

# **IBBA Degree Programme in International Business Administration**

## **Bachelor of Business Administration, 210 ECTS**

### **Bachelor of Business Administration**

Programme

### **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

### **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.

### **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](#)

## **Targets and structure**

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. Therefore, you are engaged in real and practical projects which prepare you for your future career. Porvoo Campus students praise the team spirit as well as the many opportunities for collaboration and creative problem-solving in projects.

Programme contents:

Basic studies 60 ECTS

Professional studies 60 ECTS

Advanced studies 30 ECTS

Free-choice studies 15 ECTS

Work placement 30 ECTS

Bachelor's thesis 15 ECTS

## **Internationalisation**

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 is truly international with approximately 50 nationalities.

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

You are able to start networking with companies already during your studies.

## **Career opportunities**

A bachelor of International Business Administration on Porvoo Campus might be employed in various industries with several professional titles, some of which may include for instance:

Customer service specialist

Sales manager or assistant

Sales analyst

Product planner

Marketing manager or assistant

Account manager

Entrepreneur

## **Postgraduate studies**

Non-Degree studies in Haaga-Helia

Master's Degree studies

University studies

## **Contact information**

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## Degree Programme in International Business Administration

Tunnus	Nimi	Summa
<b>IBBA21</b>	<b>Degree Programme in International Business Administration</b>	<b>195-210</b>
BASICSIB-1001	Basic Studies	60
<i>YHT1PE001</i>	<i>Professional Communication</i>	<i>5</i>
<i>YHT1PE012</i>	<i>Customer Insight and Marketing</i>	<i>5</i>
<i>YHT1PE003</i>	<i>ICT Key Competencies</i>	<i>5</i>
<i>YHT1PE013</i>	<i>Customer Experience and Sales</i>	<i>5</i>
<i>YHT1PE005</i>	<i>Teamwork and Project Management</i>	<i>5</i>
<i>YHT1PE014</i>	<i>Introduction to Financial Administration</i>	<i>5</i>
<i>YHT1PE008</i>	<i>Entrepreneurship and Business Operations</i>	<i>5</i>
<i>OPE2IB101</i>	<i>International Business Environment</i>	<i>5</i>
<i>YHT1PE015</i>	<i>Professional English</i>	<i>5</i>
<i>FIN1PO101</i>	<i>Welcome to Finland 1</i>	<i>5</i>
<i>FIN1PO102</i>	<i>Welcome to Finland 2</i>	<i>5</i>
<b>IBBA21-CATEGORY-1000</b>	<b>Keys to Studies and Career</b>	<b>5</b>
YHT0PE002	Introduction to Studies	1
YHT0PE006	Wellbeing and Self-management Skills	1
YHT0PE005	Time Management	1
YHT0PE009	Speed Up Your Career with Alumni	1
YHT0PE004	Study Skills	1
PROFESIB-1001	Professional Studies	60
<b>IBBA21-IBBA20-CATEGORY-1000</b>	<b>Marketing and Sales in a Digital World</b>	<b>30</b>
BIG8TN001	Basics of AI	5
SAL2IB102	Digital Marketing	5
BUS2IB102	Budgeting and Performance Evaluation	5
MAR2IB101	International Marketing Research	5
LEA2IB101	Leading Human Resources in International Business	5
SAL2IB103	Marketing and Sales in a Digital World: Project Work	5
<b>IBBA21-IBBA20-CATEGORY-1001</b>	<b>Growth and Internationalization</b>	<b>30</b>
BUS2IB201	Managing Global Value Chains	5
OPE2IB201	Innovating and Internationalizing Services	5
OPE2IB202	Global Opportunities for Growth	5
OPE2IB203	Growth and Internationalization: Project Work	5
OPE2IB204	International Business Regulations and Law	5
YHT1PE006	Research and Development	5
ADVANCEIB-1001	Advanced Studies	30

<b>IBBA21-IBBA20- CATEGORY-1002</b>	<b>Strategic and Sustainable Leadership</b>	<b>0</b>
FIE3IB301	International Finance	5
LEA3IB301	Cross-cultural Leadership and Emotional Intelligence	5
SAL3IB301	Consultative Sales and Negotiations	5
BUS3IB302	Strategic and Sustainable Brand Management	5
BUS3IB303	Managing Processes: ERP Systems	5
BUS3IB304	Service Design as a Strategy	5
FREECHIB-1001	Free Choice Studies	15
PLACEIB-1001	Work Placement	30
<b>PLA6PO104</b>	<b>Work Placement</b>	<b>30</b>
<b>PLA6PO105</b>	<b>Work Placement 1</b>	<b>10</b>
<b>PLA6PO106</b>	<b>Work Placement 2</b>	<b>10</b>
<b>PLA6PO107</b>	<b>Work Placement 3</b>	<b>10</b>
THESISIB-1001	Bachelor's Thesis	0-15
<b>THE7HH801</b>	<b>Thesis Phase 1</b>	<b>0-5</b>
<b>THE7HH802</b>	<b>Thesis Phase 2</b>	<b>0-5</b>
<b>THE7HH803</b>	<b>Thesis Phase 3</b>	<b>0-5</b>
<b>THE7HH804</b>	<b>Maturity Test</b>	<b>0</b>

**IBBA21 Degree Programme in International Business Administration: 210 op**

**BASICSIB-1001 Basic Studies: 60 op**

**YHT1PE001 Professional Communication: 5 op**

**YHT1PE012 Customer Insight and Marketing: 5 op**

**YHT1PE003 ICT Key Competencies: 5 op**

**YHT1PE013 Customer Experience and Sales: 5 op**

**YHT1PE005 Teamwork and Project Management: 5 op**

**YHT1PE014 Introduction to Financial Administration: 5 op**

**YHT1PE008 Entrepreneurship and Business Operations: 5 op**

**OPE2IB101 International Business Environment: 5 op**

**YHT1PE015 Professional English: 5 op**

**FIN1PO101 Welcome to Finland 1: 5 op**

**FIN1PO102 Welcome to Finland 2: 5 op**

**IBBA21-CATEGORY-1000 Keys to Studies and Career: 5 op**

**YHT0PE002 Introduction to Studies: 1 op**

**YHT0PE006 Wellbeing and Self-management Skills: 1 op**

**YHT0PE005 Time Management: 1 op**

**YHT0PE009 Speed Up Your Career with Alumni: 1 op**

**YHT0PE004 Study Skills: 1 op**

**PROFESIB-1001 Professional Studies: 60 op**

**IBBA21-IBBA20-CATEGORY-1000 Marketing and Sales in a Digital World: 30 op**

**BIG8TN001 Basics of AI: 5 op**

**SAL2IB102 Digital Marketing: 5 op**

**BUS2IB102 Budgeting and Performance Evaluation: 5 op**

**MAR2IB101 International Marketing Research: 5 op**

**LEA2IB101 Leading Human Resources in International Business: 5 op**

**SAL2IB103 Marketing and Sales in a Digital World: Project Work: 5 op**

**IBBA21-IBBA20-CATEGORY-1001 Growth and Internationalization: 30 op**

**BUS2IB201 Managing Global Value Chains: 5 op**

**OPE2IB201 Innovating and Internationalizing Services: 5 op**

**OPE2IB202 Global Opportunities for Growth: 5 op**

**OPE2IB203 Growth and Internationalization: Project Work: 5 op**

**OPE2IB204 International Business Regulations and Law: 5 op**

**YHT1PE006 Research and Development: 5 op**

**ADVANCEIB-1001 Advanced Studies: 30 op**

**IBBA21-IBBA20-CATEGORY-1002 Strategic and Sustainable Leadership: 0 op**

**FIE3IB301 International Finance: 5 op**

**LEA3IB301 Cross-cultural Leadership and Emotional Intelligence: 5 op**

**SAL3IB301 Consultative Sales and Negotiations: 5 op**

**BUS3IB302 Strategic and Sustainable Brand Management: 5 op**

**BUS3IB303 Managing Processes: ERP Systems: 5 op**

**BUS3IB304 Service Design as a Strategy: 5 op**

**FREECHIB-1001 Free Choice Studies: 15 op**

**PLACEIB-1001 Work Placement: 30 op**

**PLA6PO104 Work Placement: 30 op**

**PLA6PO105 Work Placement 1: 10 op**

**PLA6PO106 Work Placement 2: 10 op**

**PLA6PO107 Work Placement 3: 10 op**

**THESISIB-1001 Bachelor's Thesis: 15 op**

**THE7HH801 Thesis Phase 1: 5 op**

#### **Osaamistavoitteet**

Upon completion of the module, the student is able to

- Know different stages of the thesis process
- Know the aim of her/his thesis
- Search for information in a variety of reliable sources.
- Define the key concepts of her/his thesis.
- Create a realistic schedule for her/his thesis
- Know requirements and the basic structure of the thesis.
- plan a research-based development project outline.

#### **Sisältö**

- Thesis at Haaga-Helia
- Thesis process and progress in Konto
- Student's role and responsibilities during the thesis process
- Confidentiality in theses
- Content and extent of the thesis
- Content and extent of a research-based development project
- Source information search, reliable information and critical evaluation of them.
- Formal referencing
- Selection criteria for research and innovation methods
- Thesis reporting according to Haaga-Helia reporting guidelines
- Self management during the thesis process.

**Lähtötaso ja sidonnaisuudet muihin opintojaksoihin**



Studies specified by the degree programme

**Arviointikriteerit****Arvosana 1**

See thesis assessment criteria in MyNet

**Arvosana 3**

See thesis assessment criteria in MyNet

**Arvosana 5**

See thesis assessment criteria in MyNet

**Hyväksytty, hylätty**

During the thesis process, progress is graded as pass/fail according to programme-specific objectives.

After the thesis evaluation process is completed, H for "pass" is replaced by the thesis grade.

To pass the module all assignments (incl. research based development project outline = thesis outline) must be submitted and approved.

Research based development project outline is uploaded in Konto and a thesis supervisor has approved it.

**THE7HH802 Thesis Phase 2: 5 op****Osaamistavoitteet**

The student knows how to use relevant source material, apply suitable methods and follow reporting guidelines.

**Sisältö**

2/3 completed thesis, according to programme-specific guidelines and principles

**Lähtötaso ja sidonnaisuudet muihin opintojaksoihin**

Thesis phase 1 completed

**Arviointikriteerit****Arvosana 1**

See thesis assessment criteria in MyNet

**Arvosana 3**

See thesis assessment criteria in MyNet

**Arvosana 5**

See thesis assessment criteria in MyNet

**Hyväksytty, hylätty**

During the thesis process, progress is graded as pass/fail according to programme-specific objectives.

After the thesis evaluation process is completed, H for "pass" is replaced by the thesis grade.

## THE7HH803 Thesis Phase 3: 5 op

### Osaamistavoitteet

The student finishes the thesis according to the Haaga-Helia guidelines and thesis schedule.

### Sisältö

- finalizing the thesis
- publishing the thesis

### Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Thesis phases 1/3 and 2/3 completed. Phase 3/3 cannot be approved before the maturity exam and plagiarism check have been passed.

### Arviointikriteerit

#### Arvosana 1

See thesis assessment criteria in MyNet

#### Arvosana 3

See thesis assessment criteria in MyNet

#### Arvosana 5

See thesis assessment criteria in MyNet

### Hyväksytty, hylätty

See thesis assessment criteria in MyNet

## THE7HH804 Maturity Test: 0 op

### Osaamistavoitteet

The maturity examination is a learning experience which aims at helping the student polish his/her communication skills. Also, the aim is to present the proficiency of the student as well as the contents of the thesis.

The maturity test demonstrates the student's familiarity and expertise in the subject field of the thesis as well as language competency in Finnish or Swedish, as required in Finnish legislation (A1129/2014, § 8).

The language required for the maturity test is determined by the language the student studied as first language/mother tongue during secondary level education. The maturity test also serves as a demonstration of spoken and written competence in the language in question. The language of the maturity exam is also marked in the degree certificate.

### Sisältö

In Haaga-Helia, the maturity test can take one of three forms, as agreed with the thesis advisor: an essay, an item for a staff newsletter or a media release. The maturity test is not the same as an exam answer.

### Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The thesis is completed.

### Lisätiedot

See instructions in MyNet