

Opasraportti

FHum - International Business Communication (2019 - 2020)

International Business Communication

Admission requirements

All students registered as attending in the Languages and Literature degree program are eligible to take the International business communication study package. However, the study package is compulsory for language students on the international business communication study line, which is why they have enrollment priority. Other students in the Languages and Literature degree program have second priority. If there is still room, all students in the Faculty of Humanities are eligible to enroll.

Study guidance

Study guidance is offered by Lecturer Satu Selkälä, tel. 029 448 3430, satu.selkala@oulu.fi.

General information about the study package

The International business communication study package is available to all students in the Languages and Literature degree program. It is intended for students who are interested in organizational communication, technical communication, and marketing, both in Finland and globally. The study package emphasizes the concrete tools needed in the workplaces of today, as well as the effect of culture on the contents and structure of communication. The package builds on the organizational communication studies offered in the different language subjects.

Learning objectives

Upon completion, the students have gained basic skills and knowledge about organizational communication and business cultures and are also able to take different national cultures into consideration in business and technical communication tasks.

Basic studies, 25 ECTS:

693395P Marketing communication 5 ECTS

693396P Service design 5 ECTS

693397P Technical communication 5 ECTS

693398P Cultures and organizations 5 ECTS

693399P Project management 5 ECTS

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

693398P: Cultures and Organizations, 5 op

693395P: Marketing Communication, 5 op

693399P: Project Management, 5 op

693396P: Service Design, 5 op

693397P: Technical Communication, 5 op

Opintojaksoiden kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

693398P: Cultures and Organizations, 5 op

Voimassaolo: 01.08.2018 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay693398P Cultures and Organizations (OPEN UNI) 5.0 op

ECTS Credits:

5

Language of instruction:

Finnish

Timing:

1st – 5th year

Learning outcomes:

The student understands the effect of (organizational) culture on human behavior and on interpreting human behavior.

Contents:

Definitions of culture. Analyzing a variety communication situations.

Mode of delivery:

Contact teaching and independent work.

Learning activities and teaching methods:

Lectures, group work, independent project work.

Target group:

Languages and Literature degree program students.

Prerequisites and co-requisites:

The course is part of the study package A118001 International business communication.

Recommended or required reading:

As agreed.

Assessment methods and criteria:

Active participation (80 % attendance requirement) and course assignments.

Grading:

Pass/fail

Person responsible:

Satu Selkälä

Working life cooperation:

Yes.

693395P: Marketing Communication, 5 op

Voimassaolo: 01.08.2018 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay693395P Marketing Communication (OPEN UNI) 5.0 op

ECTS Credits:

5

Language of instruction:

Finnish

Timing:

1st – 5th year

Learning outcomes:

The student understands the main concepts and tools of marketing communications and can plan and carry out a marketing campaign, including the evaluation of campaign results.

Contents:

The basic concepts, tools and processes of marketing communication.

Mode of delivery:

Contact teaching and independent work.

Learning activities and teaching methods:

Lectures, group work, independent project work.

Target group:

Languages and Literature degree program students.

Prerequisites and co-requisites:

The course is part of the study package A118001 International business communication.

Recommended or required reading:

As agreed.

Assessment methods and criteria:

Active participation (80 % attendance requirement) and course assignments.

Grading:

Pass/fail

Person responsible:

Satu Selkälä

Working life cooperation:

Yes.

693399P: Project Management, 5 op

Voimassaolo: 01.08.2018 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay693399P Project Management (OPEN UNI) 5.0 op

ECTS Credits:

5

Language of instruction:

Finnish

Timing:

1st – 5th year

Learning outcomes:

The student can carry out an independent project and document and communicate its various phases.

Contents:

Project phases and the related documentation and communication tasks.

Mode of delivery:

Contact teaching and independent work.

Learning activities and teaching methods:

Lectures, group work, independent project work.

Target group:

Languages and Literature degree program students.

Prerequisites and co-requisites:

The course is part of the study package A118001 International business communication.

Recommended or required reading:

As agreed.

Assessment methods and criteria:

Active participation (80 % attendance requirement) and course assignments.

Grading:

Pass/fail

Person responsible:

Satu Selkälä

Working life cooperation:

Yes.

693396P: Service Design, 5 op

Voimassaolo: 01.08.2018 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay693396P Service Design (OPEN UNI) 5.0 op

ECTS Credits:

5

Language of instruction:

Finnish

Timing:

1st – 5th year

Learning outcomes:

The student can design a product or a service with user-centered methods.

Contents:

Service usability, user journey, touch points.

Mode of delivery:

Contact teaching and independent work.

Learning activities and teaching methods:

Lectures, group work, independent project work.

Target group:

Languages and Literature degree program students.

Prerequisites and co-requisites:

The course is part of the study package A118001 International business communication.

Recommended or required reading:

As agreed.

Assessment methods and criteria:

Active participation (80 % attendance requirement) and course assignments.

Grading:

Pass/fail

Person responsible:

Satu Selkälä

Working life cooperation:

Yes.

693397P: Technical Communication, 5 op

Voimassaolo: 01.08.2018 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay693397P Technical Communication (OPEN UNI) 5.0 op

ECTS Credits:

5

Language of instruction:

Finnish

Timing:

1st – 5th year

Learning outcomes:

The student is aware of the main principles of technical communication and can apply them in practice.

Contents:

The main concepts of technical communication, user analysis, content visualization, minimalism.

Mode of delivery:

Contact teaching and independent work.

Learning activities and teaching methods:

Lectures, group work, independent project work.

Target group:

Languages and Literature degree program students.

Prerequisites and co-requisites:

The course is part of the study package A118001 International business communication.

Recommended or required reading:

As agreed.

Assessment methods and criteria:

Active participation (80 % attendance requirement) and course assignments.

Grading:

Pass/fail

Person responsible:

Satu Selkälä

Working life cooperation:

Yes.