



Bachelor Level Business Studies for Ukrainians in Business Projects



Laurea University of Applied Sciences
16.11.2022

- Laurea University of Applied Sciences
- To whom?
- About studying in company projects
- How to study in business projects?
- What do you get ?
- How to enroll ?
- Next steps – book your interview
- Discussion & Questions



To Whom?

- Ukrainian citizens unable to return to Ukraine due to the Russian attack
- This education is financed by the Ministry of Education and Culture and is aimed to Ukrainians receiving temporary protection in Finland
- Studies are free of charge for Ukrainians

- More information:
 - [Temporary protection | Maahanmuuttovirasto \(migri.fi\)](#)
 - [Тимчасовий захист для тих, хто утік від війни в Україні | Maahanmuuttovirasto \(migri.fi\)](#)

Laurea in the heart of the Helsinki Metropolitan Area

LAUREA

- 7800 students
- Bachelor's and master's degrees
- Open University of Applied Sciences
- Specialisation studies
- Research-, development- and innovation activity
- Projects



We are here
for you
at Laurea



Employment rate of graduates in 2018 one year after graduation

Bachelor's Degree Programmes

- Nursing
- Social Services
- Safety, Security and Risk Management
- **Business Management**
- Hospitality Management and Social Services
- Business Information Technology, Developing Digital Services
- Business Information Technology, Cyber Security

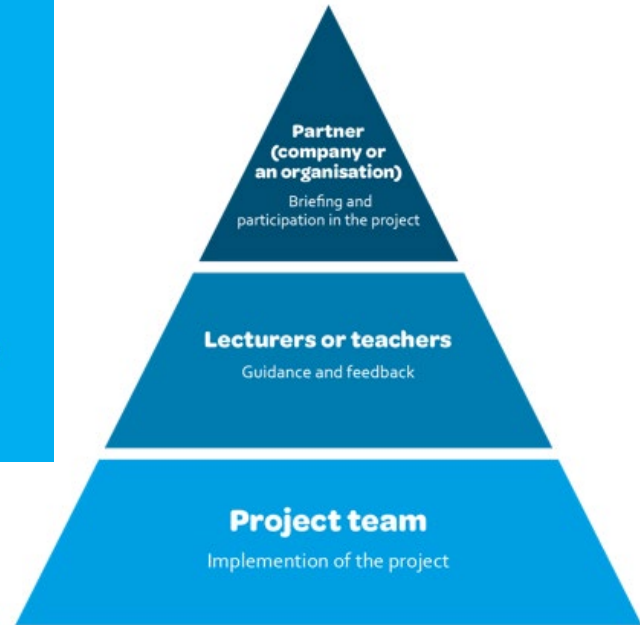
Master's Degree Programmes

- Service Innovation and Design
- Global Health and Crisis Management
- Leading Transformational Change

About Academic studies in company projects (P2P)

FACTS

- Established 2012
- Implemented 1500 projects
- Co-operation with 1000 companies
- Company satisfaction for project 4,5/5
- Companies pay Laurea for a projects
- National Ranking 2021 "Best student experience" in BBA in Finland



Roles in project implementation

How to study in projects ?

January

May

Project (Pre)
Brief -
company
assignment



Project
planning &
Implementatio
n together
with
companies



Academic
Theory
(writing
academic
writing &
sharing the
knowledge)



Finishing the
project;
Results for
companies &
evaluation



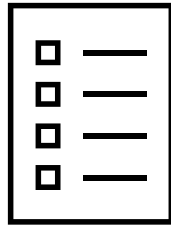
Working in student teams

**1 working day at
Hyvinkää campus / Week
Including Lecturer
meeting**

What do you get ?



Networking



Experience in
real life project



15 Credits
(ECTS) /
Bachelor



Team work &
Finnish working
culture

Training digital marketing to small and medium sized exporting enterprises in virtual reality

Developing Marketing Plan and Content for a Finnish SM

Developing Marketing Concepts, Channels & Messages for My Home's ID Oy

Digital Marketing - Video Content Production

International Brand Positioning Research and Validation in Consumer

Chile - Finland Business Development Project, Planning - Analysis - Implementation

Creating Website - Build Your Online Presence, Kallioinen Yhtiöt

Developing wearable intelligence learning environment - WeaLE

Designing Concept for Foreign Companies Looking for Investment Targets

Designing Video and Orientation Material for the Company

Service Design SURVIVAL KIT for Konecranes International team members in Finland

GOING GLOBAL Service Designing Videomarketing for Latin America

International Recruitment Development Utilizing Service Design

Planning & Implementation of a Service Design Project in Hospitality Industry

Research of Customer Experiences and Orientation in Organization

Service Designing Digital Platform for 1st Home Owners

How to enroll ?

Interviews
1.12.2022;
14.00-18.00
2.12.2022;
14.00-18.00

Acceptance to
Laurea
5-7.12.2022

9.1-10.1.2022
Orientation days

16.-19.1.2022
Project studies
start

Next step: Pls register now for an interview one Thursday 1.12. or Friday 2.12.

Pls, book your interview here <https://calendly.com/laureainterview/laurea-interview-for-ukrainian-students>

Interviews take place in Teams in groups of max 4 people and lasts 30 min. You will 1st introduce yourself in 4-5 minutes:

Name, Education, Relevant work experience (if any), Expectations, Why this business course?

Teams meeting for Interview is <https://bit.ly/3TCpO40>

Thank you, see you soon!

Useful links

[Studies for Ukrainians - Laurea-ammattikorkeakoulu](#)

[Hyvinkää, Service Business Management \(exchange students\) - Opinto-opas \(laurea.fi\)](#)

[Study and research opportunities for Ukrainians | Study in Finland](#)

[Finnish language](#)

<https://ops.laurea.fi/index.php/en/212701/en/206692/TOY222SY/year/2022>

Discussion & Questions ?