The Helsinki School of Economics and Business Administration (HSEBA) is an independent state institution of university standing. It engages in economic and business research and education. HSEBA is the largest institution of its kind in Finland with respect to both student body and personnel. The Helsinki School of Economics and Business Administration was founded in 1911.

During our 89-year history, we have conferred more than 20,000 postgraduate, graduate, or undergraduate degrees. Both Finnish firms and foreign and multinational companies show keen interest in recruiting our graduates.

In its endeavors, HSEBA
- concentrates on a high standard of innovative research, teaching and business development
- encourages able individuals and groups
- supports diversity in the workplace
- strengthens the sense of community and sees to the welfare of those working in it
- demonstrates national responsibility and is international in all its activities.

In all its endeavors, the Helsinki School of Economics and Business Administration observes high ethical principles, values honesty and respect for others and takes considerations of equality and sustainable development into account.

### Key Figures for the Helsinki School of Economics and Business Administration in 2000

<table>
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<th>Master of Science degrees</th>
<th>349</th>
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<td>Doctorates</td>
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<td>Students in the M.Sc. program</td>
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<td>Foreign students</td>
<td>313</td>
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<td>MBAs</td>
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<td>Personnel</td>
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### How to contact us

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HONORING TRADITION BY BEING ONE STEP AHEAD

The establishment of the Helsinki School of Economics and Business Administration (HSEBA) played an important part in the emergence of Finnish industry and the then autonomous Grand-Duchy striving for independence during the first decades of the last century. The economic structure was undergoing transition: the rural society was becoming an industrialized one. The booming Finnish economy needed educated directors competent in international trade. Today, Finland is facing another transition, this time from a protected economy based on industry into part of the global information society. Finland’s economic life continues to develop strongly and it requires highly qualified management of an international standard.

HSEBA produces research on business know-how and provides education for the top specialists of today and the future, just like 90 years ago. Co-operation with the leading universities and companies at home and abroad, ground-breaking research and internationally acclaimed teaching, as well as active participation in the debate on today’s economic policies are all part of a living tradition nurtured in our university. The need for Finnish society to improve business competence throughout the entire country is one of our key challenges, and we have responded not only by continuously developing our academic core activities, but also by substantially increasing the provision of services enhancing lifelong learning and promoting entrepreneurship.

The renowned history of HSEBA, Vuosisadan Tilinpäätös (‘The Closing of a Century’) by Karl-Erik Michelsen, Ph.D., provides an exciting revelation of how the academic questions and challenges scholars faced a century ago are still current: the reconciliation of scientific and professional thinking, the ownership of universities, combining competence in trade and technical skills. Michelsen’s work reiterates the objectives set by Kyösti Järvinen, the first Rector of HSEBA, in his opening speech from 1911. These words are still just as relevant as they were in the early days of our university:

“Once it is organized as a complete institute of the highest economic education, the Helsinki School of Economy has every opportunity to become a notable seat of economic research in our country, an institution, which will join our country’s economic life to the progress of the economic sciences. As such it may also – if it remains in close relationship with the practice of business in this country – even better fulfill its obligations as the fosterer of future teachers of commercial colleges as well as the more learned youth seeking a profession in business.”

EERO O. KASANEN
RECTOR
The year 2000, and the entire past decade, was highly successful for the Helsinki School of Economics and Business Administration. The purposeful allocation of resources in quality development has, according to several external evaluations, borne fruit. Our objectives set for research and teaching in the current planning period have already been surpassed, and HSEBA’s operations in all sectors have shown positive development.

**CORE ACTIVITIES SUCCESSFUL**

In terms of the volume of internationally recognized publications, the scholarly standard of the research carried out at HSEBA has improved crucially over the past few years. Our dedicated teaching staff has taken pains to continuously improve the contents of teaching, to co-ordinate various subjects and develop new methods of instruction; these endeavours have been supported by, for example, the Center for Innovative Education. Lifelong learning, applied research and corporate relationships were intensified and expanded with great momentum.

Collaboration with other universities was close and many projects have attained an established position. Co-operation between all administrative units, and especially with the student union, has been excellent.

**QUALITY WORK CONTINUES**

The concentrated efforts of the past few years towards improving the quality of HSEBA’s operations were continued in 2000. The thoroughgoing EQUIS (European Quality Improvement System) evaluation and the resulting report have been extensively utilized in the development work of HSEBA. Co-operation with the European Foundation for Management Development (efmd) and its partners has continued as actively as ever.

The membership in CEMS (Community of European Management Schools) has promoted close collaboration with the leading European schools of economics and corporations, particularly in the form of development projects in teaching. CEMS universities receive some 35 exchange students annually from HSEBA. In 2000, as many as 93 students participated in the CEMS program.

The Finnish Higher Education Evaluation Council has, for the second time, nominated the Department of Languages and Communication as a unit of high-quality basic education and HSEBA as a unit of high-quality adult education. The new part-time MBA program received an accreditation from the renowned Association of MBAs, AMBA.

**WORKING ENVIRONMENT IN GOOD SHAPE**

The facilities for all core operations are in excellent condition now that the renovation of the Chydenia building was completed in fall 2000. The final outcome of the undertaking is, both architecturally and financially, more than satisfactory. HSEBA’s operations are now concentrated in four well-equipped and beautifully furnished buildings located within easy distance of each other. Each department has all their facilities in one location, and closely co-operating departments have, whenever possible, been situated close to one another.

**STEP TOWARDS PAPER-FREE ADMINISTRATION**

HSEBA has been a pioneer in paper-free document management and accounting and has piloted an extensive project which will benefit the entire university as well as the State government. At the end of 2000, we were given permission to test electronic invoice circulation and authorization. A second project, currently underway, is a joint pilot project conducted with Trading House Hansel, introducing an electronic procurement and invoicing system. All these new systems will expedite and improve operations, and will rapidly bring notable savings in process management.

Information management processes have been re-organized in our open-minded search for new solutions to meet the challenges created by user needs and rapid changes. The whole information network was revamped in 2000, and its management has been outsourced, a unique arrangement among Finnish universities. The newly renovated buildings boast state-of-the-art IT facilities and
teaching aids. Further training of teachers and improved support services aim at securing an efficient use of the up-to-date facilities. Owing to the lack of resources, there is, however, much to be done in the development of the support services.

The building of the new OODI information system for students and teachers progressed smoothly in co-operation with other universities, and the system will be implemented at the beginning of 2001.

**STAKEHOLDERS TAKE ACTIVE INTEREST**

HSEBA made, in the Finnish context, a groundbreaking opening in launching systematic partnership schemes after careful preliminary planning. Several Finnish and international corporations have already decided to enter into co-operation, which is certain to evolve into an important and long-standing form of co-operation between HSEBA and the business community.

**QUALITY IS CREATED BY PEOPLE**

HSEBA owes its continuous excellent performance to the persistent work of its motivated and competent staff and students. In 2000, they have been under great pressure caused by the numerous removals, projects and changes. The key source of motivation has been the rewarding and challenging work, the encouraging working community and good atmosphere. The motivation was further raised by the dramatically improved facilities and working conditions. HSEBA has also invested substantially in staff welfare, the maintenance of their working capacity and recreation.
Students by major subject 31.12.2000

Accounting                          567/20.6 %
Business Law                        423/15.9 %
Economic Geography/Area Studies Program  142/5.2 %
Economics                           142/5.2 %
Economic Sociology                  142/5.2 %
Entrepreneurship                    142/5.2 %
Finance                             69/2.6 %
Information Systems Science         245/9.3 %
International Business              193/7.3 %
Languages and Communication         20/0.8 %
Logistics                           19/0.7 %
Management Science                  19/0.7 %
Marketing                           20/0.8 %
Organization and Management         19/0.7 %
Quantitative Methods of Economics and Management Science  19/0.7 %
Technology Management and Policy    20/0.8 %

Total 2757/100%

The figures do not include those who began their studies in 2000 because major subjects are not chosen until the second year.

PROFESSORS AT THE HELSINKI SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION

Ahtola Olli                          Marketing
Anttila Mai                         Marketing
Charles Mirjaliisa                   Applied linguistics
Dahlstedt Roy                        Economics
Eronen Jarmo                        Economic Geography
Haaparanta Perti                    Economics
Hakkaraainen Heikki                 German
Halme Merja-Liisa                    Management Science
Horne Nello                         Trade
Ikaheimo Seppo                      Accounting
Ilmakunnas Pekka                   Economics
Inkilainen Aimo                     Logistics
Kallio Markku                      Management Science
Kangasharju Helena                  Finnish
Kanto Antti                         Quantitative Methods of Economics and Management Science

Rector
Kasanen Eero O.                     Finance
Keloharju Matti                   Finance
Kinnunen Juha                      Accounting
Kivijärvi Hannu                    Information Systems Science
Korhonen Pekka                    Quantitative Methods of Economics and Management Science
Kultti Klaus                      Economics
Kyläkoski Kalevi                   Accounting
Käppi Jari                        Finance
Lahti Arto                        Entrepreneurship and SME Business Management
Leppiniemi Jarmo                   Accounting

Lilja Kari                         Organization and Management
Lovio Raimo                        Organization and Management
Luostarinne Reijo                  International Business
Malmi Teemu                      Accounting
Möller Kristian                   Marketing
Niskakangas Heikki               Business Law
Pihkala Erkki                    Economic History
Poljysla Matti                   Economics
Rudanko Matti                    Information Systems Science
Räsänen Reijo                    Business Law
Saarinen Timo                     Information Systems Science
Salo Seppo                        Quantitative Methods of Economics and Management Science

Seristö Hannu                     International Business
Steinbock Dan                     Virtual Teaching Project
Sääksjärvi Markku                  Information Systems Science
Tainio Risto                     Organization and Management
Talvinen Jari                    Information Systems Science
Toivanen Otto                    Technology Management and Policy
Tombak Mihkel                    Technology Management and Policy
Troberg Pontus                   Accounting
Uusitalo Liisa                    Marketing
Vaara Eero                        International Business
Vepsäläinen Ari P.                Logistics
Virtanen Kalervo                  Accounting
Wallenius Jyrki                   Management Science
PARTNER universities

EUROPE

AUSTRIA
- Leopold-Franzens-Universität Innsbruck
- Johannes Kepler Universität, Linz
- Wirtschaftsuniversität Wien *

BELGIUM
- Université Catholique de Louvain *

CZECH REPUBLIC
- University of Economics, Prague *

DENMARK
- Handelsøgskolen i København *
- Handelsøgskolen i Århus
- Syddansk universitet, Odense
- Alborg Universitet

FRANCE
- ESC Bordeaux
- ESC Grenoble
- ESCP-EAP Paris
- ESC Poitiers
- ESC Reims
- ESC Rennes
- ESC Rouen
- ESC Toulouse
- ESC Troyes
- ESSEC, Cergy-Pontoise
- Groupe ESC de Nantes Atlantique
- Groupe HEC, Jouy-en-Josas *
- IÉS Strasbourg

GERMANY
- Universität Bayreuth
- Christian Albrechts Universität zu Kiel
- Handelshochschule Leipzig
- Humboldt Universität zu Berlin
- Ruhr Universität Bochum
- Universität Duisburg
- Universität Hamburg
- Universität zu Köln *
- Universität Paderborn
- Universität Passau
- Universität Regensburg
- Universität des Saarlandes
- Universität Trier
- WHU Koblenz, Otto Beisheim Graduate School of Management

HUNGARY
- Budapest University of Economic Sciences *

ICELAND
- Haskoli Islands, Reykjavík

ITALY
- Università Commerciale Luigi Bocconi di Milano *
- Università degli Studi di Siena

THE NETHERLANDS
- Erasmus Universiteit, Rotterdam *
- Tilburg Universiteit

NORWAY
- Norges Handelshøyskole, Bergen
- Norwegian School of Economics and Business Administration, Sandviken *
- Norwegian School of Management, Sandvika

POLAND
- Leon Koźmiński Academy of Entrepreneurship and Management
- University of Economics in Katowice
- Warsaw School of Economics *

RUSSIA
- St.Petersburg State University

SPAIN
- ESADE, Barcelona *
- Fundación el Desarrollo Empresarial (FUNDESEM), Alicante
- Instituto de Empresa, Madrid
- Universidad de Granada

SWEDEN
- Handelshögskolan vid Göteborgs Universitet
- Handelshögskolan i Stockholm *
- Linköpings Universitet
- Stockholm School of Economics
- Umeå Universitet
- Uppsala Universitet
- Växjö Universitet

SWITZERLAND
- Universität Bern
- Universität St.Gallen *

UNITED KINGDOM
- London School of Economics *
- Manchester Business School

NORTH, CENTRAL AND SOUTH AMERICA

ARGENTINA
- Universidad Argentina de la Empresa, Buenos Aires

CHILE
- Pontificia Universidad Catolica de Chile, Santiago

CANADA
- HEC, Montreal, Québec
- Queen’s University, Kingston, Ontario
- Richard Ivey School of Business, The University of Western Ontario, London, Ontario
- University of Prince Edward Island, Charlottetown, Prince Edward Island

MEXICO
- Instituto Técnologico Autonomo de Mexico, ITAM
- Instituto Técnologico y de Estudios Superiores de Monterrey, ITESM
- Universidad Nacional del Nordeste, Sonora

UNITED STATES
- AGSIM, Glendale AZ
- Columbia University NY
- DePaul University, Chicago IL
- Emory University, Atlanta GA
- Emporia State University KA
- Fitchburg State College MA
- Florida Atlantic University, Boca Raton FL
- Fordham University, New York NY
- Georgia State University GA
- Hofstra University, Long Island NY
- Indiana University, Bloomington IN
- Pennsylvania State University, PA
- Pittsburg State University, KS
- Texas Tech University, Lubbock TX
- Tulane University LA
- University of California, Davis CA
- University of Florida, Gainesville FL
- University of Dayton OH
- University of Michigan, Ann Arbor MI
- University of Rochester, NY
- University of South Carolina, Columbia SC
- University of Texas at Austin, TX
- University of Texas at El Paso, TX
- University of Washington, Seattle WA
- Western Washington University, Bellingham WA

ASIA

CHINA
- University of Hong Kong

INDIA
- Indian Institute of Management, Calcutta

JAPAN
- International University of Japan, Niigata
- Sophia University, Tokyo

MACAU
- University of Macau

MALESIA
- HELP (Higher Learning Programme Institute), Kuala Lumpur

SINGAPORE
- National University of Singapore

SOUTH KOREA
- Seoul National University
- Yonsei University, Seoul

THAILAND
- Asian Institute of Technology, Bangkok

OCEANIA

AUSTRALIA
- Australian National University
- University of Adelaide
- University of New South Wales, Sydney

NEW ZEALAND
- University of Otago

* Partner university in the Community of European Management Schools (CEMS).
THE FOLLOWING ORGANIZATIONS HAVE CONTRIBUTED TO THE ACQUISITION OF EQUIPMENT FOR HSEBA BUILDINGS

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ALFRED BERG
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ASPO OY
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DANISCO FINLAND OY
ELISA COMMUNICATIONS
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JAAKKO PÖYRY CONSULTING
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KARL FAZER OY
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KEMIRA OY
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VARMA-SAMPO
KESKO OY
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LIKESIVYSTYSRAHASTO
METSO OY
NOKIA OY
NORDEA
NOVO GROUP OY
OSUUSPANKKIEN KESKUSPANKKI OY
ONVEST OY
ORION-YHTYMÄ OY
OUTOKUMPU OY
PARTEK OY
PRICERWATERHOUSECOOPERS OY
RAUTAKIRJA OY
SAASTAMOSEN SÄÄTIÖ
SANOMA-WSOY OY
SAP FINLAND OY
SKANSKA OY
STOCKMANN OY
STORA ENSO OY
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SUOMEN OSUUSKAUPPOJEN KESKUS-KUNTA
TALOUSSANOMAT
TAPIOLA-YHTIÖT
TAMRO OY
TIETOENATOR OY
TILIINTARKASTAJEN OY - ERNST & YOUNG
TOYOTA MOTOR FINLAND OY
VAKUUTUSYHTIÖ SAMPO-LEONIA OY
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METSO OY
NOKIA OY
NORDEA
NOVO GROUP OY
OSUUSPANKKIEN KESKUSPANKKI OY
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SAASTAMOSEN SÄÄTIÖ
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SAP FINLAND OY
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STOCKMANN OY
STORA ENSO OY
SUOMEN MESSUT FINNEXPO
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WÄRTSILÄ OY
XEROX OY
YIT-YHTYMÄ OY
YRJÖ JAHINSSONIN SÄÄTIÖ

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KESKO OY
SVH PRICERWATERHOUSECOOPERS OY
SATAMA INTERACTIVE OY
SONERA OY
SUOMEN OSUUSKAUPPOJEN KESKUSKUNTA

THE FOLLOWING ORGANIZATIONS HAVE CONTRIBUTED TO TEACHING AND RESEARCH IN DIRECT MARKETING

A-LEHDET OY
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FINNAIR OY
FINNMAIL OY
HELSINKI MEDIA COMPANY OY
HERBALIFE SWEDEN AB
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N-NETS OY
NOVO GROUP OY
ORIFLAME OY
POUTAPAIVÄ OY
PRENDIMI MARKKINOINTI OY
SALOMAA YHTIOT OY
SISASUOMI OY
SONERA OY
SUOMEN OSUUSKAUPPOJEN KESKUSKUNTA
SUOMEN LUONNONSUOJELUN TUKI OY
SUOMEN MARKKINONTILIITTO RY
SUOMEN POSTI OY
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TIETOENATOR OY
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YHTYNEET KUVALEHDET OY
VAKUUTUSYHTIÖ SAMPO-LEONIA OY
VALITUT PALAT – READER’S DIGEST OY

THE FOLLOWING ORGANIZATIONS HAVE CONTRIBUTED TO TEACHING AND RESEARCH IN TRADE

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TRADEKA-GROUP OY/KETJUETU OY

HELSINKI SCHOOL OF ECONOMICS AND BUSINESS ADMINISTRATION