

# Degree Programme in Aviation Business, Porvoo

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## The core of the Campus 2017 philosophy

Porvoo Campus offers a modern and innovative learning environment, where students work in real projects. As a student you are able to start networking with companies already during your studies. Porvoo Campus is truly international with approximately 50 nationalities. Studies include teamwork, international projects as well as options for exchange and work placement abroad.

### **Engaging Campus atmosphere: Motivating, supportive and modern campus**

Porvoo Campus is the place to be if you as a student value learning in an atmosphere which is truly motivating and fun. You are important both as an individual learner and as a committed team member. You challenge yourself in learning future skills and growing into a specialist. You are an active and empowered learner in a supportive environment. Your professional growth is built on regular constructive feedback. You share because you care, as does everybody on Porvoo Campus. Your innovative ideas count and make the difference. This is what our students have said:

“Staff members really listen and care for the students and their further learning.”

“The atmosphere on Porvoo Campus is motivating, inviting, relaxed, cosy, happy and encouraging!”

“Lots of light! Traditional hierarchical classrooms are happily missing.”

“Campus is so lovely! So many different types of rooms, where we students can work in groups and independently!”

### **International and team based way of working**

Studying on Porvoo Campus gives you plenty of opportunities for networking, multicultural encounters and making friends. In fact, you can join projects in any degree programme and gain new perspectives across different industries and make your own personalized study path. Porvoo Campus students praise the team spirit as well as the many opportunities for collaboration and creative problem-solving in projects. They also really value the change to practice team work in mixed groups:

“I like working with people from other countries and cultures it’s interesting to see how they think about solving problems.”

“I enjoy working teams with different students and it has been nice to get to know some other students outside my group. It is nice to share ideas with each other and learn from others. I also enjoy developing team work skills and think it is a very important skill to have in future.”

“We have had a lot of group work and projects, and this is positive because group work skills and getting along with different types of people is needed in almost every job.”

### **Learning by doing: Real and concrete projects that prepare for the future work**

Porvoo Campus curriculum is based on competences that are needed in the future work life. Creativity, critical thinking and ability to solve problems are competences that are needed in the future. You are engaged in real and practical projects which prepares you for your future career. You will have a chance to make study trips abroad, create business ideas and organize events such as DigiDay, Campus does Good and Business Idea Fair. You also study in learning camps and reading circles. This is what our students have said:

“I have learnt to challenge myself, do things faster and more efficiently and evaluate myself.”

“We learn through practice by engaging in real projects instead of sitting in lectures. In my opinion this prepares us better for work life and helps to adapt theory into practice.”

## **Degree Programme in Aviation Business in a Nutshell**

<b>Name of qualification:</b>	Bachelor of Business Administration (BBA) and the Finnish title of tradenomi (AMK)
<b>Level of qualification:</b>	Bachelor's degree
<b>ECTS credits:</b>	210 ECTS credits
<b>Official length of the programme:</b>	3.5 years
<b>Mode of Study:</b>	Full-time day programme.
<b>Assessment:</b>	See <a href="#">Degree Regulations &gt;&gt;</a> See <a href="#">assessment process &gt;&gt;</a>
<b>Programme contents:</b>	Core studies 60 cr, Professional studies 60 cr, Specialization studies 30cr, Free-choice studies 15 cr, Work placement 30 cr, Bachelor's thesis 15 cr
<b>General arrangements for the accreditation of prior learning:</b>	See <a href="#">Haaga-Helia's general arrangements for the accreditation of prior learning &gt;&gt;</a>
<b>Admission requirements:</b>	Act of Polytechnics 14.11.2014/932 §25 <ul style="list-style-type: none"><li>• Before applying see the admission criteria at <a href="http://www.studyinfo.fi">www.studyinfo.fi</a> !</li></ul>
<b>Access to further study:</b>	University studies Master degree programmes in universities of applied sciences
<b>Internationalization:</b>	Most of the learning takes place in real-life projects for aviation businesses operating internationally. This opens up doors for the students and helps them develop their networks already during the studies. This makes it easier for graduates to find jobs both in Finland and abroad.

	A study period abroad is recommended. It can be exchange, work placement, project or thesis work. The programme itself offers a multicultural laboratory in daily work.
<b>Employment opportunities after graduation:</b>	Customer service specialist, Sales manager or assistant, Sales analyst, Traffic and product planner, Marketing manager or assistant, Account manager, Entrepreneur
<b>Cooperation with working life and with other associates:</b>	Learning takes place projects. In most of the modules the students work for a aviation business company on challenges assigned by the company. Learning is work and work is learning.

## Study objectives

A graduate of Aviation Business Bachelor degree programmes on Porvoo Campus will have a clear and comprehensive understanding of aviation business and its operational environment, such as airports, airlines, cargo, safety, and regulations. The graduate will be flexible and competent to operate across various tasks in dynamic and changing professional context of aviation business, prepared to forecast future developments. The graduate will have a solid professional background and readiness to lead continuous self-development. During the studies, the graduate will master information gathering, analysis, and critical thinking. The graduate will excel at applying the knowledge in project work.

All studies will take place in an international multicultural environment, which will enable the graduate with intercultural skills. The graduate will also have strong teamwork skills, the right attitude for sales and service, and entrepreneurial approach towards

## The language of instruction

The studies in international degree programmes on Porvoo Campus take place in English and include a certain amount of Finnish areal studies and a choice of other areal studies. Finnish students are also offered a number of learning activities in Finnish and Swedish languages.

## Study contents

The students on Porvoo Campus study and lead their project work in a unique and inspiring environment, where they are able to challenge themselves professionally, adopt various worklife roles and develop people skills. The students learn to listen to and understand customer needs in aviation business, to identify opportunities and create solutions together with worklife partners and customers.

The graduates of Porvoo Campus degree programmes have strong professional skills in their respective fields:

- Aviation business and entrepreneurship skills
- Sales and service skills in the field of aviation business
- Personal growth skills

On Porvoo Campus, learning takes place in authentic and demanding worklife projects led by multicultural groups. These projects commissioned by representatives of aviation business

companies and organizations help students develop professional networks already during the studies.

## **Choosing a field of specialisation**

The students may select various specialisation studies in English, Finnish, or bilingual Finnish and Swedish instruction.

A bachelor of Business Administration on Porvoo Campus may choose from the following specialisations:

In English

- Aviation Business
- International Sales and Marketing

In Finnish

- Myynti ja visuaalinen markkinointi (in Finnish and Swedish)
- Kansainvälinen kauppa
- Yrityksen talous

A bachelor of Hospitality Management on Porvoo Campus may choose from the following specialisations:

In English

- Events Management
- Sales and Service in Business Tourism

In Finnish

- Tapahtumapalveluiden kehittäminen
- Myyntipalveluiden kehittäminen

## **Areal studies**

Areal studies combine the studies of a language of a chosen area with the study of the aviation business operational environment and culture. The aim is to enable students to develop an understanding of the area in holistic and practical terms, necessary for professional relations with the stakeholders who represent this or that area. The students can choose areal modules already in the beginning of their studies:

- Asian
- Coding
- German
- Nordic
- Russian
- Spanish

## **Study counselling**

Every student will have a personal study counsellor, who will guide the student from the beginning of the studies towards the graduation. A personal counsellor advises, supports, and coaches the student towards making practical decisions related to studies and future career. Students meet their study counsellors in both personal and group meetings. Besides study counsellors, every degree programme on Porvoo Campus offers academic advising, whereby a student and his or her academic advisor can discuss how to recognise prior learning or worklife experience as a part of the current studies.

## **Structure of studies**

Core studies: 60 cp

Professional studies: 60 cp

Specialization studies: 30 cp

Free-choice studies: 15 cp

Work placement: 30 cp

Thesis: 15 cp

Total: 210 cp

## **Career opportunities**

A bachelor of Business Administration on Porvoo Campus might be employed in various industries with several professional titles, some of which may include for instance:

Customer service specialist

Sales manager or assistant

Sales analyst

Traffic and product planner

Marketing manager or assistant

Account manager

Entrepreneur

# Contact information

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[View on map](#)

# Courses

Aviation Business, Campus 2.0 (2017)		Code	Credits
Basic studies, 60 crs			
Learning Camp			
	Learning Camp 1 – Learn to learn	<a href="#">INS1PO101</a>	5
	Learning Camp 2 – Development methods	<a href="#">INS1PO102</a>	5
Aviation Business Basics			
	Aviation Business Basics 1	<a href="#">BUS1AB101</a>	5
	Aviation Business Basics 2	<a href="#">BUS1AB102</a>	5
Aviation Business Environment			
	Aviation Business Environment 1	<a href="#">OPE1AB101</a>	5
	Aviation Business Environment 2	<a href="#">OPE1AB102</a>	5
Customer Competence in Aviation Business			
	Customer Competence in Aviation Business 1	<a href="#">SAL1AB101</a>	5
	Customer Competence in Aviation Business 2	<a href="#">SAL1AB102</a>	5
Self- and Team Leadership			
	Self and Team Leadership 1	<a href="#">LEA1AB101</a>	5
	Self and Team Leadership 2	<a href="#">LEA1AB102</a>	5
Areal Studies 1			
	Welcome to Finland 1	<a href="#">FIN1PO101</a>	5
	Welcome to Finland 2	<a href="#">FIN1PO102</a>	5
	OR		
	Nordiska studier 1	<a href="#">NRD1PO101</a>	5
	Nordiska studier 2	<a href="#">NRD1PO102</a>	5
Professional studies, 60 crs			
Learning Camp			
	Learning Camp 3 – Design sprint	<a href="#">INS2PO201</a>	5
	Learning Camp 4 – Orientation to thesis writing	<a href="#">INS2PO202</a>	5

Aviation Business Operations			
	Managing Aviation Business Operations	<a href="#">BUS2AB201</a>	5
	Customer Experience in Aviation Business Models	<a href="#">BUS2AB202</a>	5
Organisational Management and Leadership			
	Leading Human Resources in Aviation Business	<a href="#">LEA2AB201</a>	5
	Developing Human Resources in Aviation Business	<a href="#">LEA2AB202</a>	5
Leading Sales and Business Development		<a href="#">LEA2AB221</a>	10
Sales and Marketing in Aviation Business			
	Marketing and Sales in Aviation Business	<a href="#">SAL2AB201</a>	5
	Service Design and Branding in Aviation Business	<a href="#">SAL2AB202</a>	5
Areal Studies 2: choose 5+5 crs in one topic			
	Asian Areal Studies 1	<a href="#">ASA2PO201</a>	5
	Asian Areal Studies 2	<a href="#">ASA2PO202</a>	5
	Applied Coding 1	<a href="#">COD2PO201</a>	5
	Applied Coding 2	<a href="#">COD2PO202</a>	5
	German Areal Studies 1	<a href="#">GER2PO201</a>	5
	German Areal Studies 2	<a href="#">GER2PO202</a>	5
	Russian Areal Studies 1	<a href="#">RUS2PO201</a>	5
	Russian Areal Studies 2	<a href="#">RUS2PO202</a>	5
	Spanish Areal Studies 1	<a href="#">SPA2PO201</a>	5
	Spanish Areal Studies 2	<a href="#">SPA2PO202</a>	5
Advanced studies: 30 crs			30
	Airline Business	<a href="#">AIR3PO301</a>	10
	Airport Business	<a href="#">AIR3PO302</a>	10
	Air Cargo	<a href="#">AIR3PO303</a>	10
	Other Advanced Studies	<a href="#">Offerings &gt;&gt;</a>	
Free-choice studies: choose 15 crs in total		<a href="#">Offerings &gt;&gt;</a>	15
Work placement: 30 crs in total in one, two or three parts			30
	Työharjoittelu	<a href="#">PLA6PO100</a>	30



Työharjoittelu 1	<a href="#">PLA6PO101</a>	10
Työharjoittelu 2	<a href="#">PLA6PO102</a>	10
Työharjoittelu 3	<a href="#">PLA6PO103</a>	10
International Work Placement	<a href="#">PLA6PO110</a>	30
International Work Placement 1	<a href="#">PLA6PO111</a>	10
International Work Placement 2	<a href="#">PLA6PO112</a>	10
International Work Placement 3	<a href="#">PLA6PO113</a>	10
Bachelor's thesis, 15 crs		15
Total		210

# Recommended Study Schedule

Aviation Business, Campus 2.0 (2017)			Finnish students	Non-Finnish students
1st semester, 30 crs		Code	Credits	Credits
	Learning Camp 1 – Learn to learn	<a href="#">INS1PO101</a>	5	5
	Aviation Business Basics 1	<a href="#">BUS1AB101</a>	5	5
	Aviation Business Environment 1	<a href="#">OPE1AB101</a>	5	5
	Customer Competence in Aviation Business 1	<a href="#">SAL1AB101</a>	5	5
	Self and Team Leadership 1	<a href="#">LEA1AB101</a>	5	5
	Areal Studies 1: Welcome to Finland 1	<a href="#">FIN1PO101</a>		5
	Areal Studies 1: Nordiska studier 1	<a href="#">NRD1PO101</a>	5	
2nd semester, 30 crs				
	Learning Camp 2 – Development methods	<a href="#">INS1PO102</a>	5	5
	Aviation Business Basics 2	<a href="#">BUS1AB102</a>	5	5
	Aviation Business Environment 2	<a href="#">OPE1AB102</a>	5	5
	Customer Competence in Aviation Business 2	<a href="#">SAL1AB102</a>	5	5
	Self and Team Leadership 2	<a href="#">LEA1AB102</a>	5	5
	Areal Studies 1: Welcome to Finland 2	<a href="#">FIN1PO102</a>		5
	Areal Studies 1: Nordiska studier 2	<a href="#">NRD1PO102</a>	5	
3rd semester, 30 crs				
	Learning Camp 3 – Design sprint	<a href="#">INS2PO201</a>	5	5
	Managing Aviation Business Operations	<a href="#">BUS2AB201</a>	5	5
	Leading Human Resources in Aviation Business	<a href="#">LEA2AB201</a>	5	5
	Marketing and Sales in Aviation Business	<a href="#">SAL2AB201</a>	5	5
	Service Design and Branding in Aviation Business	<a href="#">SAL2AB202</a>	5	5
	Areal Studies 2	<a href="#">Offerings &gt;&gt;</a>	5	5
4th semester, 30 crs				
	Learning Camp 4 – Orientation to thesis writing	<a href="#">INS2PO202</a>	5	5

Customer Experience in Aviation Business Models	<a href="#">BUS2AB202</a>	5	5
Developing Human Resources in Aviation Business	<a href="#">LEA2AB202</a>	5	5
Leading Sales and Business Development	<a href="#">LEA2AB221</a>	10	10
Areal Studies 2	<a href="#">Offerings &gt;&gt;</a>	5	5
<b>5th, 6th and 7th semester, 90 crs</b>			
Airline Business	<a href="#">AIR3PO301</a>	10	10
Airport Business	<a href="#">AIR3PO302</a>	10	10
Air Cargo	<a href="#">AIR3PO303</a>	10	10
Other Advanced Studies	<a href="#">Offerings &gt;&gt;</a>		
Free-choice studies	<a href="#">Offerings &gt;&gt;</a>	15	15
Work placement		30	30
Bachelor's thesis		15	15
<b>Total</b>		<b>210</b>	<b>210</b>

### **AREAL STUDIES 20 crs**

Each student selects one area s/he has no prior knowledge in. German, Russian and Spanish Areal Studies include both elementary language studies and culture and business studies. Asian Areal Studies advance understanding of Asian markets and business culture. Applied Coding Areal Studies guide the student into the world of coding.

### **EXCHANGE STUDIES 30 crs**

Haaga-Helia offers a possibility to study one semester/ academic year as an exchange student abroad. The student exchange abroad gives a chance to gain international competences, develop language and cultural skills and study new subjects. Studies completed abroad will be substituted as an international study module, 30 ECTS at Haaga-Helia.

### **ADVANCED STUDIES 30 crs**

The student deepens his/her knowledge in a certain professional area by selecting 30 credits of advanced studies. The recommended advanced studies for the AbBa students are Airline Business, Airport Business and Air Cargo.

### **FREE-CHOICE STUDIES 15 crs**

The student selects any higher education studies of his/her interest, which support his/her professional development.