

HOTEM19 Degree Programme in Hospitality, Tourism and Experience Management  
 Bachelor of Hospitality Management, 210 ECT

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# Experience Economy in Hospitality and Tourism, 9 cr - ORI1RZ002

Course unit language

English

Learning objectives

On completion of the course, the student is able to

- know key concepts/definitions of Experience Economy and its derivatives and apply it to real cases
- understand key conceptual models of Experience Economy and Tourism industry
- know concepts/definitions of Tourism and Hospitality industry
- understand Tourism as a global industry and know Tourism stakeholders
- know key operations, operators, stakeholders of Food and Beverage services

Contents

Contents

- Genealogy of the Experience Economy and key concepts
- Value and the Progression of Value
- Experience realms
- THEME-ing process
- The Experience Pyramid
- Hospitality as a concept
- Tourism as a concept and stakeholders of the business
- Statistics of global Tourism industry
- Tourist typology
- Impacts of Tourism
- Terminology, characteristics and stakeholders of Food and Beverage services
- Types of Food and Beverage services
- Food and Beverage operations

Execution methods

The learning goals of this course can be reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Participation in a working life project or another project
- c. Exams and learning assignment

Learning materials

All learning materials would be provided during the course.

Further information

Contact lessons: 96-hours of contact teaching and directed learning

Individual, pair and team assignments: 86-hours

Independent studies: 70-hours

Assessing one's own learning is a compulsory part of the course: 1-hour

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied.

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Assessment criteria

Assessment criteria - grade 1

Grade 1

- sufficiently knows key concepts/definitions of Experience Economy/ Tourism/F&B and its derivatives
- sufficiently knows Experience/ Tourism/F&B stakeholders
- sufficiently understands value and progression of value
- sufficiently understands key conceptual models of Experience in hospitality and tourism
- is sufficiently able to apply Experience constructs to real cases

Assessment criteria - grade 3

Grade 3

- knows key concepts/definitions of Experience Economy/ Tourism/F&B and its derivatives
- knows Experience/ Tourism/F&B stakeholders
- understands value and progression of value
- understands key conceptual models of Experience in hospitality and tourism
- is able to apply Experience constructs to real cases

Assessment criteria - grade 5

Grade 5

- knows very well key concepts/definitions of Experience Economy/ Tourism/F&B and its derivatives
- knows very well Experience/ Tourism/F&B stakeholders
- understands very well value and progression of value
- understands very well key conceptual models of Experience in hospitality and tourism
- is very able to apply Experience constructs to real cases

Evaluation criteria, approved/failed

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

# Creating Transformative Experiences, 9 cr -

EXP1RZ003

Course unit language

English

Learning objectives

Upon completion of the course, the student is able to

- know key concepts underpinning the creation of transformative experiences
- explain and map Experience and transformation concepts; make concepts tangible
- provide guidelines and plans for implementation of transformative Experiences
- apply cultural context to transformative experiences
- apply Experience and transformation frameworks to a real case/situation

Contents

- From Experiences to Transformations
- Transformative services and Experiences
- Transformative consumer Experience research
- Authenticity and transformative Experiences
- Sustainability and transformative Experiences
- Transformative Experience design
- Culture and transformative Experiences
- Nature and transformative Experiences
- Beyond transformative Experiences

Execution methods

The learning goals of this course can be reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Participation in a working life project
- c. Exam and/or learning assignment(s)

Assessing one's own learning is a compulsory part of the course.

Learning materials

All materials will be given during the course.

Further information

In this course, learning activities include a global perspective and internationally recognized resources and concepts are used.

Starting level and linkage with other courses

Recommended to be studied after the course Experience Economy in Hospitality and Tourism.

Assessment criteria

Assessment criteria - grade 1

### Grade 1

The student can interpret the key concepts underpinning the creation of transformative experiences. S/he can sufficiently explain and map experience and transformation concepts and make them tangible. S/he can sufficiently provide guideline and plans for implementation of transformative experiences. S/he can apply cultural context to transformative experience and sufficiently apply frameworks to real life case.

Assessment criteria - grade 3

### Grade 3

The student can interpret and justify the key concepts underpinning the creation of transformative experiences. S/he can explain and map experience and transformation concepts and make them tangible. S/he can provide guideline and plans for implementation of transformative experiences. S/he can apply and manage cultural context to transformative experience and apply frameworks to real life case.

Assessment criteria - grade 5

### Grade 5

The student can draw conclusions about the key concepts underpinning the creation of transformative experiences. S/he can justify and map experience and transformation concepts and make them tangible. S/he can provide outstanding guideline and plans for implementation of transformative experiences. S/he can manage well cultural context to transformative experience and critically apply frameworks to real life case.

Evaluation criteria, approved/failed

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.



# Managing Experiences, 9 cr - EXP1RZ002

Course unit language

English

Teachers

Violeta Salonen

Pekka Lampi

Upcoming implementations

No upcoming implementations yet.

Learning objectives

On completion of the course, the student is able to

- know key concepts underpinning the management of experience
- familiar with guests, contexts, the experience provider and providing insights
- explain and map Experience concepts; make concepts tangible
- provide guidelines and plans for implementation of Experiences
- develop and apply experience management frameworks to a real case

Contents

- Experience fundamentals
- Managing experience frameworks/modules
- Service-dominant logic and experience-dominant logic
- Servicescape and experiencescape
- Authenticity in Experiences
- Stories and transmedia storytelling
- Multiverse
- Experience quality
- Mass customization
- Understanding guests
- Scanning the environment
- Design thinking
- The future of managing Experiences

Execution methods

The learning goals of this course can be reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Participation in a working life project
- c. Exam and/or learning assignment(s)

Assessing one's own learning is a compulsory part of the course.

Learning materials

All materials will be provided during the course.

## Further information

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied.

## Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

## Assessment criteria

### Assessment criteria - grade 1

#### Grade 1

The student can interpret key concepts underpinning the management of experience. S/he can identify guests, contexts, the experience provider and providing insights. S/he can explain and map the experience concepts and sufficiently make concepts tangible. S/he can sufficiently provide guidelines and plans for implementation of experiences. S/he can sufficiently develop and apply experience management frameworks to a real case. S/he is sufficiently able to evaluate own/peer performance within the Experience project context.

### Assessment criteria - grade 3

#### Grade 3

The student can interpret key concepts underpinning the management of experience. S/he can identify guests, contexts, the experience provider and providing insights. S/he can explain and map well the experience concepts and make concepts tangible. S/he can provide guidelines and plans for implementation of experiences. S/he can develop and apply experience management frameworks to a real case. S/he is able to evaluate own/peer performance within the Experience project context.

### Assessment criteria - grade 5

#### Grade 5

The student can very well interpret key concepts underpinning the management of experience. S/he can outstandingly identify guests, contexts, the experience provider and providing insights. S/he can critically explain and map the experience concepts and make concepts tangible. S/he can very well provide guidelines and plans for implementation of experiences. S/he can critically develop and apply experience management frameworks to a real case. S/he is very much able to evaluate own/peer performance within the Experience project context.

## Evaluation criteria, approved/failed

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

# Guest Experience Management, 9 cr - EXP1RZ004

Course unit language

English

Teachers

Violeta Salonen

Pekka Lampi

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon completion of the course, the student is able to

- Understand the guest experience process/journey
- Understand various dimensions of the guest experience
- understand methods to research the various dimensions of the guest experience
- Develop and execute guest experience research
- Apply and analyze guest experience research results to operational management

Contents

- Conceptualizing guest experiences
- Consuming or Experiencing tourisms; process
- The guest in the experience economy in HOTEM
- Guest experience expectations
- Guest motivations
- Sensory guest experiences
- Emotions and guest experience
- Guest experiences and satisfaction
- Memorable guest experience
- Creation of customer journey map
- Customer centricity management
- Guest experiences and authenticity
- The guest experience of tomorrow

Execution methods

The learning goals of this course can be reached in the following ways:

- a. Lectures and related assignments as part-time studies, full-time studies or intensive studies
- b. Participation in a working life project or another project
- c. Learning assignment(s)

Assessing one's own learning is a compulsory part of the course.

Learning materials

Material will be provided during the course.

Further information

Industry visits, industry guest lectures and industry project.

Starting level and linkage with other courses

Recommended to be studied after the course Experience economy in Hospitality and Tourism.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student sufficiently understands guest experience conceptualization. S/he sufficiently understands the role of guests in the experience economy. The student sufficiently understands the various dimensions of guest experience – e.g. expectations, delight, memorable, self-digital representation, authentic, etc. S/he is sufficiently capable of writing and presenting a guest experience management research. The student is sufficiently capable of taking responsibility for development of other individuals as well as for assessment and development of his/her own competences.

Assessment criteria - grade 3

Grade 3

The student can interpret and understand guest experience conceptualization. S/he can identify the role of the guests in the experience economy. S/he can interpret various dimensions of guest experience and is capable of writing and presenting guest experience management research. S/he is capable of taking responsibility for development of other individuals as well as for assessment and development of his/her own competences.

Assessment criteria - grade 5

Grade 5

The student can draw conclusions on guest experience conceptualization. S/he can justify the role of the guests in the experience economy. S/he can analyze various dimensions of guest experience management and is outstandingly capable of writing and presenting guest experience management research. S/he is taking the lead for development of other individuals as well as for critical assessment and development of his/her own competences.

Evaluation criteria, approved/failed

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

# Accommodation and Food & Beverage Environment, 9 cr - HOT2RZ004

Course unit language

English

Teachers

Pekka Lampi

Taina Pallonen

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon completion of the course, the student is able to

- understand hotel and restaurant business as a part of hospitality and tourism industry
- know local and global businesses, organizations, stakeholders and interest groups in hotel and restaurant industry
- know different kinds of tasks and assignments in various organizations in hotel and restaurant business
- is familiar with the tasks in the industry's operational level as a responsible and sales effective customer servant following the safety and quality standard rules and regulations
- follow the industry's development and analyze it and know the main sources of information

Contents

- Hotel and restaurant business as a part of hospitality and tourism industry; past, present and future
- Statistics of the industry's recent development
- Types and business ideas of hotels and restaurants
- Main hospitality operators and partners
- Practices in customer service production
- Social media and other sources of information and their followings
- Laws and regulations
- Safety and responsibility in all tasks in the industry

Execution methods

The learning goals of this course can be reached in the following ways:

- a. Lectures and related assignments full-time studies. OR
- b. Exam and learning assignment(s)

Assessing one's own learning is a compulsory part of the course.

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses. In addition to this course the course Operational Project LEA1RZ002 (3 cr) is mandatory.

## Assessment criteria

### Assessment criteria - grade 1

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### Grade 1

The student can name and identify industry's different tasks and assignments.

Knows local businesses.

Knows the meaning of laws and safety issues to the industry.

### Assessment criteria - grade 3

#### Grade 3

The student can work as a trainee after familiarization.

Can name local and global operators in the industry.

Understands the importance of laws and safety issues in his/her actions in the industry.

### Assessment criteria - grade 5

#### Grade 5

The student can work independently in the industry after familiarisation.

Follows and analyzes the local and global discussion about the industry in different medias.

Dispenses the laws in different tasks and understands the importance of the safety issues in the industry.

# Developing Hospitality Processes, 9 op - HOT2RZ001

Opintojakson kieli

-

## Osaamistavoitteet

Provides the students with a supervisory skillset and develops the proactivity in a customer-driven sales – and service environment. Can tailor accommodation services in a profitable manner.

The module develops the students' skills in team-leading of the accommodation department. Can analyze the business environment, set goals and run an efficient department.

Upon completion of the course, the student is able to:

### Supervisory skillset in accommodation business

- ability to analyze the business environment, set goals, and run an efficient department
- can plan and implement daily supervisory management activities
- ability to plan and implement an efficient and flexible work schedule according to current legislation and collective labor agreements, ensuring the profitability of the company

### Ability to proactively anticipate and develop customer-driven accommodation operations

- student has an insight to the role and challenges of supervising, analyzing and developing accommodation sales and customer service processes
- student has a understanding of marketing and sales in the hotel industry and is able to put these skills to practical use
- can analyze customer relationships from the point of service development with tools like Blueprint and Customer Journey Canvas

### Sisältö

- analyzing the accommodation business environment and the skillset required on a supervisory level
- accommodation legislation, collective agreements and work-schedules
- customer- and sales oriented service processes and their development and design in the accommodation operations
- service development tools like Blueprint and Customer Journey Canvas
- marketing and sales in the accommodation industry

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

Teaching and learning methods

Contact-hours and in-class exercises

Course assignment in connection with industry

Analyzing of industry reports and internal measurements

Self-directed learning

Cooperation with the business community

Guest lecture and/or industry visit.

International dimension

The course content is analyzed and discussed from the international and global perspective of the accommodation business.

Oppimateriaalit

Course materials

To be announced at first contact hour

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Type: Obligatory

Starting level and linkage with other courses

Accommodation Business Environment and Operational Budgeting and Revenue Forecasting.

Arviointikriteerit

Arviointikriteeri - arvosana 1

Grade 1

The student knows the role and skillset of the supervisor in the accommodation environment.

The student can produce a roster and simply give reasons to his decisions referring to the collective agreement.

The student has an understanding of customer- and sales oriented service processes and service development tools.

The student can illustrate means of marketing and sales in the accommodation industry.

Arviointikriteeri - arvosana 3

Grade 3

The student can analyze and discuss the role and skillset of the supervisor in the accommodation environment.

The student can produce a roster and justify reasons to his decisions based on the collective agreement.

The student can examine customer- and sales oriented service processes and apply some service development tools.

The student can identify and discuss means of marketing and sales in the accommodation industry.

Arviointikriteeri - arvosana 5

Grade 5

The student can analyze the role and develop the skillset of the supervisor in the accommodation environment.

The student can produce a roster in an efficient and profitable manner based on the collective agreement.

The student can analyze, develop and pro-actively design customer- and sales oriented service processes using various service development tools.



The student can critically select and develop means of marketing and sales in the accommodation industry.

# Managing Dynamic Hospitality Business, 9 cr -

HOT2RZ006

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon completion of the course, the student is able to

- recognize, analyze and apply various hospitality business models and concepts
- critically identify, measure and apply the new trends in the dynamic hospitality industry
- understand the relevance of e-commerce and digital marketing, and can make use of new and different sales- and distribution channels
- demonstrate skills in managing demand and supply
- implement a feasibility study of hotel investment project and to conduct basic financial analyses with effect of risk included using Excel spreadsheet
- demonstrate management level team skills

Contents

Contents

- Various hospitality business models and concepts
- Trends in the dynamic industry
- Different sales- and distribution channels
- Managing supply and demand through revenue management
- Feasibility study including forecasted income statement and cash flow analysis
- Methods to evaluate financial feasibility of hotel investment projects

Execution methods

The learning goals of this course can be reached in the following way

a. Lectures and related assignments as full-time studies.

Assessing one's own learning is a compulsory part of the course.

Further information

Level: Professional studies

Type: Compulsory

Internationality

Course content is viewed both globally and locally.

Working life connections

This course involves industry based learning and cooperation with the hospitality industry.

Starting level and linkage with other courses

Starting level and linkage with other courses

Recommended to be studied after the course Developing Hospitality Processes and Financial Accounting.

## Assessment criteria

### Assessment criteria - grade 1

The student can name new hospitality business models and concepts. Can discuss the concepts of supply and demand and can explain the methods used to evaluate financial feasibility of hotel investment projects.

### Assessment criteria - grade 3

The student can identify and suggest new hospitality business models and concepts. Has abilities in managing supply and demand and can produce a simple feasibility study to a hotel investment project using given instructions.

### Assessment criteria - grade 5

The student can develop and argue for new hospitality business models and concepts.. Can manage supply and demand and critically use information for business decisions and development. Student is capable to carry out a limited feasibility study and critically discuss it with financiers.

# Global and Local Perspectives of Travel and Tourism, 9 cr - TOU1RZ001

Course unit language

English

Teachers

Mia Tarhanen

Salla Ursin

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Learning outcomes

On successful completion of this course, the student:

- knows tourism geography and its key concepts and models
- understands tourism and travel competitiveness as an economic contributor
- understands structure, services and key functions of a tourism destination
- is familiar with transportation industry, its business environment, and understands their development as well as factors influencing them
- is familiar with travel agency industry, its business environment, and understands their development as well as factors influencing them

Contents

Contents

- Origin and destination geography
- Destination analysis model
- Competitiveness of tourism
- Current issues and future trends shaping travel and tourism
- Operators and networks of transportation and travel agency industries
- Sustainable destination
- Service encounter and customer experience
- Travel and tourism information resources

Execution methods

The learning goals of this course can be reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Participation in a working life project or another project
- c. Exams and learning assignment

Contact lessons: 96-hours of contact teaching and directed learning

Individual, pair and team assignments: 86-hours

Independent studies: 70-hours

Assessing one's own learning is a compulsory part of the course: 1-hour

Learning materials

Will be announced in the beginning of the module

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses. In addition to this course the course Operational Project LEA1RZ002 (3 cr) is mandatory.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student has a modest understanding of diversity and potential of the travel and tourism industry.

The student shows limited industry knowhow.

The student can repeat some travel and tourism information, theories, models and sources.

Assessment criteria - grade 3

Grade 3

The student has a good understanding of diversity and potential of the travel and tourism industry.

The student shows industry knowhow quite well.

The student has a quite comprehensive ability to utilize travel and tourism information, theories, models and sources.

Assessment criteria - grade 5

Grade 5

The student has an excellent understanding of diversity and potential of the travel and tourism industry.

The student shows thorough industry knowhow.

The student has a strong ability to utilize travel and tourism information, theories, models, and sources.

# **New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business, 9 cr - TRA3ZL001**

Course unit language

English

Learning objectives

Learning objectives

Upon completion of the course, the student is able to

- recognize travel and tourism trends and their impact on transportation, travel agencies and events
- apply trends into the services of one's own specialty field
- analyze customer needs and customer behavior as well as renew services in one's own specialty field
- acquire information and function successfully in an international environment
- evaluate products on the basis of profitability and quality

Contents

Contents

- The evolving business of transportation, travel agency and event management both in Finland and internationally, as well as the quality of a service product
- Travel and tourism trends and innovations
- Finnish and international sources of information and applying the learned
- Ever changing customer needs and behavior as well as finding new sales opportunities
- ICT and eBusiness as part of the development of transportation, travel agency and event service industries
- Networking and collaboration methods across industries

Starting level and linkage with other courses

To be studied after the courses: Introduction of Travel and Tourism Business (Johdanto matkailuun liiketoimintana) OR Global and Local Perspectives of Travel and Tourism AND Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business.

The course is linked with the course: Travel Business Project 1

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student is able to name trends in travel and tourism business, and give examples of the impact of the trends on the services of one's own specialty field. S/he recognizes the customer needs and plans products based on the needs. The student knows partially the domestic and international sources of information about travel and tourism business.

### Assessment criteria - grade 3

#### Grade 3

The student is able to name travel and tourism trends, as well as applying them into the services of one's own specialty field. S/he recognizes the changes of customer behavior and understands their effect on new products. The student compares the profitability and quality of travel and tourism products. S/he acquires information about travel and tourism business in many ways and applies it partially into practice. S/he describes the connections and networks between different parties in international travel and tourism business environment.

### Assessment criteria - grade 5

#### Grade 5

The student is able to analyze travel and tourism trends in many ways. S/he develops the services of one's own specialty field by using the trends and the recognized changes of customer needs. The student evaluates the profitability and quality of travel and tourism products and gives developing ideas. S/he acquires information about travel and tourism business in many ways, and applies it innovatively into practice. S/he describes the connections and networks between different parties in international travel and tourism business environment and is able to network in it.

# Crafting Travel and Tourism Experience Products, 9 cr - TOU3ZL001

Course unit language

English

Learning objectives

- craft customer oriented responsible experiences as tourism products
- understand the added value of experience for the visitor and service provider
- analyze Finland's theme and product portfolio in an international market
- detect appropriate b2b sales channels for the experience
- set a price for an experience product

Contents

- Customer understanding, tools for creation of experience products
- Service design process of tourism experience products
- Responsibility in crafting and running tourism experience products
- Thematic tourism experiences in Finland
- Pricing of tourism experience products

Execution methods

The learning goals of this course can be reached in the following ways:

- a. Lectures and related assignments as full-time studies including an experience study tour as a part of project work.
- b. Lectures and related assignments as full-time studies including a compensatory assignment for students not participating an experience study tour.

To recognize a student's prior learning, student is required to contact teacher in the previous spring.

Learning materials

Will be available via Moodle at the beginning of the course.

Further information

Working life connections:

This course together with Destination Project I TOU1ZL001 includes an experience study tour and a project work commissioned by a travel and tourism company.

Internationality

Internationally accepted methods such as service design are used. Project work is aimed at international tourism market.

Starting level and linkage with other courses

To be studied after the courses: Introduction of Travel and Tourism Business (Johtanto matkailuun liiketoimintana) OR Global and Local Perspectives of Travel and Tourism AND Travel and Tourism Business at a Destination. The course is linked with the course: Tourism Destination Project 1.



## Assessment criteria

### Assessment criteria - grade 1

The student knows the principles of responsible experience creation. The student is able to list some service design methods and can use them when supervised. The student is able to give examples of Finland's theme and product portfolio. The student can apply basic operational managerial accounting techniques using personal guidance.

### Assessment criteria - grade 3

The student is able to contribute actively to the work of project group to create responsible experience products. The student can use some service design methods and can partly justify the made choices. The student is able to compare Finland's theme and product portfolio to international competitors. The student can apply operational managerial accounting techniques using given instructions.

### Assessment criteria - grade 5

The student is able to take initiative in a service design project and apply different methodologies. The student can develop an interesting and innovative responsible experience product and can justify the made choices in a many-sided way. The student is able give justified views on Finland's theme and product portfolio in the international market. The student can identify and solve challenging situations while taking both functional and financial issues into notice. The student can skillfully, without help, apply operational managerial accounting techniques

# Strategic Alliances at the Destination Level, 9 cr - TOU3ZL002

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon completion of the course, the student is able to

- practice sustainable collaboration in marketing, sales and product development
- implement the destination brand
- assure destination quality
- create sustainable innovations
- co-create sustainable business opportunities at the destination level

Contents

- Strategic mindset to ensure competitiveness of the destination
- The role of strategic alliances in developing sustainable, successful operations at a destination
- Destination brand, marketing and sales networks
- Destination safety management
- Sustainable tourism
- Consistent destination quality
- Future forecast techniques

Execution methods

The learning goals of this module can be reached in the following ways:

a. Lectures and related assignments as full-time studies, including attendance in lectures and co-creation in workshops. Assignment deadlines are given below in the module weekly programme. Only the students who have returned the assignment, can achieve workshops points for the active participation and co-creation. If an assignment is returned later than dead line, it can be given half of the points at the most.

b. Independent studies (not attending in lectures and workshops): Assignment deadlines as for full-time students. You can also make use of coaching clinics. Instead of workshops, you are asked to write an additional written assignment to compensate the workshops. For this learning method, contact teachers before the start of the module is required.

To recognize a student's prior learning, a student is required to contact teacher two months before the start of the course.

Learning materials

Available in Moodle at the beginning of the course

Starting level and linkage with other courses

To be studied after the courses: Introduction of Travel and Tourism Business (Johdanto matkailuun liiketoimintana) OR Global and Local Perspectives of Travel and Tourism AND Travel and Tourism Business at a Destination AND Crafting Travel and Tourism Experience Products. To be studied together with the course Tourism Destination Project 2.

Assessment criteria

Assessment criteria - grade 1

Student lists some examples for strategic networks at a destination level. Student names cooperation practices in marketing, sales and product development. Student lists factors impacting in destination quality and brand.

Assessment criteria - grade 3

Student introduces methods for strategic cooperation at a destination. Student compares tourism destination brands. Student applies quality and innovation theories into practical level through case studies. Student introduces suitable ideas for new business opportunities at the destination level.

Assessment criteria - grade 5

Student assesses destination strategic collaboration in regard to destination competitiveness. Student gives justified suggestions for development in marketing, sales and product & brand development Student analyses impact of strategic decisions and strategic work at a destination level. Student innovates new business opportunities at the destination level.

# Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business, 9 cr -

TRA3ZL002

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Learning objectives

Upon the completion of the course, the student is able to

- evaluate business operations and thoroughly understands the significance of quality and the role of long term calculations in strategic management in business
- apply learned knowledge into developing business operations in a goal-oriented and customer-focused manner
- analyze business operations also on a global level
- understand challenges caused by a competitive environment and the emerging needs for business development
- evaluate business networking channels and their potential

Contents

Contents

- Strategic management of transportation, travel agency and event management business
- Analysis, development and organization of business operations
- Revenue management and earning principles
- Management of sales and customer relationships
- Sustainable tourism and corporate responsibility
- Quality of business operations
- Capital budgeting

Execution methods

Learning methods

The learning goals of this course can be reached in the following ways:

- a. Lectures and related assignments and exams
- b. Participation in a working life project or another project

Assessing one's own learning is a compulsory part of the course.

Starting level and linkage with other courses

Starting level and linkage with other courses

To be studied after the courses: Introduction of Travel and Tourism Business (Johdanto

matkailuun liiketoimintana) OR Global and Local Perspectives of Travel and Tourism AND Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business AND New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business

To be studied together with the course Travel Business Project 2

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student understands business operations and the meaning of quality in them. S/he recognizes and manages to list challenges caused by a competitive environment and understands the main business networking channels. The student can name the main methods of capital budgeting.

Assessment criteria - grade 3

Grade 3

The student can compare business operations and the meaning of quality in them. S/he can apply theoretical knowledge into developing business operations and manage to analyze business operations globally. The student distinguishes challenges and needs in business environment. S/he differentiates relevant business networking channels. The student can apply the main methods of capital budgeting.

Assessment criteria - grade 5

Grade 5

The student can critically evaluate business operations globally and draw conclusions of the significance of quality in business. S/he applies critically theoretical knowledge into developing business operations. The student assesses the challenges in global environment and justifies needs for global business development. S/he can draw the conclusion of business networking channels and evaluate their potential. The student can apply the main methods of capital budgeting and critically evaluate the outcomes of the calculations.

# Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business, 9 cr -

TRA3ZL002

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Learning objectives

Upon the completion of the course, the student is able to

- evaluate business operations and thoroughly understands the significance of quality and the role of long term calculations in strategic management in business
- apply learned knowledge into developing business operations in a goal-oriented and customer-focused manner
- analyze business operations also on a global level
- understand challenges caused by a competitive environment and the emerging needs for business development
- evaluate business networking channels and their potential

Contents

Contents

- Strategic management of transportation, travel agency and event management business
- Analysis, development and organization of business operations
- Revenue management and earning principles
- Management of sales and customer relationships
- Sustainable tourism and corporate responsibility
- Quality of business operations
- Capital budgeting

Execution methods

Learning methods

The learning goals of this course can be reached in the following ways:

- a. Lectures and related assignments and exams
- b. Participation in a working life project or another project

Assessing one's own learning is a compulsory part of the course.

Starting level and linkage with other courses

Starting level and linkage with other courses

To be studied after the courses: Introduction of Travel and Tourism Business (Johdanto

matkailuun liiketoimintana) OR Global and Local Perspectives of Travel and Tourism AND Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business AND New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business

To be studied together with the course Travel Business Project 2

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student understands business operations and the meaning of quality in them. S/he recognizes and manages to list challenges caused by a competitive environment and understands the main business networking channels. The student can name the main methods of capital budgeting.

Assessment criteria - grade 3

Grade 3

The student can compare business operations and the meaning of quality in them. S/he can apply theoretical knowledge into developing business operations and manage to analyze business operations globally. The student distinguishes challenges and needs in business environment. S/he differentiates relevant business networking channels. The student can apply the main methods of capital budgeting.

Assessment criteria - grade 5

Grade 5

The student can critically evaluate business operations globally and draw conclusions of the significance of quality in business. S/he applies critically theoretical knowledge into developing business operations. The student assesses the challenges in global environment and justifies needs for global business development. S/he can draw the conclusion of business networking channels and evaluate their potential. The student can apply the main methods of capital budgeting and critically evaluate the outcomes of the calculations.

# Amadeus GDS and Basics of Air Traffic, 5 cr -

TRA1RL003

Course unit language

English

Learning objectives

Learning objectives

Upon completion of the course, the student

- is able to understand different Amadeus solutions
- can use Amadeus reservation technology for basic flight, hotel and car reservations
- is familiar with different user interfaces
- has a basic knowledge of airline terms and air fares
- is able to understand basics of traffic and terms used in the field

Contents

Contents

- Amadeus coding
- Amadeus Air and flight reservation
- Air fares and automatic pricing
- e-ticket
- Amadeus hotels and cars
- Amadeus System Online Help
- Amadeus e-support Centre

Execution methods

The learning goals of this course can be reached in the following ways:

- a. Lectures, related assignments and exam
- b. Exam and/or learning assignment(s)

Assessing one's own learning is a compulsory part of the course.

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student can use Amadeus GDS for making a basic flight, hotel and car reservation, pricing and e-ticket issue. The student has a basic knowledge of the role of GDSs in air traffic and is able to understand some rules and terms of air traffic.

Assessment criteria - grade 3

Grade 3

The student can use Amadeus GDS fluently for making flight, hotel and car reservations, pricing



and e-ticket issue. The student has a good knowledge of the role of GDSs in air traffic and is able to understand rules and terms of air traffic, and can give practical examples.

Assessment criteria - grade 5

Grade 5

The student can use Amadeus GDS independently for making flight, hotel and car reservations, pricing and e-ticket issue. The student has a wide knowledge of the role of GDSs in air traffic and is able to understand and use rules and terms of air traffic, and can give versatile practical examples.

# The Booming Market Asia, 5 cr - TOU1RL009

Course unit language

English

Learning objectives

Learning objectives

Upon completion of the course, the student is able to

- understand the development of the outbound tourism market in Asia and the expectations and needs of outbound tourists in Asia
- find and use sources of motives for outbound travel in Asia and pull factors of the destination
- analyze their current products and services with regard to their suitability for Asian visitors
- develop an action plan for understanding different marketing methods to reach Asian consumers and travel trade
- use cross-cultural knowledge in marketing and customer service related to Asia

Contents

Contents

- Asian travelers abroad (focus in Chinese, Indian, Japanese, and Middle East visitors)
- Asian culture backpack in tourism
- Asian tourists' motivation and behavior, cross-cultural studies
- Chinese, Japanese, Arabic languages, cross-cultural studies
- Asian service and ambience, customer service and service design
- Product development and marketing plans for Asian markets

Execution methods

The learning goals of this course can be reached in the following ways:

a. Lectures, related assignments and exam

Assessing one's own learning is a compulsory part of the course.

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student can pass the final exam, but s/he cannot understand the expectations and needs of Asian outbound tourists. S/he is not able to analyze any products and services with regards to their suitability for Asian tourist, and is not able to develop any action plan for improvement. The student has common knowledge of marketing methods reaching consumers and travel trade but not specifically in Asia.

Assessment criteria - grade 3

### Grade 3

The student can pass the exam having certain understanding of the development of Asian's outbound tourism and the expectations and needs of Asian outbound tourists. S/he is not able to analyze any exist products and services with regard to their suitability for Asian tourist and s/he is not able to develop an action plan for improvement. The student has some knowledge of different marketing methods reaching Asian consumers and travel trade.

Assessment criteria - grade 5

### Grade 5

The student has deep understanding of the development of Asia's outbound tourism and the expectations and needs of Asian outbound tourists. S/he is able to analyze target market's current products and services with regard to their suitability for Asian tourist and to develop an action plan for improvement. The student has profound understanding of different marketing methods to reach Asian consumers and travel trade.

# Personal Development: Planning, 2 cr - SLF1RZ001

Course unit language

English

Learning objectives

On completion of the course, the student

- understands the role of studies in Haaga-Helia
- recognizes his/her personal & professional strengths and psychological capital
- understands his/her role in the field of hospitality /tourism

Contents

Starting level and linkage with other courses

None. This course is targeted only to HH Degree students (not available for open university students).

Working life connections

Students will take part in learning activities about selected local and/or global partner organisations or local community members.

Internationality

In this course, it is ensured that the learning activities include a global/international perspective. The Facilitator(s) infuses international elements into the learning content and international resources are used in the course readings. The teaching and learning methods used are appropriate to a culturally diverse student population. International guest-speakers and industry partner are involved into the learning.

Contents

- Self-knowledge and self-efficacy / psychological capital / personal strengths
- recognize his/her duties and role as a student in Haaga-Helia
- Is familiar the learning environment in Haaga-Helia

Student creates:

- Individually builds his/her "Personal Study Plan" for the complete studies (3,5 years)
- Takes part to the "Tutor Discussion"

Execution methods

Learning methods

The learning goals of this course can be reached in the following ways:

a. Lectures and self-studies

Assessing one's own learning is a compulsory part of the course.

Assessment criteria

Evaluation criteria, approved/failed

Assessment

Successful completion of the course is evaluated on a scale of pass/fail. The assessment criteria is presented on a scale pass/fail.

Active participation and well completed assignments (cases).

Accepted

Student has completed successfully all the studies included to the course content

Student has participated to the education processes.

Failed

Student has not planned his/her studies sufficiently or done study plan.

Student has not taken part to the "Tutor Discussion"

# Personal Development: Aspiration, 2 cr - SLF1RZ002

Course unit language

English

Learning objectives

Upon completion of the module, the student is able to

- identify personal abilities, strengths and the factors influencing them
- identify the knowledge and skills that you need to develop to reach your goals
- use positive psychology tools for self-empowerment
- understand the meaning of well-being and develop some tools for coping and well-being

Contents

- Positive Psychology tools: PERMA-model by Martin Seligman
- Self-evaluation of your abilities and potential for success
- Self-knowledge and self-efficacy, personal strengths

Execution methods

self-coaching exercises

individual exercises

small group exercises

The learning goals of this module can be reached in the following ways:

a. In this module, three main learning methods are used: (1) contact teaching; (2) directed learning; and (3) self-directed learning. A proportion of the module hours provide the opportunity for teaching contact between students and experts (facilitators and/or industry partners). Contact teaching takes the following forms: interactive lectures, tutorials, workshops, industry visits. Various forms of directed learning are used, such as, individual and group assignments. Self-directed learning is also an important part of this module and students are encouraged to develop the ability to learn on their own and thus to take more responsibility for setting the objectives of their study work. Students should put emphasis on text review and vigorous reflection.

Assessing one's own learning is a compulsory part of the module.

Starting level and linkage with other courses

The module is suggested to accomplish after the 1st year "Personal Development: Planning module" and is targeted only to HH Degree students (not available for open university students)

Assessment criteria

Evaluation criteria, approved/failed

Successful completion of the module is evaluated on a scale pass/fail.

Pass

The student immerses oneself in PERMA-model and accomplishes all the exercises with reflection.

Fail

The student does not accomplish the exercises of PERMA.

# Personal Development: Career, 2 cr - SLF1RZ003

Course unit language

English

Learning objectives

Upon completion of the course, the student is able to:

- recognize the development and professional competence gained through studies and personal experiences
- perceive his/her own value base and justify own choices
- possess modern job seeking skills (eg. electronic tools). Knows how to make own potential and skills visible
- specify own career plan and plan the potential life path

Contents

- Positive psychology tools for developing own personality, values and self-knowledge
- Current career plan
- Modern job searching methods

Execution methods

In this course, two methods are used: (1) self-directed online learning and (2) personal coaching  
Assessing one's own learning is a compulsory part of the course.

Learning materials

In the Moodle Platform

Further information

Teachers responsible:

Kristiina Adamsson, Haaga

Ulla Ijäs, Haaga

Starting level and linkage with other courses

The course is suggested to accomplish after the 2nd year "Personal Development: Aspiration course" and is targeted only to HH Degree students (not available for open university students).

Assessment criteria

Evaluation criteria, approved/failed

Pass/fail:

Pass

The student ponders and reflects the development of his/her own personality. He/she can evaluate professional and personal goals in relation to his/her skills and strengths. Student knows how to apply modern job searching methods.

Fail

The student does not reflect the development of his/ her own personality. He or she is not able to evaluate professional or personal goals in relation to his/her own skills and strengths. The student is not familiar with modern job searching methods.



# Understanding Human Behaviour in Hospitality, 5

**cr - LEA1RZ001**

Course unit language

English

Learning objectives

On successful completion of this course, the student:

1. Is curious and proud as a professional.
2. Adapts reflecting and positive conception of human nature.
3. Has capacity for adaptability, flexibility and empathy in customer and employee situations and various human interactions.
4. Understands that hospitality and experiences are one of the central values and success factors of the business.
5. Understands meaning and methods of combining people and business

Contents

Course contents

The course addresses the following topics:

Exploring different views to behaviour and human nature

The importance of understanding behaviour in hospitality

Psychological capital as a resource in work

Constructing self

Social perception

Individuals in groups and interaction

Execution methods

Cooperation with the business community and other organisations

It is encouraged that students draw examples from their work experiences.

International

Diversity of the study group is used as a resource.

Teaching and learning methods

The number of learning hours is divided as follows:

35-hours of contact teaching and directed learning

99-hours of self-directed studying

The own learning assessment 1 h

Teaching and learning methods:

(Pre-assignment)

Participative lectures

Group discussions

Students' content production and reflections

(Exam)

Recognition of Prior Learning (in Finnish AHOT)

In case of prior learning, contact lecturer with CV (learning contexts) and a learning diary (normally 3 – 4 pages) where you illuminate your competence in the primary titles of the course content presented earlier in this document. In a meeting with the lecturer sufficiency of the prior learning experience is assessed together. In the meeting you are also interviewed how you have applied your theoretical learning into practice. That may serve as an exam. A written exam is possible in borderline cases. The experience, learning diary, oral/written exam are evaluated with scale 0 – 5. A passed grade (1) requires good knowledge at least in 50% of objectives and attention.

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

Assessment criteria

Assessment criteria - grade 1

The student is able to refer to some of the relevant models, ideas and theories of Human Behavior in context of their own life or hospitality.

Assessment criteria - grade 3

In addition to the previous s/he is able to combine models for hospitality practice.

Assessment criteria - grade 5

In addition to the previous s/he is able in reflecting the theories in hospitality practice in a critical manner.

# Leading Teams, 5 cr - LEA2RZ001

Course unit language

English

Teachers

Kari Nurminen

Upcoming implementations

No upcoming implementations yet.

Learning objectives

On successful completion of this course, the student:

- Understands the principles and shared objectives of group and teamwork and is able to work together with others in multidisciplinary teams
- Facilitates teams and team work
- Is capable of collaborative learning and sharing knowledge in teams and working communities
- Takes responsibility of one's own actions and works according to the jointly agreed principles and methods
- Adopts an initiative and proactive approach to work and is capable of problem solving and decision making at one's work
- Respect diverse opinions and views and is able to accept constructive criticism

Contents

1. Group dynamics
2. Leadership styles and related models, measuring personal qualities
3. Valuable roles for team interaction
4. Problem solving tools
5. Dialogue and feedback in enriching team experience
6. Setting goals and objectives in performance management
7. Showing respect for diversity in the team

Execution methods

Problem solving and feedback sessions in class. Group discussions and argumentation – debate. Assignments for teams between classes & in connection w. other courses in the same period. Individual assignment: measuring personality traits, group orientation (roles) and leadership styles.

Assessing one's own learning is a compulsory part of the course.

Learning materials

To be announced

Lecture handouts and other materials as indicated by lecturers

Additional & recommended reading:

Fuller, Ed 2011. You can't lead with your feet on the desk. John Wiley & Sons, Inc., New Jersey.  
Sheppardson, C. & Gibson, H. 2011. Leadership and Entrepreneurship in the Hospitality Industry. Goodfellow Publishers Ltd., Oxford.

Vecchio, R.P. 1991 or newer ed. Organizational Behavior. (Part III) chapters 5-12, (Part IV) chapter 15.a

Further information

The course may also be taken virtually (Fall 2019: 2nd Period). Leading Virtual Teams, code LEA8RZ001-3003 (mind the 8 in the code, instead of 2)

Starting level and linkage with other courses

Operational Project - 1st year Management studies before taking this course.

Assessment criteria

Assessment criteria - grade 1

Student is familiar with principles of management and leadership and basic dynamics in team work. Student shows capability of working and sharing knowledge in teams.

Assessment criteria - grade 3

Students shows skills in applying the learning from the course in solving problems in a team setting. Student gives and receives feedback for improvement purposes.

Assessment criteria - grade 5

Student shows ability and skills in planning, organizing and developing effort in a team setting. Student is able to work and to support effort in multidisciplinary and multicultural teams. Student shows analytical, critical and constructive attitude towards problem solving, understands and can cope with cultural and linguistic diversity in working life teams.

Evaluation criteria, approved/failed

To pass, the following should be shown (and points earned in each item):

Team examination

Peer evaluation of performance in team

Active presence in class/team sessions

Personal report

# Leading Virtual Teams, 5 op - LEA8RZ001

Opintojakson kieli

-

## Osaamistavoitteet

Upon completion of the module, the student is able to

- Understands the principles and shared objectives of group and teamwork and is able to work together with others in multidisciplinary virtual teams
- Facilitates teams and team work, especially communication in a virtual environment
- Is capable of collaborative learning and sharing knowledge in teams and working communities
- Takes responsibility of one's own actions and works according to the jointly agreed principles and methods
- Adopts an initiative and proactive approach to work and is capable of problem solving and decision making and respects diverse opinions and views and is able to accept constructive criticism

## Sisältö

To achieve the learning objectives and assessment criteria level, the course specifically introduces methods and challenges in a network setting, with participants spread in a large geographical area.

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

E-learning lessons, e-materials and e-meetings

Individual and team assignments

Independent studies

The assessment of one's own learning 1 h

If students have acquired the required competence in previous work tasks, recreational activities or on another course, they can show the competence with a demonstration and progress faster through their studies. More information and instructions for recognising and validating prior learning (RPL) are available at MyNet. More detailed instructions for teachers on the intranet: Työkalut -> AHOT -> AHOT-ohjeistus (Tools -> RPL -> RPL instructions). See also: below (daytime course).

## Oppimateriaalit

Salla, M. 2013. Leadership in multicultural virtual team environment. Bachelor's thesis, Haaga-Helia Uas. DP in International Business. Available: <http://www.theseus.fi/handle/10024/69069>  
Read: 30.1.2017. (compulsory)

Saarinen, J. 2016. Managing global virtual teams. Doctoral thesis, Aalto University.  
(recommended).

Materials/links in Moodle.

## Lisätiedot

The course is available as a daytime course in Per. 2./2019: Leading Teams code LEA2RZ001-3003

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The student has successfully completed the Basic Studies (= the two first semester courses).

Arviointikriteerit

Arviointikriteeri - arvosana 1

He/she has basic communication skills to support team work in a virtual environment.

He/she can manage multicultural business communication situations and has good command of using

communicational tools.

Arviointikriteeri - arvosana 3

He/she has good written communication skills and can relate to multidirectional exchange of ideas in a team setting.

He/she shows ability to support and encourage team activities towards achieving goals and objectives.

He/she actively participates in team activities and shows problem solving skills.

Arviointikriteeri - arvosana 5

He/she can deal with feedback and criticism, and also uses feedback in improving personal skills and qualities towards better performance in a team setting. He/she has assumed a constructive and responsible role in team work. He/she supports and encourages problem solving and creative solutions to problems.

Arviointikriteeri, hyväksytty/hylätty

E-learning lessons, e-materials and e-meetings

Individual and team assignments are completed

Student shows active participation and has turned in assignments for grading

# Managing Service Interaction, 5 cr - LEA2RZ002

Course unit language

English

Teachers

Eija Kjelin

Upcoming implementations

No upcoming implementations yet.

Learning objectives

On successful completion of this course, the student:

- cultivates culture and climate of trust
- can take aesthetic and ethical leadership perspective into account when building services
- can proactively develop relationships and trust
- is able to work in diverse and cross-cultural environment

Contents

The course addresses the following topics:

Service Profit Chain

Organisational culture, service culture and service climate

Values, norms, rituals, myths and stories

Service interaction and service work

Enhancing e.g. trust and respect

Cultural diversity and culture of inclusion

Management and Leadership

Execution methods

Lectures, group activities, observation, self-directed learning

The number of learning hours is divided as follows:

36-hours of contact teaching and directed learning

98-hours of self-directed

Assessing one's own learning is a compulsory part of the course.

Learning materials

All material presented or produced during classes.

Fischer, M. 2012. Linkages between employee and customer perceptions in business-to-business services – towards positively deviant performances, pages 21 – 60 and 125 – 154. Aalto University publication series.

Schein, E. 2010. 4th. Ed. Organizational Culture and Leadership. Jossey-Bass Business. Chapters, 1 – 14, pages 1 – 258.

Starting level and linkage with other courses

Recommended to be studied after the course Understanding Human Behavior in Hospitality.

Assessment criteria

Assessment criteria - grade 1

The student describes some of the organizational culture approaches. S/he identifies cultural issues and their implications in the workplace.

Assessment criteria - grade 3

The student can demonstrate connections between organizational culture and service interaction. S/he can interpret some elements in organizational culture and understands the limitations of that approach. S/he can choose and construct suitable tactics for leadership in diverse and inclusive working communities. S/he recognizes ethical responsibilities of leadership.

Assessment criteria - grade 5

he student is able to compare different approaches to organizational cultures. S/he is able to point out different leadership approaches and their possible implications on culture and interaction. S/he can analyze the workplace context in order to support and enable fruitful service interaction.



# Strategic Management and Human Resource Management in Hotel, Restaurant and Tourism Business, 5 cr - LEA2HA001

Course unit language

English

Learning objectives

The student can evaluate different strategic choices and offer development proposals in company strategies and their implementation practices in relation to analysis of industry environment. Furthermore, s/he can evaluate HR processes and practices and how well they are vertically and horizontally aligned. S/he reflects the various ways of engaging people. Based on those notions, s/he can make justified development proposals. S/he can from various viewpoints explain the criteria of strategic HRM.

Contents

Participative strategy process

- Analyzing external environment
- Creating competitive advantage with people
- Strategic human resource management
- HRM processes
- Managing Performance
- HR's role for successful CSR
- Enhancing organizational engagement

Learning materials

All material used and produced during lessons

Articles and sources provided/suggested (check from Moodle).

Rees and Smith (eds.) 2017. Strategic human resource management : an international perspective

Further information

The learning goals of this course can be reached in the following ways:

Involvement into participative lectures, a team assignment, Strategy test and HRM assignment. Independent learning and assessing one's own learning are expected.

The course is suggested to take in 2nd or 3rd year.

Starting level and linkage with other courses

Recommended for 3rd year students.

Assessment criteria

Assessment criteria - grade 1

The student knows core strategy concepts and the phases of a strategy process. S/he recognizes the nature of industry in hospitality and tourism. S/he is able to describe the main processes in HRM and identifies the roles and objectives of a line manager both in strategy work and in HRM. S/he knows different ways and situations to engage employees.

Assessment criteria - grade 3

The student can explain the principles and phases both in a participatory and in a rational strategy process. S/he applies the core strategy concepts and is able to use some analysis methods in detecting trends and changes in industry environment. S/he can explain how employee engagement is reached and the meaning of it in strategy work. S/he can identify various linkages between business strategy and the HRM practices.

Grade

Assessment criteria - grade 5

The student can evaluate different strategic choices and offer development proposals in company strategies and their implementation practices in relation to analysis of industry environment. Furthermore, s/he can evaluate HR processes and practices and how well they are vertically and horizontally aligned. S/he reflects the various ways of engaging people. Based on those notions, s/he can make justified development proposals. S/he can from various viewpoints explain the criteria of strategic HRM.

Evaluation criteria, approved/failed

Strategy test 40, Group presentation 10, HRM assignment 50 = Maximum 100 points

<50=0

50=1

60=2

70=3

80=4

90=5

# Marketing and Personal Selling, 5 cr - MAR1RZ002

Course unit language

English

Teachers

Tommi Immonen

Upcoming implementations

No upcoming implementations yet.

Learning objectives

On successful completion of this course, the student:

- understands the role of marketing and personal selling in hospitality/tourism organisation
- understands the key concepts in a customer-oriented marketing; customer value creation, segmentation, positioning, marketing mix; customer relationship marketing
- understands what are the personal skills a successful sales person possesses and knows how to develop those skills
- has a basic understanding of how culture affects communication in a sales situation
- knows how to create and give an effective sales presentation
- is able to handle personal selling situations which are typical in the hospitality/tourism industry

Contents

The course addresses the following topics:

1. Customer service experience creation in marketing
2. Consumer and organisational buying
3. expanded marketing mix
4. dimensions of the marketing environment
5. Sales process, sales presentation and negotiation

Execution methods

Lectures, practical exercises, group work, independent studying

One's own assessments is a compulsory part of the course.

Learning materials

Materials distributed during classes.

Starting level and linkage with other courses

No starting level requirements

Assessment criteria

Assessment criteria - grade 1

Student knows the key concepts of marketing and sales, but needs to develop the general view and the big picture for hospitality and tourism industry

Student understands how marketing affects customer satisfaction

Student knows the components of good customer service

Student understands that cultural factors have influence on how individuals behave in interpersonal communication situations

Assessment criteria - grade 3

Student knows the key concepts well and can explain how the theories and models function and the tools are used.

Student a general view of marketing and sales

Student can complete given tasks and assignments independently.

Student applies knowledge in hands-on marketing and sales situations.

Student is able to critique your own practice and identify ways to improve.

The student is able to perform in a typical sales negotiation situation in the field of hospitality/tourism

Assessment criteria - grade 5

Student has a strong command of the key and related concepts in marketing and sales

Student can critically evaluate theories, models and tools.

Student can demonstrate explicit knowledge of marketing and sales, and how it relates to other disciplines.

Student apply knowledge in demanding business related situations.

Student can prioritize and critically select tools and methods for solving complex problems in marketing and sales situations.

Student can perform independently and is able and actively willing to help others develop and pass on your skills.

# Digital Marketing, 5 cr - MAR2RZ001

Course unit language

English

Learning objectives

On successful completion of this course, the student understands the significance of the Internet and electronic commerce to the industry and also understands the business relevance of electronic communication channels e.g. social media. S/he applies the marketing information system for developing digital marketing plan, in which s/he evaluates and uses information technology in customer relationships as well as electronic means of marketing and commerce. S/he also identifies and evaluates emerging technologies and digital innovations.

Contents

- Digital business as an phenomenon & use and role of social networks in marketing
- Pros and cons as well as requirements of digital marketing activities
- Different platforms and channels and their roles in online marketing
- Customer relationships (CRM), customer intelligence (CI) and customer experience (CX) online
- Planning the online marketing efforts

Execution methods

Online implementation

Assessing one's own learning is a compulsory part of the course.

Starting level and linkage with other courses

Recommended to be studied after Marketing, Services and Sales Studies.

Assessment criteria

Assessment criteria - grade 1

The student knows the basics of digital marketing, its challenges and possibilities. Student can identify some trends consumer behavior online and has a clue how to study these. S/he knows some of the differences between social media channels and can name some online marketing tactics, strategies and actions.

Assessment criteria - grade 3

The student understands the basics of digital marketing from different perspectives. S/he can identify major trends and aspects in consumer behavior online. S/he knows the pros and cons of various online channels and can analyze case company's online presence quite well. Marketing strategies, tactics and actions are familiar to her/him.

Assessment criteria - grade 5

The student understands the different aspects of digital marketing The student can identify and analyze major trends in consumer behavior and social media. S/he knows the pros and cons of various social media channels and can analyze case company's social media presence in detail. Marketing strategies, tactics and actions are well discussed in the plan, backed up with a range

of concrete examples from business life. The report includes a description of online performance measurement and monitoring tools.

# Experience Marketing, 5 cr - MAR2RZ002

Course unit language

English

Teachers

Violeta Salonen

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon completion of the course, the student is able to

- understand alternative methods of marketing, e.g. guerrilla marketing, event marketing, content marketing, movie marketing, product placement, game marketing, music marketing, sponsorship
- evaluate the value of alternative marketing approaches
- plan and execute experiential marketing campaign
- apply sensory marketing to experiential marketing campaign
- evaluate experiential marketing campaign through various tools

Contents

- Genealogy of the concept of marketing
- New forms of marketing (Experience Marketing)
- Experience strategic marketing
- Experience marketing mix
- Experience operational marketing
- Experience marketing plan
- Sensory perception
- Evaluation of the experience marketing plan

Execution methods

The learning goals of this course can be reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Participation in a working life project or another project
- c. Learning assignment(s)

Assessing one's own learning is a compulsory part of the course.

Learning materials

All materials will be provided in Moodle

Further information

Industry visits, industry guest lectures and industry project

Starting level and linkage with other courses

Recommended to be studied after the course Marketing and Personal Selling.

Assessment criteria

Assessment criteria - grade 1

The student can interpret alternative methods of marketing. S/he can sufficiently evaluate the value of alternative marketing approaches. S/he can understand the planning process and sufficiently execute experiential marketing campaign. Student can apply sensory marketing to the project and sufficiently evaluate the campaign through various tools provided.

Assessment criteria - grade 3

The student can interpret and justify alternative methods of marketing. S/he can evaluate the value of alternative marketing approaches. S/he can plan the process and execute experiential marketing campaign. Student can apply sensory marketing to the project and evaluate the campaign through various tools provided.

Assessment criteria - grade 5

The student can justify alternative methods of marketing. S/he can draw conclusions about the value of alternative marketing approaches. S/he can critically plan and lead the process as well as outstandingly execute experiential marketing campaign. Student can develop sensory marketing experience as a part of the project and critically evaluate the campaign through various tools provided.



# Financial Accounting, 5 cr - ACC2RZ001

Course unit language

English

## Learning objectives

The course will introduce the basic concepts and procedures of financial accounting. The student will learn to analyse strategically the financial information that companies display in their Financial Statements. Emphasis will be placed on managerial level ratio analysis and interpretation. This course also includes the basic norms of income- and value added taxation.

All the material handled is based on industry cases to reach the financial thinking behind all business operations. Financial reports will be used as managerial tools.

On successful completion of this course, the student is able to

Calculate revenues and expenses based on operations

Make calculations how operational income is generated

Calculate the cash flows based on operations, investments and financing

Produce and analyze the financial statements: The Income Statement, The Balance Sheet and The Statement of Cash Flows

Calculate the working capital tied in business

Calculate company value added tax and income tax

## Contents

Accounting basics: Overview of accounting systems

Fundamental concepts: Revenue, Costs, Assets, Equity, Liabilities

The accounting cycle and Financial Statements: Income statement, Balance sheet, Statement of Cash Flows

Uniform System of Accounts for the Lodging Industry

Gross Profit and inventories

Working capital

Ratio analysis

VAT calculations

Execution methods

Contact lessons

Group working

Individual learning

Examination

Recognition of Prior Learning, RPL (in Finnish AHOT)

Courses or parts of courses at other educational institutes or work experience are not accredited as such towards the HAAGA-HELIA studies directly, but the required skills and competences are demonstrated by a skills examination.

## Learning materials

Schmidgall, R. 2006 (or later). Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA. Chapters 1. - 5.

Lecture materials in Moodle

Starting level and linkage with other courses

Prerequisites: Basics of Business Mathematics

Assessment criteria

Assessment criteria - grade 1

The student masters the essential aspects of producing and analysing financial reports and calculations included in course contents. With given instructions, the student has the ability to perform basic tasks, but needs a lot of guidance.

Assessment criteria - grade 3

The student masters the essential aspects of producing and analysing financial reports and calculations included in course contents. With given instructions, the student will be able to perform basic tasks.

Assessment criteria - grade 5

The student masters the essential aspects of producing and analysing financial reports and calculations included in course contents independently. The student has the ability to apply the knowledge and skills learned in management position.

# Operational Budgeting, 5 cr - ACC2RZ002

Course unit language

English

## Learning objectives

The course introduces how to use managerial accounting techniques to make and monitor operational budgets in hotel, restaurant and tourism business and how to use the operational budgets as management tools. The student will also learn how basic operational profitability and productivity ratios are used in the hospitality business. Use of spreadsheets when making the budgets will be handled.

On successful completion of this course, the student is able to

To apply Cost-Volume-Profit analysis

To use methods of forecasting sales and expenses

Make the main operational budgets

Make the variance analysis of budgets

Use the industry operational profitability and productivity ratios as management tools and put them in practical use

Utilize the spreadsheets when making financial calculations.

## Contents

Basic cost concepts

Cost-Volume-Profit analysis

Forecasting methods

Sales budget

Planning and budgeting of expenses

Budgeted Income Statement

Variance analysis

Efficient use of labour force

Execution methods

Contact lessons

Group working

Individual learning

Examination

Learning materials

Schmidgall, R. 2006 (or later). Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA. Chapters 6, 7, 9 and 10

Lecture materials in Moodle

Starting level and linkage with other courses

Prerequisites: Financial accounting

Assessment criteria

Assessment criteria - grade 1

The student masters the basic aspects of operational accounting techniques included in course contents. With given instructions, the student has the ability to perform basic tasks, but needs a lot of guidance.

Assessment criteria - grade 3

The student masters the essential aspects of operational accounting techniques included in course contents. With given instructions, the student will be able to perform basic tasks.

Assessment criteria - grade 5

The student masters the aspects of operational accounting techniques included in course contents. The student has the ability to apply the knowledge and skills learned in management position.

# Pricing and Revenue Management, 5 cr - ACC2RZ003

Course unit language

English

## Learning objectives

The objective is to provide understanding and tools of pricing and revenue management. Enhance student's capabilities to use these methodologies to drive the efficiency, profitability and competitiveness of a service company. The course supports practical business management skills in an international setting with its holistic view to the hospitality and travel industries.

Upon completion of the course, the student is able to

- understand the characteristics of the service industry and the criteria for use of revenue management
- identify and analyze important KPIs (key performance indicators) and measurements of revenue management
- understand and apply different models and tools of pricing and revenue management
- distinguish between strategic and tactical pricing and revenue management
- plan and apply a revenue management project for a service provider

## Contents

- the purpose of the use of pricing and revenue management in the service industry
- internal and external measurements of revenue management
- different pricing models and tools
- forecasting revenue and operational expenses through managing supply and demand, pricing, capacity and distribution channels
- plan and apply a revenue project for a service provider

## Execution methods

The learning goals of this course is reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Exam and learning assignment

Assessing one's own learning is a compulsory part of the course.

## Learning materials

Provided by the teachers

Starting level and linkage with other courses

Recommended to be studied after the course of Fundamentals of Hospitality, Tourism and Experience, and Financial Accounting.

## Assessment criteria

Assessment criteria - grade 1

The student understands the basic principles of pricing and revenue management and can list the essential KPIs. Knows the difference between strategic and tactical pricing and revenue

management. Can identify the basic needs, elements and tools to be used in the revenue project.

Assessment criteria - grade 3

The students understands and can apply the basic principles of pricing and revenue management and can benefit from the essential KPIs. Can discuss the difference between strategic and tactical pricing and revenue management. Can identify the basic needs and select elements and tools to be used in the revenue project.

Assessment criteria - grade 5

The students can apply and develop the principles of pricing and revenue management. The student can analyse the essential KPIs and develop the business based the analysis. Can discuss the difference between strategic and tactical pricing and revenue management and implement these. Can independently plan and apply a revenue project based on needs, elements and tools of pricing and revenue management.

# Capital Budgeting and Investment Planning, 5 cr - ACC2RZ004

Course unit language

English

Teachers

Pekka Heikkilä

Upcoming implementations

No upcoming implementations yet.

Learning objectives

The objective is to learn to make long-term financial calculations by using different techniques of investment calculation. The module includes also planning of successful financing of the investment plans and methods to analyse the cost of financing. Excel is utilized when making the calculations.

On successful completion of this course, the student is able to

- make long-term financial budgets
- calculate the cost of financing
- use capital budgeting models
- calculate the value of a company

Contents

- Planning of the financing of investment projects
- Methods to evaluate feasibility of investment plans: Accounting Rate of Return, Payback, Net Present Value, Internal Rate of Return
- Use of Excel functions in capital budgeting
- Methods to value businesses

Execution methods

The learning goals of this course can be reached in the following ways:

- a. Lectures and related assignments as full time studies
- b. Participation in a working life project
- c. Develop models to include study-time work experience in the studies

Assessing one's own learning is a compulsory part of the course.

Learning materials

Schmidgall, R. 2006 (or later). Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA. Chapters 13 and 10

Lecture materials in Moodle

Starting level and linkage with other courses

Financial Accounting has to be passed before this course

Assessment criteria

Assessment criteria - grade 1

The student masters the essential aspects of investment calculations and related use of Excel spreadsheets with assistance. With given instructions, the student has the ability to perform basic tasks, but needs a lot of guidance.

Assessment criteria - grade 3

The student masters the essential aspects of investment calculations and related use of Excel spreadsheets and related use of Excel spreadsheets. With given instructions, the student will be able to perform basic tasks.

Assessment criteria - grade 5

The student masters the essential aspects of investment calculations and related use of Excel spreadsheets independently. The student has the ability to apply the knowledge and skills learned in decision making demanded in management position.



# From Ideation to Feasible Business, 5 cr -

WOR2RZ001

Course unit language

English

Learning objectives

Upon completion of the course, the student is able to

- apply practical knowledge of issues related to establishing a business in Finland
- understand characteristics of an entrepreneur, as well as to make him to consider entrepreneurship as a potential career option
- understand the effectiveness and key figures of the hotel, restaurant and tourism industry and be able to put them into practical use
- know hospitality industry related legislation and its practical implementation
- identify potential customers and segments, understand and anticipate customer expectations and needs

Contents

- The characteristics of an entrepreneur and intrapreneur
- Analysis of Finnish business environment, emphasis on hospitality entrepreneurship
- Introduction to forms of business in Finland
- Process of founding a business
- Making a business plan/business model
- Permits/legal issues/investment
- Pitching own business idea
- Business model canvas and its components

Execution methods

Lectures, interactive class discussions, exercises, project work, self-directed learning, presentations and field research. In the integrated assignment, student groups will make a business plan that would be suitable for the business environment, markets and business operations. It is highly recommended that the student actively uses the knowledge gained from different courses in the assignments.

- a) Classroom learning
- b) Distant learning

Self and peer assessment.

Assessing one's own learning is a compulsory part of the course.

Learning materials

All materials will be provided during the course.

Further information

This course might involve a project work commissioned by an external company.

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student's understanding of entrepreneurship key concepts is limited. Student's level of skill in developing and in establishing a business, is below average. Her's/his' knowledge about the basic theoretical frameworks and business model is below average. Student's attitude towards learning through participation in teamwork and conducting assignments, is below average. Her/his capability to analyze organizational practices that facilitate different types of businesses is limited.

Assessment criteria - grade 3

Grade 3

The student has good entrepreneurial skills and understands components of establishing own business.

S/he has a good knowledge of the basic theoretical frameworks and business model which is necessary in business set up. S/he has a good attitude towards learning through participation in teamwork and conducting assignments. S/he has a good self- and group critical thinking. S/he can objectively measure the success of business.

Assessment criteria - grade 5

Grade 5

The student has excellent entrepreneurial skills in developing and in establishing both an innovative and viable business. S/he has excellent knowledge about the theoretical frameworks, business models and its application in practice. S/he has an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments. S/he has an excellent measurements skills and analyses of business success.

Evaluation criteria, approved/failed

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

# Personal Communication Skills, 3 cr - COM1RZ001

Course unit language

English

Learning objectives

After successful completion of this course:

Students will gain the confidence to handle a variety of communication situations in a typical working environment.

Students will become familiar with the Haaga-Helia reporting guidelines

Students will understand the importance of structure, style and content skills for professional and academic writing.

Contents

The course addresses the following topics:

Barriers to personal communication

Personal writing style

Common writing problems/issues

Writing style, structure and content

Essay writing outline format

Haaga-Helia reporting guidelines

Presentation skills

Execution methods

Lectures, practical exercises, group work, video recording in Pasila campus studio

The number of learning hours is divided as follows:

40-hours of contact teaching and directed learning

84-hours of self-directed learning

The own learning assessment 1-hours

Transfer of credit is possible when the student has completed studies generating similar competencies at some other institute of higher education. In other cases, students must otherwise demonstrate the acquired competencies. A student can participate in a demonstration exam for the module once and this demonstration is graded using the same criteria as for the module (on the scale 1 - 5, or fail). The student is expected to demonstrate that s/he has a command of the competencies described in the module handbook. If a student is successful in the demonstration, the grade received for the demonstration is recorded in Winha.

Learning materials

Selected articles and other material provided by the lecturer on Moodle

Haaga-Helia reporting guidelines (revised August 2018)

Assessment criteria

Assessment criteria - grade 1

Homework and final papers completed and uploaded to Moodle.

Assessment criteria - grade 3

Assigned homework papers written in logical ,understandable form and submitted on time.

Active class participation in group and pair discussions. Final paper includes use of 1 reference.

Attends 1 on 1 session.

Assessment criteria - grade 5

Assigned papers written with clear, simple and short sentences with equally spaced paragraphs.

Final papers includes 1 or more references, with corresponding citations in texts, all formatted according to H-H reporting guidelines. Eager and consistent participation in class discussion and activities. Non use of mobile devices, except for instructed projects. Homework exercises done on time and done according to written instructions. Attend 1 on 1 session with outline or more of paper.

# English for Business Situations, 3 cr - COM1RZ002

Course unit language

English

Learning objectives

Upon completion of the course the student will

- be able to make presentations in English in a convincing and professional manner, on a variety of topics
- be able to write persuasively and professionally in English for a variety of target groups
- be able to perform efficiently and appropriately in English in negotiations, meetings and seminars
- be able to communicate in English in unexpected situations or when problems arise
- be able to effectively read and interpret a demanding text in English, understanding its contents

Contents

Challenging performance and presentation situations in the hotel, catering and tourism sectors

- Written communication, such as financial reports
- Texts related to negotiations, meetings and seminars
- Communication in unusual/problem situations
- Current industry-related texts

Execution methods

The learning objectives of this course are achieved through the following:

- a. Lectures and related in-class exercises
- b. Examination(s) and/or assignments(s)
- c. Independent work-based learning

Learning materials

Provided by the lecturer.

Further information

The course's contents and themes are directly work related.

The course concentrates on business practices of English-speaking countries, as well as English-language communication as part of today's Finnish working life.

Starting level and linkage with other courses

No prerequisites

Assessment criteria

Assessment criteria - grade 1

The student can speak English fairly fluently, in spite of some difficulties. With some help is able to prepare a business presentation, present it and answer at least some relevant questions. Might need some assistance to understand an industry-related English-language text. Can

deduce the general content of a text when the subject matter is familiar, for example, in areas such as management, marketing or accounting. Often needs to use a dictionary.

Assessment criteria - grade 3

The student can speak English rather fluently. Is able to prepare a business presentation, present it and answer any relevant questions. Is able to present business-related topic clearly and with minimal preparation. Can read and summarize in English or Finnish industry-related texts. Can understand the content of the text when the subject matter is familiar, for example, in areas such as management, marketing or accounting. Sometimes needs to use a dictionary. Is able to analyze and assess the accuracy of the information found.

Assessment criteria - grade 5

The student can speak English quite fluently. Is able to give a business presentation well without much preparation and can respond to any questions effectively and professionally. Is able to quickly and accurately read and sum up in Finnish or English challenging industry-related texts. Can understand a text very well when the subject matter is familiar, for example, in areas such as management, marketing or accounting. Knows how to use a wide range of tools in, for example, searching for information.

# Kirjallinen viestintä, 3 op - COM2RZ001

Opintojakson kieli

Suomi

Opettaja

Eeva Puhakainen

Tulevat toteutukset

Ei vielä toteutuksia julkaistu.

Osaamistavoitteet

Opintojakson suoritettuaan opiskelija

- hallitsee prosessikirjoittamisen
- ymmärtää viestinnän vuorovaikutteisuuden
- tuntee yrityksen kirjalliset viestintätilanteet
- osaa kirjoittaa työelämän tekstilajeja
- arvostaa asiatyylä ja virheetöntä ilmaisua

Sisältö

Prosessikirjoittaminen, verkkoviestintä, yrityksen kirjalliset viestintätilanteet, työelämän tekstilajit, asiatyylä ja kielenhuolto, oma viestijäkuva, visuaalisuuden merkitys yritysviestinnässä, oman alan ammattilehtiin tutustuminen.

- Asiateksti: sujuva suomenkielinen asiateksti lähdeviitteineen annetusta aiheesta. Vähintään yksi lähde on oltava englanniksi.
- Asiakirjakansio: tarjous, vastaus reklamaatioon, markkinointikirje tai kutsu tapahtumaan, somekampanja annetusta aiheesta.
- Kielenhuollon tentti (Valmistaa kypsyyskokeeseen.)
- Vertaispalaute kotitehtävinä olevista harjoituksista.
- Kotitehtävät tunneilla käydyistä aiheista.

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Tämän moduulin osaamistavoitteet voi saavuttaa seuraavilla tavoilla:

- a. Lähiopetus ja siihen liittyvät tehtävät
- b. Omassa työssä oppiminen (opinnollistaminen)

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.

AHOT: Mikäli katsot aiempien opintojen, työkokemuksen tai muun kautta hallitsevasi kurssin oppimistavoitteet tai osan niistä, laadi opettajalle ehdotus, mitkä tavoitteet jo hallitset ja miten voisit osaamisesi näyttää (työnäytteet, portfolio, osaamiskeskustelu, oppitunnin pito, diagnostinen koe...).

Oppimateriaalit

Opettajien Moodleen jakamat materiaalit.

Tukena:

Haaga-Helia ammattikorkeakoulu. MyNet. Opiskelu. Harjoitustöiden / Pitkien raporttien raportointiohjeet.

Haaga-Helia ammattikorkeakoulu. Office 2016 -ohjeet. <http://my.haaga-helia.fi/~mitan/virtuaalialmo/Word/Word2016ohje.pdf>

Iisa, K. & Piehl, A. & Kankaanpää, S. 2011. Tekstintekijän käsikirja. Ajantasaistettu ja uudistettu laitos. Yrityskirjat. Helsinki.

Iisa, K. & Oittinen, H. & Piehl, A. 2012. Kielenhuollon käsikirja. 7. laajennettu ja päivitetty painos. Yrityskirjat. Helsinki.

Kielikello. <https://www.kielikello.fi/>

Kielitoimiston oikeinkirjoitusopas. 2017. Toim. Kankaanpää S. & Heikkilä, E. & Korhonen, R. & Maamies, S. & Piehl, A. 13. painos. Kotimaisten kielten tutkimuskeskuksen julkaisuja 147.

Kortesuo, K. 2014. Sano se someksi 2. Organisaation käsikirja sosiaaliseen mediaan. 1. Painos. Kauppakamari. Helsinki.

Kotimaisten kielten keskus. <https://www.kotus.fi/>

Office 360 -ohjeet. <https://support.office.com/fi-fi>

#### Lisätiedot

Opintojaksolla tehdään harjoituksia ja kirjoitustehtäviä itsenäisesti tai ryhmässä. Opitaan antamaan ja vastaanottamaan palautetta niin keskeneräisestä kuin valmiista tekstistä. Tehtävistä kootaan portfolio, joka koostuu erilaisista työelämän tekstilajeista.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin:

Lukion tai ammattikoulun suomen kielen kurssit, YKI taso 5.

#### Arviointikriteerit

Arviointikriteeri - arvosana 1

#### Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Asiakirjakansio: tekstilajipiirteet, asiatyyli, huoliteltu kieli, kohderyhmän huomioiminen

Asiateksti suomen kielen sujuvuus, lukijaystävällisyys, tekstin jäsentäminen, virheettömyys

Kielenhuollon tentti: monivalintatentti

#### Arvosana 1

Pystyy laatimaan joitain työelämän tekstejä.

On tietoinen erilaisista kirjallisen viestinnän tyyleistä.

Tunnistaa erilaisia työelämän kirjallisia viestintätilanteita.

Pyrkii noudattamaan määräaikoja ja ohjeita.

Arviointikriteeri - arvosana 3



Arvosana 3

Osaa kirjoittaa ja muokata saamansa palautteen perusteella erilaisia työelämän tekstejä.

Kirjoittaa sujuvaa asiatyylistä tekstiä.

Tuntee yrityksen erilaisia kirjallisia viestintätilanteita ja tiedostaa viestinnän vuorovaikutteisuuden merkityksen.

Noudattaa määräaikoja ja ohjeita.

Arviointikriteeri - arvosana 5

Arvosana 5

Osaa kirjoittaa tyyliltään erilaisia työelämän tekstejä eri kohderyhmille ja muokata niitä itseohjautuvasti ja palautteen perusteella.

Kirjoittaa sujuvaa ja virheetöntä asiatyylistä tekstiä.

Tuntee yrityksen kirjalliset viestintätilanteet ja osaa toimia niissä taitavasti, tilanteen edellyttämällä tavalla.

Noudattaa määräaikoja ja ohjeita, on oma-aloitteinen ja jakaa osaamistaan ja tietoaan muille.

Arviointikriteeri, hyväksytty/hylätty

Hyväksytty

Kaikki tehtävät tehty ja palautettu

Hylätty

Jokin tai jotkin tehtävät palauttamatta

# Puheviestintä, 3 op - COM2RZ002

Opintojakson kieli

Suomi

Osaamistavoitteet

Osaamistavoitteet

Moduulin suoritettuaan opiskelija

\* ymmärtää, että puheviestintä on keskeinen osa ammatillista osaamista ja menestyksellisen toiminnan perusta suomalaisessa elinkeinoelämässä.

\* oppii analysoimaan ja kehittämään omia vuorovaikutus- ja esiintymistaitojaan erityisesti suomalaisessa asiakaspalvelu-, asiantuntija- ja esimiestehtävissä.

\* hallitsee ryhmässä toimimisen ja henkilökohtaisen vaikuttamisen perusteet.

\* oivaltaa hyvän ja vakuuttavan suomen kielen merkityksen johtamisessa ja markkinoinnissa sekä tunnistaa suomalaisen viestintäkulttuurin erityispiirteitä.

Sisältö

Sisältö

- Vakuuttavan esiintymisen perusteet, mm. aseman merkitys, asianhallinta, vuorovaikutteisuus ja persoonallisuus
- Ensivaikutelman merkitys, mm. äänentuotto, nonverbaalinen ja verbaalinen viestintä
- Viestin tavoitteellisuus, kohdentaminen ja mukauttaminen
- Havainnollistaminen, argumentointi, innostaminen
- Vireystilan nousu esiintymisen onnistumisen tukena
- Kuunteleminen, kuuntelemisen tasot ja intensiteetti,
- Palaute ja esimiesviestinnän perusteet

Lisätiedot

Arvosana 1

Opiskelija pystyy nimeämään ja arvioimaan oman viestintänsä ominaispiirteitä ja tunnistaa viestintäprosessin osatekijät.

Opiskelija osallistuu yhteisön vuorovaikutustilanteisiin, vastaanottaa ja antaa palautetta.

Opiskelija tunnistaa yhteisöjen vuorovaikutustilanteiden ominaispiirteet.

Opiskelija tunnistaa viestintätaidot osana ammattitaitoaan.

Arvosana 3

Opiskelija pystyy arvioimaan omaa viestintäosaamistaan ja muodostamaan viestinnällisiä kehittämistavoitteita. Opiskelija ymmärtää viestintätaitojen merkityksen ammatillisessa toiminnassa.

Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä tarkoituksenmukaisesti. Opiskelija toimii tavoitteellisesti alan vuorovaikutustilanteissa ja tuntee yhteisön sisäisen ja ulkoisen viestinnän merkityksen.

Opiskelija viestii asiantuntijana jäsentyneesti, ymmärrettävästi ja kiinnostavasti sekä kohdentaa viestinsä vastaanottajan ja tilanteen mukaisesti. Opiskelija perustelee näkemyksensä.

Opiskelija tiedostaa kulttuurien vaikutuksen viestintätilanteissa.

#### Arvosana 5

Opiskelija haluaa ja osaa kehittää viestinnän taitojaan osana omaa ammattitaitoaan sekä pystyy viestimään tarkoituksenmukaisesti, luovasti ja persoonallisesti suomalaisessa viestintäkulttuurissa.

Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä analyttisesti ja pystyy mukauttamaan viestintäänsä tilanteen mukaan.

Opiskelija käyttää viestintätapoja luovasti ja hyödyntää viestintäkanavia tarkoituksenmukaisesti yhteisöjen sisäisissä ja ulkoisissa vuorovaikutustilanteissa.

Opiskelija viestii alansa asiantuntijana jäsentyneesti, ymmärrettävästi, vakuuttavasti ja kiinnostavasti. Opiskelija argumentoi vakuuttavasti.

Opiskelija tekee joustavasti yhteistyötä kulttuuritaustaltaan erilaisten ihmisten kanssa.

Opiskelija tukee muita viestintätilanteen osapuolia, luo rohkaisevan, luottamusta herättävän ja kannustavan viestinnän ilmapiirin.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

#### Arviointikriteerit

##### Arviointikriteeri - arvosana 1

#### Arvosana 1

Opiskelija pystyy nimeämään ja arvioimaan oman viestintänsä ominaispiirteitä ja tunnistaa viestintäprosessin osatekijät.

Opiskelija osallistuu yhteisön vuorovaikutustilanteisiin, vastaanottaa ja antaa palautetta.

Opiskelija tunnistaa yhteisöjen vuorovaikutustilanteiden ominaispiirteet.

Opiskelija tunnistaa viestintätaidot osana ammattitaitoaan.

##### Arviointikriteeri - arvosana 3

#### Arvosana 3

Opiskelija pystyy arvioimaan omaa viestintäosaamistaan ja muodostamaan viestinnällisiä kehittämistavoitteita. Opiskelija ymmärtää viestintätaitojen merkityksen ammatillisessa toiminnassa.

Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä tarkoituksenmukaisesti. Opiskelija toimii tavoitteellisesti alan vuorovaikutustilanteissa ja tuntee yhteisön sisäisen ja ulkoisen viestinnän merkityksen.

Opiskelija viestii asiantuntijana jäsentyneesti, ymmärrettävästi ja kiinnostavasti sekä kohdentaa viestinsä vastaanottajan ja tilanteen mukaisesti. Opiskelija perustelee näkemyksensä.

Opiskelija tiedostaa kulttuurien vaikutuksen viestintätilanteissa.

##### Arviointikriteeri - arvosana 5

#### Arvosana 5

Opiskelija haluaa ja osaa kehittää viestinnän taitojaan osana omaa ammattitaitoaan sekä pystyy viestimään tarkoituksenmukaisesti, luovasti ja persoonallisesti suomalaisessa viestintäkulttuurissa.

Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä analyttisesti ja pystyy mukauttamaan viestintäänsä tilanteen mukaan.

Opiskelija käyttää viestintätapoja luovasti ja hyödyntää viestintäkanavia tarkoituksenmukaisesti yhteisöjen sisäisissä ja ulkoisissa vuorovaikutustilanteissa.

Opiskelija viestii alansa asiantuntijana jäsenytyneesti, ymmärrettävästi, vakuuttavasti ja kiinnostavasti. Opiskelija argumentoi vakuuttavasti.

Opiskelija tekee joustavasti yhteistyötä kulttuuritaustaltaan erilaisten ihmisten kanssa.

Opiskelija tukee muita viestintätilanteen osapuolia, luo rohkaisevan, luottamusta herättävän ja kannustavan viestinnän ilmapiirin.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

# Svenska i hotell-, restaurang- och turismbranschen, 5 op - SWE2RZ005

Opintojakson kieli

Suomi

Osaamistavoitteet

Opintojakson suoritettuaan opiskelija

- osaa toimia ruotsin kielellä eri asiakas- ja vuorovaikutustilanteissa
- osaa käyttää ruotsin kieltä oman alan toimintaympäristössä.
- osaa tuottaa alalla tarvittavia yleisiä tekstejä ruotsiksi
- osaa esitellä yrityksen tuotteita ruotsiksi myyväällä ja asiakaslähtöisellä tavalla.
- osaa esitellä itsensä ja osaamisensa sekä kirjallisesti että suullisesti ruotsiksi

Sisältö

- Alan erilaiset asiakas- ja myyntipalvelutilanteet
- Gastronomista terminologiaa ja suomalaisesta keittiöstä kertomista
- Matkailijan Suomi
- Alan yrityksen, sen toimintojen ja henkilökunnan esittely
- Työelämän tärkeimmät suulliset viestintätilanteet
- Alan ammatillisia tekstejä ja liikeviestintää

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Oppimistavat

Tämän opintojakson osaamistavoitteet voi saavuttaa seuraavilla tavoilla:

- a. Lähiopetus ja siihen liittyvät tehtävät päivä- tai monimuotototeutuksena
- b. Kirjallinen (tentti) ja suullinen näyttö

Oppimateriaalit

Tuntityöskentelyn materiaalit sekä muu ohjaajien ilmoittama ja jakama materiaali.

Lisätiedot

Työelämäyhteydet:

Opintojakson sisällöt ovat työelämälähtöisiä ja -aiheisia.

Kansainvälisyys:

Opintojakson aihepiireissä tutustutaan pohjoismaisiin käytänteisiin, ja opiskelijaa rohkaistaan lähtemään vaihtoon tai työharjoittelun Pohjoismaihin. Opiskelija oppii pohjoismaisessa kulttuurissa toimimisesta.

Vastuopettajat

Arja Aktan-Helminen, Haaga

Anna Sarajas-Zino, Haaga

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojakson taso on B1. Opiskelijalla tulisi olla sellainen ruotsin kielen lähtötaso, jolla hän kykenee suoriutumaan opintojakson tavoitteista. Mikäli ruotsin tasotesti osoittaa heikompa lähtötasoa, suositellaan vapaavalintaisen Träna svenska -opintojakson suorittamista.

Arviointikriteerit

Arviointikriteeri - arvosana 1

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 1

Opiskelija osaa tuotoksessaan tyydyttävästi soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän osaa ammattikielen perusteita ja selviää helpoista asiakaspalvelu- ja myyntitilanteista. Tämän lisäksi hän pystyy tuottamaan yksinkertaisia liikeviestinnässä tarvittavia kirjallisia ja suullisia viestejä. Tämän opintojakson suoritettuaan opiskelija omaa julkisyhteisöjen henkilöstöltä vaadittavan tyydyttävän ruotsin kielen kirjallisen ja suullisen tason\*.

\*Opintojakson arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja opintojakson arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

Arviointikriteeri - arvosana 3

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 3

Opiskelija osaa tuotoksessaan soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän hallitsee ammattikielen sekä asiakaspalvelu- ja myyntitilanteissa tarvittavat ilmaisut. Tämän lisäksi hän hallitsee liikeviestinnässä tarvittavat kirjalliset ja suulliset taidot.\*

\*Opintojakson arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja opintojakson arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

Arviointikriteeri - arvosana 5

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 5

Opiskelija osaa tuotoksessaan luontevasti ja monipuolisesti soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän hallitsee erittäin hyvin ammattikielen sekä asiakaspalvelu- ja

myyntitilanteissa tarvittavat ilmaisut. Tämän lisäksi hän hallitsee erittäin hyvin liikeviestinnässä tarvittavat kirjalliset ja suulliset taidot.\*

\*Opintojakson arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja opintojakson arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

# Introduction to Finnish language 1, 2 cr - FIN1RZ004

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Learning outcomes

Upon successful completion of the course, the student

- can introduce oneself, give basic information about oneself and ask simple question
- can understand and use basic expressions and simple sentences in routine everyday situations
- is able to deal with everyday social situations and handle simple shopping situations
- is aware of the basic characteristics of the Finnish language, culture and habits
- is able to use the surrounding language environment to develop one's language skills.

Target level A1 (Common European Framework of Reference for Languages)

Contents

The course is an introduction to Finnish language and culture, and themes handled during this course are me and my everyday life.

- Pronunciation
- Greetings, basic small talk phrases
- Introducing oneself and telling about oneself
- Numbers, prices
- Weather, seasons, months, telling the time
- Asking questions and giving basic information in routine everyday situations
- Conjugation of some basic verbs
- Vocabulary and key phrases for everyday needs
- Describing people and objects in a simple way

Execution methods

Contact hours about 30 h (4 h / week): oral and written exercises individually and in pairs, group work

Independent studies about 45 h (5-6 h / week): homework and preparation for lessons, exams and assignments

Learning materials

- material provided by teacher

Further information

Teacher responsible

Laura Uusitalo



This is a supporting course for those students who don't yet have required starting level for the first compulsory course. Therefore you cannot use RPL method for this course.

Starting level and linkage with other courses

Starting level and linkage with other courses:

No previous knowledge of Finnish language required

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student knows some basic characteristics of Finnish language, and is able to understand some basic vocabulary in everyday situations.

The student can use familiar everyday expressions and very basic phrases. He/she can interact in a very simple way in everyday situations.

The student has limited motivation to take responsibility for his/her learning process. He/she is able to deal with some of the communicative situations handled during the course.

Assessment criteria - grade 3

Grade 3

The student knows most basic characters of Finnish language and understands familiar everyday expressions and very basic phrases in everyday situations well.

The student can use familiar everyday expressions and very basic phrases well. He/she can interact in a simple way in everyday situations.

The student is partly motivated to take responsibility for his/her learning process. He/she can somewhat master the communicative situations handled during the course.

Assessment criteria - grade 5

Grade 5

The student knows basic characters of Finnish language and understands and uses familiar everyday expressions and very basic phrases very well.

The student can understand and use familiar everyday expressions and very basic phrases very well. He/she can interact in a simple way in everyday situations.

The student is fully motivated to take responsibility for his/her learning and participates actively. He/she can fully master the communicative situations handled during the course.

Evaluation criteria, approved/failed

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5

# Introduction to Finnish language 2, 3 cr - FIN1RZ005

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Learning objectives

Upon successful completion of the course, the student:

- is able to deal with everyday social situations
- increases his/her knowledge of the basics of Finnish language and culture
- can understand and use basic expressions and simple sentences in routine everyday situations

Target level A1+ (Common European Framework of Reference for Languages)

Contents

The course is a continuation of FIN1RZ004. It is an introduction to the Finnish language and the Finnish society. The themes handled during this course are me, my family and daily life.

- Telling about oneself and some personal matters
- Partitive forms of nouns
- Possessive clauses
- Time expressions
- Verb conjugation in present tense, types 1 - 5
- Consonant gradation in verbs

Execution methods

Contact hours 32 h (4 h / week): oral and written exercises individually and in pairs, group work  
Independent studies 48 h (6 h / week): homework and preparation for lessons, exams and assignments.

Learning materials

learning material provided by teacher

Further information

Teacher responsible

Laura Uusitalo

This is a supporting course for those students who don't yet have required starting level for the first compulsory course. Therefore you cannot use RPL method for this course.

Starting level and linkage with other courses

Starting level and linkage with other courses

Introduction to the Finnish Language 1 (FIN1RZ004) or A1.1

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student knows some basic characteristics of Finnish language, and is able to understand some basic vocabulary in everyday situations.

The student can use familiar everyday expressions and very basic phrases. He/she can interact in a very simple way in everyday situations.

The student has limited motivation to take responsibility for his/her learning process. He/she is able to deal with some of the communicative situations handled during the course.

Assessment criteria - grade 3

Grade 3

The student knows most basic characters of Finnish language and understands familiar everyday expressions and very basic phrases in everyday situations well.

The student can use familiar everyday expressions and very basic phrases well. He/she can interact in a simple way in everyday situations.

The student is motivated to take responsibility for his/her learning process. He/she can somewhat master the communicative situations handled during the course.

Assessment criteria - grade 5

Grade 5

The student knows basic characters of Finnish language and understands and uses familiar everyday expressions and very basic phrases very well.

The student can understand and use familiar everyday expressions and very basic phrases very well. He/she can interact in a simple way in everyday situations.

The student is fully motivated to take responsibility for his/her learning and participates actively. He/she can master the communicative situations handled during the course.

Evaluation criteria, approved/failed

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

# Finnish for Hospitality and Tourism Industry, 3

## cr - FIN2RZ001

Course unit language

English

Learning objectives

Learning outcomes

The course introduces the foreign students to the Finnish language and its grammar needed in hospitality and tourism industry. Upon successful completion of the course the student can talk about his/her job in Finnish and deal with simple situations likely to arise when traveling, or working in assistant tasks within hospitality and tourism industry.

The course is targeted to hospitality management students

Contents

Vocabulary and phrases in hospitality and tourism industry (dishes, menus, kitchen verbs, booking terminology, simple e-mails to and from customers)

Basics of the object

Plural partitive in all noun types

Basics of the conditional mood

Execution methods

Contact lessons 24 h

Independent work 56 h

- Discussion and oral presentations
- Reading and written assignments
- Tests

OR

Recognition of Prior Learning (=RPL)

The student may compensate the course on the basis of a level test. The student must show sufficient knowledge and skills to receive the credits. The level test is assessed on a scale 1-5.

Learning materials

- Gehring, S.& Heinzmann, S. 2013. Suomen mestari 1, Suomen kielen oppikirja aikuisille, Finn Lectura. Helsinki, chapters 8 - 9

- hospitality related material provided by the lecturer

Further information

Teacher responsible

Laura Uusitalo

Starting level and linkage with other courses

The course is targeted to hospitality management students

Prerequisites:

Basics of Finnish for Hospitality and Tourism or equivalent level in the proficiency test.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student has a passable command of standard oral and written Finnish on general topics. The student is able to communicate in some of the situations he/she is likely to encounter.

Assessment criteria - grade 3

Grade 3

The student has a satisfactory command of standard oral and written Finnish on general topics. The student is able to communicate in many of the situations he/she is likely to encounter.

Assessment criteria - grade 5

Grade 5

The student has a satisfactory understanding of standard oral and written Finnish on hospitality and tourism topics. He/She is able to communicate at least passably in most situations he/she is likely to encounter.

Evaluation criteria, approved/failed

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

Active participation

Oral and written assignments exam

Final exam

# Basics of Finnish for Hospitality and Tourism, 5

## cr - FIN2RZ003

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

This course develops student's ability to understand and use Finnish language further and activates the language skills learned earlier. The purpose is that students will be encouraged and able to use Finnish in everyday situations.

Upon successful completion of the course, the student is able to

- communicate in simple everyday situations requiring exchange of information on familiar matters
- understand conversations on basic, everyday subjects
- know the main difference between spoken and written Finnish
- deal with simple situations likely to arise when traveling
- tell about his/her home and his/her job
- tell about his/her hobbies and free time
- express his/her feelings.

Contents

This course increases student's knowledge of Finnish language and culture. The purpose is for students to achieve basic language skills that enable them to cope in everyday situations and participate in everyday communication. Themes handled during this course are everyday life, home and traveling, food and drinks, celebrating different holidays in Finland and elsewhere, work and free time. The grammar studied during this course:

- Consonant gradation and other changes (in the stem) of nouns and verbs
- Local cases of nouns (Where? Where from? Where to?)
- T-plural
- Pronouns
- Partitive plurals
- Ordinary numbers
- Postpositions
- Basics of the object
- Some word types

Execution methods

Contact hours: oral and written exercises individually and in pairs, group work

Independent studies: homework and preparation for lessons, exams and assignments

## Learning materials

### Course materials:

- Gehring, Sonja & Heinzmann, Sanni: Suomen mestari 1. Finn Lectura. Helsinki. Chapters 5-8.  
(Required)

Finnish-English-Finnish Dictionary (Recommended)

- other material provided by the teacher

### Further information

### Teacher responsible

Laura Uusitalo

### Starting level and linkage with other courses

Introduction to the Finnish Language 1 (FIN1RZ004), Introduction to the Finnish Language 2 (FIN1RZ005)

Upon successful completion of the course, the student should be on their own way to level A2 in most of the language skill areas - speaking, listening, reading and writing. Level descriptions can be found at [http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Global\\_scale/global\\_scale.pdf](http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Global_scale/global_scale.pdf)

### Assessment criteria

#### Assessment criteria - grade 1

##### Grade 1

The student knows some of the basic Finnish vocabulary, and is able to understand some basics in texts and spoken Finnish in everyday situations. He/she knows a few basic differences between spoken and written Finnish.

The student can somewhat use the vocabulary and grammar handled during the course. He/she has limited capability to interact in simple everyday situations.

The student has limited motivation to take responsibility for his/her learning process. He/she is able to deal with some of the communicative situations handled during the course.

#### Assessment criteria - grade 3

##### Grade 3

The student knows and understands basic Finnish vocabulary and understands basics in texts and spoken Finnish in everyday situations. He/she knows differences between spoken and written Finnish.

The student can use the vocabulary and grammar handled during the course. He/she is capable to interact in simple everyday situations.

The student is motivated to take responsibility for his/her learning process. He/she can somewhat master the communicative situations handled during the course.

#### Assessment criteria - grade 5

##### Grade 5

The student knows and understands basic Finnish language well. He/she understands basic texts

and spoken Finnish in everyday situations very well. He/she knows the main differences between spoken and written Finnish.

The student can very well use the vocabulary and grammar handled during the course. He/she is fully capable and confident to interact in simple everyday situations.

The student is fully motivated to take responsibility for his/her learning and participates actively. He/she can master the communicative situations handled during the course.

Evaluation criteria, approved/failed

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

Assessment components:

Active participation in lessons

Small tests and/or assignments

Final examination



# Finnish for working purposes 1, 3 cr - FIN1RZ002

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Learning objectives

Upon successful completion of the course, the student

- can tell about his/her past and introduce his/her own culture or other topics of interest
- is able to make a presentation in Finnish
- has got improved vocabulary within the customer service communication, and also the knowledge of Finnish grammar
- is able to communicate with working colleagues in Finnish

Contents

Contents

- Conditional mood
- Past tense: forms and use
- Writing and reading emails in Finnish
- Getting acquainted with current topics by using Internet in Finnish

Execution methods

Contact lessons 24 h

Independent work 56 h

- Discussion and oral presentations
- Reading and written assignments
- Tests

OR

Recognition of Prior Learning (=RPL)

The student may compensate the course on the basis of a level test. The student must show sufficient knowledge and skills to receive the credits. The level test is assessed on a scale 1-5

Learning materials

provided by the lecturer

Further information

Teacher responsible

Laura Uusitalo

Starting level and linkage with other courses

The course is targeted to hospitality management students who have completed

Finnish for Hospitality and Tourism Industry (FIN2RZ001)

or the documented skills on level A.2.1 for example in the Finnish Level Test in Haaga-Helia (see Common European Framework of Reference for Languages)

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student

has a passable command of standard oral and written Finnish on hospitality and tourism topics.  
is able to communicate in some of the situations he/she is likely to encounter.

Assessment criteria - grade 3

Grade 3

The student

has a satisfactory command of standard oral and written Finnish on hospitality and tourism topics  
is able to communicate in many of the situations he/she is likely to encounter.

Assessment criteria - grade 5

Grade 5

The student

has a good command of standard oral and written Finnish on hospitality and tourism topics.  
is able to communicate in most situations he/she is likely to encounter.

Evaluation criteria, approved/failed

Assessment

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

# Finnish for working purposes 2, 3 cr - FIN1RZ003

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon successful completion of the course, the student

- has learned how to serve customers within hospitality and tourism
  - has basic understanding of formal telephone conversations in Finnish
  - is familiar with current topics in the hospitality and tourism field through (simplified) newspaper articles, tv and radio and other up-to-date sources (Internet)
- ~can understand job advertisements of his/her own field in Finnish  
~knows how to write CV and job application in Finnish

Contents

Contents

- Hospitality and tourism related grammar and vocabulary
- Texts and conversation about current topics
- Studies, work experience
- CV
- Job interview
- Presentation or oral summary

Execution methods

Contact lessons 24 h

Independent work 56 h

- Discussion and oral presentations
- Reading and written assignments
- Tests

OR

Recognition of Prior Learning (=RPL)

The student may compensate the course on the basis of a level test. The student must show sufficient knowledge and skills to receive the credits. The level test is assessed on a scale 1-5.

Learning materials

provided by the lecturer

Further information

Teacher responsible

Laura Uusitalo

Starting level and linkage with other courses

The course is targeted to hospitality management students

Prerequisites:

Finnish for Working Purposes 1 or equivalent level in the proficiency test.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student has a passable command of standard oral and written Finnish on general and some field-specific topics.

The student is able to communicate in some situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish with the little help of a native speaker.

Assessment criteria - grade 3

Grade 3

The student has a satisfactory command of standard oral and written Finnish on general and some field-specific topics.

The student is able to communicate in many situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

Assessment criteria - grade 5

Grade 5

The student has a good command of standard oral and written Finnish on general and some field-specific topics.

The student is able to communicate in most situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

Evaluation criteria, approved/failed

Assessment

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

# Träna svenska, 2 op - SWE8HA001

Opintojakson kieli

Suomi

Osaamistavoitteet

Opintojakson tavoitteena on palauttaa mieleen ruotsin kielen keskeiset rakenteet, ja luoda edellytykset varsinaisten kieliopinopintojen aloittamiselle.

Sisältö

- Kieliopin keskeiset rakenteet
- Sanastoharjoituksia

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

a) Lähiopetustoteutus:

Lähiopetus ja tentti 27 h

Itsenäinen opiskelu 25 h

Oman oppimisen arviointi 1 h

b) Monimuotototeutus:

Lähiopetus ja tentti 16 h

Itsenäinen opiskelu 36 h

Oman oppimisen arviointi 1 h

Opintojakso perustuu lähiopetuksessa tehtäviin kirjallisiin ja suullisiin harjoituksiin sekä itsenäiseen opiskeluun lähiopetuksen ulkopuolella. Opintojaksolla edellytetään aktiivista osallistumista lähiopetukseen sekä tentin suorittamista hyväksytysti.

Ruotsin kieltä aktivoidaan lähiopetuksessa harjoittamalla monipuolisesti kielitaidon eri osa-alueita.

Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

Lisätiedot

Opintojakson suoritettuaan opiskelija tunnistaa oman viestintäkuvansa ja osaa kehittää sitä.

Opintojakson aihepiireissä tutustutaan pohjoismaisiin käytänteisiin.

Vastuuopettajat:

Arja Aktan-Helminen, Haaga

Anna Sarajas-Zino, Haaga

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojakson taso on A2. Opiskelija jolla on ruotsin tasotestistä hylätty suoritus, ohjataan Träna svenska –opintojaksolle.

Arviointikriteerit

Arviointikriteeri, hyväksytty/hylätty

Opintojakso arvioidaan asteikolla hyväksytty/hylätty.

Hyväksytty suoritus

Opiskelija osaa ruotsin kielen perusrakenteita ja -sanastoa. Hän kykenee muodostamaan helppoja lauseita ja fraaseja sekä tunnistaa keskeiset ruokasanat ruotsiksi. Hän selviytyy helpoista vuorovaikutustilanteista, kuten kahvilassa ja kaupassa asioimisesta. Hän osaa myös kertoa itsestään ja perheestään.

Arviointi perustuu tenttiin sekä aktiivisuuteen ja jatkuvaan näyttöön.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

# **Research and Innovation Methods, 5 cr - MET1RZ400**

Course unit language

English

Upcoming implementations

# Hospitality and Tourism Certifications (2020), 2

**cr - WOR1RZ004**

Course unit language

English

Learning objectives

Upon completion of the course, the student is able to:

- understand the rules and regulations of alcohol service in restaurants
- understand the importance of food hygiene in the hospitality industry. Student knows basics of microbiology, food poisoning, hygienic working methods, personal hygiene, cleaning, in-house control and legislation

Contents

Licensing Regulations [Licensing supervisor status]

- Hygiene Proficiency [Hygiene passport]

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.



# Hospitality Law, 5 cr - LAW1RZ003

Course unit language

English

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon successful completion of the course, the student is able to

- know Package travel regulations
- have the ability to evaluate and produce relevant information for online sales of Travel Industry Products
- understand and operate with business-to-business agreements with the emphasis on proactive legal care
- know relevant Labour law norms and practices in the Industry
- know Data protection rules and Basic Intellectual Property Rights

Contents

The course covers a broad range of legal issues to provide a fundamental overview of hospitality and tourism practice:

- Package Travel legislation and standard terms in the Industry
- Hotel and Restaurant franchising, Hotel Management Agreements, Licencing
- Consumer Protection vis-à-vis Business-to-Business transactions
- Field specific regulation of online sales and marketing
- Data protection
- IPR protection and online distribution of protected materials
- Employment relationship and employer obligations. i.e. salaries, collective agreements, annual holidays, family leaves, sick leaves, termination of employment relationship (individual and collective grounds)
- Working hours regulation and employee protection
- Regulatory employer obligations/compliance

Execution methods

The learning goals of this course can be reached in the following ways:

Contact lessons with a case-method /active participation and self-directed learning. Assessing one's own learning is a compulsory part of the course.

Learning materials

In Moodle

Further information

In this course learning activities include a global/international perspective. International speakers if and when available.

Starting level and linkage with other courses

None

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student is able to

roughly apply predetermined rules of law in Hospitality Industry to simple cases.

identify the most important implementation procedures of labour law and the central parts of other fields of law covered during the course.

seek predetermined materials from legal databases.

Assessment criteria - grade 3

Grade 3

The student is able to

describe basic rules of law in Hospitality Industry and roughly apply them to simple cases.

approximately describe the implementation of labour law and other fields of law covered during the course.

independently seek information on a predetermined topic from legal databases.

Assessment criteria - grade 5

The student is able to

describe Basic rules of law in Hospitality Industry and apply them independently to simple cases.

independently describe the implementation of Labour law and other fields of law covered during the course.

independently seek reliable information on fields of law covered during the course.

# Basics of Mathematics & Excel, 3 cr - T001RZ004

Course unit language

English

Learning objectives

After completing the course, the student will be able to

- pose good skills and hands-on expertise in basic business mathematics tools
- know the principles of how to use excel spreadsheet
- understand and produce basic business mathematical formulas such as percentages, yields, etc.
- effectively perform and express in the standard way the basic financial and statistical functions
- understand special accounting terminology and the key figures of the hotel, restaurant and tourism industry and can put them into practical use

Contents

This course will involve the following activities

- Doing exercises involving the basic mathematical functions
- Working with and understanding Excel spreadsheets
- Applying the basic mathematical and financial functions to spreadsheets
- Working with standard business calculations and reports such as percentages, yields and the income statement
- Getting an overview through practical exercises as to how these things all interrelate

Execution methods

Strong focus on the mathematical skills needed by managers, as well as the mathematical and technical skills needed to implement them effectively.

Focus on how to become competent user of Excel.

Assessing one's own learning is a compulsory part of the course.

Learning materials

Materials provided by teacher.

Starting level and linkage with other courses

Basic level of English comprehension

Assessment criteria

Assessment criteria - grade 1

The student had as passing understanding of the mathematical and technical skills needed for managers and can to some degree understand and produce the relevant information, but with a fair number of errors.

Assessment criteria - grade 3

The student had as good understanding of the mathematical and technical skills needed for managers and can understand and produce the relevant information effectively, although with some errors.

Assessment criteria - grade 5

The student has an excellent understanding of the mathematical and technical skills needed for managers and can effectively understand and produce the relevant information with few or no errors.

# Basic presentation Skills & tools, 3 cr - T001RZ005

Course unit language

English

Learning objectives

Upon completion of the course students:

- Understand key concepts for the creation of presentations
- Have command of the various software/online presentation options
- Can develop and give presentations in front of a live audience
- Are familiar with video presentations or CVs created by mobile phones

Contents

- Microsoft Office Word & Powerpoint
- Prezi and other online animation techniques
- Presentation one on one evaluations
- Tutorial about common fears of live presentations
- Basics of mobile phone video taping

Execution methods

Pre-testing

Lectures, in class and homework exercises and assignments, and video evaluations

Assessing one's own learning is a compulsory part of the course.

Learning materials

All materials will be provided in the course

Further information

Presentations are developed and evaluated with a global audience in mind.

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Assessment criteria

Assessment criteria - grade 1

Grade 1

Participation in class and completion of final presentation.

Assessment criteria - grade 3

Grade 3

Active participation in class exercises and completion of final presentation according to some of the stated instructions.

Assessment criteria - grade 5

## Grade 5

Above plus final presentation is performed in a confident, professional and convincing manner. The presentation's content also demonstrates the student's understanding of the topic and its presented in a way that keeps the audiences attention. Student has also completed a video CV ad has had a one on one evaluation of their presentation style.

Evaluation criteria, approved/failed

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

# Operational Project, 3 cr - LEA1RZ002

Course unit language

English

Teachers

Violeta Salonen

Upcoming implementations

No upcoming implementations yet.

Learning objectives

The aim of the course is to introduce the student to job performance and co-operation in a project setting. After completing the course requirements, the student will

be familiar with project work and will have worked in a project group  
understand the significance of details in a successful customer service process  
be able to work in a self-directed way in his/her project group  
have acquired an aptitude for managerial work in multicultural work environments  
be familiar with practices of working life in project/process management and is able to operate in work communities  
be able to execute operational level project work

Contents

Introduction to project management  
Introduction to process management  
Project plan design  
Role of interpersonal skills in project work  
Project organisations, organisational theories  
Plan and execute a operational project in a specific industry context

Execution methods

Lectures and examination, self-study and project work in class and in the chosen company.

Learning materials

All materials will be provided through Moodle

Further information

The course is conducted in the HOTEEM -program with a mix of international students and exchange students. If possible, course assignment will be conducted in co-operation with the hospitality and/or tourism industry as a development project according to the student's choice of orientation.

Starting level and linkage with other courses

Experience Economy in Hospitality and Tourism (9 credit course) to be taken before.

Assessment criteria

Assessment criteria - grade 1

Recognizes project plan elements and duties & responsibilities and roles for project manager and for team members.

Assessment criteria - grade 3

Can design project plan for a small scope project, using adequate methods and tools. Recognizes risks and some method of managing risk. Can act as a productive member in a project group.

Assessment criteria - grade 5

Shows ability to act as project manager and to administer project tool towards achieving goals. Can assess risk and evaluate success. Is able to use project management methods in improving business operations.



# Supervisory Project, 3 cr - LEA1RZ003

Course unit language

English

Learning objectives

Upon completion of the course, the student will

- be familiar with project work and will have worked in a project group
- understand the significance of details in a successful customer service process
- be able to work in a self-directed and responsible way in his/her project group
- understand and support managerial work in multicultural work environments
- recognize practices of working life in project/process management and is able to critically analyze

project execution against set goals

Contents

- Project plan design
- Tools for planning and follow-up
- Role of interpersonal skills in project work
- Utilizing skills and knowledge in project groups
- Project organisations, organisational theories
- Integrating approaches to hospitality industry development

Execution methods

The learning goals of this course can be reached in the following ways:

- a. Lectures and related assignments as part-time studies, full-time studies or intensive studies
- b. Participation in a working life project or another project
- c. Exam and/or learning assignment(s)

Assessing one's own learning is a compulsory part of the course.

Further information

Working life connections

This course involves a project work commissioned by an external company or the learning institute.

Internationality

The course is conducted in HOTEEM-program with a mix of international students and exchange students.

Starting level and linkage with other courses

Starting level and linkage with other courses

Recommended to be studied after the course Operational Project.

Assessment criteria

Assessment criteria - grade 1

The student can identify key elements of project management. S/he can operate one project management program assisted. S/he identifies different approaches to hospitality industry development.

Assessment criteria - grade 3

The student can produce a project plan and a final report. S/he can plan and evaluate the use of resources in a successful project. S/he can make a preliminary budget for a project.

Assessment criteria - grade 5

The student can critically evaluate results and execution of a project. S/he can independently manage and report projects with set goals. S/he can analyze benefits against costs in a hospitality project.

Evaluation criteria, approved/failed

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

# Managerial Project, 5 cr - LEA2RZ005

Course unit language

English

Teachers

Upcoming implementations

No upcoming implementations yet.

Learning objectives

Upon completion of the course, the student is able to

- to apply his/her expertise in the field of hospitality to a project to be constructed
- to work with the representatives of project stakeholders
- to recognize versatile project working methods
- to use project management skills as a part of the development project
- to evaluate the results of the project

Contents

- Project-oriented business development in the hospitality industry
- Cooperation with stakeholders of the industry
- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

Execution methods

Process planning and project management in teams of four students.

Assessing one's own learning is a compulsory part of the course.

Further information

Working life connections

Course will include a hospitality industry-based project.

Internationality

Project is focused on international managerial organizations in hospitality business

Starting level and linkage with other courses

Recommended to be studied after the course Supervisory Project.

Assessment criteria

Assessment criteria - grade 1

Student is able to name different project methods

Student is participating in the project team work

Assessment criteria - grade 3

Student is able to work as a responsible team member

Student is able to use his/her in hospitality business knowledge in project implementation

Student is able to analyse results of the project

Assessment criteria - grade 5

Student shows project management and team leadership skills

Student is able to combine his/her hospitality business expertise to each phase of the business development project

Student is able to formulate an assessment criteria for implementation and results of the project

Evaluation criteria, approved/failed

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

# Tourism Destination Project 1, 3 cr - T0U1ZL001

Course unit language

English

Learning objectives

- apply his/her travel and tourism expertise in the tourism destination project
- work with the representatives of project stakeholders
- recognize versatile project working methods
- use with project management skills as a part of development project
- evaluate the results of the project

Contents

- Project-oriented business development in travel and tourism industry
- Cooperation within travel and tourism cluster
- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

Execution methods

The learning goals of this course can be reached in the following way:

a. Lectures and related assignments as full-time studies.

Assessing one's own learning is a compulsory part of the course

To recognize a student's prior learning, please contact teacher in the previous spring semester.

Learning materials

Available via Moodle at the start of the course.

Starting level and linkage with other courses

To be studied together with the course T0U3ZL001 Crafting Travel and Tourism Experience Products.

Assessment criteria

Assessment criteria - grade 1

Student is able to name different project methods. Student is participating in the project team work.

Assessment criteria - grade 3

Student is able to work as responsible team member. Student is able to use his/her travel and tourism knowledge in business development project implementation. Student is able to analyse results of the project.

Assessment criteria - grade 5

Student shows project management and team leadership skills. Student is able to combine his/her travel and tourism expertise to each phase of the business development project. Student is able to formulate an assessment criteria for implementation and results.

# Tourism Destination Project 3, 2 cr - TOU1ZL003

Course unit language

English

Learning objectives

Learning objectives

Upon completion of the course, the student is able to

- apply his/her travel and tourism expertise in the tourism destination project
- work with the representatives of project stakeholders
- recognize versatile project working methods
- use with project management skills as a part of development project
- evaluate the results of the project

Contents

Contents

- Project-oriented business development in travel and tourism industry
- Cooperation within travel and tourism cluster
- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

Starting level and linkage with other courses

To be studied together with the course TOU3ZL002 Strategic Alliances at the Destination Level or as an individual project agreed with the supervisor responsible.

Assessment criteria

Assessment criteria - grade 1

Grade 1

Student is able to name different project methods. Student is participating in the project team work.

Assessment criteria - grade 3

Grade 3

Student is able to work as responsible team member. Student is able to use his/her travel and tourism knowledge in business development project implementation. Student is able to analyse results of the project.

Assessment criteria - grade 5

Grade 5

Student shows project management and team leadership skills. Student is able to combine his/her travel and tourism expertise to each phase of the business development project. Student is able to formulate an assessment criteria for implementation and results.

# Travel Business Project 1, 3 cr - TRA1ZL001

Course unit language

English

Learning objectives

Learning objectives

Upon completion of the course, the student is able

- to apply his/her travel and tourism expertise in the travel business project
- to work with the representatives of project stakeholders
- to recognize versatile project working methods
- to use project management skills as a part of development project
- to evaluate the results of the project

Contents

Contents

- Project-oriented business development in travel and tourism industry
- Cooperation within travel and tourism cluster
- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

Execution methods

Learning methods

The learning goals of this course can be reached in the following ways:

- a. Participation in a working life project or another project
- b. Develop models to include study-time work experience in the studies

Assessing one's own learning is a compulsory part of the course.

Starting level and linkage with other courses

To be studied together with the course TRA3ZL001, Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student is able to name different project methods. S/he is participating in the project team work.

Assessment criteria - grade 3

Grade 3

The student is able to work as a responsible team member. S/he is able to use his/her travel and tourism knowledge in business development project implementation. The student is able to analyse the results of the project.



## Assessment criteria - grade 5

### Grade 5

The student shows project management and team leadership skills. S/he is able to combine his/her travel and tourism expertise to each phase of the business development project. The student is able to formulate an assessment criteria for implementation and results.

# Travel Business Project 3, 2 cr - TRA1ZL003

Course unit language

English

Learning objectives

Upon completion of the course, the student is able

- to apply his/her travel and tourism expertise in the strategic travel business project
- to work with the representatives of project stakeholders
- to recognize versatile project working methods
- to use project management skills as a part of development project
- to evaluate the results of the project

Contents

- Project-oriented business development in travel and tourism industry
- Cooperation within travel and tourism cluster
- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

Execution methods

The learning goals of this course can be reached in the following ways:

a. Participation in a project and reporting the process

Assessing one's own learning is a compulsory part of the course.

Starting level and linkage with other courses

To be studied together with the course TRA3ZL002, Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business or as an individual project agreed with the supervisor responsible.

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student is able to name different project methods. S/he is participating in the project team work.

Assessment criteria - grade 3

Grade 3

The student is able to work as responsible team member. S/he is able to use his/her travel and tourism and strategic management knowledge in business development project implementation. The student is able to analyse the results of the project.

Assessment criteria - grade 5

## Grade 5

The student shows project management and team leadership skills. S/he is able to combine his/her travel and tourism expertise and strategic thinking to each phase of the business development project. The student is able to formulate an assessment criteria for implementation and results.

# Work Placement 1, 15 cr - PLA6RZ001

Course unit language

English

Learning objectives

- The objective of the basic placement is to acquaint the student with industry-related operations, customer service and tasks.
- The placement will enhance previous know-how and allow the student to evaluate the relevant standards; working methods and his/her own eligibility in the industry.
- The student will also develop self-evaluation and observation skills.

Contents

- During the first academic year, the student is required to complete a minimum of 375 hours of basic training.
- Previous experience and professional goals of the trainee are considered in each placement plan.
- Placement sites range from restaurants, meeting and sales services, restaurant kitchens and hotel receptions to service and maintenance jobs
- The student is required to keep a journal of his/her placement
- The requirements for the employer offering the practical training placement are that they nominate a supervisor for the student and reserve a necessary amount of time for introducing the student to, and guiding the student in, their work.
- The student keeps a work and training diary of the training and writes a training report on the basis of the diary entries. The length of report is about 8-10 pages.
- A training contract is made for the basic training between the company offering the placement and the Haaga-Helia UAS. The student usually does not receive any wages
- A training contract is made between the provider of the practical training placement and the Haaga-Helia UAS.

Execution methods

During the first academic year, the student is required to complete a minimum of 375 hours of basic training. This training period can be divided to three parts. 125 hours ( 5 cr) PLA6RZ003, 250 hours ( 10 credits) PLA6RZ004 & 5.

The placement orientation addresses issues regarding e.g. finding a placement job, a trainee's role at work and learning at work. During placement student should participate in a web-based placement discussion. After the placement period students will have to attend a feed-back session. Assessing one's own learning is a compulsory part of the course.

RPL option is possible

Further information

Working life connections and internationality

Placement jobs are located in hotel, restaurant and tourism businesses in Finland and abroad.

Starting level and linkage with other courses

Type: Compulsory

Starting level and linkage with other courses

None

Assessment criteria

Evaluation criteria, approved/failed

Assessment

Placement in the industry is assessed pass/fail.

# Work Placement 2, 15 cr - PLA6RZ002

Course unit language

English

Learning objectives

- Placement in a hotel, restaurant or tourism company aims to give the student experience of supervisory work and give them an opportunity to develop their supervisory skills by working as a responsible supervisor him/herself
- In addition, the student has an opportunity to learn the attributes which make a company successful
- Advanced placement in the Industry gives the student an opportunity to discover possible future career options. Work as a duty-manager, supervisor or team-leader in a Finnish or international hotel, restaurant or tourism company or organization.
- The placement will enhance previous know-how and allow the student to evaluate the relevant standards; working methods and their own eligibility in the industry
- The student will also develop self-evaluation and observation skills.

Contents

- During the second or third academic year the student is required to complete a minimum of 375 hours of advanced training
- Advanced training period can be combination of project and work
- Previous experience and professional goals of the trainee are considered in each individual placement plan.
- The requirements for the employer offering the practical training placement are that they nominate a supervisor for the student and reserve a necessary amount of time for introducing and guiding the student to, and guiding the student in, their work.
- Placement sites range from restaurants, meeting and sales services, restaurant kitchens and hotel receptions to travel business
- A training contract is made between the company offering the placement and Haaga-Helia UAS. The student usually does not receive any wages.

Working life connections and internationality

Placement jobs are located in hotel, restaurant and tourism businesses in Finland and abroad.

Learning methods

Execution methods

Training can be divided parts 5 credit=125 hours,10 credits= 250 hours or 375 hours 15 credits. The placement orientation addresses issues regarding e.g. finding a placement job, a trainee's role at work and learning at work. After the placement period students, will get feedback of the

report. Assessing one's own learning is a compulsory part of the course.

RPL process accepted

Further information

Level: Advanced work placement

Type: Compulsory

Starting level and linkage with other courses

Starting level and linkage with other courses

Work placement 1

Assessment criteria

Evaluation criteria, approved/failed

Advanced placement is assessed pass/fail. The student writes a training report on the basis of the diary entries. The report has two parts and the total length of report is about 8-10 pages.