

Degree Programme for Multilingual Management Assistants, Pasila Campus

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

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:	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 >> Act of Polytechnics 9.5.2003/351 20§
Admission requirements:	Before applying see the admission criteria at www.studyinfo.fi !
Access to further study:	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.
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.

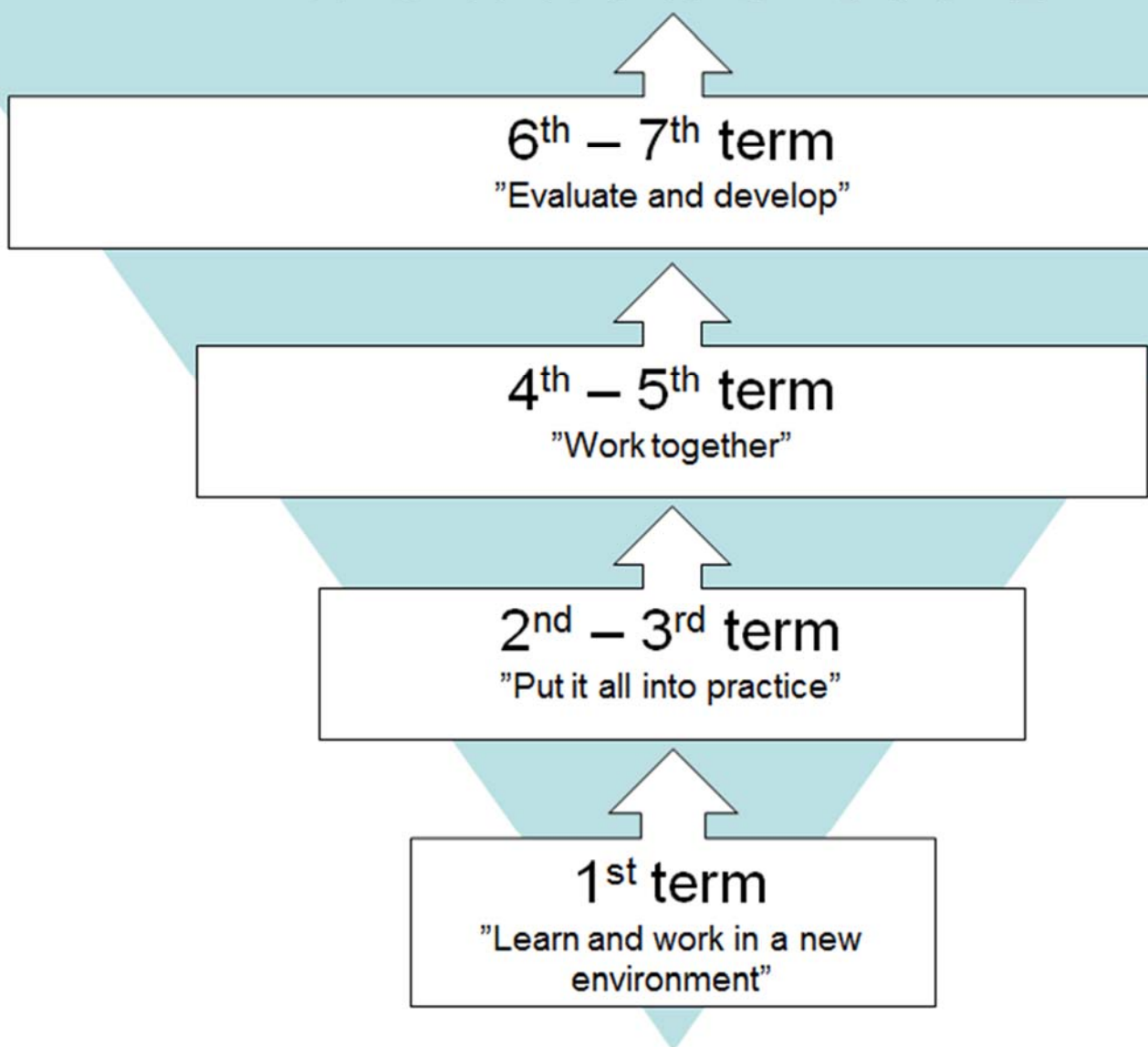
The programme prepares students for roles such as management assistants and coordinators, HR coordinators, project assistants and marketing assistants.

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:

WORKING LIFE



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

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- [Course List, Finnish students >>](#)
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- [Recommended Study Schedule, foreign students >>](#)
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The information below applies to the students who have started their studies before autumn 2014.

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- [Language Studies, Curriculum 2010 >>](#)

Contact Information

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Course list, Finnish students

[Course list for students who have started their studies before autumn 2014 > >](#)

The information below applies to the students who start their studies in autumn 2014 or after.

Degree Programme for Multilingual Management Assistants	Code	ECTS
Core studies		
Compulsory core studies		
Business Environment and the Assistant's Work	BUS1LE101	10
Business Processes	BUS1LE102	12
Effective Communication in Organisations	COM1LE101	5
Professional Writing Skills	ENG1LE101	6
Finnish Language Proficiency	FIN1LE101	3
Communicating in Finnish Business Environment 1	FIN1LE102	3
Basic Business Swedish 1	SWE1LE101	3
Basic Business Swedish 2	SWE1LE102	3
Office Applications	TOO1LE101	6
Elective core studies		
Chinese Business Communication 1	CHI4LE101	3
Chinese Business Communication 2	CHI4LE102	3
French Business Communication 1	FRE4LE101	3
French Business Communication 2	FRE4LE102	3
German Business Communication 1	GER4LE101	3
German Business Communication 2	GER4LE102	3
Russian Business Communication 1	RUS4LE101	3
Russian Business Communication 2	RUS4LE102	3

Spanish Business Communication 1	SPA4LE101	3
Spanish Business Communication 2	SPA4LE102	3

Professional Studies

Compulsory professional studies

Business Planning	BUS2LE101	6
Communicating with Impact	COM2LE101	6
International Business Documents	ENG2LE101	3
English for Specific Purposes	ENG2LE105	6
Spoken Communication in Finnish	FIN2LE101	3
Communicating in Finnish Business Environment 2	FIN2LE102	3
Strategy in Business	LEA2LE101	3
Introduction to Thesis and Methods 1	MET2LE101	2
Introduction to Thesis and Methods 2	MET2LE102	1
Assistant as Service Designer 1	SER2LE101	3
Assistant as Service Designer 2	SER2LE102	9
Assistant as Service Designer 3	SER2LE103	5
Study and Career Planning	SER2LE110	2
ICT Applications for Business	TOO2LE101	6

Elective professional studies

Chinese Business Communication 3	CHI4LE103	3
Chinese Business Communication 4	CHI4LE104	3
Chinese Business Environment	CHI4LE105	4
Chinese Language Project	CHI4LE106	3

Measuring and Evaluating Communication Effectiveness	COM4LE101	3
Creating Visual Corporate Messages	COM4LE102	3
Creative Solutions in Marketing and Communications	COM4LE103	6
English Language Project	ENG4LE106	3
French Business Communication 3	FRE4LE103	3
French Business Communication 4	FRE4LE104	3
French Business Environment	FRE4LE105	4
French Language Project	FRE4LE106	3
German Business Communication 3	GER4LE103	3
German Business Communication 4	GER4LE104	3
German Business Environment	GER4LE105	4
German Language Project	GER4LE106	3
HR Management	LEA4LE101	3
HR Practices	LEA4LE102	3
HRM Project	LEA4LE103	6
Customer Orientation and Service	MAR4LE102	3
Marketing and Networks	MAR4LE101	3
Creative Solutions in Marketing and Communications	MAR4LE103	6
Russian Business Communication 3	RUS4LE103	3
Russian Business Communication 4	RUS4LE104	3
Russian Business Environment	RUS4LE105	4
Russian Language Project	RUS4LE106	3
International Conferences and Congresses	SER4LE101	3
Meeting Design	SER4LE102	3
Events Management	SER4LE103	6

Spanish Business Communication 3	SPA4LE103	3
Spanish Business Communication 4	SPA4LE104	3
Latin American Business Environment	SPA4LE105	4
Spanish Language Project	SPA4LE106	3
Swedish Business Communication 1	SWE4LE101	3
Swedish Business Communication 2	SWE4LE102	3
Nordic Business Environment	SWE4LE105	4
Swedish Language Project	SWE4LE106	3
Developing Entrepreneurial Mindset	WOR8HH010	3
Idea contest/ Boot Camp	WOR8HH012/ WOR8HH004	3

Free-choice Studies

Work-based Project	BUS8LE001	1-6
Basic Chinese 1	CHI8LE002	3
Chinese for Beginners	CHI8LE004	6
Intermediate Chinese	CHI8LE005	3
Contemporary Finnish Literature	FIN8LE001	3
Cultural Portfolio of German-speaking Europe	GER8LE070	3
German for Beginners 1	GER8LE080	6
German for Beginners 2	GER8LE030	3
Learning to Write a Better Thesis	MET8LE001	1
Cyrillic Word - processing and transliteration	RUS8LE037	3
Russian Linguistic Correctness	RUS8LE011	3
Self-assessment of the Learning Environment in Management Assistant Education	INS8LE101	1

Work Placement

Work Placement	PLA6LE101	30
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Bachelor's Thesis

Bachelor's Thesis/ Entrepreneurship	THE7LE101	15
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Bachelor's Thesis/ Leadership and HR	THE7LE102	15
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Bachelor's Thesis/ Meetings Industry	THE7LE103	15
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Bachelor's Thesis/ Marketing, Sales and Service	THE7LE104	15
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Bachelor's Thesis/Organisational Communication	THE7LE105	15
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Course list, foreign students

[Course list for students who have started their studies before autumn 2014 > >](#)

The information below applies to the students who start their studies in autumn 2014 or after.

Degree Programme for Multilingual Management Assistants	Code	ECTS
Core studies		
Compulsory core studies		
Business Environment and the Assistant's Work	BUS1LE101	10
Business Processes	BUS1LE102	12
Effective Communication in Organisations	COM1LE101	5
Professional Writing Skills	ENG1LE101	6
Finnish for Beginners 1	FIN1LE103	6
Finnish for Beginners 2	FIN1LE104	6
Office Applications	TOO1LE101	6
Elective core studies		
Chinese Business Communication 1	CHI4LE101	3
Chinese Business Communication 2	CHI4LE102	3
French Business Communication 1	FRE4LE101	3
French Business Communication 2	FRE4LE102	3
German Business Communication 1	GER4LE101	3
German Business Communication 2	GER4LE102	3
Russian Business Communication 1	RUS4LE101	3
Russian Business Communication 2	RUS4LE102	3
Spanish Business Communication 1	SPA4LE101	3
Spanish Business Communication 2	SPA4LE102	3

Professional Studies

Compulsory professional studies

Business Planning	BUS2LE101	6
Communicating with Impact	COM2LE101	6
International Business Documents	ENG2LE101	3
English for Specific Purposes	ENG2LE105	6
Finnish for Working Life 1	FIN2LE030	3
Finnish for Working Life 2	FIN2LE031	3
Business Finnish for International Students	FIN2LE110	4
Strategy in Business	LEA2LE101	3
Introduction to Thesis and Methods 1	MET2LE101	2
Introduction to Thesis and Methods 2	MET2LE102	1
Assistant as Service Designer 1	SER2LE101	3
Assistant as Service Designer 2	SER2LE102	9
Assistant as Service Designer 3	SER2LE103	5
Study and Career Planning	SER2LE110	2
ICT Applications for Business	TOO2LE101	6

Elective professional studies

Chinese Business Communication 3	CHI4LE103	3
Chinese Business Communication 4	CHI4LE104	3
Chinese Business Environment	CHI4LE105	4
Chinese Language Project	CHI4LE106	3
Measuring and Evaluating Communication Effectiveness	COM4LE101	3

Creating Visual Corporate Messages	COM4LE102	3
Creative Solutions in Marketing and Communications	COM4LE103	6
English Language Project	ENG4LE106	3
French Business Communication 3	FRE4LE103	3
French Business Communication 4	FRE4LE104	3
French Business Environment	FRE4LE105	4
French Language Project	FRE4LE106	3
German Business Communication 3	GER4LE103	3
German Business Communication 4	GER4LE104	3
German Business Environment	GER4LE105	4
German Language Project	GER4LE106	3
HR Management	LEA4LE101	3
HR Practices	LEA4LE102	3
HRM Project	LEA4LE103	6
Customer Orientation and Service	MAR4LE102	3
Marketing and Networks	MAR4LE101	3
Creative Solutions in Marketing and Communications	MAR4LE103	6
Russian Business Communication 3	RUS4LE103	3
Russian Business Communication 4	RUS4LE104	3
Russian Business Environment	RUS4LE105	4
Russian Language Project	RUS4LE106	3
International Conferences and Congresses	SER4LE101	3
Meeting Design	SER4LE102	3
Events Management	SER4LE103	6
Spanish Business Communication 3	SPA4LE103	3

Spanish Business Communication 4	SPA4LE104	3
Latin American Business Environment	SPA4LE105	4
Spanish Language Project	SPA4LE106	3
Developing Entrepreneurial Mindset	WOR8HH010	3
Idea contest / Boot Camp	WOR8HH012/ WOR8HH004	3

Free-choice Studies

Work-based Project	BUS8LE001	1-6
Basic Chinese 1	CHI8LE002	3
Chinese for Beginners	CHI8LE004	6
Intermediate Chinese	CHI8LE005	3
Contemporary Finnish Literature	FIN8LE001	3
Cultural Portfolio of German-speaking Europe	GER8LE070	3
German for Beginners 1	GER8LE080	6
German for Beginners 2	GER8LE030	3
Learning to Write a Better Thesis	MET8LE001	1
Cyrillic Word - processing and transliteration	RUS8LE037	3
Russian Linguistic Correctness	RUS8LE011	3
Self-assessment of the Learning Environment in Management Assistant Education	INS8LE101	1

Work Placement

Work Placement	PLA6LE101	30
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Bachelor's Thesis

Bachelor's Thesis/ Entrepreneurship	THE7LE101	15
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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

Language Studies

[Language studies for students who have started their studies before autumn 2014 > >](#)

The information below applies to the students who start their studies in autumn 2014 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 9 credit points elementary studies, 16 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 6 credit points, and professional studies for 10 credit points.

Additionally, the student has to complete a language project (3 credit points) in either English or in one of her/his elective languages.

All Finnish students in the degree programme must complete 12 credit points of studies in Finnish. Foreign students must complete 22 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.

Language proficiency objectives

The foreign language proficiency objectives are that students:

- are able to communicate orally as required in business life and culture (e.g. telephone language and corporate presentations)
- are able to communicate fluently in writing in demanding professional contexts (e.g. meeting documents, PR letters and other corporate communications)
- have acquired solid presentation skills and are aware of non-verbal communications.

Starting Levels and Proficiency Objectives

The study of English is started at level B2 of the common European framework (see Common European Framework of Reference for Languages: Learning, Teaching, Assessment, 2001). The study of Swedish is started at level B1. The core studies in Chinese, French, German, Russian and Spanish, are started at level A2.

The student who has studied the language (Chinese, French, German, Spanish, Russian) in upper secondary school/high school or who has reached equivalent skills in it starts the studies at the core level.

The objective for English is level C1. and Swedish is level C1 of the common European framework. The objective for French, German, Russian and Spanish studies is level B2 in the common European framework. The objective for Chinese is level B1.

Foreign students start their Finnish studies at elementary level. The objective for Finnish studies is level B2.

The European language learning, teaching and evaluation general framework is used when determining both the starting and target levels for language studies in the DP for Multilingual Management Assistants. These two levels for students beginning their basic-level language studies are as follows:

	Starting level	Target level
Chinese	A1	B1
English	B2	C1
French	A2	B2
German	A2	B2

Russian	A2	B2
Spanish	A2	B2
Swedish	B1	C1

Elementary Studies

Students can begin their language studies by choosing a beginners course in one of the compulsory languages. Introductory courses are offered 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 semester. It is recommended that the intermediate level is taken during the second semester, at the same time that the student begins his or her studies in Business Communication 1 course in the chosen language.

The elementary English or Swedish courses are not offered in the DP for Multilingual Management Assistants.

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 (16/19)

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 6 credit points of core studies in Swedish, Basic Business Swedish 1 (SWE1LE101) and Basic Business Swedish 2 (SWE1LE102). These courses cover 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.

Students who have completed their secondary school in Swedish do not need to take Swedish up to 6 credit points if they intend to write their maturity test in Swedish and apply for this right from the Degree Programme Director. Students who speak Swedish as their mother tongue can choose Swedish as one of their compulsory languages. In such a case, however, they must complete their Swedish studies according to the programme for native Swedish speakers (see below).

Students who speak Chinese, English, French, German, Russian, Spanish or Swedish as their mother tongue follow the language curricula given below.

Students who speak Chinese as their mother tongue	ECTS	Code
Advanced Business Chinese	3	CHI4LE007
Chinese Business Culture	3	CHI4LE004
Chinese Language Project	3	CHI4LE106
Economic Life of the Chinese-speaking Areas	4	CHI4LE120

International Business Chinese	3	CHI4LE006
Total	16	

Students who speak English as their mother tongue

English Corporate Communication	3	ENG8LE110
English for Specific Purposes	6	ENG2LE105
English Language Project	3	ENG4LE106
International Business Documents	3	ENG2LE101
Portfolio of Finnish Culture in English	3	ENG8LE120
Total	18 cr	

Students who speak French as their mother tongue

French Business Communication 2	3	FRE4LE102
French Business Communication 3	3	FRE4LE103
French Business Communication 4	3	FRE4LE104
Finland and the Nordic Countries	4	FRE8LE105
French Language Project	3	FRE4LE106
Total	16 cr	

Students who speak German as their mother tongue

German Business Communication 3	3	GER4LE103
German Business Communication 4	3	GER4LE104
German Business Environment	4	GER4LE105
German Language Project	3	GER4LE106
Portfolio of Finnish Culture in German	3	GER8LE107
Total	16 cr	

Students who speak Russian as their mother tongue

Cyrillic Word-processing	3	RUS8LE110
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Russian Business Communication 4	3	RUS4LE104
Russian in Business	4	RUS8LE111
Russian Language Project	3	RUS4LE106
Russian Linguistic Correctness	3	RUS8LE011
Total	16 cr	

Students who speak Spanish as their mother tongue

Spanish Business Communication 3	3	SPA4LE103
Spanish Business Communication 4	3	SPA4LE104
Latin American Business Environment	4	SPA4LE105
Portfolio of Finnish Culture in Spanish	3	SPA8LE107
Spanish Language Project	3	SPA4LE106
Total	16 cr	

Students who speak Swedish as their mother tongue

Nordic Business Environment	4	SWE4LE105
Nordisk Handel	6	IBU8LS005
Swedish Business Communication 2	3	SWE4LE102
Swedish Language Project	3	SWE4LE106
Total	16 cr	

*** If a language project is included in the native language speaker's curricula, the student has to complete a language project also in another language.**

Recommended Study Schedule, Finnish students

[Recommended study schedule for students who have started their studies before autumn 2014 > >](#)

The information below applies to the students who start their studies in autumn 2014 or after.

Degree Programme for Multilingual Management Assistants	Course code	ECTS
1st Semester "Learn and work in a new environment"		30
Introduction to the Assistant's Work		
Business Environment and the Assistant's Work	BUS1LE101	10
Office Applications	TOO1LE101	6
Communication in Business		
Effective Communication in Organisations	COM1LE101	5
Finnish Language Proficiency	FIN1LE101	3
<i>Two of the following languages (à 3 cr x 2):</i>		(6)
Basic Business Swedish 1	SWE1LE101	3
Chinese Business Communication 1	CHI4LE101	3
French Business Communication 1	FRE4LE101	3
German Business Communication 1	GER4LE101	3
Russian Business Communication 1	RUS4LE101	3
Spanish Business Communication 1	SPA4LE101	3
2nd Semester "Put it all into practice"		30
Management Assistant in Business		
Business Processes	BUS1LE102	12
Assistant as Service Designer 1	SER2LE101	3
Assistant & Networks		
Professional Writing Skills	ENG1LE101	6
Communicating in Finnish Business Environment 1	FIN1LE102	3
<i>Two of the following languages (à 3 cr x 2):</i>		(6)
Basic Business Swedish 2	SWE1LE102	3
Chinese Business Communication 2	CHI4LE102	3
French Business Communication 2	FRE4LE102	3
German Business Communication 2	GER4LE102	3
Russian Business Communication 2	RUS4LE102	3
Spanish Business Communication 2	SPA4LE102	3
3rd Semester "Put it all into practice"		30
Assistant as an Active Team Member		
Business Planning	BUS2LE101	6
Assistant as Service Designer 2	SER2LE102	9
Face-to-face and Online Interaction		
Communicating with Impact	COM2LE101	6
Spoken Communication in Finnish	FIN2LE101	3
<i>Two of the following languages (à 3 cr x 2):</i>		(6)
Chinese Business Communication 3	CHI4LE103	3
French Business Communication 3	FRE4LE103	3
German Business Communication 3	GER4LE103	3
Russian Business Communication 3	RUS4LE103	3
Spanish Business Communication 3	SPA4LE103	3
Swedish Business Communication 1	SWE4LE101	3

4th Semester "Work together"		30
Towards Specialist Roles		
<i>One course from the following specialization areas:</i>		(3)
Entrepreneurship		
Developing Entrepreneurial Mindset	WOR8HH010	3
Idea contest/ Boot Camp	WOR8HH012/ WOR8HH004	3
Optional course from Marketing, Sales, and Service		3
Optional course supporting entrepreneurship (to be agreed separately)		3
Leadership and HR		
HR Management	LEA4LE101	3
Marketing, Sales, and Service		
Marketing and Networks	MAR4LE101	3
Meetings Industry		
International Conferences and Congresses	SER4LE101	3
Organisational Communication		
Measuring and Evaluating Communication Effectiveness	COM4LE101	3
Introduction to Thesis and Methods 1	MET2LE101	2
Assistant as Organiser and Coordinator		
Assistant as Service Designer 3	SER2LE103	5
ICT Applications for Business	TOO2LE101	6
Study and Career Planning	SER2LE110	2
International Business Communication		
International Business Documents	ENG2LE101	3
Communicating in Finnish Business Environment 2	FIN2LE102	3
<i>Two of the following languages (à 3 cr x 2):</i>		(6)
Chinese Business Communication 4	CHI4LE104	3
French Business Communication 4	FRE4LE104	3
German Business Communication 4	GER4LE104	3
Russian Business Communication 4	RUS4LE104	3
Spanish Business Communication 4	SPA4LE104	3
Swedish Business Communication 2	SWE4LE102	3
5th Semester "Work together"		30
Work placement	PLA6LE101	30
6th Semester "Evaluate and Develop"		30
Towards Specialist Roles		
<i>One course (two from the Entrepreneurship path) from the following specialization areas:</i>		(6)
Entrepreneurship (à 3 cr)		
Developing Entrepreneurial Mindset	WOR8HH010	3
Idea contest/ Boot Camp	WOR8HH012/ WOR8HH004	3
Optional course from Marketing, Sales, and Service		
Optional course supporting entrepreneurship (to be agreed separately)		
Leadership and HR		
HRM Project	LEA4LE103	6
Meetings Industry		
Events Management	SER4LE103	6
Marketing, Sales, and Service		
Creative Solutions in Marketing and Communications	MAR4LE103	6
Organisational Communication		
Creative Solutions in Marketing and Communications	COM4LE103	6

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
Introduction to Thesis and Methods 2	MET2LE102	1
International Business Environment		(8)
<i>Two of the following languages (à 4 cr x 2):</i>		
Chinese Business Environment	CHI4LE105	4
French Business Environment	FRE4LE105	4
German Business Environment	GER4LE105	4
Latin American Business Environment	SPA4LE105	4
Nordic Business Environment	SWE4LE105	4
Russian Business Environment	RUS4LE105	4
7th Semester "Evaluate and Develop"		30
Towards Specialist Roles		
Strategy in Business	LEA2LE101	3
<i>One course from the following specialization areas:</i>		(3)
Entrepreneurship		
Developing Entrepreneurial Mindset	WOR8HH010	3
Idea contest/ Boot Camp	WOR8HH012/ WOR8HH004	3
Optional course from Marketing, Sales, and Service		3
Optional course supporting entrepreneurship (to be agreed separately)		3
Leadership and HR		
HR Practices	LEA4LE102	3
Marketing, Sales, and Service		
Customer Orientation and Service	MAR4LE102	3
Meetings Industry		
Meeting Design	SER4LE102	3
Organisational Communication		
Creating Visual Corporate Messages	COM4LE102	3
International Business Environment		
English for Specific Purposes	ENG2LE105	6
<i>One of the following languages:</i>		(3)
Chinese Language Project	CHI4LE106	3
English Language Project	ENG4LE106	3
French Language Project	FRE4LE106	3
German Language Project	GER4LE106	3
Russian Language Project	RUS4LE106	3
Spanish Language Project	SPA4LE106	3
Swedish Language Project	SWE4LE106	3
Free-choice studies		15
Total		210

Recommended Study Schedule, foreign students

[Recommended study schedule for students who have started their studies before autumn 2014 >>](#)

The information below applies to the students who start their studies in autumn 2014 or after.

Degree Programme for Multilingual Management Assistants	Course code	ECTS
1st Semester "Learn and work in a new environment"		30
Introduction to the Assistant's Work		
Business Environment and the Assistant's Work	BUS1LE101	10
Office Applications	TOO1LE101	6
Communication in Business		
Effective Communication in Organisations	COM1LE101	5
Finnish for Beginners 1	FIN1LE103	6
<i>One of the following languages:</i>		
Chinese Business Communication 1	CHI4LE101	3
French Business Communication 1	FRE4LE101	3
German Business Communication 1	GER4LE101	3
Russian Business Communication 1	RUS4LE101	3
Spanish Business Communication 1	SPA4LE101	3
2nd Semester "Put it all into practice"		30
Management Assistant in Business		
Business Processes	BUS1LE102	12
Assistant as Service Designer 1	SER2LE101	3
Assistant & Networks		
Professional Writing Skills	ENG1LE101	6
Finnish for Beginners 2	FIN1LE104	6
<i>One of the following languages:</i>		
Chinese Business Communication 2	CHI4LE102	3
French Business Communication 2	FRE4LE102	3
German Business Communication 2	GER4LE102	3
Russian Business Communication 2	RUS4LE102	3
Spanish Business Communication 2	SPA4LE102	3
3rd Semester "Put it all into practice"		30
Assistant as an Active Team Member		
Business Planning	BUS2LE101	6
Assistant as Service Designer 2	SER2LE102	9
Face-to-face and Online Interaction		
Communicating with Impact	COM2LE101	6
Finnish for Working Life 1	FIN2LE030	3
<i>One of the following languages:</i>		
Chinese Business Communication 3	CHI4LE103	3
French Business Communication 3	FRE4LE103	3
German Business Communication 3	GER4LE103	3
Russian Business Communication 3	RUS4LE103	3
Spanish Business Communication 3	SPA4LE103	3
Free-choice Studies		3
4th Semester "Work together"		30
Towards Specialist Roles		

<i>One course from the following specialization areas:</i>		(3)
Entrepreneurship		
Developing Entrepreneurial Mindset	WOR8HH010	3
Idea contest/ Boot Camp	WOR8HH012/ WOR8HH004	3
Optional course from Marketing, Sales, and Service		3
Optional course supporting entrepreneurship (to be agreed separately)		3
Leadership and HR		
HR Management	LEA4LE101	3
Marketing, Sales, and Service		
Marketing and Networks	MAR4LE101	3
Meetings Industry		
International Conferences and Congresses	SER4LE101	3
Organisational Communication		
Measuring and Evaluating Communication Effectiveness	COM4LE101	3
Introduction to Thesis and Methods 1	MET2LE101	2
Assistant as Organiser and Coordinator		
Assistant as Service Designer 3	SER2LE103	5
ICT Applications for Business	TOO2LE101	6
Study and Career Planning	SER2LE110	2
International Business Communication		
International Business Documents	ENG2LE101	3
Finnish for Working Life 2	FIN2LE031	3
<i>One of the following languages:</i>		
Chinese Business Communication 4	CHI4LE104	3
French Business Communication 4	FRE4LE104	3
German Business Communication 4	GER4LE104	3
Russian Business Communication 4	RUS4LE104	3
Spanish Business Communication 4	SPA4LE104	3
Free-choice Studies		3
5th Semester "Work together"		30
Work placement	PLA6LE101	30
6th Semester "Evaluate and Develop"		30
Towards Specialist Roles		
<i>One course (two from the Entrepreneurship path) from the following specialization areas:</i>		(6)
Entrepreneurship (à 3 cr)		
Developing Entrepreneurial Mindset	WOR8HH010	3
Idea contest/ Boot Camp	WOR8HH012/ WOR8HH004	3
Optional course from Marketing, Sales, and Service		
Optional course supporting entrepreneurship (to be agreed separately)		
Leadership and HR		
HRM Project	LEA4LE103	6
Meetings Industry		
Events Management	SER4LE103	6
Marketing, Sales, and Service		
Creative Solutions in Marketing and Communications	MAR4LE103	6
Organisational Communication		
Creative Solutions in Marketing and Communications	COM4LE103	6
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
Introduction to Thesis and Methods 2	MET2LE102	1
International Business Environment		
Business Finnish for International Students	FIN2LE110	4
<i>One of the following languages:</i>		
Chinese Business Environment	CHI4LE105	4
French Business Environment	FRE4LE105	4
German Business Environment	GER4LE105	4
Latin American Business Environment	SPA4LE105	4
Russian Business Environment	RUS4LE105	4
7th Semester "Evaluate and Develop"		30
Towards Specialist Roles		
Strategy in Business	LEA2LE101	3
<i>One course from the following specialization areas:</i>		(3)
Entrepreneurship		
Developing Entrepreneurial Mindset	WOR8HH010	3
Idea contest/ Boot Camp	WOR8HH012/ WOR8HH004	3
Optional course from Marketing, Sales, and Service		3
Optional course supporting entrepreneurship (to be agreed separately)		3
Leadership and HR		
HR Practices	LEA4LE102	3
Marketing, Sales, and Service		
Customer Orientation and Service	MAR4LE102	3
Meetings Industry		
Meeting Design	SER4LE102	3
Organisational Communication		
Creating Visual Corporate Messages	COM4LE102	3
International Business Environment		
English for Specific Purposes	ENG2LE105	6
<i>One of the following languages:</i>		
Chinese Language Project	CHI4LE106	3
English Language Project	ENG4LE106	3
French Language Project	FRE4LE106	3
German Language Project	GER4LE106	3
Russian Language Project	RUS4LE106	3
Spanish Language Project	SPA4LE106	3
Swedish Language Project	SWE4LE106	3
Free-choice studies		15
Total		210

Structure, Content and Extent of the Degree Programme

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

The information below applies to the students who start their studies in autumn 2014 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	57*
Compulsory core studies	45
Elective language studies (2 languages à 6 cr)*	12*
Professional studies	93
Compulsory professional studies	58
Elective language studies (2 languages à 10 op + 3 cr language project)	23
Specialised professional studies	12
Free-choice studies	15*
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 1 & 2, 6 cr) are included in his/her free-choice studies, ie the number of free-choice credits is 9.

Degree Programme for Multilingual Management Assistants, Foreign students**	ECTS
Core studies	57
Compulsory core studies	51
Elective language studies (1 language)	6
Professional studies	87
Compulsory professional studies	62

Elective language studies (1 language à 10 op + 3 cr language project)	13
Specialised professional studies	12
Free-choice studies	21
Work Placement	30
Bachelor's thesis	15
Total	210

** Finnish is compulsory for all foreign students and they will include 22 cr of Finnish in their studies. The student's Finnish skills will be tested.

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Student's Professional Development

[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 2014 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 12 credit points so that the student completes

- a. all 12 credit points from the chosen specialisation area
- b. 9 credit points from the chosen specialisation area and 3 credit points from some other specialisation area the programme offers

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
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Compulsory Studies

Developing Entrepreneurial Mindset	3	WOR8HH010	4/ 7
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Idea contest/ Bootcamp	3	WOR8HH012/ WOR8HH004	4/ 7
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Elective Studies

Optional course from Marketing, Sales, and Service

Optional course supporting entrepreneurship (to be agreed separately)

Work Placement

Assignments in Entrepreneurship	30	PLA6LE003	5
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Bachelor's Thesis

Bachelor's Thesis in Entrepreneurship	15	THE7LE101	6
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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
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Compulsory Studies

HRM Project	6	LEA4LE103	6
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Elective Studies

HR Management	3	LEA4LE101	4/ 7
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HR Practices	3	LEA4LE102	4/ 7
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Work Placement

Assignments in Leadership and HR	30	PLA6LE003	5
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Bachelor's Thesis

Bachelor's Thesis in Leadership and HR	15	THE7LE102	6
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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 broaden their expertise in marketing, sales and service by taking the following elective, advanced studies in marketing: Creative Solutions in Marketing and Communications (6 ECTS) and Marketing and Networks (3 ECTS) and/or Customer Orientation and Service (3 ECTS). These courses are taught every other semester in English every other in Finnish. 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
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Compulsory Studies

Creative Solutions in Marketing and Communications	6	MAR4LE103	6
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Elective Studies

Customer Orientation and Service	3	MAR4LE102	4/ 7
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Marketing and Networks	3	MAR4LE101	4/ 7
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Work Placement

Assignments in Marketing, Sales and Service	30	PLA6LE003	5
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Bachelor's Thesis

Bachelor's Thesis in Marketing, Sales and Service	15	THE7LE104	6
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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
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Compulsory Studies

Events Management	6	SER4LE103	6
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Elective Studies

International Conferences and Congresses	3	SER4LE101	4/ 7
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Meeting Design	3	SER4LE102	4/ 7
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Work Placement

Assignments in Meetings Industry	30	PLA6LE003	5
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Bachelor's Thesis

Bachelor's Thesis in Meetings Industry

15

TTHE7LE104

6

Organisational Communication

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

- understands how effective communication can make the difference between success and failure in organizations and products services and brands
- is familiar with the various contexts in which organisational communication takes place: between individuals, within and between organizations and between the government and / non-governmental organisations and the general public.
- acquires and is able to apply organisational communication theory, competence and skills to support businesses and operations
- is able to evaluate and plan communications
- possesses skills and competences in the various areas of communication including organisational communication, internal communication, marketing communications, visual communication and social media

Organisational Communication	ECTS	Code	Semester
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Compulsory Studies

Creative Solutions in Marketing and Communications	6	COM4LE103	6
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Elective Studies

Measuring and Evaluating Communication Effectiveness	3	COM4LE101	4/ 7
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Creating Visual Corporate Messages	3	COM4LE102	4/ 7
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Work Placement

Assignments in Organisational Communication	30	PLA6LE003	5
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Bachelor's Thesis

Bachelor's Thesis in Organisational Communication	15	TTHE7LE104	6
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