestä sekä helpohkosta tekstistä. Opiskelija osaa kirjoittaa pääosin ymmärrettäviä tekstejä, vaikka tekeekin jonkin verran virheitä.

Kiitettävä (5)

Opiskelija viestii aktiivisesti, itsenäisesti ja ymmärrettävästi arkipäivän puhetilanteissa. Ääntäminen on kohdekielenomaista. Opiskelija ymmärtää normaalitempoista puhuttua kieltä ja helpohkon kirjoitetun tekstin sisällön. Opiskelija osaa kirjoittaa ymmärrettäviä tekstejä, joissa saattaa olla vähäisiä virheitä.

KD07DWRA020 Ranska 2 (French 2): 3 op**Osaamistavoitteet**

Opiskelija on oppinut lisää ranskan kielen perusteita. Hän ymmärtää ja osaa käyttää yhä enemmän kielen keskeisintä sanastoa ja rakenteita sekä puheessa että kirjoituksessa. Opintojakson suoritettuaan opiskelija osaa kertoa tapahtumista käyttäen menneen ajan aikamuotoja, osaa kertoa harrastuksistaan ja osaa kertoa kotimaastaan ja -paikkakunnastaan ranskaksi.

Sisältö

- harrastuksista kertominen
- eri viestintätilanteita
- matkoista kertominen
- menneen ajan aikamuodot

Esitietovaatimukset

Ranska 1 tai vastaavat tiedot

Lisätiedot

mikäli opintojaksolle osallistuu ei-suomenkielisiä, opetus annetaan ryhmän kanssa sopien joko kahdella kielellä tai englannin kielellä

Arviointikriteerit**Tyydyttävä (1-2)**

1: Opiskelija selviää avustetusti joistain arkipäivän puhetilanteista. Ääntämisessä on puutteita.

Opiskelija ymmärtää vähän tai jonkin verran hidasta ja selkeää puhuttua kieltä ja kirjoitetusta tekstistä tunnistaa tekstin teeman ja yksittäisiä ilmaisuja. Opiskelija osaa kirjoittaa ja lukea yksinkertaista tekstiä, mutta virheet haittaavat ymmärrettävyyttä.

Hyvä (3-4)

3: Opiskelija selviää itsenäisesti arkipäivän puhetilanteista, virheet eivät häiritse ymmärtämistä. Ääntäminen on pääosin ymmärrettävää. Opiskelija ymmärtää pääkohdat hitaasta ja selkeästi puhutusta kielestä sekä helpohkosta tekstistä. Opiskelija osaa kirjoittaa pääosin ymmärrettäviä tekstejä, vaikka tekeekin jonkin verran virheitä.

Kiitettävä (5)

5: Opiskelija viestii aktiivisesti, itsenäisesti ja ymmärrettävästi arkipäivän puhetilanteissa. Ääntäminen on kohdekielenomaista. Opiskelija ymmärtää normaalitempoista puhuttua kieltä ja helpohkon kirjoitetun tekstin sisällön. Opiskelija osaa kirjoittaa ymmärrettäviä tekstejä, joissa saattaa olla vähäisiä virheitä.

KD07CYRA220 Compréhension écrite: 3 op

Osaamistavoitteet

Opiskelija on oppinut ymmärtämään ranskankielistä, erityisesti liiketalouden alan asiatekstiä. Opintojakson suoritettuaan opiskelija on harjaantunut apuvälineiden, kuten sanakirjan käyttöön saadakseen selvää autenttisesta ranskankielisestä tekstistä ja on saavuttanut taidon ymmärtää ranskankielistä asiatekstiä.

Sisältö

Ranskankielinen, erityisesti liiketalouden alan asiaproosa

Esitietovaatimukset

Ranska 1 ja 2 tai vastaavat tiedot (esim. lukio-opiskelussa hankittuja)

Lisätiedot

Kieli jolle opiskelija tentissä kääntää otteita tekstimateriaalista voi olla muukin kuin suomi tai englantia, asiasta voi sopia opettajan kanssa.

Arviointikriteerit

Tyydyttävä (1-2)

Arvosana 1, vastaa yleiseurooppalaista taitotasoa A2. Opiskelija ymmärtää osia helpohkoista ammattialan teksteistä.

Hyvä (3-4)

Arvosana 3, vastaa yleiseurooppalaista taitotasoa B2. Opiskelija tuntee keskeisimmän erikoisalaan liittyvän sanaston. Opiskelija ymmärtää tyypillisimpiä ammattialan tekstejä.

Kiitettävä (5)

Arvosana 5, vastaa yleiseurooppalaista taitotasoa C1. Opiskelija omaa laajan oman erikoisalan sanavaraston. Opiskelija ymmärtää vaativaa oman alan aineistoa.

IB00CL24 Basic Swedish 1: 3 op

Osaamistavoitteet

Level: A1.1.

The student can communicate in simple everyday spoken and written situations. He

- can handle situations in hotels and restaurants
- knows weekdays, seasons and months
- can tell about himself, his family and hobbies
- can write short messages

Sisältö

- alphabet, pronunciation
- greetings, polite phrases
- numbers, times, months, weekdays
- telling about oneself, one's family, life, hobbies
- everyday situations: shops, hotels, restaurants
- travel situations
- basic grammar
- characteristics of Swedish everyday life

Arviointikriteerit**Tyydyttävä (1-2)**

The student is able to communicate in some everyday communication situations when helped. The student makes mistakes in pronunciation. He understands some slow, clear speech and written texts to some extent. The student is able to write simple text, but mistakes impede comprehension.

Hyvä (3-4)

The student is able to communicate independently in everyday communication situations. Mistakes do not impede comprehension. The pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts. Mistakes don't impede comprehension.

Kiitettävä (5)

The student is capable of active, independent and understandable communication in everyday situations. The pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. He can write understandable text, which may contain minor mistakes.

IB00CL25 Basic Swedish 2: 3 op**Osaamistavoitteet**

Level: A1.2.

The student can communicate in everyday spoken and written situations. He

- can handle situations in hotels and restaurants
- can handle telephone situations
- can handle situations at a doctor's appointment
- can write short emails
- can express his opinions
- talk about past events
- can tell about his studies and work experience

Sisältö

- living, hobbies
- expressing an opinion
- on the phone
- emails and SMS
- visiting a doctor/nurse, typical illnesses
- work and studies
- characteristics of Swedish everyday life
- grammar

Arviointikriteerit**Tyydyttävä (1-2)**

The student is able to communicate in some everyday communication situations when helped. The student makes mistakes in pronunciation. He understands some slow, clear speech and written texts to some extent. The student is able to write simple text, but mistakes impede comprehension.

Hyvä (3-4)

The student is able to communicate independently in everyday communication situations. Mistakes do not impede comprehension. The pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts. Mistakes don't impede comprehension.

Kiitettävä (5)

The student is capable of active, independent and understandable communication in everyday situations. The pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. He can write understandable text, which may contain minor mistakes

IB20-1030 ELECTIVE STUDIES: 10 op**KD06CNTT720 Creating Websites: 3 op****Osaamistavoitteet**

Students are able to explain the significance of web services for enterprises and other organisations. They can design and create web sites using standard HTML5, CSS and web publishing program. Students are able to publish web pages on the Internet.

Sisältö

- Significance of online services for businesses and other organizations
- Implementation of online services
- Tools for designing and implementing standard-based online services
- Online services implementation (HTML5, CSS, web publishing software)
- Publication of a website

Lisätiedot

Students are also advised to take a course in web graphics and e-business.

Arviointikriteerit**Tyydyttävä (1-2)**

Students are able to define the basic concepts of online business. Students are able to create simple web pages using web publishing software. They can write and use basic HTML5 and CSS stylesheets

codes. They are able to publish web pages on a web server.

Hyvä (3-4)

Students are able to implement and publish web pages using a web publishing software and HTML5 and CSS style sheet language. Students are able to pay attention to the usability of websites implementation.

Kiitettävä (5)

Students are able to design, implement and publish a website using different techniques. Students can consider a website for usability and accessibility. Students are able to assess the significance of the site for business.

KD19CNTT012 Excel Spreadsheet Calculation in Business: 2 op**Osaamistavoitteet**

Students are able to plan, implement and utilise various calculation models. They are able to present the results graphically. Students are also able to make summaries of the information in tables and utilise other special features in the Excel software.

Sisältö

- Creating and editing spreadsheets with Excel
- Writing formulas and using functions
- Processing/sorting information in a spreadsheet
- Using Pivot tables
- Creating and editing graphs and charts
- Goal Seek
- Basic macros
- Special features in the Excel

Esitietovaatimukset

Basics of mathematics and ICT skills

Arviointikriteerit**Tyydyttävä (1-2)**

The student is able to plan, implement and utilise calculation models with some help. The student is able to present the results using basic charts and is also able to make summaries of the information in tables and utilise some other essential features in the Excel software. In this work the student needs some help.

Hyvä (3-4)

The student is able to plan, implement and utilise a variety of Excel tasks. The student is able to present the results using charts and is also able to make summaries of the information in tables and utilise other special features in the Excel software.

Kiitettävä (5)

The student is able to plan independently, implement and utilise a variety of various calculation models. The student is able to present the results using excellent charts and is also able to make summaries of the information in tables, filter information and utilise very well other special features in the Excel software.

LT00BE41 Finnish at Work: 3 op

Osaamistavoitteet

The course develops student's ability to understand and use Finnish language further and activates the language skills learned earlier. The students are encouraged and able to use Finnish in working life situations. After completing this course the students are able to give an elevator pitch on their skills and expertise, give a short presentation on a topic related to their own field, write simple work related emails to their colleagues and customers. The students are able to communicate in Finnish in the most common work life situations, e.g. customer service and everyday situations with their co-workers. The students know the common practices at Finnish work places.

Sisältö

- job interview
- elevator pitch on own skills and expertise and a presentation
- emails to colleagues and customers
- customer service (both face to face and on the phone)
- working life practices
- everyday situations at work e.g. coffee breaks, problem situations, small talk
- short presentation on a topic related to their own field

Esitietovaatimukset

Finnish 1-4

Arviointikriteerit

Hyväksytty/hylätty

Active participation in course activities and completion of assignments is required for the pass grade.

LT00BS84 Beginner Swedish for Foreigners: 3 op

Osaamistavoitteet

The student can communicate in simple everyday spoken and written situations. He

- can handle situations in hotels and restaurants
- knows weekdays, seasons and months
- can tell about himself, his family and hobbies
- can write short messages

Sisältö

- alphabet, pronunciation
- numbers, times, months, weekdays
- telling about oneself, one's family, life, hobbies
- everyday situations: shops, hotels, restaurants
- travel situations
- basic grammar
- characteristics of Swedish everyday life

Arviointikriteerit

Tyydyttävä (1-2)

The student is able to communicate in some everyday communication situations when helped. The student makes mistakes in pronunciation. He understands some slow, clear speech and written texts to some extent. The student is able to write simple text, but mistakes impede comprehension.

Hyvä (3-4)

The student is able to communicate independently in everyday communication situations. Mistakes do not impede comprehension. The pronunciation is mainly understandable. The student can understand the main points of slow speech and easy texts. The student is able to write mainly understandable texts. Mistakes don't impede comprehension.

Kiitettävä (5)

The student is capable of active, independent and understandable communication in everyday situations. The pronunciation is close to that of a native speaker. The student understands normal-rate speech and easy written texts. He can write understandable text, which may contain minor mistakes.

KD06APMA014 Knowledge Management: 3 op**Osaamistavoitteet**

Students are able to understand significance of knowledge and competences in the organizational context. They know the basic principles of knowledge management and they know how to evaluate and develop the competences. Students can describe the knowledge management process and they are able to participate in identifying, managing and developing knowledge and competences to the development of business in a company.

Sisältö

- the basic concepts of knowledge management and its significance for business
- the nature and classification of knowledge
- knowledge management process
- practical knowledge management tools

Esitietovaatimukset

No specific requirements

Arviointikriteerit**Tyydyttävä (1-2)**

The student is able, with guidance, to utilize the methods learnt during the study unit.

Hyvä (3-4)

The student is able to utilize the methods learnt during the study unit independently.

Kiitettävä (5)

The student is able to utilize the methods learnt during the study unit independently and is able apply the learnt knowledge in new contexts.

LT00CK13 Business Ethics: 3 op**Osaamistavoitteet**

The student can bring ethics into their decision-making. Students can apply ethics across cultures

and in international business settings. The student is familiar with key concepts relating to ethics and basis of ethics, and can apply such concepts. The student can give reasoned arguments in defence of his / her ethical judgements. The student can provide examples of ethical dilemmas in the field of business operations and comment upon such dilemmas. The student can independently analyse his / her moral code. The student can assess business objectives when they conflict with moral objectives. Students can identify specific areas to apply business across business functions: Management, HRM, Marketing and Finance.

Sisältö

- ethics, ethical actions, basis for ethics
- ethics in the context of business operations
- ethical sensitivity
- moral codes
- rationality and objectivity in conjunction with humanity
- ethical cultural differences in international business

Arviointikriteerit

Tyydyttävä (1-2)

The student thoroughly carried out the given assignments. The student recognises most of the discussed concepts relating to ethics and the basis of ethics, and applies these concepts widely. The student is able to clearly state his / her grounds for his / her ethical judgements. The student can give examples of ethical dilemmas and can comment upon them demonstrating good ethical judgement. The student's output demonstrates the ability to independently, critically and in depth analyse his / her moral code.

Hyvä (3-4)

The student thoroughly carried out the given assignments. The student recognises most of the discussed concepts relating to ethics and the basis of ethics, and applies these concepts widely. The student is able to clearly state his / her grounds for his / her ethical judgements. The student can give examples of ethical dilemmas and can comment upon them demonstrating good ethical judgement. The student's output demonstrates the ability to independently, critically and in depth analyse his / her moral code. The student can express differences in ethics based on international/cultural situations.

Kiitettävä (5)

The student has carried out the given assignments thoroughly and in a timely fashion. The student recognises almost all of the discussed concepts relating to ethics and the basis of ethics, and applies these concepts with excellent judgement. The student is able to clearly and aptly state his / her grounds for his / her ethical judgements. The student can give well-grounded examples of ethical dilemmas and can comment upon them demonstrating excellent ethical sensitivity. The student's output demonstrates the ability to independently, critically and in depth analyse his / her moral code. The students can analyse and reason through their own moral code how business ethics can be applied in international business.

IB00CL21 Doing Business in English: 3 op

Osaamistavoitteet

The student is able to work and perform in an international professional team promoting a product and a company. The student is able to manage product communication on a professional level both in spoken and in written. The student can manage and sustain personal professional development in

English according to the principles of lifelong learning.

Sisältö

- Developing and enhancing business communication skills in English
- Intercultural competence at work
- Product and company promotion
- Sales negotiations

Esitietovaatimukset

The course is aimed at students who study English as a second language. (Not for students with English as a mother tongue or the official language of education). The course is ideal for Gateway students as well as 2 and 3 year students of the business school.

Lisätiedot

The course yields 1 virtual credit.

Evaluation criteria: A general rule concerning attendance in lessons will be applied. To receive the credit, a student will attend the minimum of 50 % of all contact lessons. If a student is absent for more than 20 % of the total, the final grade will be automatically lowered.

Arviointikriteerit**Tyydyttävä (1-2)**

The student completes all assigned work within the given submission periods. The level of the input remains modest. Simple structures, limited professional vocabulary, mistakes disturb understanding.

Hyvä (3-4)

The student completes all assigned work within the given submission periods. The level of the input is mostly of good quality in terms of both spoken and written English.

Kiitettävä (5)

The student completes all assigned work within the given submission periods. The level of the input demonstrates a skillful use of professional language in terms of both spoken and written English. .

IB00CL22 Gateway Inno: 2 op**Osaamistavoitteet**

1. Understanding the user-centric problem-solving method and its usability in development tasks
2. Analysing the development task
3. Understanding the customer problem
4. Defining the development task
5. Concepting
6. Getting customer feedback
7. Group work skills
8. FOR IB-STUDENTS: Practical mentoring and guidance skills

Sisältö

The Innovation Week is a compulsory course for every first year student in SeAMK. In the Gateway Inno the same concept will be applied with the exchange students. IB students, who have finished the Innovation Week, can also participate the Gateway Inno in the role of student mentor.

The course is a one-week intensive course. The students will not take part in other SeAMK courses during it. During the Gateway Inno, the students will solve real working life problems in multidisciplinary student teams by the means of the design thinking method. In accordance with the method, the students will focus on both customer and business perspectives.

As a result of the Innovation Week, the students will present a tried-and-tested solution concept for the problem.

Esitietovaatimukset

None.

IB00CL23 International Negotiation Skills: 3 op**Osaamistavoitteet**

Students will

- build up intercultural and digital communication competences.
- learn to understand the difference between physical and virtual communication.
- learn to understand how to set clear expectations and to manage language and cultural barriers with international teams working through case studies containing real life business situations.

Furthermore, students learn how to plan their negotiations as individuals, as well as by being parts of international negotiation teams. The featured role-playing exercises allow the student to practice applying the skills they should be learning in a simulated mock business negotiation.

Sisältö

- the study of verbal and nonverbal communication techniques using English
- building business communication skills in English
- achieving business objectives in negotiations conducted in English

Lisätiedot

The implementation will be conducted in an online environment to facilitate collaboration between SeAMK students and students representing a partner institution. The simulation activities include use of digital communication technology to experience a real-life intercultural environment.

Performance on negotiation exercises will be judged in relation to other students in the class playing the same roles. The exercises used in the class will generally involve role-playing, and the participation grade will reflect the extent to which the roles are effectively played. In all of the exercises, individuals will have roles assigned to them.

Arviointikriteerit**Tyydyttävä (1-2)**

Grade 1:

The student completes all assigned work but has difficulty meeting the objectives and expectations of the course. The student is able to communicate and negotiate in simple English using different communication channels. The level of the written and spoken English is basic as studying and practicing the key concepts and competences appropriate to the course topics remains inadequate. The student does not meet their expected learning goals for most of the course.

Grade 2:

The student completes all course work, but has some difficulty meeting the objectives and expectations of the course. The student is able to communicate and negotiate in basic level English using different communication channels. The level of the written and spoken English is understandable yet basic as studying and practicing the key concepts and competences appropriate to the course topics remains inadequate. The student partially meets their expected learning goals for the course.

Hyvä (3-4)

Grade 3:

The student completes all assigned work mostly of good quality in terms of both written and spoken English. The student is able to communicate and negotiate in English using different communication channels. His/her written and spoken English is understandable, but studying and practicing the key concepts and competences appropriate to the course topics remains a bit inadequate. The student meets most of their expected learning goals for the course.

Grade 4:

The student completes all assigned work mostly of high quality in terms of both written and spoken English. The student is able to communicate and negotiate in clear English using different communication channels. The student meets their expected learning goals for the course. The student demonstrates having studied and practiced the key concepts and competences appropriate to the course topics.

Kiitettävä (5)**Grade 5:**

The student completes all assigned work of high quality in terms of both written and spoken English. The student is able to communicate and negotiate in clear English using different communication channels. The student meets and occasionally exceeds their expected learning goals for the course. The student clearly demonstrates having studied and practiced the key concepts and competences appropriate to the course topics.

IB20-1031 THESIS: 15 op**KD19FYOT200 Bachelor's Thesis: 15 op****Osaamistavoitteet**

The bachelor's thesis can be done individually or as a part of a larger research or development project. The aim of the thesis is that students are able to apply the theoretical knowledge they have acquired during their studies in their own research. During the thesis process, students learn problem-solving, project work, scientific thinking, independent information retrieval, and how to report research results. Students are able to present the results of their research logically using correct language and professional terminology. The thesis process also allows students to be creative, to experiment and use innovative applications.

Sisältö

Students are responsible for the choice of topic, which they often find during their practical training. Students discuss their choice of topic with their advisor for approval. Students must keep in touch with their advisor throughout the thesis process. The thesis is accompanied by a Maturity Test in which students demonstrate their command of the subject and their ability to use language clearly and consistently.

The thesis process includes a seminar in which the students present their topic and the final work.

Esitietovaatimukset

No prerequisites

Arviointikriteerit**Tyydyttävä (1-2)**

The thesis assessment criteria of SeAMK are applied.

KD19BRW005 Thesis Seminar: 0 op**Osaamistavoitteet**

The student is able to communicate on the topic and process of his/her thesis work and report about the results of the research or development work.

Sisältö

The student gives three presentations during the one-semester seminar:

- oral report of practical training
- presentation of the thesis plan
- presentation of the completed thesis

Arviointikriteerit**Hyväksytty/hylätty**

For the pass grade participation and presentations are required.

KD19FYOT100 Maturity Test: 0 op**Osaamistavoitteet**

Students are required to sit a Maturity Test to receive their university of applied sciences degree. Students must be able to write about a topic related to the thesis, which indicates their knowledge of the topic and language skills. If a student has received his/her previous education in a language other than Finnish or Swedish, the student takes the Maturity Test in English. (See ammattikorkeakouluasetus 352/2003)

Sisältö

Students must demonstrate that they master the content and the conclusions of their thesis and produce a clear and consistent written presentation.

Esitietovaatimukset

No prerequisites

Arviointikriteerit**Hyväksytty/hylätty**

Pass/fail

Fail: The output does not meet the requirements of the maturity test.

IB20-1032 PRACTICAL TRAINING: 30 op**KD19HYTH201 Practical Training: 30 op****Osaamistavoitteet**

Students are able to perform the tasks, practices and culture(s) of their professional field in an international context. Students are able to evaluate their own skills and competencies compared to the requirements of their own field. The student is capable to consider whether practical training could provide a topic for the thesis.

Sisältö

Practical training to be performed in an international context accepted by the UAS:

- Application for placement

- Practical training in international context
- Reporting (before, during, and after the training period)
- Seminar

Esitietovaatimukset

Minimum 60 credits of Bachelor-level International Business -studies

Arviointikriteerit**Tyydyttävä (1-2)**

- assessment is based on reports, feedback and seminar

Arviointikriteerit**Hyväksytty/hylätty**

For a pass grade, reporting, feedback and seminar presentation are required in accordance with the practical training guidelines.