



# Business and Management

The specialisation in [Business and Management](#) gives you the essential capabilities and skills for managing and developing organisations in a market-oriented and sustainable manner.

Upon graduation you will be able to:

- » Manage organisations
- » Participate in strategy work and leadership in various organisations
- » Engage in constructive dialogue on corporate sustainability questions
- » Apply independent and critical thinking to decision-making

Programme in a nutshell:

- » **120 credits:** 2 years leadership and business programme (full-time study)
- » **Language:** English
- » **Degree:** MSc in Economics and Business Administration
- » **Location:** Helsinki or Vaasa, Finland



## TRACKS

You have the opportunity to choose from four tracks with some common courses and several electives that offer flexibility within the studies.

### Humanitarian Logistics

Studying [humanitarian logistics](#) will help you understand the needs of a society and contribute to its resilience. You will learn how to apply logistics and supply chain management to the humanitarian context by designing and managing supply chains on a strategic and operational level. The studies will prepare you to work together with organisations, both governmental and non-governmental, anywhere in the world.

Upon graduation you will have skills in:

1. Understanding the needs of society and contributing to its resilience
2. Preparing, designing, managing, and developing the supply chain on strategic and operational levels

Examples of courses:

- » Humanitarian Logistics
- » Supply Chain Management
- » Project Course in Corporate Social Responsibility and Humanitarian Logistics;
- » Supply Chain Risk and Resilience

### International Strategy and Sustainability

Studying [international strategy and sustainability](#) you will learn how to identify and manage organisational, governance, and sustainability challenges in various economic, social, environmental, geographic, institutional, cultural, and linguistic contexts. Other skills acquired will help you recognise opportunities for domestic organisations to integrate sustainability issues with international strategy, especially in relation to large emerging markets such as China, India, and Russia.

Students on this track also have the opportunity to take a [Double Degree with EMLyon](#). The double degree is a unique opportunity to get two degrees in one go.



Upon graduation you will have skills in

1. Identifying and managing organizational, governance, and sustainability challenges in various economic, social, environmental, geographic, institutional, cultural and linguistic contexts.
2. Recognizing opportunities for domestic organizations to integrate sustainability issues with international strategy, especially in relation to large emerging markets such as China, India, and Russia.

Examples of courses:

- » *Strategy and Sustainability*
- » *Gender, Management and Organisation*
- » *Strategy work*
- » *Project Course in Corporate Social Responsibility and Humanitarian Logistic*

## Marketing

Studying [marketing](#) you will learn how to gather, analyze, and understand information & insights about customer behavior in diverse market contexts. You will also get the skills required to develop and manage the firm's/organization's strategy, business model, product and service development, and marketing communication based on customer and market understanding.

Upon graduation you will have skills in:

1. Gathering, analyzing, and understanding information & insights about customer behavior in diverse market contexts
2. Developing and managing the firm's/organization's strategy, business model, product and service development, and marketing communication based on customer and market understanding

Examples of courses:

- » *Strategic Brand Development*
- » *Digital Marketing*
- » *Service and Customer Strategy*
- » *Marketing Metrics and Performance Measurement*



## Marketing and Management (Vaasa)

Studying [Marketing and Management](#) you will learn how to gather, analyse and understand market information, and how to lead organisations based on market insight. You will also get the skills required to develop and manage business strategies, business models, product and service development, and market communication. Vaasa, being the “energy capital of the North” with a vibrant energy cluster offers a lot of possibilities for interesting internships during your studies, and a great start to a successful career!

Upon graduation you will have skills in

1. Gathering, analyzing, and understanding information & insights about customer behavior in diverse market contexts
2. Developing and managing the firm’s/organization’s strategy, business model, product and service development, and marketing communication based on customer and market understanding
3. Knowledge to identify and evaluate strategic decisions in different organizational contexts
4. Analyzing and implementing an organization’s sustainable strategy, structure and business models taking the interests of different stakeholders into account.

Examples of courses:

- » Service and Customer Strategy
- » Strategies for Marketing in Turbulent and Nascent Business Fields
- » Organisation and Organising
- » Leadership



## Why Hanken School of Economics

- » Hanken School of Economics is one of the oldest business schools in the Nordic countries (founded in 1909)
- » Hanken is the only stand alone business school in Finland
- » Hanken School of Economics holds the three most prestigious international accreditations for business schools: EQUIS, AACSB and AMBA
- » Master's programme is ranked by Financial Times (n.55 in 2021)
- » Hanken is ranked in U-multirank (particularly high on citation rate and top cited publications, as well as on international joint publications)

## Application

- » [Application](#) round 1 November 2020 - 14 January 2022 through application portal [apply.hanken.fi](https://apply.hanken.fi)
- » [Scholarships](#) available for applicants outside of EU/EEA - area
- » For EU citizens university education is free of charge

### HELSINKI

HANKEN SCHOOL OF ECONOMICS  
ARKADIANKATU 22, P.O. BOX 479  
FI-00101 HELSINKI, FINLAND  
TEL +358 (0)29 431 331.

### VAASA

HANKEN SCHOOL OF ECONOMICS  
KIRJASTONKATU 16, P.O. BOX 287  
FI-65101 VAASA, FINLAND  
TEL +358 (0)6 3533 700.

MASTERS@HANKEN.FI  
HANKEN.FI/MASTERS

