



ARCADA UNIVERSITY OF APPLIED SCIENCES



Företagsekonomi & International Business

Susanna Fabricius

Utbildningsansvarig FE

Degree Program Director IB

Agenda

- Why choose Arcada
- Curriculum structure
- First year studies
- Modules during second year
- Our programme culture
- Questions

Susanna Fabricius

- My background
- Overall responsibility of the quality of the business programs
- Study plan development
- Co-operations with internal and external stakeholders
- Operational issues in FE and IB
- Work closely with the study counsellors, teachers and head of academy
- Your contact person 😊



Why us?

We integrate you from the first day of your studies!

Multicultural
&
Multiprofessional Teams



Global perspective
Networking
opportunities
Entrepreneurial focus
Career opportunities



Strong Focus on Practical Skills

Experienced professionals

Industry partnerships



Utbildningsstrukturen

ÅR 4

Lärdomsprov 15 sp

15 sp

ÅR 3

Support module 30 sp

Utvecklingsstudier 15 sp

Professionell kommunikation 5 sp

Metodik 10 sp

Praktik 2, 15 sp

75 sp

ÅR 2

Specialisation module 30 sp

Utvecklingsstudier 15 sp

Praktik 1, 15 sp

60 sp

ÅR 1

Bildning i ett digitalt och hållbart nordiskt samhälle 15 sp

Företagets funktioner 30 sp

Professionell kommunikation 10 sp

Lärdomprov och metodik 5 sp

60 sp

Structure of degree programme

YEAR 4

Thesis 15 cr

15 cr

YEAR 3

Support module 30 cr

Development studies 15 cr

Research Methods 10 cr

Professional Communication 5 cr

Practical training 2, 15 cr

75 cr

YEAR 2

Specialisation module 30 cr

Development studies 15 cr

Practical training 1, 15 cr

60 cr

YEAR 1

Education in a Digital and Sustainable
Nordic Society 15 cr

Corporate Activities 30 cr

Professional Communication 10 cr

Thesis and Research Methods 5 cr

60 cr

Study units first year - 60 cr

- Technology and Learning 5 cr
- Introduction to Business Administration 5 cr
- Business Mathematics and Statistics 5 cr
- Teamwork and Innovation 5 cr
- Languages 10 cr → info sessions 28.8.2024 at 14:30 - 15:30 in F249
- Ethical and Sustainable Societal Development 5 cr
- Introduction to the Tourism Industry 5 cr
- Introduction to Logistics 5 cr
- Introduction to Marketing 5 cr
- Introduction to Financial Management 5 cr
- Introduction to Research Methodology 5 cr

Första årets studie enheter – 60 sp

- Teknologi och lärande 5 sp
- Företagsekonomins grunder 5 sp
- Affärsmatematik och statistik 5 sp
- Teamwork and Innovation 5 sp
- Ekonomistyrningens grunder 5 sp
- Introduction to the Tourism Industry 5 sp
- Logistikens grunder 5 sp
- Marknadsföringens grunder 5 sp
- Ethical and Sustainable Societal Development 5 sp
- Introduction to Research Methodology 5 sp
- Språk 10 sp → infotillfälle 28.08.2024 kl. 9:15 - 10:00 i Stora auditoriet

Inriktningar /Modules - Second year

Specialisation modules – 30 cr

Marketing

Logistics

Financial Management

Tourism and Experience Management

Alla kurser är parallellspråkiga

Andra årets moduler – Specialisation modules

- Modulerna som avläggs under andra året innehar max 40 studentplatser
- I slutet av årskurs 1 ansöker man till önskad inriktning
- Om antalet överstiger 40, väljs man på basen av introkursens vitsord

Financial Management

Marketing

Logistics

Tourism and Experience Management

Tredje årets moduler – Support modules

- Modulerna som avläggs under andra tredje året innehar max 40 studentplatser
- I slutet av årskurs 2 ansöker man till önskad modul
- Om antalet överstiger 40, väljs man på basen av det totala medeltalet i studieförloppet

Business Insight Management
Organisational Development
Service Development

Studieframgången påverkar framtida valmöjligheter!

Second year modules – Specialisation modules

- The second year modules have 40 vacant places each
- Application is done in the end of your first year
- You are selected based on the grade in the introductory course of that subject

Financial Management

Marketing

Logistics

Tourism and Experience Management

Third year modules – Support modules

The third year modules have 40 vacant places each

Application is done in the end of your second year

You are selected based on your mean grade

Business Insight Management

Organisational Development

Service Development

Your grades will affect your future choices!

Your daily studies

- **Group name during first year**
- International Business
 - IB-24-1
- Företagsekonomi, grupp 1
 - FE-24-1 → A-M
- Företagsekonomi, grupp 2
 - FE-24-2 → N-Ö

- **Study plan**
 - Individual if needed
- **First year courses common to all**

How we work together

- Work / study balance
- Compulsory presence during some of the lectures
- 60 credits/year
- Contact hours vs. personal studies, self studies
- A 5 cr course equals to 135 working hours
- Your responsibilities

Department rules and regulations

- Principer och riktlinjer (FE)
- Rules and regulations (IB)
- Please check these 😊
- How to contact us



Questions?

arcada.fi
#arcadauas



Good luck and enjoy
your time at Arcada!

