


► 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

## DIGIBBA Digital Business Innovations 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

The degree is offered as daytime studies. The daytime studies are taught mainly on Porvoo Campus in the daytime and partly online. 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 business competence areas found to be crucial for future's experts. The programme

- gives a holistic business understanding and the competencies needed in the changing global and digital business environment in close collaboration with business
- offers students a truly international environment to build their networks and gain cultural intelligence
- 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 Digital Business Innovations graduates are highly competitive knowledge workers in the global digital environments. Graduates have business

skills and broad-based know-how needed in global professional networks. They manage and lead multinational projects using digital tools and their competences in innovation, teamwork, project management and effective communication. The graduates anticipate future trends and cope proactively with the volatility of global innovative markets. Our entrepreneurial, sales and service minded graduates create value through proactive collaboration in diverse company and organisational contexts. They are also able to promote ethics, responsibility, and sustainability.

The Digital Business Innovations Degree, 210 ECTS (credits), consists of:

- Key competences in business 45 ECTS
- Key competences in international business administration 30 ECTS
- Languages 20 ECTS
- Professional competences
- Major courses in Digital Business Innovations 45-60 ECTS
- Major / Minor courses 10-25 ECTS
- Work placement 30 ECTS
- Thesis in the field of Digital Business Innovations 15 ECTS

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 Digital Business Innovations Programme students have several opportunities to include multicultural dimensions in their studies. 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. In addition, visiting guest lecturers from Haaga-Helia's international partner institutions give lectures in the programme.

All students are encouraged to include exchange studies or work placement abroad in their degree. The wide network of international partner institutions all over the world helps students find a suitable university for an exchange semester.

### **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 students of the programme can benefit from the wide network of almost 200 international partner institutions of Haaga-Helia. 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 the fields of digital business and innovations. You can develop a career from assistant levels to management positions, as a specialist or in development positions. The studies enable you to run entrepreneurial projects as well as start and develop businesses. Graduates may also work in family business, freelancing, business consulting and innovative startups.

### **Postgraduate studies**

After finishing your Digital Business Innovations 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 Digital Business Innovations

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[Porvoo Campus Study Services](#)