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2021

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AUTUMN

# APPLICANT'S GUIDE



Haaga-Helia



## APPLY TO HAAGA HELIA

**Create your path to your future career.** Whether you have just finished upper secondary school or have already been working for many years, we offer you many challenging study opportunities on the road to becoming an expert in your chosen field.

**Studies at Haaga-Helia open doors to future careers.** We also place special emphasis on practical studies, and as a result our graduates are highly valued by employers both domestically and internationally. Our graduates have an excellent job placement record.

We invite you to join the professionals – apply to Haaga-Helia!

**Teemu Kokko**  
President



# 5 HAAGA-HELIA CAMPUSES

## PASILA

Ratapihantie 13, FI-00520 HELSINKI

## HAAGA

Pajuniityntie 11, FI-00320 HELSINKI

## MALMI

Hietakummuntie 1 A, FI-00700 HELSINKI

## VIERUMÄKI

Kaskelantie 10, FI-19120 VIERUMÄKI

## PORVOO

Taidetehtaankatu 1, FI-06100 PORVOO

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

tel. +358 400 230 409

1. Finland's best known university  
of applied sciences

2. Finland's second-largest  
university of applied sciences

11 000 students

1100 international degree  
students

650 teachers and  
support staff

200 partner  
universities

370 incoming  
exchange students

350 outgoing  
exchange students

100 partner companies

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## MORE INFORMATION

Haaga-Helia  
University of Applied Sciences,  
Admission Services  
tel. +358 400 230409  
[www.haaga-helia.fi/en](http://www.haaga-helia.fi/en)  
[admissions@haaga-helia.fi](mailto:admissions@haaga-helia.fi)

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**Application details**  
[www.studyinfo.fi](http://www.studyinfo.fi)

Haaga-Helia is second  
more than 10,500  
business orientated  
Through education  
business



## APPLICATION TO HAAGA-HELIA

You can find information about degree programmes and admissions to Finnish universities of applied sciences (UAS) and universities in Studyinfo, [www.studyinfo.fi](http://www.studyinfo.fi).

Haaga-Helia's admission criteria, including information about eligibility, entrance examinations and possible pre-reading material or advance assignments, and descriptions of our degree programmes are available in Studyinfo.

You can apply for Haaga-Helia's degree programmes conducted in English by filling in the application form in Studyinfo during the designated application period. Please note that some of our degree programmes accept new students once a year, while some have application periods both in the spring and in the autumn.

Many of our degree programmes accept SAT scores instead of entrance examinations. The results of the student selection will be published in Studyinfo. You can confirm only one study place in Finnish higher education per semester.

Tuition fees concern students who are not citizens of countries of the European Union or the European Economic Area, and who are not entitled to an exemption.

Information about our tuition fees and scholarship scheme is available on our website, [www.haaga-helia.fi/en](http://www.haaga-helia.fi/en).

## APPLY IN STUDYINFO

Joint application for Bachelor's and Master's degree programmes in English

**1.9.–15.9.2021**

Direct application for Bachelor's degree programmes in English (with SAT)

**1.6.–30.9.2021**

▶ SEE ADMISSION CRITERIA AT  
[www.studyinfo.fi](http://www.studyinfo.fi)

# HAAGA-HELIA'S BACHELOR'S DEGREE PROGRAMMES IN ENGLISH

Degree Programme in Aviation Business (Bachelor of Business Administration) (application in autumn 2021)

Degree Programme in Business Information Technology (Bachelor of Business Administration) (application in autumn 2021)

Degree Programme in International Business (Bachelor of Business Administration) (application in autumn 2021)

Degree Programme in Business Service Solutions and Languages (Bachelor of Business Administration) (application in spring 2022)

Degree Programme in Hospitality, Tourism and Experience Management (Bachelor of Hospitality Management) (application in spring 2022)

Degree Programme in International Business, part-time studies (Bachelor of Business Administration) (application in spring 2022)

Degree Programme in Sports Coaching and Management (Bachelor of Sports Studies) (application in spring 2022)

Degree Programme in Tourism and Event Management (Bachelor of Hospitality Management) (application in spring 2022)

**Read more:** [haaga-helia.fi/en/bachelordegrees](https://haaga-helia.fi/en/bachelordegrees)

## DEGREE PROGRAMME IN AVIATION BUSINESS

When you graduate from the Aviation Business Bachelor programme you are able to work successfully in various positions in the aviation industry. You will have a reliable understanding of aviation business processes and operational environment. You will also have advanced knowledge of relevant rules and regulations, and business development mindset with the focus on economically viable, socially and environmentally responsible aviation business.

As a graduate you can manage expert tasks within sales and customer relationship management and are able to cooperate in various cross-functional teams. You can implement your business skills both in large aviation organisations and in smaller businesses that add value to supply chains in the aviation industry. You can also start and run businesses of your own.

As a graduate you have strong professional skills in such fields as airline business, airport business, and air cargo. Learning takes place in multicultural teams in meaningful and challenging business projects, commissioned by aviation organisations. These commissioner contacts help you to build your professional networks, a professional mindset, and motivation to grow already during the studies, which is the key to your employability.

The degree programme offers you an inspiring and unique learning environment, where you step out of your comfort zone, take on different roles, encounter people, learn to listen and understand customer needs, identify opportunities, and create solutions together with partners. All students are encouraged to include an exchange semester or work placement abroad in their degree. Examples of graduates' titles include sales manager, traffic and business data analyst, business development manager and marketing specialist.

### PART-TIME OR FULL-TIME STUDIES

**TITLE** Bachelor of Business Administration, 210 credit points (ECTS)

**CAMPUS** Porvoo

**APPLICATION PERIOD** autumn application period

**STUDY MODE** daytime studies

**The absolute highlight has been The Future of Aviation seminar. It was a huge challenge when you are a first semester student and suddenly you have to make this big thing happen. I have absolutely become better at teamwork during my studies because every project is so much focused on it.**

RIKHARD KANTOLA

Read more: [haaga-helia.fi/en/bachelordegrees](https://haaga-helia.fi/en/bachelordegrees)

## DEGREE PROGRAMME IN BUSINESS INFORMATION TECHNOLOGY

The Degree Programme in Business Information Technology provides you with practical professional Business IT skills combined with an extensive theoretical base. We offer you courses on the most interesting areas of current IT education. The areas are Digital services, Software engineering, ICT infrastructures and IT security, and Business development and Business IT solutions.

In addition, the studies typically include content and practical application arranged in cooperation with partnering IT and other companies. This collaboration with both local and international companies is an integral part of the programme and enables you to learn the skills and acquire the experience to work in multicultural teams and on multinational projects.

Career plans that include the development of entrepreneurship, and sales and service abilities are strongly encouraged. Furthermore, the programme offers general courses enhancing other skills required to successfully work in a business environment. These skills are related to areas such as team work, communication, and the ability to work independently. Examples of graduates' titles include digital service designer, software engineer, ERP consultant, IT support analyst, IT consultant and programmer.

### PART-TIME OR FULL-TIME STUDIES

**TITLE** Bachelor of Business Administration, 210 credit points (ECTS)

**CAMPUS** Pasila

**APPLICATION PERIOD** autumn application period

**SPECIALISATIONS** Information Services and Systems, Digital Business Opportunities, Entrepreneurial Business Management

**STUDY MODE** daytime studies

### PART-TIME OR FULL-TIME STUDIES


**TITLE** Bachelor of Business Administration, 210 credit points (ECTS)

**CAMPUS** Pasila

**APPLICATION PERIOD** autumn application period

**SPECIALISATIONS** Customer Relationship Management and Communication, Entrepreneurship, Financial Management, Human Resource Management, Supply Chain Management

**STUDY MODE** daytime studies, some courses offered as virtual, intensive and evening studies



**The programme gave a good outlook on all aspects of international business. I especially enjoyed the courses and assignments on operations development and business strategies. It was great to deepen my know-how in the field, and discuss real cases with fellow students, teachers and guest lecturers.**

AKI SAND

Read more: [haaga-helia.fi/en/bachelordegrees](https://haaga-helia.fi/en/bachelordegrees)

## DEGREE PROGRAMME IN INTERNATIONAL BUSINESS

The International Business programme offers a great base for those wanting to build a career in global business. You will acquire both generic and specialised skills needed in expert and managerial positions as well as entrepreneurs. The core studies provide a comprehensive introduction to business operations in an international setting such as marketing and sales, accounting and finance, human resource management, international trade, project management, supply chain management, data analysis, business law and economics.

The specialisation studies (50 ECTS) can consist of 30–50 ECTS credits of major and 0–20 cr of minor studies. Additionally, the final thesis is written in the area of the major. The minor studies can be a combination of many specialisations. Some of the courses are offered as evening or virtual studies. The major studies begin in semester 3 or 4 and the offering depends on the students' choices, typically three of the majors will be offered for those who begin their studies in spring semester.

Language and communication studies (25 ECTS) support the growth to an efficient communicator and networker. Your intercultural teamworking skills are developed through a variety of learning approaches, for example, project work together with companies and problem-based learning (PBL). Career plans with service and sales orientation are strongly supported. All students are encouraged to include an exchange semester or work placement abroad in their degree; for Finnish students this is compulsory. Examples of graduates' titles include export sales manager, accountant, marketing specialist, logistics manager, human resources specialist and market researcher.



# HAAGA-HELIA'S MASTER'S DEGREE PROGRAMMES IN ENGLISH

Master's degree is intended for people who have an appropriate Bachelor's (or a higher) degree and at least two years (24 months) of appropriate work experience after completing the Bachelor's degree. A Master's degree from a UAS delivers the same qualifications to a public office as a university Master's degree.

Haaga-Helia's recently renewed Master's degree programmes enable personal, flexible and multidisciplinary study paths. The scope of the studies is 90 ECTS and it takes 1.5 to 3 years to complete the degree. Students can deepen their professional competencies through eight different specialisations, depending on the chosen degree programme, and build their personal study path. An essential part of the studies is the thesis (30 ECTS) which is conducted in cooperation with business life.

## The Master's degree programmes conducted in English:

Degree Programme in Sustainable Aviation Business (Master of Business Administration) (application in autumn 2021)

Degree Programme in Business Technologies (Master of Business Administration) (application in autumn 2021)

Degree Programme in Leading Business Transformation (Master of Business Administration) (application in autumn 2021)

Degree Programme in Strategising in Organisations (Master of Business Administration) (application in autumn 2021)

Degree Programme in Tourism and Hospitality Business (Master of Hospitality Management) (application in autumn 2021)

## Why Haaga-Helia's Master's degree studies?

**Possibility to personalise studies:** At the beginning of the studies, you make your Individual Study Plan.

**Specialisation studies:** You can choose your specialisation from three to eight different options, depending on the chosen degree programme. The degree programmes in Aviation Business and Strategising in Organisations make an exception and the specialisation studies are pre-defined.

**Practical approach to learning:** You learn by accomplishing assignments related to your own organisations, other business cases or RDI projects.

**Flexibility in studies:** Possibility to either part-time or full-time studies.

**Flexibility in attendance:** The learning sessions take place in evenings, weekends, virtually, and as intensive studies.

**Networking possibilities:** studies offer great opportunities for you to meet other students, alumni and teachers and grow your professional network.

## DEGREE PROGRAMME IN SUSTAINABLE AVIATION BUSINESS (Master's Degree)

The Degree Programme in Sustainable Aviation Business is planned especially for experts working already in various aviation sectors. The programme prepares you for work in challenging knowledge work and management positions on private and public sector in aviation, thus the Degree Programme is based on the future needs of the aviation industry.

Compulsory studies focus on research and development skills as well as competences needed in developing organizations and leading change. Studies enhance your abilities in analytical and critical thinking and problem solving. Specialisation studies focus on sustainable aviation business related skills and competences. Studies enhance your ability to apply current research knowledge in your professional field. Other studies provide you with more general business competences like brand and human resource management where the focus is on sustainable and responsible business.

After the studies, you will be able to implement change projects and lead the transformation of your organisation toward achieving its higher competitive advantage in a fast changing, global and international aviation business environment. You will work in positions, for example: leading work development projects, planning and implementing business strategies, acting as leader of your own business domestically and internationally.

This degree programme is implemented in English, and it is organised completely online, which enables flexible distance learning. The most important study courses in terms of the topic have been selected for the degree programme and they have been scheduled so that you can study while working and graduate in 1.5 years.



### PART-TIME OR FULL-TIME STUDIES

**TITLE** Master of Business Administration, 90 credit points (ECTS)

**CAMPUS** Pasila

**APPLICATION PERIOD** autumn application period

**STUDY MODE** virtual studies



## DEGREE PROGRAMME IN BUSINESS TECHNOLOGIES (Master's Degree)

The Degree Programme in Business Technologies prepares you for work in challenging professional and leadership positions in the field of ICT and digitalisation. As a graduate you may work as a manager in information system development projects, a designer or a lead of business digitalisation activities. Furthermore, you are able to act as a consultant or a trainer in the related fields. Examples of graduates' titles include development manager, programme manager, project manager, service manager, leading digitalisation consultant and ICT entrepreneur.

The programme prepares you to produce business information management solutions by evaluating and utilising digital technologies. You are capable of recognising the opportunities of leading-edge technologies and applying them for creating new business value and enhancing business operations.

During your studies, you choose your specialisation, on the basis of your individual career goals and thesis topic. You can specialise in development of information services and systems, creating digital business opportunities or entrepreneurial business management. Customer experience driven approach and digital service design are fundamental methods used in the studies. The studies develop an entrepreneurial mindset, which enables even the establishment of one's own start up.

### PART-TIME OR FULL-TIME STUDIES

**TITLE** Master of Business Administration, 90 credit points (ECTS)

**CAMPUS** Pasila

**APPLICATION PERIOD** autumn application period

**SPECIALISATIONS** Information Services and Systems, Digital Business Opportunities, Entrepreneurial Business Management

**STUDY MODE** evening contacts, weekend contacts, intensive full day contacts, virtual studies

**Picking courses for my studies I feel like a kid in a candy store.**

CASPER SUOVALO

Read more: [haaga-helia.fi/en/masterdegrees](https://haaga-helia.fi/en/masterdegrees)

## DEGREE PROGRAMME IN LEADING BUSINESS TRANSFORMATION (Master's Degree)

The Degree Programme in Leading Business Transformation prepares you for work in challenging knowledge work and management positions such as leading work development projects, planning and implementing business strategies, and acting as a leader of your own business domestically and internationally.

Furthermore, you will be able to implement change projects and lead the transformation of your organisation toward achieving its higher competitive advantage in a flux, global and international business environment. Examples of graduates' titles include project manager, brand manager, business line manager, change manager, communication manager, marketing manager, human resources manager, sales manager and strategy manager.

During your studies, you choose your specialisation, on the basis of your individual career goals and thesis topic. Specialisations cover a whole spectrum of business areas from communication and designing services to strategic thinking and digital business opportunities.

### PART-TIME OR FULL-TIME STUDIES

**TITLE** Master of Business Administration, 90 credit points (ECTS)

**CAMPUS** Pasila

**APPLICATION PERIOD** autumn application period

### SPECIALISATIONS

Communication and Marketing Management, Digital Business Opportunities, Entrepreneurial Business Management, Experience Economy and Designing Services, Leadership and People Management, Leading Sales and Customer Experience, Strategic Thinking and Management

**STUDY MODE** evening contacts, weekend contacts, intensive full day contacts, virtual studies

**I doubt I would have gotten my business ideas this far without the time, opportunity for experimentation, and interaction that the studies have offered.**

MIMOSA SUKANEN

Read more: [haaga-helia.fi/en/masterdegrees](https://haaga-helia.fi/en/masterdegrees)

## DEGREE PROGRAMME IN STRATEGISING IN ORGANISATIONS (Master's Degree)

The Degree Programme in Strategising in Organisations prepares you to work in demanding strategy process expert, development and management positions, business planning and management positions, or to lead a function or to become an independent entrepreneur. After the studies you will be able to plan and implement strategy processes, lead change and develop the organisation's operations and competitiveness in different areas and in different business environments.

In the studies, you develop the core competencies required for demanding expert and development work as well as advanced competencies related to strategy work. The studies strengthen your ability to apply new research information to your own business environment.

The degree programme is organised completely online, which enables flexible distance learning. The most important study courses in terms of the topic have been selected for the degree programme and they have been scheduled so that a student can study while working and graduate in 1.5 years.

### PART-TIME OR FULL-TIME STUDIES

**TITLE** Master of Business Administration, 90 credit points (ECTS)

**CAMPUS** Pasila

**APPLICATION PERIOD** autumn application period

**STUDY MODE** virtual studies



## THE DEGREE PROGRAMME IN TOURISM AND HOSPITALITY BUSINESS (Master's Degree)

The Degree Programme in Tourism and Hospitality Business is planned especially for experts in tourism and travel organisations as well as for experts working in the hospitality industry. The goal of the degree programme is to raise the knowhow of an expert to a developer level. The programme leads to a Master's Degree in Hospitality Management. The Degree Programme is based on the future needs of the tourism and hospitality industries and gives you an opportunity to focus on areas important for your own professional development.

Compulsory studies focus on research and development skills as well as competences needed in developing organisations and leading change. Studies enhance your abilities in analytical and critical thinking and problem solving. Specialisation studies focus on sustainable tourism and hospitality related skills and competences. Studies strengthen your ability to apply current research knowledge in your professional field. Other studies provide you with more general business competences like communication and designing services to strategic thinking and digital business opportunities.

After the studies, you will be able to implement change projects and lead the transformation of your organisation toward achieving its higher competitive advantage in a fast changing, global and international tourism and hospitality business environment. You will work in positions, for example: leading work development projects, planning and implementing business strategies, acting as a leader of your own business domestically and internationally.

**It has been rewarding to notice how my previous experience has been complemented with new competences.**

TUUVA HARJANNE

Read more: [haaga-helia.fi/en/masterdegrees](https://haaga-helia.fi/en/masterdegrees)



### PART-TIME OR FULL-TIME STUDIES

**TITLE** Master of Hospitality Management, 90 credit points (ECTS)

**CAMPUS** Pasila

**APPLICATION PERIOD** autumn application period

**SPECIALISATIONS** Developing Sustainable Tourism and Hospitality Business, Communication and Marketing Management, Digital Business Opportunities, Entrepreneurial Business Management, Experience Economy and Designing Services, Leadership and People Management, Leading Sales and Customer Experience, Strategic Thinking and Management

**STUDY MODE** evening contacts, weekend contacts, intensive full day contacts, virtual studies