

Degree Programme for Multilingual Management Assistants, Pasila Campus

[Profile](#) | [Key learning outcomes](#) | [Professional growth](#) | [Annual themes](#)

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|--|---|
| Name of qualification: | Bachelor of Business Administration (BBA), the Finnish title of tradenomi |
| Level of qualification: | Bachelor's degree |
| ECTS credits: | 210 ECTS credits |
| Official length of programme: | 3.5 years |
| Mode of study | Full-time day programme |
| Assessment: | <ul style="list-style-type: none"> • See Degree Regulations >> • See assessment process >> |
| Programme requirements: | Studies according to the curriculum, Work placement, Bachelor's thesis and Maturity test |
| General arrangements for the accreditation of prior learning: | See Haaga-Helia's general arrangements of the accreditation of prior learning >> |
| Admission requirements: | Universities of Applied Sciences Act 932/2014, Section 25 <ul style="list-style-type: none"> • Before applying see the admission criteria at www.studyinfo.fi! |
| Access to further study: | <ul style="list-style-type: none"> • Non-Degree studies in Haaga-Helia >> • Master's Degree: Degree Programme in International Business Management, Helsinki Pasila>> Degree Programme in Communication Management, Helsinki Pasila >> • University studies |
| Internationalization: | The daily work of the students is all about operating in multicultural teams. They are supervised by staff representing several nationalities. The commissions they get from companies familiarize them with various markets and ways of doing business. They can also go an exchange, do work placement abroad or participate in international development projects. The most appropriate time for the exchange is the 4 th semester. |
| Employment opportunities after graduation: | Learning with business life 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. |

Cooperation with working life and with other associates:

From the beginning of the studies learning takes place in real-life projects closely related to the needs of business and working life. Students work on a variety of assignments commissioned by business companies. Learning is work and work is learning.

Profile of the Degree Programme for Multilingual Management Assistants

The Degree Programme for Multilingual Management Assistants prepares students for different roles in organisational administration. The skills set is built on a core of business studies and strong and diverse language skills.

The programme provides students with a broad set of skills, enabling them to function in roles requiring initiative and a proactive approach. The emphasis is on multiculturalism, languages, good service ethic and organisational skills.

Key learning outcomes of the Programme

The Degree Programme for Multilingual Management Assistants prepares students for a range of roles in business administration. Multi-skilled administrative professionals who are able to operate flexibly in international contexts and have an interest in professional development are always in demand.

The competencies of management assistant graduates are divided into three subsets as follows:

- Business competence
- Communication, information retrieval and analysis competence
- Organisational skills and service competence

In addition to offering relevant business knowledge and skills required of management assistants, the programme equips students to design and deliver different types of events and projects.

Language skills as well as communication and interpersonal skills are given particular emphasis in this programme.

Professional growth

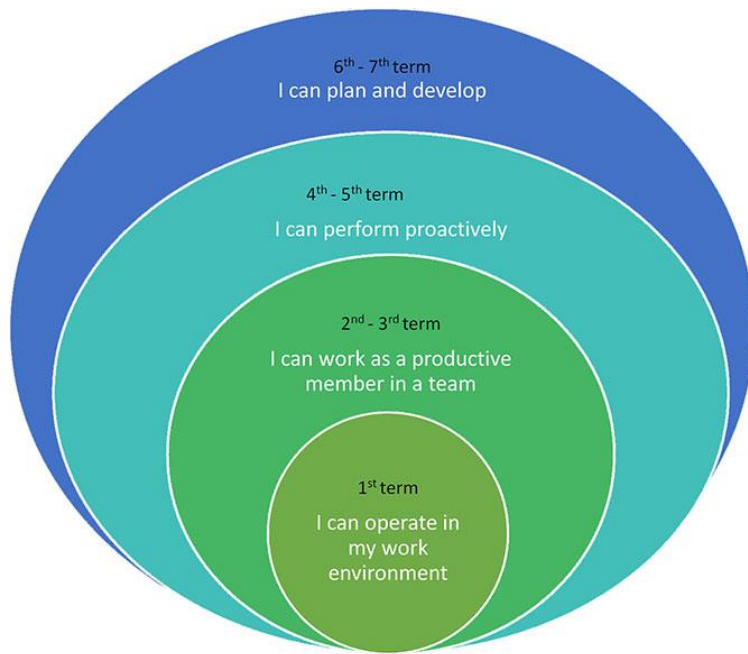
On completion of the programme, students are equipped to perform their roles with initiative and a proactive approach, supporting and contributing to the workplace community. Ongoing professional growth throughout the programme helps students become innovative developers and problem-solvers in their chosen work environment.

The programme prepares students for roles such as management assistants and coordinators, HR coordinators, project assistants, marketing assistants and office managers.

Combined with administrative work experience, the degree offers excellent career prospects in a range of different organisations.

Annual themes

In the Degree Programme for Multilingual Management Assistants, students' professional growth is represented by the following themes over the academic terms:



In the first academic year, the core studies focus on the role, tasks and different work environments of management assistants and on learning about the tools used in the work environment. In the second academic year, students gain in-depth understanding of the management assistant's role in supporting the workplace community and senior management and they continue to develop their teamwork and workplace community skills. In the third and fourth academic year, students work on developing a progressive and innovative approach and broadly apply their skills and knowledge in an authentic workplace environment. Students work on developing their competence in their chosen path of expertise, choosing from the following options:

- Entrepreneurship
- Leadership and HR
- Marketing, Sales and Service
- Meetings Industry
- Organisational Communication

Structure, Content and Extent of the Degree Programme, Curriculum 2016

[Structure, content and extent of the Degree Programme for students who have started their studies before autumn 2014 >>](#)

[Structure, content and extent of the Degree Programme for students who have started their studies in autumn 2016 or after >>](#)

The information below applies to the students who start their studies in autumn 2016 or after.

The Degree Programme consists of core studies, professional studies, free-choice studies, work placement and the bachelor's thesis.

Finnish students have to complete one semester abroad either as an exchange student or in a work placement.

| Degree Programme for Multilingual Management Assistants, Finnish students | ECTS |
|--|------------|
| Core studies | 55* |
| Compulsory core studies | 45* |
| Elective language studies (2 languages à 5 cr)* | 10 |
| Professional studies | 87 |
| Compulsory professional studies | 57 |
| Elective language studies (2 languages à 10 cr) | 20 |
| Specialised professional studies | 10 |
| Free-choice studies | 23* |
| Work Placement | 30 |
| Bachelor's thesis | 15 |
| Total | 210 |

* If Swedish is not one of the two main languages, the student has to study two other main languages. In this case, compulsory Swedish studies (Basic Business Swedish 5cr: written part 2,5cr and Basic Business Swedish spoken part 2,5cr) are included in his/her compulsory core studies. Hence, the amount of core studies is 60 credits and the number of free-choice credits is 18.

| Degree Programme for Multilingual Management Assistants, foreign students** | ECTS |
|--|------|
| Core studies | 55 |
| Compulsory core studies | 50 |
| Elective language studies (1 language) | 5 |
| Professional studies | 82 |
| Compulsory professional studies | 62 |
| Elective language studies (1 language à 10 cr) | 10 |

| | |
|----------------------------------|------------|
| Specialised professional studies | 10 |
| Free-choice studies | 28 |
| Work Placement | 30 |
| Bachelor's thesis | 15 |
| Total | 210 |

** Finnish is compulsory for all foreign students and they will include 20 cr of Finnish in their studies. The student's Finnish skills will be tested.

Recommended Study Schedule, foreign students, Curriculum 2016

[Recommended study schedule for students who have started their studies before autumn 2016 >>](#)

The information below applies to the students who start their studies in autumn 2016 or after.

| Degree Programme for Multilingual Management Assistants | Course code | ECTS |
|---|-------------|-----------|
| 1st Semester "I can operate in my work environment" | | 30 |
| Business Environment | BUS1LE201 | 10 |
| Effective Communication in Organisations | COM1LE101 | 5 |
| Finnish for Beginners 1 | FIN1LE203 | 5 |
| Office Applications 1 | TOO1LE201 | 5 |
| <i>One optional language from the following:</i> | | |
| Chinese Business Communication 1 | CHI4LE201 | 5 |
| French Business Communication 1 | FRE4LE201 | 5 |
| German Business Communication 1 | GER4LE201 | 5 |
| Russian Business Communication 1 | RUS4LE201 | 5 |
| Spanish Business Communication 1 | SPA4LE201 | 5 |
| 2nd Semester "I can work as a productive member in a team" | | 30 |
| Business Processes | BUS1LE202 | 10 |
| Finnish for Beginners 2 | FIN1LE204 | 5 |
| Office Applications 2 | TOO1LE202 | 5 |
| Professional Writing Skills | ENG1LE201 | 5 |
| <i>One optional language from the following:</i> | | |
| Chinese Business Communication 2 | CHI4LE202 | 5 |
| French Business Communication 2 | FRE4LE202 | 5 |
| German Business Communication 2 | GER4LE202 | 5 |
| Russian Business Communication 2 | RUS4LE202 | 5 |
| Spanish Business Communication 2 | SPA4LE202 | 5 |
| 3rd Semester "I can work as a productive member in a team" | | 30 |

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| Assistant as Service Designer | SER2LE201 | 10 |
| Business Planning | BUS2LE201 | 5 |
| Communicating with Impact | COM2LE201 | 5 |
| Finnish for Work 1 | FIN2LE202 | 5 |
| <i>Free-choice studies</i> | | 5 |
| 4th Semester "I can perform proactively" | | 30 |
| Finnish for Work 2 | FIN2LE203 | 5 |
| ICT Applications for Business 1 | TOO2LE201 | 5 |
| International Business Documents | ENG2LE201 | 5 |
| Successful Event | SER2LE202 | 5 |
| <i>One course from the following specialization areas:</i> | | <i>(5)</i> |
| Entrepreneurship | | |
| Optional course supporting entrepreneurship (to be agreed separately) | | 5 |
| Leadership and HR | | |
| HR Management | LEA4LE201 | 5 |
| Marketing, Sales, and Service | | |
| Marketing and Networks | MAR4LE201 | 5 |
| Meetings Industry | | |
| International Conferences and Congresses | SER4LE201 | 5 |
| Organisational Communication | | |
| Building Communication Competence and Confidence | COM4LE201 | 5 |
| <i>One optional language from the following:</i> | | <i>(5)</i> |
| Chinese Business Environment | CHI4LE203 | 5 |
| French Business Environment | FRE4LE203 | 5 |
| German Business Environment | GER4LE203 | 5 |
| Russian Business Environment | RUS4LE203 | 5 |
| Latin American Business Environment | SPA4LE203 | 5 |

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| 5th Semester "I can perform proactively" | | 30 |
| Work placement | PLA6LE201 | 30 |
| 6th Semester "I can plan and develop" | | 30 |
| ICT Applications for Business 2 | TOO2LE202 | 5 |
| <i>One course from the following specialization areas:</i> | | <i>(5)</i> |
| Entrepreneurship | | |
| Optional course supporting entrepreneurship (to be agreed separately) | | 5 |
| Leadership and HR | | |
| HRM Project | LEA4LE202 | 5 |
| Meetings Industry | | |
| Events Management | SER4LE202 | 5 |
| Marketing, Sales, and Service | | |
| Creative Solutions in Marketing and Communications | MAR4LE202 | 5 |
| Organisational Communication | | |
| Creative Solutions in Marketing and Communications | COM4LE202 | 5 |
| Bachelor's Thesis | | |
| Bachelor's Thesis, Entrepreneurship | THE7LE101 | 15 |
| Bachelor's Thesis, Leadership and HR | THE7LE102 | 15 |
| Bachelor's Thesis, Meetings Industry | THE7LE103 | 15 |
| Bachelor's Thesis, Marketing, Sales and Service | THE7LE104 | 15 |
| Bachelor's Thesis, Organisational Communication | THE7LE105 | 15 |
| <i>Free-choice studies</i> | | <i>5</i> |
| 7th Semester "I can plan and develop" | | 30 |
| Languages for International Communication | COM2LE202 | 5 |
| Strategic Business Development | BUS2LE202 | 5 |
| Study and Career Planning | SER2LE203 | 2 |
| Free-choice studies | | 18 |

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| Total | | 210 |
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Recommended Study Schedule, Finnish students, Curriculum 2016

[Recommended study schedule for students who have started their studies before autumn 2016 >>](#)

The information below applies to the students who start their studies in autumn 2016 or after.

| Degree Programme for Multilingual Management Assistants | Course code | ECTS |
|--|--------------------------------|-----------|
| 1st Semester "I can operate in my work environment" | | 30 |
| Business Environment | BUS1LE201 | 10 |
| Effective Communication in Organisations | COM1LE101 | 5 |
| Office Applications 1 | TOO1LE201 | 5 |
| <i>One from the following courses (first optional language). If Swedish is one optional language it is the first language choice A1:</i> | | |
| Basic Business Swedish - written part (2,5cr) Basic Business Swedish - spoken part (2,5cr) | SWE4LE201A SWE4LE201B | 5 |
| Chinese Business Communication 1 | CHI4LE201 | 5 |
| French Business Communication 1 | FRE4LE201 | 5 |
| German Business Communication 1 | GER4LE201 | 5 |
| Russian Business Communication 1 | RUS4LE201 | 5 |
| Spanish Business Communication 1 | SPA4LE201 | 5 |
| If Swedish is one optional language, free-choice studies | | 5 |
| 2nd Semester "I can work as a productive member in a team" | | 30 |
| Business Processes | BUS1LE202 | 10 |
| Finnish Business Communication 1 | FIN1LE201 | 5 |
| Office Applications 2 | TOO1LE202 | 5 |
| Professional Writing Skills | ENG1LE201 | 5 |
| <i>One from the following courses (first optional language):</i> | | |
| Chinese Business Communication 2 | CHI4LE202 | 5 |
| French Business Communication 2 | FRE4LE202 | 5 |
| German Business Communication 2 | GER4LE202 | 5 |
| Russian Business Communication 2 | RUS4LE202 | 5 |

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| Spanish Business Communication 2 | SPA4LE202 | 5 |
| Swedish Business Communication | SWE4LE202 | 5 |
| 3rd Semester "I can work as a productive member in a team" | | 30 |
| Assistant as Service Designer | SER2LE201 | 10 |
| Business Planning | BUS2LE201 | 5 |
| Communicating with Impact | COM2LE201 | 5 |
| Finnish Business Communication 2 | FIN2LE201 | 5 |
| <i>One from the following courses (second optional language):</i> | | |
| Chinese Business Communication 1 | CHI4LE201 | 5 |
| French Business Communication 1 | FRE4LE201 | 5 |
| German Business Communication 1 | GER4LE201 | 5 |
| Russian Business Communication 1 | RUS4LE201 | 5 |
| Spanish Business Communication 1 | SPA4LE201 | 5 |
| Basic Business Swedish | SWE4LE201A SWE4LE201B | 5 |
| 4th Semester "I can perform proactively" | | 30 |
| ICT Applications for Business 1 | TOO2LE201 | 5 |
| International Business Documents | ENG2LE201 | 5 |
| Successful Event | SER2LE202 | 5 |
| <i>One course from the following specialization areas:</i> | | <i>(5)</i> |
| Entrepreneurship | | |
| Optional course supporting entrepreneurship (to be agreed separately) | | 5 |
| Leadership and HR | | |
| HR Management | LEA4LE201 | 5 |
| Marketing, Sales, and Service | | |
| Marketing and Networks | MAR4LE201 | 5 |
| Meetings Industry | | |
| International Conferences and Congresses | SER4LE201 | 5 |

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| Organisational Communication | | |
| Building Communication Competence and Confidence | COM4LE201 | 5 |
| <i>One from the following courses (first optional language):</i> | | (5) |
| Chinese Business Environment | CHI4LE203 | 5 |
| French Business Environment | FRE4LE203 | 5 |
| German Business Environment | GER4LE203 | 5 |
| Russian Business Environment | RUS4LE203 | 5 |
| Latin American Business Environment | SPA4LE203 | 5 |
| Nordic Business Environment | SWE4LE203 | 5 |
| <i>One from the following courses (second optional language):</i> | | (5) |
| Chinese Business Communication 2 | CHI4LE202 | 5 |
| French Business Communication 2 | FRE4LE202 | 5 |
| German Business Communication 2 | GER4LE202 | 5 |
| Russian Business Communication 2 | RUS4LE202 | 5 |
| Spanish Business Communication 2 | SPA4LE202 | 5 |
| Swedish Business Communication | SWE4LE202 | 5 |
| 5th Semester "I can perform proactively" | | 30 |
| Work placement | PLA6LE201 | 30 |
| 6th Semester "I can plan and develop" | | 30 |
| ICT Applications for Business 2 | TOO2LE202 | 5 |
| <i>One course from the following specialization areas:</i> | | (5) |
| Entrepreneurship | | |
| Optional course supporting entrepreneurship (to be agreed separately) | | 5 |
| Leadership and HR | | |
| HRM Project | LEA4LE202 | 5 |
| Meetings Industry | | |
| Events Management | SER4LE202 | 5 |

| | | |
|---|-----------|------------|
| Marketing, Sales, and Service | | |
| Creative Solutions in Marketing and Communications | MAR4LE202 | 5 |
| Organisational Communication | | |
| Creative Solutions in Marketing and Communications | COM4LE202 | 5 |
| Bachelor's Thesis | | |
| Bachelor's Thesis, Entrepreneurship | THE7LE101 | 15 |
| Bachelor's Thesis, Leadership and HR | THE7LE102 | 15 |
| Bachelor's Thesis, Meetings Industry | THE7LE103 | 15 |
| Bachelor's Thesis, Marketing, Sales and Service | THE7LE104 | 15 |
| Bachelor's Thesis, Organisational Communication | THE7LE105 | 15 |
| <i>One from the following courses (second optional language):</i> | | (5) |
| Chinese Business Environment | CHI4LE203 | 5 |
| French Business Environment | FRE4LE203 | 5 |
| German Business Environment | GER4LE203 | 5 |
| Latin American Business Environment | SPA4LE203 | 5 |
| Nordic Business Environment | SWE4LE203 | 5 |
| Russian Business Environment | RUS4LE203 | 5 |
| 7th Semester "I can plan and develop" | | 30 |
| Languages for International Communication | COM2LE202 | 5 |
| Strategic Business Development | BUS2LE202 | 5 |
| Study and Career Planning | SER2LE203 | 2 |
| Free-choice studies | | 18 |
| Total | | 210 |

Student's Professional Development, Curriculum 2016

[Student's professional development for students who have started their studies before autumn 2016 >>](#)

[Student's professional development for students who have started their studies before autumn 2014 >>](#)

The information below applies to the students who start their studies in autumn 2016 or after.

In the DP for Multilingual Management Assistants the student can choose their advanced professional studies from the following alternatives:

- Entrepreneurship
- Leadership and HR
- Marketing, Sales and Service
- Meetings Industry
- Organisational Communication

The courses of these specialisation areas are offered only, if there are enough students enrolled for the implementation.

Professional studies amount at least to 10 credit points from the chosen specialisation area. Furthermore, it is recommended that the student chooses her/his free-choice studies to support the chosen specialisation area.

Entrepreneurship

The aim of the Entrepreneurship specialisation area is that the student

- starts to develop her/his entrepreneurial path
- learns to test her/his ability to act as an entrepreneur
- realizes meaning of attitude, knowledge, skills, networks and experience
- can utilize modern business development methods for her/his own someone else's business idea
- learns sales methods required to sell her/his idea to investors, customers and other key stakeholders

| Entrepreneurship | ECTS | Code | Semester |
|---|------|-----------|----------|
| Compulsory Studies | | | |
| Developing Entrepreneurial Mindset | 5 | WOR8HH010 | 4 |
| Optional course supporting entrepreneurship (to be agreed separately) | 5 | | 6 |
| Work Placement | | | |
| Assignments in Entrepreneurship | 30 | PLA6LE201 | 5 |
| Bachelor's Thesis | | | |
| Bachelor's Thesis in Entrepreneurship | 15 | THE7LE101 | 6 |

Leadership and HR

The aim of the leadership and HR specialisation area is that the student

- knows the purpose, content and the main processes of Human Resource Management
- understands the behavior of an employee as both an individual and as a group member within the organization
- understands Human Resource Management and leadership issues from different points of view and how they should be aligned and executed with organization's strategy
- is able to take part in conversations concerning the values, culture, social responsibility, ethics and morals of a company
- is able to collect relevant information about the organization and its environment to support the decision-making process.

| Leadership and HR | ECTS | Code | Semester |
|--|------|-----------|----------|
| Compulsory Studies | | | |
| HR Management | 5 | LEA4LE201 | 4 |
| HRM Project | 5 | LEA4LE202 | 6 |
| Work Placement | | | |
| Assignments in Leadership and HR | 30 | PLA6LE201 | 5 |
| Bachelor's Thesis | | | |
| Bachelor's Thesis in Leadership and HR | 15 | THE7LE102 | 6 |

Marketing, Sales and Service

The aim of the Marketing, Sales and Service specialization area is that the student

- knows how to act in all situations, with a customer orientation
- knows the purpose of marketing, sales and service in the organisation
- is knowledgeable of marketing mix and knows how to apply them in practice
- knows the product planning and marketing communications planning processes and how to apply them in practice
- is aware of the marketing planning process, and is able to work with different players in the marketing planning and implementation field
- is able to analyse marketing from a strategic perspective
- understands the importance of internal marketing, particularly in specialist organisations
- understands how their own expertise can be utilised on a commercial level.

Students who major in marketing, sales and Service are encouraged to take free-choice studies not only from their own degree programme but also from International Business offerings.

| Marketing, Sales and Service | ECTS | Code | Semester |
|--|------|-----------|----------|
| Compulsory Studies | | | |
| Marketing and Networks | 5 | MAR4LE201 | 4 |
| Creative Solutions in Marketing and Communications | 5 | MAR4LE202 | 6 |
| Work Placement | | | |
| Assignments in Marketing, Sales and Service | 30 | PLA6LE201 | 5 |
| Bachelor's Thesis | | | |
| Bachelor's Thesis in Marketing, Sales and Service | 15 | THE7LE104 | 6 |

Meetings Industry

The aim of the Meetings Industry specialisation area is that the student

- understands the meaning and purpose of event management for the company
- understands the theory of event management and how to apply it in practice
- is able to work in a customer-oriented manner with internal and external stakeholders from the point of view of corporate event management
- is familiar with the event planning process and is able to work with the planning and implementation with the stakeholders involved in this process
- understands the different levels of events and meetings within the field of event management as well as related specific features
- understands the factors, actors and roles related to event management
- is able to design, implement and evaluate a successful event
- is able to evaluate the success of event planning and its implementation

| Meetings Industry | ECTS | Code | Semester |
|--|------|-----------|----------|
| Compulsory Studies | | | |
| International Conferences and Congresses | 5 | SER4LE201 | 4 |
| Events Management | 5 | SER4LE202 | 6 |
| Work Placement | | | |
| Assignments in Meetings Industry | 30 | PLA6LE201 | 5 |
| Bachelor's Thesis | | | |
| Bachelor's Thesis in Meetings Industry | 15 | THE7LE103 | 6 |

Organisational Communication

The aim of the organisational communication specialisation area is that the student

- understands the role and importance of communication to business and is able to deploy, assess and develop work place communication as well as stakeholder communication
- is able to develop own expertise through communication skills and competences
- acquires tools and methods for diverse communication tasks and professions
- is able to create fit for purpose solutions for reputation, marketing and brand related communication challenges in the digital era

| Organisational Communication | ECTS | Code | Semester |
|--|------|-----------|----------|
| Compulsory Studies | | | |
| Building Communication Competence and Confidence | 5 | COM4LE201 | 4 |
| Creative Solutions in Marketing and Communications | 5 | COM4LE202 | 6 |
| Work Placement | | | |
| Assignments in Organisational Communication | 30 | PLA6LE201 | 5 |
| Bachelor's Thesis | | | |
| Bachelor's Thesis in Organisational Communication | 15 | THE7LE105 | 6 |

Language Studies, Curriculum 2016

[Language studies for students who have started their studies before autumn 2016 >>](#)

The information below applies to the students who start their studies in autumn 2016 or after.

Extent of Studies

In the Degree Programme for Multilingual Management Assistants Finnish students are required to study Finnish and English and two additional languages. Foreign students are required to study Finnish, English and one additional language. The languages available are Chinese, French, German, Russian, Spanish and Swedish.

Students must complete, besides the possible 10 credit points elementary studies, 15 credit points of core and professional studies in each of their chosen main languages (Chinese, English, French, German, Russian, Spanish, Swedish), where core studies account for 5 credit points, and professional studies for 10 credit points.

All Finnish students in the degree programme must complete 10 credit points of studies in Finnish. Foreign students must complete 20 credit points in Finnish.

It is recommended that the student chooses as her/his elective main languages only languages, in which he/she has at least the basic skills.

Students can apply to have another language than one of the aforementioned accepted as one of the main languages.

Elementary Studies

Students can begin their language studies by choosing a beginners course in one of the compulsory languages. Introductory courses are offered in Haaga-Helia in Chinese, Finnish as a Foreign Language, French, German, Russian and Spanish as free-choice studies if enough students enroll. Beginners' courses in Swedish and English are not offered.

Students who start their language studies at the elementary level should complete beginners' level during the first academic year.

Free-choice Language Studies

The student can include in her/his studies the following free-choice language studies:

- elementary courses
- extra language studies
- language studies which are not part of her/his compulsory language studies

The elementary language courses and the extra language courses are always included in the free-choice studies.

Swedish Studies

If students do not choose Swedish as one of their main languages, they then must complete 5 credit points of core studies in Swedish, Basic Business Swedish (written part SWE4LE201A and spoken part SWE4LE201B). This covers the proficiency in Swedish as a second language that is required by Finnish law from public servants that have a degree from an institute of higher education. The student's proficiency in Swedish is indicated in the degree diploma.

The aforementioned Swedish requirements do not apply to students who have completed their prior studies abroad or in a language other than Finnish or Swedish. Students must apply for exemption from Swedish studies in writing. The applications are to be submitted to the Degree Programme Director.

Contact Information

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