

# INNOVATION AND GROWTH 2010 – 2011

## – MBA PROGRAMME FOR PHD STUDENTS

### ENHANCE YOUR CAREER OPTIONS BY BUSINESS COMPETENCE

The new and innovative multidisciplinary MBA programme (Master of Business Administration) offers postgraduates and doctoral students a unique opportunity to acquire knowledge and business competence in order to enhance their career options or pursue business activities after or along with academic career.

#### PARTICIPANTS BENEFIT FROM THE MBA PROGRAMME IN MULTIPLE WAYS:

- Get support for innovation and commercialization activities
- Acquire needed entrepreneurial skills to business start-up and business planning
- Improve one's competitiveness in obtaining managerial positions in existing companies
- Engage in collaboration with enterprises and peers in the academic community
- Expand professional networks

#### BUILD YOUR OWN TRAINING PORTFOLIO

The programme combines PhD and MBA studies in an innovative and flexible way increasing diversification of doctoral career options. The MBA programme consists of three study modules, of which the participating students can choose the most fitting ones for their study portfolio depending on their individual learning needs: Basic Studies in Business Competence, Innovation and Entrepreneurship Studies, and Industry Specific Activities.

The three modules constitute an MBA programme offered jointly by the Turku School of Economics and its partner units TUCS - Turku Centre for Computer Science and TuBS – Turku Graduate School of Biomedical Sciences. The completion of both doctoral studies and the MBA programme constitute a highly competitive study combination.

# MBA PROGRAMME CONTENT

## MODULE – BASIC STUDIES

The first study module is common to all students despite their discipline. The focus is on the basics and regularities of business competence.

## II MODULE – INNOVATION AND ENTREPRENEURSHIP STUDIES

The second module consists of study units with special emphasis on practical business cases with reference to the disciplines of the students. They will have an opportunity to prepare a Business Plan and gain understanding and skills in business start-up activities and commercialization of academic research results.

## III MODULE – INDUSTRY SPECIFIC ACTIVITIES

In the third module, the students are engaged in close cooperation with partner enterprises in mutually beneficial activities; the students can produce an MBA Thesis that fits to the needs of the partner enterprise, and in return, contribute by providing the partner enterprise with cutting-edge disciplinary specific expertise. The level of the enterprise collaboration depends on the Thesis topic.

The total duration of the training programme is from 1,5 to 2 years, depending on the previous studies of the student.

## BUILDING PARTNERSHIPS AND COLLABORATION

The MBA programme is supported by academic and business partners within the Turku Innovation Platform. The aim is to build and engage in long-lasting mutually beneficial collaboration that supports the competitiveness of the region as well as enhances both academic and business activities. For further information, please contact

Professor Antti Paasio  
antti.paasio@tse.fi  
tel. +358 (2) 481 4574

## ENROLLMENT

The MBA programme is coordinated by the Business and Innovation Development BID, Turku School of Economics. For further information, please contact

Turku School of Economics, University of Turku  
Business and Innovation Development BID  
WWW.TSE.FI/BID

Sari Stenvall-Virtanen  
sari.stenvall@tse.fi  
tel. +358 (2) 481 4541

Turku Centre for Computer Science  
Outi Tuohi  
otuohi@abo.fi  
tel. +358 (2) 215 3364

Turku Graduate School of Biomedical Sciences  
Susanna Rosenberg  
susanna.rosenberg@utu.fi  
tel. +358 (2) 333 8508

