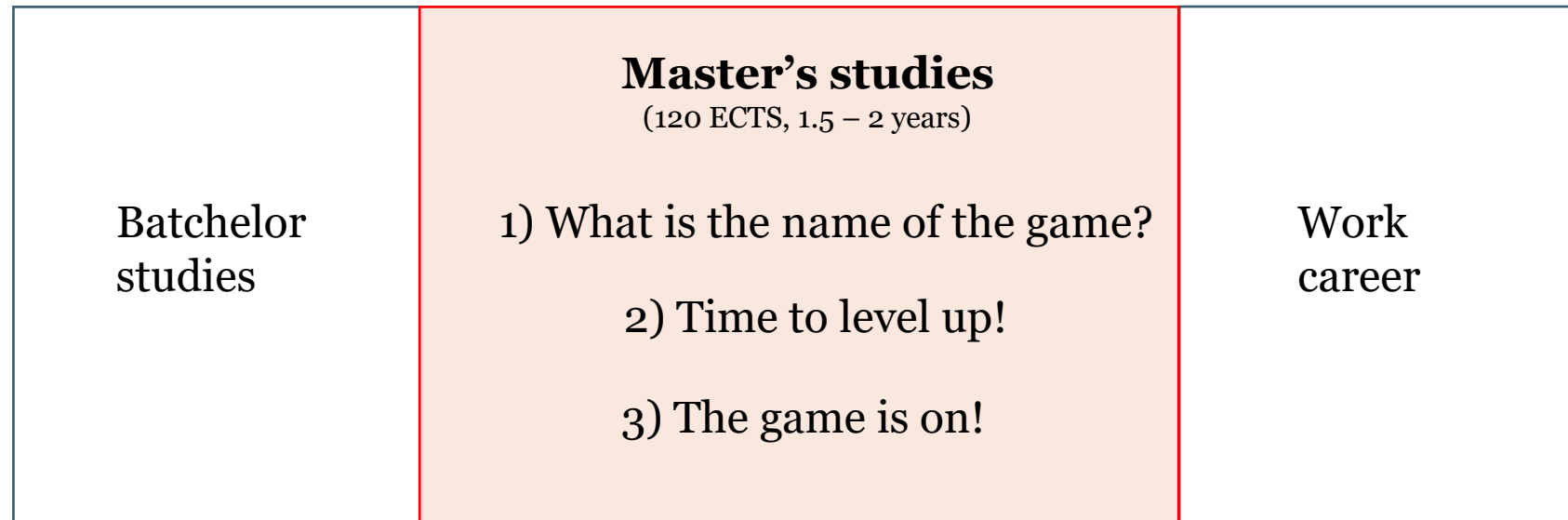


# Master's studies at HANKEN

What does it mean – some reflections from the faculty (Professor in Marketing Peter Björk).





*1) What is the name of the game?*

- 1) Full time studies
- 2) Academic studies
- 3) It is about teaming up
- 4) Life long learning



# Learn the structure of your Programme

- 1) Pay attention to which courses are mandatory and which are elective
- 2) Read course syllabus
- 3) Attend course introductions
- 4) Dead-lines does not mean “maybe I should start doing something!”

YEAR 1: 2021-2022	MARKETING and Management recommended study plan	
<b>AUTUMN (M= Mandatory)</b>	Year/Period	ECTS
<u>Organisation and Organising</u> (22040-V) (MGM) <b>M</b>	Year 1, Period 1	5
Cultures and meanings in the marketplace (23147-V) (Mark) <b>M</b>	Year 1, Period 1	5
Project Course: Exploring Consumer Phenomena (23104-V) (Mark) <b>M</b>	Year 1, period 2	5
Strategy as Practice (22084-V) (MGM) <b>M</b>	Year 1, Period 2	5
Service and Customer Strategy (23105-V) (Mark) <b>M</b>	Year 1, Period 2	5
<b>Marketing and Management Elective</b> course, choose from list in <u>Weboodi</u> (up to 30 ECTS)	Year 1. Period 1 or 2	(5)
Social Responsibility (9996) and Introduction to Market Analytics (9995) (which together form the Global Competence Module). Can be taken in spring instead. <b>M</b>	Year 1, Period 2, online courses, 3+2 ECTS	5
<b>SPRING (M= Mandatory)</b>		
Qualitative Research Methods in Business Studies (22073-V) (MGM) <b>M</b>	Year 1, Period 3	5
Quantitative Research methods in Business Studies (23113-V) (Mark) <b>M</b>	Year 1, Period 3	5
Language course (any course) <b>M</b>	Year 1, Spring, e.g., <u>Academic Writing</u> (5160-V)	5
Research skills <b>M</b>	Year 1, Period 4	5
<b>Marketing and Management Elective</b> , choose from list in <u>Weboodi</u> (up to 30 ECTS)	Year 1, Period 3-4	(5 + 5)
<b>SUMMER (SP2 May-July &amp; SP1 Aug)</b>	<b>Opportunity to speed up studies with electives</b>	
Advanced Internship	5 ECTS (134h work) or 10 ECTS (268h) in major	(5 / 10)
Self-study / courses in various subjects, see <u>WebOodi</u>	Credits depending on your choice ( <i>The more credits you get during the summer, the less electives you need below</i> )	(5)
	Year total	60 ECTS

## 2022-2023 (Terms can be switched: Research seminar in spring, Electives in the autumn)

<b>(M= Mandatory)</b>	(Electives may be added here, or thesis finished)	
seminar (23170-V) (Mark) <b>M</b> , thesis	P1-P2	5
thesis finished (2320-E) (Mark/MGM) <b>M</b>	P2-P3	30
<b>Marketing and Management Electives</b> , choose from list in <u>WebOodi</u> (up to 30 ECTS)	P3-P4	(25)



## *2) Time to level up*

1) Stay focused, self- and time-management

2) Time to be brave – think, suggest, bring in your own opinion, but be smart, listen and learn (even senior professors might know something)

3) The teachers and supervisors will demand more (of everything)!

“we want all students to be a candidate for the first line up” (active, eager to learn – show that you want something)







### *3) The game is on!*

- 1) No time to wait
- 2) Everybody has their own style to play (learn)
- 3) Set goals – small and big once
- 4) Indulge yourself – have fun!
- 5) You are not alone – we are a team

A winning team!



# Good luck in your studies!