

BUTEM Degree Programme in Business Technologies

Master of Business Administration, 90 ECTS

Master of Business Administration

- Programme
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- Implementations

Name and level of education

Master of Business Administration, Master's Degree

Admission requirements and applications

Act of Polytechnics 9.5.2003/351 20§

Before applying see the admission criteria at www.studyinfo.fi

Scope and duration

The scope of the studies is 90 ECTS completed in 1.5 to 3 years as part-time or full time studies.

Recognition of learning

Studies can also progress through the use of competencies acquired in the past or competencies acquired at work during the studies.

Mode of study

The mode of studies is blended and the amount of independent studying, virtual studies and sessions on campus depend on the student's individual study plan and the chosen courses. There are several types of course implementations to choose from, such as evening, intensive, partly or fully virtual. Depending on the course implementation, the learning sessions take place in evenings, weekends, virtually, and as intensive studies.

Language of tuition

The language of the studies is English.

Requirements and decrees

The degree curriculum includes core studies, specialization studies, free choice studies, thesis and maturity test.

Haaga-Helia's operations are governed by [the Act on Studies in Universities of Applied Science 18.12.2014/1129](#) (in Finnish) and [Haaga-Helia's Degree Regulations](#).

Study attainments and assessment

The course assessment criteria are available in the course descriptions. More information about the course assessment is available in [Haaga-Helia's Degree Regulations](#).

Targets and structure

The Master's Degree Programme in Business Technologies prepares the students for work in challenging expert and managerial positions in the field of ICT and business digitalization. The degree programme is suitable for ICT and business professionals who want to proceed in managerial and expert positions in the field of ICT and digitalization.

After the studies the graduates will be able to develop business information management solutions by evaluating and utilizing digital technologies. They are capable of recognizing the opportunities of leading-edge digital technologies and applying them for creating new business value and enhancing the business operations. They will work in positions, for example: designers and leaders of business digitalization, managers of information system development projects, managers of information system services, consultants and trainers in ICT.

Curriculum Structure:

Core Studies 20 ECTS

Specialization Studies 20 ECTS

Free Choice Studies 20 ECTS

Thesis 30 ECTS

Specializations:

Digital Business Opportunities

Entrepreneurial Business Management

ICT Services and Systems

Studies provide students with general competences, such as interaction competency, required in all organizations and with business specific skills and competencies, depending on the chosen specialization area by the student.

Compulsory studies focus on research and development skills as well as competences needed in developing organizations and leading change. Studies enhance students' abilities in analytical and critical thinking and problem solving. Specialization studies focus on digital technologies and business related skills and competencies. Studies enhance the students' ability to apply current research knowledge in their professional field.

In the beginning of studies, students choose their specialization, on the basis of individual career goals and development needs. The specialization studies together with thesis account for the majority of the Master's studies.

Internationalisation

The students represent various nationalities and work in organisations operating in global settings, which allows learning to take place in multicultural teams. The learning assignments mirror

professional's work in a global setting. The students can also take part in an exchange program with selected partner universities of Haaga-Helia UAS.

Work placement and cooperation with the business community

The courses include industry and business visitors and address the challenges of organizations and business. In addition, the thesis is a development project undertaken within an organization.

Career opportunities

The programme encourages students to study and work concurrently, which gives the students the opportunity to integrate real-life projects in studies. This exchange between work and study enhances the skills and competencies the students need to advance professionally.

Postgraduate studies

For example university studies (Ph.D.) or vocational teacher's programme

Alumni activities

Haaga-Helia's alumni network is very active. Read more about our [alumni relations](#) and update your contact information to receive information about upcoming events, further education and Haaga-Helia's news.

Contact information

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Business Technologies

The extent of the Master's Degree is 90 ECTS. The degree consists of the following studies:

Compulsory studies - Applied Design Research 5 ECTS

Common elective studies - Choose minimum of 15 ECTS from Research and Development and Organizational Development competence areas.

Specialisation studies - Choose one specialisation and minimum of 20 ECTS from it. Specialisation studies include also Master's thesis 30 ECTS.

Free-choice studies - Choose 20 ECTS from the common elective studies, from your own specialisation, from other specialisations or from other Master level studies that are clearly related to the field of the degree. In case you want to include courses from other universities or universities of applied sciences to your degree, first ensure from your ISP supervisor that the course you have selected can be approved to your degree.

| Tunnus | Nimi | Summa |
|---------------------|--|--------------|
| BUTEM22 | Business Technologies | 90 |
| BUTEM22-1001 | Compulsory Studies | 5 |
| RDI2HM101 | Applied Design Research | 5 |
| BUTEM22-1002 | Common Elective Studies | 15 |
| RDI2HM102 | Data Analytics | 5 |
| RDI2HM103 | Futures Research | 5 |
| ORD2HM101 | Evolving Organisations | 5 |
| ORD2HM102 | Learning Culture in Organisations | 5 |
| ORD2HM103 | Acting as Coach and Facilitator | 5 |
| BUTEM22-1003 | Thesis | 30 |
| THE7HM601 | Thesis Phase 1 | 10 |
| THE7HM602 | Thesis Phase 2 | 10 |
| THE7HM603 | Thesis Phase 3 | 10 |
| THE7HM604 | Maturity Test | 0 |
| BUTEM22-1004 | Specialisation Studies | 20 |
| BUTEM22-1005 | Digital Business Opportunities | 20 |
| DIG4HM101 | Digital Service Design | 5 |
| DIG4HM102 | Business Analytics | 5 |
| DIG4HM103 | Robotic Automation | 5 |
| DIG4HM104 | Emerging Technology Opportunities | 5 |
| DIG4HM106 | Artificial Intelligence in Modern Business | 5 |
| BUTEM22-1006 | Information Services and Systems | 20 |
| ICT4HM101 | Cloud Services | 5 |
| ICT4HM102 | ICT Management Best Practices | 5 |
| ICT4HM103 | ICT Security Basics from Trust to Blockchain | 5 |

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|---|---|-------------|
| ICT4HM104 | Management of Digital Service Development | 5 |
| ICT4HM105 | Enterprise ICT Architecture | 5 |
| ICT4HM106 | ICT Sourcing | 5 |
| BUTEM22-1007 Entrepreneurial Business Management | | 20 |
| ENT4HM102 | From Opportunities to Business | 10 |
| ENT4HM106 | Growth Through Entrepreneurial Resources and Networks | 10 |
| BUTEM22-1008 Free-Choice Studies | | 20 |
| BUTEM22-1009 Leading Sales and Customer Experience | | 0-20 |
| SAL4HM101 | Processes and Strategic Development of Sales | 5 |
| SAL4HM102 | Developing Sales Oriented Organisation | 5 |
| SAL4HM103 | Development of Customer Journey and Leading Customer Experience | 5 |
| SAL4HM104 | Online Store as Sales Channel | 5 |
| BUTEM22-1010 Strategic Thinking and Management | | 0-20 |
| STR4HM101 | Strategic Thinking and Growth Strategies | 5 |
| STR4HM102 | Strategy in Practice | 5 |
| STR4HM103 | Experimental and Engaging Strategy | 5 |
| STR4HM104 | Responsible Business and Sharing Economy | 5 |
| STR4HM105 | Strategic Financial Management | 5 |
| BUTEM22-1011 Leadership and Human Resource Management | | 0-20 |
| LEA4HM101 | Strategic Human Resources Management | 5 |
| LEA4HM102 | Leadership Clinic | 5 |
| LEA4HM103 | Reflective Leadership | 5 |
| LEA4HM104 | Employee Experience and Employer Brand | 5 |
| LEA4HM105 | Conscious Leader | 5 |
| LEA4HM106 | Diversity and Inclusion in Global Organisations | 5 |
| BUTEM22-1012 Experience Economy and Designing Services | | 0-20 |
| EXP4HM101 | Service Design | 10 |
| EXP4HM102 | From Services to Experiences and Transformations | 5 |
| EXP4HM103 | Brand Experience Development | 5 |
| EXP4HM104 | Design Service Systems and Value Networks | 5 |
| EXP4HM005 | Imagineering with Lego Serious Play Methodology | 5 |
| EXP4HM107 | Achieving Sustainable Development Goals in Tourism | 10 |
| EXP4HM108 | Circular Economy in Hospitality | 10 |
| BUTEM22-1013 Communication and Marketing Management | | 0-20 |
| COM4HM101 | Strategic Brand Management | 5 |
| COM4HM102 | H2H Communication | 5 |
| COM4HM103 | Digital Marketing Technologies | 5 |
| COM4HM106 | Leading Creative Planning and Production | 5 |

BUTEM22 Business Technologies: 90 op**BUTEM22-1001 Compulsory Studies: 5 op****RDI2HM101 Applied Design Research: 5 op****Osaamistavoitteet**

Opiskelija osaa tunnistaa ja määritellä organisaatioiden ja yritysten kehittämistehtävät sekä perustellusti valita kehittämistehtävälle oikean tutkimuksen lähestymistavan ja aineistonkeruumenetelmän ja soveltaa näitä. Hän osaa suunnitella ja aikatauluttaa tutkimus- ja kehitystehtäväprojektin. Lisäksi opiskelija osaa kuvata aineistonkeruumenetelmiä kehittämistehtävän tai opinnäytetyön suunnitelmassa tai jossain muussa projektitehtävässä opintojakson aikana. Opiskelija ymmärtää kriittisen ajattelun tärkeyden tutkimus- ja kehittämismenetelmien valinnassa sekä hahmottaa kirjallisuuden ja empiirisen aineiston yhteyden siihen. Hän pystyy käyttämään tutkimus- tai kehittämistyön tuloksia organisaation kehittämisessä.

Opiskelija pystyy arvioimaan soveltavan tutkimuksen lähestymistavan onnistumista sekä tutkimusmenetelmien sopivuutta omassa opinnäytetyössään tai muussa projektissa. Opiskelija pystyy kriittisesti arvioimaan valitun lähestymistavan, tiedon keruumenetelmän sekä kirjallisuuden ja empiirisen aineiston. Hän pystyy hyödyntämään tutkimus- ja kehitysprojektin tuloksia strategisessa organisaation kehittämisessä.

Sisältö

Mitä on soveltava tutkimus?

Tutkimus- ja kehittämistehtävien lähestymistavat

Aineistonkeruun ja –analyysin strategiat

Kehittämistehtävä prosessina

Tutkimusetiikka

Soveltava tutkimus organisaation kehittämisen osana

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opiskelija on ilmoittautunut valitsemansa suuntautumisen opiskelijaksi.

Arviointikriteerit**Arvosana 1**

Opiskelija osaa tunnistaa ja määritellä organisaatioiden ja yritysten kehittämistehtävät sekä valita kehittämistehtävälle oikean tutkimuksen lähestymistavan ja aineistonkeruumenetelmän. Hän osaa suunnitella ja aikatauluttaa tutkimus- ja kehitystehtäväprojektin. Opiskelija ymmärtää tutkimus- ja kehittämismenetelmiin liittyviä käsitteitä, mutta ei osaa keskustella niistä kriittisesti. Kyky tuottaa uutta tietoa organisaation kehittämiseen on heikko.

Arvosana 3

Edellisen lisäksi opiskelija osaa soveltaa valittua kehittämistyön lähestymistapaa. Lisäksi opiskelija osaa kuvata aineistonkeruumenetelmiä kehittämistehtävän tai opinnäytetyön suunnitelmassa tai jossain muussa projektitehtävässä opintojakson aikana. Opiskelija ymmärtää kriittisen ajattelun tärkeyden tutkimus- ja kehittämismenetelmien valinnassa sekä hahmottaa kirjallisuuden ja empiirisen aineiston yhteyden siihen. Hän pystyy käyttämään tutkimus- tai kehittämistyön tuloksia organisaation kehittämisessä.

Arvosana 5

Edellisten lisäksi opiskelija pystyy arvioimaan soveltavan tutkimuksen lähestymistavan onnistumista sekä tutkimusmenetelmien sopivuutta omassa opinnäytetyössään tai muussa projektissa. Opiskelija pystyy perustelemaan tutkimuksen lähestymistavan ja metodit sekä kriittisesti arvioimaan valitun lähestymistavan, tiedon keruumenetelmän sekä kirjallisuuden ja empiirisen aineiston. Hän pystyy hyödyntämään tutkimus- ja kehitysprojektin tuloksia strategisessa organisaation kehittämisessä.

BUTEM22-1002 Common Elective Studies: 15 op

RDI2HM102 Data Analytics: 5 op

RDI2HM103 Futures Research: 5 op

ORD2HM101 Evolving Organisations: 5 op

ORD2HM102 Learning Culture in Organisations: 5 op

ORD2HM103 Acting as Coach and Facilitator: 5 op

BUTEM22-1003 Thesis: 30 op

THE7HM601 Thesis Phase 1: 10 op

THE7HM602 Thesis Phase 2: 10 op

THE7HM603 Thesis Phase 3: 10 op

THE7HM604 Maturity Test: 0 op

BUTEM22-1004 Specialisation Studies: 20 op

BUTEM22-1005 Digital Business Opportunities: 20 op

DIG4HM101 Digital Service Design: 5 op

DIG4HM102 Business Analytics: 5 op

DIG4HM103 Robotic Automation: 5 op

DIG4HM104 Emerging Technology Opportunities: 5 op

DIG4HM106 Artificial Intelligence in Modern Business: 5 op

BUTEM22-1006 Information Services and Systems: 20 op

ICT4HM101 Cloud Services: 5 op

ICT4HM102 ICT Management Best Practices: 5 op

ICT4HM103 ICT Security Basics from Trust to Blockchain: 5 op

ICT4HM104 Management of Digital Service Development: 5 op

ICT4HM105 Enterprise ICT Architecture: 5 op

Osaamistavoitteet

The general learning objective of the course is that the student knows the purpose, principles and architectural types of the enterprise architectures as well as the most common implementation models. After completing the course the student will have knowledge of methods and knowledge of the most common enterprise architectures.

Sisältö

- An overview of enterprise architecture
- The most common enterprise architecture types and their requirements
- The consideration of information security within enterprise architecture
- Enterprise architecture as a tool for management
- What are business architectures and sub-architectures
- Data architecture
- Systems architecture
- Technological architecture
- The most common models of enterprise architecture:
- TOGAF architecture model, The Finnish enterprise architecture model JHS-179 – built for public administration needs.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites.

Lisätiedot

Moodle is used as learning platform and Teams is used as collaboration tool.

Arviointikriteerit

Arvosana 1

The student is able to describe what enterprise architectures are and how they are built. The student understands their purpose and recognizes the importance of enterprise architecture for organisations.

Arvosana 3

In addition, the student has the vision and the ability to participate in the development of enterprise architectures; is able to work on the most common referenced architectures due to the methodological knowledge gained during the course; has the ability to take on roles in developing

and maintaining an enterprise architecture.

Arvosana 5

In addition to the above, the student has well-founded and multiple perspectives views on the development and maintenance of enterprise architectures, which enable the execution of demanding tasks when working with enterprise architecture.

Hyväksytty, hylätty

Passing the course is based on grading of the assignments. 40% of maximum points should be collected.

ICT4HM106 ICT Sourcing: 5 op

Osaamistavoitteet

The course is focused on sourcing ICT-services holding mostly a business perspective. Upon successful completion of the course, the student

- gets a good command of the principles of managing ICT-sourcing as part of Sourcing-function and the relatedness to Company strategy
- learns ways to organize ICT-sourcing and frameworks of managing vendor and solution selection
- learns practices to fulfill ICT-outsourcing and distribution of services
- learns the practices of Service integration and management (SIAM)

Sisältö

- Introduction to sourcing and linkages to other disciplines in the field of IT
- Guidelines framing sourcing strategies, forms of partnering and the acquiring of resources
- Building service integration and management, and maintaining multivendor relationships
- Sourcing as an operation – case selection consultancy in large IT-investments
- Approaches and concepts in distributing IT work – outsourcing, crowdsourcing. ecosystems
- Case studies by student teams and professionals

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Successful accomplishment of the course necessitates basic knowledge of the ITIL framework and the principles of enterprise architecture.

Arviointikriteerit

Arvosana 1

Passed courses are assessed on a scale of 1 to 5 based on individual study project by free choice (related to job), individual assignments, exam and activity on lessons

Grade 1: The student partially understands development methods and principles but does not truly understand the role of IT in business development. Project work has been limited.

Arvosana 3

Grade 3: In addition to skills and competences mentioned for grade 1, a student has basic competence in planning and managing activities belonging to sourcing in a particular business area. In addition, the student understands the business value of developing sourcing capabilities, which is proven by assignments done on the course.

Arvosana 5

Grade 5: In addition to the skills and competences mentioned for grades 1 and 3, a student thoroughly understands the principles and success factors of sourcing and is able to adopt them in practice. The student demonstrates these competences by successfully doing and finishing assignments. The student is able to reflect the development challenges and opportunities of sourcing in practice.

Hyväksytty, hylätty

not in use

BUTEM22-1007 Entrepreneurial Business Management: 20 op

ENT4HM102 From Opportunities to Business: 10 op

ENT4HM106 Growth Through Entrepreneurial Resources and Networks: 10 op

BUTEM22-1008 Free-Choice Studies: 20 op

BUTEM22-1009 Leading Sales and Customer Experience: 20 op

SAL4HM101 Processes and Strategic Development of Sales: 5 op

SAL4HM102 Developing Sales Oriented Organisation: 5 op

SAL4HM103 Development of Customer Journey and Leading Customer Experience: 5 op

SAL4HM104 Online Store as Sales Channel: 5 op

BUTEM22-1010 Strategic Thinking and Management: 20 op

STR4HM101 Strategic Thinking and Growth Strategies: 5 op

Osaamistavoitteet

The student develops strategic thinking and uses suitable tools for it. S/he recognises substantial changes taking place in the working environment and assesses how the changes affect the different business models and organisations. S/he analyses competitive advantages and –strategies and recognizes different growth possibilities.

Sisältö

The content is a combination of following themes:

- Developing strategic thinking capability
- Changes and disruption at work and in the working environment
- Analysis of working environment and the utilisation of business information
- Business models
- Competitive strategies and advantages

- Growth strategies and enablers
 - o Ecosystems, networks and partnerships
 - o Mergers and acquisitions
 - o Internationalisation
 - o Startups
 - o Innovations
 - o Licensing

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

It is recommended that this is a starting course in Strategic Thinking and Management specialisation.

Lisätiedot

Depending on the implementation, pre-assignment is required. More information is available in the implementation plan.

STR4HM102 Strategy in Practice: 5 op**Osaamistavoitteet**

Student is able to evaluate different concepts and models of strategy work. S(he) is also able to analyze different strategies with strategy tools. Student is able to formulate action plans and equivalent metrics to execute strategies. S(he) is also able to plan and implement supporting communication practices for the strategy execution.

Sisältö

The content is a combination of following themes:

- Practices of strategic management
- Strategy process
- Strategy tools and methods
- Strategic development
- Strategic key performance indicators
- Strategic communications

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

This course is recommended to be taken after Strategic Thinking and Growth strategies course.

Lisätiedot

Depending on the implementation the course may include pre-assignments. Further information will be provided in the Implementation Plan.

STR4HM103 Experimental and Engaging Strategy: 5 op**STR4HM104 Responsible Business and Sharing Economy: 5 op****STR4HM105 Strategic Financial Management: 5 op****BUTEM22-1011 Leadership and Human Resource Management: 20 op****LEA4HM101 Strategic Human Resources Management: 5 op**

LEA4HM102 Leadership Clinic: 5 op

LEA4HM103 Reflective Leadership: 5 op

LEA4HM104 Employee Experience and Employer Brand: 5 op

LEA4HM105 Conscious Leader: 5 op

LEA4HM106 Diversity and Inclusion in Global Organisations: 5 op

BUTEM22-1012 Experience Economy and Designing Services: 20 op

EXP4HM101 Service Design: 10 op

EXP4HM102 From Services to Experiences and Transformations: 5 op

EXP4HM103 Brand Experience Development: 5 op

EXP4HM104 Design Service Systems and Value Networks: 5 op

EXP4HM005 Imagineering with Lego Serious Play Methodology: 5 op

EXP4HM107 Achieving Sustainable Development Goals in Tourism: 10 op

EXP4HM108 Circular Economy in Hospitality: 10 op

BUTEM22-1013 Communication and Marketing Management: 20 op

COM4HM101 Strategic Brand Management: 5 op

COM4HM102 H2H Communication: 5 op

COM4HM103 Digital Marketing Technologies: 5 op

COM4HM106 Leading Creative Planning and Production: 5 op