

# **Degree Programme in International Sales and Marketing, Porvoo**

## **The core of the Porvoo Campus philosophy**

Porvoo Campus offers a modern and innovative learning environment, where students work in real projects. As a student you are able to start networking with companies already during your studies. Porvoo Campus is truly international with approximately 50 nationalities. Studies include teamwork, international projects as well as options for exchange and work placement abroad.

Engaging Campus atmosphere: Motivating, supportive and modern campus

Porvoo Campus is the place to be if you as a student value learning in an atmosphere which is truly motivating and fun. You are important both as an individual learner and as a committed team member. You challenge yourself in learning future skills and growing into a specialist. You are an active and empowered learner in a supportive environment. Your professional growth is built on regular constructive feedback. You share because you care, as does everybody on Porvoo Campus. Your innovative ideas count and make the difference. This is what our students have said:

“Staff members really listen and care for the students and their further learning.”

“The atmosphere on Porvoo Campus is motivating, inviting, relaxed, cosy, happy and encouraging!”

“Lots of light! Traditional hierarchical classrooms are happily missing.”

“Campus is so lovely! So many different types of rooms, where we students can work in groups and independently!”

International and team based way of working

Studying on Porvoo Campus gives you plenty of opportunities for networking, multicultural encounters and making friends. In fact, you can join projects in any degree programme and gain new perspectives across different industries and make your own personalized study path. Porvoo Campus students praise the team spirit as well as the many opportunities for collaboration and creative problem-solving in projects. They also really value the change to practice team work in mixed groups:

“I like working with people from other countries and cultures it’s interesting to see how they think about solving problems.”

“I enjoy working teams with different students and it has been nice to get to know some other students outside my group. It is nice to share ideas with each other and learn from others. I also enjoy developing team work skills and think it is a very important skill to have in future.”

“We have had a lot of group work and projects, and this is positive because group work skills and getting along with different types of people is needed in almost every job.”

Learning by doing: Real and concrete projects that prepare for the future work

Porvoo Campus curriculum is based on competences that are needed in the future work life. Creativity, critical thinking and ability to solve problems are competences that are needed in the future. You are engaged in real and practical projects which prepares you for your future career. You will have a chance to make study trips abroad, create business ideas and organize events such as DigiDay, Campus does Good and Business Idea Fair. You also study in learning camps and reading circles. This is what our students have said:

“I have learnt to challenge myself, do things faster and more efficiently and evaluate myself.”

“We learn through practice by engaging in real projects instead of sitting in lectures. In my opinion this prepares us better for work life and helps to adapt theory into practice.”

## **Name and level of education**

Bachelor of Business Administration (BBA) and the Finnish title of tradenomi

## **Admission requirements and applications**

Universities of Applied Sciences Act 932/2014, Section 25  
Before applying see the admission criteria at [Studyinfo](#)

## **Scope and duration**

210 ECTS, 3.5 years

## **Recognition of learning**

Read more about the principles of recognition of learning at Haaga-Helia. [Recognition of learning](#)

## **Mode of study**

Full-time day programme

## **Language of tuition**

The degree programme is conducted in English.  
The studies include a certain amount of Finnish areal studies and a choice of other areal studies.  
Finnish students are also offered a number of learning activities in Finnish and Swedish languages.

## **Requirements and decrees**

Completion of the courses specified in the curriculum, compulsory work placement, a thesis and maturity test.

The Government Decree on Universities of Applied Sciences 1129/2014.

## **Study attainments and assessment**

Find out more about the degree regulations and assessment process of Haaga-Helia [Degree regulations](#)

## **Profile, targets and structure**

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Programme contents:

Core studies 60 ECTS

Professional studies 60 ECTS

Specialization studies 30 ECTS

Free-choice studies 15 ECTS

Work placement 30 ECTS

Bachelor's thesis 15 ECTS

## **Internationalisation**

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.

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 on an exchange, do work placement abroad and participate in international development projects.

## **Work placement and cooperation with the business community**

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.

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## **Career opportunities**

Graduates from the Degree Programme in International Sales and Marketing 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 Manager

Marketing Assistant

Product/Category Manager

Social Media Manager

## **Postgraduate studies**

Non-Degree studies in Haaga-Helia

Master's Degree studies

University studies

## **Contact information**

Haaga-Helia University of Applied Sciences

Porvoo Campus

Taidetehtaankatu 1

FI-06100 Porvoo

Porvoo Study Services: +358 400 230 405

email: [studyservices.porvoo@haaga-helia.fi](mailto:studyservices.porvoo@haaga-helia.fi)

Porvoo Campus Info +358 40 488 7444

email: [porvooinfo@haaga-helia.fi](mailto:porvooinfo@haaga-helia.fi)

Haaga-Helia operator +358 9 229 611

Degree Programme Director (temp)

Mrs Malin Lahdensuo

email: [malin.lahdensuo@haaga-helia.fi](mailto:malin.lahdensuo@haaga-helia.fi)

**Basic Studies**  
(All compulsory)**Learning Camp**  
(All compulsory)

INS1PO101	Learning Camp 1 – Learn to learn	5	●
INS1PO102	Learning Camp 2 – Development methods	5	●

**Business Basics for Sales and Marketing**  
(All compulsory)

BUS1LC101	Business Basics for Sales and Marketing 1	5	●
BUS1LC102	Business Basics for Sales and Marketing 2	5	●

**Business Environment Analysis**  
(All compulsory)

OPE1LC101	Business Environment Analysis 1	5	●
OPE1LC102	Business Environment Analysis 2	5	●

**Customer Insight**  
(All compulsory)

SAL1LC101	Customer Insight 1	5	●
SAL1LC102	Customer Insight 2	5	●

**Self and Team Leadership**  
(All compulsory)

LEA1LC101	Self and Team Leadership 1	5	●
LEA1LC102	Self and Team Leadership 2	5	●

**Areal Studies 1**  
(Select 10 ECTS)

FIN1PO101	Welcome to Finland 1	5	●
FIN1PO102	Welcome to Finland 2	5	●
NRD1PO101	Nordic Areal Studies 1	5	●
NRD1PO102	Nordic Areal Studies 2	5	●

**Professional Studies**  
(All compulsory)**Learning Camp**  
(All compulsory)

INS2PO201	Learning Camp 3 – Service design	5		●
INS2PO202	Learning Camp 4 – Orientation to thesis writing	5		●

**Value Creation in Sustainable Sales**  
(All compulsory)

BUS2LC201	Value Creation in Sustainable Sales 1	5		●
BUS2LC202	Value Creation in Sustainable Sales 2	5		●

**Organisational Management and Leadership**  
(All compulsory)

LEA2LC201	Leading Human Resources	5		●
LEA2LC202	Developing Human Resources	5		●

**Innovation and Entrepreneurship**  
(All compulsory)

LEA2LC221	Leading Sales and Business Development	10		●
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**Customer Experience Management**  
(All compulsory)

SAL2LC203	Customer Experience Management	10		●
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**Areal Studies 2**  
(Select 10 ECTS)

ASA2PO201	Asian Areal Studies 1	5		●
ASA2PO202	Asian Areal Studies 2	5		●
COD2PO201	Applied Coding 1	5		●
COD2PO202	Applied Coding 2	5		●
GER2PO201	German Areal Studies 1	5		●
GER2PO202	German Areal Studies 2	5		●
RUS2PO201	Russian Areal Studies 1	5		●
RUS2PO202	Russian Areal Studies 2	5		●
SPA2PO201	Spanish Areal Studies 1	5		●
SPA2PO202	Spanish Areal Studies 2	5		●

<b>Advanced Studies</b> (Select 30 ECTS)				
BUS3P0305	Artificial Intelligence in Business	5		●
BUS3P0320	Branding	10		●
BUS3P0316	Business Analytics	5		●
LEA3P0301	Developing Emotional Intelligence	5		●
PSS3P0302	E-Business	10		●
BUS3P0306	Foreign Market Expansion to Emerging Markets	5		●
BUS3P0311	Global Opportunities for Small and Medium Sized Companies 1	5		●
BUS3P0312	Global Opportunities for Small and Medium Sized Companies 2	5		●
BUS3P0314	Mind the Gap in International Business	10		●
BUS3P0310	Risk Management and Responsible Business	10		●
BUS3P0315	Service Innovation and Entrepreneurship	10		●

<b>Free Choice Studies</b> (Select 15 ECTS)				
<b>Work Placement</b> (Select 30 ECTS)				
PLA6P0104	Work Placement	30		●
PLA6P0105	Work Placement 1	10	●	
PLA6P0106	Work Placement 2	10		●
PLA6P0107	Work Placement 3	10		●
			0	10
				50

<b>Bachelor's Thesis</b> (All compulsory)				
THE7HH801	Thesis Phase 1	5		
THE7HH802	Thesis Phase 2	5		
THE7HH803	Thesis Phase 3	5		
THE7HH804	Maturity Test	0		