



Haaga-Helia

For business

TALENT, TOOLS AND RESULTS

**Haaga-Helia
eMBA in Service
Excellence**

HAAGA-HELIA eMBA IN SERVICE EXCELLENCE

Turning strategy into winning performance

Become a leading professional in Service Excellence!

These days service provision is on the tip of everyone's tongues. Service and Service Excellence are critical factors for successful business managers to succeed in an increasingly competitive global business environment. Successful business managers of the future must not only master their own operating environment, but also possess the ability to be innovative and to adapt to the rapid changes of the international market focusing increasingly on the service side of the business.

Having a clear vision that incorporates efficient processes and an in-depth knowledge of your customers is paramount to your success. But none of these can be achieved without the right networks, the right people and the right kind of leadership. Looking for all of these, and more? Welcome to Haaga-Helia.

The modules

Strategic Management	Financial Management	Service and Sales Management	Change Management	Strategic HR Management	Managerial Accounting and Law
Analysis, Design and Implementation Tools	Financial Analysis	Services Management and Marketing	Exploring Organisational Changes	Strategic Human Resources and Competence Development	Managerial Accounting
Strategic Networks, Joint Ventures and Alliances	Investments, Mergers and Acquisitions	Service Innovations, Design, and Creation of Customer Value	Corporate Communication	Managerial Work in Service Business	Managerial Law and Intellectual Property Rights
Strategic Renewal and Turnaround Management	International Aspects of Finance, Accounting and Taxation	Customer Relationship Management		Managing Diversity	
		Sales Management			
		eMarketing and Social Networks			
		Strategic Service Brand Management			
		Quality Management in Service Business			

eMBA in a nutshell

What we offer you, in a nutshell

- Two-year, 90 ECTS, part-time programme
- Two contact days each month (Friday and Saturday)
- Unique content with a comprehensive service management structure
- The structure of eMBA in Service Excellence

20 MODULES = 60 ECTS

PERSONAL DEVELOPMENT PATH = 2 ECTS

IMMERSION PROGRAMME = 3 ECTS

ELECTIVE STUDIES = 5 ECTS

eMBA THESIS = 20 ECTS

eMBA IN SERVICE EXCELLENCE IN TOTAL 90

BECOME A LEADING PROFESSIONAL IN SERVICE EXCELLENCE



The Haaga-Helia eMBA is a two-year, 90 ects, part-time programme offering a unique content with comprehensive service management structure.

The eMBA in Service Excellence prepared me perfectly to succeed in a time when services are the key factor for success. I have not only learned about the importance of services but also about the tools to measure service quality and other factors as well as how to use services as a lever to improve the overall business. The courses had real practical orientation, we always discussed how tools and concepts can be adopted to be used in real business life. This was a big advantage for me personally, especially now when I have changed my job. I could immediately put in action what I had learned in the eMBA program in my new job.

Patric Masar
Business Manager Marketing
Ingram Micro, Switzerland

What do we offer?

The Haaga-Helia eMBA programme focuses on service management, tackling strategic and management issues from multiple perspectives. The efficient modular structure comprises monthly two-day modules, making it possible to combine work, personal life and study. It will provide you with the skills for turning strategy into performance excellence and results through leadership, process development, optimised resource allocation and effective HR management. Furthermore, the programme also provides excellent opportunities for personal development.

Who is the eMBA for?

The programme is aimed at senior managers, experienced professionals and future leaders who work in service business organisations. Participants should have a current role in their organisation's strategic development and transformation or be planning to assume such a role in the future. In today's global service business environment, ambition is vital for continuous renewal. The eMBA programme will give you the theoretical background and skills to support your ambition and help you achieve even greater success.

ADMISSION FOR 2018 IS OPEN NOW!

ADMISSION REQUIREMENTS AND APPLICATION

Application criteria

Haaga-Helia applies strict entrance criteria in order to ensure that only applicants who will be successful in our programmes will be selected. The application process assesses both academic achievement and personal qualities.

Applicants to the Haaga-Helia eMBA programme must meet the following criteria:

- An undergraduate degree at Bachelor level or equivalent
- At least three years relevant work experience with supervisory/managerial responsibilities
- Proven ability to study in English

Applicants without a first degree but who have a relevant professional or training qualification and a minimum of five years managerial experience will be considered.

To apply for Haaga-Helia eMBA program please contact the eMBA Office:

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