

Implementation plan Finished

Study unit	English for managers and professionals (00669), 5.0
Implementation	HYA1211: 1/2012-2013 (27.08.2012 - 21.12.2012)
Type	BUSINESS AND LEADERSHIP COMPETENCES IN SERVICE INNOVATIONS (0317)
Groups	Primary: HYA212SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	21.05.2012 08:00 - 03.06.2012
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Kovalainen Niina (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Web/virtual Language: English Virtuality: 1 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	
Evaluation at the latest	31.12.2012 Storing of graded material ends.: 31.12.2013
Exam days	
Having completed the study unit the student is able to	• communicate in international professional environment
Previous studies	
Learning objectives	The course emphasizes language skill in English important for managers and professionals. It develops students' communication skills for varying managerial situations.
Contents	The course will focus on academic writing skills, small talk & oral presentation skills, intercultural communication and its competences and personal language learning.
Study material	Optima course folder, material given by the teacher and international and national articles/ books chosen together during the first contact lecture.
Evaluation criteria and methods	ORAL SKILLS: 30% (Oral presentation, activity in class) WRITING SKILLS: 40% (Essays) CASE paper (Area: Intercultural Communication): 30%
Work strain	ENGLISH5 sp = 135 hours* Lectures = 40 hours* Optima work = 40 hours* Homework tasks = 15 hours * Written assignments = 30 hours* Final examination = 10 hours