

Degree Programme in International Business, Helsinki Pasila Campus, Day Education

Curriculum

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Degree Programme in International Business in a Nutshell

Name of qualification:	Bachelor of Business Administration (BBA) and the Finnish title of tradenomi
Level of qualification:	Bachelor's degree
ECTS credits:	210 ECTS credits
Official length of programme:	3.5 years
Mode of study	Full-time day programme
Assessment:	<ul style="list-style-type: none">• See Degree Regulations >>
Programme requirements:	General eligibility for higher education in Finland; Language skills as required in the joint application system to degree programmes conducted in English
General procedure for the accreditation of prior learning:	See HAAGA-HELIA general rules for the accreditation of prior learning
Admissions requirements:	Act of Polytechnics 9.5.2003/351 20§ <ul style="list-style-type: none">• See admission criteria- spring 2014
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

Why to Choose HAAGA-HELIA BBA in International Business, Helsinki Pasila?

Your aim is to

- have a strong professional orientation to global business-to-business services.
- acquire the variety of competences needed by a value creator, networker, project manager and sustainable developer in global business.
- be an expert in one of the key fields in global business such as in customer relationship management and communication, financial management, supply chain management or human resource management.

- study in a truly multicultural environment in English.
- develop yourself as a person and professional.
- to improve and strengthen your professional knowledge and skills by full-time studying.

Key learning outcomes of the Degree Programme

HAAGA-HELIA International Business graduates are highly competitive knowledge workers in the global labour markets. Graduates have the skills and broad-based know-how needed in global professional business-to-business services-focused projects and operations. They understand interactions between international economics and business environments and anticipate future trends and cope proactively with the volatility of global business environment. Graduates create value through proactive networking in international contexts. In addition, they manage and lead multinational projects using effective teamwork, time management, communications and negotiation skills. Acting in a socially responsible and ethical way is natural for their working.

As a result of the studies, the HAAGA-HELIA International Business graduates' identity leans on four professional roles: a value creator to the organisation they work for, global networker, project team member and manager and sustainable developer with the specified competences. See also table 1.

Table1. Competence Profile of HAAGA-HELIA International Business Graduates

KEY ROLES	GENERIC COMPETENCES of UNIVERSITY OF APPLIED SCIENCE GRADUATES	GENERIC COMPETENCES of HAAGA-HELIA INTERNATIONAL BUSINESS GRADUATES	SUBJECT SPECIFIC COMPETENCES of HAAGA-HELIA INTERNATIONAL BUSINESS GRADUATES
VALUE CREATOR IN GLOBAL BUSINESS	Ability to learn	Service, sales and entrepreneurial attitude	Understanding of the big picture of the global economics and business environment
	Ability to solve problems and find new solutions	Risk awareness	Knowledge on the legal regulations for international and global business
	Ability to reflect one's own strengths and development areas	Profit orientation	Skills to plan and effectively implement activities in the area of specialization in global markets (global customer relationship management, supply chain management, financial management, HRM management – as chosen by the student)
	Willingness to accept feedback and use it for development purposes	Cost awareness	
	Ability to manage and lead oneself	Holistic thinking	

		Analytical skills	
		Research and development skills	
PROJECT TEAM MEMBER AND MANAGER IN GLOBAL BUSINESS ENVIRONMENT	ICT-skills	Effective multi-cultural team working skills in various roles	Ability to plan, organize and carry out multicultural projects
	Report writing skills	Team leading skills	Ability to act and collaborate as community member
	Presentation skills	Conflict and time management skills	
GLOBAL NETWORKER	Ability to compromise	Intercultural sensitivity	Communication skills in several languages
	Respect for others	Collaboration skills	Effective negotiating skills
		Community building skills	
SUSTAINABLE DEVELOPER	Ethical orientation	Systemic thinking	Knowledge on sustainable business potential
	Social awareness	Ethical thinking	
		Acting in a socially responsible way	

Professional growth

In order to succeed in the complex international and global business environment, it is vital for the students to acquire not only business and personal literacy, but also social and cultural literacy. All these four components form an integrated foundation for the curriculum.

Students' professional growth path is supported by the annual themes. The aim is to take the students from the orientation stage step by step towards their individually chosen specialisation studies.

The professional growth and awareness of continuously developing professional identity are essential factors in motivation to study and later on in success in business. The aim of the academic advising process is to help the students understand the steps in the professional growth path. The themes of the annual based performance discussions follow the core themes in the annual studies.

Annual themes

The annual themes in the DP in International Business curriculum are:

Year 1: My Orientation to Global Business Basics

Year 2: My Exploration for Global Business Opportunities

Year 3: My Specialisation in Global Business

Year 4: My Contribution to Global Business

Annual and semester based projects are used to integrate and prove skills and knowledge learned.

Table 2. Annual Themes in HAAGA-HELIA International Business Curriculum

1st YEAR My Orientation to Global Business Basics	2nd YEAR My Exploration for Global Business Opportunities	3rd YEAR My Specialisation in Global Business	4th YEAR My Contribution to Global Business
Key Product: Business Plan	Key Product: Internationalisation Plan/ Collaborative Project with the Local Community	Key Product: High Performance Company	Key Product: Bachelor's Thesis
Semester 1: Orientation to Learning and International Business	Semester 3: Global Business-to-Business Services Know-how	Semester 5: Networking for Special Professional Competencies	Semester 7: Creating Value through Bachelor's Thesis
Semester 2: Establishing a Business with an International Dimension	Semester 4: Sustainability and Ethical Thinking in Business	Semester 6: Networking with Global Business	

Curriculum

The curriculum consists of five main parts:

- Basic studies (60 credit points)
- Professional studies (90 credit points)
- Free-choice studies (15 credit points)
- Work placement (30 credit points)
- Thesis (15 credit points).

The professional studies are divided into two main sub-parts: Joint studies including language studies for all students and specialisation studies as chosen by the students.

The studies are largely structured by modules and integrated courses. The aim of the modules is to link separate courses into bigger entities. The integration of various academic course themes into one course provides better opportunities to approach complex global business issues from a holistic perspective.

The target time for completing the degree is seven semesters (3.5 years) for the full-time day students.

It is possible that some courses are delivered jointly with the evening programme.

Structure, Content and Extent of the Degree Programme

The bachelor's degree consists of 210 credit points. According to the act for the polytechnic studies (i.e. university of applied sciences studies), the basic studies compulsory for all include studies of 60 credit points, professional studies 90, free-choice studies 15, work placement 30 and thesis 15 credit points. The structure of HAAGA-HELIA International Business programme is based on this framework. It ensures also graduation within the target time to the students.

DEGREE PROGRAMME STRUCTURE	
Basic Studies (compulsory for all students)	60 cr
Professional Studies	90 cr
42 cr joint studies for all students	
9 cr language studies as chosen from the language selection offered	
39 cr specialisation studies as chosen either from one specialisation or a combination of two specialisations given	
Free-choice Studies	15 cr
Work Placement	30 cr
Thesis	15 cr
TOTAL	210 cr

The studies include 27 credit points of communication and language studies. All students study 6 credit points Business English Communication. Foreign degree students have 12 credit points Finnish language studies as a compulsory part of their studies. Finnish degree students study 6 credit points Business Swedish. On the basis of the diagnostic Swedish language test, a separate brush-up course in Swedish is recommended before the Business Swedish course. In addition, all students choose a third language (9 credit points) either at an advanced or beginner's level among the selection of language studies.

On the basis of the results in the mathematics exam in the entrance examination or the diagnostic test in the beginning of the studies a separate pre-algebra course is offered to the students to ensure success in the business mathematics and statistical methodology studies.

Pedagogic Solutions

In the HAAGA-HELIA International Business Programme pedagogic solutions allow diversity. The aim is that the students learn to flexibly operate in various modes and environments.

The Problem Based Learning (PBL) and project-/job-based approaches are emphasised. The PBL offers a good platform for developing many of the meta skills. In the two first semesters PBL is the dominating approach. Especially in the specialisation studies project- and job-based learning are favoured.

Multicultural Learning

When studying in the HAAGA-HELIA International Business Programme students have several opportunities to include multicultural dimensions in their degree studies.

About one half of the students in the programme come outside Finland. They represent over 60 different nationalities. Annually more than 150 exchange students study in the programme. The large international student community at HAAGA-HELIA offers a natural daily platform for multicultural learning.

Learning of multicultural communication and business knowledge is based on the vast expertise of the HAAGA-HELIA teaching staff. The full-time lecturers represent several different nationalities. In addition, visiting guest lecturers from HAAGA-HELIA's international partner institutions give frequently lectures in the programme.

In the full-time day programme students with the Finnish educational background must include either an exchange study period or work placement abroad in their degree studies.

The wide network of international partner institutions all over the world helps all degree students find a suitable university for an exchange semester or two semester long double degree studies.

Course List and Recommended Study Schedule

The studies are largely structured by modules and integrated courses. Each course code is a link to a course description and each course is scheduled on a certain semester.

Full-time Day Degree Programme in International Business, Helsinki Pasila	Code	ECTS cr	Semester
Basic Studies		60	
LEALF1 Module: Working in an International Environment		15	
The Developing Professional	LEA1LF001	9	1
Professional Growth and Collaboration in Teams	LEA1LF001A	6	
Cross-Cultural Organisation	LEA1LF001B	3	
ICT Skills for Business 1	TOO1LF001	3	1
Business English	ENG1LF001	3	1
ECOLF1 Module: Introduction to Global Business		15	
Sustainable Global Environment	ECO1LF001	9	1
Principles of Economics	ECO1LF001A	3	
Introduction to Sustainability and Services	ECO1LF001B	3	
ICT Skills for Business 2	ECO1LF001C	3	
Business Swedish (for Finnish students)	SWE1LF001	6	1
Starting My Finnish Language Studies (for international students)	FIN1LF001	6	
BUSLF1 Module: Providing a Tool-kit for a New Business		15	
Developing Entrepreneurial Competences	BUS1LF001	12	2
Entrepreneurship and Law for a New Business	BUS1LF001A	2 2	
Customer Oriented Operation Planning 1 (Marketing)	BUS1LF001B	4	
Mathematics and Accounting for a New Business 1	BUS1LF001C	2 2	
Basic Communication in Finnish 1 (for international students)	FIN1LF002	3	2
Finnish Business Communication 1 (for Finnish students)	FIN1LF009	3	2

	BUSLF2 Module: A Business Plan with an International Dimension		15	
	Business Planning for a Start-up	BUS1LF002	12	2
	A Business Plan Workshop Entrepreneurship and Customer Oriented Operation Planning (Marketing) and Writing Academic Reports	BUS1LF002A	2 1 1	
	Customer Oriented Operation Planning 2 (Logistics)	BUS1LF002B	4	
	Mathematics and Accounting for a New Business 2	BUS1LF002C	2 2	
	Basic Communication in Finnish 2 (for International students)	FIN1LF003	3	2
	Finnish Business Communication 2 (for Finnish students)	FIN1LF010	3	2
	Professional Studies		90	
	Joint Professional Studies		51	
	IBULF1 Module: Assessing Global Economic and Legal Environment		9	
	Global Business Environment	IBU2LF001	6	3
	Part: International Economics and Finance	IBU2LF001A	3	
	Part: International Law	IBU2LF001B	3	
	Multicultural Business Communication in English	COM2LF001	3	3
	BUSLF3 Module: Managing Resources for Business		9	
	Ethical Sourcing	BUS2LF002	6	3
	Part: Principles of International Supply Chain Management	BUS2LF002A	3	
	Part: People as a Resource	BUS2LF002B	3	
	Business Negotiations and Contracts	LAW2LF001	3	3
	MARLF1 Module: Competing in Global Markets		9	
	Researching Target Markets	MAR2LF003	6	4
	Part: International Market Research	MAR2LF003A	4	
	Part: Statistical Methods	MAR2LF003B	2	
	Managerial Accounting	ACC2LF001	3	4
	IBULF2 Module: Going Global by Region		15	

	Entering Target Markets	IBU2LF004	6	4
	Part: Internationalisation and Operation Modes	IBU2LF004A	3	
	Part: Export/Import Procedures and Practicalities	IBU2LF004B	3	
	Target Economic Regions	IBU2LF005	9	4
	COMLF1 Language Studies		9	
	One of the languages below (6 cr + 3 cr)			
	French for Business Purposes	FRE2LF001	6	3
	French Business Communication	FRE2LF002	3	4
	German for Business Purposes	GER2LF001	6	3
	German Business Communication	GER2LF002	3	4
	Spanish for Business Purposes	SPA2LF001	6	3
	Spanish Business Communication	SPA2LF002	3	4
	Russian for Business Purposes	RUS2LF001	6	3
	Russian Business Communication	RUS2LF002	3	4
	Professional Studies		90	
	Professional Specialisation Studies		39	
	MARLF2 Global Customer Relationship Management and Communication		33	
	Innovation Management for Global Competitiveness	MAR3LF001	6	5
	Strategic Business-to-Business Relationship Management	MAR3LF002	6	5
	Business-to-Business Selling and Sales Management in Global Markets	MAR3LF003	3	6
	Creative Corporate and Marketing Communication	MAR3LF004	12	5
	Successful Event	MAR3LF005	6	5+6
	ACCLF1 Financial Management for Global Business		33	
	International Management Accounting	ACC3LF001	6	5
	International Financial Accounting	ACC3LF002	6	5
	International Trade and Finance	ACC3LF003	9	5

	Corporate Tax and Value Added Tax	ACC3LF004	3	6
	Consolidated Financial Statements	ACC3LF005	3	6
	Budget and Responsibility Accounting	ACC3LF006	6	6
	LOGLF1 Global Supply Chain Management		33	
	Managing Quality in Supply Chains	LOG3LF001	6	6
	Optimising Resources	LOG3LF002	6	5
	Sustainable Logistics and Supply Chain Strategies	LOG3LF003	6	5
	Purchasing Strategies	LOG3LF004	9	5
	Developing Performance in Supply Chains	LOG3LF005	6	6
	LEALF2 Human Resource Management for Global Business		33	
	Working with People: Stories and Theories	LEA3LF001	6	5
	Legal and Ethical Dimension in HRM	LEA3LF002	6	5
	Talent Dimension in HRM	LEA3LF003	6	6
	Collaborative Dimension in HRM	LEA3LF004	6	6
	Facilitating HRM Processes	LEA3LF005	6	5
	People as a Strategic Asset	LEA3LF006	3	6
	IBULF3 Joint Specialisation Studies			
	Strategic Views on Global Business	IBU2LF006	6	7
	Free-Choice Studies		15	1-7
	Language Studies			
	English for Academic Purposes	ENG8LF001	3	
	Finnish for Exchange Students 1	FIN8LF010	3	
	Finnish for Exchange Students 2	FIN8LF020	3	
	Finnish for Working Purposes 1	FIN8LF002	6	
	Finnish for Working Purposes 2	FIN8LF003	3	
	Finnish for Working Purposes 3	FIN8LF004	3	

	Practical Finnish at Work	FIN8LF001	3	
	French for Beginners 1	FRE8LF001	6	
	French for Beginners 2	FRE8LF002	3	
	German for Beginners 1	GER8LF001	6	
	German for Beginners 2	GER8LF002	3	
	Russian for Beginners 1	RUS8LF001	6	
	Russian for Beginners 2	RUS8LF002	3	
	Spanish for Beginners 1	SPA8LF001	6	
	Spanish for Beginners 2	SPA8LF002	3	
	Catch up Swedish	SWE8LF001	3	
	Swedish for Beginners 1	SWE8LF002	6	
	Swedish for Beginners 2	SWE8LF003	3	
	Swedish Culture and Society for Managers	SWE8LF004	3	
	Working for Nordic Businesses	SWE8LF005	3	
	Other Free-Choice Studies			
	Academic Writing	THE8LF001	3	1-7
	Becoming an Entrepreneur in Finland	BUS8LF001	6	3-7
	Catch up Business Mathematics	MAT8LF001	3	1
	Doing Business and Working in the Arab Countries	IBU8LF006	3	1-7
	Enterprise Resource Planning	LOG8LF001	3	3-7
	Future Planning Methods for Global Business	ECO8LF001	3	3-7
	Integrating Business and IT	TOO8LF002	3	4-7
	International Business Cases	IBU8LF001	3	3-7
	Marketing Yourself	SLF8LF001	3	1-7
	Project Management in Multicultural Environment	TOO8LF001	3	3-7
	Toolkit for Quantitative Surveys	MET8LF001	3	4-7

Towards Well-being	PHY8LF001	3	1-7
Work Placement		30	
Combination of Basic and Specialisation Work Placement Learning	PLA6LF001	30	
Basic Work Placement Learning (A)	PLA6LF002A	15	6 + summer
Specialisation Work Placement Learning (B)	PLA6LF002B	15	
Bachelor's Thesis		15	
Thesis Planning Workshop	THE7LF001		
Thesis Advising	THE7LF002		
Thesis Presentation Workshop	THE7LF003	15	6+7
Maturity Test	THE7LF004		
Bachelor's Thesis	THE7LF005		
TOTAL		210	

Personal Study Plan

The HAAGA-HELIA International Business students personalise their study paths through several ways. By choosing their own specialisation out of the four options students strengthen their global business knowledge and skills to the direction they prefer. The following four different specialisations offered are:

- Global Customer Relationship Management and Communication
- Financial Management for Global Business
- Global Supply Chain Management
- Human Resource Management for Global Business.

The aims of the specialisation studies are to deepen students' competencies in a certain area of global business and increase students' skills to recognise the key components of their chosen specialisation vital for a high performance company.

The scope of the specialisation studies is in total 39 credit points including Strategic Views on Global Business course, 6 cr.

The topic and process of the bachelor's thesis commissioned by a business organisation offer also excellent opportunities to build up own individual study path. In addition, the selection of free-choice and language studies are useful ways to acquire specific competences needed in global business.

Students' possible prior studies, if applicable to the HAAGA-HELIA International Business curriculum, are considered and credited when the personal study plans are made.

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Study Experiences, DP in International Business

International Business Students Write about Their Experiences

Jani Laisi, Autumn 2012



I started my studies at HAAGA-HELIA in August 2009 with 65 students from 28 different nationalities in the Degree Programme in International Business. From the very beginning, it was clear to me that financing will be the focus of my studies and my career. HAAGA-HELIA offered me a good opportunity to develop myself in this area and provided a good coverage of courses in financing, human resources management, marketing and logistics. There were also good opportunities to study languages.

The best things that the school offered me were a practical approach to learning and a multicultural learning environment, including great connections to schools around the world and exchange opportunities. Team work made me understand cultural differences and develop my communication skills, key factors in today's global business environment.

From the outset, I wanted to concentrate on financing courses. However, the importance of basic studies in a wider array of topics was revealed to me at the end of my studies when I started working full time in a financing related position. The studies provided an understanding of business as a whole and a good knowledge of my chosen specialization. This made it easier to start working in financing, although the learning process starts from very beginning in working life.

I saved my work placement period to the last summer of my studies, as I wanted to concentrate on my specialisation in financing and use the placement as a stepping stone into working life. I managed to acquire a job with Municipality Finance even before the work placement. Over the last eight months of my studies, I was employed full time and worked on my thesis.

The whole learning experience showed me that the better your school input is, the more you are able to get from HAAGA-HELIA. The school supports personal development and career opportunities. I learned many useful skills alongside business knowledge. I developed my interpersonal, communication, time management and team work skills. Along the way, there were many challenges, but they developed me even more. After 3.5 year of studies, I feel I am well prepared for working life and I know that I have sufficient skills to be able to continue forward in my career and studies.

Ekaterina Muygyanen, Autumn 2012



Looking back on the past three and half years of my studies at HAAGA-HELIA in the Degree Programme in International Business, I am surprised about how quickly time has passed. What is more important, it is surprising how many wonderful people I was lucky to meet. The schoolmates, lecturers, guest speakers and others shared with me so much as professionals and personalities that it must be compared to nothing less than a treasure that I will benefit from in my future work and private life after graduation.

Studies at HAAGA-HELIA were not only fun, even though a healthy sense of humour was an absolutely necessary attribute of the learning process and a great help in tough moments. During the studies, I have also personally experienced continuous self-development through teamwork and a project-oriented learning approach incorporated to the education process at HAAGA-HELIA. As graduation is approaching, I have realised that the time and effort invested in my studies are more than fully compensated in the form of new knowledge and skills, new interesting and useful contacts in my social network and new perspectives for the future. It was definitely worth it!

I would recommend that HAAGA-HELIA students enjoy every moment of their studies here, feel grateful for the challenges they may face, be open for the new experiences and always keep a positive attitude.

Laura Willgren, Autumn 2012



During my International Business studies at HAAGA-HELIA, I have majored in marketing. Unlike many others, I did not start my studies in Finland. I lived abroad for a number of years and my studies started in southern Germany back in 2008.

During the first two years of my business education, I studied International Business in Germany, where the focus was on leadership. When I first started there, I had no intention of switching universities, but life can take one to unexpected situations.

I loved my time in Germany, as it gave me multiple opportunities to meet people from around the globe and to work for a major global company. But in 2010, after almost 10 years abroad, I wanted to come back to Finland.

In August 2010, I started my studies at HAAGA-HELIA. Combining my previous studies in Germany and starting studies in Finland had some challenges. However, without a doubt, I am very glad that I started studying. At the beginning I felt that a lot of what was taught was more or less common knowledge. What I did not realize back then was that parts of it were so, but there were other factors I had no knowledge of and I learned them easily, as they were combined with ideas and processes learned before.

During my studies, I have grown as a person and become more considerate when working with other people. I am sure that this is so thanks to a lot of teamwork at school, even though there might have been times when I wished I could have worked on my own. I also have a good overview of international business as a whole, and this is due to the variety of courses during the studies. It might be that my personality is strong minded and determined, but after being a project leader of multiple team projects, I have learned how to adapt my skill set. By this I mean that I have been able to plan and accomplish the tasks at hand with people around the globe and learned a lot during the projects. I believe that understanding how the same things can be viewed from different angles is a huge advantage for anyone and this can be achieved by studying/ working with a diverse and international team. One might even realize that his/ her view, after all, is not the most fitting one.

I was already working before I started my studies, and also during them, but when I look back now, I can see how I could have performed even better. This is simply because of the things learned during the past years. With this background, I feel that I am capable of transferring my improved skill set into different working environments, which will benefit not only me but also my future employers.

Writing my thesis showed me how I can carry out a major research project for a company and create something that will be beneficial for them. To me, this proves that I have learned a lot, as I know that I would not have been able to do so four years ago.

I can also add that International Business, as a study field, may not always offer a specific job title for one to go after at the outset of studies. However, because so much is included in the field, one will find the fitting path during one's studies. In the past, while everyone else knew what they wanted, I was clueless. But now I know exactly what I want to do in the future. It is funny how life can teach you in the most unexpected ways.



Christoph Wilk, Autumn 2012

I have started my BBA studies in the International Business Programme at HAAGA-HELIA University of Applied Sciences

about 3,5 years ago. Now, I am about to graduate in December 2012.

Coming to Finland for studies was connected to major change in my life. For me as a German, it was not too strongly connected to a culture shock but more to the fact that I gave up my old life in Germany and started new in an unknown environment. I was happy to have received a study place at HAAGA-HELIA - and I was at that time unfamiliar with the influence it might have.

Already the introductory week showed the positive change I was confronted with: Among about 75 new intakes, over 20 nationalities were represented. This was the start of a truly international experience in business studies. The beginning year at HAAGA-HELIA well introduced all students to the new environment. Through practical study approaches, we learned not only to collaborate in teams but also to understand the underlying factors of a team's success. Big significance was given to understanding cultural differences and overcoming these. Moreover, during our first year we studied the basics of business. These provided the fundament for all upcoming studies. Especially the creation of a business plan was very valuable.

The second year of studies was especially remarkable for me. The focus of studies was now stronger connected to internationality. Next to acquiring key knowledge in this field, I further extended my own perspective and went on exchange to Hong Kong. The Hong Kong Polytechnic University is one of HAAGA-HELIA's partner schools and provided me with an unforgettable experience. Apart from getting insights into the educational system and studies, I had the chance to deeper understand culture and people. During this time, I got to know new good and international friends.

The third year of studies mostly contained specialization studies. My choice was on studies with focus on finance. Although having had finance studies as part of the curriculum already before, I now got the chance to deepen my knowledge in many fields of managerial and financial accounting. A practical approach of studies especially helped to understand the differences of theory and practice and let us students understand what problems real businesses face as part of daily operations. Moreover, it gave us another chance to network and get in contact with potential future employers.

Furthermore, part of my third year studies were my bachelor's thesis as well as my professional internship. I was lucky that I was able to complete these activities at the same company. Both the thesis and work placement were rewarding since they gave the chance to deepen my knowledge as part of the specialization studies. However, during my internship I did not only increase my practical knowledge in finance, I was also part of teams and acted as a team leader of an international team. My study experience at HAAGA-HELIA provided valuable input for all these activities.

years of studies at HAAGA-HELIA let me grow on a personal and a stly enjoyed working in international teams and getting to know new ecially through my specialization studies and my thesis work I

e in the future field I have wanted to work.

Tuomas Nirvi, Autumn 2012



In 2009, the company I worked for went through employee co-operation negotiations. As I was a partner employee, it was obvious that I would be facing a change on work sector. This got me to think that it would be perfect time to do more studies, which made me apply to HAAGA-HELIA UAS' Degree Programme of International Business, and I got accepted - starting from January 2010. I am graduating in December 2012, six months ahead of the schedule. As a twist, I returned to the company I had to leave in 2009 to complete my work placements and thesis, and am still working for them.

I knew that I would face a challenge in choosing the area of specialization. One thing led to another and soon enough - summer 2010 - I did additional studies in pedagogics at the Open University of the University of Helsinki to see, if teaching is something that I want to do in the future. In fall 2010, coming back for the second semester at HAAGA-HELIA, I knew that I want to specialize in HRM.

Throughout my studies I received support from the experienced and professional lecturers. Most of them have had several years of experience working in international business, which made it clear that they have something to deliver to my learning path. Naturally, as people differentiate from one another, there were times when it felt like that the lecturers may be too into their subject to clearly express the needed information. This caused frustration but in the end, the picture became clearer; they were not being too complicated but they just pushed us to do our very best and reach to the goals. For that, I am truly grateful.

The first thing one senses by walking into the Pasila Campus, where I studied, is the international surroundings. Just by having a cup of coffee and sitting in the bistro, you can hear several languages in addition to Finnish. That, among other things, gives the studies a little zest. There is always a culture you can get familiar with but this is also one of the things that may create challenges. Students with several cultural and educational backgrounds are put into work as a team or a

group, which sometimes takes time to adapt to. Not to worry, one can adapt and that is a thing that HAAGA-HELIA expects you to learn during your studies. By learning of different cultures and their behavior, you can develop yourself to be a strong player in the international field of business during and after graduation. It builds one's character and for me, has been one of the most rewarding learning curves of life.

The Degree Programme of International Business gives you a possibility to build and achieve new goals in your professional life. The contacts you create during your studies will last long, some of them throughout the life. All in all, you will be well educated; trained how to admit and develop your deficiencies whilst being truly what you are as a person. With these and the specialization studies and comprehensive thesis, I believe that studies at HAAGA-HELIA have given me the means to success on my career. You never know what kinds of doors you will encounter during your life but first you should have the keys to open them.

Jenna Saarni, Autumn 2012



I started my BBA studies in 2009, in the degree program on International Business. The three and a half years have gone by unbelievably fast, but they are filled with a lot of good memories. The multicultural studying environment provided personalities from A to Z, and I'm proud to have met so many interesting people who have taught me so much.

The 3.5 years included lectures from marketing, logistic, HR and finance, as well as a number of language courses. For me, numbers have always been something that I have been good with, therefore focusing more on finance seemed as a natural path for me. The two major challenges were getting a suitable work placement and an interesting and doable thesis topic, and both in the field of finance. However, with a positive attitude and a deterrent mind, everything is possible. I was able to get an in-teresting internship position in a Finnish pension insurance company, in the invest-ments department, which definitely opened a new world for me. On top of all I've been able to continue my work at the same place, which for a fresh graduate is more than great.

To be honest, I still don't know what I want to do when I grow up, but I feel that HAAGA-HELIA has given me the tools to continue almost anywhere I want. The opportunity to work with people from totally different cultures and backgrounds has been priceless, and I have to say I will be missing our good atmosphere during class.

For future students and freshmen I would say, bear with! Even though the amount of assignments, teamwork, or just frustration may feel overwhelming, don't give up! Be-fore you even know it, you'll be graduating and already welcoming new challenges on your way.

Degree Programme in International Business, Helsinki Pasila Campus, Evening Education

Curriculum

[Structure, Content and Extent of the DP >>>](#)

[Course List and Recommended Study Schedule >>>](#)

[Personal Study Plan >>>](#)

[Study Experiences >>>](#)

Degree Programme in International Business in a Nutshell

Name of qualification:	Bachelor of Business Administration (BBA) and 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:	Evening programme
Contact information:	<ul style="list-style-type: none">• See Contact Information >>
Application:	<ul style="list-style-type: none">• See Application, spring 2014 >>>
Assessment:	<ul style="list-style-type: none">• See Degree Regulations >>
Programme requirements:	General eligibility for higher education in Finland; Language skills as required in the direct application system to the degree programme conducted in English at HAAGA-HELIA
General procedure for the accreditation of prior learning:	See HAAGA-HELIA general rules for the accreditation of prior learning >>
Admissions requirements:	Act of Polytechnics 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 in HAAGA-HELIA >>• University studies

Profile of the Degree Programme in International Business, evening education

Why to Choose HAAGA-HELIA BBA in International Business, Helsinki Pasila, evening education...?

Your aim is to

- have a strong professional orientation to global business-to-business services.
- acquire the variety of competences needed by a value creator, networker, project manager and sustainable developer in global business.
- be an expert in one of the key fields in global business such as in customer relationship management and communication, financial management, supply chain management or human resource management.
- study in a truly multicultural environment in English.
- develop yourself as a person and professional
- to improve and diversify your professional knowledge and skills alongside full-time working.

Key learning outcomes of the Degree Programme

HAAGA-HELIA International Business graduates are highly competitive knowledge workers in the global labour markets. Graduates have the skills and broad-based know-how needed in global professional business-to-business services-focused projects and operations. They understand interactions between international economics and business environments and anticipate future trends and cope proactively with the volatility of global business environment. Graduates create value through proactive networking in international contexts. In addition, they manage and lead multinational projects using effective teamwork, time management, communications and negotiation skills. Acting in a socially responsible and ethical way is natural for their working.

As a result of the studies, the HAAGA-HELIA International Business graduates' identity leans on four professional roles: a value creator to the organisation they work for, global networker, project team member and manager and sustainable developer with the specified competences. See also table 1.

Table1. Competence Profile of HAAGA-HELIA International Business Graduates

KEY ROLES	GENERIC COMPETENCES of UNIVERSITY OF APPLIED SCIENCE GRADUATES	GENERIC COMPETENCES of HAAGA-HELIA INTERNATIONAL BUSINESS GRADUATES	SUBJECT SPECIFIC COMPETENCES of HAAGA-HELIA INTERNATIONAL BUSINESS GRADUATES
VALUE CREATOR IN GLOBAL BUSINESS	Ability to learn	Service, sales and entrepreneurial attitude	Understanding of the big picture of the global economics and business environment
	Ability to solve problems and find new solutions	Risk awareness	Knowledge on the legal regulations for international and global business
	Ability to reflect one's own strengths and development areas	Profit orientation	Skills to plan and effectively implement activities in the area of specialization in global markets (global customer relationship management, supply chain management, financial management, HRM management – as chosen by the student)
	Willingness to accept feedback and use it for development purposes	Cost awareness	
	Ability to manage and lead oneself	Holistic thinking	

		Analytical skills	
		Research and development skills	
PROJECT TEAM MEMBER AND MANAGER IN GLOBAL BUSINESS ENVIRONMENT	ICT-skills	Effective multi-cultural team working skills in various roles	Ability to plan, organize and carry out multicultural projects
	Report writing skills	Team leading skills	Ability to act and collaborate as community member
	Presentation skills	Conflict and time management skills	
GLOBAL NETWORKER	Ability to compromise	Intercultural sensitivity	Communication skills in several languages
	Respect for others	Collaboration skills	Effective negotiating skills
		Community building skills	
SUSTAINABLE DEVELOPER	Ethical orientation	Systemic thinking	Knowledge on sustainable business potential
	Social awareness	Ethical thinking	
		Acting in a socially responsible way	

Professional growth

In order to succeed in the complex international and global business environment, it is vital for the students to acquire not only business and personal literacy, but also social and cultural literacy. All these four components form an integrated foundation for the curriculum.

Students' professional growth path is supported by the annual themes. The aim is to take the students from the orientation stage step by step towards their individually chosen specialisation studies.

The professional growth and awareness of continuously developing professional identity are essential factors in motivation to study and later on in success in business. The aim of the academic advising process is to help the students understand the steps in the professional growth path. The themes of the annual based performance discussions follow the core themes in the annual studies.

Annual themes

The annual themes in the DP in International Business curriculum are:

- Year 1: My Orientation to Global Business Basics
- Year 2: My Exploration for Global Business Opportunities
- Year 3: My Specialisation in Global Business
- Year 4: My Contribution to Global Business

Annual and semester based projects are used to integrate and prove skills and knowledge learned.

Table 2. Annual Themes in HAAGA-HELIA International Business Curriculum

1st YEAR My Orientation to Global Business Basics	2nd YEAR My Exploration for Global Business Opportunities	3rd YEAR My Specialisation in Global Business	4th YEAR My Contribution to Global Business
Key Product: Business Plan	Key Product: Internationalisation Plan/	Key Product: High Performance	Key Product: Bachelor's Thesis

	Collaborative Project with the Local Community	Company	
Semester 1: Orientation to Learning and International Business	Semester 3: Global Business-to-Business Services Know-how	Semester 5: Networking for Special Professional Competencies	Semester 7: Creating Value through Bachelor's Thesis
Semester 2: Establishing a Business with an International Dimension	Semester 4: Sustainability and Ethical Thinking in Business	Semester 6: Networking with Global Business	

Curriculum

The curriculum consists of five main parts:

- Basic studies (60 credit points)
- Professional studies (90 credit points)
- Free-choice studies (15 credit points)
- Work placement (30 credit points)
- Thesis (15 credit points).

The professional studies are divided into two main sub-parts: Joint studies including language studies for all students and specialisation studies as chosen by the students.

The studies are largely structured by modules and integrated courses. The aim of the modules is to link separate courses into bigger entities. The integration of various academic course themes into one course provides better opportunities to approach complex global business issues from a holistic perspective.

The studies for completing the evening degree are scheduled for eight semesters. Depending on the student's prior studies in higher education, a faster completion is possible.

The great majority of weekly sessions are held from Monday to Thursday at 17.40 - 20.30. Selected courses can be run as intensive weekend sessions. Some courses can be run jointly with the full-time day programme.

Structure, Content and Extent of the DP

The bachelor's degree consists of 210 credit points. According to the act for the polytechnic studies (i.e. university of applied sciences studies), the basic studies compulsory for all include studies of 60 credit points, professional studies 90, free-choice studies 15, work placement 30 and thesis 15 credit points. The structure of HAAGA-HELIA International Business programme is based on this framework. It ensures also graduation within the target time to the students.

Table 1: Structure of the HAAGA-HELIA International Business Curriculum

DEGREE PROGRAMME STRUCTURE	
Basic Studies (compulsory for all students)	60 cr
Professional Studies	90 cr
42 cr joint studies for all students	
9 cr language studies as chosen from the language selection offered	
39 cr specialisation studies as chosen either from one specialisation or a combination of two specialisations given	
Free-choice Studies	15 cr
Work Placement	30 cr
Thesis	15 cr
TOTAL	210 cr

The studies include 27 credit points of communication and language studies. All students study 6 credit points Business English Communication. Foreign degree students have 12 credit points Finnish language studies as a compulsory part of their studies. Finnish degree students study 6 credit points Business Swedish. On the basis of the diagnostic Swedish language test, a separate brush-up course in Swedish is recommended before the Business Swedish course. In addition, all students choose a third language (9 credit points) either at an advanced or beginner's level among the selection of language studies.

On the basis of the results in the mathematics exam in the entrance examination or the diagnostic test in the beginning of the studies a separate pre-algebra course is offered to the students to ensure success in the business mathematics and statistical methodology studies.

Pedagogic Solutions

In the HAAGA-HELIA International Business Programme pedagogic solutions allow diversity. The aim is that the students learn to flexibly operate in various modes and environments.

The Problem Based Learning (PBL) and project-/job-based approaches are emphasised. The PBL offers a good platform for developing many of the meta skills. In the two first semesters PBL is the dominating approach. Especially in the specialisation studies project- and job-based learning are favoured.

Multicultural Learning

When studying in the HAAGA-HELIA International Business Programme students have several opportunities to include multicultural dimensions in their degree studies.

About one half of the students in the programme come outside Finland. They represent over 60 different nationalities. Annually more than 150 exchange students study in the programme. The large international student community at HAAGA-HELIA offers a natural daily platform for multicultural learning.

Learning of multicultural communication and business knowledge is based on the vast expertise of the HAAGA-HELIA teaching staff. The full-time lecturers represent several different nationalities. In addition, visiting guest lecturers from HAAGA-HELIA's international partner institutions give frequently lectures in the programme.

The wide network of international partner institutions all over the world helps all degree students find a suitable university for an exchange semester or two semester long double degree studies.

Course List and Recommended Study Schedule

The studies are largely structured by modules and integrated courses. Each course code is a link to a course description and each course is scheduled on a certain semester.

Full-time Day Degree Programme in International Business, Helsinki Pasila		Code	ECTS cr	Semester
Basic Studies			60	
LEALF1 Module: Working in an International Environment			15	
	The Developing Professional	LEA1LF001	9	1
	Professional Growth and Collaboration in Teams	LEA1LF001A	6	
	Cross-Cultural Organisation	LEA1LF001B	3	
	ICT Skills for Business 1	TOO1LF001	3	1
	Business English	ENG1LF001	3	1
ECOLF1 Module: Introduction to Global Business			15	
	Sustainable Global Environment	ECO1LF001	9	1
	Principles of Economics	ECO1LF001A	3	
	Introduction to Sustainability and Services	ECO1LF001B	3	
	ICT Skills for Business 2	ECO1LF001C	3	
	Business Swedish (for Finnish students)	SWE1LF001	6	1
	Starting My Finnish Language Studies (for international students)	FIN1LF001	6	
BUSLF1 Module: Providing a Tool-kit for a New Business			15	
	Developing Entrepreneurial Comptences	BUS1LF001	12	2
	Entrepreneurship and Law for a New Business	BUS1LF001A	2 2	
	Customer Oriented Operation Planning 1 (Marketing)	BUS1LF001B	4	
	Mathematics and Accounting for a New Business 1	BUS1LF001C	2 2	
	Basic Communication in Finnish 1 (for international students)	FIN1LF002	3	2
	Finnish Business Communication 1 (for Finnish students)	FIN1LF009	3	2
BUSLF2 Module: A Business Plan with an International Dimension			15	
	Business Planning for a Start-up	BUS1LF002	12	2
	A Business Plan Workshop Entrepreneurship and Customer Oriented Operation Planning (Marketing) and Writing Academic Reports	BUS1LF002A	2 1 1	
	Customer Oriented Operation Planning 2 (Logistics)	BUS1LF002B	4	
	Mathematics and Accounting for a New Business 2	BUS1LF002C	2 2	
	Basic Communication in Finnish 2 (for International students)	FIN1LF003	3	2
	Finnish Business Communication 2 (for Finnish students)	FIN1LF010	3	2
Professional Studies			90	
Joint Professional Studies			51	
	IBULF1 Module: Assessing Global Economic and Legal Environment		9	

	Global Business Environment	IBU2LF001	6	3
	Part: International Economics and Finance	IBU2LF001	3	
	Part: International Law	IBU2LF001	3	
	Multicultural Business Communication in English	COM2LF001	3	3
	BUSLF3 Module: Managing Resources for Business		9	
	Ethical Sourcing	BUS2LF002	6	3
	Part: Principles of International Supply Chain Management	BUS2LF002	3	
	Part: People as a Resource	BUS2LF002	3	
	Business Negotiations and Contracts	LAW2LF001	3	3
	MARLF1 Module: Competing in Global Markets		9	
	Researching Target Markets	MAR2LF003	6	4
	Part: International Market Research	MAR2LF003	4	
	Part: Statistical Methods	MAR2LF003	2	
	Managerial Accounting	ACC2LF001	3	4
	IBULF2 Module: Going Global by Region		15	
	Entering Target Markets	IBU2LF004	6	4
	Part: Internationalisation and Operation Modes	IBU2LF004	3	
	Part: Export/Import Procedures and Practicalities	IBU2LF004	3	
	Target Economic Regions	IBU2LF005	9	4
	COMLF1 Language Studies		9	
	One of the languages below (6 cr + 3 cr)			
	French for Business Purposes	FRE2LF001	6	3
	French Business Communication	FRE2LF002	3	4
	German for Business Purposes	GER2LF001	6	3
	German Business Communication	GER2LF002	3	4
	Spanish for Business Purposes	SPA2LF001	6	3
	Spanish Business Communication	SPA2LF002	3	4
	Russian for Business Purposes	RUS2LF001	6	3
	Russian Business Communication	RUS2LF002	3	4
	Professional Studies		90	
	Professional Specialisation Studies		39	
	MARLF2 Global Customer Relationship Management and Communication		33	
	Innovation Management for Global Competitiveness	MAR3LF001	6	5
	Strategic Business-to-Business Relationship Management	MAR3LF002	6	5
	Business-to-Business Selling and Sales Management in Global Markets	MAR3LF003	3	6
	Creative Corporate and Marketing Communication	MAR3LF004	12	5
	Successful Event	MAR3LF005	6	5+6
	ACCLF1 Financial Management for Global Business		33	
	International Management Accounting	ACC3LF001	6	5
	International Financial Accounting	ACC3LF002	6	5
	International Trade and Finance	ACC3LF003	9	5

	Corporate Tax and Value Added Tax	ACC3LF004	3	6
	Consolidated Financial Statements	ACC3LF005	3	6
	Budget and Responsibility Accounting	ACC3LF006	6	6
	LOGLF1 Global Supply Chain Management		33	
	Managing Quality in Supply Chains	LOG3LF001	6	6
	Optimising Resources	LOG3LF002	6	5
	Sustainable Logistics and Supply Chain Strategies	LOG3LF003	6	5
	Purchasing Strategies	LOG3LF004	9	5
	Developing Performance in Supply Chains	LOG3LF005	6	6
	LEALF2 Human Resource Management for Global Business		33	
	Working with People: Stories and Theories	LEA3LF001	6	5
	Legal and Ethical Dimension in HRM	LEA3LF002	6	5
	Talent Dimension in HRM	LEA3LF003	6	6
	Collaborative Dimension in HRM	LEA3LF004	6	6
	Facilitating HRM Processes	LEA3LF005	6	5
	People as a Strategic Asset	LEA3LF006	3	6
	IBULF3 Joint Specialisation Studies			
	Strategic Views on Global Business	IBU2LF006	6	7
	Free-Choice Studies		15	1-7
	Language Studies			
	English for Academic Purposes	ENG8LF001	3	
	Finnish for Exchange Students 1	FIN8LF010	3	
	Finnish for Exchange Students 2	FIN8LF020	3	
	Finnish for Working Purposes 1	FIN8LF002	6	
	Finnish for Working Purposes 2	FIN8LF003	3	
	Finnish for Working Purposes 3	FIN8LF004	3	
	Practical Finnish at Work	FIN8LF001	3	
	French for Beginners 1	FRE8LF001	6	
	French for Beginners 2	FRE8LF002	3	
	German for Beginners 1	GER8LF001	6	
	German for Beginners 2	GER8LF002	3	
	Russian for Beginners 1	RUS8LF001	6	
	Russian for Beginners 2	RUS8LF002	3	
	Spanish for Beginners 1	SPA8LF001	6	
	Spanish for Beginners 2	SPA8LF002	3	
	Catch up Swedish	SWE8LF001	3	
	Swedish for Beginners 1	SWE8LF002	6	
	Swedish for Beginners 2	SWE8LF003	3	
	Swedish Culture and Society for Managers	SWE8LF004	3	
	Working for Nordic Businesses	SWE8LF005	3	
	Other Free-Choice Studies			
	Academic Writing	THE8LF001	3	1-7
	Becoming an Entrepreneur in Finland	BUS8LF001	6	3-7
	Catch up Business Mathematics	MAT8LF001	3	1

	Doing Business and Working in the Arab Countries	IBU8LF006	3	1-7
	Enterprise Resource Planning	LOG8LF001	3	3-7
	Future Planning Methods for Global Business	ECO8LF001	3	3-7
	Integrating Business and IT	TOO8LF002	3	4-7
	International Business Cases	IBU8LF001	3	3-7
	Marketing Yourself	SLF8LF001	3	1-7
	Project Management in Multicultural Environment	TOO8LF001	3	3-7
	Toolkit for Quantitative Surveys	MET8LF001	3	4-7
	Towards Well-being	PHY8LF001	3	1-7
Work Placement			30	
	Combination of Basic and Specialisation Work Placement Learning	PLA6LF001	30	6 + summer
	Basic Work Placement Learning (A)	PLA6LF002A	15	
	Specialisation Work Placement Learning (B)	PLA6LF002B	15	
Bachelor's Thesis			15	
	Thesis Planning Workshop	THE7LF001	15	6+7
	Thesis Advising	THE7LF002		
	Thesis Presentation Workshop	THE7LF003		
	Maturity Test	THE7LF004		
	Bachelor's Thesis	THE7LF005		
TOTAL			210	

Personal Study Plan

The HAAGA-HELIA International Business students personalise their study paths through several ways. By choosing their own specialisation out of the four options students strengthen their global business knowledge and skills to the direction they prefer. The following four different specialisations offered are:

- Global Customer Relationship Management and Communication
- Financial Management for Global Business
- Global Supply Chain Management
- Human Resource Management for Global Business

The aims of the specialisation studies are to deepen students' competencies in a certain area of global business and increase students' skills to recognise the key components of their chosen specialisation vital for a high performance company.

The scope of the specialisation studies is in total 39 credit points and out of this 5 credit points is reserved for Corporate Strategy studies as a joint specialisation study in the 7th semester.

Students have two options: Either they choose the whole package in one specialisation (34 cr) or a combination: 28 credit points in one specialisation plus 6 credit points from another specialisation.

The topic and process of the bachelor's thesis commissioned by a business organisation offer also excellent opportunities to build up own individual study path. In addition, the selection of free-choice and language studies are useful ways to acquire specific competences needed in global business.

Students' possible prior studies, if applicable to the HAAGA-HELIA International Business curriculum, are considered and credited when the personal study plans are made.

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Study Experiences

International Business Students Write about Their Experiences

Rossana Cedeño, autumn 2012



I joined the International Business program of Haaga-Helia during the fall of 2009. My main goal was to learn more about international business practices as well as about talent and financial management. I thought those skills might complement my communications and marketing background and give me necessary information and knowledge to move forward in my career. I particularly enjoyed the idea of networking and being in a multicultural environment where I could learn more about other countries, cultures and different ways of doing business.

I selected HR Management as a major because I want to be a good leader and manager in the future. I enjoyed working with people and I believe that good leaders can get the best of their team, motivate them and therefore get better results.

From my studies I found particular interesting the topics related to talent management, competences development and employer branding. By studying Financial Management as a minor I learned how the activities of different units of the company impact on the final results. I could say the program has helped me to understand other areas of the business and I have learned a lot of new things about myself, too.

The last 3, 5 years were very hectic and there was no much free time. It was not easy to study and work full time simultaneously and I needed to manage my time very wisely. You need to be very committed and motivated to do this. Nevertheless, it has been very rewarding to learn new things, develop my skills and apply my knowledge already when working.

Aki Sand, autumn 2012



I started in the Haaga-Helia's International Business Program in the autumn of 2009. My motivator to study while working full-time was to supplement my engineering background with business education. It was challenging to combine business trips and international projects with evening lectures and study tasks. However, it was very rewarding to notice my own development and achievements in both areas. Motivation and time management were the key factors to succeed! When you are motivated to develop your skills and update your expertise, you will find time for studies and work, and enjoy it. The hectic schedule taught me to set priorities and find balance with work, study, family, friends, and not forgetting my own well-being.

The program gave a good outlook on all aspects of international business. I especially enjoyed the courses and assignments on business strategies and operations development. I chose HAAGA-HELIA because I wanted to specialize to Supply chain management for a global business. It was great to deepen my know-how in the field, and discuss with fellow students and teachers about real cases. The group contained students from all around the world, which was very valuable, and helped me to learn more about different cultures and ways of working. It was nice to notice after three and half years that I was able to graduate in the planned study time. The international business studies broadened my knowledge and enabled instantly outperforming on my work tasks. It made me self-confident that I am doing right things, and I believe this experience will help me reaching my career goals in future.