



# FAST-TRACK BBA

**NORDIC TOURISM &  
THE EXPERIENCE INDUSTRY**



**ARCADA**

## SPECIALISATION IN TOURISM AND THE EXPERIENCE INDUSTRY



- This program is designed for individuals with a previous BBA/ BBM/ BHM or a Diploma in Tourism and Hospitality.
- Students can complete the degree in 1 to 2.5 years.
- The curriculum includes courses on sustainable tourism, experience design, and Nordic business environments.
- The program offers a blend of online and off-campus learning with internship opportunities in Helsinki, Lapland, or other Nordic and European locations..

**Potential Roles:** Depending on your professional goals and experience, roles may include -

- Tourism and Product Development Manager
- Experience Design Specialist and Coordinator
- Customer Experience Manager
- Destination Manager
- Sustainability Coordinator in Tourism
- Roles related to the Hospitality Industry



## INTERNSHIP & PLACEMENT

- Arcada supports your search for tourism internships and seasonal work through individual tutor support and guidance from the Career Centre.
- Arcada connects you with opportunities but does not directly place students in jobs. You need to clear the Interview.
- Eligible work experience can be accredited as a practical internship, allowing you to earn study credits and gain valuable industry experience.



## STUDY FORMAT

- **Blended Learning Approach:** The program integrates online learning (recorded lectures, webinars, virtual group projects and discussions) with on-campus experiences (lectures, workshops, and hands-on group work).
- **Experiential Learning Opportunities:** The program offers practical internships and project-based learning, providing students with opportunities to apply their knowledge in real-world situations.
- **Nordic Focus with Field Visits:** The program includes field visits to key Nordic tourism destinations (where and when applicable), offering direct exposure to the region's tourism landscape.

## ARCADA UNIVERSITY OF APPLIED SCIENCES

Arcada University of Applied Sciences a University with 2700 students, on a unique, compact campus with great living labs and learning environments. In addition to the modern on-campus facilities, several years of experience in online teaching enable us to connect globally in a welcoming and familiar atmosphere.

Arcada is a Swedish-speaking university of applied sciences (UAS) in a Finnish environment and at the same time one of the most international UASs in Finland.

**Fees for the Program: € 14,000**

**Salaries range between Euros 1,700 to Euros 3,500 per month depending on the experience, position and sector**

**In4Growth Global Ventures Pvt. Ltd.**  
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