



HELBUS

Helsinki School of Business

*Earn your university degree
in business
in just 2,5 years!*



www.helbus.com

Earn your Bachelor's in Business in just 2,5 years

HELBUS Helsinki School of Business is a private university offering an exciting pathway to a Bachelor's in Business –degree combining studies in Helsinki with study abroad. The first four semesters are spent at HELBUS following two semesters at one of our partner universities abroad. As HELBUS has three terms in a year, the quickest way to earn the Bachelor's degree is just over two years.

After four semesters of study at HELBUS, students earn the Associate of Arts in Business-degree, known in the UK as the Higher National Diploma.* This degree provides you with the skills and knowledge to enter your career in international business, or to complete your Bachelor's degree in one year. Over 40 universities around the world accept HELBUS students into their final year top up programs. After earning your Bachelor's from HELBUS and abroad, you can apply into Master's programs anywhere in the world.

Example of a Bachelor's Pathway



Unique Window to a Global World

At HELBUS all studies are in English. Our visiting professors from prestigious universities in nine countries around the world challenge your thinking and inspire you to self-discovery. With several of our professors originating in Asia, you will gain special insight to the dynamic growth engine of the world. Over 80 % of our professors have a doctorate degree, which is significantly higher than in Finnish state universities.

HELBUS Story – Strong Track Record of Founders

HELBUS was founded in Fall 2012 by Professor Veikko Jääskeläinen and Dr. Kari Jääskeläinen. Veikko is a former principal of the Helsinki School of Economics, today part of Aalto University. He has founded several BBA and MBA programs around the world. "We do not leave things undone just because they have not been tried before," crystallises Kari the philosophy of the founders.

Quality Assurance from the Largest Accrediting Body in the UK

HELBUS has received accreditation from the largest awarding body in the UK, Edexcel. Quality is measured by so-called BTEC standards that have been developed to respond to requirements set by employers and professional organisations. This accreditation ensures the relevance and excellent quality of HELBUS education, which is externally verified twice a year. With this accreditation HELBUS students can apply for Bachelor's final year top up programs in over 40 universities.

Be a Pioneer – Distinguish Yourself

HELBUS students are often pioneers or early adopters. We at HELBUS encourage taking risks and making mistakes as well as learning from them. If it hasn't been tried before – now is the time to try it! While no degree in itself will guarantee employment, we believe that many employers will value HELBUS students for taking charge of their destinies and investing in their education. According to Edexcel guidelines, the HELBUS curriculum is designed to prepare students for employment and for honing their employability skills.

Modular Studies are an Efficient Way of Learning

Visiting professors deliver the course units in three-week modules. You will therefore be able to focus on one subject at a time. Experience has shown that this is an efficient learning method that leads to higher retention rates than traditional methods. You will make tangible monthly progress in your studies!

Best Investment of Your Life

Choosing HELBUS will save you time and money already before your studies start. There is no need to take time off to study for an entrance exam. You will graduate more quickly than your peers in state universities and start earning money.

As HELBUS receives no state support, operations are funded by tuition fees. Tuition fees are invoiced before the beginning of a new term. The tuition fee for studies starting in Fall 2014 will be confirmed in the beginning of 2014. Please check out our website for further information <http://www.helbus.com/admission/fees/>

Why wait?

Apply now to secure your place for fall 2014.

Important Dates

The dates are subject to change so please visit our website for most recent information.

Fall Term 2014

September 8 / Fall term starts
October 18-26 / Fall break
December 5 / Classes end

Apply Now!

Studies commence in early September. HELBUS accepts applications at all times, and the earlier you apply the better your chances of receiving a study place. Rather than studying for months for an entrance exam you can focus on your strengths and future plans. Admission decisions are based on essay questions on you and your motivation and goals, as well as interviews and high school diplomas. The application instructions and form are found on the website at <http://www.helbus.com/apply-now/>

You can apply at any time of the year for studies commencing in September. The sooner you submit your application, the better your chances of an admission offer are.

Quick Facts

- HELBUS is growing rapidly, enrolment tripled in the second year
- Accredited by Pearson Edexcel, UK
- All studies in English delivered by international professors from nine countries
- Admissions are based on essay questions
- Apply now to start your studies in September

HELBUS Degree*

Associate of Arts in Business AAB (Higher National Diploma)

- Generalist degree with emphasis on marketing and management
- Four semesters of study completed in 18 months
- 16 mandatory course units equal to 120 credits (ECTS)
- Three week course modules five days a week
- Classes are held in Töölö, Helsinki, in close proximity to the city centre
- See the Study Guide on our website for details.

Foundation Courses

Business Environment
Marketing Principles
Organisations and Behaviour
Managing Financial Resources and Decisions
Aspects of Contract and Negligence for Business
Business Strategy
Business Decision Making

Management Courses

Managing Business Activities to Achieve Results
Managing Communications, Knowledge and Information
Working with and Leading People
Personal and Professional Development

Marketing Courses

Marketing Intelligence
Advertising and Promotion in Business
Marketing Planning
Sales Planning and Operations

Research Project

STUDENT TESTIMONIALS 2013

I've lived in Malaysia for most of my life, and being admitted to HELBUS made it possible for me to start my business studies in English in an international environment. I enjoy my studies because the professors are highly experienced and qualified and I feel that the instruction is of very high quality. In my opinion it is easier to concentrate and stay motivated in intensive modular studies such as HELBUS offers compared to traditional methods of instruction.

Risto Silventoinen



The atmosphere in class is very positive, the group dynamics work really well and we all seem to get along very well together, despite our very different backgrounds. My classmates are friendly and very helpful. After HELBUS I would like to study abroad for some time and I feel that I will be well prepared for that as my English skills will be at an excellent level by that time.

Riku Välimäki

I first heard about HELBUS from my father, who was one of the first students in the MBA program that Veikko Jääskeläinen founded at Helsinki School of Economics. He had thoroughly enjoyed the international perspectives that the professors offered, and I now can experience this for myself, as it is incredibly inspiring to meet professors from around the world and learn from their experience and diverse backgrounds. I was also attracted to how quickly studies progress at HELBUS. I have worked a lot during past years and I do not wish to spend many years studying, but rather complete my studies quickly and get on with my career.

Kristiina Ojanen



At HELBUS we don't just sit in lectures listening to professors but we focus on learning, applying theory to practice through interesting cases and group work. There is a good spirit for learning and the motivation among students is very high on average. In the future I would like to work in marketing management in an international company, or start my own business and I feel that my studies at HELBUS prepare me well for either.

Tomi Jäppinen

More Information

Please visit our website at helbus.com or like us on facebook by searching Helbus School of Business.

If you have any questions, please e-mail us at info@helbus.fi, or call us. We will be happy to answer any questions you may have.

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*HELBUS Helsinki School of Business Oy is a new private business school that started operations in the fall of 2012. As the Finnish legislation does not recognise private universities, HELBUS degrees are not officially recognised by government. This means that HELBUS degrees will not make you eligible to apply for a government position and that some universities may not give credit for studies completed at HELBUS. Please see further details on our website at www.helbus.com