



FAST-TRACK BBA

NORDIC TOURISM &
THE EXPERIENCE INDUSTRY



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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