



A GRADUATE STORY - Pham Thu Ngan (Alice), Vietnam
Bachelor of Business Administration, Kajaani University of Applied Sciences

"I have enjoyed the peaceful life and safe environment of Kajaani. This is a good place for studying!" says Alice Pham, holding her Bachelor's certificate from the Degree Programme in International Business. "I wanted to study somewhere not too crowded and where I had to learn to manage things independently. For the first few months, it was difficult to adapt to the new teaching methods and different kind of life, but it started to feel normal rather quickly. Learning Finnish is important as everything in the shops for example is in Finnish. Luckily there is usually always someone available who can speak English and help you!"

The International Business programme focuses on marketing studies and Alice found the study environment positive. "The teachers always encouraged us to be creative. I like the fact that studies involve real business cases and that it's not only limited to theoretical knowledge. I think I've gained a solid foundation for a career in marketing." During her studies, Alice did her practical training in the marketing department of a 5-star hotel in Spain, and also wrote her thesis for the same company.

Alice came to Kajaani in autumn 2010 with a firm plan to continue her studies after her Bachelor's degree. "From the very beginning, I was determined to finish the studies more quickly than necessary. This required effective time management and even though it was a lot of work, I still managed to have some free-time as well." She actually finished her studies in 2.5 years with good grades and some extra credits. Now it's time to apply for Master's programmes in Finnish universities and after that, maybe doctoral studies. Alice's ambitions lie in the hotel and airline industries and one of her dreams is to be a part of a Scandinavian airline company's strategic management team.



*Alice receiving her degree certificate
from the Head of the School of Business,
Ms Heli Itkonen.*