

Degree Programme in Communication Management, Pasila campus, Master education

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Degree Programme in Communication Management in a Nutshell

Name of qualification:	Master of Business Administration
Level of qualification:	Master's degree
ECTS credits:	90 ECTS
Official length of the programme:	1,5 - 2 years
Mode of Study:	Part-time Master's programme
Assessment:	<ul style="list-style-type: none"> ▪ See Degree Regulations >> ▪ See assessment process >>
Programme contents:	Core studies, Elective studies, Master's thesis including Maturity Examination
General arrangements for the accreditation of prior learning:	See HAAGA-HELIA's arrangements for the accreditation of prior learning >>
Admission requirements:	Act of Polytechnic 9.5.2003/351 20 § <ul style="list-style-type: none"> ▪ See admission criteria 2014 >>
Access to further study:	<ul style="list-style-type: none"> ▪ Non-Degree studies at HAAGA-HELIA >> ▪ University studies
Internationalization:	The students represent various nationalities and work in organizations operating in global settings, which allow learning to take place in multicultural teams. The learning assignments mirror communication professional's work in a global setting. The students can also take part in an exchange program with selected

	partner universities of HAAGA-HELIA UAS.
Employment opportunities after graduation:	The program encourages the students to study and work concurrently, which gives the students the opportunity to integrate real-life projects in academic studies. This exchange between work and academic discipline enhances the skills and competencies the students need to advance professionally in the fields of communication, marketing or media especially in their own organizations.
Cooperation with working life and with other associates:	The courses and learning assignments mirror the everyday business in corporations and other large organizations. Every course includes guest lectures, visits and/or real-life cases to be solved. The thesis work is always a development project in an organization.

Profile of the Degree Programme in Communication Management

What makes the programme different?

- Practical approach to learning – learning by doing and working
- Flexibility in studies: evening and weekend lessons, intensive periods, distance studies
- Possibility to personalize studies.

This degree programme is designed to offer relevant learning opportunities that relate to everyday business as well as communication disciplines most typically practiced in organizations operating internationally in global markets. The practical approach with its intensive learning sprees aims to give students a solid basis on top of which they can build their careers and grow into leaders in their field.

Key learning outcomes of the Degree Programme

The goal of the degree programme is to deepen the communication management and leadership skills needed in the field of communication in international and global settings. During the course of the programme, the students will learn skills that help them become trusted counselors and professionals within their respective communities.

Professional growth

Upon graduation, students gain an internationally recognized degree called Master of Business Administration with a specialization in Communication Management.

Balanced semester offering

The curriculum of the programme has been designed to mirror everyday business to the extent possible without forgetting the needed academic discipline and rigour. The studies have been divided into semesters so that students have a choice of entities that make use of various virtual tools as well as entities containing intensive study periods.

Curriculum

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[Recommended Study Schedule >>>](#)

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Degree Programme in Communication Management (Master)

- Degree title: Master of Business Administration
- Place: Pasila Campus
- Student intake per annum: 23
- The application period is from 10 February to 28 March 2014, 3.00 pm Finnish time (+2 hrs GMT)
- APPLICATION FORM will be published on 10 February 2014
- There will be two information sessions for the applicants. Thursday, 13 February 2014 at 5 pm and Wednesday, 26 February 2014 at 5 pm in Pasila campus.
- The programme starts in August 2014
- The entrance examination and the interview: 20 May 2014 at Pasila Campus
- Applicants are qualified if they have:
 - a Bachelor's Degree in a relevant field which contains minimum 15 ECTS credits studies in organizational communication and marketing communication, and/or journalism. These studies can be part of their earlier university studies.
 - at least three years of work experience after their Bachelor's Degree in the field of organizational communication, marketing or the media until 31 July, 2014
 - good English language skills
- Students will be selected based on an entrance examination, interview and distance assignment
- Further information is available: admissions@haaga-helia.fi, tel. +358 400 230 409 or Ms. Hanna Rajalahti, D.Soc.Sci, Principal Lecturer, hanna.rajalahti@haaga-helia.fi

Admission criteria

Potential candidates need to have a Bachelor's degree in a relevant field and a minimum of 15 ECTS credits (1 ECTS = 27 hours) studies in organizational communication and marketing communication, and/or journalism. These studies may have been accomplished as part of the bachelor's degree or in other comparable studies. In addition, the applicant is expected to have a minimum of three years of work experience after their Bachelor's degree from the field of organizational communication, marketing or media (by July 31, 2014). Good English language skills are also required. Those applicants who have got a Finnish Certificate called Opistoaste or Korkea-asteen tutkinto and who thereafter have achieved a polytechnic or university degree in the same or corresponding field of study, can also include work experience, i.e. the

required work experience, which was carried out before the degree mentioned was passed. Note that the Certificate level of education mentioned is no longer offered.

You can count your full time work experience yourself or use free counters in the net, such as <http://www.timeanddate.com/date/duration.html>.

The selection of students is based on a distance assignment (40 points), written entrance exam (40 points), and on a personal or group interview (20 points). The entrance exam and the interview will be organized on May 20, 2014. In case of the same total points in the entrance examination, applicants will be ranked further on the basis of their success in the following order: (1) written exam; (2) interview; and (3) distance assignment.

What to include in the application

Print out the application form and fill in and include all the following documents:

1. Copies of diplomas and transcripts from Bachelor education (and Finnish Certificate called Opistoaste or Korkea-asteen tutkinto). Copies of relevant certificates and authorized translations must arrive to Admissions office by 28 March 2014 at 3 pm.
2. Letters of reference or work certificate issued by prior and current employers based on your work record in business work. If you have worked part-time, the work certificate must clearly indicate the number of work hours per month, 150 work hours or 20 working days (the minimum length of one full working day is 7 hours) compares with one month of work experience. If you have run or are running your own business in Finland, it can be considered as work experience provided you produce a certificate of YEL or MYEL insurance details. If the documents are in a language other than English, Finnish or Swedish, you must also submit an authorized translation of the work certificates. All accepted students are asked to present the original references to the HAAGA-HELIA UAS Officials during the Orientation workshop in August 2014.
3. A recommendation from the current work place (optional, see clarification below).

NB. The relevant attachments can be in English, Finnish, or Swedish. Authorized translations are required, if the original documents are in a language other than these three. As regards the recommendation, applicants who work full time may want to include it as they may do a thesis that directly aims at improving some practices at the workplace (hence, the Finnish name "työelämän kehittämistehtävä"). The idea is that the employer/supervisor knows about the applicant's development wishes and supports her/him in these endeavors.

The applicant is responsible for submitting the application and the required attachments in time. The UAS takes no responsibility for incomplete applications.

Application process

1. Mail your completed application form with the required attachments to the Admissions Office so that they arrive before the end of the application period (March 28, 2014 - 3:00 pm Finnish time).

2. If qualified, you will receive an invitation letter from the Admissions Office to the examination and interview together with the distance assignment instructions. The Admissions Office will send the letters on 25 April, 2014.
3. Send an e-mail to the Admissions Office confirming your attendance at the entrance examination by 16 May. Start working on the distance assignment.
4. Take the entrance examination (40 points), attend the personal or group interview (20 points), and submit your distance assignment (40 points) on May 20, 2014.
5. HAAGA-HELIA will mail the letter of acceptance/rejection by 18 June 2014. If accepted, please send a letter to confirm that you accept the place by July 29, 2014, 4.15 pm. The Programme starts in August 2014.

Entrance exam

If qualified, you will receive an invitation letter from the Admissions Office to the examination and interview together with the distance assignment instructions. Please note that the programme does not arrange entrance examinations abroad, the only date available is 20 May 2014, at Pasila campus.

Tuition fee

There will be a tuition fee applicable to students who are citizens of countries outside the European Union (EU) or European Economic Area (EEA). The tuition fee doesn't concern all those students mentioned above, please see more from Act on UAS below. The fee, i.e. EUR 3,750.00 per semester, must be paid at the same time when the student confirms the study place received. The tuition fee for Autumn Semester 2014 must be paid by 29 July 2014 at 4.15 pm Finnish time. The tuition fee for Spring Semester 2015 must be paid by 9 December 2014 at 4.15 pm Finnish time.

A scholarship scheme which covers the tuition fee for the second and third semester is available. The scholarships are meant for those paying students who show good results in their studies, i.e. the number and level of the ECTS credits, during the first and second semester. A free form application for the scholarship together with the transcript of records must be submitted to the Programme Director for each semester not later than 10 January for the Spring Semester and 10 September for the Autumn Semester.

ACT ON UNIVERSITIES OF APPLIED SCIENCES

Section 26 b (24.7.2009/564)

Degree programme tuition fees

Universities of applied sciences can, without prohibition by Section 26, charge a tuition fee applicable to persons enrolled in degree programmes taught in a foreign language and leading to a post-graduate degree. The prerequisite for such a tuition fee is that the university has a scholarship scheme that can provide discretionary support for covering the cost of studies for students in such a degree programme.

The tuition fee does not apply to persons who are citizens of countries in the EEA or persons who are treated as EU citizens by agreement by the EU and the country of which the person is a citizen, and also the family members of such persons. The tuition fee is also not applicable to persons who have an EU Blue Card as stipulated in the Aliens Act, an indefinite (type A) or permanent (type P) residence permit, an EC residence permit for third-country citizens with long-term residence, or family members thereof. Family membership is defined as stipulated in the Aliens Act. (16.12.2011/1341).

As stipulated in the relevant legislation (1341/2011), Subsection 2 will remain in force temporarily for the period 1.1.2012-31.12.2014. The wording of the earlier legislation is as follows:

The tuition fee does not apply to persons who are citizens of countries in the EEA or persons who are treated as EU citizens, either by European Community legislation or by agreement by the EU and the country of which the person is a citizen. The tuition fee is also not applicable to persons who have a permanent residence permit in Finland based on the Aliens Act (301/2004). Section 26 b, which was appended to legislation 564/2009, shall be in force temporarily for the period 1.1.2010-31.12.2014.

The number of study places and the reserve list

The number of study places for each degree programme can be found from beginning of this page.

Usually the amount of students who are granted admission is higher than the number of available study places because some students enroll as absent for the first semester or do not accept the offered study place. In addition, some already admitted students, who have earlier enrolled as absent, may start with the new group.

Considering the above mentioned, if there are open study places, applicants on the reserve list will be offered a study place based on the ranking order.

Appeal

In case the applicant finds that the selection has not been made according to the criteria, he/she should first contact the Admissions Office of HAAGA-HELIA University of Applied Sciences.

Appeal can be made, if the applicant can prove satisfactorily that an error was made by the authority in the polytechnic/university of applied sciences in evaluation of the applicant according to the rules and regulations of the admission process.

Appeal based on personal circumstances (difficult life situation, misunderstanding, health reasons, incapability to participate in the entrance examination) or, for example, possible errors made by post offices and so on will not be considered as valid reasons for appeal. Student admission decision can be changed only in those cases where it is clearly shown that the polytechnic/UAS has not followed the student admission criteria. Therefore, the appeal must be well-grounded and it should contain accurate information on where the polytechnic/UAS has not followed the criteria.

Applicants not satisfied with the decision may appeal in writing to the address below within 14 days of receiving the notification of the decision. The period allowed for the delivery of the notification letter is 7 days from the posting of the letter. The notification date of the decision is not included in the 14-day appeal period. The polytechnic/UAS is not responsible of possible delays in postal delivery and therefore, the above mentioned time frame applies even if the post is not received within the mentioned time frame. The appeal should be sent to the Admissions Office. During the previous application processes the following are examples of reasons for appeal which have not changed the decision made on selection: the certificate of language skills is missing, late arrival of any certificates, or deadlines have not been followed.

The appeal must be made in writing and it must contain:

- applicant's name, occupation, municipality of residence, postal address and daytime phone number
- the original or a certified copy of the eligibility decision and the date the decision was received
- what is appealed against and the changes required
- grounded reasons for the appeal
- signature of the appellant or the writer (if only the writer has signed the appeal, it has to include writer's occupation, municipality of residence and postal address).

Further information

For further information please contact:
HAAGA-HELIA University of Applied Sciences
Admissions Office
Degree Programme in Communication Management
Ratapihantie 13
00520 Helsinki
Finland
Fax +358 9 147 063
e-mail: admissions@haaga-helia.fi
or
Ms. Hanna Rajalahti, D.Soc.Sci, Principal Lecturer
hanna.rajalahti@haaga-helia.fi
+358 40 488 7269

Application Statistics

Application statistics of DP in Communication Management, Pasila campus

Studies begins	Number of applicants	Student intake	The lowest accepted score before the exam/ max score	The lowest accepted score after the exam
August 2013	73	20	all eligible applicants	74/100
August 2012	66			

Courses

Degree Programme in Communication Management (Master) **Code** **ECTS**

Compulsory studies

Research and Methods **15**

Conducting Qualitative Research OR [MGT2LG101](#) 5

Research and Development Methods OR [ISM2TX100](#) 5

Action and Constructive Research	YMA2RQ026	5
Project Management	MGT2LG103	5
Communication Research and Academic Writing	COM2LJ001	5
Leadership		15
Strategy in Practice	MGT2LJ001	5
Planning and Leading Communications	COM2LJ002	5
Manager Communications	COM2LJ003	5
Advanced Professional Studies		25
Change & Communication	COM4LJ005	5
Issue/Crisis Communication	COM4LJ006	5
Organization, Diversity, and Employees	COM4LJ007	5
Stakeholder Communications	COM4LJ008	5
Media Relations/Training	COM4LJ009	5
Current trends: Integrated Marketing Communications	COM4LJ012	5
Thesis / Research & Development Project		30
Thesis - Thesis Seminar	COM7LJ011	30
Free-choice studies		5
Total		90

Recommended Study Schedule

Students entering the DP in Communication Management are recommended to follow the suggested curriculum and achieve their master's degree in 1,5 - 2 years. The recommended schedule naturally emerges from the course offering.

The programme combines various modes of study to allow working while studying. The face-to-face contact hours are scheduled for evenings and/or mornings and weekends; there will also be virtual/online work as well as intensive seminars.

The programme consists two compulsory modules that cover research and methodology as well as leadership (15 ECTS each). The advanced professional studies (25 ECTS) allow the students to elect a minimum of 15 ECTS from their own DP offering, and the rest from other programmes' offering (subject to limitation in the number of students admitted for the courses). Additionally, the students have a choice of 5 ECTS of free-choice studies from the wider HH offering or other universities/ universities of applied sciences.

Please note that students will start working on their thesis from the very beginning of the programme. Therefore, it is suggested that students have their thesis topic ideas when they start their studies.

Degree Programme in Communication Management offering per semester

	1. Semester	2. Semester	3. Semester	4. Semester	Total 90
Research & Methods (Compulsory)	<i>Conducting Qualitative Research (5 ECTS)</i> - OR - <i>Research and Development Methods (5 ECTS)</i> - OR - <i>Action and Constructive Research (5 ECTS)</i>		<i>Project Management (5 ECTS)</i>		15
	Communication Research & Academic Writing (5 ECTS)				
Leadership (Compulsory)		<i>Strategy in Practice (5 ECTS)</i> Planning and Leading Communications (5 ECTS)	Manager Communications (5 ECTS)		15
Advanced Professional Studies (Elective*)	Current trends: Integrated Marketing Communications (5 ECTS)	Change & Communication (5 ECTS)	Issue/Crisis Communication (5 ECTS)		25

	Media Relations/Training (5 ECTS)	Organization, Diversity, and Employees (5 ECTS)	Stakeholder Communications (5 ECTS)		
Thesis / Research & Development Work	Thesis seminar	Thesis seminar	Thesis seminar	Thesis seminar	30
Free-choice Studies			Free-choice		5

* = Minimum of 15 ECTS from Communication Management offering, max. 10 from other HH Master's Degree Programmes or other Master's level courses (to be agreed separately)

Italics = Common courses for all master's programmes (not organized by Communication Management)

Structure, Content and Extent of DP

Profile of the Degree Programme in Communication Management	ECTS
<i>Research/Methods (compulsory)</i>	15
Research Methodology*	5
Project Management	5
Communication Research & Academic Writing	5
<i>Leadership (compulsory)</i>	15
Strategy in Practice	5
Planning and Leading Communications	5
Manager Communications	5

<i>Advanced Professional Studies (electives)**</i>	25
Change & Communication	5
Issue/Crisis Communication	5
Organization, Diversity, and Employees	5
Stakeholder Communications	5
Media Relations/Training	5
Current trends: Integrated Marketing Communications	5
<i>Thesis: Research and Development Project***</i>	30
<i>Free-choice studies</i>	5
Total	90

* Chosen from the methodology course offering of the Master's DPs in HAAGA-HELIA.

** Minimum of 15 ECTS from the Communication Management offering, max. 10 ECTS from other HAAGA-HELIA master's degree programmes or other comparable courses (to be agreed separately).

*** Thesis work to start immediately, and it is planned to spread across semesters. Estimated workload per semester = 5 + 5 + 5 + 15.