

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, service business and business intelligence. We offer studies in business, tourism and hospitality, as well as business information systems 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 focus on practice-oriented research and offer business development services to the SMEs of the region. Our research lines are competitiveness and internationalisation, digitalisation in business processes, customer-oriented services, responsible management and higher education.



Bachelor's Degree Programmes

Conducted in English

International Business

JAMK's International Business Programme (IB) is the only EPAS accredited bachelor's level programme among Finnish Universities of Applied Sciences. IB students not only earn a BBA degree diploma; during their studies, they also gain a significant level of corporate work experience. Tuition fees for students from outside the EU/EEA area are €8,000/year. Scholarships are available.



Length

210 Credits (3.5 years)

Study mode

Full-time studies

Read more

jamk.fi/en/internationalbusiness

Programme Structure

1st year



Fundamentals
of Business

During the first year, you will concentrate on the fundamentals of business, such as the basics of marketing, management, communication and research. You will get theoretical bases of business that will help you to understand business practices in global contexts.

2nd year



Academic
tracks

During the second year, you will choose two academic tracks and write your thesis. The Academic Tracks are Marketing Management, Cross Cultural Management, Technology Business and Future Foresighting, Finance and Corporate Governance, User-Centric Design and Innovation, Economics of Internationalisation and Competitiveness.

3rd year



International Exposure
and Specialisation

3rd year is dedicated to practical training and the exchange period abroad. You are encouraged to choose your specialisation at our partner institutions. You can also widen your experiences and skills by pursuing a double degree at one of our accredited partner universities outside Finland.

Various courses in English are also available in the following programmes

Business Administration

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

Business Information Systems

offers specialisation in the games industry.

Tourism and Service Business

offers specialisations in tourism and sustainable gastronomy.

Tiimiakatemia – Creating Team entrepreneurs

Tiimiakatemia combines of education and the world of business. 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.

Learning entrepreneurship in teams highlighting learning by doing are in the heart of the learning process. As a result of the learning process 43% of the graduates work as entrepreneurs after graduation.

Read more:

www.tiimiakatemia.fi/en/

Sport Business

The JAMK Sport Business School offers the latest knowledge on international sport management. One of the aims of the JAMK Sport Business School is to develop new pedagogical solutions in a truly international environment.

The Sport Business specialisation area invites academics, professionals and students of the sports management area to collaborate with the people working in the field of sports research and education, and sport business.

Students enhance their academic knowledge by participating in international study and research projects.

Ethics, responsibility and sustainability are integrated to the programmes and scholarly activities.



Mikko Hirvonen
Jarmo Lehtinen

Finch Trojarek Fin

JAMM
Mikko Hirvonen
Jarmo Lehtinen
Mikko Hirvonen
Jarmo Lehtinen



Master's Degree Programmes

Conducted in English

International Business Management

focuses on the themes of strategic management and ethical leadership, global business management, marketing management, financial and corporate governance, entrepreneurship, new business development and competitiveness. The tuition fees for non-EU/EEA citizens are €9,000/year. Check out more information about the fees and scholarships at our website www.jamk.fi.



Length

90 Credits

Study mode

Full-time studies

Read more

jamk.fi/masterofbusiness

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.

Entrepreneurship and Business Competence

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

Key Success Factors

Business Cooperation

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.

Innovative Pedagogy

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.

International Cooperation

The international collaboration contributes to the School of Business' curriculum development and faculty networking as well as to academic research and RDI projects. The international faculty and degree and exchange students have an important role in maintaining a multicultural environment.

Practice-Oriented Research

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.





The facilities at JAMK combine a relaxed atmosphere with high technology.

JAMK – an international learning environment

At JAMK University of Applied Sciences, we have more than 8,000 students from over 70 countries, including France, Russia, Estonia, Ghana, Nigeria, Belarus, Bangladesh, China, Vietnam, Nepal, Sweden, USA, India, Sri Lanka, Pakistan, Hungary, the Netherlands, the UK, Latvia, Malawi, Canada, Mexico, Brazil and Finland.

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. It has successfully passed the international audit of the FINHEEC and gained the EPAS Accreditation for Bachelor's Degree in International Business. JAMK's International

Logistics programme (Bachelor of Engineering) is EURACE accredited and the Master's Degree Programme in Health Promotion is IUHPE (International Union for Health Promotion and Education) accredited.

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.

Our graduates have up-to-date skills needed in their future careers and the competence to solve complex problems in a constantly changing environment. 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

JAMK Summer School programme, Leadership, Communication and Scandinavian Tourism is a unique combination of high-quality academic content and a versatile social programme in Helsinki, and the beautiful lake district of Finland.

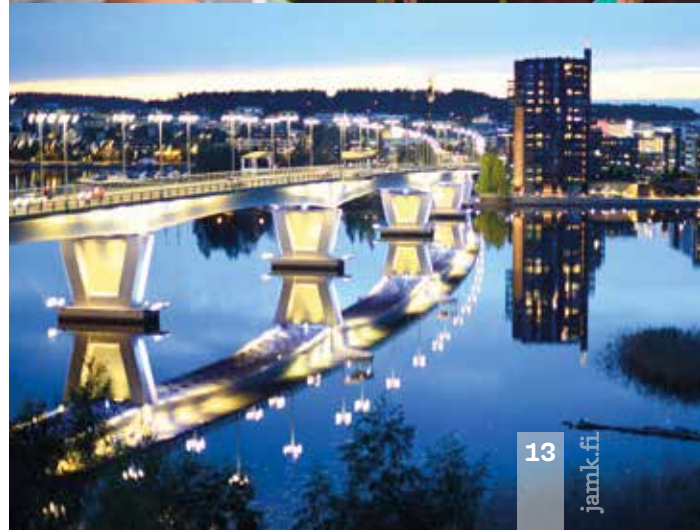
Intensive three-week study tracks have been designed to challenge and inspire students in their studies, and both bachelor's and master's level courses are available. The learning environment is very multicultural and energetic as our students and faculty come from all over the world.

JAMK Summer School includes lectures, workshops, get-togethers and interesting site visits, as well as a possibility to visit Finland's neighbouring countries (Stockholm, Sweden, St Petersburg, Russia and Tallinn, Estonia). Each year more than 100 students across the world join our Summer School.

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

Jyväskylä has four beautiful seasons ranging from warm green summers to crisp white winters. The 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.


Jyväskylä is a city of students, where every third person that you pass by is a student. The city is very dynamic. Take a look at the sports and cultural activities, not to mention the restaurants and cafés. One of JAMK's international students was very surprised to get her lost wallet back. This can actually happen in Jyväskylä! Honesty is the hallmark of Finnish culture.

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

- all the services, shops, schools and work close at hand
- a wide variety of leisure and sports activities
- a modern centre for industry and learning
- has a population of 134,700
- is beautiful by nature and situated between lakes and hills.











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Jyväskylä

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



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