

# Accommodation Sales and Customer Services

Code: FES2RB010E

Extent: 3 ECTS (81 h)

Timing: Semester 3-4

Language: English

Level: Professional studies

Type: Professional Specialisation Studies

## Prerequisites

Principles of Marketing and Sales and International Marketing Communications courses must be completed. This course is part of the concentration study: Accommodation Processes.

## Learning outcomes

The aim of the course is to provide the student with concrete capabilities for developing service processes in the accommodation department as well as in the sales office. The course perspective is that of a single hotel and the supervisor's role.

Upon successful completion the student will

- have insight into the supervisor's expertise, role and challenges in sales and customer service
- understands the customer oriented service- and sales processes and is able to analyse and develop them
- can plan, manage and measure the service experience and the service culture
- know how to develop customer relations, acquire new customers and understand the importance of customer relations
- have a solid understanding of marketing and sales in the hotel industry and can put these skills to practical use
- have good selling, argumentation and negotiation skills and is capable of closing a deal

## Course contents

- Customer oriented service- and sales processes and their development
- The components of a comprehensive service experience and good service culture
- Challenging customer situations
- Roles of reception and sales office, different job descriptions and the need for co-operation
- Sales work and its development in an accommodation business
- Accommodation sales to consumers and corporate sales
- Different sales occasions and events
- Hotel presentation

## Cooperation with the business community and other organisations

The student co-operates with an actual hotel in the different assignments.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and examinations 36 h

Self-studies 45 h

b) Part time learning:

Lectures and examinations 18 h

Self-studies 63 h

**Teacher with the main responsibility for the course**

Nina Ståhls, Haaga

**Course materials**

The study material will be announced by the teacher.

**Assessment criteria**

Learning assignments 60 %

Exam 25%

Active participation 15 %

# Advanced Placement in the Industry

Code: RWP6RB009A  
Extent: 10 ECTS  
Timing: 5. semester  
Level: work placement  
Type: compulsory

## Prerequisites

Advanced placement will be completed after the second academic year and it requires completion of the placement in the industry and summer placement.

## Learning outcomes

The objective of the advanced placement in the hotel and restaurant industry is to develop skills and expertise by working in demanding tasks that require responsibility and versatile knowledge, possibly in a managerial position. The placement will also enable the student to learn how success stories are created in accommodation and restaurant business. Working in the industry will help the student evaluate a variety of career planning options.

## Course contents

Advanced placement will be completed after the second academic year during the time period of the end of May to the end of October. The advanced placement job should include a minimum of eight weeks of working in a responsible task that requires versatile knowledge. The student should keep a journal of the placement and he/she must write a report after the placement. A teacher from the study programme will pay a visit on placement sites to discuss with the employer and the student (objective 80% of placement jobs in Finland).

## Cooperation with the business and international

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

## Teaching and learning methods

There will be several information sessions about the placement. Students will have opportunities to receive counselling in defining personal objectives before the placement period. Student will write his/her own journal during the placement and the report after the placement.

## Teacher with the main responsibility for the course

Taina Pallonen, Haaga

## Course materials

Advanced placement guide will be published annually in the student extranet. Making the Most of your Work Experience handbook is used in the information sessions where students define their personal objectives before the placement period.

## Assessment criteria

Advanced placement is assessed PASS or FAIL.

# Basics of Business Mathematics (excel)

Code: SOC1RB004  
Extent: 4 ECTS (108 h)  
Timing: Semester 1-2  
Language: English  
Level: Basic studies  
Type: Compulsory

## Prerequisites

No

## Learning outcomes

The main objective of the course is to introduce the student to business mathematics concepts and improve student's calculation skills. Exercises made by excel spreadsheet are included in the course. In addition, the student will be introduced to special accounting terminology used in the hotel, restaurant and tourism industry.

Upon successful completion of the course, the student

- Possesses good skills and hands-on expertise in basic business mathematics tools
- Knows the principles of how to use excel spreadsheet
- Understands the key figures of the hotel, restaurant and tourism industry and can put them into practical use
- Has a broad knowledge of how to implement basic financial calculations by spreadsheet

## Course contents

- Percentage calculations
- Simple interest calculations
- Compound interest calculations
- Time value of money
- Use of excel spreadsheet
- Applications of business mathematics in the hospitality industry

## Cooperation with the business community and other organizations

Applications are taken from hospitality industry.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 32 h

Self-studies 76 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 96 h

Studies include mainly practical exercises done excel spreadsheet.

## APL – Accreditation of Prior Learning

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.

**Teacher with the main responsibility for the course**

Hanna Moisio, Haaga

**Course materials**

Gaulter.B., Buchanan.L. 2001. Modular mathematics for GCSE. Oxford University Press. Oxford  
Pulkkinen.P., Holopainen.M., Keinänen.K. 2001. Business mathematics. Care & Share. Kuopio  
Lecture material

**Assessment criteria**

Examination 100 %

# Basics of Finnish

- Code: FIN8RB023
- Extent: 3 cr (80 h)
- Timing: period 4 (1st year students)
- Language: English, Finnish
- Level: Basic studies, target level A1-A2
- Type: compulsory

## Prerequisites

Previous Finnish skills are not required.

## Learning outcomes

The objective of the course is to provide students with basic knowledge of the Finnish language and culture. The student learns to understand the nature of Finnish and develops strategic skills of learning the language.

After successful completion of the course students will be able to

- understand and use short and simply-structured Finnish in everyday situations
- understand the basic nature of the language
- develop strategic skills of learning the language

## Course contents

- Pronunciation and basic structures (present tense, local cases, genitive and partitive case, conditional mood).
- Presenting oneself and others.
- Nationalities and countries.
- Home and family.
- Numbers and time.
- Hobbies and activities.
- Describing people and things.
- Food and menu.
- Basic customer service and hospitality.

## Teaching and learning methods

Discussion and oral assignments

Reading and short written assignments

Contact lessons 48 h

Independent work load 32 h

## Identifying and acknowledging previously acquired skills (AHOT)

The student may achieve the credits on the basis of previous skills by taking a skills test. The student must show sufficient knowledge to receive acknowledgement of his/her skills. Skills test assessment on a scale 1-5.

## Teacher/s with the main responsibility for the course

Aino Norrbacka, Haaga

## Course materials

White, Leila 2009. From start to Finnish. A short course in Finnish. Helsinki, Finn Lectura

Material given by the lecturer

Additional reading: Kenttälä, Marjukka 2000. Kieli käyttöön: suomen kielen alkeisoppikirja. Helsinki, Yliopistopaino.

**Assessment criteria**

Active participation (mandatory attendance  
80%)

Discussion and oral assignments 30 %

Reading and short written assignments 30%

Written exam 40 %

# Basics of Food Production

- Code: SOC2RB013C
- Extent: 3 ECTS (81 h)
- Timing: Semester 1 or 2
- Language: English
- Level: Basic studies
- Type: Compulsory

## Prerequisites

No prerequisites. This course is a part of Hospitality Services.

## Learning outcomes

The objective of this course is that the student will learn professional cookery based on business idea and customer orientation. The ingredients and their usage, characteristics and storage are introduced through the common meals of the different foodservice sectors. The student will get acquainted with food production methods and the use of machines and equipment in varying situations. Essential dishes, planning a dish and pricing it are introduced.

After completing this course the student

- has a good command of the basics of food production
- knows how to design menus and meals and has a good command of food, raw material and their qualities
- understands customer expectations behind the choice of food
- understands the nutritional, aesthetic and statutory quality of food

## Course contents

- Professional cookery as a part of business
- Common meal of the hospitality industry and their ingredients
- Machines, equipment, kitchen appliances and basic utensils
- Essential dishes
- Planning dishes and pricing

## Teaching and learning methods



It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 48 h

Self-studies 33 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 69 h

### **Alternative completions**

No alternative completions available.

### **Identifying and acknowledging previously acquired skills (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.

### **Teacher/s with the main responsibility for the course**

Markku Halmeenmäki, Haaga

Jari Karjalainen, Haaga

Birgitta Nelimarkka, Haaga

Outi Westman, Haaga

### **Course materials**

Morgan, J. L. 2006. Culinary Creation: an introduction to foodservice and world cuisine. Butterworth-Heinemann. Burlington, MA.

Campbell, J., Foskett, D. & Cesarani, V. 2008. Practical Cookery. Hodder Education. London.

Lecture slides, recipes, articles and other material given by the teacher

**Assessment criteria**

Examination 40 %

Assignments 50 %

Self-assessment and activity 10 %

# Basics of Human Behaviour

- Code: SOC1RB008
- Extent: 3 ECTS (81 h)
- Timing: Semester 1
- Language: English
- Level: Professional studies
- Type: compulsory

## Learning outcomes

The purpose of the course is to provide such a view to applied social psychology that students understand and are able to observe organizing as social phenomenon in a working place. Stress is given to themes which help students to reflect their self-efficacy both as a student and as an employee and to theories which can be applied to several functions, e.g. leadership, marketing and customer service.

- Understands the meaning of professional pride and identity
- Understands aspects of human behavior and is able to work and organize together with others in multi-disciplinary teams
- Takes other people into consideration in all human behavior
- Is capable of collaborative learning and sharing knowledge in teams and working communities

## Course contents

- People as social constructions and images of beliefs
- Managing people starts from myself
- Social perception
- Identity and personality
- Motivation and coping
- Individual in a group

## Connections with working and professional life

The course consists of co-operating with students' place of employment or other company/organisation operating in the business to meet the learning objectives.

## International

The course is conducted in HOSBA-programs with a mix of international students.

## Teaching and learning methods

a) Classroom learning:  
Lectures and Examination 24 h  
Self-studies 56 h

b) Part Time Learning:  
Lectures and Examination 14 h  
Self-studies 66 h

## Identifying and acknowledging previously acquired skills (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.

**Teacher/s with the main responsibility for the course**

Eija Kjelin, Haaga

**Course materials**

Will be announced later.

**Assessment criteria**

Examination 60 %

Participation and assignments 40 %

# Basics of Restaurant Services

- Code: SOC2RB013B
- Extent: 3 ECTS (81 h)
- Timing: Semester 1
- Language: English
- Level: Professional studies
- Type: compulsory

## Prerequisites

This course is part of the Hospitality Services module SOC2RB013.

## Learning outcomes

During this course the student will learn restaurant service methods so that he/she knows how to serve food and beverages in different environments.

Upon completion of the course student will

- be self-directed in his/her service processes
- show willingness to serve in a professional manner and understands that hospitality is one of the central values and success factors of the sector
- has a good command of daily customer service in several languages

## Course contents

Service methods and practices understanding customer needs

Furniture, fixtures and dishes

Restaurant etiquette

## Cooperation with the business community and other organisations

Company visits and visitors from business field

## International

Customer service in restaurants is analysed from multicultural point of view

## Teaching and learning methods

It is possible to complete the course based on classroom learning, part time learning.

a) Classroom learning:

Lectures and Examination 32 h

Self-studies 49 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 69 h

## Identifying and acknowledging previously acquired skills (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.

## Teacher/s with the main responsibility for the course

Sipponen Taru, Haaga

## Course materials

Lecture material.

Lillcrap, D. and Cousins, J. 2006. Food and Beverage Service. Hodder Arnold.

**Assessment criteria**

Examination 30 %

Assignment 50%

Classroom activity 20%

# Basics of Travel and Tourism Industry

Code: OJ SOC1RB002

Extent: 3 ECTS (81h)

Timing: Semester 1 or 2

Language: English

Level: Basic studies

Type: Compulsory

## Prerequisites

None

## Learning outcomes

The objective of the course is that a student will get acquainted with travel and tourism as a global, multi-form industry: one will be familiar with basic definitions and with the travel and tourism cluster, being able to paraphrase the roles of the sectors of travel and tourism industry. A student will understand impact of tourism and will be able to conduct one's behavior in a sustainable way.

## Student will

- Understand multi-form character of travel and tourism business (cluster)
- Understand local and global impact of tourism industry
- Take responsibility and has a good attitude to work with a long-term determination and interest

## Course contents

- Basic definitions and concepts
- Travel and tourism as a business, sectors and companies in cluster
- Global tourism flows
- Impact of tourism

## Cooperation with the business community and other organisations

Classes and assignments include industry-based examples and cases.  
Course program will include either a company visit, a study tour or a guest lecture.

### **International dimension**

Focus of the course is travel and tourism as a global phenomena. International examples and cases will be used.

### **Teaching and learning methods**

a) Classroom learning:

Lectures and Examination 24 h

Self-studies 57 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 69 h

### **Alternative completions**

None

### **APL – Accreditation of Prior Learning**

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.

### **Teacher/s with the main responsibility for the course**

Leena Grönroos, Haaga

### **Course materials**

Holloway, C. 2009 or 2006. The Business of Tourism. Longman.

Lecture material and internet pages will be given during the course.

### **Assessment criteria**

Will be given at the beginning of the course.



# Budgeting

Code: FES1RB002  
Extent: 3 ECTS (81 h)  
Timing: Semester 3-4  
Language: English  
Level: Basic studies  
Type: compulsory

## Prerequisites

Basics of Business Mathematics  
Financial Accounting and Reporting

## Learning outcomes

The student is able to draw up the main budgets of a hotel, restaurant and tourism business and be responsible for the budget monitoring of his/her area. The student will be able to utilize the spreadsheets when making financial calculations.

Upon successful completion of the course, the student

- Possesses good skills and hands-on expertise in financial planning and monitoring
- Knows the principles of budgeting and financing
- Understands the key figures of the hotel, restaurant and tourism industry and can put them into practical use
- Can interpret financial statements and has a knowledge of how to implement them by means of information technology
- Understands the difference between the planning of operational profit and cash management

## Course contents

- Forecasting methods
- Operational budgeting: budgeted income statement and variance analysis
- Cash budgeting
- Forecasted balance sheet

## Cooperation with the business community and other organisations

Students are encouraged to actively present their own thoughts and knowledge from their working experiences. All the assignments are working life related and based on practical cases.

## International

Throughout the course international accounting standards will be applied.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:  
Lectures and Examination 24 h  
Self-studies 56 h

b) Part Time Learning:  
Lectures and Examination 24 h  
Self-studies 56 h

Studies include mainly practical exercises done by excel spreadsheet.

## Identifying and acknowledging previously acquired skills (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.

**Teacher with the main responsibility for the course**

Pekka Heikkilä, Haaga

**Course materials**

Schmidgall, R. 2005. Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA.

And the other study material announced by teacher

**Assessment criteria**

Participation in classroom teaching (at least 80 % attendance)

Examination 100 %

# Business Planning and Simulation Game

Code: SMB2RB005

Extent: 5 ECTS (135h)

Timing Semester 5-6

Language: English

Level: Basic studies

Type: compulsory/ Professional Specialisation Studies (PSS)

## Prerequisites

- Budgeting,
- Business Start-Up in Hospitality and Tourism
- Minimum credit amount 100 ECTS

## Learning outcomes

The objective is to develop student's management skills and to combine theoretical knowledge to practical management situations and business planning. Course will also enhance student's project skills

Student will understand the "body and soul" of business management and operations

## Course contents

- Business environment analyses
- Business development
- Financial statement analysis
- Project learning

## Cooperation with the business community and other organisations

The course includes a case-study with a real-world company

## Teaching and learning methods

Project learning and learning by developing. Students will work in project teams. Business simulation game.

## Alternative completions

None

## APL – Accreditation of Prior Learning

Not possible

**Teacher/s with the main responsibility for the course**

Risto Karmavuo, Haaga

**Course materials**

Lecture material.

**Assessment criteria**

Assignment 80 %

Team evaluation 20 %

# Business Start-Up in Hospitality and Tourism

- Code: FES2RB007
- Extent: 4 ECTS (108 h)
- Timing: Semester 1,2,4, 5
- Language: English
- Level: Professional studies
- Type: Compulsory

## Learning outcomes

The objective is to give the student practical knowledge of issues related to establishing a restaurant business in Finland through case studies.

After completing the course student will

- understands the effectiveness and key figures of the hotel, restaurant and tourism industry and can put them into practical use
- understands from where and how operational profit is generated
- knows restaurant industry related legislation and its practical implementation
- understands the significance of work performance, co-operation, competence, principles of leadership and well-being
- Identifies potential customers and segments, understands and anticipates customer expectations and needs

## Course contents

- Definition and importance of small businesses, characteristics of entrepreneurs and intrapreneur
- Founding a Limited Company; Documents for Registration
- Basic Planning of a Restaurant Unit: Business premises, Rental Contract
- Making a Business Plan
- Taking Care of Other Compulsory Permissions

## Teaching and learning methods

- a) Classroom learning:

Lectures 30 h

Self-studies 78 h

b) Part Time Learning:

Lectures 10 h

Self-studies 98 h

Teaching is based on the case studies

**Teacher/s with the main responsibility for the course**

Juuso Kokko / Haaga

**Course materials**

Holopainen T. 2009. Establishing and doing business in Finland, Helsinki. Edita

Timmons J., Zacharakis A., Spinelli S. 2004. Business Plans that work, a guide for small business. McGraw-Hill. New York

And the other study material announced by teachers

**Assessment criteria**

Project group work 100 %

# Chinese for beginners 1

## Chinese for beginners 1 (0-level)

Course code: CHI8RB022

### Course content

- Pinyin transliteration system
- Vocabulary and sentence types from everyday conversation
- Daily small talk (greeting, how to introduce themselves by stating their names, nationalities, language skills, etc.)
- Chinese culture introduction

### Teaching and learning methods

- Interactive classroom activities
- Individual and pair work
- Home assignment in Model
- 80% mandatory attendance is required

**Teacher with the main responsibility for the course:**

**MS. Bo Dong**

**e-mail: [bo.dong@haaga-helia.fi](mailto:bo.dong@haaga-helia.fi)**

# Chinese for beginners 2

## Chinese for beginners 2

**Course code: CHI8RB023**

### Course content

- Course is designed for student who has taken Chinese for beginner 1.
- Review, 'recycling' and extension of content of Chinese for beginner 1.
- Further study of Chinese vocabulary, grammar and cultures.
- Necessary vocabulary and sentences in hospitality industry will be introduced.

### Teaching and learning methods

- Interactive classroom activities
- Individual and pair work
- Home assignment in Model
- 80% mandatory attendance is required

### Teacher with the main responsibility for the course:

**MS. Bo Dong**

**e-mail: bo.dong@haaga-helia.fi**



# Commercial Law

- Code: PTA1RH009
- Extent: 3 ECTS (81 h)
- Timing: semester 2
- Language: English
- Level: Basic studies
- Type: compulsory

## Learning outcomes

The objective of the course is to provide a basic understanding of the Finnish legal system especially parts that affect business operations and the EU legislation. An essential content is to acquaint the student with company law, consumer law and contract law which are relevant to the hotel, restaurant and tourism industry.

After successful completion of the course student will

- understand basics of the Finnish legal system and main principles of EU legislation
- have tools to identify and to a certain extent solve legal problems
- have an ability to see contracts as a tool for risk management and know basic principles of the relevant legislation
- have an ability to see certain business opportunities/problems from a legal point of view

## Course contents

- Legal systems and EU legislation
- Contract law
- Consumer protection and product liability
- Business-to-Business trade
- Marketing regulation and competition legislation
- Debt financing and security interests

## Connections with working and professional life

The course consists of co-operating with students' place of employment or other company/organisation operating in the business to meet the learning objectives.

## International

Student will acquaint her-/himself with international legal systems and learn to understand different legal approaches from the Finnish perspective.

## Teaching and learning methods

Classroom based learning 24 h

Independent work load 16 h

## Identifying and acknowledging previously acquired skills (AHOT)

The student may incorporate previously acquired skills in his/her degree by skills test.

## Teacher/s with the main responsibility for the course

Janne Jokinen, Haaga

**Course materials**

Case studies in lessons and additional material given by the lecturer.

**Assessment criteria**

Exam 80%

Assignment 20%

# Concept Based Product Development

- Code: SMB3RB013A
- Extent: 3 ECTS (81 h)
- Timing: Semester 5.-6.
- Language: English
- Level: Specialization studies
- Type: Professional Specialization Studies (PSS)

## Prerequisites

Managing Hotel Business Operations. The course is part of the Professional Specialization Studies Hotel Management.

## Learning outcomes

The aim of the course is to analyse existing business concepts and to build new concepts based on future challenges. The student understands that all business operations and products hold aesthetic qualities and have insight into style, taste and creativity in business operations. The idea of the course is to be proactive, future-oriented, creative and innovative, and to build on the students' ability to carry out concept development for future hospitality businesses.

Upon participating in the course the student

- Can anticipate changes, adapt to new situations and knows how to identify and create new opportunities
- Can make decisions and justify them
- Is familiar with the principles of consumer behavior, it's changes and development and can make use of them in developing products and services
- Can create services and products with a good experience

## Course contents

- Analyses of accommodation businesses
- Project work and managing teams
- Creative concept development
- Managerial presentation of development ideas

## Cooperation with the business community and other organizations

During the course the students utilize real-life accommodation businesses and analyze their operational reality.

International

The course is partly carried out with an international partner university.

## Teaching and learning methods

It is possible to complete the course based on classroom learning and part time learning:

a) Classroom learning:

Lectures and Examination 33 h

Self-studies 48 h

b) Part Time Learning:

Lectures and Examination 21 h

Self-studies 60 h

Introduction, classroom learning, student group assignments and presentations, exam and independent learning.

## **Teacher/s with the main responsibility for the course**

Ari Björkqvist, Haaga

## **Course materials**

Handout material by the teacher

Independent material search by student groups

## **Assessment criteria**

Managerial report and its presentation

Active participation in the student project

1-2

student

- operates in his/her group and in the managerial project passively
- is capable of fairly independent work in order to achieve the project goals
- recognizes the potential customers and target groups of the hotel under investigation
- recognizes the most important aspects of project management
- is capable of copying the most traditional solutions of hotel operation development recognizes the innovation process in product development

3-4

in addition to the above

- is capable of operating as a group member in projects
- is capable of explaining development trends shaping the hotel industry
- independently recognizes experience economy based service products
- is capable of carrying out and analyzing service product development

5

in addition to the above

- operates in his/her group and in the managerial project actively, in a target-oriented way and responsibly
- is capable of applying his/her skills in analyzing and developing accommodation business innovatively and creatively, also from an aesthetic point of view
- can lead a project
- is capable of producing in the student project customer-oriented service innovations for future hotel business

# Cross Cultural Business

## Cross Cultural Business

Course code: INT8RB020

Timing: Fall 2011

Language: English

Teacher: Wallace Reynolds

[Wallace.Reynolds@Haaga-Helia.fi](mailto:Wallace.Reynolds@Haaga-Helia.fi)

## AIMS AND OBJECTIVES

- To feel comfortable working with someone from another culture.
- To work effectively in a multi-cultural environment.
- To get a better understanding of your own culture.

Sept 13 Introduction of teacher and students

Contrasting and comparing cultures

Sept 20 Managing diversity

Oct 4 Guest lecturer/ Bulgarian catering business owner

Oct 13 Cultural relationship case studies

**Final paper** 5 pages long, due 3 weeks after last class

Topic: Own analysis and solution to cultural conflicts of staff in the  
the Paradise Island resort, as discussed in the book "Beach Babylon".

Final grade is weighed as follows:

Class discussion 30%

Final paper 35%

Attendance 35%

**Regular attendance is required** in order to earn credit for the course. You cannot miss more than one class. Also, no more than 15 minutes late for class or 5 minutes late for breaks.

# Cross Cultural Business Skills

- Code: FES1RB006
- Extent: 3 credit (81 h)
- Timing: period 1-2
- Language: English
- Level: Basic studies
- Type: compulsory

## Prerequisites

Basics of Human Behaviour and Personal Communication Skills must be completed before the course.

## Learning outcomes

After successful completion of course students will have a better idea of how to conduct business in an international environment. They will develop the following:

- basic theory of cultural development
- cross cultural communication tools
- self-awareness of student's own culture

## Course contents

- lectures on various aspects of cultural awareness
- case studies and in class exercises involving cultural issues
- individual paper on cultural topic
- group paper and paper on establishing a business in a new culture
- video re-enactments of culturally sensitive situations

## Connections with working and professional life

Cross-cultural business consists of co-operating with own and other international students' working places. One hotel with international guests and employees will be chosen as partner company.

## International

An assignment/a project will be completed among the international participants of the course, which will be a study focusing on an international hospitality organization.

## Teaching and learning methods

The course can be completed by both contact-learning and independent-learning orientations

a) Contact-learning orientation: full-time students

Contact teaching and group presentation 24 h

Independent study 57 h

b) Independent-learning orientation: part-time students

Contact teaching and exam 12 h

Independent study 69 h

## Alternative ways of completion

The alternative ways of completing Cross cultural Business must be consulted with the faculty member responsible for the course. The primary way is through identifying and acknowledging previously acquired

skills (APAS).

**Teacher/s with the main responsibility for the course**

Wallace Reynolds, Haaga

**Course materials**

Selected articles and material given by the lecturer

HAAGA-HELIA report writing guidelines

**Assessment criteria**

Will be given at the beginning of the course.



# Customer Relationship Marketing

- Code: FES3RB011A
- Extent: 3 ECTS (81 h)
- Timing: Semester 3 or 4
- Language: English
- Level: Professional studies
- Type: Professional Specialisation Studies

## Prerequisites

Principles of Marketing and Sales, e-Commerce in Hospitality and Tourism and Personal Communication Skills. This course is a part of chosen concentration study.

## Learning outcomes

The objective of this course is to give the student an extensive picture of customer relationship management and offer tools to plan, implement and manage good customer service operations.

After completing this course the student will

- know how to develop customer relations, acquire new customers and understand the importance of customer relations
- identify potential customers and segments, understand and anticipate customer expectations and needs
- be able to analyze customer relationships from the product and service development point of view

## Course contents

- Customer orientation
- Intensity of customer relationships
- Quality of customer service
- Practical customer service
- Customer satisfaction and its measurement
- Customer relationship lifecycle
- Customer loyalty and loyalty programs
- Segmenting customers
- Customer relationship planning and management
- Value and profitability of customer relationships
- Specifying and conceptualizing services

## Cooperation with the business community and other organisations

Visiting lecturers from the business community.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures 32 h

Self-studies and Home examination 49 h

b) Part Time Learning:

Lectures 12 h

Self-studies and Home examination 69 h

**Identifying and acknowledging previously acquired skills (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.

**Teacher with the main responsibility for the course**

Markku Halmeenmäki, Haaga

**Course materials**

Grönroos, C. 2007. Service Management and Marketing: A customer relationship management approach. Wiley & Sons.

Lecture slides, cases, articles and other material given by the teacher

**Assessment criteria**

Examination 50 %

Assignments and activity 50 %

# Customer Relationship Marketing

- Code: FES3RB012A
- Extent: 3 ECTS (81 h)
- Timing: Semester 3 or 4
- Language: English
- Level: Professional studies
- Type: Professional Specialisation Studies

## Prerequisites

Principles of Marketing and Sales, e-Commerce in Hospitality and Tourism and Personal Communication Skills. This course is a part of chosen concentration study.

## Learning outcomes

The objective of this course is to give the student an extensive picture of customer relationship management and offer tools to plan, implement and manage good customer service operations.

After completing this course the student will

- know how to develop customer relations, acquire new customers and understand the importance of customer relations
- identify potential customers and segments, understand and anticipate customer expectations and needs
- be able to analyze customer relationships from the product and service development point of view

## Course contents

- Customer orientation
- Intensity of customer relationships
- Quality of customer service
- Practical customer service
- Customer satisfaction and its measurement
- Customer relationship lifecycle
- Customer loyalty and loyalty programs
- Segmenting customers
- Customer relationship planning and management
- Value and profitability of customer relationships
- Specifying and conceptualizing services

## Cooperation with the business community and other organisations

Visiting lecturers from the business community.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures 32 h

Self-studies and Home examination 49 h

b) Part Time Learning:

Lectures 12 h

Self-studies and Home examination 69 h

**APL – Accreditation of Prior Learning**

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.

**Teacher with the main responsibility for the course**

Markku Halmeenmäki, Haaga

**Course materials**

Grönroos, C. 2007. Service Management and Marketing: A customer relationship management approach. Wiley & Sons.

Lecture slides, cases, articles and other material given by the teacher

**Assessment criteria**

Examination 50 %

Assignments and activity 50 %

# Customer Relationship Marketing

- Code: FES3RB013A
- Extent: 3 ECTS (81 h)
- Timing: Semester 3 or 4
- Language: English
- Level: Professional studies
- Type: Professional Specialisation Studies

## Prerequisites

Principles of Marketing and Sales, e-Commerce in Hospitality and Tourism and Personal Communication Skills. This course is a part of chosen concentration study.

## Learning outcomes

The objective of this course is to give the student an extensive picture of customer relationship management and offer tools to plan, implement and manage good customer service operations.

After completing this course the student will

- know how to develop customer relations, acquire new customers and understand the importance of customer relations
- identify potential customers and segments, understand and anticipate customer expectations and needs
- be able to analyze customer relationships from the product and service development point of view

## Course contents

- Customer orientation
- Intensity of customer relationships
- Quality of customer service
- Practical customer service
- Customer satisfaction and its measurement
- Customer relationship lifecycle
- Customer loyalty and loyalty programs
- Segmenting customers
- Customer relationship planning and management
- Value and profitability of customer relationships
- Specifying and conceptualizing services

## Cooperation with the business community and other organisations

Visiting lecturers from the business community.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures 32 h

Self-studies and Home examination 49 h

b) Part Time Learning:

Lectures 12 h

Self-studies and Home examination 69 h

### **APL – Accreditation of Prior Learning**

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.

### **Teacher with the main responsibility for the course**

Markku Halmeenmäki, Haaga

### **Course materials**

Grönroos, C. 2007. Service Management and Marketing: A customer relationship management approach. Wiley & Sons.

Lecture slides, cases, articles and other material given by the teacher

### **Assessment criteria**

Examination 50 %

Assignments and activity 50 %

# Destination Operations

Code: OJ FES3RB011 /OSA FES3RB011C

Extent: 3 ECTS (81 h)

Timing: Semester 3-4 (5)

Language: English

Level: Professional studies

Type: Professional Specialisation Studies

## Prerequisites

Tourism Management

The course is part of the module Customer Orientated Development in Tourism

## Learning outcomes

The aim of the course is to provide the student with the core supervisory capabilities necessary for destination and tourism operations. The student will perceive the destination as a cluster of different companies and organisations from the supervisory point of view. The student will increase the understanding of different tourism destinations and management operations to increase the competitiveness of destinations.

Upon successful completion of the course, the student

- has insight into the middle management expertise, understands the challenges he/she will encounter and is determined to work in a supervisory position
- knows the inter-relationship between different operators in tourism destination
- can make decisions and justify them
- can analyse and understand requirements and opportunities that destination provides for tourism product development.

## Course contents

- Tourism destination structure: Operators and Visitors
- Role of the supervisor and destination management organisations
- Distribution in Tourism
- Visitor Management in Destinations
- Support Activities for Destinations

## **Cooperation with the business community and other organisations**

All the assignments are working life related and based on practical cases. Part of the course is to develop customer oriented product concepts for the needs of Finnish Tourism Industry. Students are encouraged to actively present their own thoughts and to participate in innovating new experiences.

## **International dimension**

Students have to follow international business customs and practices, e.g. Tourism Product descriptions.

## **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

### a) Classroom learning:

Lectures and examinations 24 h

Self-studies 57 h

### b) Part time learning:

Lectures and examinations 10 h

Self-studies 71 h

## **Teachers with the main responsibility for the course**

Kristian Sievers, HAAGA

## **Course materials**

### **Assessment criteria**

Assignments

Examinations

The impact of different assessment criteria to the final grade will be told during contact hours.



# e-Commerce in Hospitality and Tourism

- Code: SOC1RB005
- Extent: 3 ECTS (81 h)
- Timing: Semester 2
- Language: English
- Level: Basic studies
- Type: compulsory

## **Prerequisites**

No prerequisites.

## **Learning outcomes**

Upon completion of course student will

- knows how to use the company information systems for managerial support
- knows how to use information technology in customer relationships
- can use and implement information systems in the hotel, restaurant and tourism business
- understands the significance of the Internet and electronic commerce to the industry
- understands the relevance of new electronic communication channels e.g. social media
- can use electronic means of marketing and commerce

## **Course contents**

Course covers the history, present and future of electronic business in interactive discussions. The following subjects are the main themes:

- New business models
- Internet and other networks
- Internet pages and commerce, usability
- Payments, taxes, service, returning
- Security, ethical, political and social issues, privacy
- B2B e-commerce, partnering, EDI, Supplier Relations Management
- ERP (Enterprise Resource Planning), intranet
- Procurement of systems, requirement specifications
- Electronic marketing
- ROI, measuring, data mining
- Change in consumer behavior
- Web 2.0, social media
- Virtual worlds
- Mobile business

## **Cooperation with the business community and other organisations**

Visits to companies and guest lecturers from business are planned for the course.

## **International**

Case examples during the course are about multinational companies.

## **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:  
Lectures and Examination 32 h  
Self-studies 49 h

b) Part Time Learning:  
Lectures and Examination 12 h  
Self-studies 69 h

### **Alternative completions**

It is possible to complete the course based on classroom learning or part time learning.

### **Identifying and acknowledging previously acquired skills (in Finnish AHOT)**

Course 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 specific skills examination, individually agreed with the teacher.

### **Teacher/s with the main responsibility for the course**

Tommi Immonen, Haaga

### **Course materials**

Lecture material.

### **Assessment criteria**

Examination 50 %

Assignment 50 %

# Environmental Tourism Management

Environmental Tourism Management

- Code: ENV8RB020
- Extent: 3 ECTS (81 h)
- Timing: Semester 4.-5.
- Language: English
- Level: Professional studies
- Type: Free-elective

## Prerequisites

None

## Learning outcomes

The aim is to familiarize the student with the concepts of sustainable tourism and environmental management. The student should know the different guidelines and regulations affecting the development of this phenomena. The student becomes familiar with the main tools of management and planning of sustainable tourism. At the end of the course the student should know how the issues are applied in the various areas of tourism industry. The course provides exercises which help the students to practice and improve their communication and evaluation skills.

## Course content

- Concepts of environmental tourism management and sustainable tourism
- Framework of legislation, policy guidelines and regulations guiding tourism industry
- Environmental management systems, planning and tools
- Future challenges

## Cooperation with the business community and other organisations

The course includes hospitality industry related assignments and case studies

## **International**

Environmental Management as a concept is a global challenge which means that the point of view during the course will be international.

## **Teaching and learning methods**

Web-course learning, with Arcada University of Applied Sciences

## **Alternative completions**

None

## **Identifying and acknowledging previously acquired skills (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.

## **Teacher/s with the main responsibility for the course**

Mia Tarhanen

## **Course materials**

UNWTO, UNEP 2008: Climate Change and Tourism - Responding to Global Challenges.

Read Part II Technical Report, pp. 23-179

Ester Blanco, Javier Rey-Maqueira, Javier Lozano. In: Tourism Management 30 (2009): Economic incentives for tourism firms to undertake voluntary environmental management.

(Read the whole article –but the sub chapter 6 only as an example,) pp 112-122

Report of the Tourism Sustainability Group: ACTION for MORE SUSTAINABLE EUROPEAN TOURISM, pp 1-33.

Tour Operators' Initiative: The Tour Operators' Contribution

### **Additional reading**

Additional material will be announced in the beginning of the course.

### **Assessment criteria**

Assignments:

-Task 1: Essay 20%

-Task 2: Quiz questions 10 %

-Task 3: Industry case 30 %

Examination: Written exam 40 %

### **Timetable**

**NOTE: The kick off meeting of the studies will be at Arcada campus on 6<sup>th</sup> of October at 3 pm**

Module I, October:

What is environmentally friendly tourism?

Module II, November:

Environmental issues in tourism, legislation and policies

Module III, November:

Sustainable tourism management and planning

Written examination, **Tuesday Nov 29<sup>th</sup>** at 5-7

Task 1: Return by 20<sup>th</sup> Oct

Task 2: Return by 3<sup>rd</sup> of Nov

Task 3: Return by 17<sup>th</sup> of  
Nov

# Experience Creation, Service Design and Profitability Planning

Code: FES3RB011B

Extent: 5 ECTS (135 h)

Timing: Semester 3-4 (5)

Language: English

Level: Professional studies

Type: Professional Specialisation Studies

## Prerequisites

Basics of Business Mathematics and Financial Accounting and Reporting. The course is part of the module Customer Orientated Development in Tourism

## Learning outcomes

Student gets familiar with customer-oriented product development and increase their understanding of customer's needs. Student understands the opportunities of using experience creation and service design methodologies in developing product concepts that produce value for customer. The student will master the traditional managerial accounting techniques and concepts and knows the basic profitability and productivity ratios in the hospitality business.

Upon successful completion of the course, the student

- is able to develop customer oriented tourism experiences
- knows how to apply service design methodologies
- understands the value of experiences to the business and to customers
- possesses good skills and hands-on expertise in cost and profitability accounting and pricing
- understands the effectiveness and key figures of the hotel, restaurant and tourism industry and can put them into practical use

## Course contents

- Tourism product development, methods, trends and opportunities
- Innovation in Tourism
- Augmented tourism product
- Experience creation
- Service Design Tools
- Tourism Product Descriptions
- Cost volume profit (CVP) analysis
- Internal income statement of the hospitality and tourism business
- Management ratio analysis
- Pricing and revenue management

## Cooperation with the business community and other organisations

All the assignments are working life related and based on practical cases. Part of the course is to develop customer oriented product concepts for the needs of Finnish Tourism Industry. Students are encouraged to actively present their own thoughts and to participate in innovating new experiences.

## International dimension

Product concepts are targeted to International Customers. Students have to also follow international

business customs and practices, e.g. Uniform System of Accounts, while analysing effectiveness and profitability.

### **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and examinations 56 h

Self-studies 79 h

b) Part time learning:

Lectures and examinations 36 h

Self-studies 99 h

### **Teachers with the main responsibility for the course**

Kristian Sievers, Haaga

Pekka Heikkilä, Haaga

### **Course materials**

Schmidgall, R. 2005. Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA.

Tarssanen, S. 2009. Handbook for Experience Stagers. 5th Edition. LEO, Lapland Center of Expertise for the Experience Industry. Rovaniemi

Moritz, S. 2005. Service Design. Practical access to an evolving field. London.

And the other study material announced by teachers.

### **Assessment criteria**

Assignments

Examinations

The impact of different assessment criteria to the final grade will be told during contact hours.

# Experience management

Code: DES8RB024

Extent: 3-ECTS (81 h)

Timing: Period 1 & 2

Language: English

Level: Professional studies

Type: Free-Elective

## Prerequisites

No prerequisites

## Course description

"Work is Theater and Every Business a Stage". Providing customers with extraordinary Experiences is the goal of managers in all sectors of hospitality and tourism. Experiences are increasingly seen as a source of competitive advantage. The claim that the Experience economy, which are define as those that charge for admission, have outstripped goods and services in growth and value, and that this demonstrates that competitive advantage can only be gained by giving the customer unique and memorable Experiences. This is done through treating 'work as theatre and every business a stage'. Indeed, "All the world's a stage, And all the men and women merely players: ..."

## Course outcomes

On successful completion of this course students should be able to:

- > understand the theoretical frameworks of Experience management;
- > analyse the consumer experiences from two perspectives, the managerial, which focuses on staging and performance, and the consumer, which sees experience as an emotional flow laden with symbolic meaning; and
- > use and utilise the understanding of Experience models in the hospitality and tourism organisations.

## Course contents



This course addresses the following topics:

- > welcome to the Experience economy
- > setting the stage
- > the show must go on...
- > get your act together
- > surprise, surprise!
- > work is theatre
- > act, act, act!
- > the end

### **Cooperation with the business community**

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

### **International aspects**

In this course taught in English it is ensured that the learning activities include a global/ international perspective. The facilitator is Portuguese and infuses international elements into the learning content and international resources are used in the courses readings. The facilitator also uses instructional methods appropriate to a culturally diverse student population.

### **Learning and teaching methods**

In this course two main learning methods are used: (1) directed learning; and (2) self-directed learning. Directed learning is used in form of assignments. Self-directed learning is also an important part of this course, and students are encouraged to develop the ability to learn on their own and thus take more responsibility for setting the objectives of their learning. Students should put emphasis on text review and vigorous reflection and debate. This is particularly important to explore and develop ideas from specific texts and evaluate issues related to Experience Management. Reading texts support the learning activities. In short:

- > 81 hours of directed and self-directed learning

## **Course assessment and grading**

In this course students' learning is assessed as follows:

- > 10% written individual learning assignment 1
- > 15% written individual learning assignment 2
- > 15% written individual or pairs learning assignment 3
- > 15% written individual learning assignment 4
- > 15% written individual or pairs learning assignment 5
- > 15% written individual learning assignment 6
- > 15% written individual learning assignment 7

Grading on a scale of 1 to 5, where 1 = min. 45%-pts, 5 = min. 85%-pts

## **Course resources**

Handouts and essential reading list posted in Moodle

## **Course Management System (CMS)**

The Course Management System used in this course is MOODLE

## **Feedback and Development**

The facilitator will provide students with feedback, and students will be asked to complete an anonymous feedback form at the end of this course. The course will be improved based on student feedback.

## **Identifying and acknowledging previously acquired skills (in Finnish AHOT)**

Studies completed at other educational institutes and/or work experience are not accredited as such towards the HAAGA-HELIA studies directly, but the required competences can be demonstrated by a 'skill test', individually agreed with the facilitator.

## **Course facilitator**

Dr. Mário Passos Ascensão | [mariopassos.ascencao@haaga-helia.fi](mailto:mariopassos.ascencao@haaga-helia.fi) | 040 4887 203

# Experiential Marketing

Code: MAR8RB022

Extent: 3-ECTS (81 h)

Timing: Period 1-2

Language: English

Level: Professional studies

Type: Free-Elective

## Prerequisites

No prerequisites

## Course description

Experiential marketing has been dismissed by some as merely product promotion with entertainment thrown on top. But it's a great deal more than that - and considerably more valuable. Experiential Marketing is practically the opposite of traditional marketing ploys. Today, consumers expect products, communications and marketing campaigns that dazzle their senses, touch their hearts and stimulate their mind. In other words, consumers expect marketing to deliver them an experience, not just another marketing message. This course will enable participants to understand the concept of "Experiential Marketing" and apply the concept in real work environments.

## Course outcomes

On successful completion of this course students should be able to:

- > to debate the proliferation of definitions that explore the possibilities for 'Experiential Marketing' as a concept
- > provide one clear definition of Experiential Marketing
- > list the factors (a.k.a. dimensions) of atmospherics that managers must manage
- > debate the importance of environment/atmosphere/servicescape (atmospherics) to businesses
- > debate the important of sensoriality and cues/clues in Experiential Marketing
- > depict the use of smell, sound, sight, taste and touch in marketing

## Course contents

This course addresses the following topics:

- › Experiential Marketing - A rose by many other names
- › It's all about the atmosphere
- › Sensoriality - Sense, Feel, Think, Act, Relate
- › Experiential Marketing and smell
- › Experiential Marketing and sound
- › Experiential Marketing and sight
- › Experiential Marketing and taste
- › Experiential Marketing and touch

### **Cooperation with the business community**

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

### **International aspects**

In this course it is ensured that the learning activities include a global/ international perspective. The facilitators infuse international elements into the learning content and international resources are used in the courses readings. The facilitators also use instructional methods appropriate to a culturally diverse student population.

### **Learning and teaching methods**

In this course two main learning methods are used: (1) directed learning; and (2) self-directed learning. Various forms of directed learning are used, in the courses such as e.g. assignments. Self-directed learning is also an important part of this course, and students are encouraged to develop the ability to learn on their own and thus take more responsibility for setting the objectives of their learning. Students should put emphasis on text review and vigorous reflection and debate. This is particularly important to explore and develop ideas from specific texts and evaluate issues related to Experiential Marketing. Reading texts support the learning activities. In short:

- › 81 hours of directed and self-directed learning

### **Course assessment and grading**

In this course students' learning is assessed as follows:

- › 20% written learning assignment 1
- › 20% written learning assignment 2

- > 20% written learning assignment 3
- > 40% written learning assignment 4

Grading on a scale of 1 to 5, where 1 = min. 50%-pts, 5 = min. 90%-pts

### **Course resources**

Handouts and essential reading list posted in Moodle

### **Course Management System (CMS)**

The Course Management System used in this course is MOODLE

### **Feedback and Development**

The facilitator will provide students with feedback, and students will be asked to complete an anonymous feedback form at the end of this course. The course will be improved based on student feedback.

### **Identifying and acknowledging previously acquired skills (in Finnish AHOT)**

Studies completed at other educational institutes and/or work experience are not accredited as such towards the HAAGA-HELIA studies directly, but the required competences can be demonstrated by a 'skill test', individually agreed with the facilitator.

### **Course facilitator**

Dr. Mário Passos Ascensão | mariopassos.ascencao@haaga-helia.fi | 040 4887 203

### **Office Hours**

The facilitator will be available for individual consultation in his office by advance email appointment only.

# Financial Accounting and Reporting

Code: SOC2RB012

Extent: 3 ECTS (81 h)

Timing: Semester 2

Language: English

Level: Professional studies

Type: Compulsory

## Prerequisites

Basics of Business Mathematics

## Learning outcomes

The course will introduce the basic concepts and procedures of financial accounting. The student will learn to analyse strategically the economic information that companies display in their Financial Statements. Emphasis will be placed on managerial level ratio analysis and interpretation.

Upon successful completion of the course, the student

- Can interpret financial statements
- Understands from where and how operational profit is generated.
- Understands the economic thinking behind all business operations

## Course 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
- VAT calculations
- Gross profit, inventories
- Working capital
- Ratio analysis of Financial Statements

## Cooperation with the business community and other organisations

Companies analyzed are real entities.

## International

Throughout the course international accounting standards will be applied.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 48 h

Self-studies 33 h

b) Part Time Learning:

Lectures and Examination 24 h

Self-studies 57 h

Studies include mainly practical exercises.

**Identifying and acknowledging previously acquired skills (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.

**Teacher/s with the main responsibility for the course**

Pekka Heikkilä, Haaga

**Course materials**

Schmidgall, R. 2005. Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA.

Lecture material

**Assessment criteria**

Examination 70%

Assignment 30%

# Finnish Culture and History in Hospitality Industry

## Finnish Culture and History in Hospitality Industry

- Code FIN8RB020
- Extent: 3 cr (80 h)
- Timing: period 5 and period 1
- Language: English
- Level: Free-elective studies
- Type: Free-elective

## Prerequisites

No prerequisites.

## Learning outcomes

The course introduces the students to Finnish culture and history. It provides the students with basic information and experiences about the society and its cultural phenomena. The course will outline Finnish hospitality against its historical background.

Successful completion of the course enhances the students' competence to

- Understand various cultural phenomena in Finland
- Work in a multi-cultural environment and see the culture-related potential in hospitality industry

## Course contents

- Business and economy in Finland.
- History of Finland.
- Geography of Finland.



- Finns and Finnish life style.
- Sports and arts.
- Music and literature.
- Finnish hospitality.
- Finnish gastronomy.

### **Teaching and learning methods**

Discussions and oral presentations

Reading and written assignments

Lessons and field trips 54 h

Independent work 26 h

### **Identifying and acknowledging previously acquired skills (AHOT)**

#### **Teacher/s with the main responsibility for the course**

Aino Norrbacka, Haaga

#### **Course materials**

Selected articles and material given by the lecturer and guest speakers

#### **Assessment criteria**

Active attendance (80% presence mandatory) –  
30%

Individual assignments – 30 %

Group assignment – 40 %

# Finnish for Business Situations

- Code: FES2RB009A
- Extent: 3 credit (80 h)
- Timing: period 1-2 (2nd year students)
- Language: Finnish, English
- Level: Professional studies, target level B2
- Type: compulsory

## Prerequisites

Requires completion of Finnish for the Hospitality Industry or equivalent and A2 level skills in Finnish language. The course is part of the chosen concentration study.

## Learning outcomes

The course familiarizes the students to the everyday usage of Finnish in varied business situations and to the culture of doing business in Finland. The objective of the course is to provide students with advanced knowledge and skills of business Finnish in everyday working life and for special purposes.

After successful completion of the course students will

- develop tools to communicate efficiently in Finnish business situations.
- understand the diversity of communication in working life
- develop tools to take an active role in Finnish society and working life

## Course contents

- Grammar accuracy (addressed on the basis of student needs)
- Meeting customer needs and complaints.
- Handling difficult situations.
- Giving short speeches for special purposes.
- Product presentations and selling.
- Informing and guidance.
- Meetings and negotiations.
- Telephone conversations.
- Interviews.
- Applying for a job and CV.

## Connections with working and professional life

Finnish for Business situations consists of co-operating with students' place of employment or other company/organisation operating in the business to meet the learning objectives.

Guest lecturers, especially sharing experience in being a foreigner in hospitality industry in Finland.

## International

The course is conducted in HOSBA-programs with a mix of international students.

## Teaching and learning methods

Discussion and oral presentations

Reading and written assignments

Field trips in the industry

Visiting lecturers

Contact lessons 48 h  
Independent work 32 h

**Teacher/s with the main responsibility for the course**

Aino Norrbacka, Haaga

**Course materials**

Selected articles and material given by the lecturer

White, Leila 2009. From start to Finnish. A short course in Finnish. Helsinki, Finn Lectura

**Assessment criteria**

Active participation (mandatory attendance 80%)

Discussion and oral presentations 30 %

Reading and written assignments 30%

Written exam 40 %

# Finnish for Business Situations

- Code: FES2RB008A
- Extent: 3 credit (80 h)
- Timing: period 1-2 (2nd year students)
- Language: Finnish, English
- Level: Professional studies, target level B2
- Type: compulsory

## Prerequisites

Requires completion of Finnish for the Hospitality Industry or equivalent and A2 level skills in Finnish language. The course is part of the chosen concentration study.

## Learning outcomes

The course familiarizes the students to the everyday usage of Finnish in varied business situations and to the culture of doing business in Finland. The objective of the course is to provide students with advanced knowledge and skills of business Finnish in everyday working life and for special purposes.

After successful completion of the course students will

- develop tools to communicate efficiently in Finnish business situations.
- understand the diversity of communication in working life
- develop tools to take an active role in Finnish society and working life

## Course contents

- Grammar accuracy (addressed on the basis of student needs)
- Meeting customer needs and complaints.
- Handling difficult situations.
- Giving short speeches for special purposes.
- Product presentations and selling.
- Informing and guidance.
- Meetings and negotiations.
- Telephone conversations.
- Interviews.
- Applying for a job and CV.

## Connections with working and professional life

Finnish for Business situations consists of co-operating with students' place of employment or other company/organisation operating in the business to meet the learning objectives.

Guest lecturers, especially sharing experience in being a foreigner in hospitality industry in Finland.

## International

The course is conducted in HOSBA-programs with a mix of international students.

## Teaching and learning methods

Discussion and oral presentations

Reading and written assignments

Field trips in the industry

Visiting lecturers

Contact lessons 48 h  
Independent work 32 h

**Teacher/s with the main responsibility for the course**

Aino Norrbacka, Haaga

**Course materials**

Selected articles and material given by the lecturer

White, Leila 2009. From start to Finnish. A short course in Finnish. Helsinki, Finn Lectura

**Assessment criteria**

Active participation (mandatory attendance 80%)

Discussion and oral presentations 30%

Reading and written assignments 30%

Written exam 40%

# Finnish for Business Situations

- Code FES2RB0010A
- Extent: 3 credit (80 h)
- Timing: period 1-2 (2nd year students)
- Language: Finnish, English
- Level: Professional studies, target level B2
- Type: compulsory

## Prerequisites

Requires completion of Finnish for the Hospitality Industry or equivalent and A2 level skills in Finnish language. The course is part of the chosen concentration study.

## Learning outcomes

The course familiarizes the students to the everyday usage of Finnish in varied business situations and to the culture of doing business in Finland. The objective of the course is to provide students with advanced knowledge and skills of business Finnish in everyday working life and for special purposes.

After successful completion of the course students will

- develop tools to communicate efficiently in Finnish business situations.
- understand the diversity of communication in working life
- develop tools to take an active role in Finnish society and working life

## Course contents

- Grammar accuracy (addressed on the basis of student needs)
- Meeting customer needs and complaints.
- Handling difficult situations.
- Giving short speeches for special purposes.
- Product presentations and selling.
- Informing and guidance.
- Meetings and negotiations.
- Telephone conversations.
- Interviews.
- Applying for a job and CV.

## Connections with working and professional life

Finnish for Business situations consists of co-operating with students' place of employment or other company/organisation operating in the business to meet the learning objectives.

Guest lecturers, especially sharing experience in being a foreigner in hospitality industry in Finland.

## International

The course is conducted in HOSBA-programs with a mix of international students.

## Teaching and learning methods

Discussion and oral presentations

Reading and written assignments

Field trips in the industry

Visiting lecturers

Contact lessons 48 h  
Independent work 32 h

**Teacher/s with the main responsibility for the course**

Aino Norrbacka, Haaga

**Course materials**

Selected articles and material given by the lecturer

White, Leila 2009. From start to Finnish. A short course in Finnish. Helsinki, Finn Lectura

**Assessment criteria**

Active participation (mandatory attendance 80%)

Discussion and oral presentations 30 %

Reading and written assignments 30%

Written exam 40 %

# Finnish for the Hospitality and Tourism

## Finnish for the Hospitality and Tourism

- Code SOC1RB007
- Extent: 3 cr (81 h)
- Timing: period 5 (2nd year students)
- Language: English, Finnish
- Level: Professional studies, target level B1
- Type: compulsory

### Prerequisites

Requires completion of the Basics of Finnish and A2 level skills in Finnish language.

### Learning outcomes

The course introduces the foreign students to the usage of Finnish in the hospitality industry and to the culture of doing business in Finland. The objective of the course is to provide students with advanced knowledge of the Finnish language in everyday working life and for special purposes.

Successful completion of the course enhances the students' competence to

- communicate in Finnish business situations
- understand varied intercultural and language-related requirements in working life

### Course contents

- Grammar structures (past tenses and passive voice, comparison of adjectives).
- Different kinds of companies in the industry.
- Finnish hospitality business.
- Gastronomy and menu.
- Travel and tourism.
- Organizations and functions.
- Job descriptions.
- Presenting a job and a company.
- Company occasions.
- Advanced customer service and satisfaction.

### Connections with working and professional life

The course consists of co-operating with students' place of employment or other company/organisation operating in the business to meet the learning objectives.

### International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

### Teaching and learning methods

Discussion and oral presentations

Reading and written assignments

Field trip in the industry

Contact lessons 48 h

Independent work 32 h



**Identifying and acknowledging previously acquired skills (AHOT)**

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

**Teacher/s with the main responsibility for the course**

Aino Norrbacka, Haaga

**Course materials**

White, Leila 2009. From start to Finnish. A short course in Finnish. Helsinki, Finn Lectura

Selected articles and material given by the lecturer

Additional reading: Kenttälä, Marjukka 2003. Kieli käyttöön: suomen kielen jatko-oppikirja Helsinki, yliopistopaino.

**Assessment criteria**

Active participation (mandatory attendance 80%)

Discussion and oral presentations 30 %

Reading and written assignments 30%

Written exam 40 %

# Food and Cultures

- Code: CUL8RB021
- Extent: 6 ECTS (162 h)
- Timing: Semester 1-2
- Language: English
- Level: Free electives
- Type: Free electives

## Prerequisites

Basics of food production or Ruokatuotannon perusteet

**NOTE! The course fee is 50 euros. (Please pay it beforehand to Matsku).**

## Learning outcomes

The student gets acquainted with food cultures from different parts of the world by combining theory and practical work in the kitchen.

After completing this course the student

- Understands food selection, preparation, and storage with a cultural context.
- Can identify issues affecting the food choices of customers from different cultures.
- Has knowledge of cultural eating patterns and family traditions such as core foods, traditional celebrations and fasting.
- Has an understanding of the religious, symbolic and cultural aspects that are central to our representations of food.

## Course contents

- South American cuisine
- African kitchen
- Food and Islam
- Kosher food
- Indian cuisine / Asian cuisine
- Russian kitchen
- Scandinavian kitchen
- Other contents depending on students' interests

### **Teaching and learning methods**

Lectures and visits 24 h

Practical kitchen work 48 h

Self-studies 90 h

### **Teacher/s with the main responsibility for the course**

Birgitta Nelimarkka, Eeva Pajakkala, Haaga

### **Course materials**

Kittler, P., Sucher, K. (2008) Food and culture. Belmont: Thomson Wadsworth.

Lecture slides, articles and other material given by the teacher.

### **Assessment criteria**

Assignments 100 %

# Food Production Processes

- Code: FES2RB009E
- Extent: 3 ECTS (81 h)
- Timing: Semester 3
- Language: English
- Level: Professional studies
- Type: Professional Specialisation Studies

## Prerequisites

Basics of Food Production successfully completed. This course is a part of Restaurant Processes.

## Learning outcomes

The target of the course is to familiarise the student with the food production methods, raw materials and degrees of processing of the industry. The student will learn to calculate and compare ingredient and personnel costs. The student will get acquainted with industrial safety standards and learns to take into account industrial safety and ergonomics in professional cooking.

After completing this course the student

- has a good command of the basics of food production
- possesses good skills and hands-on expertise in cost and profitability accounting and pricing
- is aware of the safety requirements for the hospitality sector and can implement them in his / her own work

## Course contents

- Standard product cost
- Degree of processing
- Customer's quality expectations
- Processes
- Industrial safety laws and practice

## **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 48 h

Self-studies 33 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 69 h

## **Alternative completions**

No alternative completions available.

## **Identifying and acknowledging previously acquired skills (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.

## **Teacher/s with the main responsibility for the course**

Markku Halmeenmäki, Haaga

Jari Karjalainen, Haaga

Birgitta Nelimarkka, Haaga

Outi Westman, Haaga

## **Course materials**

McVety, P.J., Ware, B.J. & Ware, C.L. 2009. Fundamentals of Menu Planning. Wiley. New York, NY.

Lecture slides, recipes, articles and other material given by the teacher

## **Assessment criteria**

Examination 30 %

Assignments 70 %

# Food Science and Safety

- Code: OSA SOC2RB013D
- Extent: 3 ECTS (81 h)
- Timing: Semester 1-2
- Language: English
- Level: Professional studies
- Type: Compulsory

## Prerequisites

The course is part of Hospitality Services

## Learning outcomes

The student will get acquainted with the composition and properties of foods and with the changes in them during storage and preparation. The course provides the basic knowledge in food quality and safety. When completing the Hygiene Proficiency Exam the student will get the Hygiene Proficiency Certificate required working in a business that handles food.

## After completing this course the student

- Has a good command of self-supervision and food safety
- Is aware of the safety requirements for the hospitality sector and can implement them in his/her own work
- Knows the restaurant industry related legislation and operational requirements

## Course contents

- Food ingredients
- The properties and composition of foods
- The factors affecting the shelf-life of foods
- Principles of microbiology
- Food safety
- Food poisoning
- Principles of In-house control

## **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 24 h

Self-studies 57 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 69 h

## **Identifying and acknowledging previously acquired skills (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.

## **Teacher/s with the main responsibility for the course**

Johanna Rajakangas-Tolsa, Haaga

## **Course materials**

Sprengr, R. 2002. Intermediate Food Hygiene. Highfield Publications, Doncaster, UK.

Lecture slides, articles and other material given by the teacher.

## **Assessment criteria**

Examination 50 %

Assignments 50 %

Student must pass the hygiene proficiency certificate examination or show their valid hygiene passport to pass the course

# Front Office Operations

Code: SOC2RB013A

Extent: 3 ECTS (81 h)

Timing: semester 1

Language: English

Level: Professional studies

Type: Compulsory

## Prerequisites

No prerequisites

This course is part of the study module Hospitality Services

## Learning outcomes

The aim is to provide the student with basic skills required at the reception, management of customer service operations and front-office operations from the Opera PMS point of view, and the basics of security and safety in accommodation business.

Upon successful completion of the course, the student

- knows hotel related legislation and its practical implementation
- knows how to use information technology in hotel customer service
- is aware of the safety and security requirements from hotel front office point of view
- shows willingness to serve in a professional manner and understand that hospitality is one of the central values and success factors of the sector

## Course contents

The aim is to provide the student with the basic skills required at the reception.

- Front desk as a working environment
- customer service at the front desk
- security of an accommodation business
- basics of Opera pms-system

## Cooperation with the business community

Company visits and visitors from business field

## International

Customer service in hotels is analysed from multicultural point of view

## Identifying and acknowledging previously acquired skills

the student may incorporate previously acquired skills in his/her degree by skills test

## Teaching and learning methods

Working methods: case studies, project work, class presentations

The course can be completed either as a full time or part time learning

a) Contact lesson based implementation:

Contact hours 48 h

Self-study 33 h



b) Part time study:  
Contact hours 12 h  
Self-study 69 h

**Contact teacher**

Taina Pallonen, Haaga

**Learning materials**

Bardi, J. 2003. Hotel Front office management. Wiley & Sons

Lattin, W. Gerald. 2009. The lodging and food service industry. Educational Institute of the American Hotel & Motel Association

Mill R. 2006. Managing the lodging operations. Pearson Prentice Hall

**Assessment criteria**

Exam 50%

Assignments 50%

Participation and attendance

# Haaga Wine Advanced in English

**Course code: RES8RB027**

**Credits: 3**

## **Prerequisites**

Preferably earlier basic level wine course or high grade of interest in wine business in restaurants & tourism business.

## **Course description**

The course will cover advanced knowledge of wine making, major grape varieties with their most important growing areas, other wine producing areas in the world, sparkling and fortified wines and also spirits. There will be over 100 tasting samples during the course.

The course is based on Wine and Spirits Education Trust Advanced level material.

It is necessary to acquire course book "Exploring Wines and Spirits" from Haaga [Matsku](#).

The course fee is 50 euros.

(36 lecture hours)

## **Course outcomes**

On successful completion of this course students should be able to:

- > recognize the importance of advanced wine knowledge in restaurants
- > have knowledge about product-related concepts as well as various product classifications
- > identify classical and modern wines
- > evaluate wine for commercial purposes in restaurant business
- > acquired suitable level of wine knowledge for sommelier and restaurant manager possessions in various restaurant types

## **Course contents**

This course addresses the following topics:

- > Aspects of wine making to quality and price of wine
- > Grape varieties, wine types and wine areas of the world
- > Professional wine tasting,
- > Aspects of wine and food pairing

### **International aspects**

In this course taught in English it is ensured that the learning activities include a global/ international perspective.

### **Learning and teaching methods**

In this course three main learning methods are used: (1) classroom learning; (2) directed learning; and (3) self-directed learning. Classroom learning takes the following forms: interactive lectures and tastings. Self-directed learning is also an important part of this course, and students are encouraged to develop the ability to learn on their own and thus take more responsibility for setting the objectives of their learning. Reading texts support the learning activities. In short:

- > 36 hours of classroom learning
- > 44 hours of directed and self-directed learning

### **Course assessment and grading**

In this course students' learning is assessed as follows:

- > 20% blind tasting exam
- > 80 % wine theory exam

Grading on a scale of 1 to 5, where 1 = min. 50%-pts, 5 = min. 75%-pts

# Hospitality Trends

## **Hospitality Trends DES8RB020**

Intensive seminar

Time: Monday-Thursday October 17-20, 2011

Classroom: G 318

Credits: 3 credits, 24 hours of contact, 56 hours of independent study

### **Responsible teacher:**

Ari Björkqvist,

[ari.bjorkqvist@haaga-helia.fi](mailto:ari.bjorkqvist@haaga-helia.fi),

gsm 040-556 88 66

### **Aim:**

The aim of the course is to give the students an overview and understanding of some of the main current trends and developments in the hospitality industry. The scope of the course is international, combining findings from various management cultures.

### **Evaluation:**

attendance: min. 80% required

2 course assignments

### **House rules:**

see slides by teacher

Timetables and topics subject to change. Will be announced in more detail shortly.

# Hotel Feasibility Study

- Code: SMB3RB013D
- Extent: 4 ECTS (108 h)
- Timing: Semester 5.-6.
- Language: English
- Level: Specialization studies
- Type: Professional Specialization Studies (PSS)

## Prerequisites

Managing Hotel Business Operations course must be completed. This is part of the Professional Specialization Studies Hotel Management module.

## Learning outcomes

The student understands the global business models of hotel business and is capable of implementing them in a case situation. The student also manages various business analyses. For example, the student is capable of calculating the proper price tag for an accommodation business and to present his/her case to financiers and other parties.

Upon completion of the course the student

- can interpret financial statements (profit and loss account and the balance sheet) and has a broad knowledge of how to implement them
- understands the economic thinking behind all business operations
- knows industry-related operational environments, networks and the boundary surfaces of the sector
- knows operational models and the inter-relationship between different divisions of the accommodation and restaurant business
- understands the economical and operational requirements of a business
- can analyze and assess business risks
- can perceive business operations on the short and long run according to the business plan

## Course contents

- Hotel business models
- Operating an accommodation business in a changing environment
- Hotel real estate business
- Hotel cash-flow analyses
- Carrying out a feasibility study
- Managerial presentation of the case results

## Cooperation with the business community and other organisations

During the course the students utilize real-life accommodation businesses and analyze their operational reality.

## International

International hotel chains and global features in feasibility study are both under examination.

## Teaching and learning methods

It is possible to complete the course based on classroom learning:

a) Classroom learning:

Lectures and Examination 56 h

Self-studies 52 h

Introduction, classroom learning, student group assignments and presentations, independent learning.

**Teacher/s with the main responsibility for the course**

Martti Palonperä, Haaga

**Course materials**

Handout material by the teacher

Independent material search by student groups

**Assessment criteria**

Managerial report and its presentation 100%

Participation and attendance

# Hotell-, restaurang- och turismsvenska

Code: SOC1RB006

Extent: 3 ECTS (81 h)

Timing: Semester 1 or 2

Language: Finnish

Level: Basic studies

Type: Compulsory

## Prerequisites

The level of the course is B1.

The course is obligatory for students with the Finnish matriculation examination.

A prerequisite for attending the course is that the student has passed the Swedish level test or the course Träna Svenska.

## Learning outcomes

The objective is that the student learns more Swedish and shows ability to communicate in different accommodation, foodservice and tourism industry situations both orally and in writing. The student is able to use the Swedish language in presenting Finland as a tourist destination.

Student will

- have a good command of daily customer service in Swedish
- be able to function in communication and interactive situations which are typical in the industry
- know Finnish culture and is capable of explaining specific and accurate details
- understand linguistic and cultural proficiency as part of the life-long learning

## Course contents

- Accommodation business terminology: presenting the company, its operations and staff
- Gastronomic terminology, names of dishes and drinks, special diets, cooking methods, menu phrases, differences of Swedish in Sweden and in Finland
- Foodservice terminology, presenting the restaurant, its staff and its operations
- Presenting a tourism business and its operation
- Customer service and sales situations in the accommodation, foodservice and tourism industry

## Cooperation with the business community and other organisations

The contents of the course are based on topics from working life.

## International

The student gets acquainted with practices in other Nordic countries and s/he is encouraged to participate in student exchange or internship in Sweden, Norway or Denmark.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning.

a) Classroom learning:

Lectures and Examination 48 h

Self-studies 33 h

b) Part Time Learning:

Lectures and Examination 17 h

Self-studies 64 h

The course includes oral and written exercises as well as independent studies outside classroom learning. Active participation, written assignments and exams are compulsory.

In the safe and secure environment of the classroom the student has the opportunity to practice his/her skills in Swedish in different customer service and sales situations. S/he also trains different aspects of language learning; listening and reading comprehension, pronunciation and speaking. The student is encouraged immediately to use his/her skills in Swedish in working life and in everyday life.

**Identifying and acknowledging previously acquired skills (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.

**Teacher/s with the main responsibility for the course**

Arja Aktan-Helminen, Haaga

Anna Sarajas-Zino, Haaga

**Course materials**

The course material will be announced in the first lecture.

**Assessment criteria**

Examination 80 %

Active participation 20 %



# Human Resource Management

- Code: SMB2RB004
- Extent: 3 ECTS
- Timing: Semester x
- Language: English
- Level: Professional studies
- Type: compulsory/

## Prerequisites

Basics of Human Behavior (SOC1RB008) and Managing Teams and Leading People (FES1RB005)

## Learning outcomes

The course brings together business-related HR-processes. The aim is to form a general view of good HRM, where managing balance and tensions in working life is part of the management work.

- Understands the most relevant processes in Human Resource Management
- Has an aptitude for managerial work in multicultural work environments
- Understands social responsibility from HR point of view
- Adapts critical and holistic thinking

## Course contents

- Human Resource Strategy
- Diversity Management
- Recruitment Management
- Performance Management
- Well Being Management
- Competence Management

## Teaching and learning methods

a) Classroom learning:

Lectures and Examination 24 h

Self-studies 56 h

b) Part Time Learning:

Lectures and Examination 14 h

Self-studies 66 h

## Teacher/s with the main responsibility for the course

Eija Kjelin, Haaga

Meri Vehkaperä, Haaga

## Course materials

Will be announced later.

## Assessment criteria

Examination 60 %

Participation and assignments 40 %

# International Accommodation Business

- Code: FES3RB013C
- Extent: 3 ECTS (81 h)
- Timing: 1st - 2nd semester
- Language: English
- Level: Professional studies
- Type: Compulsory

## Prerequisites

Introduction to Studies and Hospitality Business and Hospitality Services module should be successfully completed.

This course is part of the study entity Customer Orientated Development in Lodging

## Learning outcomes

The student will understand the basic concepts and key figures of hotel operations. Furthermore, the aim is to provide the student with capabilities necessary for the understanding of contemporary hotel business as a part of travel industry

Upon successful completion of the course, the student

- Understands the effectiveness and key figures of the lodging and is able to implement them
- knows hotel businesses in Finland and abroad
- understands local and global impact of the hotel industry
- Is aware of the safety and security requirements in hotel premises
- shows willingness to serve in a professional manner and understand that hospitality is one of the central values and success factors of the sector

## Course contents

The aim is to provide the student with the basic skills required at the reception.

- The historical point of view to accommodation business history
- The accommodation business as part of travel (tourism) industry
- Statistics and business concepts in accommodation business
- The operational key figures in accommodation business

## Cooperation with the business community

Company visits and visitors from business field

## International

Customer service in hotels is analysed from multicultural point of view

## Identifying and acknowledging previously acquired skills

the student may incorporate previously acquired skills in his/her degree on the basis of skills test

## Teaching and learning methods

Working methods: case studies, project work, class presentations

The course can be completed either as a fulltime or part-time learning

a) Contact lesson based implementation:

Contact hours 24 h

Self-study 57 h

b) Part-time study:  
Contact hours 12 h  
Self-study 69 h

**Teacher with the main responsibility for the course**

Taina Pallonen, Haaga

**Learning materials**

Chuck Yim Gee.2007. International hotels development and management

Lattin, W.Gerald. 2009. The lodging and food service industry. Educational Institute of the American Hotel & Motel Association

Slattery P.2009. The economic ascent of the hotel business

Mill R. 2007. Managing the lodging operation

**Assessment criteria**

Exam 50 %

Assignments 50 %

Participation and attendance

# International Business Case Study

Code: FES2RB008E

Extent: 2 ECTS (54 h)

Timing: Semester 3, 4

Language: English

Level: Professional studies

Type: Compulsory

## Prerequisites

Courses: Basics of Travel and Tourism Industry and Travel Agents and Tour Operators should be done before this course.

## Learning outcomes

The objective of the course is that student will get acquainted with important or/and significant destination by tourism point of view and travel and tourism companies of chosen destination. If possible, the study trip will organized at same time with the destination's travel fair.

## Student will

- Understand multi-form character of travel and tourism business in practice
- Get the knowledge of global travel and hospitality companies
- Understand the influence of local and global environment to operations of companies

## Course contents

- Participation in Business Case Study
- Report
- Learning diary

## Cooperation with the business community and other organisations

The course includes international case study and company visits.

**International**

The course includes international case study and company visits.

**Teaching and learning methods**

A study trip

**Alternative completions**

None

**Identifying and acknowledging previously acquired skills (in Finnish AHOT)**

None

**Teacher/s with the main responsibility for the course**

Salla Juustila, Haaga

**Course materials**

Will be given at the beginning of the course.

**Additional reading**

Will be given at the beginning of the course.

**Assessment criteria**

Will be given at the beginning of the course.

# International Development Project

Code: SMB3RB011B

Extent: 4 ECTS (108 h)

Timing: Semester 5-6

Language: English

Level: Professional studies

Type: Professional Specialisation Studies

## Prerequisites

Tourism Management and Destination Operations

The course is part of the module Destination and Resort Management

## Learning outcomes

The aim of the course is to provide the student with the core capabilities of managing an international development project. The project management skills include administration, planning and all other areas of project management. The project will concentrate to resort and tourism destination environment. The student will develop skills for different phases and methodologies of master plan development.

Upon successful completion of the course, the student

- knows the inter-relationship between different operators in Tourism resorts
- can make decisions and justify them
- understands the economical and operational requirements of an International Tourism business
- can analyze and assess business risks
- is familiar with EU funds and other sources of public funding
- understands cultural and linguistic diversity in working life and projects and is able to work with people from different ethnic backgrounds
- understands the impacts and opportunities of internationalization within hospitality and tourism
- knows the principles of project-based work and is able to work in projects
- knows the basic principles and methods of research and development and is able to conduct a small-scale research and development project based on the available data in the industry
- is able to use international sources of information of his/her own field

## Course contents

- Project processes and phases
- Project Management tool box
- International Tourism Development projects
- Financing Sources for International Tourism Projects
- Project Planning
- Project Management
- Project Reporting

## Cooperation with the business community and other organisations

Students are encouraged to actively present their own thoughts and knowledge from their working experiences.

## International

The course work is targeted to increase the international competitiveness of a tourism resort.

### **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and examinations 24 h

Self-studies 84 h

b) Part time learning:

Lectures and examinations 12 h

Self-studies 96 h

### **Teachers with the main responsibility for the course**

Mario Passos Ascencao, HAAGA

Teemu Moilanen, HAAGA

Kristian Sievers, HAAGA

### **Course materials**

Other study material announced by teachers.

### **Assessment criteria**

Assignments

Examinations

The impact of different assessment criteria to the final grade will be told during contact hours.

# International Marketing Communications

Code: FES1RB003

Extent: 4 ECTS (108 h)

Timing: semester 2.

Language: English

Level: basic studies

Type: compulsory

## Prerequisites

Principles of Marketing and Sales OJ SOC1RB001

Personal Communication Skills OJ SOC1RB003

e-Commerce in Hospitality and Tourism OJ SOC1RB005

## Learning outcomes

The objective of this course is to provide the students with an overview of the marketing communications specific to the hospitality industry. Emphasis is put on the personal communication and sales skills.

After completing the course the student:

- Has an understanding of marketing communications, and sales in particular, in the hotel, restaurant and tourism industry and can put skills to practical use
- Has good selling, argumentation and negotiation skills and is capable of closing a deal
- Is a good listener, has good written and oral communication skills
- Is able to function in communication and interactive situations which are typical in the industry
- Possesses good communication skills in meetings and negotiations

## Course contents

- Campaign planning process
- Personal selling



- Trade fair participation
- Cross-cultural communication
- Negotiations and meetings
- Media relations

### **Cooperation with the business community and other organisations**

Guest speakers from hospitality companies and an industry based assignment.

### **International**

The international partner for the course will be announced at the beginning of the course.

### **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

#### a) Classroom learning:

Lectures 48 h

Self-studies 60 h

#### b) Part Time Learning:

Lectures 21 h

Self-studies 108 h

Lectures include also workshops and group work. Self-studies include reading books and articles related to the course topics and participating in group work.

### **Identifying and acknowledging previously acquired skills (in Finnish AHOT)**

The student is able to demonstrate possessing the required skills and competences by a skills examination. The contents and form of this examination is to be agreed with the teacher responsible for the course.

### **Teacher/s with the main responsibility for the course**

Timo Moilanen, Wallace Reynolds

### **Course materials**

McCABE, S. 2008. Marketing communications in Tourism & Hospitality, Elsevier Oxford.

Middleton, V., Fyall, A., Morgan, M. and Ranchhod, A. 2009. Marketing in travel and tourism. 4<sup>th</sup> edition. Elsevier Oxford. **Chapters: 11 - 14.**

Jobber, D. and Lancaster, G. 2009. Selling and Sales Management, 8<sup>th</sup> edition, Prentice Hall. Harlow.

**Parts 1 - 3 (chapters 1 - 12).**

Lecture material.

**Assessment criteria**

Project work (teams) 30 %

Personal assignments 70 %

# Introduction to Hospitality and Tourism Business

Course code: SOC1RB010

Extent: 3 ECTS (81 h)

Timing: 1. and 2. semester (orientations day and intensive week 2)

Language: English

Level: Basic Studies

Type: Compulsory

Prerequisites

No prerequisites.

## Learning outcomes

The study module creates a basis and orientation to the hotel-, restaurant- and tourism industry. The objective is to provide future professionals with a realistic picture about the industry and the business. Managerial mentality is a key component in the studies. The student will also be acquainted with curriculum-related alternative orientation studies.

After successful completion of the course student will

- know industry-related operational environments, networks and the boundary surfaces of the sector
- know hotel-, restaurant and tourism businesses in Finland and abroad
- understand the changes of business environment and its influence on the operation
- know the history, development and varied fields of the hotel, restaurant and tourism industry
- understand the economical and operational risks of a business
- understand the significance of internal entrepreneurship and possess an entrepreneurial mind
- know how to keep track of developments in the business and maintain interest in industry developments.

## Course contents

- orientation to studies in HAAGA-HELIA (during the orientation week and orientation classes) & participation to the Recreational Day at Vierumäki Campus
- Encountering to Hotel, restaurant and tourism industry via its' networks and company structures and modes
- Compiling a career Essay and personal study plan and development discussion

## **Cooperation with the business and other organisations**

The module contains visiting lecturers from the Hotel, restaurant and tourism industry.

## **International**

The studies integrate an international aspect addressing the special international characteristics of the industry.

## **Teaching and learning methods**

The student may complete the module either in a class-room based implementation or a part-time implementation

a) Classroom based implementation: (RB1C)

Classroom teaching and attendance to the seminar 71 h

Independent work load 10 h

b) On-job implementation: (RBM-group)

Classroom teaching and attendance to the seminar 34 h

Independent work load 47 h

## **Identifying and acknowledging previously acquired skills (APL)**

The student may incorporate previously acquired skills in his/her degree by skills test. Skills will be shown in a written test.

## **Teacher/s with the main responsibility for the course**

Pirkko Salo, Taina Pallonen, Pekka Lampi, Bo Dong and Aino Norrbacka

## **Course materials**

- Material distributed during the sessions ( teachers and visitors)

- Career path -material

## **Assessment criteria**

The course will be evaluation PASS or FAIL. The student will receive the grade after he/she has completed all mandatory parts of the course and after teacher tutor has evaluated the personal development plan in the development discussion. Participation is mandatory 100%.

## **Timetable**

Orientation Days Tue- Fri August 14th–17thRecreational Day Tue September 4th (all day 8 am to 5pm)

Orientation Lessons Once a week during period 4

Career Path- Essay During period 4

Introduction to Hospitality Industry Seminar January 7 th–11th 2013 (9am to 5pm)

Compiling of Personal Study Plan During period 5 and 1

Development Discussion Period 1: 1 hrs studies + placement / Period 2: 1 hrs studies + summer placement

European Language Day Friday 14.9. at 9am - 15pm in Big Auditorium and Small Auditorium

# Investment Planning and Taxation

- Code: SMB2RB006
- Extent: 3 ECTS (81 h)
- Timing: Semester 3
- Language: English
- Level: Professional studies
- Type: compulsory

## Prerequisites

Investment Planning and Taxation is meant to be taken after first and second year studies in Finance and Accounting.

## Learning outcomes

The objective is to learn to make long-term financial calculations by using different techniques of investment calculation. This course includes also the basic norms of income and value added taxation. The objective is to learn to calculate the amount of taxable income of a private person, entrepreneur and different types of companies; as well as the payable income tax. The objective also is to learn how to calculate the amount of payable value-added tax.

Student will

- know the principles of investment planning and taxation
- be able to manage the operation of a business in company acquisition transactions
- understand the economic thinking behind all business operations

## Course contents

- Investment calculation methods
- Company acquisition transactions
- Taxation of a private person
- Taxation of entrepreneur
- Taxation of different types of companies
- Taxation of dividends
- Value added taxation

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 48 h

Self-studies 33 h

b) Part Time Learning:

Lectures and Examination 14 h

Self-studies 67 h

## Identifying and acknowledging previously acquired skills (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.

**Teacher/s with the main responsibility for the course**

Pekka Heikkilä, Haaga

**Course materials**

Lecture material which is printable from Moodle or sold at Matsku bookstore.

Ministry of Finance. 2009. Taxation in Finland. Edita Prima Ltd. Helsinki.

Schmidgall R. 2006. Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association. USA.

**Assessment criteria**

Assignments

Examinations

The impact of different assessment criteria to the final grade will be told during contact hours.

# Labour Law

- Code: FES3RB011D
- Extent: 3 ECTS (81 h)
- Timing: spring semester
- Language: English
- Level: Advanced professional studies
- Type: compulsory

## Prerequisites

Commercial Law must be completed. This course is part of Customer Oriented Development.

## Learning outcomes

The objective of the course is to provide a basic foundation in Finnish employment law, collective agreement system and employment-related social security.

After successful completion of the course student will

- understand Finnish labour legislation and the role of collective agreement
- know how to solve work-related juridical problems and make work agreements
- have skills to manage work force
- develop a legal mind

## Course contents

- Employment Agreement Act
- Collective agreements
- Working time regulations
- Annual Holidays Act
- Occupational safety and principles of social security

## Cooperation with the business community and other organisations

Labour Law consists of co-operating with own and other international students' working places.

## International

An assignment/a project will be completed among the international participants of the course, which will be study comparing international labor law aspects.

## Teaching and learning methods

The course can be completed by both contact-learning and independent-learning orientations

a) Contact-learning orientation: full-time students

Contact teaching and group presentation 24 h

Independent study 57 h

b) Independent-learning orientation: part-time students

Contact teaching and exam 12 h

Independent study 69 h

## Identifying and acknowledging previously acquired skills (AHOT)

The student may incorporate previously acquired skills in his/her degree by skills test.

**Teacher/s with the main responsibility for the course**

Janne Jokinen, Haaga

**Course materials**

Case studies in lessons and additional material given by the lecturer.

**Assessment criteria**

Exam 80%

Assignment 20%



# Labour Law

- Code: FES3RB012D
- Extent: 3 ECTS (81 h)
- Timing: spring semester
- Language: Finnish
- Level: Advanced professional studies
- Type: compulsory

## Prerequisites

Commercial Law must be completed. This course is part of Customer Oriented Development.

## Learning outcomes

The objective of the course is to provide a basic foundation in Finnish employment law, collective agreement system and employment-related social security.

After successful completion of the course student will

- understand Finnish labour legislation and the role of collective agreement
- know how to solve work-related juridical problems and make work agreements
- have skills to manage work force
- develop a legal mind

## Course contents

- Employment Agreement Act
- Collective agreements
- Working time regulations
- Annual Holidays Act
- Occupational safety and principles of social security

## Cooperation with the business community and other organisations

Labour Law consists of co-operating with own and other international students' working places.

## International

An assignment/a project will be completed among the international participants of the course, which will be study comparing international labor law aspects.

## Teaching and learning methods

The course can be completed by both contact-learning and independent-learning orientations

a) Contact-learning orientation: full-time students

Contact teaching and group presentation 24 h

Independent study 57 h

b) Independent-learning orientation: part-time students

Contact teaching and exam 12 h

Independent study 69 h

## Identifying and acknowledging previously acquired skills (AHOT)

The student may incorporate previously acquired skills in his/her degree by skills test.

**Teacher/s with the main responsibility for the course**

Janne Jokinen, Haaga

**Course materials**

Case studies in lessons and additional material given by the lecturer.

**Assessment criteria**

Exam 80%

Assignment 20%

# Labour Law

- Code: FES3RB013D
- Extent: 3 ECTS
- Timing: spring semester
- Language: Finnish
- Level: Advanced professional studies
- Type: compulsory

## Prerequisites

Commercial Law must be completed. This course is part of Customer Oriented Development.

## Learning outcomes

The objective of the course is to provide a basic foundation in Finnish employment law, collective agreement system and employment-related social security.

After successful completion of the course student will

- understand Finnish labour legislation and the role of collective agreement
- know how to solve work-related juridical problems and make work agreements
- have skills to manage work force
- develop a legal mind

## Course contents

- Employment Agreement Act
- Collective agreements
- Working time regulations
- Annual Holidays Act
- Occupational safety and principles of social security

## Cooperation with the business community and other organisations

Labour Law consists of co-operating with own and other international students' working places.

## International

An assignment/a project will be completed among the international participants of the course, which will be study comparing international labor law aspects.

## Teaching and learning methods

The course can be completed by both contact-learning and independent-learning orientations

a) Contact-learning orientation: full-time students

Contact teaching and group presentation 24 h

Independent study 57 h

b) Independent-learning orientation: part-time students

Contact teaching and exam 12 h

Independent study 69 h

## Identifying and acknowledging previously acquired skills (AHOT)

The student may incorporate previously acquired skills in his/her degree by skills test.

**Teacher/s with the main responsibility for the course**

Janne Jokinen, Haaga

**Course materials**

Case studies in lessons and additional material given by the lecturer.

**Assessment criteria**

Exam 80%

Assignment 20%

# Management of Accommodation Operations

Code: SMB3RB013C

Extent: 3 ECTS (81 h)

Timing: Semester 5-6

Language: English

Level: Professional studies

Type: Professional Specialisation Studies

## Prerequisites

Course Managing Hotel Business Operations must be completed. The course Management of Accommodation Operations is part of the Professional Specialisation Studies (PSS) Hotel Management.

## Learning outcomes

The aim of the course is to provide the student with an overview of the management of the interrelationships of various hotel departments.

Upon successful completion of the course, the student

- knows operational models and the inter-relationship between different divisions of the accommodation business
- can analyse and develop accommodation business service processes
- identifies potential customers and segments, understands and anticipates customer expectations and needs
- understands the significance of holistic quality thinking and systematic quality management
- understands the principles of quality systems and quality management
- understands the principles of subcontracting and outsourcing
- understands the economical and operational requirements of a business
- knows the hotel related safety legislation and operational requirements
- is aware of the safety requirements for the hotel sector and can implement them in his / her own work

## Course contents

- different departments of an accommodation company and the management of their cooperation
- effect of quality on the management of internal operations
- quality of operations and quality assurance
- opportunities and challenges of subcontracting and outsourcing
- organizing housekeeping operations; own staff vs. outsourcing
  
- property management as a part of managing internal operations in hotels
- managing safety and security as a part of managing internal operations in hotels

## Cooperation with the business community and other organisations

During the course students make a developmental work for an actual hotel company.

## International

Quality systems of international hotel chains and global security threats are both under examination.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:  
Lectures and examinations 24 h  
Self-studies 57 h

b) Part time learning:  
Lectures and examinations 12 h  
Self-studies 69 h

### **Teacher with the main responsibility for the course**

Nina Ståhls, Haaga

### **Course materials**

- Garrett, W. 2002. Hotel Management and the Interrelationships of Hotel Departments. The Edwin Mellen Press. New York.
- Mill, R. 2006. Managing the Lodging Operation. Pearson Education, Inc. New Jersey.
- Other study material announced by the teacher.

### **Assessment**

Managerial report 50 %  
Examination 35 %  
Active participation 15 %

Assessment criteria

Upon successful completion of the course, the student can:

Grade 1

- explain operational models, inter-relationships and cooperation between different divisions of the accommodation business
- illustrate accommodation service processes
- describe the principles of quality systems and systematic quality management
- interpret the hotel related safety legislation
- explain the basic principles of subcontracting and outsourcing

Grade 3

- analyze operational models, inter-relationships and cooperation between different divisions of the accommodation business
- compare and apply accommodation service processes
- use different quality systems and apply systematic quality management
- interpret the hotel related safety legislation and implement it in practice
- analyze the basic principles of subcontracting and the decisions behind outsourcing

Grade 5

- discuss and develop the operational models, inter-relationships and cooperation between different divisions of the accommodation business
- design accommodation service processes
- propose different quality systems and develop a plan for systematic quality management

- judge the value of the hotel related safety legislation and implement it in practice
- argue and make a plan for subcontracting and outsourcing

# Management of Restaurant Operations

- Code: SMB3RB009
- Extent: 3 ECTS (81 h)
- Timing: Semester 5 - 6
- Language: English
- Level: Professional studies
- Type: Compulsory

## Prerequisites

Introduction to Studies and Hospitality Business, Hospitality Services module and Restaurant Processes module should be successfully completed.

## Learning outcomes

The objective is to provide students with practical knowledge and tools on how to operate a profitable small or medium-size restaurant business.

Students will understand the importance of explicit industry analysis, market research and business planning in a successful trade. Also a large emphasis is put on accurate staff planning as well as motivating the staff to achieve the best results in business. In addition, students will be introduced to a process of finding the best purchasing channels. Business follow-up, as an important tool, takes place during the entire course. As an assignment students will build a business plan for selected restaurant type.

## Course contents

- Analysis of restaurant industry globally and in Finland.
- Target marketing and competition
- Staff policies
- Legislation
- Product planning
- Purchasing channels
- Business follow-up

## Cooperation with the business community and other organisations

The course includes a visiting lecturer, e.g. a manager from a successful Finnish restaurant.

## International

During the course, the international trends in restaurant business will be studied and analyzed.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 48 h

Self-studies 33 h



b) Part Time Learning:  
Lectures and Examination 12 h  
Self-studies 69 h

**Teacher/s with the main responsibility for the course**

Pekka Lampi, Haaga  
Jouko Mykkänen, Haaga

**Course materials**

Roy C. Wood (ed.), 2000. Strategic questions in food and beverage management. Butterworth-Heinemann. Oxford.

Handouts and other lecture material selected by the teacher.

**Assessment criteria**

Examination 50 %  
Assignment 50 %

# Managerial Economics

Code: SMB2RB003

Extent: 3 ECTS (81 h)

Timing: 3rd academic year

Language: English

Level: Professional Studies

Type: Compulsory

## Prerequisites

Introduction to Studies and Hospitality Business, Hospitality Services module, Basics of Business Mathematics and Commercial Law should be successfully completed.

## Learning outcomes

The objective of this course is to encourage students to read, interpret and apply business and economic terminology, information and knowledge distributed in media and research. Learning these ideas will make it easier for students to take advantage of economic communication in society and broaden their critical thinking skills.

After completing the course successfully students will be able to:

- better understand the basics of the neoclassical microeconomics; market mechanism and market efficiency
- better grasp the fundamentals of corporate governance i.e. the basics of modern managerial economics
- make better sense of the structures of macro economy and review (inter)national accounting data
- better interpret and benefit from business and economics communication
- complete business and economics country review of selected countries (course assignment)

## Course contents

- Price System and Market Efficiency
- The Organization of the Firm and the Nature of Industry
- Fundamentals of Corporate Governance
- Macroeconomic discussion topics: Economic Aggregates, Money and Banking, International Trade

## Cooperation with business community and other organizations

Visiting lecturer from business governance and/ or from economic research discipline

## International

The course assignment covers selected indicator analysis of foreign economies based on EUROSTAT data.

## Teaching and learning methods

There are two options for completing the course: contact learning (a+b) or virtual learning (c)

a) Full-time learning method

Lectures, lecture discussions, assisted working in computer lab, independent reading and preparation of the course assignment (30h). One multiple choice practice examination takes 1h and one multiple choice final exam another 1h. Independent study include and tests are based on selected course books' chapters and completion of course assignment (49 h)

b) Part-time learning method

Lectures, lecture discussions, assisted working in computer lab, independent reading and preparation of the course assignment (12h). One multiple choice practice examination takes 1h and one multiple choice final exam another 1h. Independent study include and tests are based on selected course books' chapters and

completion of course assignment (67 h)

c) Virtual learning method

Introduction to the course as contact learning in computer lab (2h)

Four practice multiple choice practice tests on the web (4h) and one multiple choice contact final exam (1h).

Independent studies include and tests are based on selected course books' chapters and completion of course assignment (74).

### **Teacher/s with the main responsibility for the course**

Tourunen Kalevi, Haaga

### **Course material**

Contact learning: Selected chapters from one Managerial Economics book (TBA). Class handouts and supporting material to be delivered on web. EUROSTAT web page data.

Virtual learning: Selected chapters from both one Managerial Economics book and from one Economics book (TBA). Handouts and supporting material to be delivered on web. EUROSTAT web page data.

### **Assesment criteria**

Contact learning:

Practice test 30 %

Final Exam 40 %

Course assignment 30%

Virtual learning:

Practice tests 40 %

Final Exam 30 %

Course assignment 30%

# Managing Hotel Business Operations

Code: SMB3RB010

Extent: 3 ECTS (81 h)

Timing: Semester 5-6

Language: English

Level: Specialisation studies

Type: Professional Specialisation Studies (PSS)

## Prerequisites

Introduction to Studies and Hospitality Business, Hospitality Services module, Supervising Lodging Operations and Profitability Planning and International Accommodation Business should be successfully completed.

## Learning outcomes

The aim of the course is to provide the student with a managerial overview of the accommodation business and to review various hotel management functions and responsibilities.

Upon successful completion of the course, the student

- has insight into the hotel management expertise, understands the challenges he/she will encounter and is determined to work in a supervisory position and possibly as a member of an executive team at some point
- knows and understands operational and strategic management
- understands the economic thinking behind all business operations
- understands the diversity and different earnings principles in the hotel industry

## Course contents

- Management team's responsibility areas
- Capacity management
- Managing pricing and pricing strategies
- Revenue management

## Cooperation with the business community and other organisations

During the course the students utilize real-life accommodation businesses and analyze their operational reality.

## International

In the assignment the students analyse either a domestic or international accommodation company.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and examinations 24 h

Self-studies 57 h

b) Part time learning:

Lectures and examinations 12 h

Self-studies 69 h

## **Teacher with the main responsibility for the course**

Nina Ståhls, Haaga

## **Course materials**

Study material announced by the teacher.

## **Assessment**

Assignment 60 %

Examination 25 %

Active participation 15 %

Assessment criteria

Upon successful completion of the course, the student can

Grade 1

- outline the hotel management expertise and recognizes the challenges he or she will encounter as supervisor
- compare and describe operational and strategic management
- relate to the economic thinking behind all business operations
- outline the diversity and explain different earnings principles in the hotel industry

Grade 3

- identify the hotel management expertise and analyze the challenges he or she will encounter as supervisor
- distinguish between and apply operational and strategic management
- analyze and illustrate the economic thinking behind all business operations
- identify the diversity and analyze different earnings principles in the hotel industry

Grade 5

- discuss the hotel management expertise and determine the challenges he or she will encounter as supervisor
- plan and develop operational and strategic management
- justify the decisions of the economic thinking behind all business operations
- judge the diversity and manage different earnings principles in the hotel industry

# Managing Sales and Distribution Channels

- Code: SMB3RB013B
- Extent: 3 ECTS (81 h)
- Timing: Semester 5.-6.
- Language: English
- Level: Specialization studies
- Type: Professional Specialization Studies (PSS)

## Prerequisites

Managing Hotel Business Operations. The Course is part of the Professional Specialization Studies Hotel Management.

## Learning outcomes

The aim of the course is that the student understands the importance of sales and marketing in carrying out successful accommodation business operations, and is capable of putting up a sales team and to manage it. Furthermore, the student manages the multitude of distribution channels and is capable of creating an optimal distribution channel solution for a hotel.

Upon participating in the course the student

- Identifies potential customers and segments, understands and anticipates customer expectations and needs
- Has a solid understanding of marketing and sales in the hotel industry and can put skills to practical use
- Understands the relevance of new electronic communication channels
- Knows how to manage accommodation business distribution channels and branding

## Course contents

- Managing sales teams in an accommodation business
- Carrying out successful sales operations in an accommodation business
- Distribution channels
- Distribution channel strategies
- Managerial presentation of development ideas

## Cooperation with the business community and other organisations

During the course the students utilize real-life accommodation businesses and analyze their operational reality.

## International

International reservation and distribution channels are utilized and analyzed during the course.

## Teaching and learning methods

It is possible to complete the course based on classroom learning and part time learning:

a) Classroom learning:

Lectures and Examination 33 h

Self-studies 48 h

b) Part Time Learning:

Lectures and Examination 21 h

Self-studies 60 h

Introduction, classroom learning, student group assignments and presentations, exam and independent learning.

**Teacher/s with the main responsibility for the course**

Nina Ståhls, Haaga

**Course materials**

Handout material by the teacher

Independent material search by student groups

**Assessment**

Managerial report 50%

Exam 35%

Class room participation 15%

Assessment criteria

Upon successful completion of the course, the student can:

Grade 1

- List potential customer segments and can provide an example of customer expectations and needs
- Explain the importance of marketing and sales in the hotel industry
- Give examples of and distinguish between the different distribution channels

Grade 3

- Categorize potential customer segments and analyze customer expectations and needs
- Explain the importance of marketing and sales in the hotel industry and can apply learned skills in practice
- Compare the different distribution channels and analyze a distribution channel strategy

Grade 5

- Select potential customer segments and predict and evaluate customer expectations and needs
- Discuss the importance of marketing and sales in the hotel industry and is capable to design a sales team
- Recommend and choose optimal distribution channels and build a distribution channel strategy

# Managing Teams and Leading People

Code: FES1RB005

Extent: 4 ECTS (108 h)

Timing: 2. year of studies

Language: English

Level: Professional studies

Type: Compulsory

## Prerequisites

Personal Communication Skills (SOC1RB003); Basics of Human Behavior (SOC1RB008)

## Learning outcomes

The aim of the course is to introduce the student to principles of leadership, managerial competence and managerial work in multicultural environments. Communicating and communication as a tool in management will be explored. After completing the course requirements, the student will

- be capable of collaborative learning and sharing knowledge in teams and working communities
- will be familiar with the use of feedback in management and self-development
- be able to plan, organise and develop effort in a team setting
- understand the principles of team work and is able to work together with others in multidisciplinary and multicultural teams
- understand cultural and linguistic diversity in working life teams

## Course contents

- Leadership, leadership styles and models in leadership developing
- Problem solving in a team setting
- Roles as member of a team
- Listening, conversation and feedback
- Using personal feedback in improving performance and in leadership style development
- Argumentation and motivating

## Cooperation with the business community and other organisations

Guest lecturers, especially sharing experience in profit unit management – middle management positions.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

a) Classroom learning:

Lectures and team exam 24 h

Practice and rehearsal in communication 24 h

Self-study 58 h\*

b) Part time learning (adult students):

Lectures and team exam 12 h

Practice and rehearsal in communication 12 h

Self-study 82 h\*

c) E-learning:

Exercises, assignments, team discussion forums, independent learning will be arranged via Moodle learning platform\* (hrs included in a and b).



**Teachers with the main responsibility for the course**

Kari Nurminen, Haaga and Wallace Reynolds, Haaga

**Course materials**

George, J.M. & Jones, G. 2002. Understanding and Managing Organizational behavior. (Part II) Chapters 10, 11, 12, 13 and 14.

Lecture handouts and other materials as indicated by lecturers

**Additional reading**

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

**Assessment criteria**

Lectures and team examination 60% (60/100 pts)

Practice and rehearsal in communication, active presence 40 % (40 /100 pts).

Grading on a scale of 1 to 5, where 1 = min. 50 pts, 5 = min. 90 pts

# Marketing Intelligence

Code: MAR8RB021

Extent: 3-ECTS (81 h)

Timing: Period 1-2

Language: English

Level: Professional studies

Type: Free-Elective

## Prerequisites

No prerequisites

## Course description

The field of marketing is changing. Marketing Intelligence aims to take some of the risk out of marketing decisions by providing information that can form part of the entire basis of decision-making. Today's tourism consumers are marketing-literate. They are acquainted with the tricks of the trade. They can deconstruct advertising campaigns in double-quick time and are fatigued by marketers' fake familiarity, bogus benevolence, pseudo concern, friendly fire-sales. Cognizant that consumers are aware of them, marketing executives have to respond to this second-guessing game in a variety of ways these responses which, together, represent an alternative to the 'modern' marketing concept of Drucker, Levitt and Kotler. This free elective course provides students with an understanding of the role of market intelligence in decision-making and the nature of market intelligence decisions. Students will learn how to use various Marketing Intelligence perspectives to collect information and evaluate it through a variety of learning activities. Students should develop knowledge and awareness of the existence and nature of Marketing Intelligence facets.

## Course outcomes

On successful completion of this course students should be able to:

- > debate the three concepts (market research, marketing research and marketing intelligence)
- > reflect on what makes the three concepts similar and different
- > Know what are the advantages in the pursuing of Marketing Intelligence
- > identify and debate the various perspectives marketers have at their disposal to gather accurate information for use
- > debate what practitioner view of Marketing Intelligence is
- > debate how Marketing Intelligence captures observed reality in a general sense, i.e. academic view
- > debate what methods employed in Marketing Intelligence at the interface or interdisciplinary are available

## Course contents

This course addresses the following topics:

- > Marketing Intelligence vs Market(ing) Research
- > Marketing Intelligence perspectives
- > Marketing Intelligence - practitioner view

- > Marketing Intelligence - academic view
- > Marketing Intelligence - inter-disciplinary view

### **Cooperation with the business community**

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

### **International aspects**

In this course it is ensured that the learning activities include a global/ international perspective. The facilitators infuse international elements into the learning content and international resources are used in the courses readings. The facilitators also use instructional methods appropriate to a culturally diverse student population.

### **Learning and teaching methods**

In this course two main learning methods are used: (1) directed learning; and (2) self-directed learning. Various forms of directed learning are used, in the courses such as e.g. assignments. Self-directed learning is also an important part of the course, and students are encouraged to develop the ability to learn on their own and thus take more responsibility for setting the objectives of their learning. Students should put emphasis on text review and vigorous reflection and debate. This is particularly important to explore and develop ideas from specific texts and evaluate issues related to Marketing Intelligence. Reading texts support the learning activities. In short:

- > 81 hours of directed and self-directed learning

### **Course assessment and grading**

In this course students' learning is assessed as follows:

- > 20% written learning assignment 1
- > 20% written learning assignment 2
- > 20% written learning assignment 3
- > 20% written learning assignment 4
- > 20% written learning assignment 5

Grading on a scale of 1 to 5, where 1 = min. 45%-pts, 5 = min. 85%-pts

### **Course resources**

Handouts and essential reading list posted in Moodle

### **Course Management System (CMS)**

The Course Management System used in this course is MOODLE

### **Feedback and Development**

The facilitator will provide students with feedback, and students will be asked to complete an anonymous feedback form at the end of this course. The course will be improved based on student feedback.

### **Identifying and acknowledging previously acquired skills (in Finnish AHOT)**

Studies completed at other educational institutes and/or work experience are not accredited as such towards the HAAGA-HELIA studies directly, but the required competences can be demonstrated by a 'skill test', individually agreed with the facilitator.

### **Course facilitator**

Dr. Mário Passos Ascensão

# Marketing Tourism Destinations

Code: SMB3RB011C

Extent: 3 ECTS (81 h)

Timing: Semester 4.-5.

Language: English

Level: professional studies

Type: Professional Specialisation Studies

## Prerequisites

Principles of Marketing and Sales SOC1RB001

e-Commerce in Hospitality and Tourism SOC1RB005

International Marketing Communications FES1RB003

Customer Relationship Marketing FES3RB011A / FES3RB012A / FES3RB013A

The course is part of Destination and Resort Management SMB3RB011

## Learning outcomes

The aim of the course is to examine the opportunities and challenges of destination marketing management at strategic and operational level.

After completing the course the student:

- has an understanding of the role of marketing within the corporate strategy and knows the elements included in the marketing strategy
- understands the planning process of destination marketing
- is familiar with different organizational forms of destination marketing function
- Understands the tasks of destination marketing and is able to apply knowledge in practice
- Understands the role of new electronic distribution channels, e.g. social media.
- is able to develop new and critically evaluate existing marketing strategies

## Course contents

- Destination product
- Planning process of destination marketing
- Organizational structures of destination marketing
- Destination brand management
- Distribution channels and communication. Social media.

## Cooperation with the business community and other organisations

Students are encouraged to actively present their own thoughts and knowledge from their working experiences. Students will complete an international development project.

## International

The course work is targeted to increase the international competitiveness.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures 24 h

Self-studies 57 h

b) Part Time Learning:  
Lectures 9 h  
Self-studies 72 h

Lectures include also workshops and group work. Self-studies include reading books and articles related to the course topics and participating in group work.

**Teacher/s with the main responsibility for the course**

Teemu Moilanen, Haaga

**Course materials**

Fyall, A. & Garrod, B. 2004. Tourism Marketing. A Collaborative Approach. Channel View Publications. Clevedon.

Pike, S. 2004. Destination Marketing Organizations. Elsevier.

Lecture material and other material distributed or indicated by the lecturer.

**Assessment criteria**

Project work 60 %

Assignment 30 %

# Master Plans for Resorts

Code: SMB3RB011A

Extent: 6 ECTS (162 h)

Timing: Semester 5-6

Language: English

Level: Professional studies

Type: Professional Specialisation Studies

## Prerequisites

Tourism Management and Destination Operations

The course is part of the module Destination and Resort Management

## Learning outcomes

The aim of the course is to provide the student with the core capabilities of planning master plans for resorts and tourism resorts. The student will develop skills for different phases and methodologies of master plan development. The student will be able to evaluate master plans and participate in process of writing a master plan.

Upon successful completion of the course, the student

- Knows the principles of master plans and destination management
- Is able to write a master plan as a productive team member
- Is able to seek and analyze information in resorts and destination and is capable of critical and holistic data evaluation.
- Has an initiative and proactive work attitude and good problem solving and decision making skills

## Course contents

- Destinations and Resorts in International Tourism Industry
- Master Plans- the aim and process
- Strategic Planning in Tourism
- Management areas of Destination Management

## Cooperation with the business community and other organisations

Students are encouraged to actively present their own thoughts and knowledge from their working experiences. Students will write a master plan for an existing tourism resort.

## International

The course work is targeted to increase the international competitiveness of a tourism resort.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and examinations 62 h

Self-studies 100 h

b) Part time learning:

Lectures and examinations 36 h

Self-studies 126 h

**Teachers with the main responsibility for the course**

Mario Passos Ascencao, HAAGA

Teemu Moilanen, HAAGA

Kristian Sievers, HAAGA

**Course materials**

study material announced by teachers.

**Assesment criteria**

Assignments, Examinations

The impact of different assessment criteria to the final grade will be told during contact hours.

# Menu Management and Purchasing Channels

Code: SMB3RB012B

Extent: 3 ECTS (81 h)

Timing: 5. – 6. semester

Language: English

Level: advanced studies, integrated in a study module

Type: concentration studies

## **Prerequisites**

This is part of the Restaurant Management module. The course requires completion of industry-related professional studies.

## **Learning outcomes**

The objective of the studies to provide students with current affairs information about food, beverage and service design in regard to a restaurant's business idea. Student will learn to understand entrepreneurship and responsible business operation. He/she will learn decision making skills in managing the company's products and distribution channels to ensure profitability and good quality. He/she will also learn to understand the importance of aesthetics in product design and in the making of experience products and services.

After successful completion of the course student will

- know how to keep track of developments in the business and is interested in developing the industry
- know beverages, can handle drink related processes and design a selection of drinks
- know how to implement aesthetic qualities in the design of e.g. brands, services, products, interiors, menus and wine lists
- have a good command of restaurant business distribution channels and brand management
- identify potential customers and segments, and understand and anticipate customer expectations and needs

## **Course contents**

- principles of selection design
- environment and competitor analysis in selection design
- principles of drinks selection and importing
- product and selection design in a chain restaurant brand
- wholesaling and purchasing
- restaurant brand and product selection
- restaurant purchase pattern and sales support

## **Cooperation with the business and other organisations**

The course contains a lot of teamwork with different partners in the industry. The assignment is incorporated in industry based learning and assessed together with experts from the industry.

## **International**

The course will incorporate international expertise in teamwork when feasible.

## **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom based implementation:



Classroom teaching 24h

Independent work load and assignment 57 h

b) Part-time implementation:

Classroom teaching 12 h

Independent work load and assignment 69 h

**Teacher with the main responsibility for the course**

Pekka Lampi, Haaga

**Course materials**

Case studies in lessons and additional material given by the lecturer

**Assessment criteria**

Assignment 100 %

# Nutrition and Special Diets

- Code: FES3RB012C
- Extent: 3 ECTS (81 h)
- Timing: Semester 3-4
- Language: English
- Level: Professional studies
- Type: compulsory

## Prerequisites

The course is part of Customer Oriented Development in Restaurants.

## Learning outcomes

The student understands the impact of nutrition as a factor influencing the well-being of a customer. She/he learns to know the nutrition recommendations and their scientific background. She/he is able to evaluate the nutritional quality of the food. She/he knows the most common special diets and understands the cultural and social factors which influence food consumption patterns.

After completing this course the student

- Understands customer expectations behind the choice of food
- Understands the nutritional quality of food
- Can provide healthy services which promote well-being of the customers

## Course contents

- factors which influence food selection
- nutrition recommendation
- energy and energy-yielding nutrients
- vitamins and minerals
- evaluation of the nutrient content of food
- special diets

## Cooperation with the business community and other organisations

The course consists of co-operating with students' place of employment or other company/organisation operating in the business to meet the learning objectives.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 24 h

Self-studies 57 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 69 h

**Identifying and acknowledging previously acquired skills (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.

**Teacher/s with the main responsibility for the course**

Johanna Rajakangas-Tolsa, Haaga

**Course materials**

NRAEF ManageFirst. 2007. Nutrition. Pearson Prentice Hall.Upper Saddle River.USA.

Lecture slides, articles and other material given by the teacher.

**Assessment criteria**

Examination 50 %

Assignments 50 %

# Personal Communication Skills

- Code: SOC1RB003
- Extent: 3 credit (81 h)
- Timing: period 1-2
- Language: English
- Level: Basic studies
- Type: compulsory

## Prerequisites

No prerequisites

## Learning outcomes

After successful completion of course students will be able to confidently handle a variety of situations in a typical working environment. They will develop the following:

- good spoken and written English language skills
- self-awareness of interpersonal communication skills and areas needing improvement
- skills of constructive criticism, both of themselves and colleagues
- listening and presentation skills
- development tools to improve communication level

## Course contents

- verbal and non-verbal communication
- perception of audience and readers
- structure of a spoken and written presentation
- importance of body language during presentation
- recorded video critics

## Connections with working and professional life

The course consists of co-operating with students' place of employment or other company/organisation operating in the business to meet the learning objectives.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

Discussion and oral presentations  
Reading and written assignments  
Visiting lecturers

Work load of full-time students

Classroom learning:

Oral communication	26h
Written communication	13h
Computer classes	9h
Independent work load	33h

Work load of part-time students

Classroom learning:

Oral communication 9h

Written communication 4,5h

Computer classes 4,5h

Independent work load 63h

**Teacher/s with the main responsibility for the course**

Wallace Reynolds, Haaga

**Course materials**

Selected articles and material given by the lecturer

HAAGA-HELIA report writing guidelines

**Assessment criteria**

Active participation (mandatory attendance 80%)

Oral discussion 50 %

Written assignments and communication 50%

# Placement in the Industry

Code: RWP6RB004A

Extent: 10 cr

Timing: 1 semester

Language: English/ Finnish

Level: work placement

## Prerequisites

The placement in the industry requires completion of the Hospitality Services study module. Placement in the industry is a part of Practical Training RWP6RB004

## Learning outcomes

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.

## Course contents

During the first academic year the student is required to complete a minimum of 280 hours of basic training. The curriculum integrates a period of eight weeks to allow students to complete the placement in the industry. Placement will be carried out as two-week periods in different units and jobs of a hotel and restaurant business. Previous experience and professional goals of the trainee are considered in each individual 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. He/she must either participate in a web-based placement discussion or write a placement report on the basis of the journal.

## Cooperation with the business and international

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

## Teaching and learning methods

Orientation to the training is conducted at school prior to basic placement. 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 have to attend a feed-back session.

## Teacher with the main responsibility for the course

Taina Pallonen, Haaga

Pirkko Salo, Haaga

## Course materials

Placement orientation and the related material is based in Moodle e-learning environment.

## Assessment criteria

Placement in the industry is assessed on a scale 1 – 5 to conform with the employer evaluation.

# Pricing and Revenue Management

- Code: SMB3RB008
- Extent: 3 ECTS (81 h)
- Timing: Semester 5 / 6
- Language: English
- Level: Professional studies
- Type: Compulsory

## Prerequisites

Principles of Marketing and Sales, Basics of Travel and Tourism Industry, Basics of Business Mathematics (Excel), eCommerce in Hospitality and Tourism, Introduction to Hospitality and Tourism, Financial Accounting and Reporting, Tourism Management, Customer Oriented Development in Tourism, Strategic Management and Business development (studied prior or can be done simultaneously)

## Learning outcomes

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 worklife-orientation, business management skills in an international settings with its holistic view to the hospitality and travel industries.

After successful accomplishment of the course the student should:

- understand that a successful business requires adequate revenues and a positive operational cash flow to generate profits
- pinpoint potential customer segments, anticipate needs and wants of customers, understand consumer behavior and their how these affect the business potential
- identify capacity bottlenecks and make adjustments to the business accordingly
- be able to utilize Ecommerce to support sales and marketing
- recognize the strategic impact of revenues to the business, organize resources accordingly and follow thru key strategic business decisions.
- use good interpersonal communication skills to communicate effectively
- be interested to put more emphasis on the commercial business development of a service entity
- understand revenue and profitability financials cause and effects and can discuss about these in a professional matter with all key stakeholders

## Course contents

- Revision of managerial accounting basics related to revenue generation
- Principles of Customer insight, Business foresight and Business Intelligence
- Channel management and optimization
- Support functions responsibilities in terms of companywide profits and interrelationships
- Risk management and forecasting customer behavior
- Tools, means and key metrics
- Organizational change management from revenue perspective
- Introduction to strategic and operational decision making capabilities and prioritization
- New developments

The course provides an introduction to the principles of pricing and revenue management. Core of the course is correct capacity management, right pricing actions and optimum multi-channel approach. Issues

like how to support other functions to succeed with good pricing and revenue management in the global market place, how an organization can create and sustain competitive advantage, how to understand the business environment will be dealt with.

### **Cooperation with the business community and other organisations**

The course includes projects and assignments with serviced various companies. The substance content is kept updated with close co-operation with the industry, the consulting and the education substance experts.

### **International**

The international partners for the course are educational institutions (among others NHTV Breda, Holland) and companies.

### **Teaching and learning methods**

The course is conducted in a work-shop setting for all students. The timetables and needs of our partners are taken also into consideration the best possible manner.

Lectures 21 h

Self-study 60 h

More specific issues are raised with individual learning, facilitated group work, industry experts visits and case studies to allow the student to learn about the strategic options hospitality and travel businesses are facing.

### **Alternative completions**

Not possible

### **Identifying and acknowledging previously acquired skills (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.

For an AHOT-option a minimum of 2 years work experience in pricing, sales and marketing or revenue management in expert or managerial level are required.

### **Teacher with the main responsibility for the course**

Jere Talonen, Haaga

### **Course materials**

- Revenue Management and Pricing: Case Studies and Applications, Yeoman &McMahon-Beattie, Thomson, last edition
- Introduction to Revenue Management for the Hospitality Industry: Principles and Practices for the Real World, Tranter & Parker, Wiley-Press, 2008

In addition there are materials used at the workshops, as well as, actual articles, research and study papers. These are communicated by the instructor at the beginning of the course.

### **Assessment criteria**

Weights for the assessment criteria are communicated to participants at the beginning of the course.



# Principles of Marketing and Sales

- Code: SOC1RB001
- Extent: 3 ECTS (81 h)
- Timing: Semester 1-2
- Language: English
- Level: Basic studies
- Type: compulsory

## **Prerequisites**

No prerequisites.

## **Learning outcomes**

The student becomes familiar with the principles of consumer behavior, its changes and development and can use them in developing products and services. The will also have a solid understanding of marketing and sales in the hotel, restaurant and tourism industry and can put these skills to practical use. In addition the student will have good selling, argumentation and negotiation skills and will be capable of closing a deal in a creative and innovative manner.

## Course contents

- Development of marketing philosophies
- Influence of marketing environment to marketing decisions
- Overview of the marketing information system
- Essentials of marketing planning
- Business and consumer buying behavior
- Target groups, differentiation, segmentation and positioning
- Brand marketing and design management
- Marketing mix from 4/7 P point of view
- Product concept, product development and product life cycle
- Pricing strategies, pricing approaches and price elasticity
- Distribution channel
- Marketing communications mix
- Formulating a marketing plan

## **Cooperation with the business community and other organisations**

Visits to companies and guest lecturers from business are planned for the course.

## **International**

Case examples during the course are about multinational companies.

## **Teaching and learning methods**

It is possible to complete the course based on classroom learning, part time learning or virtual learning:

a) Classroom learning:

Lectures and Examination 32 h

Self-studies 49 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 69 h

### **Alternative completions**

It is possible to complete the course based on classroom learning or part time learning.

Identifying and acknowledging previously acquired skills (in Finnish AHOT)

Course 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 computer aided exam in Moodle.

### **Teacher/s with the main responsibility for the course**

Tommi Immonen, Haaga

### **Course materials**

LBowie, D. & Buttle, F. 2004. Hospitality Marketing: An introduction. Butterworth-Heinemann

Lecture slides, cases, articles and other material given by the teacher.

### **Assessment criteria**

Examination 100 %

# Project Management

Code: FES2RB009B

Extent: 3 ECTS (80 h)

Timing: 2. year of studies

Language: English

Level: Professional studies

Type: Compulsory

## Prerequisites

Basics of Human Behavior, Introduction to Studies and Hospitality Business and Hospitality Services module must be successfully completed. Course is part of the chosen concentration study.

## Learning outcomes

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

## Course contents

- Introduction to project management
- Introduction to process management
- Project plan design
- Role of interpersonal skills in project work
- Project organisations, organisational theories

## Cooperation with the business community and other organisations

If possible, course assignment will be conducted in co-operation with hospitality industry as a development project

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

a) Classroom learning:

Lectures and examination 24 h

Self-study & project work 56 h

b) Part time learning (adult students):

Lectures and examination 12 h

Self-study & project work 78 h

## Teachers with the main responsibility for the course

Kari Nurminen, Haaga

**Course materials**

Melton, T. & Iles-Smith, P. 2009. Managing Project Delivery: Maintaining Control and Achieving Success. Butterworth-Heinemann. Amsterdam, the Netherlands.

Gray, C. F. & Larson, E W. Project Management: The Managerial Process. McGraw-Hill. Boston, IL.

Lecture handouts and other materials as indicated by lecturer

**Additional reading**

George, J.M. & Jones, G. 2002. Understanding and managing organizational behavior. Chapters 10, 13,14, 15 and 19.

**Assessment criteria**

Examination 60% (60/100 pts)

Project work/report 40 % (40/100 pts)

Grading on a scale of 1 to 5, where 1 = min. 50 pts, 5 = min. 90 pts

# Project Management

Code: FES2RB008B

Extent: 3 ECTS (80 h)

Timing: 2. year of studies

Language: English

Level: Professional studies

Type: Compulsory

## Prerequisites

Basics of Human Behavior, Introduction to Studies and Hospitality Business and Hospitality Services module must be successfully completed. Course is part of the chosen concentration study.

## Learning outcomes

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

## Course contents

- Introduction to project management
- Introduction to process management
- Project plan design
- Role of interpersonal skills in project work
- Project organisations, organisational theories

## Cooperation with the business community and other organisations

If possible, course assignment will be conducted in co-operation with hospitality industry as a development project

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

Teaching and learning methods

a) Classroom learning:

Lectures and examination 24 h

Self-study & project work 56 h

b) Part time learning (adult students):

Lectures and examination 12 h

Self-study & project work 78 h

## Teachers with the main responsibility for the course

Kari Nurminen, Haaga

**Course materials**

Melton, T. & Iles-Smith, P. 2009. Managing Project Delivery: Maintaining Control and Achieving Success. Butterworth-Heinemann. Amsterdam, the Netherlands.

Gray, C. F. & Larson, E W. Project Management: The Managerial Process. McGraw-Hill. Boston, IL.

Lecture handouts and other materials as indicated by lecturer

**Additional reading**

George, J.M. & Jones, G. 2002. Understanding and managing organizational behavior.

Chapters 10, 13,14, 15 and 19.

**Assessment criteria**

Examination 60% (60/100 pts)

Project work/report 40 % (40/100 pts)

Grading on a scale of 1 to 5, where 1 = min. 50 pts, 5 = max. 90 pts

# Project Management

- Code: FES2RB010B
- Extent: 3 cr (81 h)
- Timing: 2nd year
- Language: English
- Level: Professional studies
- Type: compulsory

## Prerequisites

Basics of Human Behavior, Introduction to Studies and Hospitality Business and Hospitality Services module must be successfully completed. Course is part of the chosen concentration study.

## Learning outcomes

The aim of the course is to introduce students to customer-oriented service development in a project management framework. Processes which will be developed have to be analysed from a customer, service provider and the operational environment points-of-views. The course provides the student with basics needed for any further project management courses in Haaga-Helia.

## Course contents

- Introduction to project management
- Introduction to process management
- Project plan design
- Role of interpersonal skills in project work
- Project organisations

## Cooperation with the business community and other organisations

If possible, course assignment will be conducted in co-operation with Hospitality industry

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

a) Classroom learning:

Lectures and examination 24 h

Self-study & project work 56 h

b) Part time learning (adult students):

Lectures and examination 12 h

Self-study & project work 78 h

## Alternative completions

None

## Identifying and acknowledging previously acquired skills (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.

**Teacher with the main responsibility for the course**

Markus Häyhtiö, Haaga

**Course materials**

Melton, T. & Iles-Smith, P. 2009. Managing Project Delivery: Maintaining Control and Achieving Success. Butterworth-Heinemann. Amsterdam, the Netherlands.

Gray, C. F. & Larson, E W. Project Management: The Managerial Process. McGraw-Hill. Boston, IL.

Additional reading

Lecture material, material on Moodle

**Assessment criteria**

Examination 60 %, Assignment 40 %.



# Puheviestintää MaRaTa-alalle

Tunnus: FIN4RB004

Laajuus: 3 opintopistettä

24 tuntia lähiopetusta

57 tuntia itsenäistä opiskelua

Ajoitus: 2. lukuvuonna

Kieli: suomi

Taso: perusopinnot

Tyyppi: pakollinen

## Oppimistavoitteet

Opintojakson tavoitteena on ymmärtää, että puheviestintä on keskeinen osa ammatillista osaamista ja menestyksellisen toiminnan perusta suomalaisessa elinkeinoelämässä. Johtaminen on viestintää, ja asiakaspalvelu on ihmisten välistä vuorovaikutusta.

Opiskelija oppii tunnistamaan, analysoimaan ja kehittämään oman vuorovaikutuksensa eri osa-alueita. Hän hallitsee ryhmässä toimimisen ja henkilökohtaisen vaikuttamisen perusteet.

Opiskelija oppii analysoimaan ja kehittämään omia vuorovaikutus- ja esiintymistaitojaan erityisesti suomalaisessa asiakaspalvelu-, asiantuntija- ja esimiestehtävissä. Harjoittelun, analysoinnin ja palautteen avulla opitaan tiedostamaan viestinnän vahvuudet ja kehittämiskohteet.

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

## Kurssin arviointi

- \* Aktiivinen läsnäolo - vähintään 80 prosenttia (palautteen antaminen, analysointi, kommentointi, harjoituksiin osallistuminen) 25 %
- \* Puheenvuorot ja harjoitukset (sisältö, esittäminen, rakenne, tyyli, valmistautuminen) 25 %
- \* Yrityksen myynti rahoittajalle 25 %
- \* Tentti 25 %

## Kirjallisuus

JP Puro: Esimiehen viestintätaidot, WSOY, 2002,

Leif Åberg: Johtamisviestintää!, Gummerus, 2006

Elisa Juholin: Viestinnän vallankumous, Gummerus, 2008

Luentomuistiinpanot

[www.kielijelppi.fi](http://www.kielijelppi.fi)

[http://kielikompassi.jyu.fi/puheviestinta/tietomajakka/maja\\_tietomajakka.shtml](http://kielikompassi.jyu.fi/puheviestinta/tietomajakka/maja_tietomajakka.shtml)

## Opettaja

Päivi Mattsoff

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# Quality Management

Code: FES2RB010C

Extent: 3 ECTS (81h)

Timing: Semester 3 or 4

Language: English

Level: Professional studies

Type: Compulsory

## Prerequisites

Basics of Travel and Tourism Industry, Introduction to Studies and Hospitality Business and module Hospitality Services must be successfully completed before this course. Course is an integral part of entity the chosen concentration studies.

## Learning outcomes

The objective of the course is that a student will understand quality management as one of service- and sales oriented company's processes.

Student will

- understand the significance of holistic quality thinking and sustainable development
- understand the principles of quality systems and quality management
- know the quality systems which are implemented in tourism industry

## Contents

- Quality as a concept and quality management process
- Tools for quality management and EFQM-model
- Quality Prizes and quality management systems: Excellence Finland, Quality1000 and ISO9000

## Cooperation with the business community and other organisations

An assignment or a project will be integrated with International Business Case Study (see below international). The course includes a guest lecture and/or company visit.

## International

An assignment/a project will be integrated with International Business Case Study, which will be a study tour abroad and/or an assignment focusing on an international organization.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 24 h

Self-studies 57 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 69 h

## Alternative completions

None

## Identifying and acknowledging previously acquired skills (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.

**Teacher/s with the main responsibility for the course**

Leena Grönroos, Haaga

**Course materials**

Will be given at the beginning of the course.

**Assessment criteria**

Will be given at the beginning of the course.

# Quality Management

- Code: FES2RB009C
- Extent: 3 ECTS (81h)
- Timing: Semester 2-3
- Language: English
- Level: Professional studies
- Type: compulsory

## Prerequisites

Introduction to Studies and Hospitality Business and module Hospitality Services must be successfully completed before this course. The course is part of chosen concentration studies.

## Learning outcomes

The aim of the course is that the student understands the concept of total quality management as a part of corporate social responsibility. He/she will also know quality standards and recognize them as a tool of hospitality management. He/she understands that measuring the quality is one of the first steps in developing a company whose processes are customer driven. The student will be acquainted with part of the legislation that guides the industry and is able to carry out a small scale customer satisfaction survey.

After completing the course the student

- understands the significance of holistic quality thinking and sustainable development
- understands the principles of quality systems and quality management
- knows the quality systems which are implemented in the hotel, restaurant and tourism industry
- has a good command of self-supervision and food safety

## Course contents

- Quality as a concept
- Total quality management
- Measuring the quality
- Customer satisfaction
- Food safety programs
- Quality chain
- Quality management systems and programs

## Connections with working and professional life

This course consists of co-operating with students' place of employment or other company/organisation operating in the business to meet the learning objectives.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

a) Classroom learning:

Lectures and Examination 24 h

Self-studies 57 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 69 h

**Teacher/s with the main responsibility for the course**

Johanna Rajakangas-Tolsa, Haaga

**Course materials**

Lecture slides, articles and other material given by the teacher

**Assessment criteria**

Examination 50%

Assignment 50%

# Responsible Business Management

- Code: SMB2RB007
- Extent: 3 ECTS (81 h)
- Timing: Semester x
- Language: English
- Level: Professional studies
- Type: compulsory

## Prerequisites

None

## Learning outcomes

The course will provide an overview of current trends and practices of tourism and hospitality companies in response to increasing government and society pressures for more sustainable operations. The student will learn how organizations of today deal with the complex issues of economical, social and environmental concern and how the organizations can answer with the global and local challenges of sustainability. He becomes familiar with the main tools of management and planning of responsible business operations. Students will learn practices of sustainable principles applicable for future career positions as hospitality managers.

Student, after this course:

- Is able to conform to the value systems and ethical principles of the industry and his/her work
- Takes responsibility of his/her own actions and works in accordance with general principles and common policies
- Knows how to implement sustainable development in hospitality and tourism
- Understands economical, sociological and ecological principles of social responsibility
- Takes other people into consideration in all human behavior

## Course contents

- Responsible Business Management as a concept and dimension
- Environmental management – energy and eco efficiency, indicators of environmental responsibility
- Environmental management systems and ecolabels as tools
- Climate change and hospitality industry
- Sustainable innovations and green economy

## Cooperation with the business community and other organisations

The course includes company visits, visitor lectures and hospitality industry related assignments.

## International

Responsibility as concept is a global challenge which means that the point of view during the course will be international.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 32 h

Self-studies 49 h

b) Part Time Learning:  
Lectures and Examination 24 h  
Self-studies 57 h

**Alternative completions**

None

**Identifying and acknowledging previously acquired skills (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.

**Teacher/s with the main responsibility for the course**

Mia Tarhanen

**Course materials**

Lecture material will be announced in the beginning of the course.

Additional reading

Additional material will be announced in the beginning of the course.

**Assessment criteria**

Examination 40 %

Assignment 60 %

# Restaurant Beverages

- Code: SMB3RB012D
- Extent: 4 ECTS (108 h)
- Timing: Semester 5-6
- Language: English
- Level: Professional studies
- Type: Compulsory

## Prerequisites

Introduction to Studies and Hospitality Business, Hospitality Services module and Restaurant Processes module should be successfully completed.

## Learning outcomes

Course will familiarize students on how to plan beverage menus, create a budget beverage supplies and build a support staff. Students will also learn how to complete these tasks while maintaining a profitable business plan.

## Course contents

- Business environment analyses
- Principal rules in beverage planning
- Finding the right suppliers
- Logistic channels
- Negotiating agreements
- Co-operation with import companies and wholesalers
- Beverage planning in chain restaurants and individual restaurants.

## Cooperation with the business community and other organisations

The course includes a study trip to a restaurant that is especially known for its creative beverage planning. Guest lecturers, especially sharing experience in beverage planning. Course consists of co-operating with students' place of employment or other company/organisation operating in the business to meet the learning objectives.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and examinations 24 h

Self-studies 84 h

b) Part time learning:

Lectures and examinations 12 h

Self-studies 96 h

## Identifying and acknowledging previously acquired skills (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.

**Teacher/s with the main responsibility for the course**

Pekka Lampi, Haaga

**Course materials**

Lecture material.

**Assessment criteria**

Assignment 100 %

# Restaurant Milieu

Code: SMB3RB012C

Extent: 3 ECTS (81 h)

Timing: 5. - 6. semester

Language: English

Level: advanced studies, integrated in a study module

Type: Professional Specialisation Studies

## Prerequisites

The studies integrate in advanced professional studies as a part of the module Managing Restaurant Services. The course requires completion of previous industry-related professional studies.

## Learning outcomes

The objective of the studies to acquaint students with the planning of restaurant operations in regard to official services and public networks. The course has a solid connection to the industry and integrates authentic cases about establishing a restaurant. Student will learn considered decision making skills in the establishment of a new restaurant and managing milieu changes of a business unit. He/She will learn about public networks and finding information from appropriate officials. Student learns to understand the importance of holistic aesthetics as a competitive edge.

After successful completion of the course student will

- understand the significance of holistic quality thinking and sustainable development
- know the principles of starting a business and is capable of establishing a company
- be able to make decisions and justify them
- know how to offer services with a good experience
- have a good command and hands-on experience of cost and profitability accounting and pricing
- Know hotel, restaurant and tourism industry related legislation and its practical implementation
- Know how to implement aesthetic qualities in the design of e.g. brands, services, products, interiors, menus and wine lists
- Know the hotel, restaurant and tourism industry safety regulations and the related legislation and operational requirements

## Course contents

- Applying for building and planning permissions
- Environment and competition survey
- Building of a restaurant
- Milieu planning
- Machines and appliances
- Cost and productivity analysis

## Cooperation with the business and other organisations

The course contains a lot of teamwork with different partners in the industry. The assignment is incorporated in industry based learning and assessed together with experts from the industry.

## International

The course will incorporate international expertise in teamwork when feasible. Studies contain surveys about international trends.

**Teaching and learning methods**

On-job implementation:

Classroom teaching 12 h

Independent work load and assignment 69 h

**Teachers with the main responsibility for the course**

to be announced, Haaga

**Course materials**

Case studies in lessons and additional material given by the lecturer

**Assessment criteria**

Assignment 100 %

# Restaurant Operation Control and Profitability Planning

Code: FES3RB012B

Extent: 5 ECTS (135 h)

Timing: Semester 3-4 (5)

Language: English

Level: Professional studies

Type: Professional Specialisation Studies

## Prerequisites

Basics of Business Mathematics and

Financial Accounting and Reporting

The course is part of the Professional Specialisation Studies (PSS) Customer Orientated Development in Restaurants.

## Learning outcomes

The student will master the traditional managerial accounting techniques and concepts and knows the basic profitability and productivity ratios in the hospitality business.

Upon successful completion of the course, the student

- has insight into the middle management expertise, understands the challenges he/she will encounter and is determined to work in a supervisory position
- identifies the connections between different departments within the restaurant environment
- knows the principles of collective agreement and can produce a roster
- can make decisions and justify them
- possesses good skills and hands-on expertise in cost and profitability accounting and pricing
- understands the effectiveness and key figures of the hotel, restaurant and tourism industry and can put them into practical use

## Course contents

- command of service procedures, sales and products in restaurants

- role of the supervisor and challenging working situations
- managing the profitable use of labor in the hospitality industry
- restaurant scheduling process according to certain rules and other issues needed to be considered
- reports as a supervisory tool
- cost volume profit (CVP) analysis
- internal income statement of the hospitality business
- management ratio analysis
- pricing

### **Cooperation with the business community and other organisations**

Students are encouraged to actively present their own thoughts and knowledge from their working experiences. All the assignments are working life related and based on practical cases.

### **International dimension**

Students have to follow international business customs and practices, e.g. Uniform System of Accounts, while analysing effectiveness and profitability.

### **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and examinations 56 h  
Self-studies 79 h

b) Part time learning:

Lectures and examinations 36 h

Self-studies 99 h

### **Teachers with the main responsibility for the course**

Pekka Lampi, Haaga

Pekka Heikkilä, Haaga

### **Course materials**

MaRa the Finnish Hotel and Restaurant Association and Service Union United PAM. Collective agreement in the hotel and restaurant industry.

Schmidgall, R. 2005. Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA.

And the other study material announced by teachers.

### **Assessment criteria**

Assignments

Examinations

The impact of different assessment criteria to the final grade will be told during contact hours.

# Restaurant Sales and Catering

- Code: FES2RB009D
- Extent: 3 ECTS (81 h)
- Timing: Semester 3-4
- Language: English
- Level: Professional studies
- Type: compulsory

## **Prerequisites**

Hospitality Services module must be successfully completed before course. This is part of Restaurant Processes concentration study.

## **Learning outcomes**

Student will

- understand the significance of details in a successful customer service process
- be capable of offering customers good experiences

## **Course contents**

- Banquet and catered events planning
- Sales in restaurant business

## **Cooperation with the business community and other organisations**

The course includes implementation of a banquet.

## **International**

The assignment is done in a multi-cultural environment.

## **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 32 h

Self-studies 49 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 69 h

## **Identifying and acknowledging previously acquired skills (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.

## **Teacher/s with the main responsibility for the course**

Sipponen Taru, Haaga

**Course materials**

Lecture material.

Fenich, G. G. 2005. Meetings, Expositions, Events and Conventions. Pearson Prentice Hall. Chapter 7.

Lillicrap, D. and Cousins, J. 2006. Food and Beverages Service. Hodder Arnold.

Ninemeier, N. L. & Hayes, D. K. 2006. Restaurant Operations Management. Principles and Practises. <http://www.prenhall.com/ninemeier/>

Scanlon, N. L. 2000. Catering Management. John Wiley & Sons.

Shock, P. J. & Stefanelli, J. M. 2001 On-Premise Catering. John Wiley & Sons.

Walker, J. 2004. Introduction to Hospitality Management. Pearson Prentice Hall.

**Assessment criteria**

Examination 40 %

Assignment 50 %

Activity 10%



# Restaurant Sales and Catering

- Code: FES2RB010D
- Extent: 3 ECTS (81 h)
- Timing: Semester 3-4
- Language: English
- Level: Professional studies
- Type: compulsory

## **Prerequisites**

Hospitality Services module must be successfully completed before course. This is part of Accommodation Processes concentration study.

Learning outcomes, student will

- understands the significance of details in a successful customer service process
- be capable of offering customers good experiences

## **Course contents**

- Banquet and catered events planning
- Sales in restaurant business

## **Cooperation with the business community and other organisations**

The course includes implementation of a banquet.

## **International**

The assignment is done in a multi-cultural environment.

## **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 32 h

Self-studies 49 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 69 h

## **Identifying and acknowledging previously acquired skills (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.

## **Teacher/s with the main responsibility for the course**

Sipponen Taru, Haaga

## **Course materials**

Lecture material.

Fenich, G. G. 2005. Meetings, Expositions, Events and Conventions. Pearson Prentice Hall. Chapter 7.  
Lillicrap, D. and Cousins, J. 2006. Food and Beverages Service. Hodder Arnold.  
Ninemeier, N. L. & Hayes, D. K. 2006. Restaurant Operations Management. Principles and  
Practises. <http://www.prenhall.com/ninemeier/>  
Scanlon, N. L. 2000. Catering Management. John Wiley & Sons.  
Shock, P. J. & Stefanelli, J. M. 2001 On-Premise Catering. John Wiley & Sons.  
Walker, J. 2004. Introduction to Hospitality Management. Pearson Prentice Hall.

**Assessment criteria**

Examination 40 %

Assignment 50 %

Activity 10%

# Sensory Evaluation

- Code: RES8RB024
- Extent: 3 ECTS (81h)
- Timing: Semester 5-6
- Language: English
- Level: Professional studies
- Type: Compulsory

## Prerequisites

Introduction to Studies and Hospitality Business and Hospitality Services module should be successfully completed. The course is part of Restaurant Management concentration module.

## Learning outcomes

The objective is that the student understands the function of the senses and can plan restaurant services which give the customer experiences for all the senses. The student is able to analyze the sensory qualities of food- and beverage products and make a small sensory evaluation study.

After completing this course the student

- can create services and products with a good experience
- understands that all business operations and products hold aesthetic qualities and has insight into style, taste and creativity in business operations
- understands the nutritional, aesthetic and statutory quality of food and drink
- can offer good experiences

## Course contents

- The function of the senses
- Sensory evaluation research methods
- Sensory qualities of food- and beverage products
- Planning sensory experiences in hospitality services

## Cooperation with the business community and other organisations

The course consists of co-operating with students' place of employment or other company/organisation operating in the business to meet the learning objectives.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures and Examination 32 h

Self-studies 49 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 69 h

**Teacher/s with the main responsibility for the course**

Johanna Rajakangas-Tolsa, Haaga

**Course materials**

Lecture slides, articles and other material given by the teacher

**Assessment criteria**

Examination 50 %

Assignments 50 %

# Strategic Management

- Code: SMB2RB001
- Extent: 3 ECTS (81 h)
- Timing: Semester 4.-5.
- Language: English
- Level: Professional studies
- Type: Compulsory

## Prerequisites

Introduction to Studies and Hospitality Business, Hospitality Services module, Basics of Human Behaviour, Managing Teams and Leading People in addition the 1st part of the concentration studies should be successfully completed.

## Learning outcomes

The objective is to understand the meaning of strategic thinking in changing business environment. The student will learn the principles of strategy process and the ideas of competitive strategies and resource based strategy. The student understands the significance of collaborative strategy implementation.

Student will

- understand the meaning of strategic thinking
- understand the changes of business environment and its influence on the operation
- know the principles of strategy process

## Course contents

- Concepts and levels of strategic management
- Values and organisational culture
- Business environmental analyses
- Principles of strategy process
- Participative strategy process
- Competitive strategies
- Resource based view
- Strategy implementation

## Cooperation with the business community and other organisations

The course includes either an assignment with purpose to analyse strategic decisions and options of a chosen company or a development project which is carried out in cooperation with a case company.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

a) Classroom learning:

Lectures and Examination 24 h

Self-studies 56 h

b) Part Time Learning:

Lectures and Examination 14 h

Self-studies 66 h

**Teachers with the main responsibility for the course**

Meri Vehkaperä, Haaga

Eija Kjelin, Haaga

**Course materials**

Course materials will be announced later.

**Assessment criteria**

Examination 60 %

Participation and assignments 40 %

# Strategic Marketing

- Code: SMB2RB002
- Extent: 3 ECTS (81 h)
- Timing: Semester 4.-5.
- Language: English
- Level: professional studies
- Type: compulsory

## Prerequisites

Principles of Marketing and Sales OJ SOC1RB001

Personal Communication Skills OJ SOC1RB003

e-Commerce in Hospitality and Tourism OJ SOC1RB005

International Marketing Communications OJ FES1RB003

Customer Relationship Marketing OSA FES3RB011A / OSA FES3RB012A / OSA FES3RB013A

## Learning outcomes

After completing the course the student:

- has an understanding of the role of marketing within the corporate strategy and knows the elements included in the marketing strategy
- understands how a service company uses the marketing function to create and sustain competitive advantage
- student is familiar with the concept of marketing management and knows what kind of tasks a marketing manager/director working in a hospitality company has to manage
- is able to develop new and critically evaluate existing marketing strategies

## Course contents

- marketing and sales management
- marketing strategy
- strategic alliances and partnerships
- competitive advantage and differentiation, strategic branding
- marketing communications strategy
- socially responsible marketing

### **Cooperation with the business community and other organisations**

Guest speakers from hospitality companies and an industry based assignment.

### **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

a) Classroom learning:

Lectures 24 h

Self-studies 57 h

b) Part Time Learning:

Lectures 9 h

Self-studies 72 h

Lectures include also workshops and group work. Self-studies include reading books and articles related to the course topics and participating in group work.

### **Teacher/s with the main responsibility for the course**

Timo Moilanen, Haaga



## **Course materials**

Lecture material.

Shoemaker, S., Lewis, R. and Yesawich, P. 2007. Marketing Leadership in Hospitality and Tourism. Strategies and Tactics for Competitive advantage, 4th ed. Pearson. Upper Saddle River

Middleton, V., Fyall, A., Morgan, M. and Ranchhod, A. 2009. Marketing in travel and tourism. 4<sup>th</sup> edition. Elsevier Oxford.

CSR Europe 's Sustainable Marketing Guide, 4 Ps for 3 Ps. CSR Europe, 2008

## **Additional reading**

To be announced at the beginning of the course.

## **Assessment criteria**

Project work 60 %

Assignment 30 %

Self assessment report 10 %

# Summer Placement

Code: RWP6RB004B

Extent: 10 ECTS

Timing: 2. – 3. semester

Language: English/Finnish

Level: work placement

## **Prerequisites**

The professional work placement in the industry requires completion of the Hospitality Services study module and the placement in the industry (10cr) completed. Summer Placement is a part of Practical Training (RWP6RB004).

## **Learning outcomes**

The objective of the summer placement period is that the student will deepen his/her knowledge in diverse business environments and cultures of the hotel and restaurant industry. In addition, the training will enable the student to connect with the industry-based organisations and people to improve his/her future employment and career opportunities.

## **Course contents**

Summer placement is carried out under managerial supervision for a period minimum of eight weeks or 280 hours. The training may be completed either in Finland or abroad and in most cases it takes place during the summer between the first and the second academic year. The student should keep a journal of the placement and he/she must write a report after the placement. The report should include a brief company presentation, description of the placement and evaluation.

## **Cooperation with the business and international**

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

## **Teaching and learning methods**

The student will receive counselling in defining personal objectives before the placement period. Student writes his/her own journal during the placement and the report after the placement.

## **Teacher with the main responsibility for the course**

Taina Pallonen, Haaga

Pirkko Salo, Haaga

## **Course materials**

material given by the training co-ordinators

## **Assessment criteria**

Pass/fail on the basis of accepted training and placement report.

# Suomen kielen kirjallinen viestintä

Opintojaksokoodi: FIN4RB005

Laajuus: 3 op

Ajoitus: 1.–2. lukukausi

Opetuskieli: suomi

## Opintojakson suoritettuaan opiskelija

- tuntee yrityksen kirjalliset viestintätilanteet
- osaa hoitaa tahdikkaasti ja asianmukaisesti ongelmallisetkin tilanteet
- on omaksunut tilanteeseen sopivan tyylin.

## Tuntisuunnitelma

Vakioasetteluohje. Katsaus kielenhuoltoon 1.

Asiatyyli. Katsaus kielenhuoltoon 2.

Työelämään liittyvät tekstit: raportti, referaatti, kokousasiakirjat.

Kaupankäynnin kirjeet: tarjouspyyntö, tarjous, tilaus.

Kielteisten viestien laatiminen: reklamaatio, reklamaation vastaus.

Erilaiset tiedotteet.

Työpaikanhaku. Portfolion teko

## Oppimistehtävät

Opintojaksolla tehdään tehtäviä oppituntien aikana yksin, pareittain ja pienissä ryhmissä.

Lähiopetusta 24 h

Itsenäinen työskentely 49 h

## Opetus- ja oppimismenetelmät

Teoriaosuudet, tuntitehtävät, portfolio.

Erillinen kurssikoe on korvattu painottamalla jatkuvaa näyttöä, tuntitehtävien ja portfolion osuutta. Syvällisen osaamisen ja rutiinin hankkimisen kannalta on pidetty hyödyllisenä sitä, että samasta tehtävätyypistä on erilaisia harjoituksia tilanteen mukaan. Esimerkkikirjeiden analysointi edesauttaa suhtautumaan työelämän teksteihin kriittisesti.

## **Oppimateriaalit**

Opettajan jakama materiaali.

Lisäksi seuraavat teokset:

Iisa, K. & Oittinen, H. & Piehl, A. 2006. Kielenhuollon käsikirja. 6. painos. Yrityskirjat Oy.

Kielitoimiston oikeinkirjoitusopas. 2008. Toim. Kankaapää S. & Heikkilä, E. & Korhonen, R. & Maamies, S. & Piehl, A. 3. painos. Kotimaisten kielten tutkimuskeskuksen julkaisuja 147.

Kortetjärvi-Nurmi, S. & Kuronen, M-L. & Ollikainen, M. 2008. Yrityksen viestintä. Edita Prima Oy.

Lohtaja, S. & Kaihovirta-Rapo, M. 2007. Tehoa työelämän viestintään. WSOYpro.

Luukkonen, M. 2006. Hauskaa kielenhuoltoa! Kielenhuollon opas. WSOY.

## **Arviointi**

Tuntitehtävät ja jatkuva näyttö 60 %, portfolio 40 %.

## **Vastuupettaja:**

Varpu Jaskari

# Supervising Lodging Operations and Profitability Planning

- Code: FES3RB013B
- Extent: 5 ECTS (135 h)
- Timing: Semester 3-4 (5)
- Language: English
- Level: Professional studies
- Type: Professional Specialisation Studies

## Prerequisites

Basics of Business Mathematics and

Financial Accounting and Reporting

The course is part of the Professional Specialisation Studies (PSS) Customer Orientated Development in Lodging.

## Learning outcomes

The aim of the course is to provide the student with the core supervisory capabilities necessary for front office operations. The student will perceive the hotel entity of different operations and departments from the supervisory point of view. The student will master the traditional managerial accounting techniques and concepts and knows the basic profitability and productivity ratios in the hospitality business.

Upon successful completion of the course, the student

- has insight into the middle management expertise, understands the challenges he/she will encounter and is determined to work in a supervisory position
- knows the inter-relationship between different divisions of the accommodation business
- knows the principles of collective agreement and can produce a roster
- can make decisions and justify them
- possesses good skills and hands-on expertise in cost and profitability accounting and pricing
- understands the effectiveness and key figures of the hotel, restaurant and tourism industry and can put them into practical use

## Course contents

- hotel as a working environment for a front office manager

- role of the supervisor and challenging working situations
- managing the profitable use of labor in the hospitality industry
- front office scheduling process according to certain rules and other issues needed to be considered
- reports as a supervisory tool
- cost volume profit (CVP) analysis
- internal income statement of the hospitality business
- management ratio analysis
- pricing

### **Cooperation with the business community and other organisations**

Students are encouraged to actively present their own thoughts and knowledge from their working experiences. Students interview actual front office managers. All the assignments are working life related and based on practical cases.

### **International dimension**

Students have to follow international business customs and practices, e.g. Uniform System of Accounts, while analysing effectiveness and profitability.

### **Teaching and learning methods**

It is possible to complete the course based on classroom learning or part time learning:

#### a) Classroom learning:

Lectures and examinations 56 h  
Self-studies 79 h

#### b) Part time learning:

Lectures and examinations 36 h

Self-studies 99 h

### **Recognition of Prior Learning (in Finnish AHOT)**

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. Please, contact the teachers with main responsibility of the course.

### **Teachers with the main responsibility for the course**

Minna Halmetoja, Haaga

Pekka Heikkilä, Haaga

### **Course materials**

Bardi, J. 2007. Hotel Front Office Management. John Wiley & Sons, Inc., Hoboken, New Jersey.

Kasavana, M. & Brooks, R. 2005. Managing Front Office Operations.

MaRa Finnish Hospitality Association and Service Union United PAM. Collective agreement for the travel, restaurant and leisure industry – employees 1.4.2010-31.3.2013.

Schmidgall, R. 2005. Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA.

And the other study material announced by teachers.

### **Assessment criteria**

Assignments

Examinations

The impact of different assessment criteria to the final grade will be told during contact hours.

# Sustainable Tourism

Code: TOU8RB020

Extent: 3-ECTS (81 h)

Timing: Period 1 & 2

Language: English

Level: Professional studies

Type: Free-Elective

## Prerequisites

No prerequisites

## Course description

Today sustainable tourism is imperative to all tourism enterprises and destinations, although, in many parts of the planet, destination players are still deaf to the argument that tourism needs to be more sustainable. If we consider that many tourism destinations are based on unique natural and socio-cultural resources, sustainable tourism needs to be an integral component of tourism development. This elective course has been designed to enable students to gather an insight into management concepts, philosophies, and processes relevant to the sensitive management of the tourism experience. The course explores the nature, degree and type of sustainable management in the tourism industry as increasingly, sustainable management is applied in the strategic management of enterprises and destinations. Students will have the opportunity to study unique case studies of major destinations in the world (e.g. the Grand Canyon, the Everglades, Ayers Rock, Kilimanjaro, Niagara Falls and the Dead Sea). Students should develop knowledge and awareness of the existence and nature of tourism and sustainability facets. Critical thinking is fostered through self-reflection on the pertinent issues surrounding sustainable tourism management and development.

## Course outcomes

On successful completion of this course students should be able to:

- > trace the development of the green philosophy
- > examine the reasons why recent environmental movements differ from earlier concerns
- > critically discuss a range of definitions of sustainability and sustainable tourism
- > analyse the conceptual basis on which sustainable tourism is founded
- > evaluate the principles of sustainable tourism in relation to tourism impacts
- > assess the practical application of sustainable tourism principles
- > understand the relation of sustainable tourism to other sustainable development world initiatives
- > understand the roles of organisations concerned with sustainable issues
- > understand the theoretical concepts relevant to sustainable tourism
- > discuss the concept of sustainable tourism in the context of sustainable development
- > evaluate good practice in sustainable tourism management
- > evaluate the key issues involved in the supply, demand and marketing of sustainable tourism



## **Course contents**

This course addresses the following topics:

- > the genealogy of the green movement
- > conceptualising sustainable tourism
- > sustainable tourism dimensions
- > sustainable tourism key players
- > sustainable tourism indicators and controls
- > sustainable tourism and protected areas
- > sustainable tourism marketing
- > the future of sustainable tourism

## **Cooperation with the business community**

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

## **International aspects**

In this course taught in English it is ensured that the learning activities include a global/ international perspective. The facilitator is Portuguese and infuses international elements into the learning content and international resources are used in the courses readings. The facilitator also uses instructional methods appropriate to a culturally diverse student population.

### Learning and teaching methods

In this course three main learning methods are used: (1) classroom learning; (2) directed learning; and (3) self-directed learning. A proportion of the hours provide the opportunity for teaching contact between students and experts (facilitators and industry partners). Classroom learning takes the following forms: interactive lectures and small group discussions. Directed learning is also used in form of individual and group assignments. Self-directed learning is also an important part of this course, and students are encouraged to develop the ability to learn on their own and thus take more responsibility for setting the objectives of their learning. Students should put emphasis on text review and vigorous reflection and debate. This is particularly important to explore and develop ideas from specific texts and evaluate issues related to Sustainable Tourism. Reading texts support the learning activities. In short:

- > 12 hours of classroom learning + 68 hours of directed and self-directed learning

## **Course assessment and grading**

In this course students' learning is assessed as follows:

- > 10% written learning assignment 1
- > 15% written learning assignment 2
- > 15% written learning assignment 3
- > 15% written learning assignment 4
- > 15% written learning assignment 5
- > 15% written learning assignment 6
- > 15% written learning assignment 7

Grading on a scale of 1 to 5, where 1 = min. 45%-pts, 5 = min. 85%-pts

## **Course resources**

Handouts and essential reading list posted in Moodle

## **Course Management System (CMS)**

The Course Management System used in this course is MOODLE

**Feedback and Development**

The facilitator will provide students with feedback, and students will be asked to complete an anonymous feedback form at the end of this course. The course will be improved based on student feedback.

**Identifying and acknowledging previously acquired skills (in Finnish AHOT)**

Studies completed at other educational institutes and/or work experience are not accredited as such towards the HAAGA-HELIA studies directly, but the required competences can be demonstrated by a 'skill test', individually agreed with the facilitator.

**Course facilitator**

Dr. Mário Passos Ascensão | [mariopassos.ascencao@haaga-helia.fi](mailto:mariopassos.ascencao@haaga-helia.fi) | 040 4887 203

# Svenska i arbetslivet

Code: FES1RB001

Extent: 3 ECTS (81 h)

Timing: Semester 2 or 3

Language: Finnish

Level: Basic studies

Type: Compulsory

## Prerequisites

The level of the course is B1.

The course is obligatory for students with the Finnish matriculation examination.

A prerequisite for attending the course is that the student has passed the Swedish level test or the course Träna svenska.

## Learning outcomes

The student achieves such spoken and written skills that s/he manages in typical work situations in Swedish.

Student will

- have a good command of reporting the company economy in Swedish
- understand the added value of a versatile language proficiency in management
- have good selling, argumentation and negotiation skills and is capable of closing a deal in Swedish.
- understand the significance of language skills in job-hunting and career progression
- possess spoken and written communication skills in Swedish

## Course contents

- Social contacts in working life
- Presenting companies or other organizations
- Principles of written communication in different situations
- Other communication situations in working life

## Cooperation with the business community and other organisations

The contents of the course are based on topics from working life.

## International

The student gets acquainted with practices in other Nordic countries and s/he is encouraged to participate in student exchange or internship in Sweden, Norway or Denmark.

## Teaching and learning methods

It is possible to complete the course based on classroom learning or part time learning.

a) Classroom learning:

Lectures and Examination 48 h

Self-studies 32 h

b) Part Time Learning:

Lectures and Examination 17 h

Self-studies 63 h

The course includes oral and written exercises as well as independent studies outside classroom learning. Active participation, written assignments and exams are compulsory.

In the safe and secure environment of the classroom the student has the opportunity to practice his/her skills in Swedish in different working life situations. S/he also trains different aspects of language learning; listening and reading comprehension, pronunciation and speaking. The student is encouraged immediately to use his/her skills in Swedish in working life and in everyday life.

### **Identifying and acknowledging previously acquired skills (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.

### **Teacher/s with the main responsibility for the course**

Arja Aktan-Helminen, Haaga

Anna Sarajas-Zino, Haaga

### **Course materials**

The course material will be announced in the first lecture.

### **Assessment criteria**

Examination 80 %

Aktive participation 20 %

# Swedish for Hospitality and Tourism Industry

Code: SWE4RB002  
Extent: 3 ECTS (81h)  
Timing: Semester 4  
Language: Swedish and English  
Level: Language studies, language level A1/A2  
Type: Mandatory studies

## Prerequisites

The student has completed the course Swedish for Beginners 1 or equivalent.

## Learning outcomes

Upon successful completion of the course, the student

- § has extended his/her Swedish vocabulary of everyday and working life
- § shows ability to communicate in easy accommodation, foodservice and tourism industry situations both orally and in writing
- § is able to use the Swedish language in presenting Finland as a tourist destination
- § uses more complex grammatical structures and sentences

## Course contents

It's a pre-intermediate course for those who have some very basic knowledge of Swedish and want to take the language skills even further.

The aim of the course is to increase the Swedish vocabulary, practice common grammatical structures (e.g. verb inflection for tenses, noun and adjective inflection, pronouns and word order) as well as practice pronunciation and conversation in basic Swedish.

The course includes customer service and sales situations in the accommodation, foodservice and tourism industry

### **Cooperation with the business community**

Not applicable

### **International dimension**

Nordic perspective to the course contents

### **Teaching and learning methods**

Classroom learning:  
Lectures and Examination 48 h  
Self-studies 33 h

The course includes oral and written exercises as well as independent studies outside classroom learning. Active participation, written assignments and exams are compulsory.

### **Accreditation of Prior Learning (APL)**

Students may demonstrate their command of the aims and contents of the course obtained through nonformal and/or informal learning by taking part in the APL procedure. In such cases, evaluation on the 0-5 scale is based on a written test (50%) and an oral test (50 %).

### **Teachers with the main responsibility of the course**

Sirpa Kajarinne, Haaga

## **Course materials**

Levy Scherrerband, P. & Lindemalm, K. 2007. Rivstart A1+ A2 textbook and exercise book. Natur och kultur. Chapters 5-9

## **Assessment criteria**

examination 60%

active participation in class 20%

Independent studies and exercises 20%

# Swedish in Business

**SWE4RB003 Swedish in Business, 3 cr**

## **Level A2**

Basic business Swedish. A mandatory course for non-native students of Haaga campus. Requires completion of Swedish for Hospitality and Tourism Industry or equivalent.

## **Learning outcomes**

After successful completion of the course student will enhance her/his understanding in Swedish language in everyday working life situations. Student will also develop more tools to manage in varied business situations in Swedish.

## **Contents**

Grammar accuracy (e.g. verbforms, possessive pronouns, comparison of adjectives)

Filling out forms.

Meeting customers.

Product presentations and selling.

Interviews.

Giving short speeches for special purposes.

Telephone Swedish

## **Study material**

Levy Scherrer, Paula & Lindemalm, Karl. 2007. Rivstart A1 + A2. Textbook and exercise book. Natur & Kultur, Stockholm. Capters 11-18.

## **Teaching and learning methods**

Classroom and e-learning environment: 48 h

Independent workload: 33 h

## **Accreditation of Prior Learning (APL)**

Student may be eligible for course credits on the basis of recognition of prior learning. Acquisition of credits requires earlier academic studies or required skills through non-formal learning. Student may also demonstrate her/his skills in a skills test to show language proficiency in working life-related written and oral communication. Tests will be evaluated on a scale of 0-5.

## **Co-operation with the business community**

Not applicable

## **Assessment**

Written exam 50 %

Active attendance and class participation 30 %

Written and spoken assignments 20 %



## **Teachers with the main responsibility for the course**

Aino Norrbacka, Haaga

### **Assessment criteria**

#### 1 Satisfactory

The student has basic skills to communicate in simple business situations in Swedish in written and oral context. The student has a basic command of the key words and phrases in business communication. Regarding content, structure and grammar, messages are simpler but mostly understandable.

#### 3 Good

The student has a good command of basic business situations in Swedish in written and oral context. The student is able to produce adequate language in business terms which is grammatically mostly correct. Student can manage independently both in oral and written situations.

#### 5 Excellent

The student has a solid command of basic business communication in Swedish in written and oral context. The student is able to use business vocabulary in a varied way and is able to apply the skills in working life. The student produces fluent and grammatically correct language which is appropriate in style and context.

# Thesis seminar

- Code: RRD7RB001A
- Extent: 3 ECTS

## Learning outcomes

The aim of the thesis seminar is to give the student support and supervision in doing their own thesis work. At the beginning of the seminar the subject and the research problem of the work are defined and the thesis work is begun. The student receives feedback both from the supervising teacher and the other participants in the seminar. As the thesis process proceeds, each student acts as an opponent for another student. After completing their own written report the student presents their work at the presentation of thesis.

## Teaching and learning methods

Participation in the seminar work (100% attendance required), discussions with the supervisor, presentation of the thesis, acting as opponent and the maturity test.

The student participates actively in FOUR thesis presentations, ONCE acting as an opponent and presenting his/her own work.

## Course contents

Thesis seminar is a tutorial for writing thesis during the months to come. In the seminar the student develops a thesis topic and a research plan to carry out the thesis research. Upon completion of the thesis seminar, the student

- \* understands what kind of theses exist and what are their requirements and evaluation principles
- \* introduces the topic for his/her thesis
- \* prepares a plan for carrying out the research process
- \* is familiar with the thesis writing process
- \* is able to act as an opponent to other students presenting their theses
- \* presents his/her thesis and argue for it successfully

## Teachers with the main responsibility for the course

Pirkko Salo, Haaga and Mario Ascencao, Haaga

## Assessment criteria

The grade will be incorporated with the Thesis grade to RRD7RB001B

# Tourism in Europe

Code: TOU8RB022

Extent: 3-ECTS (81 h)

Timing: Period 2 (intensive week)

Language: English

Level: Professional studies

Type: Free-Elective

## Prerequisites

No prerequisites

## Course description

Most publications describe a panorama that is difficult to ignore - the number of new tourism Experiences (products and services) seems to grow by the day. Only a few years ago, even though it was said with a touch of hype, tourism could be reduced to the four big 'S's – Sun, Sea, Sand and Sex. As tourism is increasingly important to European countries, this course in a seminar-format has been designed to provide students with the necessary knowledge on *tourisms* in Europe - a general overview of the range tourism products and services in Europe today. The theme for this year seminar is "Experience and Wellness". All speakers are working or worked in the countries/regions/sectors presented at the seminar. This is a professional level seminar which aims to enlighten and educate students in many of the facets relating to, and which impinge upon, tourism in Europe. Students are introduced to different presentations/cases which underpin the study of tourism in Europe, and are required to develop an understanding of perspectives and experiences relating to tourism in Europe. Students should familiarise themselves with key concepts and frameworks within tourism management. This will contribute to the application of these concepts and frameworks to future real-live situations. Critical thinking skills will be fostered through discussion, debate, and reflection on issues arising in the presentations/cases.

## Course outcomes

On successful completion of this course students should be able to:

- > recognise the importance of the 'product' variable in tourism
- > have knowledge about product-related concepts as well as various product classifications
- > have knowledge about the various emerging tourism product concepts in Europe
- > identify innovative tourism products/services
- > evaluate tourism products/services contribution to European tourism

## **Course contents**

This course addresses the following topics:

- > Overview of tourism in Europe
- > Dark Tourism
- > Other presentations/cases on Tourism in Europe from invited speakers

## **Cooperation with the business community**

Students will take part in learning activities about selected local Wellness partner organisations and/or counts with local community members' participation.

## **International aspects**

In this course taught in English it is ensured that the learning activities include a global/ international perspective. The facilitator is Portuguese and infuses international elements into the learning content and international resources are used in the courses readings. The facilitators also use instructional methods appropriate to a culturally diverse student population. International guest speakers are always sought.

## **Learning and teaching methods**

In this course three main learning methods are used: (1) classroom learning; (2) directed learning; and (3) self-directed learning. A proportion of the hours provide the opportunity for teaching contact between students and experts (facilitators and industry partners). Classroom learning takes the following forms: interactive lectures, forum and small group discussions. Directed learning is also used, in the courses, individual and group assignments. Self-directed learning is also an important part of this course, and students are encouraged to develop the ability to learn on their own and thus take more responsibility for setting the objectives of their learning. Students should put emphasis on text review and vigorous reflection and debate. This is particularly important to explore and develop ideas from specific texts and evaluate issues related to Tourism in Europe. Reading texts support the learning activities. In short:

- > 24 hours of classroom learning
- > 56 hours of directed and self-directed learning

## **Course assessment and grading**

In this course students' learning is assessed as follows:

- > 20% written individual pre-learning assignment
- > 30% written individual post- learning assignment
- > 50% written group post-learning assignment

Grading on a scale of 1 to 5, where 1 = min. 45%-pts, 5 = min. 85%-pts

### **Course resources**

Handouts and essential reading list posted in Moodle

### **Course Management System (CMS)**

The Course Management System used in this course is MOODLE

### **Feedback and Development**

The facilitator will provide students with feedback, and students will be asked to complete an anonymous feedback form at the end of this course. The course will be improved based on student feedback.

### **Identifying and acknowledging previously acquired skills (in Finnish AHOT)**

Studies completed at other educational institutes and/or work experience are not accredited as such towards the HAAGA-HELIA studies directly, but the required competences can be demonstrated by a 'skill test', individually agreed with the facilitator.

### **Course facilitator**

Dr. Mário Passos Ascensão | [mariopassos.ascencao@haaga-helia.fi](mailto:mariopassos.ascencao@haaga-helia.fi) | 040 4887 203

# Travel Agents and Tour Operators

Code: SOC2RB011

Extent: 3 ECTS (81 h)

Timing: 1, 2. semester

Language: English

Level: professional studies

Type: compulsory

## Prerequisites

Students are recommended to complete the Basic of Travel and Tourism Industry and E-commerce in Hospitality and Tourism prior to the course.

## Learning outcomes

The objective of the course is to provide the student with knowledge about the operational environment and fundamentals of the business of different travel agencies and tour operators. Student will familiarize himself/herself with Amadeus reservation system.

## Course contents

- The main enterprises at travel agent and tour operator business
  - Integration and it's benefits
  - Future trends
  - Principles of Amadeus airline reservations
  - Travel regulations

## Cooperation with the business and other organizations

The course contains a field visit in the industry or/and visitor lecture.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

a) Classroom learning:

Lectures and Examination 32 h

Self-studies 49 h

b) Part Time Learning:

Lectures and Examination 16 h

Self-studies 65 h

## APL – Accreditation of Prior Learning

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.

The skills examination consists of two parts: Amadeus reservation system test and written test. The written test takes part during orientation days or during common test days. For Amadeus reservation system test you need to contact the teachers of the course. You will get the information for the Amadeus test and time.

**Teachers with the main responsibility for the course**

Salla Juustila, Haaga

**Course materials**

Holloway, C. 2009. The Business of Tourism. Longman.

Lecture material and internet pages will be given during the course.

**Assessment criteria**

Exams (Amadeus and Theory)

Assignment

# Travel Transportation Management

Code: FES2RB008D

Extent: 4 ECTS (108 h)

Timing: Semester 3, 4

Language: English

Level: Professional studies

Type: Compulsory

## Prerequisites

Courses: Basics of Travel and Tourism Industry and Travel Agents and Tour Operators should be done before this course.

## Learning outcomes

The objective of the course is that a student will penetrate the travel transportation companies and the network at travel transportation industry. Students will understand the main business operations and income formation. Students can analyze the provided knowledge through a field trip and a written assignment.

## Course contents

- Travel transportation companies: airlines, ferry- and train companies
- Integration, alliances and the benefit through integration
- Changes and future trends

## Cooperation with the business community and other organisations

An assignment or a project will be integrated with International Business Case Study.

The course includes a guest lecture and/or company visit.

## International



An assignment/a project will be integrated with International Business Case Study, which will be a study tour abroad and/or an assignment focusing on an international organization.

### **Teaching and learning methods**

a) Classroom learning:

Lectures and Examination 32 h

Self-studies 76 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 96 h

### **Alternative completions**

None

### **Identifying and acknowledging previously acquired skills (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. Please contact the responsible lecture for detailed information.

### **Teacher/s with the main responsibility for the course**

Salla Juustila, Haaga

### **Course materials**

Page, S. 2009. Transport and Tourism. Prentice Hall

Holloway, J. 2009. The Business of Tourism.

### **Additional reading**

Will be given at the beginning of the course.

**Assessment criteria**

Will be given at the beginning of the course.

# Well-being at work – Research and Development Methods

Code: FES1RB004

Credits: 6 cr (162 h)

Term: 3rd or 4th term

Language: English

Level: Basic and professional studies

Type: mandatory

## Prerequisites

Basics of Human Behaviour and Personal Communication Skills must be completed before the course.

## Learning outcomes

Students know the basic principles and methods of research and development and are able to conduct small-scale research and development projects based on the available data in the industry. They are able to seek and analyze information in their trade and are capable of critical and holistic data evaluation. They understand employee well-being as a critical component in socially-responsible management.

- Students acquire proactive work attitude and good problem solving and decision making skills
- They know the core principles of project-based work and are able to work in projects
- They are able to use international sources of information in their own field
- They can anticipate changes, adapt to new situations and know how to identify and create new opportunities in the industry
- They are able to conform to the value systems and ethical principles of the industry and their work

## Course contents

- Work and its significance to humans, changes in contemporary working life
- Proactive approach to one's ability to work and management's role in the process
- Coping with physical and mental demands at work
- Complex working communities
- Criteria for scientifically-valid information
- Planning independent research
- Constructing framework
- Commonly-used research and development methods
- Analyzing data
- The importance of clear reporting

## Cooperation with the business community and other organisations

Research and development methods consists of co-operating with students' place of employment or other company/organisation operating in the business to meet the learning objectives.

## International

The course is conducted in HOSBA-programs with a mix of international students and exchange students.

## Teaching and learning methods

The course can be completed by both contact-learning and independent-learning orientations

a) Contact-learning orientation:  
Contact teaching and exam 48 h  
Independent study 114 h

b) Independent-learning orientation:  
Contact teaching and exam 30 h  
Independent study 132 h

Students plan, design and execute a research and development task that relates to well-being at work. The learning method used is research-based learning.

### **Alternative ways of completion**

The alternative ways of completing Research and Development Methods must be consulted with the teacher responsible for the course. The primary way is through identifying and acknowledging previously acquired skills (APAS).

### **Teacher with the main responsibility for the course**

Mikko Laitinen, Haaga

### **Course materials**

Brotherton, B. 2008. Researching Hospitality and Tourism. A Student Guide. Sage. London.  
HAAGA-HELIA Thesis Reporting Guide  
The material distributed in class

### **Assessment criteria**

Exam 40 %  
Project report 60 %