

COMMA Degree Programme in Communication Management

Master of Business Administration, 90 ECTS

Master of Business Administration

- Programme
- Curricula
- 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§

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 chosen courses. The contact hours are scheduled for evenings and weekends.

Aalto-Helia's Master's Programmes have been renewed in 2019. Starting from autumn 2019, the Degree Programme in Communication Management exists in Degree Programme Leading Business Transformation and in its Finnish equivalent Liiketoiminnan uudistamisen ja johtamisen koulutus as a specialization area.

Language of tuition

The language of the studies is English.

Requirements and decrees

The degree curriculum includes Work Development Methods 15 ECTS, Leadership and Work Community 15 ECTS, DP Specific Advanced Professional Studies 5 ECTS, Elective Advanced Professional Studies 20 ECTS, Free Choice Studies 5 ECTS, Master's Thesis and Maturity Test 30 ECTS.

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

Profile of the Degree Programme in Communication Management

What makes the programme different?

- Practical approach to learning – learning by doing and working
- Flexibility in studies: evening and weekend lessons, intensive periods, distance studies
- Possibility to personalize studies.

This degree programme is designed to offer relevant learning opportunities that relate to everyday business as well as communication disciplines most typically practiced in organizations operating internationally in global markets. The practical approach with its intensive learning sprees aims to give students a solid basis on top of which they can build their careers and grow into leaders in their field.

Key learning outcomes of the Degree Programme

The goal of the degree programme is to deepen the communication management and leadership skills needed in the field of communication in international and global settings. During the course of the programme, the students will learn skills that help them become trusted counselors and professionals within their respective communities.

Professional growth

Upon graduation, students gain an internationally recognized degree called Master of Business Administration with a specialization in Communication Management.
Balanced semester offering

The curriculum of the programme has been designed to mirror everyday business to the extent possible without forgetting the needed academic discipline and rigour. The studies have been divided into semesters so that students have a choice of entities that make use of various virtual tools as well as entities containing intensive study periods.

Internationalisation

The students represent various nationalities and work in organizations operating in global settings, which allow learning to take place in multicultural teams. The learning assignments mirror communication 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 and learning assignments mirror the everyday business in corporations and other large organizations. Courses include guest lectures, visits and/or real-life cases to be solved. The thesis work is always a development project in an organization

Career opportunities

The program encourages the students to study and work concurrently, which gives the students the opportunity to integrate real-life projects in academic studies. This exchange between work and academic discipline enhances the skills and competencies the students need to advance professionally in the fields of communication, marketing or media especially in their own organizations.

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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Communication Management

Tunnus	Nimi	Summa
COMMA14	Communication Management	90
MGT2HY2	Leadership and Work Community	15
MGT2HY203	Strategy in Practice	5
MGT2HY202	Leading Change	5
MGT2HY201	Leadership Communication	5
MET2HY2	Work Development Methods	0
MET2HY201	Applied Research and Development	5
MET2HY202	Tools for Analysing and Forecasting	5
MET2HY203	Project Management	5
MET4HY201	Excellence in Case Solving Skills	5
COMLJ2	DP Specific Advanced Professional Studies	5
COM2LJ002	Planning and Leading Communications	5
COMLJ3_COMMA14	Advanced Professional Studies	0
COM4LJ006	Issue/Crisis Communication	5
COM4LJ012	Current Trends: Integrated Marketing Communications	5
COM4LJ007	Organization, Diversity, and Employees	5
COM4LJ008	Stakeholder Communications	5
COM4LJ013	Media and Public Relations	5
COMLJ5	Free-choice Studies	0
COMLJ4	Thesis: Research and Development Project	0
COM4LJ001	Thesis	30

COMMA14 Communication Management: 90 op

MGT2HY2 Leadership and Work Community: 15 op

MGT2HY203 Strategy in Practice: 5 op

MGT2HY202 Leading Change: 5 op

MGT2HY201 Leadership Communication: 5 op

MET2HY2 Work Development Methods: 15 op

MET2HY201 Applied Research and Development: 5 op

MET2HY202 Tools for Analysing and Forecasting: 5 op

MET2HY203 Project Management: 5 op

MET4HY201 Excellence in Case Solving Skills: 5 op

COMLJ2 DP Specific Advanced Professional Studies: 5 op

COM2LJ002 Planning and Leading Communications: 5 op

COMLJ3_COMMA14 Advanced Professional Studies: 20 op

COM4LJ006 Issue/Crisis Communication: 5 op

COM4LJ012 Current Trends: Integrated Marketing Communications: 5 op

COM4LJ007 Organization, Diversity, and Employees: 5 op

COM4LJ008 Stakeholder Communications: 5 op

COM4LJ013 Media and Public Relations: 5 op

COMLJ5 Free-choice Studies: 5 op

COMLJ4 Thesis: Research and Development Project: 30 op

COM4LJ001 Thesis: 30 op