

Stand out and make an impact

Inspiring and high-quality adult and continuing
education for the effective development of Finnish
working life



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Introduction



We are the most exciting and influential provider of adult and continuing education services for managers and professionals in Finland.

Our **mission** is to commercialise the university's research-based expertise in adult and continuing education, with an emphasis on innovative solutions that are easy to put into practice.

Why choose University of Vaasa ExEd?

Effectiveness

We deliver inspiring and impactful adult and continuing education that provides you with practical tools to operate effectively and efficiently in an ever-changing world of work.

Expertise

Our practical programmes harness researched university science, theory and academic process to effectively solve everyday management and business challenges.

Accessibility

We are a service-oriented, flexible and accessible adult and continuing education partner that has made its services easy to choose, tailor, buy and deliver.

Adult and continuing education based on scientific research

- ▶ The teaching methods and quality of our training courses are strongly based on scientific and theoretical up-to-date research, which supports the achievement of high learning outcomes in training
- ▶ Our training courses always use the latest pedagogical teaching methods to support both individual and group learning outcomes.
- ▶ We always make use of modern digital tools and learning environments that enable multichannel learning and learning outcomes.
- ▶ Our training is based on ethics, transparency and reliability



Fast learning results with agile and customized programmes

- ▶ A flexible and agile training partner
- ▶ We produce most impactful trainings
- ▶ Our custom solutions are tailor-made training programmes designed to meet the specific needs of our customers
- ▶ The University of Vaasa's up-to-date and modern researched knowledge enables us to continuously renew and expand our training offer for the benefit of our customers.



MBA Academic Council

Evidence-Based Results and Quality Assurance

- ▶ To ensure sufficient academic quality and standards ExEd has an MBA Academic Council chaired by Vice- Rector for Education
- ▶ Other members are internal academic experts across the main MBA curricula (module owners)
- ▶ Besides approving the MBA curricula the council advises on continuous improvements to curricula based on for example customer feedback
- ▶ The Council is the main interlock between the schools and the company.



Offer of Adult and Continuing Education



Offer of adult and continuing education

MBAs
DBAs

Continuing education and
education export

- open and tailored programmes

Online training & webinars

Events



Programmes
uniquely
designed for
organizations to
drive business
impact



Themes - Examples

Fuel for Thoughts – Energy for Business

- ▶ Management & Leadership
- ▶ Strategy (Business Development, Financial Management)
- ▶ Digital Marketing & Customer Value
- ▶ Sales Management
- ▶ Customer Experience
- ▶ HR Management
- ▶ Social Health Care and Wellbeing
- ▶ Business Law
- ▶ Energy Business
- ▶ Sports Management
- ▶ Risk Management & Security
- ▶ Finance and Insurance
- ▶ Project Management
- ▶ Procurement

97 programmes, 55 new
programmes available

eMBA Structure



Impressive Management Training

- ▶ ExEd eMBA programs educate leaders, managers and experts to understand business, business concepts and models, to be open-minded and to see opportunities for growth and success, and to make good decisions every day in both bigger and smaller issues.



Core Modules

Core modules 75 ECTS

Strategic Business
Development

Strategic
Financial
Management

Managing in
Multicultural
Environment

Managing
Customer Value
and Customer
Experience

Leadership and
Personal
Development

MBA Development
Project

Stand out and make an impact

Specialisation modules 20-30 ECTS

Executive
MBA
specialisation
tracks 20-30 ECTS
(two or three
optional modules)

Sales Management

HR

Risk Management &
Safety

Finance & Insurance

Social and Health Care

Sports Management &
Marketing

Energy Business
Management

Procurement



EMBA Structure

Core Modules 75 ECTS

- ▶ Strategic Business Development 10 ects
- ▶ Strategic Financial Management 10 ects
- ▶ Leadership in a Multicultural in the environment 15 ects
- ▶ Customer Value and customer experience Management 10 ects
- ▶ JOKA- Growth as a leader 15 ects
- ▶ MBA Development Work 15 ects

Specialization Modules 20-30 ECTS:

- ▶ Specialization studies in Sales 20 ects
- ▶ Specialization Studies in Human Resource Management 20 ects
- ▶ Specialization Studies in Sports Management and Marketing 20 ects
- ▶ Specialization Studies in Social and Health Services Management 25 ects
- ▶ Specialization studies in Energy Business 20-30 ects
- ▶ Specialization Studies in Risk Management and Security 20 ects
- ▶ Specialization studies in Finance and Insurance 20-30 ects
- ▶ Future Sustainable Procurement Specialization Studies 20 ects

NEW

Doctor of Business Administration



Background

- ▶ The DBA will be an innovative doctoral-level degree program that supports and complements the traditional Ph.D. programs that are running at the business school level.
- ▶ The Vaasa DBA program will start in spring 2023.



Our Approach to Learning

- ▶ Small selective intake to facilitate a high degree of peer-to-peer interactions and learning within cohorts.
- ▶ A very high faculty to DBA candidates ratio including the appointment of a supervisory team for each and every student.
- ▶ Face-to-face supervision and technology-enhanced online tutoring throughout the programme from dedicated supervisory teams, including local faculty and experts to support your research journey throughout the programme.
- ▶ Experiential learning modules with customised visits to world-leading institutions in addition to attending at least two international campus locations.



Programme Structure

	Year 1	Year 2	Year 3	Year 4-6
Academic	Module 1 Leadership & Followership	Module 4 Entrepreneurship Theory & Practice	Fieldwork and writing up of the thesis	Submission and examination of the thesis
	Module 2 Global Strategic Management	Module 5 Theory into Practice		
	Module 3 Innovation & Technology Management			
Alumni	From the beginning of the programme, you will have access to exclusive and highly active alumni networks of Vaasa University Business School			

Trainings are those important moments when you can stop and think more deeply about your business.

Timo Keski-Kasari

CEO, Juustoportti Ltd.



As a result of the training, I have found my role as a manager more meaningful and effective.

Janne Järvenpää

Senior Physician at the Ophthalmology Clinic of Vaasa Central Hospital, Specialist in Ophthalmology, Ophthalmic Surgeon



I wanted to develop
and deepen
my knowledge
in human resources management,
networking and to advance
my career.

Eveliina Ihalainen

People & Culture Manager,
Kämp Collection Hotels



I chose Executive Education at the University of Vaasa because I can have good access to the latest research through a local university with a good reputation.

Teresa Laine-Puhakainen

KWH Group's lawyer



This training gave me new tools for developing a leadership culture alongside the company's strategy work.

Tera Heinonen

CEO, Hartola Golf Oy



Adult and continuing education to support working life

Executive MBA & Business trainings

222

Webinars

1621

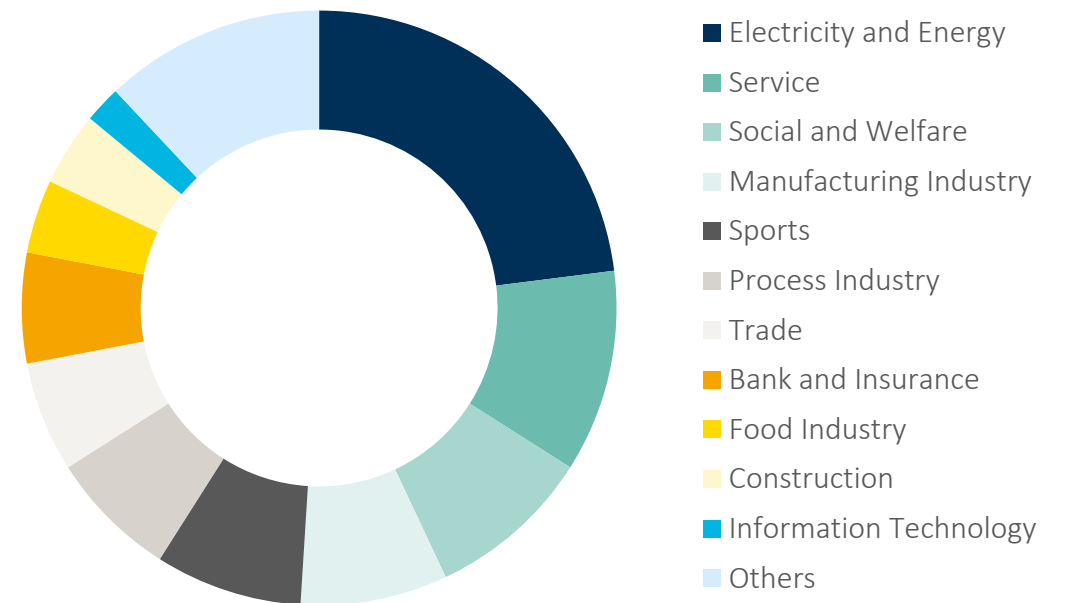
Customer sectors

Large companies

SMEs

Public organisations

Customers by industry



Please contact us!



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Thank You!

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