

The Globalisation of Teaching and Learning

THE-ICE IPoE 2019

15.10.2019

Jouni Ahonen, Haaga-Helia UAS



Global Haaga-Helia

Education cooperation

English programmes
Bachelor and Master

Student, teacher and staff
mobility

200 partner institutions
worldwide

Double degree programmes

RDI with international
partners

Joint courses and projects

Sharing and creating
knowledge with partners

Transnational education

Marketing/recruiting
int'l students

Training and Consulting
Services

Further Education
Vocational Teacher
Education

Delivering degree
programmes abroad

Are We Global?

- Around **1100 international degree students**, 93 nationalities, 122 tuition fee paying students
- **11 (8/3) international degree programs**, from 1993-
• International competencies in curricula
- **Students exchanges:**
 - over 3 months: in 367, out 379
 - under 3 months: in 52, out 522
- **Internships** abroad: 142
- **Staff mobility:** in 142, out 576 (incl. Fullbright Scholars)
- **University partners:** ~200 ja networks: ~50
- RDI-projects, commercial activities, pedagogical development projects, Dubai EXPO2020 Key Partner, Helsinki EU Office





What if our / your
university would not
be global?

Mission

Haaga-Helia opens doors to future careers.

Vision

We are the most attractive and professionally-oriented Finnish institution of higher education.

Sub-Strategies and Enablers

**Quality education
with a human touch**

**Sales, service and
entrepreneurship at
the core**

**Innovations in
networks**

Enthusiasm and know-how of the students and the staff

International growth together with partners

Digital solutions in services and operations

Value Foundation

**We serve and revitalize the business community,
working together responsibly and sustainably.**

Service Promise

- We create **international growth** and **competence** for partners, students and Haaga-Helia.
- We provide best Finnish **educational services** and **solutions of high quality** for our clients.
- We provide a **motivating working environment** that enhances the development of competencies and quality.



Global Vision 2020

- 2-3 **Site campuses/centers abroad**
- Commercial **degree programmes** in cooperation with partners in **5-7 countries**
- Degree programmes with **tuition fees** (2016-)
- Professional/Academic **short courses offered** in all of our education fields
- **Consultancy and development projects**





Nordic School of Hospitality & Innovation

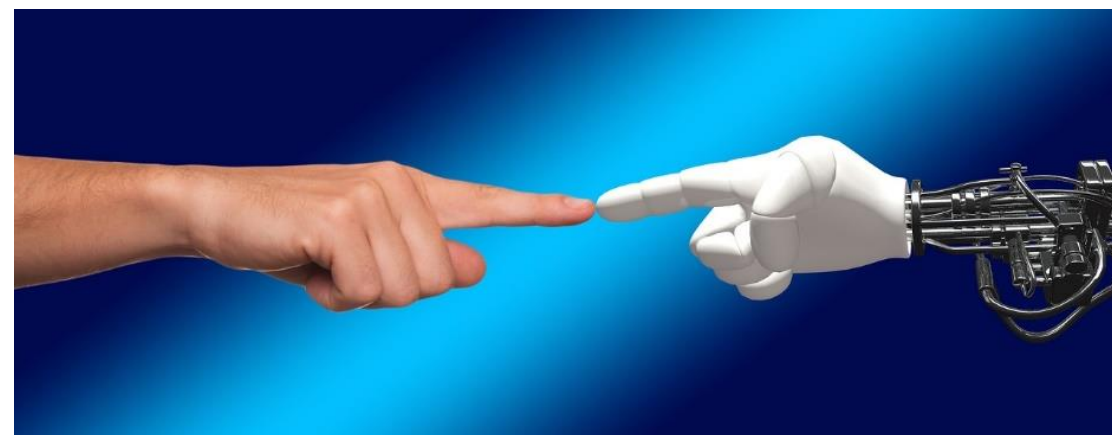
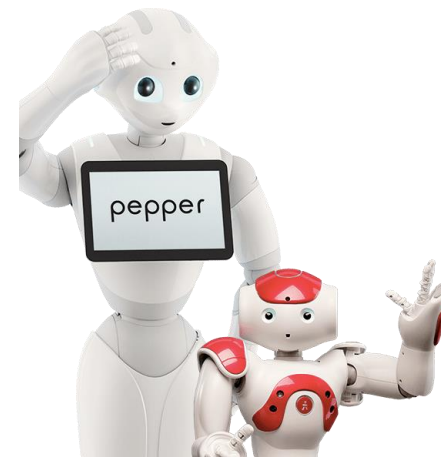
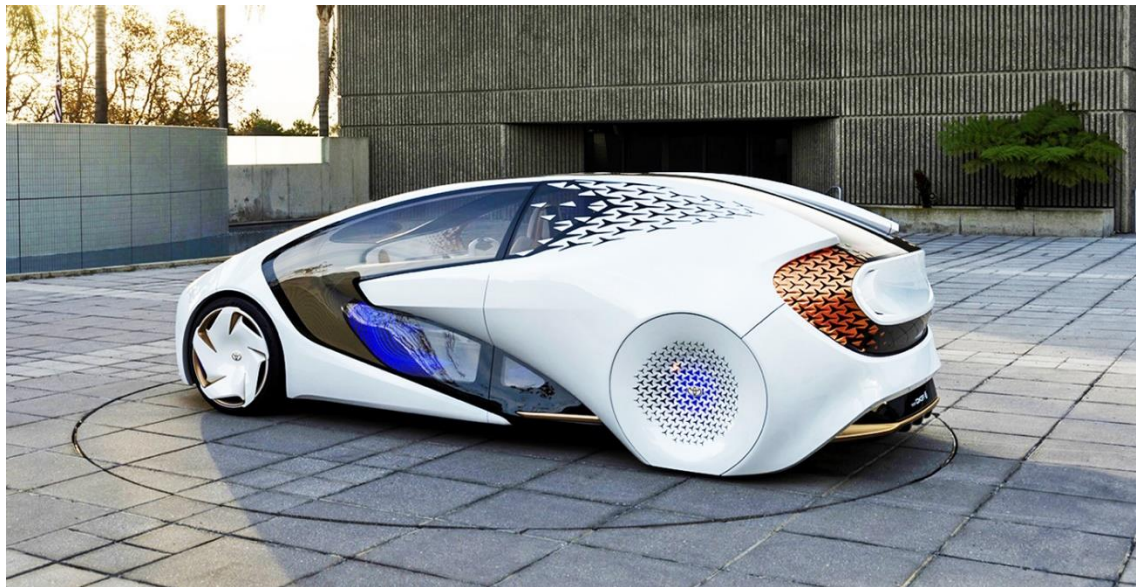
HAAGA-HELIA TALLINN



Nordic School - Instead of something like this...

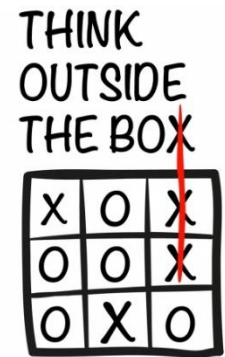


... we will create something like this...



Strategic focus

- Quality applied education and professional knowhow
- Business- and industry credibility
- Globally networked
- Out-of-the box rather than traditional
- Focus on experience, innovation, creativity and change management.



New School – Curriculum

- **Diploma programme in International Hospitality and Service Excellence**
- **3.5 years, 210 ECTS**
- **Tuition: 9500 €/year**
- **Curriculum Mission** - developing motivated hospitality and service business leaders who engage in promoting a positive change whilst building on their vision. The program is committed to cultivating a sense of personal agency for students, contributing meaningfully to international hospitality in the 21st century.
- **Core Values Of The Curriculum** – Creativity, Reaching for the WOW, Community-ing, Building on Empathy, Doing Business
- **Modules (15 ects credits each)** - **Managing things & leading people**, Cracking the Numbers, **Utilizing the Tools**, Mastering Distribution Channels, **Designing the Future**, Developing the Accommodation Business, **Understanding your Customer**, Creating Culinary Experiences, **Producing Business Value**, Designing your own future, **Shaping the next Millennium**, Development / Research Project, **Learning, Studying and Entrepreneurial Skills**, Internships (Work & Study)



Haaga-Helia



**FAIRLEIGH
DICKINSON
UNIVERSITY**



**Breda
University**
OF APPLIED SCIENCES



**Nordic School
of Hospitality
& Innovation**

HAAGA-HELIA TALLINN

Estonian
Business
School



IUBH



International University
of Applied Sciences

Internationale Hochschule

Bad Honnef · Bonn



New Campus – Porto Franco in Tallinn in fall 2020

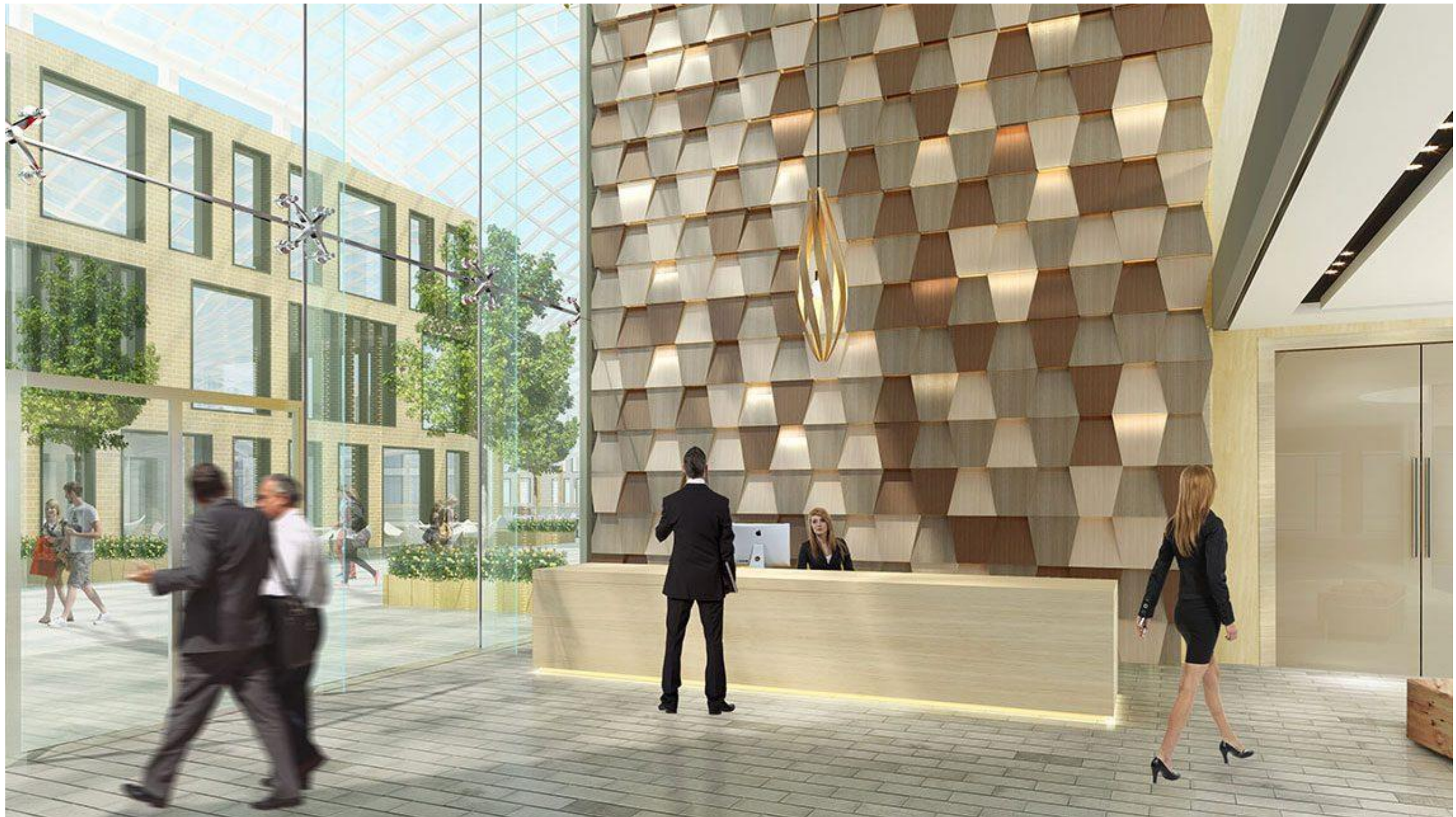


855 m2 – 3. floor













To discuss...

- How global you want to be?
- Who sets your global objectives?
- How do you measure the success?
- What is your long term investment/business strategy?
- What is your value-added?
- With whom do you operate/work?
- How do you create a right culture?
(Handout)





Thank You!

Jouni Ahonen
Vice President

Jouni.ahonen@haaga-helia.fi