



HANKEN

Hanken Svenska  
handelshögskolan / Hanken  
School of Economics  
[www.hanken.fi](http://www.hanken.fi)

# **1 Business Schools for Business community. Co-operation and support for mutual benefit**

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# 2 Facts of Hanken

- Since 1909
- Languages: Swedish and English
- 2145 students; 1975 BSc and MSc, 170 PhD
- 130 research and teaching staff,  
110 administrative staff
- Campuses in Helsinki and Vaasa
- Annual turnover 21 m€
- Endowments 90 m€

# 3 strategic outlines

- Internationalisation
- Contribution through research and education
- Strong influence from the corporate world
- Governance
- Alumni
- Partnerships
- Fundraising
- Recruitment services

# 4 Hanken&SSE Executive Education

- Founded 2010
- Joint company
- premium level education and International development programs for companies
- Hanken & SSE Executive Education Ab, P.O. Box 479, FIN-00101 Helsinki, FINLAND Tel. +358 (0)40 352 1515 [www.hankensse.fi](http://www.hankensse.fi)

# 5 Alumni

- Alumni are a natural link to the business world and society
- Total of nearly 12.000 alumni
- 8 700 mailing addresses
- 3 000 registered alumni

# 6 Alumni, continued

- Hanken Ambassadors
- Group of 20 super alumni with different backgrounds
- Influential support and lobby group
- An important part of Hanken's marketing and image building
- Role models for students, researchers and staff

# 7 Alumni Network

- Created in 2006, today nearly 3 000 members
- Career profiles
- Alumni can search for other alumni and access their profiles
- Recruitment channel – job board
- Newsletter from Hanken
- Can post messages on different message boards
- Information on upcoming alumni events, lifelong learning and executive education

# 8 Alumni, continued

- alumni in 60 countries around the world
- All alumni information in both Swedish and English
- Alumni events and seminars in English
- International alumni events
  - Stockholm 2007, 2009 and 2011
  - London 2008
  - Brussels and Shanghai 2010

# 9 Partnerships

- Premium partners and partners
- Competence Development
- short seminars
- Research updates
- Career and recruitment services, ads, cv-screening, internships, company presentations
- Three-year co-operation agreements
  - Hanken Premium Partner
  - Hanken Partner

# 10 Recruitment services

- supports students in career planning and job searching
- Displays job advertisements
- domestic and international internship programs
- Database with student CVs
- courses with companies and literature about job searching
- career evenings and working breakfasts with alumni
- mentoring programs
- Company presentations

# 11 Fundraising Campaign HANKEN 100

- Launched in March 2009 (Hanken 100 years)
- goal(2009-2011): 10 MEUR
- purpose: strengthen Hanke's position as an international Business School
- Target group: alumni and partners
- donations deductible from 850 euros

# 12 Fundraising, continued

- Hanken Basic Fund 3.3.2011
  - Donations up to almost 14 MEUR
  - 680 donators(goal 30.6.2011: 1000 donators)
  - 90% alumni
  - total result so far 45 MEUR (Government matching 32 MEUR)
  - Donor party 1.9.2011 (+other ways to thank and remember)
- [www.hanken.fi/fundraisinghanken100](http://www.hanken.fi/fundraisinghanken100)