


► Bachelor studies from August 2022 onwards 

Education in English

Business, Administration and Law

AVIBBA Aviation Business

DIGIBBA Digital Business Innovations

► **INTBBA International Business**

Information and Communication Technologies

Service Industry

INTBBA International Business Bachelor of Business Administration, 210 ECTS

Bachelor of Business Administration

Programme

Curricula

Implementations

Name and level of education

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

Admission requirements and applications

General eligibility for higher education in Finland; Language skills as required in the joint application system to degree programmes conducted in English
Act of Polytechnics 9.5.2003/351 20§

Before applying see the admission criteria at Studyinfo

Scope and duration

3.5 years and 210 ECTS credits

Recognition of learning

See Haaga-Helia general rules for the accreditation here: [Recognition of learning](#).

Mode of study

Daytime Studies
Blended learning Studies

The degree is offered either as daytime or blended studies. The daytime studies are taught mainly on campus in the daytime. The blended studies are implemented both on campus (2-3 evenings weekly) and online, and are intended for students with prior work experience. During the blended studies you can deepen your existing competences and update your theoretical knowledge. The whole degree cannot be completed online.

Language of tuition

English

Requirements and decrees

General eligibility for higher education in Finland; Language skills as required in the joint application system to degree programmes conducted in English

Study attainments and assessment

See [Degree regulations](#).

Targets and structure

The curriculum has been designed to promote the development of international business competence areas found to be crucial for today's experts. The programme

- offers students a truly international environment to build their networks and gain cultural intelligence
- gives a holistic business understanding and the competencies needed in the changing global and digital business environment in close collaboration with business
- supports the students' personal development through student-centred learning methods that allow them to develop a professional mindset for a lifelong career

anywhere in the world

- prepares the students with the skills needed to manage business ethically, responsibly and sustainably.

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 environment. They anticipate future trends and cope proactively with the volatility of global markets. Our entrepreneurial, sales and service minded graduates create value through proactive networking in international contexts. They also promote ethics, responsibility, and sustainability in business. In addition, they manage and lead multinational projects using effective teamwork, digital tools, time management, communications and negotiation skills.

The International Business Degree (IB), 210 ECTS (credits), consists of:

Key Competencies

- Haaga-Helia key competencies 45 ECTS
- Key competencies in business administration studies 30 ECTS
- Languages 20 ECTS

Professional Competencies

- Major courses in international business 30 ECTS
- Complementary professional competence courses 40 ECTS
- Work placement 30 ECTS
- Thesis 15 ECTS

In the International Business Degree, you can choose your Major from five specialisation fields:

- Accounting and Finance
- International Business Communication
- Marketing and Sales
- People Management
- Supply Chain Management

The Major course offering in each semester depends on the students' choices in the Major Application Rounds. Usually 3–5 Majors are opened per semester. The Major Application Rounds are carried out as surveys during the second semester. Some majors may be offered only as daytime or as evening versions. Majors that do not have enough applicants are not implemented, but Major and Minor courses can also be studied during an exchange semester abroad.

Internationalisation

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 lectures in the programme.

In the daytime 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.

Work placement and cooperation with the business community

The programme works in cooperation with a wide range of different companies and organisations in Finland and abroad.

The cooperation strengthens the learning in the joint and major studies and offers the students the possibility to develop their professional networks while studying. The programme offers Double Degrees with universities and universities of applied sciences abroad. It belongs to the global CIDD Double Degree network developing double degrees further together with partners.

Double Degrees offer the opportunity to build strong competitive advantage in international job markets. The Double Degree student studies 1-1,5 years in one of our renowned partner institutions in Austria, France, Germany or Latvia, and obtains two degrees when graduating. You can apply to the Double Degree programmes during your second semester. The Double Degree studies abroad are typically completed during the third study year.

The students of the programme can benefit from the wide network of almost 200 international partner institutions of Haaga-Helia. All students are encouraged to include exchange studies or work placement abroad in their degree. The programme staff and students also participate in various international projects

and networks, by developing e.g. the internationalisation and exports of enterprises.

Career opportunities

The studies prepare you to work in all fields of international business. You can develop a career from assistant levels to management positions, as a specialist or in research and development positions. The studies enable you to run entrepreneurial projects as well as start and develop businesses. Graduates may also work in family business, franchising, freelancing, business consulting and innovative startups.

The Accounting and Finance Major focuses on areas, such as, accounting, international finance, profitability controlling, financial reporting and finding the most competitive sources and modes of finance for developing the company. Typical job titles after graduation include accountant, controller, business analyst and financial manager.

The International Business Communication Major develops expert communication and strategic business development skills needed in international organisations. Foreign language competence, intercultural awareness and practical ICT skills are at the core of your studies. You will gain expertise in designing and delivering corporate events and projects. The emphasis is also on multiculturalism, good service ethic and organisational skills. Typical job titles after graduation include office manager, marketing coordinator, communications specialist, project coordinator, PR and event manager, management assistant or legal assistant.

The Marketing and Sales Major develops your skills in the areas of customer relationship management, international sales, digital marketing, service design, B2C branding, corporate and marketing communication and creating business value in B2B service processes. Graduates typically work in positions such as market researcher, digital content provider, customer experience consultant, brand manager, marketing coordinator, director of sales.

The People Management Major prepares for careers in human resource management (HRM) and leadership. The studies focus on attracting, managing, developing and rewarding talent ethically and responsibly in the competitive international labour market. Graduates typically work in positions of HRM assistant, HR consultant, HR coordinator, employer brand manager, payroll specialist, recruitment consultant, compensation and benefits manager. Eventually many aim for an HR manager or director position.

The Supply Chain Management (SCM) Major focuses on global sourcing, sustainability, and supporting sales and service operations. The studies include, for example, sourcing strategies, quality management and circular economy. Graduates collaborate with suppliers, optimise deliveries, engage in sustainable supply chain management, operations management, logistics, purchasing or sales management.

Postgraduate studies

After finishing your International Business BBA studies you can apply for Master level studies in universities of applied sciences and universities in Finland and abroad.

Haaga-Helia offers Master's degree programme studies, e.g., Leading Business Transformation, Digital Business Opportunities, and Strategising in Organisations. You can apply to Haaga-Helia's Master education once you have 2 years of work experience after your Bachelor's degree.

Alumni activities

Haaga-Helia offers various alumni activities and events also for students, offering an opportunity to network and create new connections. Read more about the alumni activities [here](#).

Contact information

Contacts:
Degree Programme in International Business

Pasila campus
Ratapihantie 13
00520 Helsinki

Tel. +358 (0)9 229 611

Degree Director: Anna Hankimaa
Guidance Counsellors: Marit Keränen, Anne Simpson (blended learning)
All emails: firstname.lastname@haaga-helia.fi

[Study Services](#).

