

STROME Degree Programme in Strategising in Organisations

Master of Business Administration, 90 ECTS

Master of Business Administration

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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 degree programme in Strategising in Organisations 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.

Language of tuition

The language of the studies is English.

Requirements and decrees

The degree curriculum includes core studies, specialisation 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 degree programme in Strategising in Organisations prepares the student 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 the graduates 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.

Curriculum Structure:

Core Studies 20 ECTS

Specialisation Studies 20 ECTS

Free Choice Studies 20 ECTS

Thesis 30 ECTS

The core competence studies focus on research and development skills as well as competencies needed in development projects and management of change. The studies strengthen the student's analytical and critical thinking as well as problem-solving skills.

The specialisation studies develop the skills needed to plan and manage a strategy process. The studies strengthen students' ability to apply new research information to their own business environment.

In advanced studies students concentrate on sub-strategies and crucial management practices in strategy processes.

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 organisations and business. In addition, the thesis is a development project undertaken within an organisation.

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.

The programme gives the students excellent qualifications for a variety of managerial and specialist positions in business and other organisations.

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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Strategising in Organisations

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

Compulsory studies 20 ECTS - Applied Design Research, Data Analytics, Evolving Organisations and Organisational Behaviour.

Specialisation studies 20 + 30 ECTS - Strategic Thinking and Growth Strategies, Strategy in Practice, Experimental and Engaging Strategy and Strategic Financial Management. Specialisation studies include also Master's thesis 30 ECTS.

Additional advanced competencies 20 ECTS - The following courses are recommended: Effective Management Team, Strategic Brand Management, Strategic Human Resources Management and Responsible Business and Sharing Economy.

Instead of the recommended additional advanced courses, you may choose courses from other master's level courses in Haaga-Helia or from other universities or universities of applied sciences. The courses you choose, must be clearly related to the field of the degree. Ensure from your ISP supervisor that the course you have selected can be approved to your degree.

Tunnus	Nimi	Summa
STROME22	Strategising in Organisations	90
STROME22	Compulsory Studies	20
RDI2HM101	Applied Design Research	5
RDI2HM102	Data Analytics	5
ORD2HM101	Evolving Organisations	5
ORD2HM104	Organisational Behaviour	5
STROMESPE	Specialisation Studies	20
STR4HM101	Strategic Thinking and Growth Strategies	5
STR4HM102	Strategy in Practice	5
STR4HM103	Experimental and Engaging Strategy	5
STR4HM105	Strategic Financial Management	5
STROMETHE	Thesis	30
THE7HM601	Thesis Phase 1	10
THE7HM602	Thesis Phase 2	10
THE7HM603	Thesis Phase 3	10
THE7HM604	Maturity Test	0
STROMEADV	Additional Advanced Competencies	20
COM4HM101	Strategic Brand Management	5
LEA4HM101	Strategic Human Resources Management	5
STR4HM104	Responsible Business and Sharing Economy	5
STR8HM101	Effective Management Team	5

STROME22 Strategising in Organisations: 90 op**STROME22 Compulsory Studies: 20 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.

RDI2HM102 Data Analytics: 5 op**ORD2HM101 Evolving Organisations: 5 op****ORD2HM104 Organisational Behaviour: 5 op****Osaamistavoitteet**

- 1 The student knows the essentials of organisational behaviour theory.
- 2 The student is able to perform theory guided analyses of real life organisational behaviour.

Sisältö

There are two important topics or objectives in the course. The first one is to introduce the student to the Organisational Behaviour theory. The second one is to teach how theory guided analysis of real life organisational behaviour should be done.

Arviointikriteerit**Arvosana 1**

The criteria of grade 5 are hardly fulfilled at all.

Arvosana 3

The criteria of grade 5 are fulfilled only partly.

Arvosana 5

- The student shows that she/he has learned the essentials of the introduced theory well.
- The student shows that she/he is able to perform theory guided analysis of real life organisational behaviour well.

STROMESPE Specialisation Studies: 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 opintojaksoihin

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 opintojaksoihin

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**STR4HM105 Strategic Financial Management: 5 op****STROMETHE 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

STROMEADV Additional Advanced Competencies: 20 op

COM4HM101 Strategic Brand Management: 5 op

LEA4HM101 Strategic Human Resources Management: 5 op

STR4HM104 Responsible Business and Sharing Economy: 5 op

STR8HM101 Effective Management Team: 5 op