

## Virtual exchange courses Haaga-Helia autumn 2022

Name	Code	Start	End	Teacher	ECTS credits	Description
<b>Bachelor Tourism</b>						
Accommodation Operations in Tourism Industry	HOT*RL001-3014	22.8.2022	16.12.2022	Thomas Kingelin	3.0	Upon completion of the module, the student is able to <ul style="list-style-type: none"> <li>• familiarize with the accommodation industry in Finland and globally</li> <li>• understand the diversity of the accommodation industry</li> <li>• recognize and follow industry trends</li> <li>• analyze the role of the accommodation industry in the cluster of travel and tourism</li> <li>• collaborate and create partnerships with the accommodation industry</li> </ul>
E-Business in Tourism and Hospitality implementation 1	MAR2HL001-3026	22.8.2022	16.12.2022	Jussi Mertanen	5.0	On successful completion of this module, the student understands the significance of the Internet and electronic commerce to the industry and also understands the business relevance of electronic communication channels e.g. social media. S/he applies the marketing information system for developing a digital marketing plan, in which s/he evaluates and uses information technology in customer relationships as well as electronic means of marketing and commerce. S/he also identifies and evaluates emerging technologies and digital innovations.
E-Business in Tourism and Hospitality implementation 2	MAR2HL001-3028	22.8.2022	16.12.2022	Päivi Penttilä	5.0	
E-Business in Tourism and Hospitality implementation 3	MAR2HL001-3030	16.9.2022	16.12.2022	Jussi Mertanen	5.0	
Responsible Space Tourism	TOU3PC002-3007	22.8.2022	16.12.2022	Annette Toivonen	5.0	This course introduces an emerging phenomenon in the tourism industry - future space tourism. The course is divided in two parts, with the first going through the status of the current industry such as technical and ethical aspects and the second part provides insights for understanding weak signals and future scenario planning in form of sustainability. At the end of the course, students will have gained an understanding of a new framework research tool used for designing a sustainable future in the tourism industry. Much of the course is taught virtually, but there will be some contact classes at Porvoo campus.
Digital Marketing	MAR2RZ001-3016	24.10.2022	16.12.2022	Päivi Penttilä	5.0	On successful completion of this course, the student understands the significance of the Internet and electronic commerce to the industry and also understands the business relevance of electronic communication channels e.g. social media. S/he applies the marketing information system for developing digital marketing plan, in which s/he evaluates and uses information technology in customer relationships as well as electronic means of marketing and commerce. S/he also identifies and evaluates emerging technologies and digital innovations.

Leading Virtual Teams	LEA8RZ001-3007	24.10.2022	16.12.2022	Riikka Hynninen	5.0	<p>Upon completion of the module, the student is able to</p> <ul style="list-style-type: none"> <li>• Understands the principles and shared objectives of group and teamwork and is able to work together with others in multidisciplinary virtual teams</li> <li>• Facilitates teams and teamwork, especially communication in a virtual environment</li> <li>• Is capable of collaborative learning and sharing knowledge in teams and working communities</li> <li>• Takes responsibility of one's own actions and works according to the jointly agreed principles and methods</li> <li>• Adopts an initiative and proactive approach to work and is capable of problem solving and decision making and respects diverse opinions and views and is able to accept constructive criticism</li> </ul>
Strategic Management and Human Resource Management in Hotel, Restaurant and Tourism Business	LEA2HA001-3020	22.8.2022	14.9.2022	Eija Kjelin	5.0	<p>The student can evaluate different strategic choices and offer development proposals in company strategies and their implementation practices in relation to analysis of industry environment. Furthermore, s/he can evaluate HR processes and practices and how well they are vertically and horizontally aligned. S/he reflects the various ways of engaging people. Based on those notions, s/he can make justified development proposals. S/he can from various viewpoints explain the criteria of strategic HRM</p>
<b>Bachelor Business</b>						
AI in Business	BUS8PO805-3007	22.8.2022	16.12.2022	Darren Trofimczuk	5.0	<p>This course introduces the impact of AI in business and introduces students to a number of AI topics. Much of the course is taught virtually, but there will be a few contact classes at Porvoo campus. Guest lecturers/experts on AI will also provide some lectures and these will be recorded as a webinar and placed onto the course. The contact classes and guest lectures will also include a small number of assessment tasks.</p>
Communication and Culture Implementation 1	GLO1LH01B-3077	22.8.2022	16.12.2022	Karl Robbins	5.0	<p>Students develop their communication and culture skills for working in English in multicultural business environments. The studies represent the B2 level of the Common European Framework in business English skills.</p>
Communication and Culture Implementation 2	GLO1LH01B-3086	22.8.2022	16.12.2022	Teija Schalin	5.0	
Digital Marketing	MAR2RZ001-3016	24.10.2022	16.12.2022	Päivi Penttilä	5.0	<p>On successful completion of this course, the student understands the significance of the Internet and electronic commerce to the industry and also understands the business relevance of electronic communication channels e.g. social media. S/he applies the marketing information system for developing digital marketing plan, in which s/he evaluates and uses information technology in customer relationships as well as electronic means of marketing and commerce. S/he also identifies and evaluates emerging technologies and digital innovations.</p>

Krea Event Management	CAMBLH03-3009	22.8.2022	16.12.2022	Jenni Brisk	5.0	The student plans, analyses or implements a successful event to match the event's objectives and integrated corporate communications. The student understands the importance of interaction and participation in making the various stakeholders committed to the event, organisation and brand. The student masters project management skills needed for event planning, implementation and evaluation, as well as analyses the event planning process and outcome from the perspective of success.
Globalization and Internationalization	GLOLH01A-3077	22.8.2022	16.12.2022	Sami Hartikainen	5.0	Students become familiar with the globalization of firms. They obtain skills for planning the internationalization of companies.
Futures Thinking, Trends and Transformations	BUS3PC321-3003	22.8.2022	16.12.2022	Seppänen, Annika Kont	5.0	Upon completion of the course, the student is able to <ul style="list-style-type: none"> <li>• understand the importance of future orientation and trend watching for the success of businesses and individuals (parts 1-3)</li> <li>• research the most important technologies, global events and big ideas that are shaping the future to discover new possibilities and opportunities for doing business (part 1)</li> <li>• apply innovative development methods to futures thinking and scenario planning in a chosen industry (part 2)</li> <li>• describe the different stages and key steps of the transformation process (part 2)</li> <li>• innovate ideas for business transformations for the future and provide solutions and scenarios for how to adapt to and benefit from the future changes (part 3)</li> <li>• set goals (preassignment) and evaluate learning in the module (post-assignment)</li> </ul>
Leading Virtual Teams	LEA8RZ001-3007	24.10.2022	16.12.2022	Riikka Hynninen	5.0	Upon completion of the module, the student is able to <ul style="list-style-type: none"> <li>• Understands the principles and shared objectives of group and teamwork and is able to work together with others in multidisciplinary virtual teams</li> <li>• Facilitates teams and teamwork, especially communication in a virtual environment</li> <li>• Is capable of collaborative learning and sharing knowledge in teams and working communities</li> <li>• Takes responsibility of one's own actions and works according to the jointly agreed principles and methods</li> <li>• Adopts an initiative and proactive approach to work and is capable of problem solving and decision making and respects diverse opinions and views and is able to accept constructive criticism</li> </ul>
Responsible Business	WCR8PC024-3005	22.8.2022	16.12.2022	Kirsi Oja	3.0	The student recognizes moral values, and is aware of many ethical choices related to business, and is also able to describe and analyze them. He/she is able to observe ethical problems in businesses around him/her, and write analytical text about those observations with practical examples. He/she is able to name the areas of responsible business, recognizes them from his/her own surroundings and has knowledge to make grounded decisions concerning responsible business.

Internet of Things: A Business Perspective	ICT8LF101-3002	22.8.2022	16.12.2022	Iso-Anttila, Heikki He	5.0	<p>After completing the course, student shall be able to:</p> <ul style="list-style-type: none"> <li>• understand the concept and scope of the Internet of Things (IoT) and Industrial Internet of Things (IIoT) in the current business and industrial landscape.</li> <li>• identify and analyze the application of IoT and IIoT in various business settings.</li> <li>• students develop an understanding of factors that influence successful integration of the IoT and IIoT in a business landscape.</li> <li>• assess the suitability and benefits of certain IoT enablers in various business models to achieve competitive advantage.</li> <li>• apply the key concepts of IoT and IIoT in possible business transformation thinking and reasoning.</li> <li>• ideate the role of new technologies in conducting potential businesses in future.</li> </ul>
Risk Management and Responsible Business	BUS3PC310-3008	22.8.2022	16.12.2022	Holmberg, Annika Kont	10.0	The module advances the following competences: strategic planning, global mindset, professional leadership, risk management, sustainable and responsible business.
<b>Bachelor ICT Business</b>						
Business Intelligence Development Project	BIG4TF023-3010	24.10.2022	16.12.2022	Ralf Rehn	5.0	<p>Upon successful completion of the course, the student</p> <ol style="list-style-type: none"> <li>a) understands the value of business driven BI-development</li> <li>b) is knowledgeable of Microsoft SSAS Tabular and SSIS tools/architecture</li> <li>c) understands the value of supporting business processes by BI-solutions</li> <li>d) has gained experience in creating a BI-solution by using agile development and market leading tools to extract data from an ERP system</li> <li>e) has learned to document the created solution and the process</li> </ol>
Business Intelligence	BIG4TF022-3009	22.8.2022	14.10.2022	Ralf Rehn	5.0	<p>Upon successful completion of the course, the student</p> <ol style="list-style-type: none"> <li>a) understands the importance of Business Intelligence in today's competitive business environment</li> <li>b) is familiar with the basic concepts, BI architectures, methodologies and strategies as well as with tools and methods used in the business environment</li> <li>c) has basic knowledge of the ETL process</li> <li>d) has basic understanding of business driven agile BI-development</li> <li>e) has gained basic skills in two world leading BI-tools</li> </ol>
Financial Accounting, Processes and Systems	BIG8TF008-3009	24.10.2022	16.12.2022	Ralf Rehn	5.0	<p>After passing this course the student is familiar with the basic accounting concepts and can identify common accounting processes understands the importance of accounting and accounting processes in the business environment has a solid understanding of the business process integration to accounting in an integrated systems has a basic knowledge of Microsoft Dynamics Nav accounting functionality and knows how to customize the accounting processes in Microsoft Dynamics Nav has gained some experience of SAP ERP accounting functionality (FI) and is familiar with the main concepts of FI and CO</p>