



HELBUS

HELSINKI SCHOOL OF BUSINESS

Parent HELBrief August 2016

Dear family member of a HELBUS student,

We would like to congratulate you on your offspring's choice of study place. It promises to be an intensive and exciting four terms ahead when your child studies the two first years of the Bachelor's degree, gaining new skills, attitudes and insight into their chosen profession.

Please rest assured that if your offspring spends countless frustrated hours working on essays and projects, it is perfectly normal. We would like to inform you of certain aspects of the HELBUS programme:

- Just like at the workplace, attendance at school is mandatory in the full-time programme, with school hours fixed from 10 a.m. to 1:30 p.m.
- Course units take just three weeks to complete and there often are weekly deadlines.
- We offer extensive support for any struggling student, so please encourage your child to be proactive and seek help from the professor or from relevant staff members if there is any need.

Speakers

We would like to invite parents, many of whom have wide experience in various business areas, to visit HELBUS as external speakers. We believe that such speakers are hugely inspirational and have a lot to offer for young business students. Please email us if you could consider such a session with our students. The following topic ideas are just examples:

- What is the business environment in Russia like?
- How to jump start a career in business?
- What do recruiters of entry-level managers seek?
- Top tips for starting your own business
- Challenges of working in a family business
- Motivational speech
- Investment tips for young professionals
- Fashion and young professionals - how to dress in the business world
- The fascinating world of sports management
- How corporate strategy has helped my business overcome challenges
- Marketing in foreign countries

Company visits

We also believe that students benefit hugely by actually seeing as many companies and workplaces as possible. Please let us know if your company/employer would be able to welcome us as visitors, and any department would be interesting, be it finance, HR, operations, manufacturing, marketing, or other.

Research project

As part of their studies the students will complete a research project over next summer. If you can offer our students any business research topics that involve some primary research such as completing a survey among clients, please let us know.

Advisory committee



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Many of our students' parents would like to be involved with HELBUS, offering their opinions and expertise in various matters that we are facing as a school, be it legal, financial, strategic, or other. HELBUS students are a growing network of business professionals and we would like to offer that opportunity also for HELBUS parents. We are gauging the interest in taking part in an Advisory committee amongst parents. Please send us a quick note: [I'm in!](#) if you feel you could contribute a little bit of your time and brainpower for the benefit of our students.

Following HELBUS:

1. Fill in a Contact form and Parent survey on our website
We have a dedicated page for students' parents, here in Finnish:
www.helbus.fi/opiskelijoiden-vanhemmille/ here in English:
www.helbus.com/for-parents-and-family/ The easiest way to answer to the questions in this letter is to fill in a short contact form on the page, called [Parent Survey](#). One parent can fill in the details of both parents. You can also indicate there if you would like to know about the progress your son or daughter is making, for which we will need the student's permission. OR;
2. Parent email-list
Send us an email at info@helbus.fi and we will add you on the parent email list, sending out class-related general information about once in a term. AND
3. Subscribe to our Newsletter
The Newsletter "Mind your HELBusiness" is sent to various contingencies such as partner universities, students, faculty, alumni and any interested party about twice a year. You can join the mailing list through the contact form above. AND
4. We also share information on our facebook and LinkedIn pages

Thank you for becoming a part of the HELBUS community. Please feel free to contact me directly with any matters.

With best regards,

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