

There are 780 students, all young in age and/or mind, building their future careers at Helmi Business College (a.k.a. Helmi Liiketalousopisto or just plain Helmi) on comprehensive education based and matriculation examination based study programs.

**In spring 2010 Helmi popped up to be the hottest** business college in the Helsinki area. Yet, it is – and has been since 2006 – Finland’s most popular educator in the tourism industry.

You can also apply for vocational upper secondary education and training at Helmi. During the 2–3 years of theory studies you will be able to refresh your mind on work placements in Finland or abroad; in all five months.

### Instructions for action

- 1/ Apply to study at Helmi
- 2/ Get inspired in studies
- 3/ Get succeeded in life.

the  
**Yo**  
type  
of  
Helmi



[WWW.KEEPITROLLING.FI](http://WWW.KEEPITROLLING.FI)

The symbol of  
Business & Administration  
subfield novelty  
Finance & Insurance

whatclever.  
[www.liiketalousopisto.fi](http://www.liiketalousopisto.fi)

## **BUSINESS & ADMINISTRATION**

This type can do sales, marketing and/or customer service in solo, and, online if needed: **graduate in 2-3 years, including 5 months on-the-job learning**

### **1. Sales and Marketing Type**

Accounts for sales or customerships. Won't be afraid to salute faces, not even strange ones, because the type knows better than others that it's sales that count. Motto: *Love your new customer.*

### **2. Customer Service and Marketing Type**

A salesperson or a head of department. Also: a wizard of visual marketing, who can compose snazzy & tempting shop interiors and campaigns to promote closes of sale.



*special* **Business Sports Academy Type**  
Takes care of sales and has principles like WIN-WIN. Simultaneously attends to advertising & communication/marketing & informing and banana kicks, too.

**ONLY IN HELMI!!!**

**An Active Student & An Active Sport are One & the Same Person**

--- says Helmi Business College, and the Olympic speed skater and Helmi alumni Mika Poutala confirms it with his signature:



*Recommended!*

*Mika Poutala*

*special* **Finance & Insurance Type**  
Focuses on the banking & insurance industry. During 2-3 yrs studies the type chills out heavily with financial services, customer services and business, customerships and sales, sales back-up services and e-commerce.

### **3. Financial & Office Services Type**

Gets 3rd degree connection with business and receives challenging tasks. The ones where expertise is required in customer service as well as in bookkeeping, financial services & balancing of the accounts - or profitability calculations of the running business. So, shall we say this is not a career for fluffies? --- Yes, we shall.

## **TOURISM INDUSTRY**

Basically, a travel agent is a matriculation examined person who is skilled in languages, troubled by feet and hexed by metropolity: **graduate in 2-3 years, which include 5 months on-the-job learning**

### **1. Passenger Service Type**

Job and Place: airport, check-in.  
Working time: in 24 hours.  
Off duty: --- out there.  
Studies in Finland:  
available only in Helmi.



Ciao!

**2. Travel Services Productizing Type**  
Basks in its innovativity - while working as travel agent --- for example.

### **3. Travel Marketing Type**

The type loves diving deep into sales of travel services & marketing in resorts. Also: keeps on diving, no matter where (e.g. in a travel agency).

### **4. Guidance Services Type**

This type may turn into one of those great types you've seen in The Travel Guides reality TV-show. To a target or transfer guide --- you know.

## **DUAL QUALIFICATION EXAMINATION**

As effective as Quarterly Business. Zips in one through the generally enlightening matriculation examination and the vocational upper secondary qualification:

**graduate in Business & Administration or Tourism Industry plus upper secondary school combo examination in 3 yrs, including 5 months on-the-job learning**

If you didn't know this before, so it's time to know/cry and know: Helmi Business College offers/would have offered you the chance to get in 3 yrs double the learnings and a cap:

## **Vocational Upper Secondary Qualification & Matriculation Examination**

ÜberIntensive.

Check out, check in.  
[www.liiketalouspisto.fi](http://www.liiketalouspisto.fi)

