




► 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

## DIGIBBA23 Digital Business Innovations BBA, Daytime Learning, Porvoo Campus

### Bachelor of Business Administration, 210 ECTS

Autumn 2022

#### Structure

Classification

#### Key Competencies (Select 95 ECTS)

##### Brush up Studies (Select 0-6 ECTS)

ANA002HH1AE	Brush up Business Mathematics	3
SWE002HH1AE	Brush up Swedish	3

##### Haaga-Helia Key Competencies (All compulsory)

COM001HH1AE	Professional Communication	5
MAR001HH1AE	Customer Insight and Marketing	5
ICB001HH1AE	ICT Competencies	5
SAL001HH1AE	Customer Experience and Sales	5
HRL001HH1AE	Teamwork and Project Management	5
ANA001HH1AE	Research and Development Skills	5
ECO001HH1AE	Basics of Financial Management	5
ENT001HH1AE	Entrepreneurship and Business Operations	5

##### Keys to Studies and Career (Select 5 pieces)

<b>Common Part (All compulsory)</b>		
STU001HH1AE	Introduction to Studies	1
<b>Elective Part (Select 4 ECTS)</b>		
STU002HH1AE	Introduction to Digital Learning Environments	1
STU003HH1AE	Study Skills	1
STU004HH1AE	Time Management	1
STU005HH1AE	Wellbeing and Self-Leadership Skills	1
STU006HH1AE	Recognise and Communicate Your Strengths	1
STU007HH1AE	Career Planning	1
STU008HH1AE	Job-Seeking Skills	1

STU009HH1AE	Speed Up Your Career with Alumni	1
STU010HH1AE	Studies and Entrepreneurship	1
STU011HH1AE	Employment in Finland	1

**Key Competencies in Business Administration Studies**  
(All compulsory)

ECO001TR1AE	Principles of Economics	5
HRL001TR1AE	People and Culture	5
LAW001TR1AE	International Business Law	5
ECO002TR1AE	Principles of Accounting and Finance	5
ANA001TR1AE	Introduction to Data Analytics for Business	5
ENT002TR1AE	Expanding to Foreign Markets	5

**(Select 20 ECTS)**

GER001AS2AE	German 1	5
GER002AS2AE	German 2	5
SPA001AS2AE	Spanish 1	5
SPA002AS2AE	Spanish 2	5
RUS001AS2AE	Russian 1	5
RUS002AS2AE	Russian 2	5
FIN001AS2AE	Finnish Language and Culture 1	5
FIN002AS2AE	Finnish Language and Culture 2	5
ENG009AS2AE	Academic Writing	5
INT004AS2AE	Finnish Business Culture and Society	5
SWE001HH1A	Professional Swedish	5
FIN014AS2AE	Finnish Business Communication (for Finnish-speaking students)	5
SWE001AS2A	Conversation in Swedish	5
SWE003AS2A	Swedish for Marketing Communication	5
CHI006AS2AE	Chinese-speaking Market and Culture Studies	5
FRE008AS2AE	French-speaking Market and Culture Studies	5
RUS006AS2AE	Russian-speaking Market and Culture Studies	5

**Professional Competencies**  
(Select 70 ECTS)

**Major Studies**  
(Select 45 ECTS)

<b>Digital Business Innovations</b> (Select 45-60 ECTS)		
DIG013AS2AE	Digital Business Ecosystems	5
MAR002AS2AE	Data-Driven Marketing	5
DIG014AS2AE	Futures Thinking in Digital Business	5
LAW009AS2AE	Ethics and IPR in Digital Business	5
DIG002AS2AE	Innovation and Prototyping	5
COR008AS2AE	Circular Economy and Supply Chain Management	5
HRL012AS3AE	Technologies in People Management	5

SER020AS2AE	Service Design and Co-Innovation	5
MAR001AS2AE	Strategic Branding	5
<b>Complementary Professional Competencies</b> (Select 10-25 ECTS)		
<b>Marketing and Communication</b> (Select 0-25 ECTS)		
COM004AS2AE	Basics of Graphic Design and Tools	5
COM003AS2AE	International Business Communication with Impact	5
COM002AS3AE	Website Design and Development	5
MAR012AS3AE	Sustainable Marketing	5
MAR003AS2AE	Integrated Marketing Communication	5
MAR004AS3AE	KREA Strategic Concept Design and Storytelling	10
<b>Minor Package</b> (Select 0-25 ECTS)		
<b>Work Placement</b> (Select 30 ECTS)		
PLA001HH1AE	Basic Work Placement	15
PLA001HH2AE	Professional Work Placement	15
<b>Thesis</b> (Select 15 ECTS)		
THE7HH801	Thesis Phase 1	5
THE7HH802	Thesis Phase 2	5
THE7HH803	Thesis Phase 3	5
THE7HH804	Maturity Test	0