

Bachelor's Degree programmes conducted in English

Design | International Business

Master's Degree programmes conducted in English

Design | Health Promotion | International Business Management



Kymenlaakson
ammattikorkeakoulu

University of Applied Sciences



FINLAND is known as the country of thousands of lakes and it has the largest archipelago in Europe. A sauna is a sacred place for the nation. Finns are all proud of the wide range of well-known national athletes and figures such as Santa Claus. In addition, Finland is also renowned for its top-rated education system, technological know-how such as the mobile manufacturer Nokia and international design brands such as Marimekko.

FACTS about Finland

- Finland is a republic which became independent in 1917.
- The population is approximately 5.4 million.
- Finland has been a member of the European Union since 1995.
- The capital of the state is Helsinki.
- Close to 1 million people live in the capital region.



KYMENLAAKSO is a dynamic region in Southeast Finland offering a variety of services for commerce and trade, as well as expertise in forest and logistics industry. Located on the border between the EU and Russia, it provides a bridge between east and west. The province has a population of 183,000. The Kotka–Hamina region and Kouvola region are its operational centres.

MORE INFORMATION on Kymenlaakso:
www.kouvola.fi
www.kotkanhaminanseudulle.fi
www.kymenlaakso.fi

KOTKA, the city by the sea, has 55,000 inhabitants and is known for its port, industry and maritime festivals. Further, Kotka offers a wide range of educational and cultural services. The economic structure is based on public services, industry, trade, transport and logistics. The port of Kotka is the leading export port in Finland. The city is also known for its beautiful outdoor areas like the Sapokka Water Garden.

KOUVOLA is a diverse region with a population of 90,000. In Kouvola, urban and rural live side-by-side. The city is best known for its focal logistic location and global forest industry while the wilderness areas, such as the Repovesi National Park, invite visitors to enjoy the peaceful wildlife. In addition, the city offers a lively variety of culture and sports attractions.

Tradenomi, Bachelor of Business Administration

Degree Programme in

International Business

THE SCOPE

210 credits. The duration of studies is 3.5 years.
The language of instruction is English.
The studies will begin in autumn 2012.

SPECIALISATIONS

- International Marketing
- International Trade

EDUCATION UNIT

KyUAS | Kasarminmäki Campus
Paraatikenttä 7, Kouvola, Finland, Europe

All applications are filled and submitted online at www.admissions.fi. The applicants who satisfactorily meet all admissions requirements will be invited to an entrance exam. The entrance exam will be arranged 25 April 2012.

ADMISSIONS OFFICE

www.kyamk.fi/Applying
admissions@kyamk.fi

International Business opens a diversified career at the top of the global business world. KyUAS hosts IB students of about thirty different nationalities with a multicultural atmosphere!

IB programme helps you to work successfully for global MNEs and international SMEs. Studies in intercultural communication and an entrepreneurial attitude are a vital part of the education.

Studies in International Marketing gives the knowledge and skills to operate in the field of marketing and customer service, strategic planning and brand management. International Trade gives facilities to operate with business strategies, logistics, marketing and financing within trade.

Students will learn to work in a multicultural team, shoulder responsibilities and also qualify as an entrepreneur. KyUAS offers the advantages of a middle-sized university of applied sciences with a simple hierarchy with friendly people, modern technology and versatile possibilities for student exchange during studies.

Graduates qualify with the knowledge, skills and understanding required in the wide field of International Business. The degree qualifies for a career as an expert and in development assignments in small, medium-sized and large companies in different fields of industry, depending on the specialisation.



Muotoilija (AMK), Bachelor of Culture and Arts

Degree Programme in **Design**

THE SCOPE

240 credits. The duration of studies is 4 years.
The language of instruction is English.
The studies will begin in autumn 2012.

EDUCATION UNIT

KyUAS | Kasarminmäki Campus
Paraatikenttä 7, Kouvola, Finland, Europe

All applications are filled and submitted online at www.admissions.fi. The applicants who satisfactorily meet all admissions requirements will be invited to an entrance exam. The entrance exam will be arranged 17 April 2012.

ADMISSIONS OFFICE

www.kyamk.fi/Applying
admissions@kyamk.fi

Studies in Design enable students from different cultural backgrounds to build an international career between visual, material and cultural worlds.

The basics contain studies in design and arts, different design practices and professional tools. The education centers around the areas of concept, product and graphic design along with branding and marketing knowhow.

Different materials and forms will be explored in workshops, processing complex concepts and leading design-orientated multidisciplinary projects in cooperation with various organizations. The programme aims at global design entrepreneurship, a strong hands-on experience and a holistic approach to visual concepts.

Graduates will qualify with professional skills to master essential and sustainable design and design management processes in various relations and gain a competence for planning, developing and marketing of design in a changing global world.

The degree gives competence for research and development assignments or as an expert in different areas of design industry and other fields of industry.

Muotoilija (ylempi AMK), Master of Culture and Arts

Degree Programme in **Design**

THE SCOPE

60 credits. The duration of studies is approximately 1.5 years. The language of instruction is English. The studies will begin in autumn 2012.

EDUCATION UNIT

KyUAS | Kasarminmäki Campus
Paraatikenttä 7, Kouvola,
Finland, Europe

All applications are sent directly to KyUAS Admissions Office.

The applicants who satisfactorily meet all admissions requirements will be invited to an entrance exam. The entrance exam will be arranged in spring 2012.

ADMISSIONS OFFICE

www.kyamk.fi/Applying
admissions@kyamk.fi

DIMENSION © is a new MA Degree Programme in design conducted in English by KyUAS. The programme provides for a structured, multidisciplinary learning environment, where students from diverse professional backgrounds work together in a project oriented environment throughout their studies.

It is designated for students having a BA degree either in industrial design, technology, business or other applicable academic degree, together with a minimum of three years working life experience after completing their BA degree. The studies follow a personal learning plan tailored for each MA student individually in conjunction with study launch.

DIMENSION © provides for a structured, multidisciplinary learning environment, where students from diverse professional backgrounds work together in a project oriented environment throughout their studies.

The education emphasizes multidisciplinary teamwork skills and aim to provide students with strong self-directed design process and methodology capabilities. As members of a "Learning Cell" they apply various design methods into business oriented development tasks based on their personal professional perspective and aspirations.

Study projects are planned and conducted in close, solid collaboration between students, partner enterprises and KyUAS staff, each in their predefined specific roles. KyUAS's comprehensive network of collaboration universities offer students excellent opportunities to a variety of exchange and apprenticeship programs both in Europe and overseas.

Graduates master a diverse design methodology toolkit for e.g. design strategy planning and innovation management as well as for product portfolio development and management. They achieve enhanced career opportunities within e.g. design strategy, innovation and brand management either as in-house specialists or managers, as consultants or as private entrepreneurs.

Master's Degree Programme in International Business Management

Tradenomi (ylempi AMK)
Master of Business and
Administration

THE SCOPE 90 credits. The duration of studies is 2,5 years.
The language of instruction is English.
Intake every other year, the next intake is in autumn 2013.

EDUCATION UNIT
KyUAS | Kasarminmäki Campus
Paraatikenttä 7, Kouvola, Finland, Europe

The programme improves student's knowledge, skills, and competence to succeed in demanding development, management, and specialist positions in global business. The programme requires participation 2 days a month on average. Contact sessions are held in Kouvola. Independent work between the contact sessions is supported by Moodle e-learning environment and conferencing tools.

Study methods include cooperative learning processes, independent work, lectures, e-learning, seminars, and a development project leading to a master's thesis.

Master's Degree Programme in Health Promotion

Master of Health Care*
In Finnish, the name of
degree depends on the
bachelor's degree.

THE SCOPE 90 credits. The duration of studies is 2,5 years.
The language of instruction is English.
Intake every other year, the next intake is in autumn 2013.

EDUCATION UNIT
KyUAS | Jylppy Campus
Takojaantie 1, Kotka, Finland, Europe

The programme focuses on the evaluation of health situation and risk factors on the level of population, community, and individual, on the utilization of epidemiologic data, and on methodological issues related to health promotion. In addition, special attention is paid to interdisciplinary leadership and management to support your managerial career. The programme requires participation 2-3 days a month, little less in the second year. Contact sessions are held mainly in Kotka.

Study methods include lectures, independent work, group work, e-learning, seminars, and study visits. Independent work between the contact sessions is supported by Moodle e-learning environment and Adobe ConnectPro conference tool.

Good to know

Applicants for the Master's degree programmes require a suitable university of applied sciences degree (Bachelor's Degree) or other suitable academic degree and three years of work experience in the field in question completed after graduation.

A higher university of applied sciences degree produces the same competency for public offices and tasks as a higher academic degree.

