



Information session 28.1.2026

Third year of studies

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AGENDA

Third year professional module -
"Extended track"

Application process and timetable

Thesis module – research studies

Graduation - 3,5 or 3 years?

Development studies

Practical training

Questions



4

30 cr

- Thesis 15 cr
- Thesis supporting courses 15 cr (Methodology 10 cr and English 5 cr)

3

60 cr

- Extended track 30 cr
- Development studies 15 cr
- Practical training 2, 15 cr

2

60 cr

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

1

60 cr

- General Education Studies 15 cr
- Professional Studies 30 cr
- Language studies 10 cr - Swedish for Beginners 1 & 2
- Introduction to Research Methodology 5 cr

30 sp

- Lärdomsprov 15 sp
- Stödkurser för lärdomsprovet 15 sp (metodik 10 sp och svenska 5 sp)

60 sp

- Breddad inriktning 30 sp
- Utvecklingsstudier 15 sp
- Praktik 2, 15 sp

60 sp

- Inriktning 30 sp
- Utvecklingsstudier 15 sp
- Praktik 1, 15 sp

60 sp

- Allmänbildande studier 15 sp
- Professionsspecifika studier 30 sp
- Språk 10 sp – finska och engelska
- Metodikens grunder 5 sp

Ditt tredje studieår / Your third year studies

Det tredje studieåret består av följande studieavsnitt:

- Breddad inriktning (30 sp)
- Utvecklingsstudier 15 sp
- Studieavsnitt som stöder lärdomsprovet, 5-15 sp
- Praktik 2, 15 sp

Det tredje studieåret består av följande studieavsnitt:

- Extended track (30 cr)
- Development studies 15 cr
- Courses supporting your thesis, 5-15 cr
- Practical training 2, 15 cr



Extended tracks

Business Insight Management

Organisational Development

Service Development



Business Insight Management 30 cr

- Business Data Modelling
- Analysing Customer Data
- Analysing Operational Data
- Analysing Financial Data
- Risk Management and Sustainability
- AI for Business

What you will learn

- Understanding and analysing financial, operational, and customer data
- Using business intelligence tools for data-driven decision-making
- Evaluating business sustainability and risk
- Benchmarking business performance and market trends
- Applying predictive analytics for innovation and competitive advantage

Examples of job roles: data analyst, business intelligence specialist, financial analyst

Read more here: [**Business Insight Management**](#)

Organisational Development 30 cr

- Introduction to Leadership
- HRM & HRD
- Team Leadership
- Organisational Analysis
- Project Management
- Organisational Change

What you will learn

- Understanding organisational behaviour and its role in business
- Key concepts in leadership, HR, and team development
- Promoting well-being and motivation in organisations
- Managing organisational change and cultural transformation
- Developing strategies for sustainable and people-focused workplaces

Examples of job roles: HR Specialist, Team leader, Change management consultant

Read more here: [**Organisational Development**](#)

Service Development 30 cr

- Strategies in a Digital Economy
- Service Design
- Visual Communication Design
- Inbound Marketing
- Customer Experience Management
- Business Competence

What you will learn

- The impact of digitalisation on businesses and strategies
- Service design, customer journey mapping, and digital tools
- Creating visual communication and marketing content
- Developing inbound marketing and automation strategies
- Enhancing customer relationships through digital solutions

Examples of job roles: Marketing specialist, Service designer, Customer Success Manager

Read more here:
Service Development

[Video presentation](#)

Application process

- Each module has **40 available student places**. If applications exceed 40, selection is based on your **overall mean grade**
- To be eligible, you must complete **at least 20 cr** within your specialisation area (Marketing, Financial Management, Tourism, or Logistics)
- Each module includes **6 courses × 5 cr = 30 cr total**
- Course names are listed on **START** and course descriptions are available in **Sisu** (Study plan view under **Extended track** or via **Search**)
- Admission is **binding**
- You must complete the module you are admitted to (No switching or taking courses from other modules)
- Application deadline for 3rd-year subject studies: **March 23, 2026**
- Application period: **16.3–23.3.2026**
- All courses must be registered in **Sisu by April 13, 2026**

Utvecklingsstudier / Development studies (ARCADA)

Nedan exempel på utvecklingsstudiehelheter som erbjuds:

- Entrepreneurship 15 sp
- Creative Content and Experience Insight 15 sp
- Leadership and Organisational Development 15 sp
- Becoming an entrepreneur pre-incubator program (15sp)
- Språkstudier (ryska, franska, tyska på Hanken)

Below examples on development studies that are offered:

- Entrepreneurship 15 cr
- Creative Content and Experience Insight 15 cr
- Leadership and Organisational Development 15 cr
- Becoming an entrepreneur pre-incubator program (15sp)
- Finnish for Beginners 15 cr (only IB)
- Language studies (ryska, franska, tyska på Hanken)



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

English Academic Writing 5 ECTS

Applied Methodology 5 cr

- This course starts the writing process of the thesis
- Chapters 1-3
- **Thesis work - 15 cr**
 - Completion of the thesis writing
 - Chapters 4-6

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Lärdomsprov och metodik

På ditt tredje (vårterminen) eller fjärde år (höstterminen) slutför du skrivandet av ditt lärdomsprov (15 sp)

Skrivsprocessen stöds upp av tre studieavsnitt som är kopplade till lärdomsprovet:

Fördjupad metodik 5 sp

Svenska och kommunikation 5 sp

Tillämpad metodik 5 sp

- Skrivandet av själva lärdomsprovet inleds i detta studieavsnitt
 - Kapitel 1-3
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- **Lärdomsprov - 15 sp**
 - Skrivandet slutförs
 - Kapitel 4-6

When do I need to complete the thesis supporting courses?

All three courses are running twice a year. The completion of them depends on when you are planning to graduate.

Graduate in 3,5 years – two study paths

Option 1 (More studies in Year 3 Autumn)

Year 3 – Autumn

- Extended track (20 cr)
- Development studies (15 cr)

Year 3 – Spring

- Extended track (10 cr)
- Advanced Research Methodology 5 cr
- English Academic Writing 5 cr
- Applied Methodology 5 cr
- Practical training (15 cr, usually in summer)

Year 4 – Autumn

- Thesis work (15 cr)

Option 2 (More studies spread out)

Year 3 – Autumn

- Extended track (20 cr)

Year 3 – Spring

- Extended track (10 cr)
- Development studies (15 cr)
- Advanced research methodology (5cr)
- Practical training (15 cr)

Year 4 – Autumn

- Academic writing (5cr)
- Applied methodology (5 cr)
- Thesis work (15 cr)

Utexamineras på 3,5 år – två alternativ

Alternativ 1

År 3 – Höst

- Breddad inriktning 20 sp
- Utvecklingsstudier 15 sp

År 3 – Vår

- Breddad inriktning 2 studieavsnitt = 10 sp
- Fördjupad metodik 5 sp
- Svenska och kommunikation för företagsekonomi 5 sp
- Tillämpad metodik 5 sp
- Praktik 2 15 sp (t.ex. under sommaren)

År 4 – Höst

- Lärdomsprov (15 sp)

Alternativ 2

År 3 – Höst

- Breddad inriktning 20 sp

År 3 – Vår

- Breddad inriktning 2 studieavsnitt = 10 sp
- Utvecklingsstudier 15 sp
- Fördjupad metodik 5 sp
- Praktik 2 15 sp

Year 4 – Autumn

- Svenska och kommunikation för företagsekonomi 5 sp
- Tillämpad metodik 5 sp
- Lärdomsprov 15 sp

Utexaminering på 3 år / Graduate in 3 years

Höst

- Breddad inriktning 20 sp (4 studieavsnitt)
- Fördjupad metodik 5 sp

Vår

- Breddad inriktning 10 sp (2 studieavsnitt)
- Svenska och kommunikation för företagsekonomi 5 sp
- Tillämpad metodik 5 sp
- Lärdomsprov 15 sp

Det här är möjligt om du har avlagt dina utvecklingsstudier och praktiken redan under ditt andra studieår.

Autumn

- Extended track 20 cr (4 courses)
- Advanced Methodology 5 cr

Spring

- Extended track 10 cr (2 courses)
- English Academic Writing 5 cr
- Applied Methodology 5 cr
- Thesis Work 15 cr

This is possible if you have already completed all of your development studies and preferably both of your practical trainings during your second study year.

What not to do

Do not leave all of the thesis supporting courses (15 cr) to the last fall of your studies. You are supposed to focus on your thesis during that time.

Practical training / Praktik

- **Practical Training 1 - 15 cr (400 h)**
 - Requirement: need to be business related
- **Practical Training 2 - 15 cr (400 h)**
 - Requirement: should support and relate to your specialisation
- Can be completed abroad
- Teacher in charge of practical training: **Linn Hongell**
- Start: [Praktik FE](#) & [Practical training IB](#)



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General info / allmän info

Registration to next academic year opens on April 15th. Course enrolment opens in the middle of August.

Läsårsanmälan till nästa läsår öppnar 15.4. Kursanmälan öppnar i mitten av augusti.

Follow the information on Start and check your Arcada email

Följ med information på Start och läs din Arcada-epost regelbundet

When enrolling to courses, remember to check that you have confirmed the registration

Kom ihåg att bekräfta kursanmälan, inte endast välja kurser

Questions?



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THANK YOU!

→ start.arcada.fi

