

Curriculum Design in Haaga-Helia University of Applied Sciences Porvoo Campus 2.0

CORE Group

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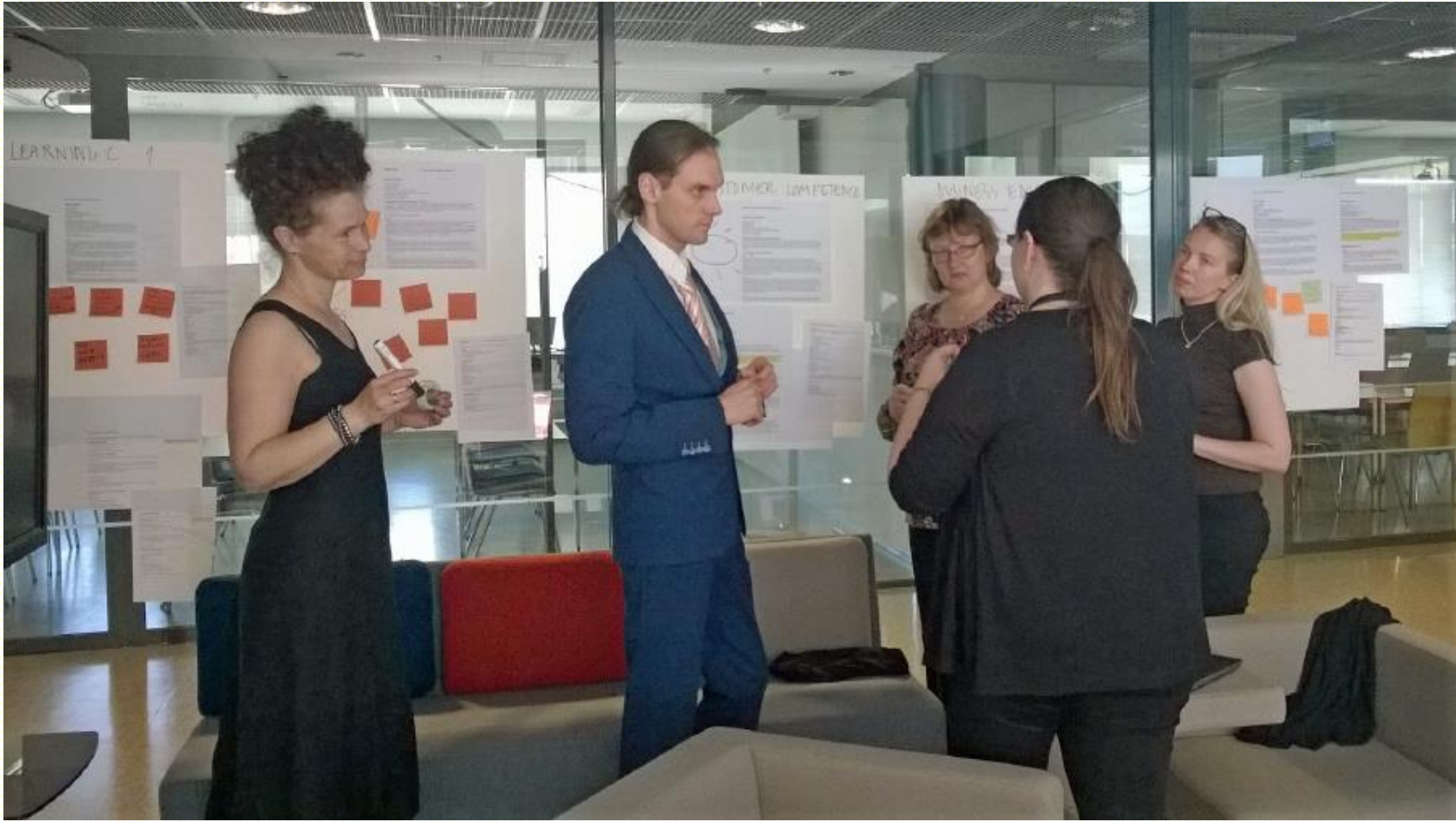
The CORE Group

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Transparent – **Inclusive** – **Interactive** – **Goal-oriented**
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- **Why?**

- – We want to lead the change!

- **Vision**

- – Campus 2.0 will be more efficient, sustainable, flexible, competitive, credible, in the core of networks, with a human touch

- **Goals**

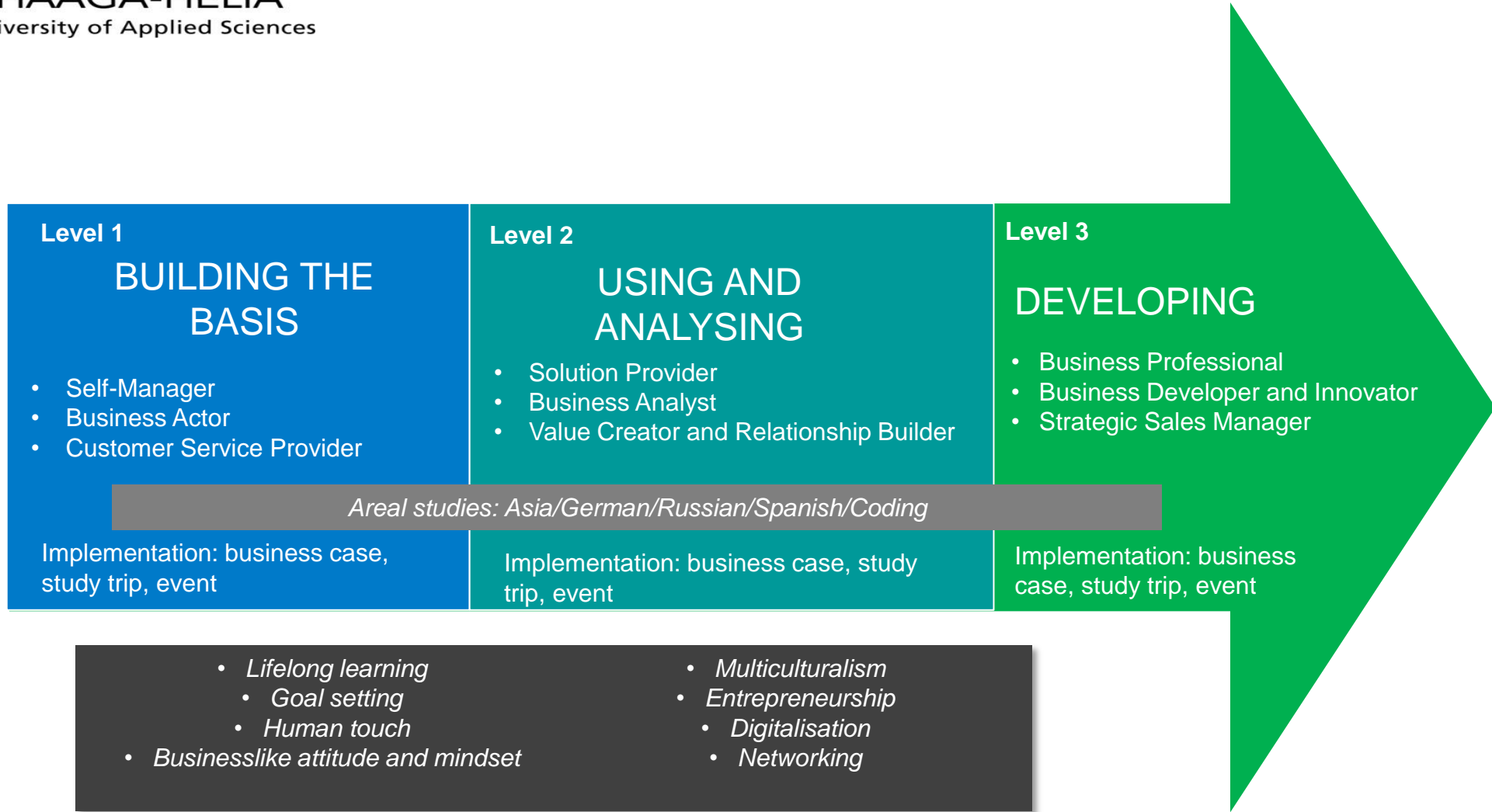
- a unified Campus culture with a clear profile for curriculum and extra-curricular identity

- **How**

- developing, identifying and keeping the best practices

- **What are our best practices? What should Campus 2.0 be?**
 - Degree students
 - Incoming/outgoing exchange students
 - Alumni
 - Porvoo Campus staff
- **What are the best practices elsewhere? What should Campus 2.0 be?**
 - Incoming/outgoing exchange students
 - Education institutions
 - Industry partners
 - Applicants
- Other data collection, whenever possible (surveys, interviews at various events and activities)

Campus 2.0 in a nutshell



Personal growth competences

Third Level – Business Professional

- strategic thinking in operations
- professional expertise and innovation
- global professionalism with strong cultural capital
- professionalism in communication, influencing others
- risk management
- professional leadership
- career branding

Second Level – Solution Provider

- ability to use relevant research methods
- critical approach to information and sources
- communication and argumentation
- effective presentations
- leadership
- personal branding
- team building
- ethical thinking

First Level – Self-manager

- goal orientation
- integrity and responsible behaviour
- understanding of different learning styles
- future work life skills
- time and stress management
- agile and professional attitude
- global mindset/cultural awareness
- self-reflection skills and critical thinking
- expressing oneself and understanding others

Business & entrepreneurial competences

Third Level – Business Developer and Innovator

- creativity and future orientation
- strategic development
- sustainable and responsible business
- start-up and entrepreneurial development
- value creation
- service design development
- e-business

Second Level – Business Analyst

- entrepreneurial thinking
- analytical and strategic thinking
- knowledge and analysis of business operations
- problem-solving skills
- global business intelligence
- financial and trend analysis
- savvy use of digital tools
- value chain understanding

First Level – Business Actor

- entrepreneurial and business mindset
- ability to understand and analyse the operational environment
- applying business law and regulations to common situations
- awareness of basic processes and operations in organisations
- profitability in focus
- basics of macroeconomics

Sales & Service competences

Third Level – Strategic Sales Manager

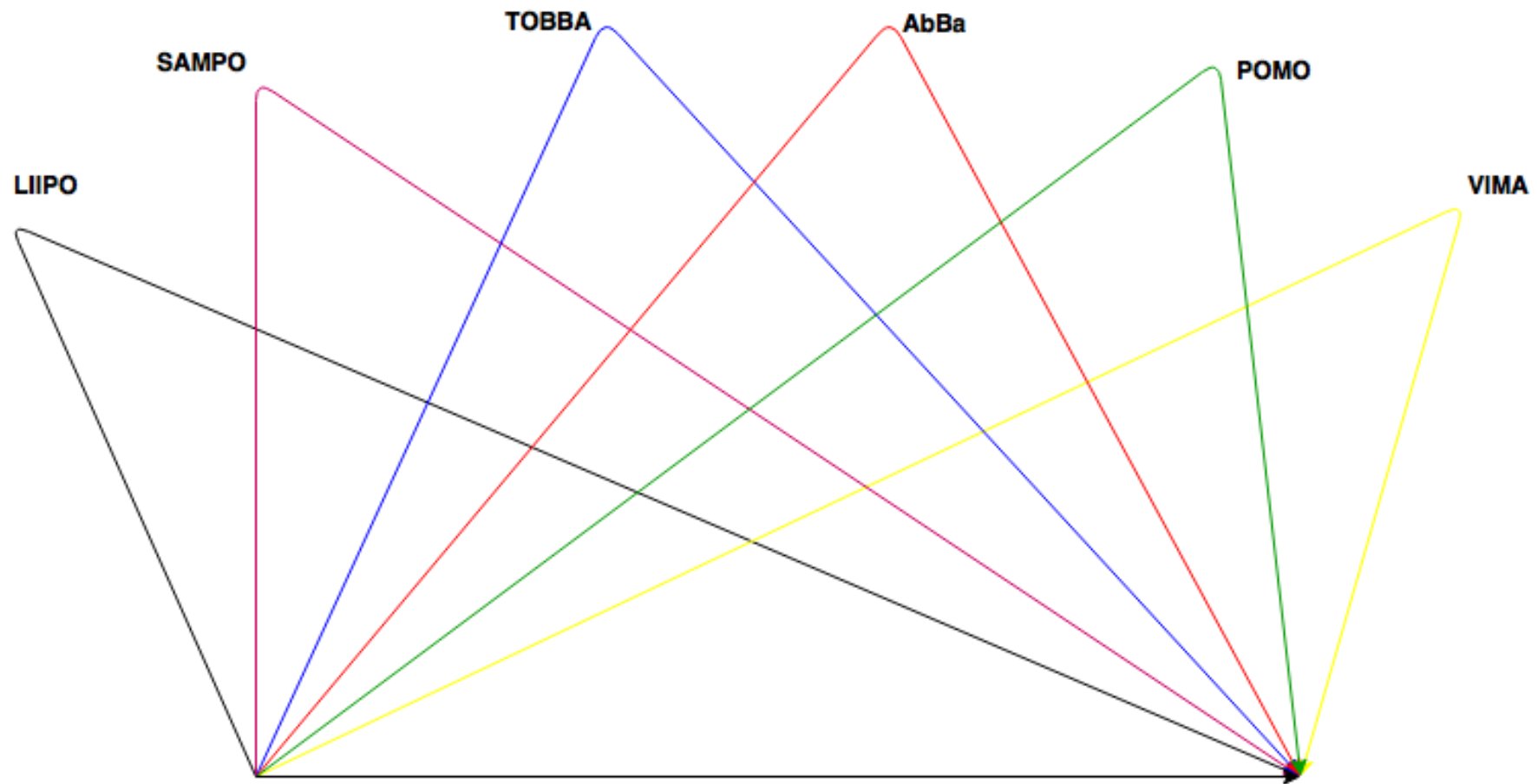
- sales management
- management of sales teams and performance
- relationship selling
- sustainable selling
- brand development
- key account management
- ability to offer training to customers
- e-commerce

Second Level – Value Creator and Relationship Builder

- product and service design
- focus on customer experience management
- knowledge of sales and service experience for foreign markets
- customer lifecycle
- customer analysis - needs, problems, solutions
- solution oriented selling
- customer value propositions
- branding and marketing

First Level – Customer Service Provider

- customer understanding and service
- focus on customer experience
- active listening and rapport building
- understanding how to find and maintain customers
- ability to make presentations with sales mindset
- skillful communication (oral & written)



Integrating Languages and Content

Integrating **Finnish** and Content;

Integrating **Swedish** and Content;

Integrating **English** and Content;

Integrating **Asian, German, Russian, Spanish** and Content

- areal history, geography, society, economy, trade relations, entrepreneurship
- areal business operational environment and business culture
- areal language (for business, sales and services) and business communication




**KEEP
CALM
AND
LOVE
INTEGRATION**