

Degree Programme in International Business / Marketing, Porvoo campus

[Degree Programme in International Business in a Nutshell](#) | [Profile of the Degree Programme in International Business](#) | [Key learning outcomes of the Degree Programme](#) | [Professional growth](#) | [Curriculum](#)



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Degree Programme in International Business in a Nutshell

Degree:	Bachelor of Business Administration (BBA) and the Finnish title of tradenomi
Degree level:	Bachelor's degree
Extent of the DP:	210 ECTS credits
Duration of the DP:	3.5 years
Study mode:	Full-time day programme
Assessment:	<ul style="list-style-type: none">▪ See Degree Regulations >>▪ See assessment process >>
Programme requirements:	Basic studies 60 cr, Professional studies 90 cr, Free-choice studies 15 cr, Work placement 30 cr, Bachelor 's thesis 15 cr
General arrangements for the accreditation of prior learning:	See HAAGA-HELIA's general arrangements for the accreditation of prior learning >>

Admission requirements:	<ul style="list-style-type: none"> ▪ See admission criteria 2013
Access to further study:	<ul style="list-style-type: none"> ▪ Non-Degree studies in HAAGA-HELIA >> ▪ University studies

Profile of the Degree Programme in International Business

Bachelors of Business Administration have strong professional skills in the following fields:

- Communication Skills
- Operational Environment
- Production and Selling of Services
- Social and Collaboration Skills
- Business and Entrepreneurial Skills

Communication Skills are about learning to communicate in a professional way, using appropriate software. Compulsory language studies of Finnish students are made up of English and Swedish, as well as another foreign language whereas international students study English and Finnish. Written communication skills are important but also oral skills are practised a lot as they play an important role in successful business operations.

Operational Environment stresses the importance of knowing the factors that influence actions and analyses methods necessary to develop destinations and business companies. Students know how to utilise the new opportunities brought about by the economic, legal and social operational environment in a global context.

Production and Sales of Services comprise the principles of practical sales and service jobs, customer relationship management and development, as well as the production and development of services. Students manage the opportunities offered by digital media in marketing and sales.

Social and Collaboration Skills mean both self-steering and leadership skills that are practised by taking different roles in different projects. Students learn to apply leadership and development theories to enhance operations. The role of networking in business also becomes clear, as well as the need to constantly develop these networks.

Business and Entrepreneurial Skills teach the students to construct, assess and develop business activity and business processes. Students develop an entrepreneurial attitude and learn to create concepts and internationalisation processes for the needs of businesses.

With the help of the above-mentioned knowledge, skills and methods the students acquire the most common meta-skills needed in the job market, project management, research and development, coaching, creative problem solving and innovation.

Key learning outcomes of the Degree Programme

Upon graduation, Bachelors of Business Administration are capable of acting professionally, applying the principles of co-production in different work life and regional development projects. Graduates know how to critically assess the aims, ways of implementation and results of the project, and can utilise the documentation of the project when developing its operations. They can plan, implement and evaluate research and development tasks independently and as part of a team. They can confidently choose the

research approach and method regarding the research and development plan at hand, and are able to assess the results.

Graduates have a constructive attitude towards their own work and time management even in changing and uncertain situations. They strengthen their professional skills and the professional identity, and exceed the limits of their own skills and thinking in the ever changing and unpredictable work life. They are responsible members of different teams, partnerships and interest groups and are able to plan for them, organise and develop them using evaluation and feedback. They have networking skills and know how to develop their role in networks.

Graduates are able to apply different creative and predictive methods in a flexible way and know how to develop them further to suit their own activities. They have an entrepreneurial attitude that helps develop and shape ideas into products. They can create co-production models and methods that support innovative operations.

Graduates from the Degree Programme in International Business can work in expert positions and as entrepreneurs. They understand the operational processes of companies and organisations and know how to put them into practice. They are customer-oriented, have networking skills and are constructive team members. Bachelors of Business Administration have versatile service business and business operation skills. They show a good entrepreneurial acumen in all activities.

Business graduates are able to construct, evaluate and develop business activity and business processes, including business concepts and internationalisation. The working languages of Finnish graduates are the two domestic languages and two foreign languages. International graduates operate in English, their native language and Finnish.

Professional studies in the Degree Programme in International Business focus on **International Marketing**. Another area of specialisation is **Event Planning and Management**. Both specialisations aim at domestic and in-ternational markets.

Professional growth

Students develop their professional skills and the generic meta-competences needed in work life through the following three phases: adaptation, application and development. The competences and skills of the students develop in an integrated way when they work in projects that provide increasing challenge as the studies advance.

All students with Finnish educational background are expected to spend one semester of studies or the work placement period abroad to enhance their preparedness for international challenges.

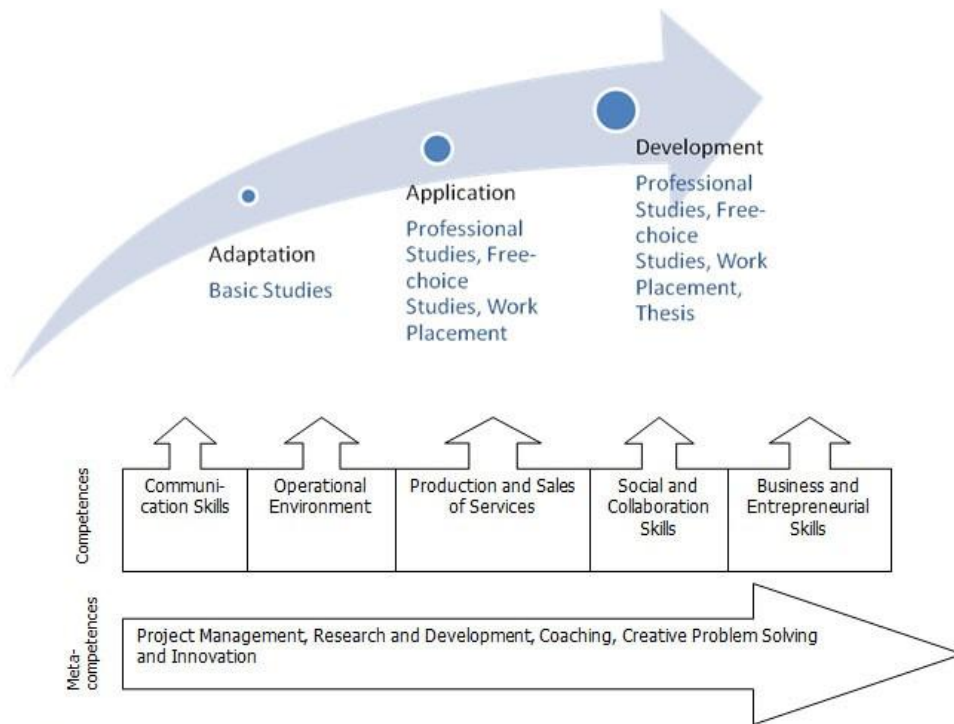


Figure: Professional Growth

Curriculum

- [Competence Portfolio >>](#)
- [Courses >>](#)
- [Structure, Content and Extent of the DP >>](#)
- [Study Modules >>](#)

Competence Portfolio

Graduates from Porvoo Campus enter work life with a portfolio consisting of meta-skills and professional competence. Students have a portfolio based on their personal aims and those of the degree programme. The portfolio is built up mainly through work in large research and development projects.

The students' role grows in importance as they move on in studies towards more challenging tasks that increase their knowledge. As studies proceed, assessment follows three criteria levels: adaptation, application and development. After the first year, the students are expected to be involved in more demanding projects. In addition, language studies form an integral part of the competence portfolio and language learning takes place in projects whenever possible. The following are focused on in research and development projects: sales and service skills, renewing business activities, entrepreneurial attitude, and methodological competence required in research and development work. Coaching and leadership skills can be gained by working as supervisor (i.e. team leader, project manager) in projects.

Students can profit from the opportunity offered on Campus to take part in the projects of any other degree programmes in Finnish, Swedish or English. This adds many specialisation possibilities to the personal study plan of an individual student.

Tehdyt toimenpiteet

Courses

Degree Programme in International Business				
Core studies			Code	ECTS credits
	Compulsory core studies			
		Creating and Sharing Knowledge	COS1LC001	9
		English Communication	COS1LC0011	3
		Information and Communication Technology 1	COS1LC0012	3
		Information and Communication Technology 2	COS1LC0013	3
		Professional Communication	COS1LC002	6
		Professional Communication 1	COS1LC0021	3
		Professional Communication 2	COS1LC0022	3
		Business English	ENG1LC029	6
		Academic English	ENG1LC030	3
		Professional Finnish 1	COM1RG101	3
		Professional Finnish 2	COM1LC111	3
		Finnish for foreigners 1	FIN1LC001	6
		Finnish for foreigners 2	FIN1LC002	6
		Finnish for foreigners 3	FIN1LC003	6
		Swedish for Service Encounters	SWE1RG001	3
		Business Swedish 1	SWE1RG002	3
		Business Swedish 2	SWE1RG003	3
		Business Studies in a Global Context	OPE1LC001	6

		Business Studies in a Global Context 1	OPE1LC0011	3
		Business Studies in a Global Context 2	OPE1LC0012	3
		Customer-Oriented Sales	PSS1LC001	12
		Customer-Oriented Sales 1	PSS1LC0011	6
		Customer-Oriented Sales 2	PSS1LC0012	6
		Responsible Self-Management	SCS1LC001	6
		Responsible Self-Management 1	SCS1LC0011	3
		Responsible Self-Management 2	SCS1LC0012	3
Professional studies			PSS1LC0011	6
	Compulsory professional studies		PSS1LC0012	6
		Global Business Opportunities	OPE2LC002	6
		Global Business Opportunities 1	OPE2LC0021	3
		Global Business Opportunities 2	OPE2LC0022	3
		Organisational Development, Leadership and Management	SCS2LC002	6
		Organisational Development, Leadership and Management 1	SCS2LC0021	3
		Organisational Development, Leadership and Management 2	SCS2LC0022	3
		Developing Business Skills	BES2LC001	12
		Developing Business Skills 1	BES1LC0011	6
		Developing Business Skills 2	BES1LC0012	6
		Managing Business Processes	BES2LC002	24
		Microsoft Dynamics Navision	BES2LC0021	3
		Entrepreneurship	BES2LC0022	6
		Marketing 1	BES2LC0023	6

		Marketing 2	BES2LC0024	3
		Financial Issues	BES2LC0025	6
		Developing Business Processes	BES2LC003	15
		Strategic Planning	BES2LC0035	6
		Brand Management	BES2LC0036	6-12
		Research Methods	BES2LC0037	6-12
		Culture Export Management	BES4LC002	15
		Business Operating Models in Cultural Industries	BES4LC0021	3
		Strategic Models for Cultural Export	BES4LC0022	3
		Marketing and Sales of Cultural Products	BES4LC0023	3
		Legal Issues in Culture Export	BES4LC0024	3
		Project Management in Cultural Industries	BES4LC0025	3
		Elective professional studies		
		Operational Environment as a Development Tool	OPE4LC003	6-12
		Business Intelligence	OPE4LC041	6
		Developing Networks	SCS4LC041	6-12
		Designing Services	PSS4LC041	6
		Free-choice studies		
		Free-choice studies	Courses >>	
		Languages	Courses >>	
		Work placement		
		Work Placement 1	PLA6LC101	15
		Work Placement 2	PLA6LC102	15

		Work Placement	PLA6LC103	30
		International Work Placement 1	PLA6LC111	15
		International Work Placement 2	PLA6LC112	15
		International Work Placement	PLA6LC113	30
Thesis				
		Thesis	OPI7LC004	15
		Maturity Examination	OPI7LC003	0

Structure, Content and Extent of the DP

Degree Programme in International Business, Porvoo		ECTS credit
Core studies		60
	Compulsory core studies	
	Knowledge Creation and Sharing	9
	Professional Communication	6
	Business Studies in a Global Context	6
	Customer-Oriented Sales	12
	Responsible Self-Management	6
	Developing Business skills	12
	Languages	6
	Elective core studies	
	Languages	3
Professional studies		90
	Compulsory professional studies	
	Languages	21
	Global Business Opportunities	6
	Organisational Development, Leadership and Management	6
	Managing Business Processes	24
	Developing Business Processes	15
	Elective professional studies	
	Elective Studies	18

Free-choice studies	15
Work placement	30
Thesis	15
total	210

Study Modules

The modules of business studies are described in figure 2. The green modules stand for compulsory studies and the blue ones for either elective or free choice studies. Study modules are large, a minimum of 3 credits, and can be divided by three.

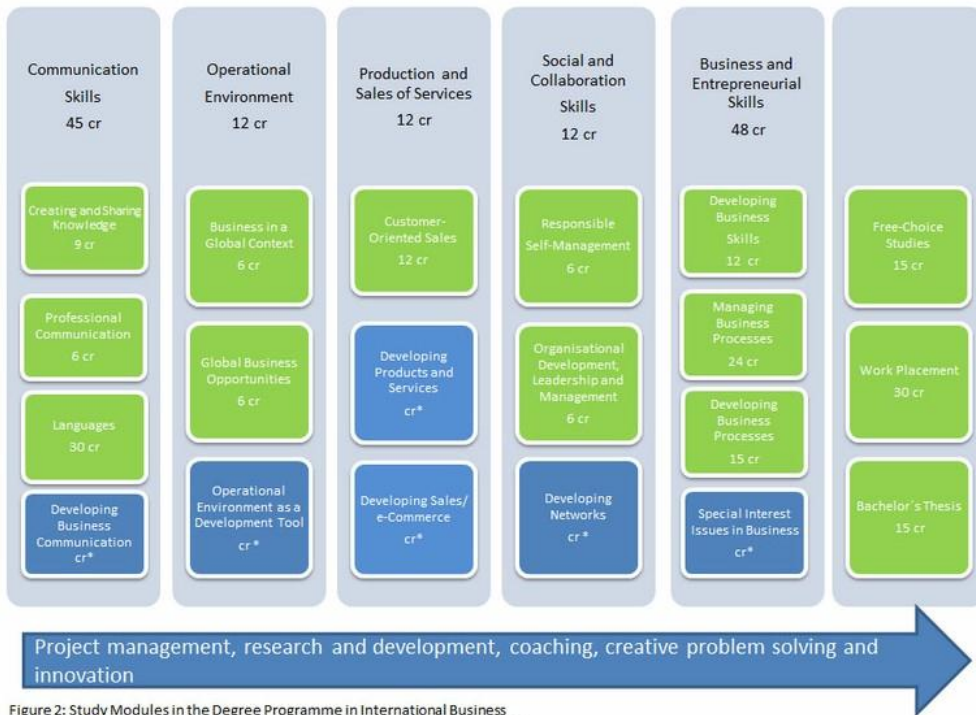


Figure 2: Study Modules in the Degree Programme in International Business (Blue stands for free-choice study modules) * number of credits student-specific

Tehdyt toimenpiteet