



Applicant's Guide 2023



KAMK • University
of Applied Sciences

Kajaani University of Applied Sciences

KAMK is a proactive, genuinely international university with a very strong regional and national profile. We have over 200 international students over 50 different countries and regions and offer 4 Bachelor's degrees in English: International Business, Esports Business, Tourism and Sports and Leisure Management and 2 Master's degree in English. KAMK is one of the top Finnish Universities of Applied Sciences according to the most significant barometers: KAMK is top in providing expertise, counselling and supervision

services and the benefits of practical training. Also, KAMK has the highest student satisfaction in Finland based on the national survey for graduating students in 2019. Our lecturers approach each student as an individual, helping them to identify and develop their personal areas of expertise. The studies focus on practically integrating education with real working life, and train new professionals in response to current labor market needs.



Kajaani University of Applied Sciences (KAMK) offers the following English-taught degrees on Bachelor level:

⁰¹ Bachelor's Degree in International Business

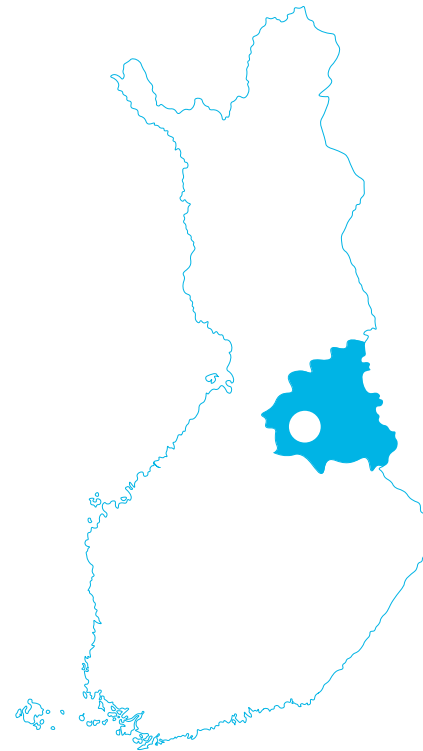
⁰² Bachelor's Degree in Sports and Leisure Management

⁰³ Bachelor's Degree in Tourism

⁰⁴ Bachelor's Degree in Esports Business

Welcome

to Kajaani, Finland!



Finland is a cozy and cool country! Finland is known world-wide for high quality education. Studies at a university of applied sciences (UAS) are career-oriented and provide education for professional expert tasks based on the requirements of working life. All Finnish universities and universities of applied sciences are state-recognised, and the Finnish Higher Education Evaluation Council regularly audits the quality management systems of these higher education institutions to ensure the level of education remains high. KAMK is therefore a state-recognised university of applied sciences, authorised to offer degree programmes in Finland.

Kajaani is a small lively town with the population of 38,000 in central of Finland. Student life in Kajaani is easy going: distances are short, and services are of a high standard. The town has all the necessary services yet is small enough to feel safe. Four distinct seasons provide a variety of settings ideal for a wide range of meaningful experiences.

Did you know this?

**Finland is
the happiest country
in the world**

World Happiness
Report 2020, 2021

**The air in Finland
is the cleanest
in the world**

Finnish Meteorological Institute

**Finland is the most
stable country
in the world**

Fragile States Index 2019

**Finland has the
3rd most personal
freedom and choice
in the world**

2019 Social Progress index

**Finland ranks 2nd
in countries with
the highest gender
equality.**

2021 World Economic Forum

**Education in Finland
answers to future
needs best in
the world**

The Worldwide Educating
for the Future Index 2019

KAMK campus



Our state-of-the-art campus facilities are exceptionally advanced, compared to our modest size and location in the rural north of Finland. We provide our students with unparalleled access to resources including a fully functioning datacenter (one of the only student operated datacenter labs in Finland), numerous game design rooms, content-creation studio, 3D printing workshop and robotics labs. One of our most well-known facilities is the Esports Room, outfitted with 25 optimised gaming rigs, two 80-inch televisions and a console gaming corner.

All our facilities are located within a single campus area near the city center and our modern student accommodations. Also, in close proximity are various leisure and sports activities including frisbee golf, running tracks, outdoor gyms, skiing trails, and more. Not to mention the mere 30-minute drive to one of Finland's top winter sport resorts Vuokatti, home to the Vuokatti Sport Olympic Training Center.

All international students are warmly welcomed to KAMK. We will arrange reception for our new international students on their arrival to Kajaani, in cooperation with the Student Union KAMO. Our tutoring students will meet you on arrival and make sure that you will find the way to your accommodation safely. The studies begin with thorough orientation and team-building activities to make the start of studies as smooth as possible.



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International Business

⁰² Bachelor's Degree in
**Sports and Leisure
Management**

⁰³ Bachelor's Degree in
Tourism

⁰⁴ Bachelor's Degree in
Esports Business

Bachelor's Degree in International Business

Bachelor of Business Administration

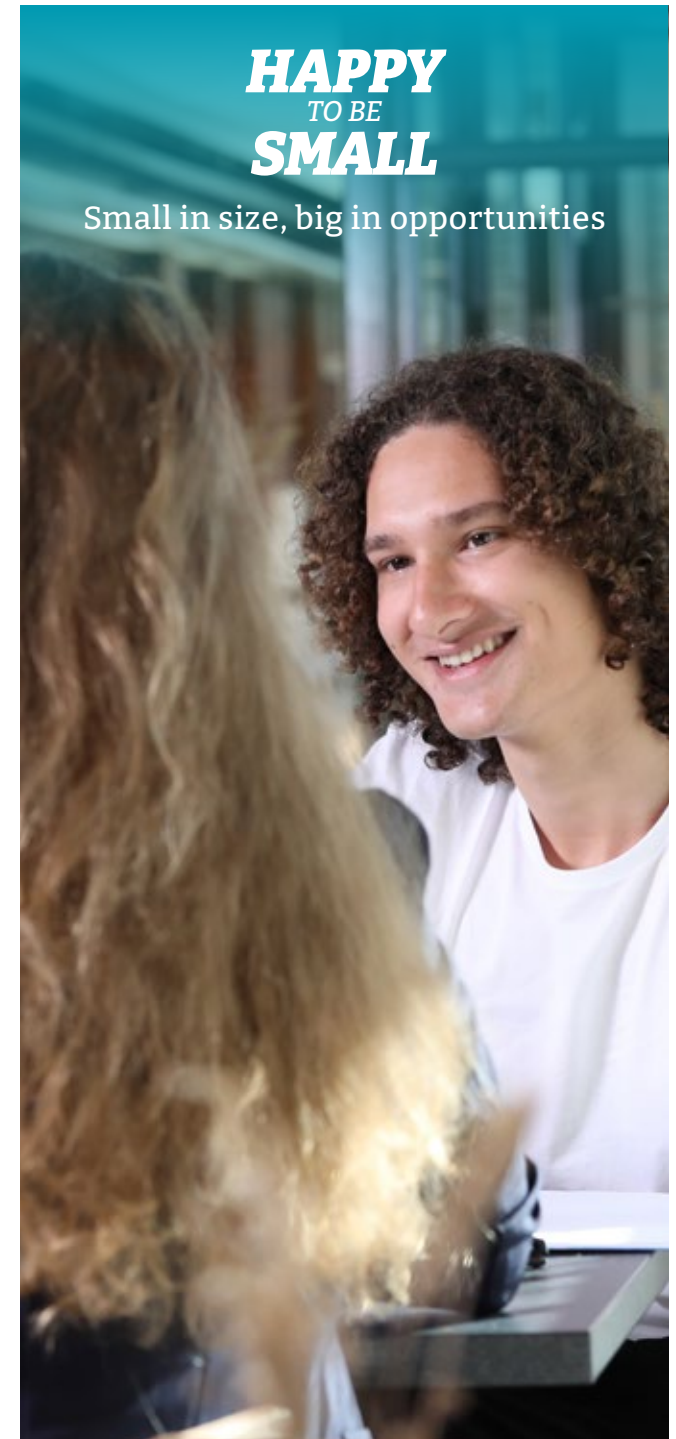
The Bachelor's Degree in International Business at KAMK provides you with an understanding of the international business operations and gives you varied career opportunities in organizations that are engaged in business on a global scale. The degree develops the necessary skills and competences for success in a modern business environment.

During the studies, you will gain insights into the manager's responsibilities in planning, organizing and leading within the workplace as well as understanding the management practices in the international context. You will deepen your understanding of managing global supply chain and learn to understand the key principles of service design thinking in business development. You will also learn to create and evaluate the customer experience journey and manage digital business. In the specialization studies you will dive in deeper into the strategic marketing communications and digital marketing solutions.

The studies emphasize applying the learned theories into practice. Hands-on projects, practical training and thesis are a great way of learning, interacting and building networks with the working life.

Our wide network of international partners gives you excellent opportunities to broaden the specialization of your studies via student exchange. The flexibility of the programme makes it possible to graduate sooner than in the official 3,5 years.

The graduates of this degree work in positions such as HR Assistant, Service Specialist, Junior Marketing Manager, Marketing Coordinator, Digital Marketing Consultant, Executive Assistant, Account Supervisor, Digital Manager, Sales Coordinator, Logistics Coordinator and Project Manager.



Bachelor's Degree in Sports and Leisure Management

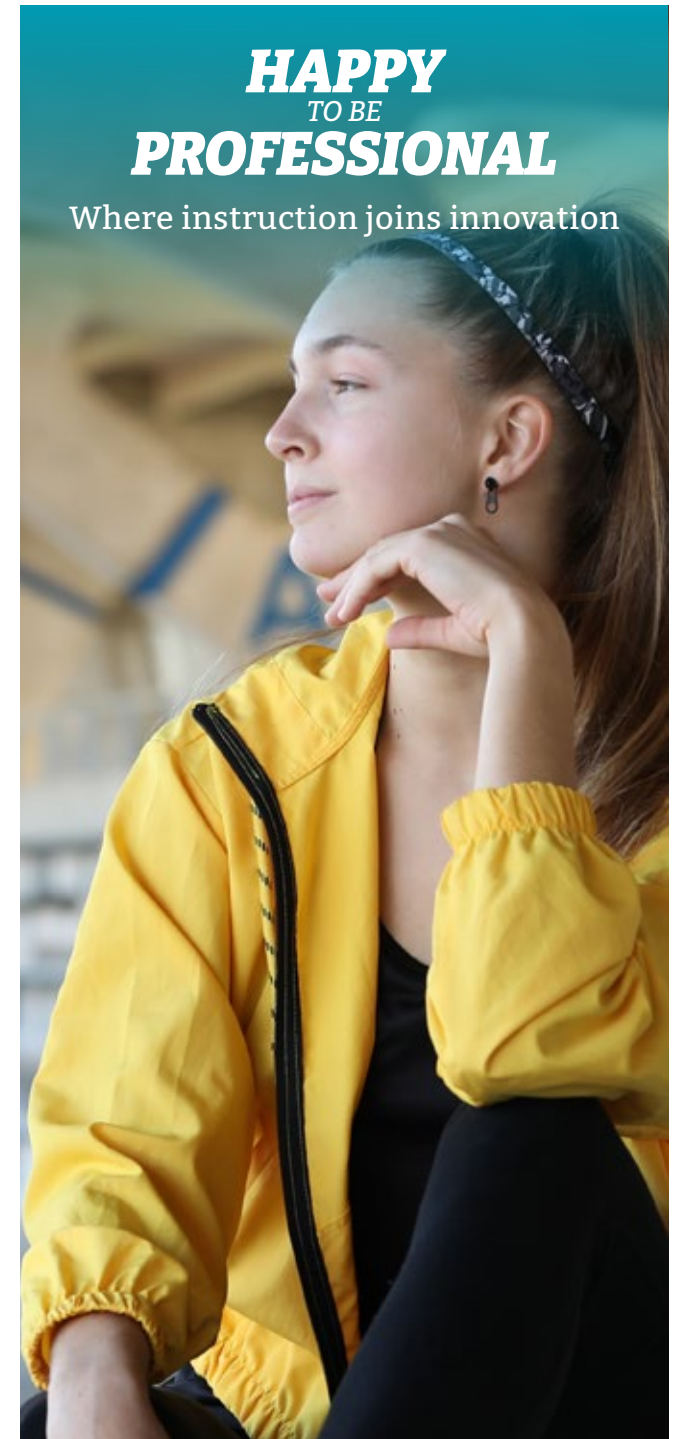
Bachelor of Sports Studies

The Sports and Leisure Management degree at KAMK is a unique degree in Finland. Our compact university of applied sciences offers you the synergy within the degrees offered in the School of Business, namely Sports, Tourism and Business, bringing together the professional side of sports with the know-how applied to sports business.

We offer you a versatile degree that develops your professional skillset and competences in different sports but also in coaching and instructing, health enhancing, sport tourism and exergaming as well as the business aspects of sports. The second year of studies will take place in Vuokatti, famous Finnish sports-oriented village 30 km from Kajaani. During the second year of studies, you will deepen your knowledge in the fields of well-being promotion, coaching, testing and sports events. Vuokatti is known as a unique yearround paradise for top sports, active people and holidaymakers.

During the studies, you will be developing your sports and coaching competences, but also communication, leadership, and marketing skills. To support the sports competence gained from the professional studies, you will dive in deeper in arctic sports and tourism.

Graduates of this Sports programme will have attained skills that make them suitable to be employed in a variety of sports and leisure organizations, associations, clubs and businesses, and they will also possess the know-how to run their own sports and leisure enterprises. Your future job title might be Sports Instructor, Sports Consultant, Coach or Personal Trainer, for example, but you will be also able to work in different kinds of development, planning or training roles within the field of sports or activity tourism, or work in managing and organizing sports events and activities.



Bachelor's Degree in Tourism

Bachelor of Hospitality Management

The Bachelor's Degree in Tourism at KAMK provides you with an understanding of sustainable and responsible tourism in addition to enhancing your business competence to succeed in working in the international tourism industry. The degree blends theory with practice to provide our graduates with the necessary skills to manage quality tourist experiences and to develop and manage tourism businesses with entrepreneurial attitude

Tourism services consist of many different components, such as accommodation, catering, program and transport services, as well as event, conference and congress services. You will study to obtain comprehensive customer-oriented product development and marketing competence as well as the knowledge and skills to successfully manage and develop tourism businesses. An important part of the studies are projects, practical training and thesis that are done in collaboration with the working

life, providing you with the networks and skills for employment after graduation.

We encourage you to develop competence in different areas of tourism and therefore to plan a personal study path. You specialize in hospitality management, but your personal study path may also include developing your international competence in one of our partner universities abroad, a double degree with a German partner university or practical training abroad. It is also possible to choose for example study modules from other fields, such as Arctic Sports and Tourism, Event Management or Marketing Communications.

With good planning and determination, graduation in less than the official 3,5 years is possible. After graduation, your job title might be Receptionist, Tour Operator, Event Specialist, Traffic Agent, Travel Sales Coordinator, Front Desk Agent, Front Office Manager, Restaurant Manager.



Bachelor's Degree in Esports Business

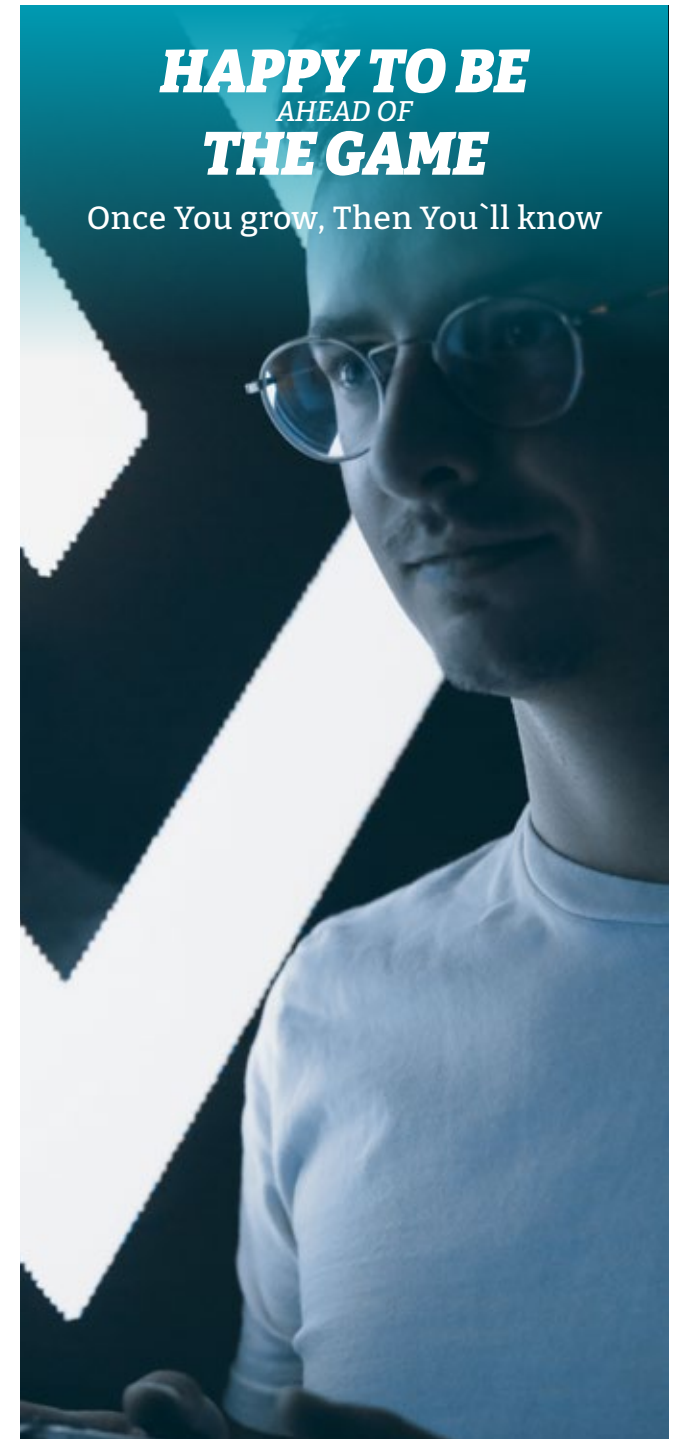
Bachelor of Business Administration

Are you a fan of esports? Ever wondered what happens behind the scenes of your favourite esports team? How they put on such large-scale events? The Esports Business degree program at KAMK provides you with an exclusive look into the business landscape of the next billion-dollar industry.

The Bachelor's of Esports Business is not a player training course and therefore is not focused on improving the students in-game ability but rather provides attendees with an all-encompassing curriculum focused on the various career opportunities available in the esports landscape, primarily focusing on business operations, digital marketing, and event management. You will receive the same core fundamental business knowledge as those within traditional business degrees, but through the lens of esports and utilizing topical industry case studies. Examples of additional courses include individual coaching, contract law, and esports service design.

This programme's structure is as unique as the industry it represents. Esports cannot simply be taught in a classroom, and for this reason practical hands-on experience, entrepreneurship and networking are vital components of the curriculum. From the moment the studies begin, students are presented with a wide range of exciting opportunities including joining our on-site esports organization KAMK.GG or planning campus activities (viewing parties, LAN sessions, etc) within the KAMK Esports Club.

As a professional in Esports Business you can be working with developing and managing partnerships and business collaborations (such as advertising, marketing, sponsorship to name a few). Depending on your area of specialization, you can also coach players and team members, work in event management or start your own business.



HAPPY TO BE
AHEAD OF
THE GAME

Once You grow, Then You'll know



Exchange and Double Degree Opportunities

During the studies, you will be given the opportunity to spend one or two semesters abroad, either studying in one of our partner institutions or accomplishing practical training. KAMK has over 100 international partners all over the world. Studies completed on exchange are fully accredited to form a part of your degree at KAMK.

In addition to the student exchange, our International Business and Tourism students have the opportunity to apply for a double degree. By completing a part of the studies in a certain partner university, you will gain two bachelor's degrees, one from KAMK and the other from the partner university, when you graduate. All full-time degree students choosing to go for student exchange are eligible to apply for Erasmus+ grant regardless of their nationality.

Student Union KAMO

KAMO is the Student Union at our University of Applied Sciences. It is a non-profit association, which looks after the interests of KAMK students. KAMO also organizes numerous events during the academic year, including outdoor recreation days and social evenings. KAMO is responsible for tutoring activities at KAMK. Tutoring students help new students to get their studies started and to cope with everyday life in Kajaani.

Accommodation

Student accommodation is available in modern and neat apartments near the campus. Local housing company offers shared, furnished apartments where each student has a private furnished room. According to the students' preferences, also unfurnished student accommodation is available within a walking distance from campus or if willing, students can rent an apartment privately. The average monthly living expenses for a student in Finland are approximately 700 – 900 euros (incl. rent and other living costs).

Tuition Fees

The tuition fees at KAMK on Bachelor-level are 6000 euros per academic year for non-EU/EEA citizens. As a newly selected student, you can take advantage of the Early Bird -scholarship. The scholarship provides you with a 50% discount of the tuition fee if you accept the study place and pay your tuition fee within two weeks from the notice of admission.

After the first year, there are two different scholarships available. One rewarding for good progress in studies provides a 50% discount on the tuition fee yearly. Another one is based on Finnish language skills, and it is available only once during studies. With both scholarships you can cover a full year's tuition fee (available once)!

In addition to tuition fees, the students must pay for their own living costs. The tuition fee is paid for each semester when the student is registered as presents (ie. completing any studies).

How^{to} apply

for studies
at KAMK



Application for the English-taught degree programmes

is submitted online through the application system at

www.studyinfo.fi

during the application period.

Joint application for studies
starting in autumn 2023 takes place on
4th to 18th January 2023 at 3 pm

Entrance examination


The students for the Bachelor's degree will be selected based on an online entrance examination. The exam is arranged in collaboration with different Finnish universities of applied sciences and it assesses the applicants' abilities to study in universities of applied sciences.

The entrance exams are organized in two phases in February - March 2023. First, written exam is organized in February. Those who pass the written exam online, will be invited to the oral part. The oral part is organized in March. The entrance examination does not contain any pre-reading materials or pre-tasks.

Read more at www.uasinfo.fi

How to apply

for studies
at KAMK



Required documents

You can apply to a Bachelor's degree programme if you have completed a foreign qualification that provides eligibility for higher education studies in the country in question, a Bachelor's or Master's degree or a Licentiate or Doctoral degree.

Applicants, who have completed a qualification outside Finland, must attach the following documents to their online application in Studyinfo.fi by the given date:

- A copy of the final secondary school certificate or equivalent.
- A copy of an official Finnish, Swedish or English translation of the certificate must be provided, if the certificate is not written in one of these languages The translation must have the translator's signature and stamp.
- A copy of the passport

The applicants graduating in summer following the application period, are requested to submit the copy of the transcript of records (and official translation) to the online application form by the given date. The copies of the final certificates will be submitted upon confirmation of acceptance.

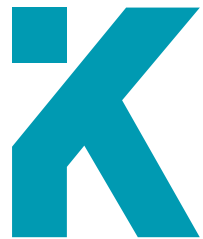
More information on admissions criteria at www.studyinfo.fi

Acceptance

The results of the student selection for degree programmes starting in autumn 2023 will be announced at the latest on 2 June 2023. All applicants accepted to study at Kajaani University of Applied Sciences (KAMK), must confirm their acceptance of the study place by the given deadline. The study place will be automatically cancelled if the confirmation is not received.

Check the important dates and deadlines at www.kamk.fi

HAPPY
TO BE
PROFESSIONAL



**KAMK • University
of Applied Sciences**

www.kamk.fi > English > Study at KAMK
<http://kamkbachelor.fi>

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