

Degree Programme in International Sales and Marketing, Porvoo Campus

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Degree Programme in International Sales and Marketing

Degree:	Bachelor of Business Administration (BBA) and the Finnish title of tradenomi (AMK)
Degree level:	Bachelor's degree
Extent of the DP:	210 ECTS credits
Duration of the DP:	3.5 years
Study mode:	Full-time day programme
Assessment:	See Degree Regulations >> See assessment process >>
Programme requirements:	Basic studies 60 cr, Professional studies 90 cr, Free-choice studies 15 cr, Work placement 30 cr, Bachelor's thesis 15 cr
General arrangements for the accreditation of prior learning:	See HAAGA-HELIA's general arrangements for the accreditation of prior learning >>
Admission requirements:	Act of Polytechnics 9.5.2003/351 20§ Before applying see the admission criteria at www.studyinfo.fi !
Access to further study:	Non-Degree studies in HAAGA-HELIA >> University studies
Internationalization:	Most of the learning takes place in real-life projects for businesses operating internationally. This opens up doors for the students and helps them develop their networks already during the studies. This makes it easier for graduates to find jobs both in Finland and abroad.
Employment opportunities after graduation:	The daily work of the students is all about operating in multicultural teams. They are supervised by staff representing several nationalities. The commissions they get from companies familiarise them with various markets and ways of doing business. They can also go an exchange, do work placement abroad and participate in international development projects.
Cooperation with working life and with other associates:	Learning takes place in real-life projects. Every semester the students work for a business company on challenges assigned by the company. Learning is work and work is learning.

Profile of the Degree Programme in International Sales and Marketing

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

- International Business Skills
- Professional Sales Skills
- Communication and Collaboration Skills
- Entrepreneurial Skills

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

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

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

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

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

Key learning outcomes of the Programme

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

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

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

Professional growth

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

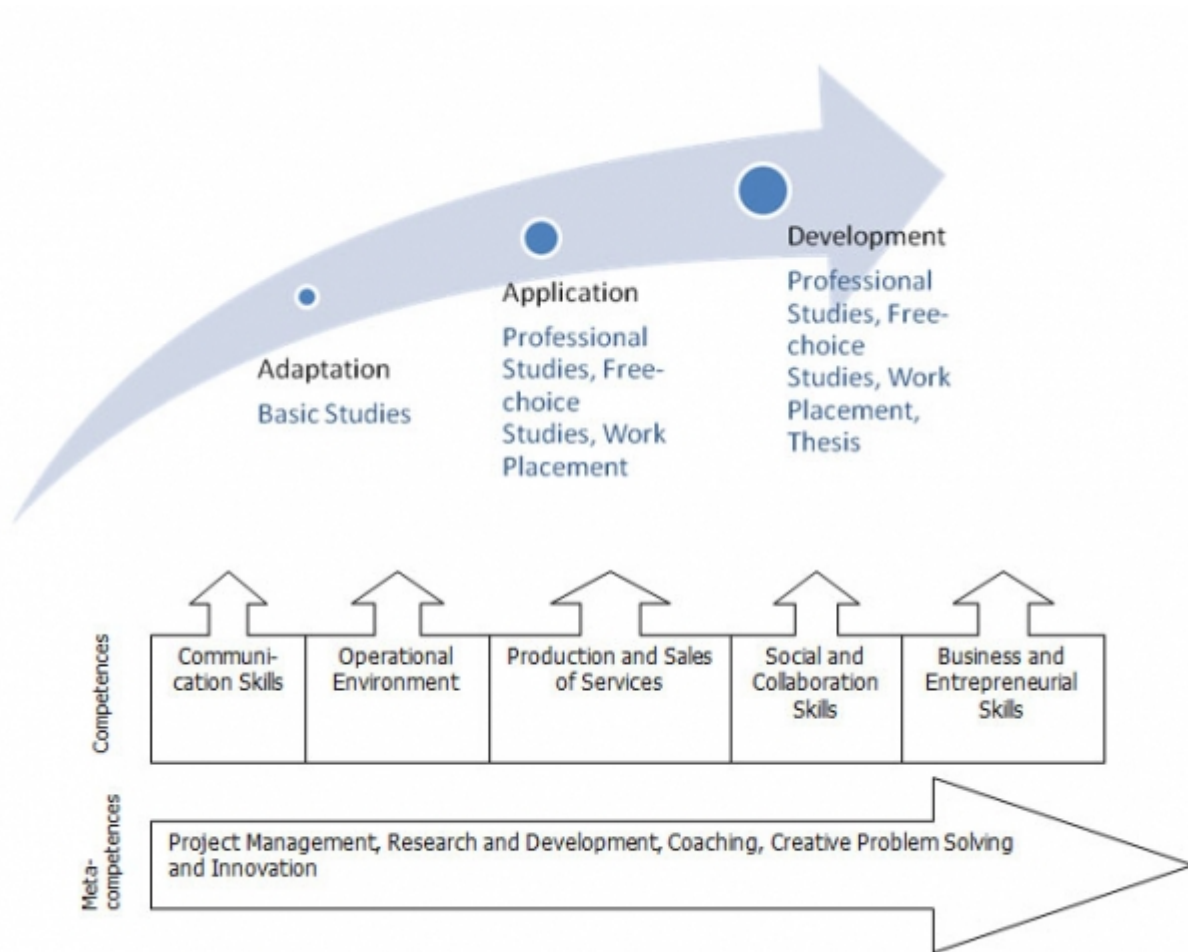


Figure: Professional Growth

Annual themes

Annual themes by competence areas

Communication skills:

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

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

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

Operational environment skills:

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

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

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

Sales and service skills:

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

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

Year 3: co-creating value

Social and collaboration skills:

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

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

Year 3: creating and making use of business partnerships

Business and entrepreneurial skills:

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

Year 2: seeing opportunities, business implementation skills

Year 3: creating new business opportunities, business development skills

Curriculum

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

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[View on map](#)

Courses

Degree Programme in International Sales and Marketing					
Core studies				Code	Credits
	Compulsory core studies				
		Creating and Sharing Knowledge		COS1LC001	9
			Information and Communication Technology 1	COS1LC0014	6
			Information and Communication Technology 2	COS1LC0013	3
		Professional Communication		COS1LC002	6
			Professional Communication 1	COS1LC0021	3
			Professional Communication 2	COS1LC0022	3
		English Communication		COS1LC0011	3
		English Writing Clinic		ENG1LC028	3
		Business English		ENG1LC029	6
		Academic English		ENG1LC030	3
		Professional Finnish 1		COM1RG101	3
		Professional Finnish 2		COM1LC111	3
		Finnish for foreigners 1		FIN1LC001	6
		Finnish for foreigners 2		FIN1LC002	6
		Finnish for foreigners 3		FIN1LC003	6
		Swedish for Service Encounters		SWE1RG001	3
		Business Swedish 1		SWE1RG002	3
		Business Swedish 2		SWE1RG003	3
		Business Studies in a Global Context		OPE1LC001	6
			Business Studies in a Global Context 1	OPE1LC0011	3

		Business Studies in a Global Context 2	OPE1LC0012	3
		Customer-Oriented Sales	PSS1LC001	12
		Customer Insight	PSS1LC0013	6
		Cross-Cultural Sales and Marketing	PSS1LC0014	6
		Responsible Self-Management	SCS1LC001	6
		Responsible Self-Management 1	SCS1LC0011	3
		Responsible Self-Management 2	SCS1LC0012	3
Professional studies				
		Compulsory professional studies		
		Global Business Opportunities	OPE2LC002	6
		Organisational Development, Leadership and Management	SCS2LC002	6
		Organisational Development, Leadership and Management 1	SCS2LC0021	3
		Organisational Development, Leadership and Management 2	SCS2LC0022	3
		Developing Business Skills	BES2LC001	12
		Developing Business Skills 1	BES1LC0011	6
		Developing Business Skills 2	BES1LC0012	6
		Managing Business Processes	BES2LC002	24
		Sales and Marketing Tools	BES2LC0038	3
		Customer Engagment in Sales and Marketing	BES2LC0039	3
		Strategies in Sales and Marketing	BES2LC0040	6
		Financial Management 1	BES2LC0026	6
		International Business Law	BES2LC0028	3
		Foreign Trade	BES2LC0029	3
		Developing Business Processes	BES2LC003	15
		Strategic Branding	BES2LC0041	9
		Managing Sales	BES2LC0042	6

	Elective professional studies		
	Strategic Planning	BES2LC0035	6
	Brand Management	BES2LC0036	6
	Research Methods	BES2LC0037	3
	Analysis and Communication of the Financial Statement	BES4LP0034	3
	Management Project Cross Border	BES4PO0028	6
	Organisational Communication	COS4PO042	6
	Responsible Development of Tourism Destinations	OPE4PO041	6/9/12
	Business Intelligence	OPE4PO042	6
	Managing Sales	PSS4PO0025	6
	E-Business	PSS4PO0041	6/9/12
	Designing Services	PSS4PO041	6/9/12
	Innovation Challenge	PSS4PO042	6
	Strategic Events Solutions	PSS4PO044	6/9/12
	Managing Organisations	SCS4PO043	6/9/12
	Esimiestyö ja laadun johtaminen matkailuyrityksessä	SCS4PO044	6/9/12
	Introduction to SAP	TOO8PO032	6
	Sustainable Tourism	TOU4PO141	6
	Operational Environment and Aircraft Operations of Aviation Business	TRA4PO0381	6
	Structure, Variety and Service Models of Aviation Business	TRA4PO0382	6
	Airline Business	TRA4PO0391	9
	Airport Business Operations	TRA4PO0392	9
	Travel Experience Design in the Digital Age	TRA4PO040	6/9/12
	IATA Regulations and Management	TRA8PO036	6
Free-choice studies			
	Free-choice studies / Languages	Courses >>	

Work placement				
		International Work Placement	PLA6PO110	30
		International Work Placement 1	PLA6PO111	10
		International Work Placement 2	PLA6PO112	10
		International Work Placement 3	PLA6PO113	10
Thesis				
		Thesis	OPI7LC004	15
		Maturity Examination	OPI7LC003	0

Structure, Content and Extent of the Degree Programme

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

Student's professional development

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

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

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

Study Modules

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

