Virtual courses offering spring 2022   Haaga-Helia

Name	Course code	Description	Start	End	ECTS credits	Program	Teachers
Innovative Service Design	MAR3LF103-3014	• Intro to service design & systems thinking: Basic concepts • Service profit chain • Service model design: Basic concepts • Funding mechanism & behavioral science • Operating role of the customer • Operating role of employees & corporate culture • Customer satisfaction, loyalty & profitability • Disruptive services • Managing capacity & demand • Design tools: Service personas, service journey, service blueprinting	28.3.2022	20.5.2022	5.0	Business	Kevin Gore
Basics of Supply Chain Management	GLO3LH101B-3013	A wide variety of supply chain topics are covered during the course. These include concepts such as: - Supply chain as an entity incl. its characteristics, supply chain as a process - Sourcing, procurement and purchasing - Physical distribution (incl. warehousing and transportation), channel decisions and reverse logistics - Logistics costs - Outsourcing, risk management, service levels	17.1.2022	18.3.2022	5.0	Business	Jukka Tikka
Globalization and Internationalization	GLO1LH101A-3064	Drivers for Globalization Value chains & networks Theories of internationalization International trade Development of international competitiveness Market Research & Market entry modes M5 Team Project Presentations	17.1.2022	20.5.2022	5.0	Business	Timo Rima
Communication and Culture	GLO1LH101B-3064	The course discusses cultural diversity at a workplace and intercultural communication.	17.1.2022	20.5.2022	5.0	Business	Teija Schalin
Basic 3D Design with Blender	MUM8TA001-3011	Introduction to 3D modeling Blender installation and environment 3D Modeling Basics Learning to use the Blender environment Transforming objects in Blender Tool Shelf and Properties window Adding and moving more objects in Blender Subdivision and Extrusion Subdivision Surface Using curves and background images Materials and textures using Blender internal renderer Using the Simple Deformers Basic Lighting and Cameras Modifiers and Add-Ons Rendering the scene Basic UV Mapping for Blender Internal Render engine	17.1.2022	18.3.2022	3.0	Digital Economy	Heikki Hietala

Course	Code	Description	Start	End	ECTS	Department	Teacher
3D Extended Course	MUM8TA002-3005	This course is a problem-based learning style course, in which the student selects a feature of Blender and produces a tutorial on it. Previous topics of choice have included, but are not limited to: Rigging Animation Procedural materials Compositing Physics engine Game engine Node-based material systems Cycles rendering engine	28.3.2022	20.5.2022	3.0	Digital Economy	Heikki Hietala
Financial Accounting, Processes and Systems	BIG8TF008-3008	The basic accounting principles and processes in a business environment The sales and purchase process and the integration to accounting in a business environment Microsoft Dynamics Nav and SAP 4/Hana – sales and purchases, integration and accounting processes	28.3.2022	20.5.2022	5.0	Digital Economy	Ralf Rehn
Business Intelligence Development Project	BIG4TF023-3009	Upon successful completion of the course, the student a) understands the value of business driven BI-development b) is knowledgeable of Microsoft SSAS Tabular and SSIS tools/architecture c) understands the value of supporting business processes by BI -solutions d) has gained experience in creating a BI-solution by using agile development and market leading tools to extract data from an ERP system e) has learned to document the created solution and the process	28.3.2022	20.5.2022	5.0	Business Information Technology	Ralf Rehn
Responsible Space Tourism	TOU3PO302-3005	Unit 1: An introduction to space tourism (history and current) Unit 2: Social sustainability (Changes in the society and the ethical concerns) Unit 3: Economic sustainability (Case study: UK spaceports) Unit 4: Environmental sustainability Unit 5: Legislation Unit 6: Future forecasting (Sustainable Future Planning Framework)	17.1.2022	20.5.2022	5.0	Hospitality, Tourism and Experience Management	Annette Toivonen
AI in Business	BUS8PO805-3005	There are five key topics covered in the course module: Topic 1: An Introduction to Artificial Intelligence Topic 2: Machine Learning in Business and applications-(with Python code) Topic 3: Robotics in Business Topic 4: Artificial Intelligence in Business and Society Topic 5: The Future of Artificial Intelligence	17.1.2022	20.5.2022	5.0	Hospitality, Tourism and Experience Management	Darren Trofimczuk

Digital Experience Design	BUS3PO319-3003	Upon completion of the course, the student is able to • analyse current global trends and factors that affect and define future consumer behaviour (part 1) • identify potential target markets and analyse the characteristics of the chosen target group (part 1) • apply professional tools for analysis of the operational environment and competition (part 2) • innovate compelling experiences (part 3) • understand the importance of engagement and storytelling in creating immersive experiences (part 3, part 4) • use professional tools for creating engaging content and staging digital experiences (part 4, part 5) • design and create a digital experience that has shareable content and the potential to go viral (part 4, part 5) • describe the different stages of product development process (part 5) • choose relevant marketing channels for the digital experience (part 5) • produce a product description and a marketing plan (part 5)	17.1.2022	20.5.2022	10.0	Hospitality, Tourism and Experience Management	Annika Konttinen, Anu Seppänen
Service Innovation and Entrepreneurship	BUS3PO315-3004	S/he understands how new ventures and venture teams can be created. S/he is able to apply entrepreneurship and innovation theories to real-world challenges. S/he is able to develop and manage complex projects and work in teams with colleagues from different backgrounds. S/he is able to develop new products, services and concepts within a start-up. S/he able to apply best-practice approaches to designing, developing, and running innovation-driven, often globally orientated, business. S/he understands the concept of entrepreneurial ecosystems and knows several supporting mechanisms for new ventures.	17.1.2022	20.5.2022	10.0	Hospitality, Tourism and Experience Management	Anette Kairikko, Juhana Isohanni
Risk Management and Responsible Business	BUS3PO310-3007	The module advances the following competences: strategic planning, global mindset, professional leadership, risk management, sustainable and responsible business.	17.1.2022	20.5.2022	10.0	Hospitality, Tourism and Experience Management	Annika Konttinen, Eva Holmberg
E-Business in Tourism and Hospitality	MAR2HL001-3023	• Digital business as a phenomenon & use and role of social networks in marketing • Pros and cons as well as requirements of digital marketing activities • Different platforms and channels and their roles in online marketing • Customer relationships (CRM), customer intelligence (CI), and customer experience (CX) online • Planning online marketing efforts	17.1.2022	18.3.2022	5.0	Hospitality, Tourism and Experience Management	Päivi Penttilä
Accommodation Operations in Tourism Industry	HOT1RL001-3012	Upon completion of the module, the student is able to • familiarize with the accommodation industry in Finland and globally • understand the diversity of the accommodation industry • recognize and follow industry trends • analyze the role of the accommodation industry in the cluster of travel and tourism • collaborate and create partnerships with the accommodation industry	28.3.2022	21.5.2022	3.0	Hospitality, Tourism and Experience Management	Taina Pallonen
Digital Marketing	MAR2RZ001-3012	• Digital business as an phenomenon & use and role of social networks in marketing • Pros and cons as well as requirements of digital marketing activities • Different platforms and channels and their roles in online marketing • Customer relationships (CRM), customer intelligence (CI) and customer experience (CX) online • Planning the online marketing efforts	28.3.2022	20.5.2022	5.0	Hospitality, Tourism and Experience Management	Jussi Mertanen

Digital Marketing	MAR2RZ001-3014	• Digital business as an phenomenon & use and role of social networks in marketing • Pros and cons as well as requirements of digital marketing activities • Different platforms and channels and their roles in online marketing • Customer relationships (CRM), customer intelligence (CI) and customer experience (CX) online • Planning the online marketing efforts	17.1.2022	18.3.2022	5.0	Hospitality, Tourism and Experience Management	Tommi Immonen
Financial Statement Analysis	ACC3LF103-3012	You identify and calculate the major categories of ratios for assessing the financial performance and position of a business. You define, calculate and interpret key financial ratios in terms of profitability, liquidity and solvency. You prepare a common-sized analysis as well a trend analysis. You understand ratings from major different institutions worldwide. You use Excel in a professional manner to analyse data and make conclusions based on statistical analysis. You apply the knowledge to a case company. You will be able to discuss the results and improve your analytical skills.	17.1.2022	18.3.2022	5.0	Business	Mika Mustikainen