

IBBA20 Degree Programme in International Business Administration

Bachelor of Business Administration, 210 ECTS

Description

The core of the Campus 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.”

Name and level of education

Bachelor of Business Administration (BBA) and the Finnish title of tradenomi

Admission requirements and applications

Universities of Applied Sciences Act 932/2014, Section 25

Scope and duration

210 ECTS, 3.5 years

Recognition of learning

Read more about the principles of recognition of learning at Haaga-Helia. [Recognition of learning](#)

Mode of study

Full-time day programme

Language of tuition

The degree programme is conducted in English.
The studies include a certain amount of Finnish areal studies.

Requirements and decrees

Completion of the courses specified in the curriculum, compulsory work placement, a thesis and maturity test.

The Government Decree on Universities of Applied Sciences 1129/2014.

Study attainments and assessment

Find out more about the degree regulations and assessment process of Haaga-Helia [Degree regulations](#)

Profile, targets and structure

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Programme contents:

Basic studies 60 ECTS

Professional studies 60 ECTS

Advanced studies 30 ECTS

Free-choice studies 15 ECTS

Work placement 30 ECTS

Bachelor's thesis 15 ECTS

Internationalisation

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Work placement and cooperation with the business community

You are able to start networking with companies already during your studies.

Career opportunities

A bachelor of International 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

Product planner

Marketing manager or assistant

Account manager

Entrepreneur

Postgraduate studies

Non-Degree studies in Haaga-Helia
Master's Degree studies
University studies

Contact information

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Basic Studies (All compulsory)				
YHT1PE009	Business English	5	●	
YHT1PE002	Customer Insight and Customer Experience	5	●	
YHT1PE008	Entrepreneurship and Business Operations	5	●	
YHT1PE003	ICT Key Competencies	5	●	
YHT1PE007	Principles of Accounting	5	●	
YHT1PE001	Professional Communication	5	●	
YHT1PE006	Research and Development	5	●	
YHT1PE004	Sales and Marketing	5	●	
YHT1PE011	Study skills and career planning	5	●	
YHT1PE005	Teamwork and Project Management	5	●	
FIN1PO101	Welcome to Finland 1	5	●	
FIN1PO102	Welcome to Finland 2	5	●	

Professional Studies (All compulsory)

Marketing and Sales in a Digital World

30

BIG8TN001	Basics of AI	5		●	
SAL2IB102	Digital Marketing	5		●	
BUS2IB101	Data Driven Business Development	5		●	
OPE2IB101	International Business Environment	5		●	
LEA2IB101	Leading Human Resources in International Business	5		●	
SAL2IB103	Marketing and Sales in a Digital World: Project Work	5		●	

Growth and Internationalization

30

OPE2IB202	Global Opportunities for Growth	5		●	
OPE2IB203	Growth and Internationalization: Project Work	5		●	
OPE2IB201	Innovating and Internationalizing Services	5		●	
OPE2IB204	International Business Regulations and Law	5		●	
BUS2IB201	Managing Global Value Chains	5		●	
INS2IB201	Orientation to Thesis	5		●	
			0	60	0

Advanced Studies (Select 30 ECTS)

Strategic and Sustainable Leadership

0

SAL3IB301	Consultative Sales and Negotiations	5			●
LEA3IB301	Cross-cultural Leadership and Emotional Intelligence	5			●
BUS3IB303	Managing Processes: ERP Systems	5			●
BUS3IB304	Service Design as a Strategy	5			●
BUS3IB302	Strategic and Sustainable Brand Management	5			●
BUS3IB301	Strategic Business Development and Financial Management	5			●
			0	0	30

Free Choice Studies
(Select 15 ECTS)**Work Placement**
(Select 30 ECTS)

PLA6P0104	Work Placement	30			●
PLA6P0105	Work Placement 1	10		●	
PLA6P0106	Work Placement 2	10			●
PLA6P0107	Work Placement 3	10			●
			0	10	50
Bachelor's Thesis (All compulsory)					
THE7HH801	Thesis Phase 1	5			
THE7HH802	Thesis Phase 2	5			
THE7HH803	Thesis Phase 3	5			
THE7HH804	Maturity Test	0			
			0	0	0