

Degree Programme in Aviation Business, Porvoo

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The core of the Campus 2017 philosophy

Porvoo Campus offers a modern and innovative learning environment, where students work in real projects. As a student you are able to start networking with companies already during your studies. Porvoo Campus is truly international with approximately 50 nationalities. Studies include teamwork, international projects as well as options for exchange and work placement abroad.

Engaging Campus atmosphere: Motivating, supportive and modern campus

Porvoo Campus is the place to be if you as a student value learning in an atmosphere which is truly motivating and fun. You are important both as an individual learner and as a committed team member. You challenge yourself in learning future skills and growing into a specialist. You are an active and empowered learner in a supportive environment. Your professional growth is built on regular constructive feedback. You share because you care, as does everybody on Porvoo Campus. Your innovative ideas count and make the difference. This is what our students have said:

“Staff members really listen and care for the students and their further learning.”

“The atmosphere on Porvoo Campus is motivating, inviting, relaxed, cosy, happy and encouraging!”

“Lots of light! Traditional hierarchical classrooms are happily missing.”

“Campus is so lovely! So many different types of rooms, where we students can work in groups and independently!”

International and team based way of working

Studying on Porvoo Campus gives you plenty of opportunities for networking, multicultural encounters and making friends. In fact, you can join projects in any degree programme and gain new perspectives across different industries and make your own personalized study path. Porvoo Campus students praise the team spirit as well as the many opportunities for collaboration and creative problem-solving in projects. They also really value the change to practice team work in mixed groups:

“I like working with people from other countries and cultures it’s interesting to see how they think about solving problems.”

“I enjoy working teams with different students and it has been nice to get to know some other students outside my group. It is nice to share ideas with each other and learn from others. I also enjoy developing team work skills and think it is a very important skill to have in future.”

“We have had a lot of group work and projects, and this is positive because group work skills and getting along with different types of people is needed in almost every job.”

Learning by doing: Real and concrete projects that prepare for the future work

Porvoo Campus curriculum is based on competences that are needed in the future work life. Creativity, critical thinking and ability to solve problems are competences that are needed in the future. You are engaged in real and practical projects which prepares you for your future career. You will have a chance to make study trips abroad, create business ideas and organize events such as DigiDay, Campus does Good and Business Idea Fair. You also study in learning camps and reading circles. This is what our students have said:

“I have learnt to challenge myself, do things faster and more efficiently and evaluate myself.”

“We learn through practice by engaging in real projects instead of sitting in lectures. In my opinion this prepares us better for work life and helps to adapt theory into practice.”

Degree Programme in Aviation Business in a Nutshell

Name of qualification:	Bachelor of Business Administration (BBA) and the Finnish title of tradenomi (AMK)
Level of qualification:	Bachelor's degree
ECTS credits:	210 ECTS credits
Official length of the programme:	3.5 years
Mode of Study:	Full-time day programme.
Assessment:	See Degree Regulations >> See assessment process >>
Programme contents:	Core studies 60 cr, Professional studies 60 cr, Specialization studies 30cr, 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 14.11.2014/932 §25 <ul style="list-style-type: none"> • Before applying see the admission criteria at www.studyinfo.fi !
Access to further study:	University studies Master degree programmes in universities of applied sciences
Internationalization:	Most of the learning takes place in real-life projects for aviation businesses operating internationally. This opens up doors for the students and helps them develop their networks already during the

	<p>studies. This makes it easier for graduates to find jobs both in Finland and abroad.</p> <p>A study period abroad is recommended. It can be exchange, work placement, project or thesis work. The programme itself offers a multicultural laboratory in daily work.</p>
Employment opportunities after graduation:	Customer service specialist, Sales manager or assistant, Sales analyst, Traffic and product planner, Marketing manager or assistant, Account manager, Entrepreneur
Cooperation with working life and with other associates:	Learning takes place projects. In most of the modules the students work for a aviation business company on challenges assigned by the company. Learning is work and work is learning.

Study objectives

A graduate of Aviation Business Bachelor degree programmes on Porvoo Campus will have a clear and comprehensive understanding of aviation business and its operational environment, such as airports, airlines, cargo, safety, and regulations. The graduate will be flexible and competent to operate across various tasks in dynamic and changing professional context of aviation business, prepared to forecast future developments. The graduate will have a solid professional background and readiness to lead continuous self-development. During the studies, the graduate will master information gathering, analysis, and critical thinking. The graduate will excel at applying the knowledge in project work.

All studies will take place in an international multicultural environment, which will enable the graduate with intercultural skills. The graduate will also have strong teamwork skills, the right attitude for sales and service, and entrepreneurial approach towards

The language of instruction

The studies in international degree programmes on Porvoo Campus take place in English and include a certain amount of Finnish areal studies and a choice of other areal studies. Finnish students are also offered a number of learning activities in Finnish and Swedish languages.

Study contents

The students on Porvoo Campus study and lead their project work in a unique and inspiring environment, where they are able to challenge themselves professionally, adopt various worklife roles and develop people skills. The students learn to listen to and understand customer needs in aviation business, to identify opportunities and create solutions together with worklife partners and customers.

The graduates of Porvoo Campus degree programmes have strong professional skills in their respective fields:

- Aviation business and entrepreneurship skills
- Sales and service skills in the field of aviation business
- Personal growth skills

On Porvoo Campus, learning takes place in authentic and demanding worklife projects led by multicultural groups. These projects commissioned by representatives of aviation business companies and organizations help students develop professional networks already during the studies.

Choosing a field of specialisation

The students may select various specialisation studies in English, Finnish, or bilingual Finnish and Swedish instruction.

A bachelor of Business Administration on Porvoo Campus may choose from the following specialisations:

In English

- Aviation Business
- International Sales and Marketing

In Finnish

- Myynti ja visuaalinen markkinointi (in Finnish and Swedish)
- Kansainvälinen kauppa
- Yrityksen talous

A bachelor of Hospitality Management on Porvoo Campus may choose from the following specialisations:

In English

- Events Management
- Sales and Service in Business Tourism

In Finnish

- Tapahtumapalveluiden kehittäminen
- Myyntipalveluiden kehittäminen

Areal studies

Areal studies combine the studies of a language of a chosen area with the study of the aviation business operational environment and culture. The aim is to enable students to develop an understanding of the area in holistic and practical terms, necessary for professional relations with the stakeholders who represent this or that area. The students can choose areal modules already in the beginning of their studies:

- Asian
- Coding
- German
- Nordic

- Russian
- Spanish

Study counselling

Every student will have a personal study counsellor, who will guide the student from the beginning of the studies towards the graduation. A personal counsellor advises, supports, and coaches the student towards making practical decisions related to studies and future career. Students meet their study counsellors in both personal and group meetings. Besides study counsellors, every degree programme on Porvoo Campus offers academic advising, whereby a student and his or her academic advisor can discuss how to recognise prior learning or worklife experience as a part of the current studies.

Structure of studies

Core studies: 60 cp

Professional studies: 60 cp

Specialization studies: 30 cp

Free-choice studies: 15 cp

Work placement: 30 cp

Thesis: 15 cp

Total: 210 cp

Career opportunities

A bachelor of Business Administration on Porvoo Campus might be employed in various industries with several professional titles, some of which may include for instance:

Customer service specialist

Sales manager or assistant

Sales analyst

Traffic and product planner

Marketing manager or assistant

Account manager

Entrepreneur

Contact information

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[View on map](#)

Courses

Aviation Business, Campus 2.0 (2017)		
	Code	Credits
Core studies, 60 crs		
Learning Camp		
Learning Camp 1	INS1PO101	5
Learning Camp 2	INS1PO102	5
Aviation Business Basics		
Aviation Business Basics 1	BUS1AB101	5
Aviation Business Basics 2	BUS1AB102	5
Aviation Business Environment		
Aviation Business Environment 1	OPE1AB101	5
Aviation Business Environment 2	OPE1AB102	5
Customer Competence in Aviation Business		
Customer Competence in Aviation Business 1	SAL1AB101	5
Customer Competence in Aviation Business 2	SAL1AB102	5
Self and Team Leadership		
Self and Team Leadership 1	LEA1AB101	5
Self and Team Leadership 2	LEA1AB102	5
Areal Studies 1		
Welcome to Finland 1	FIN1PO101	5
Welcome to Finland 2	FIN1PO102	5
OR		
Nordiska studier 1	NRD1PO101	5
Nordiska studier 2	NRD1PO102	5
Professional studies, 60 crs		
Learning Camp		
Learning Camp 3	INS2PO201	5
Learning Camp 4	INS2PO202	5
Aviation Business Operations		
Managing Aviation Business Operations	BUS2AB201	5
Customer Experience in Aviation Business Models	BUS2AB202	5
Organisational Management and Leadership		
Leading Human Resources in Aviation Business	LEA2AB201	5
Developing Human Resources in Aviation Business	LEA2AB202	5
Sales and Marketing in Aviation Business		
Marketing and Sales in Aviation Business	SAL2AB201	5
Service Design and Branding in Aviation Business	SAL2AB202	5
Advanced Sales and Entrepreneurship		
Leading Sales	LEA2AB2201	5
Innovative Entrepreneurship and Financing	LEA2AB2202	5
Areal Studies 2: choose 5+5 crs in one topic		
Asian Areal Studies 1	ASA2PO201	5

	Asian Areal Studies 2	ASA2PO202	5
	Applied Coding 1	COD2PO201	5
	Applied Coding 2	COD2PO202	5
	German Areal Studies 1	GER2PO201	5
	German Areal Studies 2	GER2PO202	5
	Russian Areal Studies 1	RUS2PO201	5
	Russian Areal Studies 2	RUS2PO202	5
	Spanish Areal Studies 1	SPA2PO201	5
	Spanish Areal Studies 2	SPA2PO202	5
Advanced studies: choose 30 crs in total			30
Free-choice studies: choose 15 crs in total		Courses >>	15
Work placement: 30 crs in total in one, two or three parts		PLA%	30
Bachelor's thesis, 15 crs		THE%	15
Total			210

Recommended Study Schedule

Aviation Business, Campus 2.0 (2017)			Finnish students	Non-Finnish students
1st semester, 30 crs		Code	Credits	Credits
	Learning Camp 1	INS1PO101	5	5
	Aviation Business Basics 1	BUS1AB101	5	5
	Aviation Business Environment 1	OPE1AB101	5	5
	Customer Competence in Aviation Business 1	SAL1AB101	5	5
	Self and Team Leadership 1	LEA1AB101	5	5
	Areal Studies 1: Welcome to Finland 1	FIN1PO101		5
	Areal Studies 1: Nordiska studier 1	NRD1PO101	5	
2nd semester, 30 crs				
	Learning Camp 2	INS1PO102	5	5
	Aviation Business Basics 2	BUS1AB102	5	5
	Aviation Business Environment 2	OPE1AB102	5	5
	Customer Competence in Aviation Business 2	SAL1AB102	5	5
	Self and Team Leadership 2	LEA1AB102	5	5
	Areal Studies 1: Welcome to Finland 2	FIN1PO102		5
	Areal Studies 1: Nordiska studier 2	NRD1PO102	5	
3rd semester, 30 crs				
	Learning Camp 3	INS2PO201	5	5
	Managing Aviation Business Operations	BUS2AB201	5	5
	Leading Human Resources in Aviation Business	LEA2AB201	5	5
	Marketing and Sales in Aviation Business	SAL2AB201	5	5
	Service Design and Branding in Aviation Business	SAL2AB202	5	5
	Areal Studies 2	Offerings >>	5	5
4th semester, 30 crs				
	Learning Camp 4	INS2PO202	5	5
	Customer Experience in Aviation Business Models	BUS2AB202	5	5
	Developing Human Resources in Aviation Business	LEA2AB202	5	5
	Airline Business	AIR3PO301	10	10
	Areal Studies 2	Offerings >>	5	5
5th, 6th and 7th semester, 90 crs				
	Leading Sales	LEA2AB2201	5	5
	Innovative Entrepreneurship and Financing	LEA2AB2202	5	5
	Airport Business	AIR3PO302	10	10
	Air Cargo	AIR3PO303	10	10
	Free-choice studies	Offerings >>	15	15
	Work placement	PLA%	30	30
	Bachelor's thesis	THE%	15	15
Total			210	210

AREAL STUDIES 20 crs

Each student selects one area s/he has no prior knowledge in. German, Russian and Spanish Areal Studies include both elementary language studies and culture and business studies. Asian Areal Studies advance understanding of Asian markets and business culture. Applied Coding Areal Studies guide the student into the world of coding.

EXCHANGE STUDIES 30 crs

Haaga-Helia offers a possibility to study one semester/ academic year as an exchange student abroad. The student exchange abroad gives a chance to gain international competences, develop language and cultural skills and study new subjects. Studies completed abroad will be substituted as an [international study module](#), 30 ECTS at Haaga-Helia.

ADVANCED STUDIES 30 crs

The student deepens his/her knowledge in a certain professional area by selecting 30 credits of advanced studies.

FREE-CHOICE STUDIES 15 crs

The student selects any higher education studies of his/her interest, which support his/her professional development.