

## DIPLOMA SUPPLEMENT

This Diploma Supplement follows the model developed by the European Commission, Council of Europe and UNESCO/CEPES. The purpose of this supplement is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates, etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free of any value-judgements, equivalence statements or suggestions about recognition. Information should be provided in all eight sections. Where information is not provided, a reason should be given.

### 1 INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION

1.1 Family name(s): Järvinen  
1.2 Given name(s): Eeva Maria  
1.3 Date of birth (day/month/year): 02/04/1981  
1.4 Student identification number or code: 72281

### 2 INFORMATION IDENTIFYING THE QUALIFICATION

2.1 Name of qualification and title conferred (in original language): Kauppatieteiden maisteri (Master of Science in Economics and Business Administration)  
2.2 Main field(s) of study for the qualification: Marketing  
2.3 Name (in original language) and status of awarding institution: Helsingin kauppakorkeakoulu (Helsinki School of Economics), state recognised university, Decree on Higher Education Degree Structure 464/1998 (including amendments)  
2.4 Name and status of institution (if different from 2.3) administering studies: Not applicable  
2.5 Language(s) of instruction/examination: Finnish

### 3 INFORMATION ON THE LEVEL OF THE QUALIFICATION

3.1 Level of qualification: See 8, second-cycle university degree  
3.2 Official length of programme: 160 credits, appr. 5 years of full-time study  
3.3 Access requirement(s): The Finnish Matriculation examination gives general eligibility for higher education. General eligibility is also given by Finnish upper secondary vocational qualifications of at least three years' duration. All these qualifications require at least 12 years of schooling. Eligibility may also be acquired on the basis of studies completed at the Helsinki School of Economics Open University. Equivalent foreign qualifications also give general eligibility for higher education. There is a numerus clausus, i.e. restricted entry, to all fields of study.

### 4 INFORMATION ON THE CONTENTS AND RESULTS GAINED

4.1 Mode of study: Full-time  
4.2 Programme requirements: As stipulated by the statute on degrees in economics and business administration (139/95) and the statute on degrees of the Helsinki School of Economics (1.8.1995): core courses (60 cr), major subject incl. Master's thesis 15 cr (60/64 cr), minor subject (16/36 cr), language and communication studies (20 cr), electives. The total number of required credits is 160 at the minimum.

Name: JÄRVINEN EEVA MARIA  
Degree:

Major Subject:  
Minor Subjects:

Enrollment Date:  
Commencement of Studies:

Student No: 72281  
Personal No: 020481-0844  
MASTER OF SCIENCE (ECONOMICS AND BUSINESS ADMINISTRATION)  
Marketing  
Organization and Management  
English Business Communication  
Business Law  
Information Technology Program  
Study Module Completed at Another University  
01.08.2001  
01.09.2001

Code	Course	Cr	Pts	Date	W
<b>Marketing, advanced studies</b>					
23A010	Principles of Marketing	4	72	12.12.2001	1
23C510	Marketing Communications Management	4	80	13.02.2004	1
23C580	Consumer Behaviour	4	85	12.05.2003	1
23C600	Market Analysis and Marketing Research	4	68	23.10.2003	1
23C620	Marketing Management	4	66	01.06.2004	1
23C630	Brand Management	4	76	15.12.2003	1
23C660	Product Innovations and Domestication of Technology	4	91	17.11.2003	1
23C700	Interactive Marketing	4	82	02.02.2004	1
23D001	Seminar/Bachelor's Thesis	4	80	27.05.2004	2
23D005	Proficiency in Mother Tongue	0	*	21.05.2004	0
23D300	Integrated Marketing	4	64	26.04.2005	2
23D340	Research Methods in Marketing	4	69	04.05.2005	2
23D360	Market-Driven Innovation Management	4	93	17.05.2005	2
23E201	Master's Thesis	15	80	17.05.2006	1
23E202	Proficiency in Mother Tongue	0	*	13.09.2006	0
23E203	Thesis Seminar	1	*	17.05.2006	0
23E207	Introduction to Creating Master's Thesis	0	*	30.11.2005	0
23M070	Studies at Other Universities	7	*	07.02.2005	0
26C010	Studies at Other Universities transferred, University of Southern Denmark: Odense University	4	70	07.02.2005	1
	International and Global Marketing transferred, University of Southern Denmark: Odense University				
<b>Total:</b>		<b>75</b>	<b>77,20</b>		
<b>Organization and Management, basic studies</b>					
21A030	Business Policy and Strategy	4	74	16.11.2001	1
21A040	Organizational Behaviour	4	76	02.04.2002	1
21M060	Studies at Another University transferred, University of Southern Denmark: Odense University	6	*	07.02.2005	0
32C150	Labour Law	4	76	11.04.2003	1
<b>Total:</b>		<b>18</b>	<b>75,33</b>		
<b>English Business Communication, basic studies</b>					
60C020	Increasing Inter-Cultural Awareness	4	73	27.05.2004	1
61A140	Business Communication Skills 1	2	76	21.11.2001	1

# 7 CERTIFICATION OF THE SUPPLEMENT

7.1 Date: 22/09/2006

7.2 Signature:

*Margareta Soismaa*  
Margareta Soismaa  
Head of the Office of Studies and Registrar

7.3 Capacity:

7.4 Official stamp or seal:

# 8 INFORMATION ON THE NATIONAL HIGHER EDUCATION SYSTEM

See the attached description.

Name: JÄRVINEN EEVA MARIA

Degree:

Major Subject:

Minor Subjects:

Student No: 72281

Personal No: 020481-0844

MASTER OF SCIENCE (ECONOMICS AND BUSINESS  
ADMINISTRATION)

Marketing

Organization and Management  
English Business Communication  
Business Law

Information Technology Program

Study Module Completed at Another University

Enrollment Date:

01.08.2001

Commencement of Studies:

01.09.2001

Code	Course	Cr	Pts	Date	W
<b>Marketing, advanced studies</b>					
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23C510	Marketing Communications Management	4	80	13.02.2004	1
23C580	Consumer Behaviour	4	85	12.05.2003	1
23C600	Market Analysis and Marketing Research	4	68	23.10.2003	1
23C620	Marketing Management	4	66	01.06.2004	1
23C630	Brand Management	4	76	15.12.2003	1
23C660	Product Innovations and Domestication of Technology	4	91	17.11.2003	1
23C700	Interactive Marketing	4	82	02.02.2004	1
23D001	Seminar/Bachelor's Thesis	4	80	27.05.2004	2
23D005	Proficiency in Mother Tongue	0	*	21.05.2004	0
23D300	Integrated Marketing	4	64	26.04.2005	2
23D340	Research Methods in Marketing	4	69	04.05.2005	2
23D360	Market-Driven Innovation Management	4	93	17.05.2005	2
23E201	Master's Thesis	15	80	17.05.2006	1
23E202	Proficiency in Mother Tongue	0	*	13.09.2006	0
23E203	Thesis Seminar	1	*	17.05.2006	0
23E207	Introduction to Creating Master's Thesis	0	*	30.11.2005	0
23M070	Studies at Other Universities	7	*	07.02.2005	0
	transferred, University of Southern Denmark: Odense University				
26C010	International and Global Marketing	4	70	07.02.2005	1
	transferred, University of Southern Denmark: Odense University				
<b>Total:</b>		<b>75</b>	<b>77,20</b>		
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<b>Total:</b>		<b>18</b>	<b>75,33</b>		
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60C020	Increasing Inter-Cultural Awareness	4	73	27.05.2004	1
61A140	Business Communication Skills 1	2	76	21.11.2001	1



The purpose of the Diploma Supplement is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates, etc.). It is designed to provide a description of the nature, level, content, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It is free from any value judgements, equivalence statements or suggestions about recognition. This Diploma Supplement model was developed by the European Commission, Council of Europe and UNESCO.

**1 INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION**

- 1.1 Family name(s) Saari  
1.2 Given name(s) Eva Maria  
1.3 Date of birth 2.4.1981  
1.4 Student identification number OID: 1.2.246.562.24.96121489871806385

**2 INFORMATION IDENTIFYING THE QUALIFICATION**

- 2.1 Name of qualification and title conferred Kulttuurialan ylempi ammattikorkeakoulututkinto / Master of Culture and Arts  
Muotoliija (ylempi AMK), Master of Culture and Arts  
2.2 Main field(s) of study for the qualification Arts and Humanities  
Muotoliin tutkinto-ohjelma, Master's Degree Programme in Design  
2.3 Name and status of awarding institution Metropolia Ammattikorkeakoulu (Metropolia University of Applied Sciences), state recognised university of applied sciences.  
2.4 Name and status of institution administering studies Not applicable  
2.5 Language(s) of instruction/examination Finnish

**3 INFORMATION ON THE LEVEL OF THE QUALIFICATION**

- 3.1 Level of qualification See 8.  
Second-cycle higher education degree (master level)  
3.2 Official duration of programme in credits and years The degree consists of 60 credits (1 years of full time study). Finnish credits are fully compatible with the ECTS.  
3.3 Access requirement(s) See 8.  
There is numerus clausus, i.e. restricted entry, to all fields of study.

**4 INFORMATION ON THE CONTENTS AND RESULTS GAINED**

- 4.1 Mode of study Full-time  
4.2 Programme learning outcomes See Transcript of Records.  
Structure of studies leading to a second-cycle university of applied sciences degree:  
The studies consist of advanced professional studies, elective studies and Master's Thesis and the maturity test.  
The general aim of studies leading to a second-cycle university of applied sciences degree:  
1) a comprehensive and deep understanding of the field in question for labour market development purposes, and a theoretical understanding required to work in demanding expert and supervisor positions in the field  
2) a clear picture of the field in question, its position in the labour market, its social significance, and a capacity to follow and analyse research findings and professional practices in the field  
3) a capacity for lifelong learning and continuous development of

professional skills

4) good communication and language skills required for such work

5) the facts and skills required for international interaction and what it takes to work in the profession.

See transcript of records

- 4.3 Programme details (e.g. modules or units studied, and individual grades/marks/credits obtained)  
4.4 Grading scheme and, if available, grade distribution guidance

5 = Excellent  
4 = Very good  
3 = Good  
2 = Very Satisfactory  
1 = Satisfactory  
H = Pass

- 4.5 Overall classification of the qualification  
Not applicable

**5 INFORMATION ON THE FUNCTION OF THE QUALIFICATION**

- 5.1 Access to further study Eligible for doctoral studies. The admissions decisions are made in the receiving higher education institution.  
5.2 Access to a regulated profession The degree falls under the Article 11 of the Directive 2005/36/EC of the European Parliament and of the Council on the recognition of professional qualifications, level d or e (d= lower university degree, Bachelor's degree, e= Master's degree, licentiate degree, doctoral degree).

**6 ADDITIONAL INFORMATION**

- 6.1 Additional information Not applicable  
6.2 Further information sources Metropolia Ammattikorkeakoulu (Metropolia University of Applied Sciences), Student and Admission Services  
PL 4000  
FI- 00079 Metropolia  
Tel. +358 9 7424 5000  
Fax +358 9 7424 5005  
www.metropolia.fi  
www.minedu.fi, The Ministry of Education and Culture  
www.opi.fi/recognition, www.opi.fi/qualificationsframework  
www.karvi.fi, The Finnish Education Evaluation Centre

**7 CERTIFICATION OF THE SUPPLEMENT**

- 7.1 Date 18.06.2019  
7.2 Signature Merja Kosonen  
Head of Degree Programme  
7.3 Capacity  
7.4 Official stamp or seal



Student	Eeva Maria Saari 02248-0844 1806385	Graduated	18.06.2019
Programme	Muotoilijan tutkinto-ohjelma, Master's Degree Programme in Design	Credits	60 cr
		Completed	60 cr

Studies	Credits	Assessment
Advanced Studies in Design (Master's)	55 cr	
User-driven Product and Service Design	10 cr	4 Very good
Urban Design	5 cr	H Pass
Design Management	5 cr	5 Excellent
Methods of Research and Development	5 cr	H Pass
Master's Thesis	30 cr	4 Very good
External studies	5 cr	
The Social Construction of Reality and Moralpsychology	5 cr	5 Excellent
Thesis	Assessment 4	Assessment date 31.5.2019
Using Service Design to Gain Understanding in Omnichannel Consumer Behavior		

Inclusions  
s1 = 15.6.2015, University of Helsinki

The language of instruction for the degree was Finnish.

Helsinki 18.06.2019

Merja Kosonen  
Head of Degree Programme







**LAUREA**  
AMMATTIKORKEAKOULU  
UNIVERSITY OF APPLIED SCIENCES

## CERTIFICATE

translation

Eeva Saari  
020481-0844

has completed

### Professional Specialisation Programme in Digital Specialist Fast Track (30 ECTS)

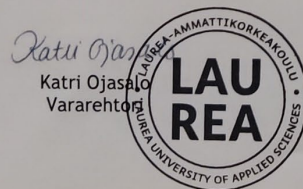
based on the Universities of Applied Sciences Act (932/2014) between 27 September 2019  
and 12 June 2020 with assessments provided in the supplement.

The programme consisted of topics on strategic change management, development of customer experience, customer acquisition in digital channels, fundamentals of e-commerce, digital marketing and sales processes and tools as well as measurement and follow-up in digital marketing channels. In addition, it was possible to complete Hub Spot, Google Ads, and Google Analytics certificates during the programme.

The scope of the study programme is 30 ECTS credits  
and the level of studies is EQF 7 / NQF 7.

The study programme was jointly executed by Haaga-Helia  
University of Applied Sciences, Laurea University of Applied Sciences and  
Metropolia University of Applied Sciences.

Vantaa 12<sup>th</sup> June 2020



12.06.2020

Student	Eeva Saari	02.09.2019—31.12.2020	
Personal identity code	020481-0844	Studies completed	
Student number	1904631	Credits	30 cr
Programme	Digiteija Fast Track erikoistumiskoulutus	Completed	30 cr

Studies	Credits	Assessment	Date	Teacher
<b>DIGITAL SPECIALIST FAST TRACK</b>	<b>30 cr</b>			
Strategic Change Management in Digital Era	5 cr	4	10.01.2020	Eija Lipasti
Developing Customer Experience	5 cr	4	10.01.2020	Eija Lipasti
Customer Acquisition in Digital Channels	5 cr	5	16.03.2020	Eija Lipasti
Marketing and Sales Processes and Tools	5 cr	5	28.05.2020	Eija Lipasti
Analytics in Digital Marketing Channels	5 cr	5	08.06.2020	Eija Lipasti
Successful Online Store	5 cr	4	27.05.2020	Eija Lipasti

Vantaa 12.06.2020

Tuulia Laaksonen  
opintosihteeri