
2021

SPRING

APPLICANT'S GUIDE



Haaga-Helia



HAKIJAPALVELUT@HAAGA-HELIA.FI
ADMISSIONS@HAAGA-HELIA.FI
PUH./TEL +358 400 230 409

APPLICANT'S GUIDE

HAAGA-HELIA HAS STRONG TRADITIONS

At Haaga-Helia you can study to become an expert in business, tourism, hotel and restaurant management, journalism, management assistance, information technology or sports and leisure management. You can earn a bachelor's degree in the above fields, and you can also earn a master's degree. Degrees can be completed through full-time or part-time programmes, with Finnish or English being the language of instruction. Haaga-Helia has an extensive international network and it cooperates with universities abroad offering plenty of opportunities for student exchange.

Haaga-Helia is a highly desired place to study

Whether you have just finished higher secondary school or have already been working for many years, Haaga-Helia offers you many challenging study opportunities on the road to becoming an expert in your chosen field. We look for active students who are committed to their studies and professional and personal growth.

Studies at Haaga-Helia open doors to future careers

Haaga-Helia also places special emphasis on practical studies, and as a result our graduates are highly valued by employers. Haaga-Helia graduates have an excellent job placement record and their competencies are highly valued by employers.

We invite you to join the professionals – apply to Haaga-Helia!

Teemu Kokko
President



5 HAAGA-HELIA CAMPUSES

PASILA

Ratapihantie 13, FI-00520 HELSINKI

HAAGA

Pajuniityntie 11, FI-00320 HELSINKI

MALMI

Hietakummuntie 1 A, FI-00700 HELSINKI

VIERUMÄKI

Kaskelantie 10, FI-19120 VIERUMÄKI

PORVOO

Taidetehtaankatu 1, FI-06100 PORVOO

admissions@haaga-helia.fi

tel. +358 400 230 409

1. Finland's best known university of applied sciences

2. Finland's second-largest university of applied sciences

11 000 students

1100 international degree students

650 teachers and support staff

200 partner universities

370 incoming exchange students

350 outgoing exchange students

100 partner companies

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MORE INFORMATION

Haaga-Helia
University of Applied Sciences,
Admission Services
tel. +358 400 230409
www.haaga-helia.fi/en
admissions@haaga-helia.fi

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Application details
www.studyinfo.fi

APPLY TO HAAGA-HELIA

Information about degree programmes and admissions to Finnish universities of applied sciences (UAS) and universities is available in Studyinfo, www.studyinfo.fi.

Haaga-Helia's admission criteria, including information about eligibility, entrance examinations and possible pre-reading material or distance assignments, and descriptions of our degree programmes are available in Studyinfo.

You can apply for Haaga-Helia's degree programmes conducted in English by filling in the application form in Studyinfo during the designated application period. Please note that some of our degree programmes accept new students once a year, while some have application periods both in the spring and in the autumn.

Many of our degree programmes accept SAT scores instead of entrance examinations. The results of the student selection will be published in Studyinfo. You can confirm only one study place in Finnish higher education per semester.

Tuition fees concern students who are not citizens of countries of the European Union or the European Economic Area, and who are not entitled to an exemption. Information about our tuition fees and scholarship scheme is available on our website, www.haaga-helia.fi/en.

APPLY IN STUDYINFO

Joint application for Bachelor's degree programmes in English
7.1.–20.1.2021

Direct application for Bachelor's degree programmes in English (with SAT)
21.1.–31.5.2021

Application for Vocational Teacher Education
5.–21.1.2021



SEE ADMISSION CRITERIA AT

www.studyinfo.fi



DEGREE PROGRAMME IN BUSINESS SERVICE SOLUTIONS AND LANGUAGES

Graduates from this international degree programme are qualified for a variety of positions in many kinds of organisations. Examples of positions include office managers, marketing specialists, and communication and PR coordinators as well as management assistants.

The studies focus on developing multicultural communication and business skills. They also help develop skills in co-operation, project and event management as well as in gathering, processing and sharing information.

The degree programme aims at fluent working proficiency in multiple languages. English and Finnish are compulsory, and the other language choices are Chinese, French, German, Russian, Spanish and Swedish. Finnish students have to complete one semester abroad, either as exchange students or doing their work placement there. Work placement consists of 100 full-time working days. The Bachelor's Thesis is usually commissioned by an organisation – either a private company or public administration. Students can choose their specialisation area from the following: Entrepreneurship; Leadership and HR; Marketing, Sales and Service; Meetings Industry; Organisational Communication.

FULL-TIME STUDIES

TITLE Bachelor of Business Administration, 210 credit points (ECTS)

CAMPUS Pasila

APPLICATION PERIOD spring application period

STUDY MODE day-time studies

EXAMPLES OF GRADUATES' TITLES Communication Specialist, Office Manager, Content Creator, Marketing Specialist, Project Manager, Event Coordinator, Executive Assistant



**This programme
offers so many
career opportunities.
Language and IT
skills will benefit
me in the future.**

EEVI BENGS

Read more: haaga-helia.fi/en/bachelordegrees



DEGREE PROGRAMME IN INTERNATIONAL BUSINESS Full-time studies

The International Business programme offers a great base for those wanting to build a career in global business. Students will acquire both generic and specialised skills needed in expert and managerial positions as well as entrepreneur. The core studies provide a comprehensive introduction to business operations in an international setting such as marketing and sales, accounting and finance, human resource management, international trade, project management, supply chain management, data analysis, business law and economics. The specialisation major and minor studies offered are:

- Customer Relationship Management and Communication
- Entrepreneurship
- Financial Management
- Human Resource Management
- Supply Chain Management

The specialisation studies (50 ECTS) can consist of 30–50 ECTS credits of major and 0–20 cr of minor studies. Additionally, the final thesis is written in the area of the major. The minor studies can be a combination of many specialisations. Some of the courses are offered as evening or virtual studies. The major studies begin in semester 3 or 4 and the offering depends on the students' choices, typically 3–4 of the majors will be offered each autumn and spring semester.

Language and communication studies (25 cr) support the growth to an efficient communicator and networker. The students' intercultural teamworking skills are developed through a variety of learning approaches, for example, project work together with companies and problem-based and project-based learning (PBL). Career plans with service and sales orientation are strongly supported. All students are encouraged to include an exchange semester or work placement abroad in their degree; for Finnish students this is compulsory.

FULL-TIME STUDIES

TITLE Bachelor of Business Administration, 210 credit points (ECTS)

CAMPUS Pasila

APPLICATION PERIOD spring application periods

STUDY MODE daytime studies, some courses offered as virtual, intensive and evening studies

EXAMPLES OF GRADUATES' TITLES Export Sales Manager, Accountant, Marketing Specialist, Logistics Manager, Human Resources Specialist, Market Researcher

The International Business degree provided me with the relevant skills for starting my career. Being able to see the big picture, quickly diving into new topics, finding solutions to solve business problems, consolidating and summarizing information – these are just a few examples of what is appreciated in the workplace nowadays.

JULIA DOLGOPOLOVA

Read more: haaga-helia.fi/en/bachelordegrees

DEGREE PROGRAMME IN INTERNATIONAL BUSINESS Part-time studies

The part-time International Business studies offer a great base for a business career advancement. The programme provides possibilities to diversify students' existing competences and/or deepen their theoretical learning in the areas where they already have practical work experience. The graduates have broad-based knowledge, skills and competences needed in expert or managerial positions in global business.

The core studies provide a comprehensive introduction to business operations in an international setting such as marketing and sales, accounting and finance, human resource management, international trade, project management, supply chain management, data analysis, business law and economics. Depending on the students' majority choices 3–4 of the following specialisation studies are offered as majors (30–50 credits), the others can be studied as minors (0–20 cr):

- Customer Relationship Management and Communication
- Entrepreneurship
- Financial Management
- Supply Chain Management
- Human Resource Management

Career plans with sales and service and entrepreneurship orientation are strongly encouraged. The variety of learning approaches, for example, project work with companies and problem-based learning (PBL) support the development of multicultural team and networking skills. Contact sessions are usually organised three evenings a week between Monday and Thursday at 5:40–8:30 pm. By utilising recognition of prior learning (RPL), summer studies and virtual offering, the student is able to complete their studies faster or study with less contact evenings a week. An exchange semester, an international work placement and shorter studies abroad can be included in the studies.

PART-TIME STUDIES

TITLE Bachelor of Business Administration, 210 credit points (ECTS)

CAMPUS Pasila

APPLICATION PERIOD spring application period

STUDY MODE evening studies, ca 3 evenings contact lessons a week, some courses are intensive or virtual or offered also as summer studies; requires more self-studying than the full-time programme; the whole programme cannot be completed online

EXAMPLES OF GRADUATES' TITLES Purchasing Manager, Controller, Human Resource Manager, Global Mobility Advisor, Sales Manager, Product Manager

The programme gave a good outlook on all aspects of international business. I especially enjoyed the courses and assignments on operations development and business strategies. It was great to deepen my know-how in the field, and discuss real cases with fellow students, teachers and guest lecturers.

AKI SAND

Read more: haaga-helia.fi/en/bachelordegrees



DEGREE PROGRAMME IN AVIATION BUSINESS

Graduates from the Aviation Business Bachelor programme can work successfully in various positions in the aviation industry. The graduates have a reliable understanding of aviation business processes and operational environment. They also have advanced knowledge of relevant rules and regulations, and business development mindset with the focus on economically viable, socially and environmentally responsible aviation business.

The graduates can manage expert tasks within sales and customer relationship management and are able to cooperate in various cross-functional teams. Our graduates can implement their business skills both in large aviation organisations and in smaller businesses that add value to supply chains in the aviation industry. They can also start and run businesses of their own.

Our graduates have strong professional skills in such fields as airline business, airport business, and air cargo. Learning takes place in multicultural teams in meaningful and challenging business projects, commissioned by aviation organisations. These commissioner contacts help students in building their professional networks, a professional mindset, and motivation to grow already during the studies, which is the key to their employability.

The degree programme offers an inspiring and unique learning environment, where the students step out of their comfort zone, take on different roles, encounter people, learn to listen and understand customer needs, identify opportunities, and create solutions together with partners.



FULL-TIME STUDIES

TITLE Bachelor of Business Administration, 210 credit points (ECTS)

CAMPUS Porvoo

APPLICATION PERIOD no application period in spring

STUDY MODE day-time studies

EXAMPLES OF GRADUATES' TITLES Sales Manager or Assistant, Sales Analyst, Traffic and Product Planner

DEGREE PROGRAMME IN BUSINESS INFORMATION TECHNOLOGY

The Degree Programme in Business Information Technology provides students with practical professional Business IT skills combined with an extensive theoretical base. We offer our students courses on the most interesting areas of current IT education. The areas are Digital services, Software engineering, ICT infrastructures and IT security, and Business development and Business IT solutions. In addition, the studies typically include content and practical application arranged in cooperation with partnering IT and other companies. This collaboration with both local and international companies is an integral part of the programme and enables students to learn the skills and acquire the experience to work in multi-cultural teams and on multinational projects.

Career plans that include a development of entrepreneurship, and sales and service abilities are strongly encouraged. Furthermore, the programme offers general courses enhancing other skills required to successfully work in a business environment. These skills are related to areas such as team work, communication, and the ability to work independently.



I think I have made the best possible choice when I decided to go to Haaga-Helia. I love the atmosphere and the way how teachers organise their courses. In fact I've heard from teachers that they like to be there as well.

TUUKKA MERILÄINEN

Read more: haaga-helia.fi/en/bachelordegrees

FULL-TIME STUDIES

TITLE Bachelor of Business Administration, 210 credit points (ECTS)

CAMPUS Pasila

APPLICATION PERIOD spring application period

STUDY MODE day-time

EXAMPLES OF GRADUATES' TITLES

Digital Service Designer, Software Engineer, ERP Consultant, IT support analyst, IT consultant, Programmer

DEGREE PROGRAMME IN SPORTS COACHING AND MANAGEMENT

The Degree Programme in Sports Coaching and Management prepares students with the knowledge and skills needed in today's sports and leisure industry. Through competence-based approach, the programme prepares students along four main development streams with the focus on personal development and professional growth, coach development, event and organisational management and RDI competences. The studies are organised in English enabling students to work in an international environment during their work placement and upon completion of the studies.

The competence-based, student-centered studies demand from the students a high degree of independent working skills and self-motivation with the development process built in line with the individual interests and preexisting competencies. During the studies, students are also involved in developing new solutions for coaching and management at the local, national and international level. The first two years of the studies include intensive studying at the Haaga-Helia UAS Vierumäki Campus, after which the student has a chance to obtain information and knowledge in a real-life working environment during the 1–1½ years of work placement.



Our studies were very practical and, during my years as a professional coach, I have understood that my studies have supported my professional development in an excellent way. During your studies, you'll have great possibilities to make connections both in Finland and abroad.

KALLE VÄLIAHO

Read more: haaga-helia.fi/en/bachelordegrees

FULL-TIME STUDIES

TITLE Bachelor of Sports Studies, 210 credit points (ECTS)

CAMPUS Vierumäki

APPLICATION PERIOD spring application period

STUDY MODE full-time studies for the first 2 years followed by work placement

EXAMPLES OF GRADUATES' TITLES Head Coach, Head of Coaching, Sport Manager

DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT

The degree programme in Hospitality, Tourism and Experience Management provides students competencies for one of the world's most dynamic and leading socio-economic sectors. There are two fields of expertise: Hospitality Experience Management and Tourism Experience Management.

Hospitality Experience Management (including Accommodation and Food & Beverage) studies are available for 30 students and Tourism Experience Management (max 20 students) offers two sub specialisations for 10 students in each: 1) Competitive Destination, 2) Developing Transportation, Travel Agency and Event Management Business.

The programme provides students with numerous learning opportunities that help them prepare for management careers in Finland and abroad. It takes a unique approach and offers a modular curriculum with knowledge, skills and attitudes critical to an ever-competitive environment.

FULL-TIME STUDIES

TITLE Bachelor of Hospitality Management, 210 credit points (ECTS)

CAMPUS Haaga

APPLICATION PERIOD spring application period

STUDY MODE full-time

EXAMPLES OF GRADUATES' TITLES Hospitality Manager, Food and Beverage Manager, Guest Experience Specialist, Service Manager, Tourism Destination Planner, Hospitality and Tourism Project Developer and entrepreneur positions

Haaga-Helia has the best reputation in this study field, that's why I chose it.

EVON BLOMSTEDT

Read more: haaga-helia.fi/en/bachelordegrees

DEGREE PROGRAMME IN TOURISM AND EVENT MANAGEMENT

Business Tourism studies on Porvoo Campus offer a great base for a professional career in international tourism business, and enable students to choose between two alternative specialisations: Sales and Service Development in Business Tourism or Events Management.

Graduates acquire project management, research and development, coaching, problem solving, and innovation skills. Learning takes place as team work in real-life projects where personal development, networking, and presentation skills are highlighted.

Students can apply their skills in the dynamic tourism sector (airlines, travel agencies, events, hotels), and have specific know-how of their specialisation, applicable in any global company. Graduates can produce, sell or buy travel services, work in the events industry, or start up a new business. The studies are divided into the following modules: Communication Skills in Travel and Tourism; Tourism Operational Environment; Production and Sales of Travel and Tourism Services; Social and Collaboration Skills, and Business and Entrepreneurial Skills.

FULL-TIME STUDIES

TITLE Bachelor of Hospitality Management, 210 credit points (ECTS)

CAMPUS Porvoo

APPLICATION PERIOD spring application period

STUDY MODE learning takes place in commissioned real-life projects for tourism businesses, both domestic and international; team work is the dominating method, but there are also individual tasks and virtual learning opportunities.

EXAMPLES OF GRADUATES' TITLES

Events Manager, Sales Coordinator, Key Account Manager, Service Supervisor, Social Media Coordinator

The biggest advantage that I gained from studying in Haaga-Helia Porvoo Campus is all the amazing people I met. Both the teachers and my peers made my studies an unforgettable journey.

ARON KOVACS

Read more: haaga-helia.fi/en/bachelordegrees



HAAGA-HELIA'S MASTER'S DEGREE PROGRAMMES IN ENGLISH

Master Your Future!

Master's degree is intended for people who have an appropriate Bachelor's (or a higher) degree and at least two years (24 months) of appropriate work experience after completing the Bachelor's degree. A Master's degree from a UAS delivers the same qualifications to a public office as a university Master's degree.

Haaga-Helia's recently renewed Master's degree programmes enable personal, flexible and multidisciplinary study paths. The scope of the studies is 90 ECTS and it takes 1.5 to 3 years to complete the degree. Students can deepen their professional competencies through eight different specialisations, depending on the chosen degree programme, and build their personal study path. An essential part of the studies is the thesis (30 ECTS) which is conducted in cooperation with business life.

The Master's degree programmes conducted in English:

1. Degree Programme in Leading Business Transformation, Master of Business Administration
2. Degree Programme in Business Technologies, Master of Business Administration
3. Degree Programme in Aviation and Tourism Business, Master of Hospitality Management

Why Haaga-Helia's Master's degree studies?

Possibility to personalise studies: At the beginning of the studies, students make their Individual Study Plan.

Specialisation studies: Students can choose their specialisation from three to eight different options, depending on the chosen degree programme.

Practical approach to learning: Students learn by accomplishing assignments related to their own organisations, other business cases or RDI projects.

Flexibility in studies: Possibility to either part-time or full-time studies.

Flexibility in attendance: The learning sessions take place in evenings, weekends, virtually, and as intensive studies.

Networking possibilities: studies offer great opportunities for the students to meet other students, alumni and teachers and grow their professional network.

DEGREE PROGRAMME IN LEADING BUSINESS TRANSFORMATION (Master's Degree)

The Degree Programme in Leading Business Transformation prepares the students for work in challenging knowledge work and management positions such as leading work development projects, planning and implementing business strategies, and acting as leaders of their own business domestically and internationally. Furthermore, they will be able to implement change projects and lead the transformation of their organisation toward achieving its higher competitive advantage in a flux, global and international business environment.

During their studies, students choose their specialisation, on the basis of individual career goals and their thesis topic. Specialisations cover a whole spectrum of business areas from communication and designing services to strategic thinking and digital business opportunities. This degree programme is implemented in English.



PART-TIME OR FULL-TIME STUDIES

TITLE Master of Business Administration, 90 credit points (ECTS)

CAMPUS Pasila

APPLICATION PERIOD no application period in spring

SPECIALISATIONS Communication and Marketing Management, Digital Business Opportunities, Entrepreneurial Business Management, Experience Economy and Designing Services, Leadership and People Management, Leading Sales and Customer Experience, Strategic Thinking and Management

STUDY MODE evening contacts, weekend contacts, intensive full day contacts, virtual studies

EXAMPLES OF GRADUATES' TITLES

Project Manager, Brand Manager, Business Line Manager, Change Manager, Communication Manager, Marketing Manager, Human Resources Manager, Sales Manager, Strategy Manager

DEGREE PROGRAMME IN BUSINESS TECHNOLOGIES (Master's Degree)

The Degree Programme in Business Technologies prepares students for work in challenging professional and leadership positions in the field of ICT and digitalisation. The graduates may work as managers in information system development projects, designers or leads of business digitalisation activities. Furthermore, they are able to act as consultants or trainers in the related fields. The programme prepares the students to produce business information management solutions by evaluating and utilising digital technologies. They are capable of recognising the opportunities of leading-edge technologies and applying them for creating new business value and enhancing business operations.

During their studies, students choose their specialisation, on the basis of individual career goals and their thesis topic. The students can specialise in development of information services and systems, creating digital business opportunities or entrepreneurial business management. Customer experience driven approach and digital service design are fundamental methods used in the studies. The studies develop an entrepreneurial mindset, which enables even the establishment of one's own start up. This degree programme is implemented in English.



PART-TIME OR FULL-TIME STUDIES

TITLE Master of Business Administration, 90 credit points (ECTS)

CAMPUS Pasila

APPLICATION PERIOD no application period in spring

SPECIALISATIONS Information Services and Systems, Digital Business Opportunities, Entrepreneurial Business Management

STUDY MODE evening contacts, weekend contacts, intensive full day contacts, virtual studies

EXAMPLES OF GRADUATES' TITLES Development Manager, Programme Manager, Project Manager, Service Manager, Leading Digitalisation Consultant, ICT entrepreneur



PART-TIME OR FULL-TIME STUDIES

TITLE Master of Hospitality Management, 90 credit points (ECTS)

CAMPUS Pasila

APPLICATION PERIOD no application period in spring

SPECIALISATIONS Communication and Marketing Management, Digital Business Opportunities, Entrepreneurial Business Management, Experience Economy and Designing Services, Leadership and People Management, Leading Sales and Customer Experience, Strategic Thinking and Management

STUDY MODE evening contacts, weekend contacts, intensive full day contacts, virtual studies

EXAMPLES OF GRADUATES' TITLES

Key Account Manager, Business Travel Specialist, Revenue Manager

DEGREE PROGRAMME IN AVIATION AND TOURISM BUSINESS (Master's Degree)

The Degree Programme in Aviation and Tourism Business is planned especially for experts in travel agencies, tour operating, aviation and other sectors in transportation, travel management and tourism organisations. The goal is to raise the know-how of an expert to a developer level. The programme leads to a Master's Degree in Hospitality Management.

The Degree Programme is based on the future needs of the aviation and tourism industries with a focus on customer-orientation, globalisation, continuous change and sustainability. The programme prepares students to take on diverse professional tasks, for example service and experience design and management. During their studies, students choose their specialisation, on the basis of individual career goals and their thesis topic. Specialisations cover a whole spectrum of business areas from communication and designing services to strategic thinking and digital business opportunities.

The emphasis of the studies is on anticipation, design thinking and responsibility in the aviation and tourism businesses and on learning to cope with change. This degree programme is implemented in English.

