



# Welcome to Arcada!





## Degree Program Director IB

Mikael Forsström

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- 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



arcada.fi

# International Business

Qualification awarded Bachelor of Business Administration

Scope 210 ECTS credits

Duration 3.5 years

Mode of study full-time

Language of tuition English

Programme director Mikael Forsström  
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# International Business

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We integrate Finnish and international  
students from day one!

Multicultural  
&  
Multiprofessional Teams



# We have

- strong focus on practical skills
- collaboration with experienced professionals
- state of the art labs (eTechlab, Robolab, AILab, BCI Lab)
- international cooperation



# How do we work together ?

- Work/study balance
- Compulsory presence during some lectures
- 60 credits per academic year
- A mix of contact teaching, teamwork, individual assignments, ~~study~~ self
- A 5-credit course equals approximately 135 working hours
- Your responsibilities



# International cooperation

We collaborate with partner universities and companies. Guest lectures, real-world projects, and study visits are part of the experience.

Erasmus, Nordplus and project funded visits to e.g. Iceland, Germany, Lithuania, Slovakia etc.





# International cooperation



Intensive weeks, International weeks, projects etc.



# International cooperation



Intensive weeks, International weeks, projects etc.

# Competences in focus

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## General competences:

- Learning and career orientation
- Ethical and sustainable thinking
- Communication and social skills
- Technological literacy
- Local and global societal awareness
- Innovation and development

## Professionsspecific competences:

- Sustainable value creation
- Evidencebased business practice
- Leadership
- Resilience



# Your first year of study

- General education studies (15 ECTS)
- Foundation studies (30 ECTS)
- Language studies (10 ECTS)
- Methodology studies (5 ECTS)

Course	ECTS
Technology and Learning	5
Teamwork and Innovation	5
Ethical and Sustainable Societal Development	5
Introduction to Business Administration	5
Business Mathematics and Statistics	5
Introduction to Accounting	5
Introduction to Marketing	5
Introduction to Business Logistics	5
Introduction to Project Management	5
Swedish for Beginners I	5
Swedish for Beginners II	5
Knowledge Formation and Methodological Foundations	5

# Your second year of study

The second year of study consist of the following

- Track, 30 ECTS
- Development studies, 15 ECTS
- Practical training 1, 15 ECTS





# Your second year of study

Three tracks to choose from:

1) Accounting

Contact: Henrica Donner

2) Logistics and International Trade

Contact: Erica Adlercreutz

3) Strategic Marketing and Consumer Insights.

Contact: Tove Kietz

The track is completed during the second year.





# Your third year of study

The third year of study consist of the following:

- Extended track I (15 ECTS) & II (15 ECTS)
- Development studies 15 ECTS
- Courses supporting the thesis 15 ECTS
- Practical training 2, 15 ECTS

The extended tracks provide further specialisation within the student's chosen track. The extended tracks are determined based on the track the student completed in their second year.



# Your third year of studies

## Track: Accounting

- Extended track I: Comprehensive Accounting and Analysis
- Extended track II: Advanced Financial Management and Corporate Strategy

## Track: Logistics and International Trade

- Extended track I: Sustainable Supply Chain Management
- Extended track II: Fulfilment Management and Automatisatation

## Track: Strategic Marketing and Consumer Insights

- Extended track I: Customer-Centric Service Development
- Extended track II: Data-Driven Business Development





# Development studies

The development studies are recommended to be completed during the second (15 ECTS) and third year (15 ECTS) of study.

E.g. of development study modules offered:

- Finnish for Beginners 1, 2 & 3 - 15 ECTS
- Swedish for Beginners 3 & 4 - 10 ECTS
- Entrepreneurship - 15 ECTS
- Creative Content and Experience Insight - 15 ECTS
- Leadership and Organisational Development -15 ECTS
- Additional language studies provided by Hanken School of Economics (French, German, Russian, Spanish)







# Degree thesis and methodology

In your third year (spring semester) or fourth year of study (autumn semester), you write your thesis.

Supporting courses:

Advanced Research Methodology 5 ECTS

Applied Methodology 5 ECTS

English Academic Writing 5 ECTS



# Rules and regulations

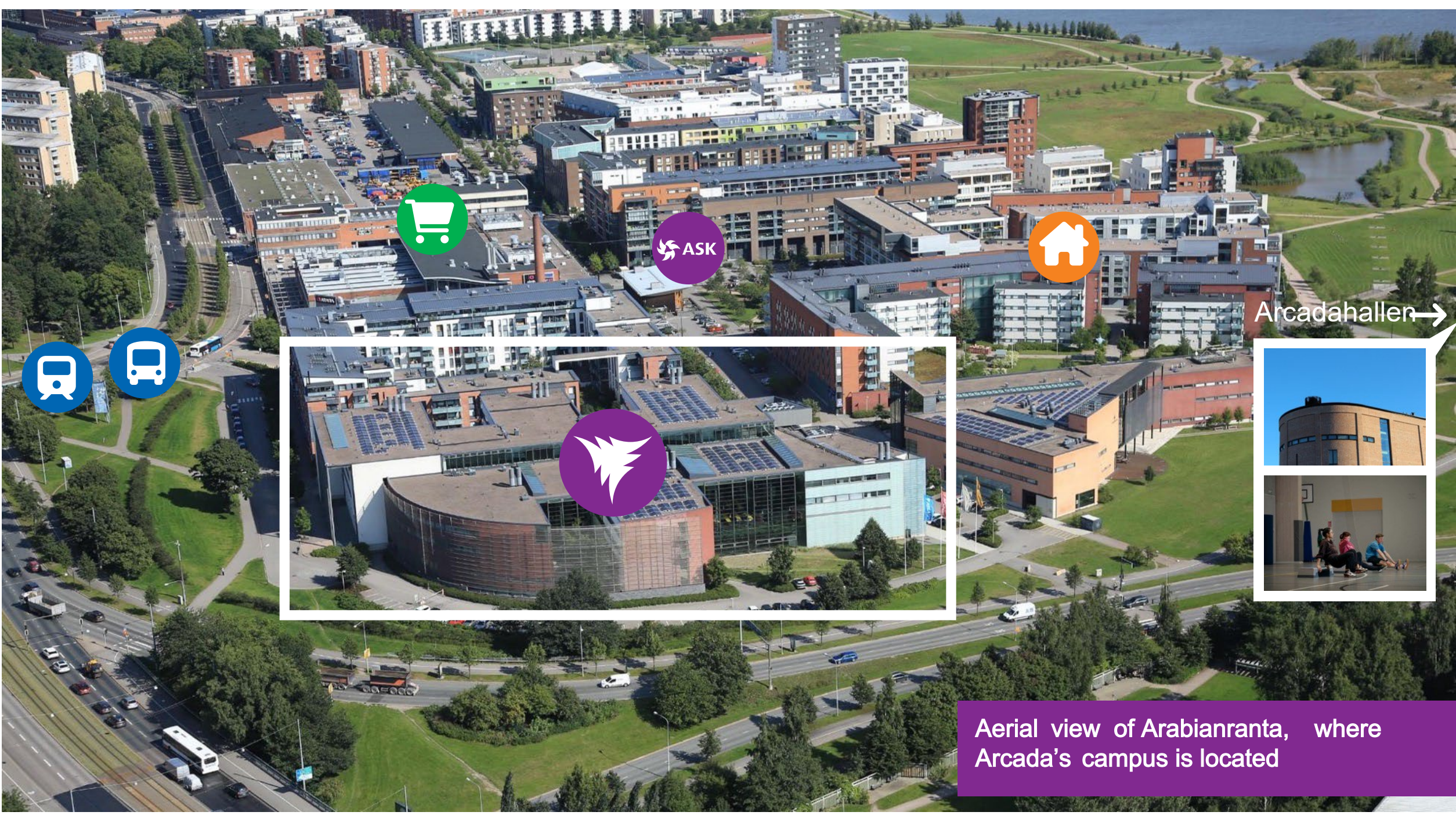
Read more here:

<https://start.arcada.fi/en/programmes/international-business/rules-and-regulations>



arcada.fi





Arcadahallen →

Aerial view of Arabianranta, where Arcada's campus is located



## FOR MORE INFORMATION:

→ [start.arcada.fi](http://start.arcada.fi)



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