



WELCOME TO

HELBUS

HELSINKI SCHOOL OF BUSINESS



*- Your stepping stone to global opportunities
2016*

Contents

3. President's message

4. A unique pathway to earning your Bachelor's degree in business

5. Benefits of the HELBUS pathway

6. Studying in the full-time programme

8. Online learning is also possible!

10. Our faculty

12. Beyond HELBUS: choosing your third-year university

14. Student Core

15. Invest in your future: apply now

16. Fees

16. HELBUS alumni

17. Student stories

Photos designed by Freepik.com

President's message

At Helsinki School of Business, we actively seek to provide you with both a first-rate education and the transient skills that will give you the best possible start to your future.

HELBUS delivers a truly international learning environment overseen by experienced instructors that visit us from prestigious universities around the world. This exposure to different cultures and perspectives will provide you with a practical understanding of globalisation and challenge you to become international yourself. Like you, we understand the importance of looking beyond our own borders for opportunity, which is why through HELBUS you can apply to over 40 universities across ten different countries to study your third year and earn your Bachelor's degree.

By studying with us and combining studies in Finland with those abroad, you will have the opportunity to develop your English-language skills and gain a firm understanding of business principles. This approach also ensures that you will first develop the best possible foundation from which to thrive in your future studies.

Whatever your future ambitions, we are confident that HELBUS will be able to provide you with the tools and skills you need to move forward with confidence and hope that you will consider allowing us to be part of your journey in life.

Kind regards,

Dr Kari Jääskeläinen
President

A unique pathway to earning your Bachelor's degree in business

HELBUS Helsinki School of Business offers something unique in Finland: the opportunity to earn a Bachelor's degree by studying two years in Finland and then completing the final year in a foreign university. You will receive your official Bachelor's degree from the university at which you study your third year, after which you can then choose either to start your career or to apply to a Master's programme in Finland or abroad.

All our instruction is provided exclusively in English.



Benefits of the HELBUS pathway

- A quick and easy admissions process with no entrance exam
- Applications are received at any time and admission decisions are given within weeks of submitting an application
- Opportunity to study in a truly international environment
- Instruction delivered by renowned instructors from prestigious universities around the world
- Possibility to develop your English-language skills with specific emphasis on business terminology
- Development of the core business skills demanded by modern firms
- Exposure to a range of potential fields of specialisation, including marketing, human resource management, finance or entrepreneurship
- Ability to attain valuable experience and training abroad
- Undertaking of a substantial research project that affords you the opportunity to combine your own business interests with your learning
- Significant savings compared to completing all three years of the Bachelor's degree abroad
- Your Bachelor's degree will be earned from both HELBUS Helsinki School of Business and the university at which you complete your third year

Studying in the full-time programme

In the first two years of the Bachelor's degree – 120 ECTS, or 240 UK credits – you will complete 16 programme units at HELBUS. Each unit is delivered in an intensive cycle of just three weeks, with each unit delivered in sequence. Experience has shown that adoption of such a modular learning methodology results in a much higher completion rate than traditional study formats in which several units overlap.

Classes are held at our Helsinki campus five days a week, typically from 10am to 2pm with a lunch break in between. As the majority of units last for three weeks, you can expect to receive approximately 60hrs of in-class tuition for each.

Business and the Business Environment (15 UK credits)

You will develop a fundamental knowledge and understanding of business, the functions of an organisation and the wider business environments in which organisations operate.

Marketing Essentials (15 UK credits)

This unit introduces the principles of marketing, requiring you to develop a basic marketing plan and to employ elements of the marketing mix to achieve results.

Entrepreneurship and Small Business Management (15 UK credits)

Here you will discover the definition and scope of entrepreneurship, including the importance of external influences, the enablers and barriers to business start-up, the personal characteristics and situational factors of successful entrepreneurs, the concept of risk and reward and the significance of small firms to the national economy.

Human Resource Management (15 UK credits)

You will learn to appreciate and apply principles of effective and flexible human resource management throughout the HR cycle and will visit the tools and techniques used to maximise employee contribution and gain competitive advantage.

Management and Operations (15 UK credits)

You will contrast the characteristics, behaviours and traits which support effective management and leadership, in addition to exploring the concept of operations as both a function and a process that all organisations must adopt to conduct business.

Innovation and Commercialisation (15 UK credits)

This unit will provide you with a comprehensive understanding of innovation and commercialisation and introduce you to the tools necessary to maximise Return on Investment (ROI), drive innovation and remain competitive in the market.

Management Accounting (15 UK credits)

You will be introduced to the fundamentals of management accounting as they apply to the wider business environment and explore how management accounting uses financial data to aid planning decisions and the monitoring and control of finance within organisations.





Online learning is also possible!

The online programme is tailored to meet the needs of students that require a flexible study plan due to external commitments such as employment, travel or an active sports career. Instruction takes place in the evenings via a virtual, online learning environment. Learners can therefore study from anywhere without having to live in the Helsinki area. The online learning pathway follows the same unit structure as the full-time delivery option, but each unit is delivered in a seven-week cycle.

If you need to study at a slower pace, it is also possible to create tailored study programmes to meet your personal needs. Having completed the first two years at HELBUS with this study mode, there are options that will allow you to complete the final year of the Bachelor's degree online from Finland.

Managing a Successful Business Project (15 UK credits)

Through this unit you will develop the skills required for managing, implementing and presenting an independent research project in an acceptable and understandable format to various stakeholders.

Launching a New Venture (15 UK credits)

This unit will provide you with a practical understanding of what is required to successfully launch a new venture and detail the importance of attracting customers, competitive advantage, budgeting, forecasting cash flow and growing a network of knowledge and resources.

Research Project Parts I & II (15 + 15 UK credits)

You will explore and examine a relevant and current topical aspect of business in the context of the business environment and your own personal fields of interest.

Business Strategy (15 UK credits)

You will develop an awareness of the different kinds of strategy that could be used in an operational, tactical or strategic role for an organisation, whilst underpinning this with a thorough knowledge and understanding of the theories, models and concepts that are able to significantly support an organisation's strategic choice and direction.

Organisational Behaviour (15 UK credits)

You will analyse the influence culture, politics and power have on the behaviour of individuals, teams and organisations as a whole, and discuss how to use this knowledge to make an immediate and positive contribution in the workplace; whether that role is as part of a team or as a team leader.

Sales Management (15 UK credits)

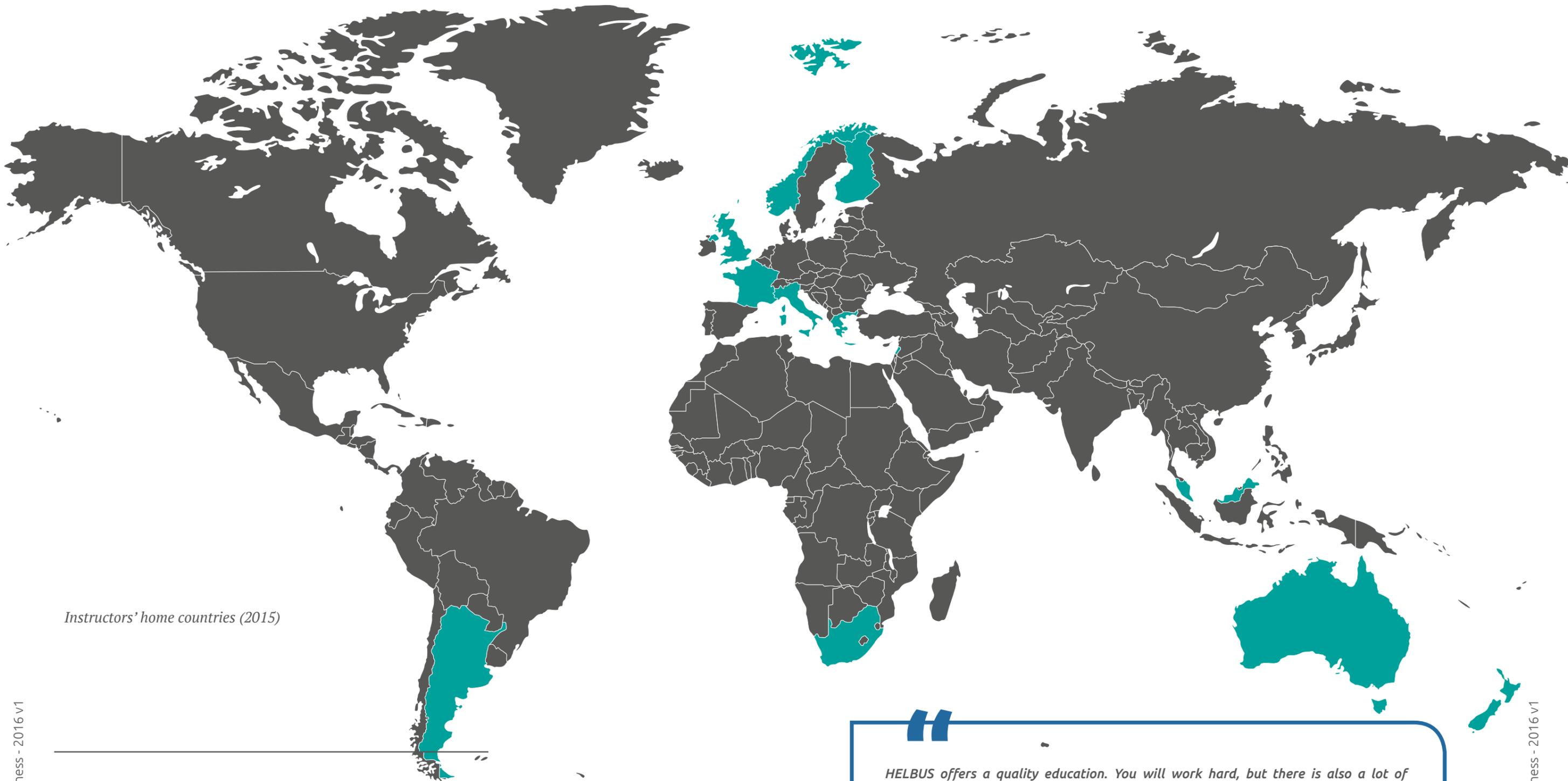
As a would-be sales manager, you will evaluate the changing dynamics between buyers and sellers in the context of an environment that forces organisations to review and adapt their sales management approach in response to the fast-paced evolution of e-commerce, globalisation and a customer driven culture.

International Marketing (15 UK credits)

This unit will introduce you to a variety of methods organisations use to coordinate their international marketing efforts and highlight the importance of critically evaluating the various cultural, regulatory and political challenges faced when doing so.

Pitching and Negotiation Skills (15 UK credits)

You will undertake a comprehensive overview of the essential pitching and negotiation skills required to win new contracts on agreeable terms as a prerequisite for generating favourable sales and networking opportunities.



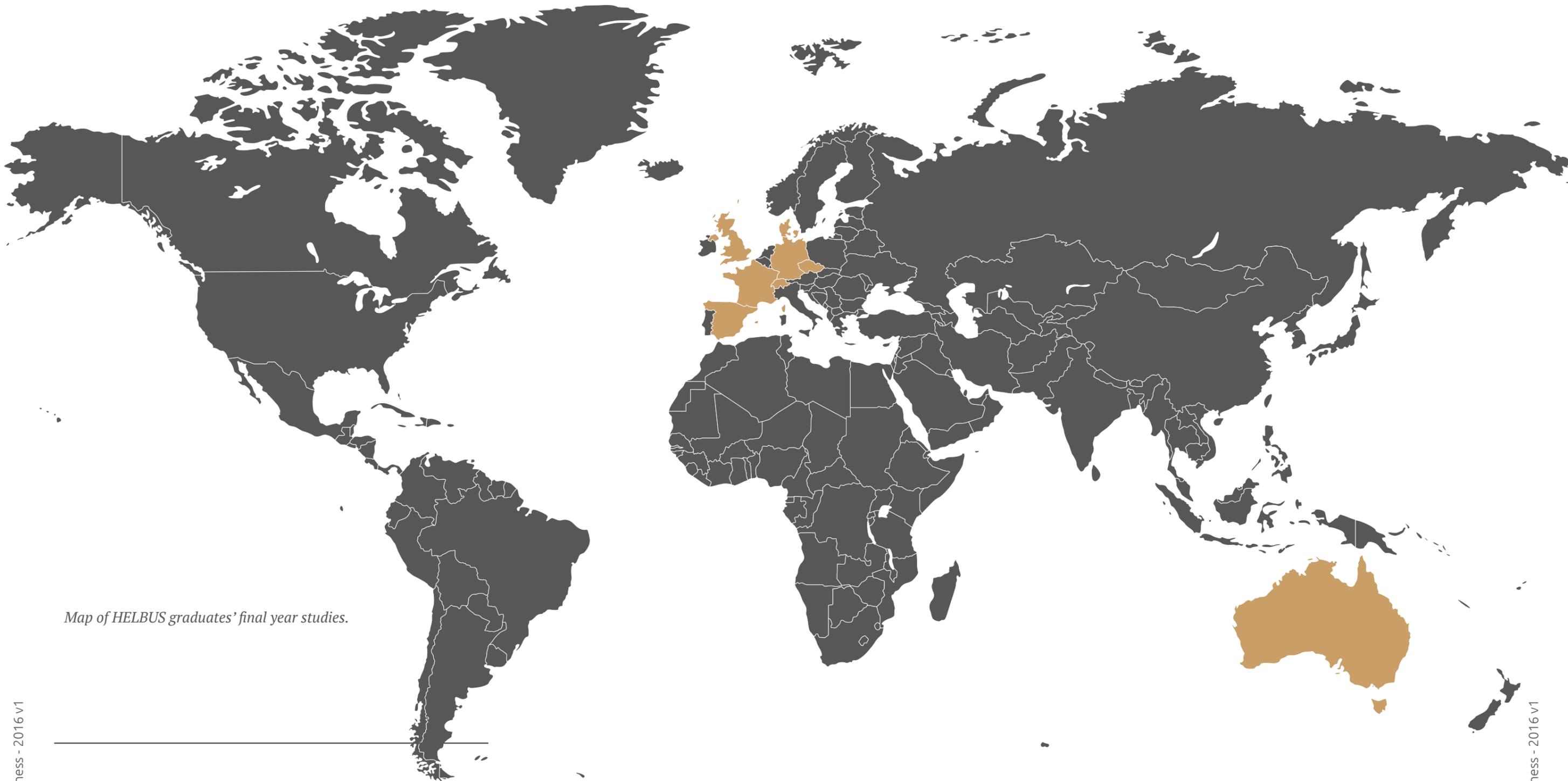
Instructors' home countries (2015)

Our faculty

HELBUS instructors are invited from prestigious universities around the world. Each instructor visits us for a three-week period, allowing you to concentrate on one unit at a time. These instructors, all experts in their respective fields, will challenge your thinking and inspire you to self-discovery. Over 75% of our professors hold a doctoral degree, which is a substantially higher percentage than found in Finnish state universities. The diverse, multicultural and multidisciplinary backgrounds of our instructors will also enrich your study environment by exposing you to a truly international study experience.

“HELBUS offers a quality education. You will work hard, but there is also a lot of opportunity to have some fun with your fellow classmates. The students I have taught are at an equivalent level to the students I teach at University of Western Australia and come from very diverse backgrounds. This provides excellent opportunities for networking and peer learning. The cohort nature of the programme also facilitates the making of great friendships that will last well beyond the course. As an instructor, it is great to see the students grow over the three weeks I am with them, take early feedback on board and really improve. Like the Finnish people they are direct, genuine and very hard not to like.

Dr Greg Brush teaches Sales Planning and Operations when he visits HELBUS from the University of Western Australia (ranked as one of the top 100 universities in the world).



Map of HELBUS graduates' final year studies.

Beyond HELBUS: choosing your third-year university

Once you have completed your two years at HELBUS Helsinki School of Business, you will be able to apply for entry directly into the third year of many Bachelor degree programmes in well-known universities around the world. Our study abroad options are expanding all the time, and we will support you in finding a suitable university to suit your individual needs and requirements. It is possible to specialise in marketing, human resource management, supply chain management, finance, sport business management, fashion business management and several other business processes during this final stage of your Bachelor's.

While the majority of HELBUS graduates elect to complete their Bachelor's in the UK, specifically England and Wales, there are many other options available around the world.

Once you have completed your third year in the foreign university, you will receive Bachelor's degree certification from both HELBUS Helsinki School of Business and from the foreign university. With these in hand, you will be able to immediately look to start a successful career in international business or continue onto a Master's degree programme either in Finland or abroad.

Student Core

There is much more to student life at HELBUS than just studies: this should be a memorable time in which you meet new people from all over the world and engage in new activities ranging from just hanging out to pursuing research or expanding your horizons in any of a hundred different ways. The time you share with your fellow students should be one to cherish for the rest of your life, and we encourage you to make the most of it. It is with this goal in mind that many of our students engage with the student union, the HELBUS Student Core, which aims to promote the development of student life and culture.



Invest in your future: apply now!

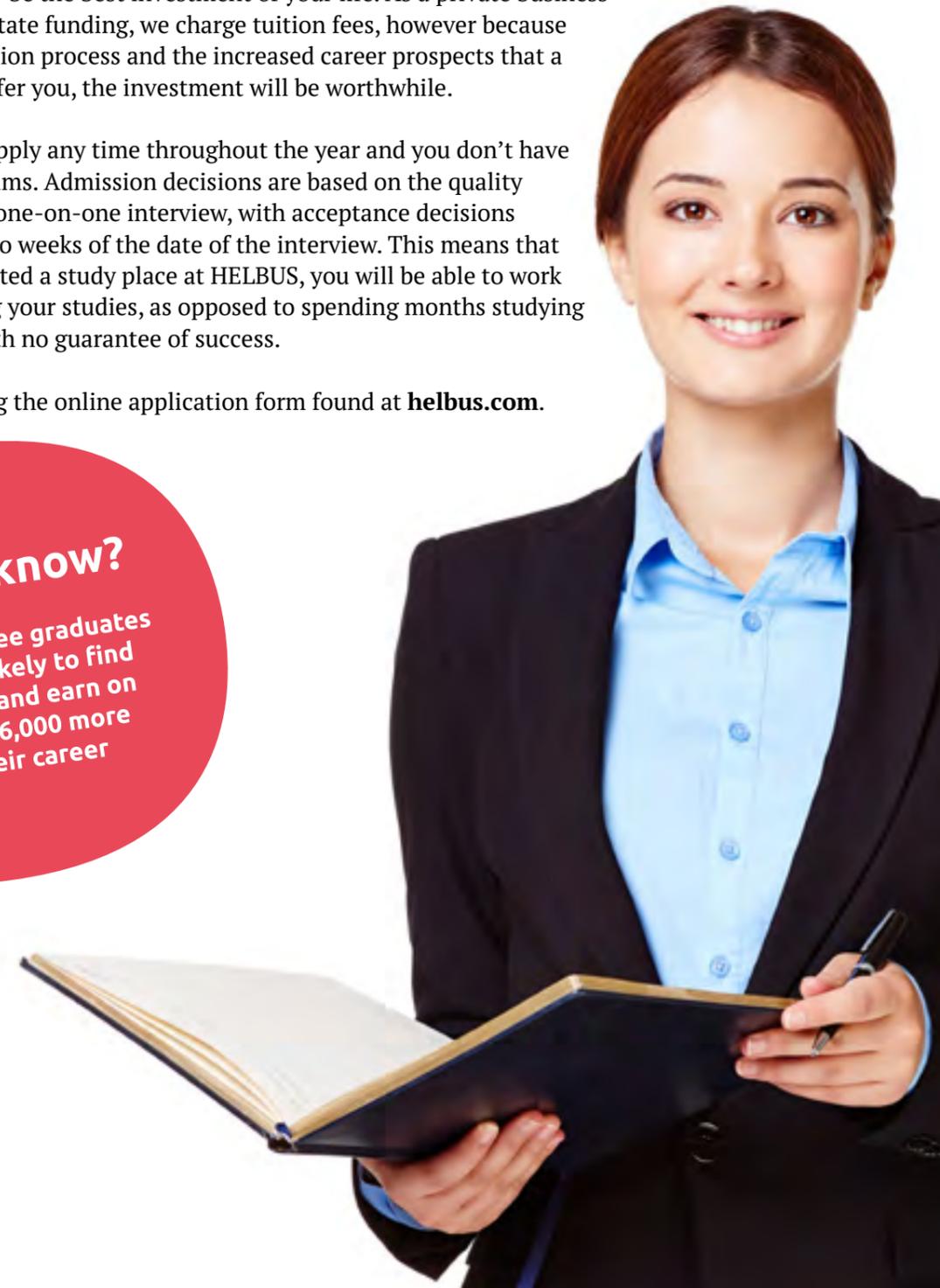
Studying at HELBUS may be the best investment of your life. As a private business school that receives no state funding, we charge tuition fees, however because of the ease of our admission process and the increased career prospects that a Bachelor's degree will offer you, the investment will be worthwhile.

With HELBUS, you can apply any time throughout the year and you don't have to study for entrance exams. Admission decisions are based on the quality of the application and a one-on-one interview, with acceptance decisions typically given within two weeks of the date of the interview. This means that once you have been granted a study place at HELBUS, you will be able to work or travel prior to starting your studies, as opposed to spending months studying for an entrance exam with no guarantee of success.

Apply now by completing the online application form found at helbus.com.

Did you know?

Bachelor's degree graduates are twice as likely to find employment and earn on average €316,000 more during their career



Fees

The tuition fees in the full-time programme are €4,180 per term (including Value Added Tax) in 2016. As the Higher National Diploma consists of four terms, the total cost of tuition is €16,720. In the online programme, tuition fees are €4,680 per term, or €18,720 for the entire programme. Please note that if the government increases the rate of VAT, there will be a corresponding rise in the tuition fees.

The tuitions fees include access to resources and learning materials, although students will also need a laptop complete with MS office and an internet connection.

HELBUS alumni

We are proud of our graduates and work hard to maintain close relationships with all our alumni. Having completed their two years in Helsinki, every student that has applied for a place to complete their third year in a foreign university has been accepted, with many graduates electing to continue their studies to Master's level. Those that have already begun their professional career are typically working in managerial-level jobs across all the core business sectors.

Student stories from the full-time class:

I originally applied to HELBUS as I was moving to Finland and wanted to continue my studies in an international environment. HELBUS made the process of transferring the study credits I had already earned in Hawaii incredibly easy and I have really appreciated the amount of student support on offer since starting my studies. As a foreign student, I especially value the school's internationalism and continue to enjoy being exposed to instructors from all over the world and the unique teaching styles, ideas and experiences that they bring with them. The smaller class size really helps develop a sense of community among the students, and the three-week unit cycle means that we are able to develop connections with the instructors in a way that I haven't experienced elsewhere. After HELBUS, I intend to earn an MBA in either the UK or United States and then hopefully put the skills I've learned to good use and begin a career as an entrepreneur.

Hunter Deligeersang
Full-time student, Class of 2015



I applied to HELBUS because I got tired of studying for entrance exams and wanted to begin my studies as soon as possible. The idea of studying business in English really appealed to me, as did the possibility of gaining international experience through finalising my degree outside of Finland. I am really happy with my decision to join HELBUS, and am loving the intense three-week units, exposure to international instructors and the fun and welcoming atmosphere.

Emilia Kokkonen
Full-time student, Class of 2015



Student stories from the online programme:

It is wonderful to be exposed to different perspectives of the business environment and to learn about company culture in other parts of the world.

The HELBUS online programme is designed to suit those of us who work full-time hours and are only able to study in the evenings. The professors are really nice and they understand that our work may sometimes affect our timetable. HELBUS provided the perfect solution to allow me to combine work and studies, and engaging with the online programme has been easier than I dared expect! I am truly satisfied with my decision to apply to HELBUS.

Anna Lammela
Online programme student, Class of 2014



94%

of students believe that their English skills have improved during their studies

91%

of students feel that the three-week learning structure enhances their learning

94%

of students believe that the programme has helped them to present themselves with confidence

94%

of students are satisfied with the quality of the programme

Source: Student survey, Class of 2015



Find out more through:

www.helbus.com

info@helbus.fi

+358 40 5017627

Visit us:

**Töölöntullinkatu 6
00250 Helsinki
Finland**