



Creating Competence With a Finnish Touch

JAMK University of Applied Sciences

[jamk.fi](https://www.jamk.fi)

JAMK University of Applied Sciences

8500

Students

700

Personnel

380

Staff Members
Participating in
RDI Projects

4

International
Campuses

€57_m

Turnover

€10_m

RDI Volume

Finland Leads the Way

**The happiest
country in the
world**

Sustainable Development
Solutions Network, World
Happiness Report 2018

**Finland has the
second most
human capital in
the world**

World Economic Forum,
Human Capital Index 2017

**Quality of higher
education is the
third best in the
world.**

World Economic Forum,
The Global Competitiveness
Report 2017-2018

**The safest
country in the
world**

World Economic Forum,
The Travel & Tourism
Competitiveness Report
2017

**The strongest
digital knowledge
capital in Europe**

European Commission, The
Digital Economy and Society
Index 2017

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

Finnish Meteorological
Institute, Finland tops WHO
air quality statistics

Lifelong learning

Challenges

- Development of technology
- Transformation of work
- Aging population

Therefore (according to Sitra): Finland needs a lifelong learning policy where the development of skills and competences is seen as a long-term investment and a source of well-being

Lifelong learning – rethinking education

- "It must be ensured that everyone has a chance to renew their competence and skills in all life situations. (Towards lifelong learning, Sitra 2019)
- The Finnish Innovation Fund Sitra called 30 key organisations to participate in defining a common mindset about lifelong learning and its meaning for Finland's future development and success
 - More learning opportunities for the working-age population and strong basic skills for everyone
 - Impact of investments in education must be measured

Lifelong learning: common mindset

1. Everyone learns throughout life
 - Society that trusts on future and people enables creativity and learning
2. Common knowledge, basic skills and know-how are the foundation of well-being
 - Everyone is entitled to comprehensive school and college level education
3. Knowledge / know-how renews working life and vice versa
 - The role of learning institutions in supporting learning in working places must be validated, as well as the know-how that is built when working
4. The success of Finland is built on know-how

VALUES

The activities of the university of applied sciences community are based on responsibility, trust and creativity

MISSION

Creating competence

VISION

JAMK is internationally acclaimed for re-inventing education and developing competitiveness

Fields of Study – Education in Eight Study Fields

School of Business

Bachelor's Degree Programmes

Business Information Management

Business Management

International Business

Service Business

Team Academy

Tourism Management 

Master's Degree Programmes

Business and Financial Management

Business Network Management
(multidisciplinary)

International Business Management

Sport Business Management

Tourism and Hospitality Management

School of Health and Social Studies

Bachelor's Degree Programmes

Midwifery

Music Pedagogy

Nursing

Nursing

Occupational Therapy

Physiotherapy

Rehabilitation Counselling

Social Services

Master's Degree Programmes

Advanced Nursing Practice

Business Network Management
(multidisciplinary)

Health Care and Social Services Management

Health Promotion

Music Pedagogy

Multidisciplinary Rehabilitation

School of Technology

Bachelor's Degree Programmes

Agricultural and Rural Industries

Construction and Civil Engineering

Electrical and Automation Engineering

Energy and Environmental Technology

Information and Communications Technology

International Logistics

Logistics

Logistics, Bioeconomy

Mechanical Engineering

Master's Degree Programmes

Business Network Management
(multidisciplinary)

Cyber Security

Energy Business Management

Full Stack Software Development

Logistics

Technological Competence Management


School of Professional Teacher Education


Professional Teacher Education

Professional Teacher Education

Study Counsellor Education

Vocational Special Needs Teacher
Education

 Conducted in English

 Conducted in Finnish, may
include courses in English

Supporting Lifelong learning

- [Bachelor's Degree Programmes](#) for both youth and adults
 - Traditional, daytime studies
 - Flexible solutions: studying online, contact studies on weekends, personal situation taken into account
 - Free of charge
- [Master's Degree Programmes](#)
 - Flexible solutions
 - Free of charge
- [Open Studies](#)
 - Wide range of courses
 - Open for all
 - Small fee
 - All year round
- Specialist education
 - Students chosen depending on their previous education and experience
 - Total fee: 900€

Focus Areas in JAMK Strategy 2020



Bioeconomy

Project Case:
Rural RDI milieus in
transition towards smart
Bioeconomy Clusters and
Innovation



Applied Cyber Security

Project Case:
JYVSECTEC– Jyväskylä
Security Technology



Automation and Robotics

Project Case:
Electricity microgeneration
and smart grid environment



Tourism

Project Case:
Culture tourism for
city breakers



Multidisciplinary Rehabilitation

Project Case:
MATKA – A group
intervention model for
NEET young people






Education Expertise and Business

Project Case:
eAMK– the new
ecosystem of learning

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Change in the operational environment has been fast for agricultural entrepreneurs

	2018	2020
Dairy cattle farms 	6 179	5 079 -18%
Grain farms 	16 197	14 597 -10%
Other cattle farms 	3 284	2 424 -26%

Kuva: Yle Uutisgraafikka

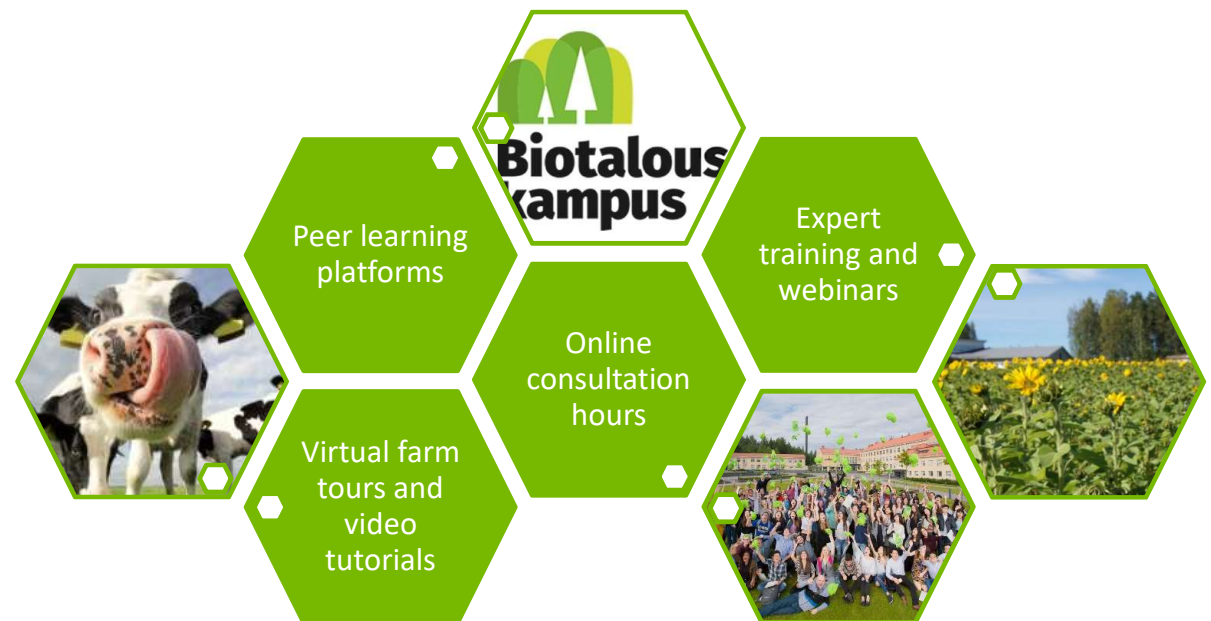


Institute of Bioeconomy offers Flexible Life Long Learning opportunities for agricultural entrepreneurs

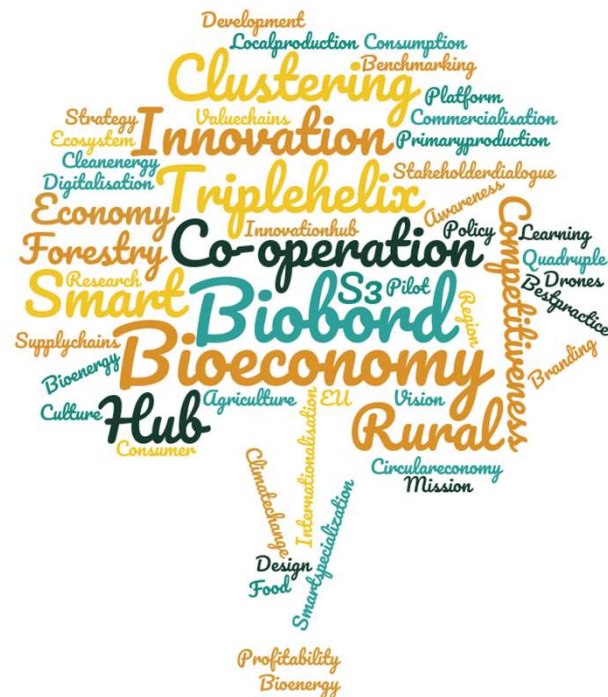
Bioeconomy specialisation studies, 30 Credits

Open access distance learning

Focus: Digitalisation in bioeconomy



Biobord platform connects rural entrepreneurs with talent, expertise, peers, support and consumers for boosting business development and innovation



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