JAMK University of Applied Sciences

jamk.fi
School of Business
“We create business competence and competitiveness.”

Asta Wahlgrén, Ph.D, Director, JAMK, School of Business

- 2450 students
- 100 International degree students
- 150 International academic visiting staff
- 230 Exchange students
- 100 Faculty & Staff
- 7500 Total number of alumni
Creating Competence

The School of Business is an attractive, international and quality-oriented higher education institute which creates business competence and competitiveness for students and the business community. By 2025, we aim to be one of the leading business schools in Finland, known for our high quality in learning, practice-oriented research and internationalisation.

Our core competences are business development, pedagogy, tourism and life-long learning. We offer studies in business, tourism and hospitality, as well as business information technology in both Finnish and English. In developing our curricula and innovative pedagogical solutions, we work closely together with the industry. Various projects, internships, labs and regional development platforms offer excellent learning opportunities for our students.

We offer development services to the SMEs. Our academic research concentrates on the focus areas of JAMK’s strategy. Key topics include customer-oriented services, digitalization in business processes, sustainability management, competitiveness, and higher education. In 2018 we completed 33 externally funded RDI projects with a total volume of 1.3 M€.
Bachelor’s Degree Programmes
Conducted in English

International Business
- 6 research tracks
- the only EPAS accredited bachelor’s level programme among Finnish Universities of Applied Sciences
- strong internationalization
- entrepreneurial thinking and work experience
- scholarships available

Tourism Management
- gain a deep understanding of responsible tourism, digital value creation and creative service business.
- create strong business competence for international and constantly changing positions in the tourism industry.
- customer orientation is applied with a focus in experience economy and service design.

Business Information Technology
- one of the few bachelor’s level programmes dedicated solely for video game development and production
- focus follows closely the needs of the companies in the game industry
- the ever-changing requirements of the corporate world are very well integrated
- skills learned can also be applied in more conventional ICT positions as well as positions in other fields utilising digitalisation (f.ex. Cross Reality).
Various courses in English are also available in the following programmes

**Business Management**
offers specialisations in banking and finance, leadership and human resources management, sales, financial administration, brand management and sport business.

**Business Information Technology**
offers specialisation in the games industry.

**Service Business**
offers specialisations in sustainable gastronomy.

**Tiimiakatemia – Creating Team entrepreneurs**

In Tiimiakatemia you work in your own team company and the enterprise works as a platform for learning. You learn sales, marketing, financial and leadership skills by working in real-life projects and by being an active member of the company.

The learning process gives you valuable skills for the future; in addition to business skills you learn to work in teams and you learn how to learn. Also the innovation and creativity skills are crucial part of the program.

43% of the graduates work as entrepreneurs after graduation.

www.tiimiakatemia.fi/en/

**Bachelor’s Degree professional growth and know-how**

- **1st year**
  - Practical training
- **2nd year**
  - Thesis & Elective professional studies
  - Special competence deepening
- **3rd – 4th year**
  - Learning skills | Data management skills | Entrepreneurship skills | Working life skills | International skills | Communication skills
Ethics, responsibility and sustainability are integrated to the programmes and scholarly activities.
Master's Degree Programmes
Conducted in English

International Business Management
- global business environment
- strategic management
- ethical leadership
- marketing
- financial management
- project management
- human resource management

Sport Business Management
offers you a possibility
- to deepen your knowledge and develop your business skills related to sport business industry
- to apply the concepts of management, marketing, finance, accounting and sports law to sport organizations
- to solve business problems, evaluate opportunities and determine outcomes within the sport management area.

Various courses in English are also available in the following programmes

Tourism and Hospitality Management
offers studies in branding, sales and human resources in the field of tourism and hospitality. The programme focuses especially on responsibility issues in business.

Business and Financial Management
focuses on the themes of entrepreneurship and business competence. The key areas of studies are strategic human resource management, responsible management and financial management.
Study Business in California!

Join the JAMK Leadership programme in the Dynamic Environment of Silicon Valley, USA, every November.

Read more:
www.jamk.fi/silicon-valley

Study Business in Latin America!

Want to learn how business is carried out in Latin America? Join our one semester programme in Buenos Aires at our partner - UADE University.

Read more:
www.jamk.fi/Latin-America

The facilities at JAMK combine a relaxed atmosphere with high technology.
The School of Business has partner universities in over 30 countries and our international network consists of 130 highly-ranked partner universities which offer an academic experience abroad with the possibility of student and faculty exchange, double degrees, customised programmes, and joint research at the bachelor’s and master’s level.

Interaction with the business community is at the very core of the School’s activities. Links with real-life businesses improve the quality of learning, as well as student engagement, employability and curriculum development. The cooperation with various business organisations, mainly focusing on SMEs and technology start-ups, provides students with good possibilities for practical training and research projects. The Professional Advisory Board of the school comprises distinguished representatives of the business world who provide their views and input on developing the School of Business.

The School of Business’ pedagogical innovations advance flexibility and multimodal learning. Our pedagogical methods emphasise student-centered learning and students’ responsibility in learning. The methods include e.g. problem-based learning, team pedagogy, experiential learning and blended learning. As regards the digitalisation of learning, we offer two degree programmes online.

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The research mission of the School of Business is to conduct practice-oriented, internationally recognised and high-quality research. The aim is to generate scholarly output which contributes to the generation of new knowledge by involving faculty, students and assignors. School of Business faculty members have solid experience in planning and implementing national and international research projects.
At JAMK University of Applied Sciences, we have more than 8,000 students from over 70 countries.

Each year we have altogether 1,000 international degree and exchange students. Furthermore, the international academic visiting staff bring their own inspiring addition to the multicultural atmosphere. JAMK has the spirit of entrepreneurship; consequently, we provide a good foundation for those who want to be entrepreneurs. Every year, about 20 new companies are founded by JAMK alumni.

JAMK is known for high quality and has passed the international audit of the FINHEEC and obtained international accreditations in various programs.

Our four campuses are small and active, Finnish but international, like the city of Jyväskylä. The facilities at JAMK combine a relaxed atmosphere with high technology. We have student lounges, computer labs and wireless networks around the campus. JAMK’s international students report that the teaching is excellent and our staff is very supportive. Accordingly, you may propose your ideas freely; you are encouraged to have a professional dialogue along with personal growth.

Welcome to JAMK’s intercultural team and start your international career!

Values
The activities of the university of applied sciences community are based on responsibility, trust and creativity

Mission
Creating competence

Vision
JAMK is internationally acclaimed for re-inventing education and developing competitiveness
JAMK Summer School

Leadership, Communication and Tourism

Unique combination of high-quality academic content and a versatile social programme in Finland. Each year more than 100 students across the world join our Summer School.

- intensive three-week study tracks
- both bachelor’s and master’s level courses available
- visiting professors across the world
- includes lectures, workshops, get-togethers and interesting site visits
- possibility to visit Finland’s neighbouring countries (Stockholm, Sweden, St.Petersburg, Russia and Tallinn, Estonia).

Endless green nature, trees and lakes all around, white nights in the land of the midnight sun, peaceful surroundings in a lively and dynamic city of students. JAMK Summer School offers you all this and much more! Join us for a truly exotic Scandinavian experience in one of the cleanest and greenest countries in the world!

Read more:
www.jamk.fi/summerschool
Jyväskylä – Be inspired!

Jyväskylä has four beautiful seasons ranging from warm green summers to crisp white winters. The shining city, located in Central Finland, is surrounded by numerous beautiful lakes and scenic nature. Finland and Jyväskylä are safe places to study and live in.

The city is very dynamic. Take a look at the sports and cultural activities, not to mention the restaurants and cafés.

Jyväskylä is a pocket-sized metropolitan city with a lively urban centre:

- all the services, shops, schools and jobs close at hand
- a wide variety of leisure and sports activities
- a modern centre for industry and learning
- has a population of 134,700
- a city of students, where every third person that you pass by is a student.
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Rajakatu 35
FI-40200 Jyväskylä
Finland

Tel. +358 20 743 8100
Fax +358 14 449 9700

www.jamk.fi/schoolofbusiness
www.facebook.com/jamk.fi

Jyväskylä

Helsinki 3 hrs
1 hr
Stockholm 2 hrs
St Petersburg 4 hrs
2 hrs
Paris 4 hrs
London 4 hrs
Frankfurt 3 hrs