

Degree Programme in International Sales and Marketing, Porvoo Campus

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Degree Programme in International Sales and Marketing

Degree:	Bachelor of Business Administration (BBA) and the Finnish title of tradenomi (AMK)
Degree level:	Bachelor's degree
Extent of the DP:	210 ECTS credits
Duration of the DP:	3.5 years
Study mode:	Full-time day programme
Assessment:	See Degree Regulations >> See assessment process >>
Programme requirements:	Basic studies 60 cr, Professional studies 90 cr, Free-choice studies 15 cr, Work placement 30 cr, Bachelor's thesis 15 cr
General arrangements for the accreditation of prior learning:	See Haaga-Helia's general arrangements for the accreditation of prior learning >>
Admission requirements:	Act of Polytechnics 14.11.2014/932 §25 Before applying see the admission criteria at www.studyinfo.fi !
Access to further study:	Non-Degree studies in Haaga-Helia >> University studies
Internationalization:	Most of the learning takes place in real-life projects for businesses operating internationally. This opens up doors for the students and helps them develop their networks already during the studies. This makes it easier for graduates to find jobs both in Finland and abroad.
Employment opportunities after graduation:	The daily work of the students is all about operating in multicultural teams. They are supervised by staff representing several nationalities. The commissions they get from companies familiarise them with various markets and ways of doing business. They can also go an exchange, do work placement abroad and participate in international development projects.
Cooperation with working life and with other associates:	Learning takes place in real-life projects. Every semester the students work for a business company on challenges assigned by the company. Learning is work and work is learning.

Profile of the Degree Programme in International Sales and Marketing

Bachelors of Business Administration have strong professional skills in the following fields:

- International Business Skills
- Professional Sales Skills
- Communication and Collaboration Skills
- Entrepreneurial Skills

These skills will be acquired through working in real-life projects commissioned by business companies. The students play an active role in the learning process, and they are coached throughout their studies.

International Business Skills help students operate in the international environment, and develop analytical skills in order to identify business opportunities. The students learn to collaborate with people from different cultural backgrounds. Part of the studies can be carried out in any of our 200 partner institutions around the world. Students can also deepen their international business skills by doing their work placement abroad.

Professional Sales Skills are about developing customer relationships. The students learn how to encounter customers face to face, structure sales negotiations, distinguish different buyers with different motivations, and find solutions for them using personal and virtual sales channels and sales support tools.

Communication and Collaborations Skills are about learning to communicate professionally in a proactive and goal-oriented way. These skills are practised on a daily basis in our multicultural learning environment in real life projects where the students take on different roles, developing both self-leadership to leading others. Language studies are readily available throughout the programme.

Entrepreneurial Skills are present in all the aspects of professional growth. Students develop an entrepreneurial attitude towards everything they do; learn to work under pressure, network, are curious about the world, see new business opportunities, make decisions, take responsibility, and have courage to take risks.

Key learning outcomes of the Programme

Graduates from the Degree Programme in International Sales acquire skills that prepare them for versatile employment possibilities and a fast career track. Possible job titles include e.g.

- Key Account Manager
- Project Manager
- Team Leader
- Store Manager
- Sales Negotiator
- Purchaser
- HR Consultant
- Area Manager
- Import/Export Assistant
- Marketing Assistant
- Product/Category Manager

Openness to work in multicultural teams and flexibility to encounter the challenges that it brings along is a prerequisite for successful professional growth. Team work skills are developed by working in different roles in different projects.

Professional growth

The professional growth of the student starts by understanding the world we live and operate in. The process goes on to seeing one's own role in it. In the course of the studies the focus turns to developing one's own values, professional goals, strengths and career aspirations.

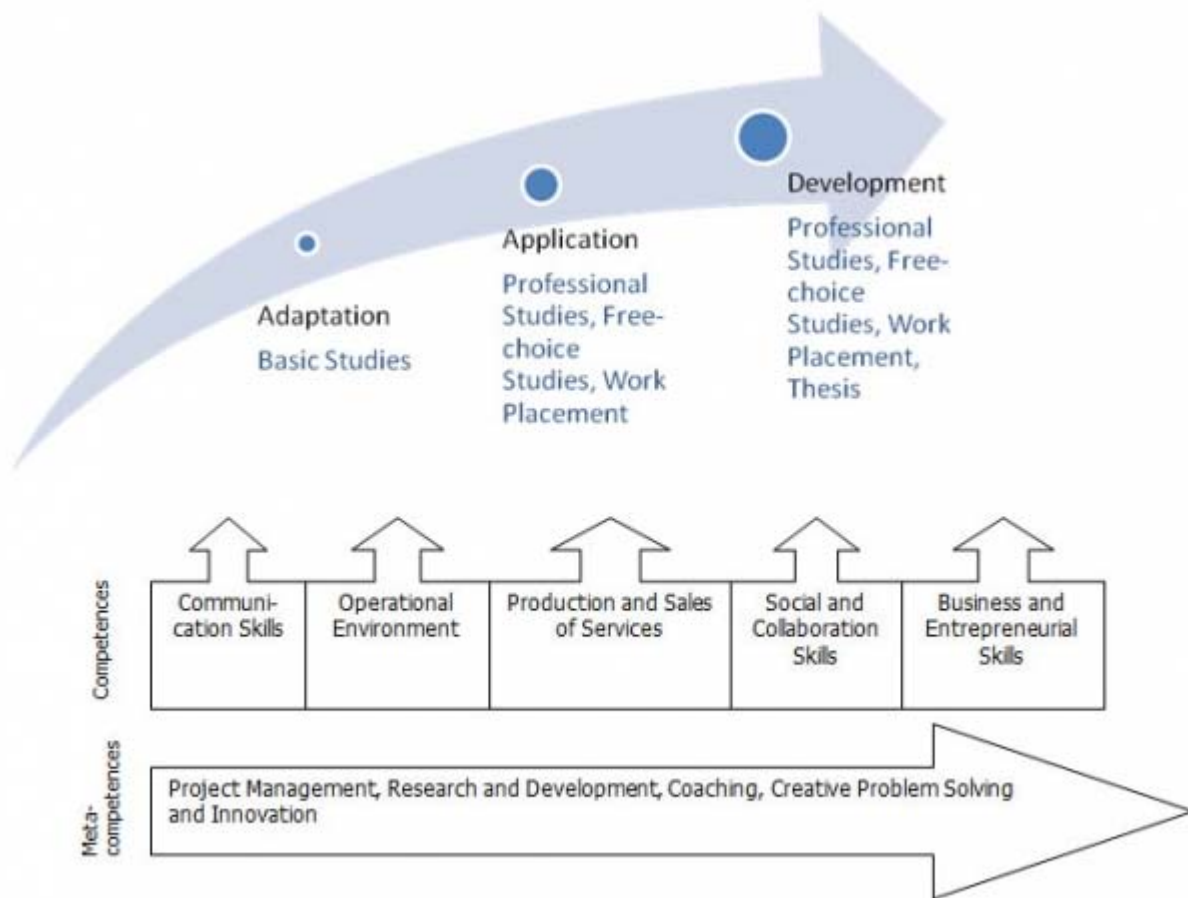


Figure: Professional Growth

Annual themes

Annual themes by competence areas

Communication skills:

Year 1: listening, identifying customer needs, approaching customers, giving and receiving feedback, willingness and eagerness to speak, basic presentation skills

Year 2: engaging the audience, intercultural communication, professional presentation skills

Year 3: confidence and flexibility in presentation situation, improvising and navigating smoothly, adapting to various audiences and organisations

Operational environment skills:

Year 1: basic analytical skills, information search, critical processing, to know how a company operates

Year 2: processing information, internationalisation, holistic approach, ability to ask relevant questions

Year 3: decision making, ability to identify development needs and find solutions

Sales and service skills:

Year 1: encountering people, sales attitude, understanding people/ customer needs

Year 2: creating relationships with customers, self-leadership & reliability, ability to use different sales tools, customer acquisition

Year 3: co-creating value

Social and collaboration skills:

Year 1: identifying sources of own motivation, team work skills

Year 2: creating and making use of networking, international collaboration

Year 3: creating and making use of business partnerships

Business and entrepreneurial skills:

Year 1: setting goals, ability to challenge oneself, basic business skills

Year 2: seeing opportunities, business implementation skills

Year 3: creating new business opportunities, business development skills

Curriculum

[Courses](#)

Contact information

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[View on map](#)

Courses

International Sales and Marketing, Campus 2.0		
Studies	Code	ECTS
Core Studies		60
Learning Camp 1		
Learning Camp 1.1	INS1PO101	5
Learning Camp 1.2	INS1PO102	5
Business Basics for Sales Professionals		
Business Basics for Sales Professionals 1	BUS1LC101	5
Business Basics for Sales Professionals 2	BUS1LC102	5
Business Environment Analysis		
Business Environment Analysis 1	OPE1LC101	5
Business Environment Analysis 2	OPE1LC102	5
Customer Insight		
Customer Insight 1	SAL1LC101	5
Customer Insight 2	SAL1LC102	5
Self and Team Leadership		
Self and Team Leadership 1	LEA1LC101	5
Self and Team Leadership 2	LEA1LC102	5
Areal Studies		
Welcome to Finland 1	ARE1PO101	5
Welcome to Finland 2	ARE1PO102	5
Nordiska studier 1	ARE1PO103	5
Nordiska studier 2	ARE1PO104	5
Professional studies		60
Learning Camp 2		

	Learning Camp 2	INS2PO101	5
	Learning Camp 3	INS2PO102	5
	Business Operations for Sustainable Sales	BUS2LC	10
	Organisational Management and Leadership	LEA2PO	10
	Customer Experience Management	SAL2LC	10
Specialisation studies			30
	Airline Business	AIR3AB	10
	Airport Business	AIR3AB	10
	Air Cargo	AIR3AB	10
	+ all specialisation studies on Porvoo Campus		
Free choice		Courses >>	15
Work placement		PLA	30
Thesis		THE	15
	Maturity Exam		