

## Degree Programme in International Business, Helsinki Pasila Campus, Evening Education

### Curriculum

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### Degree Programme in International Business in a Nutshell

<b>Name of qualification:</b>	Bachelor of Business Administration (BBA) and the Finnish title of tradenomi
<b>Level of qualification:</b>	Bachelor's degree
<b>ECTS credits:</b>	210 ECTS credits
<b>Official length of programme:</b>	3.5 years
<b>Mode of study:</b>	Evening programme
<b>Contact information:</b>	<ul style="list-style-type: none"><li>• See <a href="#">Contact Information</a> &gt;&gt;</li></ul>
<b>Application:</b>	<ul style="list-style-type: none"><li>• See <a href="#">Application, spring 2014</a> &gt;&gt;&gt;</li></ul>
<b>Assessment:</b>	<ul style="list-style-type: none"><li>• See <a href="#">Degree Regulations</a> &gt;&gt;</li></ul>
<b>Programme requirements:</b>	General eligibility for higher education in Finland; Language skills as required in the direct application system to the degree programme conducted in English at HAAGA-HELIA
<b>General procedure for the accreditation of prior learning:</b>	See HAAGA-HELIA <a href="#">general rules for the accreditation of prior learning</a> >>
<b>Admissions requirements:</b>	Act of Polytechnics 9.5.2003/351 20§ <ul style="list-style-type: none"><li>• <a href="#">See admission criteria 2014</a>&gt;&gt;</li></ul>
<b>Access to further study:</b>	<ul style="list-style-type: none"><li>• <a href="#">Non-Degree studies in HAAGA-HELIA</a> &gt;&gt;</li><li>• University studies</li></ul>

### Profile of the Degree Programme in International Business, evening education

Why to Choose HAAGA-HELIA BBA in International Business, Helsinki Pasila, evening education...?

Your aim is to

- have a strong professional orientation to global business-to-business services.
- acquire the variety of competences needed by a value creator, networker, project manager and sustainable developer in global business.
- be an expert in one of the key fields in global business such as in customer relationship management and communication, financial management, supply chain management or human resource management.
- study in a truly multicultural environment in English.
- develop yourself as a person and professional
- to improve and diversify your professional knowledge and skills alongside full-time working.

### Key learning outcomes of the Degree Programme

HAAGA-HELIA International Business graduates are highly competitive knowledge workers in the global labour markets. Graduates have the skills and broad-based know-how needed in global professional business-to-business services-focused projects and operations. They understand interactions between international economics and business environments and anticipate future trends and cope proactively with the volatility of global business environment. Graduates create value through proactive networking in international contexts. In addition, they manage and lead multinational projects using effective teamwork, time management, communications and negotiation skills. Acting in a socially responsible and ethical way is natural for their working.

As a result of the studies, the HAAGA-HELIA International Business graduates' identity leans on four professional roles: a value creator to the organisation they work for, global networker, project team member and manager and sustainable developer with the specified competences. See also table 1.

**Table1. Competence Profile of HAAGA-HELIA International Business Graduates**

<b>KEY ROLES</b>	<b>GENERIC COMPETENCES of UNIVERSITY OF APPLIED SCIENCE GRADUATES</b>	<b>GENERIC COMPETENCES of HAAGA-HELIA INTERNATIONAL BUSINESS GRADUATES</b>	<b>SUBJECT SPECIFIC COMPETENCES of HAAGA-HELIA INTERNATIONAL BUSINESS GRADUATES</b>
<b>VALUE CREATOR IN GLOBAL BUSINESS</b>	Ability to learn	Service, sales and entrepreneurial attitude	Understanding of the big picture of the global economics and business environment
	Ability to solve problems and find new solutions	Risk awareness	Knowledge on the legal regulations for international and global business
	Ability to reflect one's own strengths and development areas	Profit orientation	Skills to plan and effectively implement activities in the area of specialization in global markets (global customer relationship management, supply chain management, financial management, HRM management – as chosen by the student)
	Willingness to accept feedback and use it for development purposes	Cost awareness	
	Ability to manage and lead oneself	Holistic thinking	

		Analytical skills	
		Research and development skills	
<b>PROJECT TEAM MEMBER AND MANAGER IN GLOBAL BUSINESS ENVIRONMENT</b>	ICT-skills	Effective multi-cultural team working skills in various roles	Ability to plan, organize and carry out multicultural projects
	Report writing skills	Team leading skills	Ability to act and collaborate as community member
	Presentation skills	Conflict and time management skills	
<b>GLOBAL NETWORKER</b>	Ability to compromise	Intercultural sensitivity	Communication skills in several languages
	Respect for others	Collaboration skills	Effective negotiating skills
		Community building skills	
<b>SUSTAINABLE DEVELOPER</b>	Ethical orientation	Systemic thinking	Knowledge on sustainable business potential
	Social awareness	Ethical thinking	
		Acting in a socially responsible way	

### Professional growth

In order to succeed in the complex international and global business environment, it is vital for the students to acquire not only business and personal literacy, but also social and cultural literacy. All these four components form an integrated foundation for the curriculum.

Students' professional growth path is supported by the annual themes. The aim is to take the students from the orientation stage step by step towards their individually chosen specialisation studies.

The professional growth and awareness of continuously developing professional identity are essential factors in motivation to study and later on in success in business. The aim of the academic advising process is to help the students understand the steps in the professional growth path. The themes of the annual based performance discussions follow the core themes in the annual studies.

### Annual themes

**The annual themes in the DP in International Business curriculum are:**

- Year 1: My Orientation to Global Business Basics
- Year 2: My Exploration for Global Business Opportunities
- Year 3: My Specialisation in Global Business
- Year 4: My Contribution to Global Business

Annual and semester based projects are used to integrate and prove skills and knowledge learned.

**Table 2. Annual Themes in HAAGA-HELIA International Business Curriculum**

<b>1st YEAR</b> My Orientation to Global Business Basics	<b>2nd YEAR</b> My Exploration for Global Business Opportunities	<b>3rd YEAR</b> My Specialisation in Global Business	<b>4th YEAR</b> My Contribution to Global Business
-------------------------------------------------------------	---------------------------------------------------------------------	---------------------------------------------------------	-------------------------------------------------------

<b>Key Product:</b> Business Plan	<b>Key Product:</b> Internationalisation Plan/ Collaborative Project with the Local Community	<b>Key Product:</b> High Performance Company	<b>Key Product:</b> Bachelor's Thesis
<b>Semester 1:</b> Orientation to Learning and International Business	<b>Semester 3:</b> Global Business-to-Business Services Know-how	<b>Semester 5:</b> Networking for Special Professional Competencies	<b>Semester 7:</b> Creating Value through Bachelor's Thesis
<b>Semester 2:</b> Establishing a Business with an International Dimension	<b>Semester 4:</b> Sustainability and Ethical Thinking in Business	<b>Semester 6:</b> Networking with Global Business	

## Curriculum

The curriculum consists of five main parts:

- Basic studies (60 credit points)
- Professional studies (90 credit points)
- Free-choice studies (15 credit points)
- Work placement (30 credit points)
- Thesis (15 credit points).

The professional studies are divided into two main sub-parts: Joint studies including language studies for all students and specialisation studies as chosen by the students.

The studies are largely structured by modules and integrated courses. The aim of the modules is to link separate courses into bigger entities. The integration of various academic course themes into one course provides better opportunities to approach complex global business issues from a holistic perspective.

The studies for completing the evening degree are scheduled for eight semesters. Depending on the student's prior studies in higher education, a faster completion is possible.

The great majority of weekly sessions are held from Monday to Thursday at 17.40 - 20.30. Selected courses can be run as intensive weekend sessions. Some courses can be run jointly with the full-time day programme.

## Structure, Content and Extent of the DP

The bachelor's degree consists of 210 credit points. According to the act for the polytechnic studies (i.e. university of applied sciences studies), the basic studies compulsory for all include studies of 60 credit points, professional studies 90, free-choice studies 15, work placement 30 and thesis 15 credit points. The structure of HAAGA-HELIA International Business programme is based on this frame work. It ensures also graduation within the target time to the students.

**Table 1: Structure of the HAAGA-HELIA International Business Curriculum**

<b>DEGREE PROGRAMME STRUCTURE</b>	
<b>Basic Studies (compulsory for all students)</b>	<b>60 cr</b>
<b>Professional Studies</b>	<b>90 cr</b>
42 cr joint studies for all students	
9 cr language studies as chosen from the language selection offered	
39 cr specialisation studies as chosen either from one specialisation or a combination of two specialisations given	
<b>Free-choice Studies</b>	<b>15 cr</b>
<b>Work Placement</b>	<b>30 cr</b>
<b>Thesis</b>	<b>15 cr</b>
<b>TOTAL</b>	<b>210 cr</b>

The studies include 27 credit points of communication and language studies. All students study 6 credit points Business English Communication. Foreign degree students have 12 credit points Finnish language studies as a compulsory part of their studies. Finnish degree students study 6 credit points Business Swedish. On the basis of the diagnostic Swedish language test, a separate brush-up course in Swedish is recommended before the Business Swedish course. In addition, all students choose a third language (9 credit points) either at an advanced or beginner's level among the selection of language studies.

On the basis of the results in the mathematics exam in the entrance examination or the diagnostic test in the beginning of the studies a separate pre-algebra course is offered to the students to ensure success in the business mathematics and statistical methodology studies.

### Pedagogic Solutions

In the HAAGA-HELIA International Business Programme pedagogic solutions allow diversity. The aim is that the students learn to flexibly operate in various modes and environments.

The Problem Based Learning (PBL) and project-/job-based approaches are emphasised. The PBL offers a good platform for developing many of the meta skills. In the two first semesters PBL is the dominating approach. Especially in the specialisation studies project- and job-based learning are favoured.

### Multicultural Learning

When studying in the HAAGA-HELIA International Business Programme students have several opportunities to include multicultural dimensions in their degree studies.

About one half of the students in the programme come outside Finland. They represent over 60 different nationalities. Annually more than 150 exchange students study in the programme. 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. The full-time lecturers represent several different nationalities. In addition, visiting guest lecturers from HAAGA-HELIA's international partner institutions give frequently lectures in the programme.

The wide network of international partner institutions all over the world helps all degree students find a suitable university for an exchange semester or two semester long double degree studies.

## Course List and Recommended Study Schedule

The studies are largely structured by modules and integrated courses. Each course code is a link to a course description and each course is scheduled on a certain semester.

<b>Full-time Day Degree Programme in International Business, Helsinki Pasila</b>		<b>Code</b>	<b>ECTS cr</b>	<b>Semester</b>
<b>Basic Studies</b>			<b>60</b>	
LEALF1 Module: Working in an International Environment			15	
	The Developing Professional	<a href="#">LEA1LF001</a>	9	1
	Professional Growth and Collaboration in Teams	<a href="#">LEA1LF001A</a>	6	
	Cross-Cultural Organisation	<a href="#">LEA1LF001B</a>	3	
	ICT Skills for Business 1	<a href="#">TOO1LF001</a>	3	1
	Business English	<a href="#">ENG1LF001</a>	3	1
ECOLF1 Module: Introduction to Global Business			15	
	Sustainable Global Environment	<a href="#">ECO1LF001</a>	9	1
	Principles of Economics	<a href="#">ECO1LF001A</a>	3	
	Introduction to Sustainability and Services	<a href="#">ECO1LF001B</a>	3	
	ICT Skills for Business 2	<a href="#">ECO1LF001C</a>	3	
	Business Swedish (for Finnish students)	<a href="#">SWE1LF001</a>	6	1
	Starting My Finnish Language Studies (for international students)	<a href="#">FIN1LF001</a>	6	
BUSLF1 Module: Providing a Tool-kit for a New Business			15	
	Developing Entrepreneurial Competences	<a href="#">BUS1LF001</a>	12	2
	Entrepreneurship and Law for a New Business	<a href="#">BUS1LF001A</a>	2 2	
	Customer Oriented Operation Planning 1 (Marketing)	<a href="#">BUS1LF001B</a>	4	
	Mathematics and Accounting for a New Business 1	<a href="#">BUS1LF001C</a>	2 2	
	Basic Communication in Finnish 1 (for international students)	<a href="#">FIN1LF002</a>	3	2
	Finnish Business Communication 1 (for Finnish students)	<a href="#">FIN1LF009</a>	3	2
BUSLF2 Module: A Business Plan with an International Dimension			15	
	Business Planning for a Start-up	<a href="#">BUS1LF002</a>	12	2
	A Business Plan Workshop Entrepreneurship and Customer Oriented Operation Planning (Marketing) and Writing Academic Reports	<a href="#">BUS1LF002A</a>	2 1 1	
	Customer Oriented Operation Planning 2 (Logistics)	<a href="#">BUS1LF002B</a>	4	
	Mathematics and Accounting for a New Business 2	<a href="#">BUS1LF002C</a>	2 2	
	Basic Communication in Finnish 2 (for International students)	<a href="#">FIN1LF003</a>	3	2
	Finnish Business Communication 2 (for Finnish students)	<a href="#">FIN1LF010</a>	3	2
<b>Professional Studies</b>			<b>90</b>	
<b>Joint Professional Studies</b>			<b>51</b>	
IBULF1 Module: Assessing Global Economic and Legal Environment			9	

	Global Business Environment	<a href="#">IBU2LF001</a>	6	3
	Part: International Economics and Finance	<a href="#">IBU2LF001</a>	3	
	Part: International Law	<a href="#">IBU2LF001</a>	3	
	Multicultural Business Communication in English	<a href="#">COM2LF001</a>	3	3
	BUSLF3 Module: Managing Resources for Business		9	
	Ethical Sourcing	<a href="#">BUS2LF002</a>	6	3
	Part: Principles of International Supply Chain Management	<a href="#">BUS2LF002</a>	3	
	Part: People as a Resource	<a href="#">BUS2LF002</a>	3	
	Business Negotiations and Contracts	<a href="#">LAW2LF001</a>	3	3
	MARLF1 Module: Competing in Global Markets		9	
	Researching Target Markets	<a href="#">MAR2LF003</a>	6	4
	Part: International Market Research	<a href="#">MAR2LF003</a>	4	
	Part: Statistical Methods	<a href="#">MAR2LF003</a>	2	
	Managerial Accounting	<a href="#">ACC2LF001</a>	3	4
	IBULF2 Module: Going Global by Region		15	
	Entering Target Markets	<a href="#">IBU2LF004</a>	6	4
	Part: Internationalisation and Operation Modes	<a href="#">IBU2LF004</a>	3	
	Part: Export/Import Procedures and Practicalities	<a href="#">IBU2LF004</a>	3	
	Target Economic Regions	<a href="#">IBU2LF005</a>	9	4
	COMLF1 Language Studies		9	
	One of the languages below (6 cr + 3 cr)			
	French for Business Purposes	<a href="#">FRE2LF001</a>	6	3
	French Business Communication	<a href="#">FRE2LF002</a>	3	4
	German for Business Purposes	<a href="#">GER2LF001</a>	6	3
	German Business Communication	<a href="#">GER2LF002</a>	3	4
	Spanish for Business Purposes	<a href="#">SPA2LF001</a>	6	3
	Spanish Business Communication	<a href="#">SPA2LF002</a>	3	4
	Russian for Business Purposes	<a href="#">RUS2LF001</a>	6	3
	Russian Business Communication	<a href="#">RUS2LF002</a>	3	4
	<b>Professional Studies</b>		<b>90</b>	
	<b>Professional Specialisation Studies</b>		<b>39</b>	
	MARLF2 Global Customer Relationship Management and Communication		33	
	Innovation Management for Global Competitiveness	<a href="#">MAR3LF001</a>	6	5
	Strategic Business-to-Business Relationship Management	<a href="#">MAR3LF002</a>	6	5
	Business-to-Business Selling and Sales Management in Global Markets	<a href="#">MAR3LF003</a>	3	6
	Creative Corporate and Marketing Communication	<a href="#">MAR3LF004</a>	12	5
	Successful Event	<a href="#">MAR3LF005</a>	6	5+6
	ACCLF1 Financial Management for Global Business		33	
	International Management Accounting	<a href="#">ACC3LF001</a>	6	5
	International Financial Accounting	<a href="#">ACC3LF002</a>	6	5
	International Trade and Finance	<a href="#">ACC3LF003</a>	9	5



	Corporate Tax and Value Added Tax	<a href="#">ACC3LF004</a>	3	6
	Consolidated Financial Statements	<a href="#">ACC3LF005</a>	3	6
	Budget and Responsibility Accounting	<a href="#">ACC3LF006</a>	6	6
	LOGLF1 Global Supply Chain Management		33	
	Managing Quality in Supply Chains	<a href="#">LOG3LF001</a>	6	6
	Optimising Resources	<a href="#">LOG3LF002</a>	6	5
	Sustainable Logistics and Supply Chain Strategies	<a href="#">LOG3LF003</a>	6	5
	Purchasing Strategies	<a href="#">LOG3LF004</a>	9	5
	Developing Performance in Supply Chains	<a href="#">LOG3LF005</a>	6	6
	LEALF2 Human Resource Management for Global Business		33	
	Working with People: Stories and Theories	<a href="#">LEA3LF001</a>	6	5
	Legal and Ethical Dimension in HRM	<a href="#">LEA3LF002</a>	6	5
	Talent Dimension in HRM	<a href="#">LEA3LF003</a>	6	6
	Collaborative Dimension in HRM	<a href="#">LEA3LF004</a>	6	6
	Facilitating HRM Processes	<a href="#">LEA3LF005</a>	6	5
	People as a Strategic Asset	<a href="#">LEA3LF006</a>	3	6
	IBULF3 Joint Specialisation Studies			
	Strategic Views on Global Business	<a href="#">IBU2LF006</a>	6	7
	<b>Free-Choice Studies</b>		<b>15</b>	<b>1-7</b>
	Language Studies			
	English for Academic Purposes	<a href="#">ENG8LF001</a>	3	
	Finnish for Exchange Students 1	<a href="#">FIN8LF010</a>	3	
	Finnish for Exchange Students 2	<a href="#">FIN8LF020</a>	3	
	Finnish for Working Purposes 1	<a href="#">FIN8LF002</a>	6	
	Finnish for Working Purposes 2	<a href="#">FIN8LF003</a>	3	
	Finnish for Working Purposes 3	<a href="#">FIN8LF004</a>	3	
	Practical Finnish at Work	<a href="#">FIN8LF001</a>	3	
	French for Beginners 1	<a href="#">FRE8LF001</a>	6	
	French for Beginners 2	<a href="#">FRE8LF002</a>	3	
	German for Beginners 1	<a href="#">GER8LF001</a>	6	
	German for Beginners 2	<a href="#">GER8LF002</a>	3	
	Russian for Beginners 1	<a href="#">RUS8LF001</a>	6	
	Russian for Beginners 2	<a href="#">RUS8LF002</a>	3	
	Spanish for Beginners 1	<a href="#">SPA8LF001</a>	6	
	Spanish for Beginners 2	<a href="#">SPA8LF002</a>	3	
	Catch up Swedish	<a href="#">SWE8LF001</a>	3	
	Swedish for Beginners 1	<a href="#">SWE8LF002</a>	6	
	Swedish for Beginners 2	<a href="#">SWE8LF003</a>	3	
	Swedish Culture and Society for Managers	<a href="#">SWE8LF004</a>	3	
	Working for Nordic Businesses	<a href="#">SWE8LF005</a>	3	
	Other Free-Choice Studies			
	Academic Writing	<a href="#">THE8LF001</a>	3	1-7
	Becoming an Entrepreneur in Finland	<a href="#">BUS8LF001</a>	6	3-7
	Catch up Business Mathematics	<a href="#">MAT8LF001</a>	3	1

	Doing Business and Working in the Arab Countries	<a href="#">IBU8LF006</a>	3	1-7
	Enterprise Resource Planning	<a href="#">LOG8LF001</a>	3	3-7
	Future Planning Methods for Global Business	<a href="#">ECO8LF001</a>	3	3-7
	Integrating Business and IT	<a href="#">TOO8LF002</a>	3	4-7
	International Business Cases	<a href="#">IBU8LF001</a>	3	3-7
	Marketing Yourself	<a href="#">SLF8LF001</a>	3	1-7
	Project Management in Multicultural Environment	<a href="#">TOO8LF001</a>	3	3-7
	Toolkit for Quantitative Surveys	<a href="#">MET8LF001</a>	3	4-7
	Towards Well-being	<a href="#">PHY8LF001</a>	3	1-7
<b>Work Placement</b>			<b>30</b>	
	Combination of Basic and Specialisation Work Placement Learning	<a href="#">PLA6LF001</a>	30	6 + summer
	Basic Work Placement Learning (A)	<a href="#">PLA6LF002A</a>	15	
	Specialisation Work Placement Learning (B)	<a href="#">PLA6LF002B</a>	15	
<b>Bachelor's Thesis</b>			<b>15</b>	
	Thesis Planning Workshop	<a href="#">THE7LF001</a>	15	6+7
	Thesis Advising	<a href="#">THE7LF002</a>		
	Thesis Presentation Workshop	<a href="#">THE7LF003</a>		
	Maturity Test	<a href="#">THE7LF004</a>		
	Bachelor's Thesis	<a href="#">THE7LF005</a>		
<b>TOTAL</b>			<b>210</b>	

## **Personal Study Plan**

The HAAGA-HELIA International Business students personalise their study paths through several ways. By choosing their own specialisation out of the four options students strengthen their global business knowledge and skills to the direction they prefer. The following four different specialisations offered are:

- Global Customer Relationship Management and Communication
- Financial Management for Global Business
- Global Supply Chain Management
- Human Resource Management for Global Business

The aims of the specialisation studies are to deepen students' competencies in a certain area of global business and increase students' skills to recognise the key components of their chosen specialisation vital for a high performance company.

The scope of the specialisation studies is in total 39 credit points and out of this 5 credit points is reserved for Corporate Strategy studies as a joint specialisation study in the 7th semester.

Students have two options: Either they choose the whole package in one specialisation (34 cr) or a combination: 28 credit points in one specialisation plus 6 credit points from another specialisation.

The topic and process of the bachelor's thesis commissioned by a business organisation offer also excellent opportunities to build up own individual study path. In addition, the selection of free-choice and language studies are useful ways to acquire specific competences needed in global business.

Students' possible prior studies, if applicable to the HAAGA-HELIA International Business curriculum, are considered and credited when the personal study plans are made.

## **Contact Information**

HAAGA-HELIA University of Applied Sciences  
Degree Programme in International Business, Pasila  
Ratapihantie 13  
00520 HELSINKI

Tel +358 (0)9 229 611 (operator)

### **Degree Programme Director**

Anne-Mari Karppinen, anne-mari.karppinen(at)haaga-helia.fi

### **Student Affairs Office**

[Pasila Office](#)

### **Academic Advisor**

Eva Herttuainen, eva.herttuainen(at)haaga-helia.fi

### **Director of the Business Programmes Education Unit**

Director, Vice President Teemu Kokko, teemu.kokko(at)haaga-helia.fi

# Study Experiences

International Business Students Write about Their Experiences

**Rossana Cedeño, autumn 2012**



I joined the International Business program of Haaga-Helia during the fall of 2009. My main goal was to learn more about international business practices as well as about talent and financial management. I thought those skills might complement my communications and marketing background and give me necessary information and knowledge to move forward in my career. I particularly enjoyed the idea of networking and being in a multicultural environment where I could learn more about other countries, cultures and different ways of doing business.

I selected HR Management as a major because I want to be a good leader and manager in the future. I enjoyed working with people and I believe that good leaders can get the best of their team, motivate them and therefore get better results.

From my studies I found particular interesting the topics related to talent management, competences development and employer branding. By studying Financial Management as a minor I learned how the activities of different units of the company impact on the final results. I could say the program has helped me to understand other areas of the business and I have learned a lot of new things about myself, too.

The last 3, 5 years were very hectic and there was no much free time. It was not easy to study and work full time simultaneously and I needed to manage my time very wisely. You need to be very committed and motivated to do this. Nevertheless, it has been very rewarding to learn new things, develop my skills and apply my knowledge already when working.

**Aki Sand, autumn 2012**



I started in the Haaga-Helia's International Business Program in the autumn of 2009. My motivator to study while working full-time was to supplement my engineering background with business education. It was challenging to combine business trips and international projects with evening lectures and study tasks. However, it was very rewarding to notice my own development and achievements in both areas. Motivation and time management were the key factors to succeed! When you are motivated to develop your skills and update your expertise, you will find time for studies and work, and enjoy it. The hectic schedule taught me to set priorities and find balance with work, study, family, friends, and not forgetting my own well-being.

The program gave a good outlook on all aspects of international business. I especially enjoyed the courses and assignments on business strategies and operations development. I chose HAAGA-HELIA because I wanted to specialize to Supply chain management for a global business. It was great to deepen my know-how in the field, and discuss with fellow students and teachers about real cases. The group contained students from all around the world, which was very valuable, and helped me to learn more about different cultures and ways of working. It was nice to notice after three and half years that I was able to graduate in the planned study time. The international business studies broadened my knowledge and enabled instantly outperforming on my work tasks. It made me self-confident that I am doing right things, and I believe this experience will help me reaching my career goals in future.