

Degree Programme in International Sales and Marketing, Porvoo Campus

[Degree Programme in International Sales and Marketing in a Nutshell](#) | [Profile of the Degree Programme in International Sales and Marketing](#) | [Key learning outcomes of the Degree Programme](#) | [Professional growth](#) | [Annual Themes](#) | [Curriculum](#) | [Courses](#)

Degree Programme in International Sales and Marketing

Degree:	Bachelor of Business Administration (BBA) and the Finnish title of tradenomi (AMK)
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:	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:	Act of Polytechnics 9.5.2003/351 20§ Before applying see the admission criteria at www.studyinfo.fi !
Access to further study:	Non-Degree studies in HAAGA-HELIA >> University studies
Internationalization:	Most of the learning takes place in real-life projects for 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.
Employment opportunities after graduation:	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 familiarise them with various markets and ways of doing business. They can also go an exchange, do work placement abroad and participate in international development projects.
Cooperation with working life and with other associates:	Learning takes place in real-life projects. Every semester the students work for a business company on challenges assigned by the company. Learning is work and work is learning.

Profile of the Degree Programme in International Sales and Marketing

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

- International Business Skills
- Professional Sales Skills

- Communication and Collaboration Skills
- Entrepreneurial Skills

These skills will be acquired through working in real-life projects commissioned by business companies. The students play an active role in the learning process, and they are coached throughout their studies.

International Business Skills help students operate in the international environment, and develop analytical skills in order to identify business opportunities. The students learn to collaborate with people from different cultural backgrounds. Part of the studies can be carried out in any of our 200 partner institutions around the world. Students can also deepen their international business skills by doing their work placement abroad.

Professional Sales Skills are about developing customer relationships. The students learn how to encounter customers face to face, structure sales negotiations, distinguish different buyers with different motivations, and find solutions for them using personal and virtual sales channels and sales support tools.

Communication and Collaborations Skills are about learning to communicate professionally in a proactive and goal-oriented way. These skills are practised on a daily basis in our multicultural learning environment in real life projects where the students take on different roles, developing both self-leadership to leading others. Language studies are readily available throughout the programme.

Entrepreneurial Skills are present in all the aspects of professional growth. Students develop an entrepreneurial attitude towards everything they do; learn to work under pressure, network, are curious about the world, see new business opportunities, make decisions, take responsibility, and have courage to take risks.

Key learning outcomes of the Programme

Graduates from the Degree Programme in International Sales acquire skills that prepare them for versatile employment possibilities and a fast career track. Possible job titles include e.g.

- Key Account Manager
- Project Manager
- Team Leader
- Store Manager
- Sales Negotiator
- Purchaser
- HR Consultant
- Area Manager
- Import/Export Assistant
- Marketing Assistant
- Product/Category Manager

Openness to work in multicultural teams and flexibility to encounter the challenges that it brings along is a prerequisite for successful professional growth. Team work skills are developed by working in different roles in different projects.

Professional growth

The professional growth of the student starts by understanding the world we live and operate in. The process goes on to seeing one's own role in it. In the course of the studies the focus turns to developing one's own values, professional goals, strengths and career aspirations.

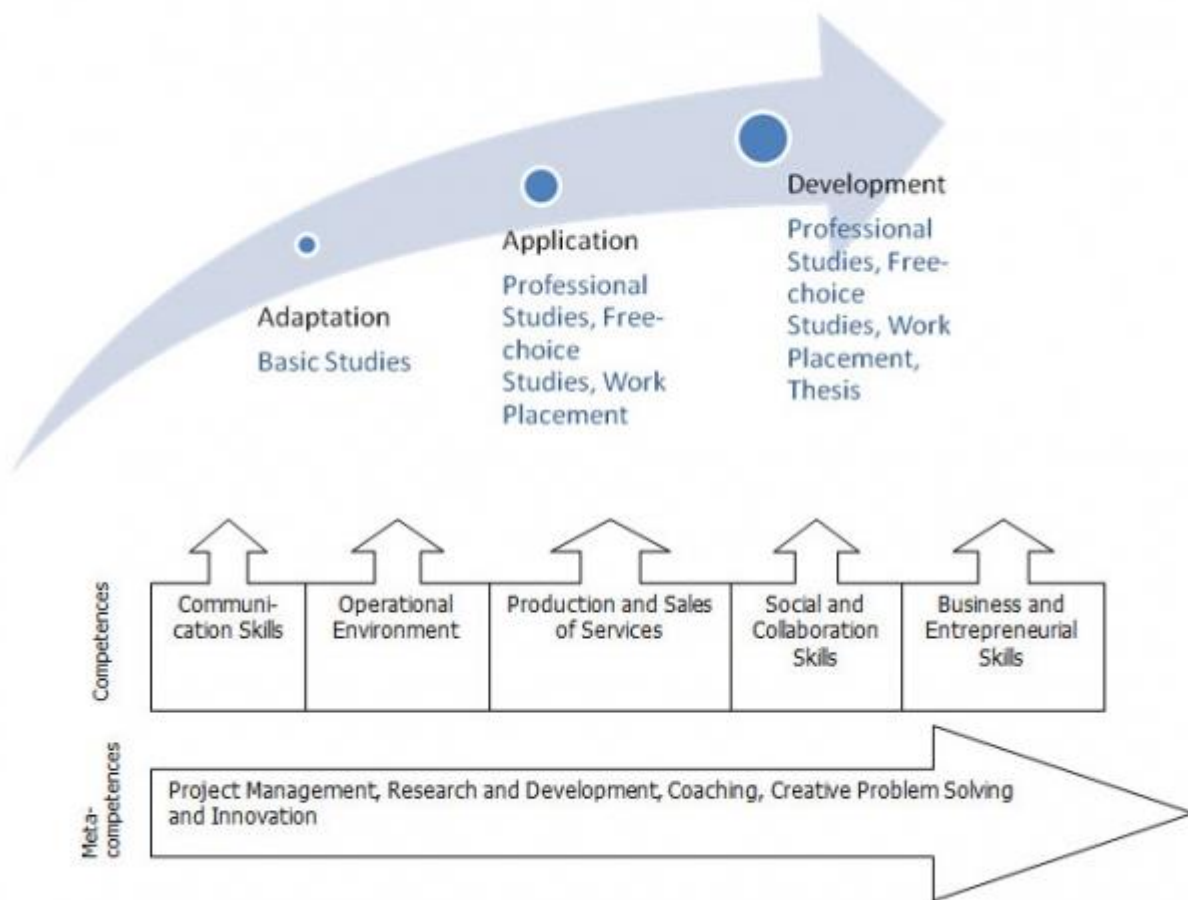


Figure: Professional Growth

Annual themes

Annual themes by competence areas

Communication skills:

Year 1: listening, identifying customer needs, approaching customers, giving and receiving feedback, willingness and eagerness to speak, basic presentation skills

Year 2: engaging the audience, intercultural communication, professional presentation skills

Year 3: confidence and flexibility in presentation situation, improvising and navigating smoothly, adapting to various audiences and organisations

Operational environment skills:

Year 1: basic analytical skills, information search, critical processing, to know how a company operates

Year 2: processing information, internationalisation, holistic approach, ability to ask relevant questions

Year 3: decision making, ability to identify development needs and find solutions

Sales and service skills:

Year 1: encountering people, sales attitude, understanding people/ customer needs

Year 2: creating relationships with customers, self-leadership & reliability, ability to use different sales tools, customer acquisition

Year 3: co-creating value

Social and collaboration skills:

Year 1: identifying sources of own motivation, team work skills

Year 2: creating and making use of networking, international collaboration

Year 3: creating and making use of business partnerships

Business and entrepreneurial skills:

Year 1: setting goals, ability to challenge oneself, basic business skills

Year 2: seeing opportunities, business implementation skills

Year 3: creating new business opportunities, business development skills

Curriculum

Student's professional development
Structure, Content and Extent of the Degree Programme
Courses

Contact information

HAAGA-HELIA University of Applied Sciences
Porvoo Campus
Taidetehtaankatu 1
FI-06100 Porvoo

Porvoo Campus info +358 40 488 7444
Email: porvooinfo@haaga-helia.fi

Student Affairs Office: +358 400 230 405
Email: studentaffairs.porvoo@haaga-helia.fi

Programme Director
Mrs Kaija Lindroth
kaija.lindroth@haaga-helia.fi

HAAGA-HELIA operator +358 9 229 611

[View on map](#)

Courses

Degree Programme in International Sales and Marketing		
Core studies	Code	ECTS credits
Compulsory core studies		
Creating and Sharing Knowledge	COS1LC001	9
Information and Communication Technology 1	COS1LC0014	6
Information and Communication Technology 2	COS1LC0013	3
Professional Communication	COS1LC002	6
Professional Communication 1	COS1LC0021	3
Professional Communication 2	COS1LC0022	3
English Communication	COS1LC0011	3
English Writing Clinic	ENG1LC028	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			
	Compulsory professional studies		
	Global Business Opportunities	OPE2LC002	6
	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 NAV	BES2LC0021	3
	Marketing 1	BES2LC0030	3
	Marketing 2	BES2LC0031	6
	Financial Management 1	BES2LC0026	6
	International Business Law	BES2LC0028	3
	Foreign Trade	BES2LC0029	3
	Developing Business Processes	BES2LC003	15

		Strategic Planning	BES2LC0035	6-12
		Brand Management	BES2LC0036	6-12
		Research Methods	BES2LC0037	6-12
		Culture Export Management	BES4LC002	15
		Business Operating Models in Cultural Industries	BES4PO0021	3
		Strategic Models for Culture Export	BES4PO0022	3
		Marketing and Sales of Cultural Products	BES4PO0023	3
		Legal Issues in Culture Export	BES4PO0024	3
		Project Management in Cultural Industries	BES4PO0025	3
		Creative Project	PSS4PO0026	3
		Elective professional studies		
		Business Intelligence	OPE4PO042	6
		Designing Services	PSS4PO041	6
		Innovation Challenge	PSS4PO042	6
		E-Business	PSS4PO0041	6-12
		Managing Sales	PSS4PO0025	6-12
		Free-choise studies		
		Free-choise studies / Languages	Courses >>	
		Work placement		
		International Work Placement	PLA6PO110	30
		International Work Placement 1	PLA6PO111	10
		International Work Placement 2	PLA6PO112	10
		International Work Placement 3	PLA6PO113	10
		Thesis		

	Thesis	OPI7LC004	15
	Maturity Examination	OPI7LC003	0

Structure, Content and Extent of the Degree Programme

Degree Programme in International Sales and Marketing, Porvoo		ECTS credit
Core studies		60
<input type="checkbox"/>	Compulsory core studies	
<input type="checkbox"/>	<input type="checkbox"/> Knowledge Creation and Sharing	9
<input type="checkbox"/>	<input type="checkbox"/> Professional Communication	6
<input type="checkbox"/>	<input type="checkbox"/> Business Studies in a Global Context	6
<input type="checkbox"/>	<input type="checkbox"/> Customer-Oriented Sales	12
<input type="checkbox"/>	<input type="checkbox"/> Responsible Self-Management	6
<input type="checkbox"/>	<input type="checkbox"/> Developing Business skills	12
<input type="checkbox"/>	<input type="checkbox"/> Languages	9
Professional studies		90
<input type="checkbox"/>	Compulsory professional studies	
<input type="checkbox"/>	<input type="checkbox"/> Languages	21
<input type="checkbox"/>	<input type="checkbox"/> Global Business Opportunities	6
<input type="checkbox"/>	<input type="checkbox"/> Organisational Development, Leadership and Management	6
<input type="checkbox"/>	<input type="checkbox"/> Managing Business Processes	24
<input type="checkbox"/>	<input type="checkbox"/> Developing Business Processes	15
<input type="checkbox"/>	Elective professional studies	
<input type="checkbox"/>	<input type="checkbox"/> Elective Studies	18
Free-choice studies		15
Work placement		30
Thesis		15
total		210

Student's professional development

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.

Study Modules

The modules of business studies are described below. 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.

