

# Opasraportti

## FHum - International Business Communication (2020 - 2021)

University's new study guide for academic year 2020-2021 is published at <https://opas.peppi oulu.fi>

The study guide includes information on degrees, curriculums, courses and course timetables. Course registrations are still done in Oodi.

If you have questions on information in the study guide, please contact the study field's Academic Affairs Service Team <https://www oulu.fi/forstudents/faculty-study-affairs>

## 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

## Opintojaksojen 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.