



Name: Greis, Kimmo
Designation: Senior Lecturer, M.Sc., Careers Counsellor
Organization: HAAGA-HELIA University of Applied Sciences
Contact Information: Hietakummuntie 1 A, 00700 Helsinki, Finland
email: kimmo.greis@haaga-helia.fi
Language: English
Type of Presentation: Poster

About the Presenter:

Kimmo Greis, M.Sc., is Senior Lecturer and Career Counsellor at HAAGA-HELIA University of Applied Sciences in Helsinki. Greis's research and teaching interests include the economics of education, business education partnerships and the development of tailor made practical training programs for different businesses. He is currently working on a web-based career planning program where students are invited to recognize and rank their characteristics and skills.

Title of Paper: **Retail Path - Educating Entrepreneurship through BBA Studies**

Abstract:

Enhancing entrepreneurship is a well-known means to create new jobs and increase economic dynamics. However, from the educational point of view, there is a paradox hidden in this - the more you study, the less you are interested in beginning your own business. This is also a challenge to career guidance in higher education.

Finnish Universities of Applied Sciences rose to the challenge with a big Nordic wholesaler, KESKO. On the one hand, the degree of Bachelor of Business Administration is one of the most prevalent ones at Finnish Universities. On the other hand, KESKO wants to recruit more and more academic retailers because of the demanding new business environment.

In the modern business world, high qualifications are required of a successful retailer. Besides positive spirit towards entrepreneurship, more and more sophisticated education is needed for example in logistics, HR, IT, financial administration and social skills.



The outcome of a business education partnership between KESKO and Universities was an undergraduate e-learning program called Retail Path. As part of their 3.5 year (210 cr) BBA studies, students can attend an e-learning program of 65 cr. The program consists of up-to-date courses of retail know how. During their studies, students also develop practical skills. The program involves two placements in a real business environment. The latter placement is mentored by a professional retailer.

In the experimental pilot year 2009, over 200 students in Finnish Universities of Applied Sciences enrolled on Retail Path. The first students will graduate within a couple of years. The feedback from the students is positive. One third of the participants are from study programs aimed at adult students. The normal challenges of e-guidance have been faced and the dropout rate is below the average for e-learning.

Universities of Applied Sciences in Finland co-operate closely with companies and corporations and offer them practical research and development services.