

# Degree Programme in Hotel, Restaurant and Tourism Management, Haaga campus

Presentation video about Haaga Campus of the HAAGA-HELIA UAS:

[Presentation video](#)

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## Degree Programme in a Nutshell

<b>Degree:</b>	Bachelor of Hospitality Management and the Finnish title of restonomi (AMK)
<b>Degree level:</b>	Bachelor's degree
<b>Extent of the DP:</b>	210 ECTS
<b>Duration of the DP:</b>	3.5 years
<b>Study mode:</b>	Full-time day programme
<b>Assessment:</b>	<ul style="list-style-type: none"><li>▪ See <a href="#">Degree Regulations</a> &gt;&gt;</li><li>▪ See <a href="#">assessment process</a> &gt;&gt;</li></ul>
<b>Programme requirements:</b>	3,5 years studies (one group with min. two years work experience from hospitality field – contact studies twice a week and on-job learning, one group 5-days a week contact lessons), work placement, bachelor's thesis & maturity test
<b>General arrangements for the accreditation of prior learning:</b>	See <a href="#">HAAGA-HELIA's general arrangements for the accreditation of prior learning</a> >> Act of Polytechnics 9.5.2003/351 20§
<b>Admission requirements:</b>	<ul style="list-style-type: none"><li>▪ <a href="#">See admission criteria 2013</a></li></ul>
<b>Access to further study:</b>	<ul style="list-style-type: none"><li>▪ <a href="#">Non-Degree studies in HAAGA-HELIA</a> &gt;&gt;</li></ul>

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|  | <ul style="list-style-type: none"><li>▪ University studies</li></ul> |
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## Profile of the Degree Programme

Degree Programme in the Hotel, Restaurant and Tourism Management has four corner-stones of studies: working-life orientation, business management, aesthetics and internationality. They are integrated into all study modules.

### Working-life orientation

Studies are firmly linked to working-life in the combination of theory and practice. The working life orientation provides the student with a good and realistic insight into the industry and creates a solid basis for the career path. The research and development methodology will create chances for innovative job opportunities already during the studies. Research & Development and the innovative approach is part of the learning through working-life. It trains the students' skills to seek and apply information in a critical and analytical manner.

### Business management

Students improve their managerial aptitude via studies in management, accounting, marketing and communications. They will learn to understand the economic thinking behind all business operations. The holistic managerial perspective will increase the skills for developing business operations.

### Aesthetic nature

The competitive and growth potential within the industry are inter-related with aesthetics and experience. A graduate in hotel, restaurant and tourism management has developed the analytical and practical skills required to create aesthetic, desirable and memorable services, products, communications and circumstances, which differ from those of competitors. The study programs introduce the students to service design, food design and concept design of hotels. In terms of service design students have a firm grip on customer processes and learn to understand the added value of aesthetics and experience to both the customer and the business.

### Internationality

The studies embrace language and culture courses, which contribute to international skills. In addition to Finland's second language (Swedish) all students study at least one other foreign language. Students are members of an international and multicultural university of applied sciences. HAAGA-HELIA University of Applied Sciences/ Haaga campus also conducts teaching in co-operation with universities abroad and is an active member of many international organizations. Students have opportunities to take part in student exchange in Europe, Asia and South or North-America. Student may complete international studies in e.g.:

- double degree programs
- student exchange programs
- work placements abroad
- study trips
- international studies in Finland or abroad.

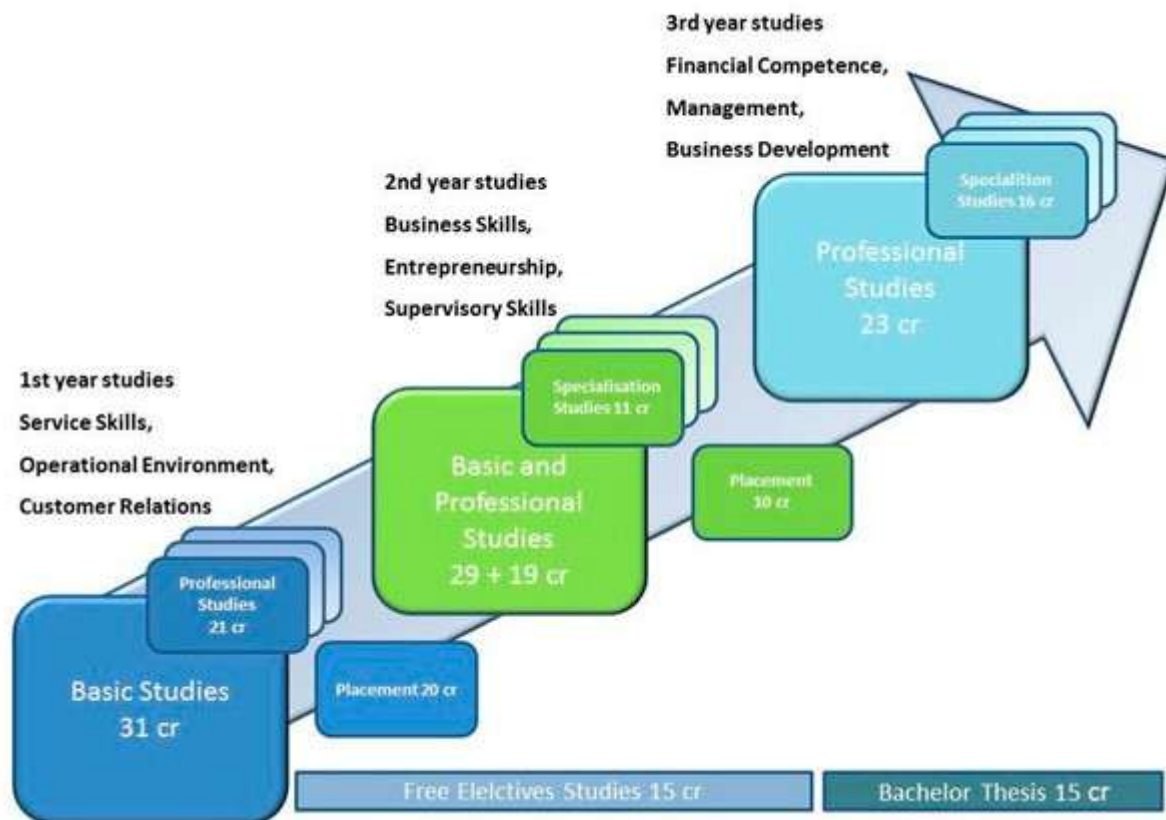
Get to know DP in Hotel, Restaurant and Tourism Management [learning environment](#) in detail.

## Key learning outcomes of the Degree Programme

The student will develop a solid understanding of customer-oriented and profitable operation within the various sectors of hospitality and tourism management. The student learns how to put skills into practical use to boost business within the hotel, restaurant and tourism industry and other areas.

The studies will provide the student with an extensive professional outlook and logical skills. Bachelor graduates develop careers within the hotel, restaurant and tourism industry in management positions, as entrepreneurs, as specialists or in sales or Research & Development positions ( R & D).

## Professional Growth



### Annual themes

At the beginning of the studies the emphasis is on the development of basic professional skills. During the first academic year students will learn the basic skills and expertise required by the hotel and restaurant industry. The theory base is supported by basic and professional work placement. The themes of the first year are service skills, operational business environment and customer relations management.

In the second year the emphasis is on observing, understanding and researching the industry. The student will learn practical management skills. During the second year students are offered flexible forms of completing their courses. The themes of the second year are commercial business skills, entrepreneurship and supervisory skills. The student will combine and implement the studied theory base in the advanced work placement.

In the third year studies are focused on company and organizational strategic management and profitable business operations. The third year study themes are financial competence, management and business development. Students will acquire industry-related special skills via optional advanced level studies. In the bachelor thesis the student shows his/her aptitude for conceptual learning and understanding complicated phenomena in a way which will be beneficial for a company or an organization within the industry.

## Curriculum

[Structure, Content and Extent of the DP >>>](#)

[Courses >>>](#)

[Study Schedule >>>](#)

HAAGA-HELIA is a proud member of [HOSCO](#), where top hospitality companies, schools and students from all over the world meet and interact.



**HOSCO**  
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# Structure, Content and Extent of the DP

The following competences for graduating students are defined by the Finnish national network of Universities of Applied Sciences. Generic competences are common for all graduates of Universities of Applied Sciences. Subject specific competences refer to graduates of Hotel, Restaurant and Tourism Management programmes. HAAGA-HELIA University of Applied Sciences is working on the definitions of competences for its degree programmes.

## Subject specific competences

- Economic competence
- Management competence
- Customer service and customer relationship management
- Business competence

## Generic competences

- Learning and self development competence
- Communication and social competence
- International and cultural competence
- Research and development competence
- Ethical competence

Get to know DP in Hotel, Restaurant and Tourism Management [competence profile](#) in detail.

## Structure and extent of the studies

<b>Studies</b>	<b>Credits</b>
Basic studies	60
Professional studies	63
Specialisation studies	27
Work placement	30
Bachelor thesis	15
Free elective studies	15
<b>Total</b>	<b>210</b>

The degree program in hotel, restaurant and tourism management takes 3,5 years. The extent of the studies is 210 credits. Graduates from the program are entitled to the Bachelor of Hotel, Restaurant and Tourism Management degree.

## **COMPETENCE PROFILE OF THE DEGREE PROGRAM IN HOTEL, RESTAURANT AND TOURISM MANAGEMENT**

Subject specific competences of the degree program in hotel, restaurant and tourism management

The following competences for graduating students are defined by the Finnish national network of Universities of Applied Sciences. Generic competences are common for all graduates of Universities of Applied Sciences. Subject specific competences refer to graduates of Hotel, Restaurant and Tourism Management programmes. HAAGA-HELIA University of Applied Sciences is working on the definitions of competences for its degree programmes.

### **1. Economic competence in the hospitality and tourism sector.**

#### **Student**

- Possesses good skills and hands-on expertise in cost and profitability accounting and pricing
- Knows the principles of budgeting, financing, taxation and business accounting
- Understands the effectiveness and key figures of the hotel, restaurant and tourism industry and can put them into practical use
- Can interpret financial statements (profit and loss account and the balance sheet) and has a broad knowledge of how to implement them by means of information technology (MS Excel)
- Understands from where and how operational profit is generated
- Understands the economic thinking behind all business operations
- Has a good command of reporting the company economy in two foreign languages

### **2. Management competence in hospitality and tourism sector.**

#### **Student**

- Knows the most relevant processes in personnel management and their influence on human resources
- Understands the significance of work performance, co-operation, competence, principles of leadership and well-being
- Has insight into the area 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 the principles of collective agreement and can produce a roster
- Can make decisions and justify them
- Knows and understands operational and strategic management and the principles of strategy process
- Can anticipate and be prepared
- Is capable of constructive evaluation of him/herself and colleagues
- Knows how to use the company information systems for managerial support
- Has an aptitude for managerial work in multicultural work environments

• Has good supervisory communication skills and understands the added value of a versatile language proficiency in management

### **3. Customer service and customer relationship management competence in the hospitality and tourism sector. Student**

- Is self-directed in his/her service processes
- Shows 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
- Understands the significance of details in a successful customer service process
- Can offer good experiences
- Knows how to develop customer relations, acquire new customers and understands the importance of customer relations
- Identifies potential customers and segments, understands and anticipates customer expectations and needs
- Knows how to use information technology in customer relationships
- Is familiar with the principles of consumer behavior, its changes and development and can make use of them in developing products and services
- Can analyse customer relationships from the product and service development point of view.

### **4. Business competence in hospitality and tourism sector Student**

- Understands the diversity and different earnings principles in the hotel, restaurant and tourism industry
- Knows industry-related operational environments, networks and the boundary surfaces of the sector
- Knows the history, development and varied fields of the hotel, restaurant and tourism industry
- Knows hotel, restaurant and tourism industry related legislation and its practical implementation
- Knows operational models and the inter-relationship between different divisions of the accommodation and restaurant business
- 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
- Knows how to keep track on the development of the hotel, restaurant and tourism industry and is interested in developing the industry

#### **4.1 Sales and marketing competence.**

##### **Student**

- Has a solid understanding of marketing and sales 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 in

Finland's second language (Swedish), English and a second foreign language.

- Understands the relevance of new electronic communication channels e.g. social media
- Can use electronic means of marketing and commerce

#### 4.2. Product based competence

##### **Student**

- Knows the principles of brand management and product development in the hotel, restaurant and tourism industry
- Can create services and products with a good experience
- Knows how to manage accommodation business distribution channels and branding
- 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 and drink
- Knows beverages, can handle drink related processes and design a selection of drinks

#### 4.3 Quality competence

##### **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

#### 4.4 Organisational and entrepreneurship competence

##### **Student**

- Knows hotel, restaurant and tourism businesses in Finland and abroad
- Understands the changes of business environment and its influence on the operation
- Knows the principles of starting a business and is capable of establishing a company
- Understands the economical and operational requirements of a business
- Can analyze and assess business risks
- Understands the principles of subcontracting and outsourcing
- Can perceive business operations on the short and long run according to the business plan
- Knows the practices of working life and is able to operate in work communities
- Can apply the principles of entrepreneurship, both as an entrepreneur and as an employee
- Understands the meaning of reputation for a successful business

#### 4.5. Aesthetical competence

##### **Student**

- Can take aesthetic and ethical perspectives into account when providing services (premises, service products and communications)



- Understands that all business operations and products hold aesthetic qualities and has insight into style, taste and creativity in business operations
- Knows how to implement aesthetic qualities in the design of e.g. brands, services, products, interiors, menus and wine lists.
- Can implement creativity and innovativeness in an aesthetic manner to analyze and develop business operations

#### 4.6 Safety and environmental competence

##### **Student**

- Understands local and global impact of the hotel, restaurant and tourism industry
- Knows the hotel, restaurant and tourism industry related legislation and operational requirements
- Can provide healthy, safe and profitable services which promote well-being of the customers
- Is aware of the safety requirements for the hospitality and tourism sector and can implement them in his/her own work
- Is aware of the significance of responsible, environmentally friendly and reliable operations for work communities, customer service and the company's cost structure and image

#### **GENERIC COMPETENCES**

##### • **Learning and self development competence**

- Is able to self-evaluate one's competences and define his/her development and learning needs
- recognises one's learning style orientation and is able to conduct studies independently and develop one's learning strategies
- Is capable of collaborative learning and sharing knowledge in teams and working communities
- Is able to operate in changing environments and to recognise and utilise available learning opportunities and choices for actions. + lifelong learning
- Is able to plan, organise and develop one's own actions
- Understands the meaning of professional pride and identity
- Is interested and willing to work within his/her branch of study
- Knows how to apply for jobs and understands the significance of language skills in job-hunting and career progression
- Takes responsibility and has a good attitude to work with a long-term determination and interest

##### • **Communication and social competence**

- Language skills

- Is a good listener, has good written and oral communication skills and can use various communication styles and visual means
- Is able to function in communication and interactive situations which are typical in the industry
- Possesses good communication skills in meetings and negotiations
- Understands the principles of teamwork and is able to work together with others in multidisciplinary teams
- Is able to utilise information and communications technology at one's work

### **3. International and cultural competence**

- Knows Finnish culture
- Conducts him-/herself in a tolerant and egalitarian manner
- Possesses spoken and written communication skills in two foreign languages to allow professional development
- Understands cultural and linguistic diversity in working life and is able to work with people from different ethnic backgrounds
- Understands the impacts and opportunities of internationalisation within hospitality and tourism
- Understands linguistic and cultural proficiency as part of the life-long learning

### **4. Research and development competence**

- Is able to seek and analyze information in his/her trade and is capable of critical and holistic data evaluation.
- Has an initiative and proactive work attitude and good problem solving and decision making skills
- 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
- Can anticipate changes, adapt to new situations and knows how to identify and create new opportunities
- Is creative and innovative

### **5. Ethical competence**

- 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

# Courses (Curriculum 2010) Degree Programme in Hotel, Restaurant and Tourism Management

Studies	Code	Credits
<b>1. Year</b>		<b>66</b>
<b>Service Skills, Operational Environment and customer relations</b>		
Principles of Marketing and Sales	<a href="#">SOC1RB001</a>	3
Basics of Travel and Tourism Industry	<a href="#">SOC1RB002</a>	3
Personal Communication Skills	<a href="#">SOC1RB003</a>	3
Basics of Business Mathematics (excel)	<a href="#">SOC1RB004</a>	4
e-Commerce in Hospitality and Tourism	<a href="#">SOC1RB005</a>	3
Hotell-, restaurang- och turismsvenska	<a href="#">SOC1RB006</a>	3
Finnish for Hospitality and Tourism	<a href="#">SOC1RB007</a>	3
Basics of Human Behaviour	<a href="#">SOC1RB008</a>	3
Commercial Law	<a href="#">SOC1RB009</a>	3
Introduction to Hospitality and Tourism Business	<a href="#">SOC1RB010</a>	3
Travel Agencies and Tour Operator	<a href="#">SOC2RB011</a>	3
Financial Accounting and Reporting	<a href="#">SOC2RB012</a>	3
<b>Hospitality Services</b>	SOC2RB013	12
Front Office Operations	<a href="#">SOC2RB013A</a>	3
Basics of Restaurant Services	<a href="#">SOC2RB013B</a>	3

Basics of Food Production	<a href="#">SOC2RB013C</a>	3
Food Science and Safety	<a href="#">SOC2RB013D</a>	3
<b>Work Placement</b>	RWP6RB004	20
Placement in the Industry	<a href="#">RWP6RB004A</a>	10
Summer Placement	<a href="#">RWP6RB004B</a>	10
<b>2. Year</b>		<b>65</b>
<b>Financial Competence, Entrepreneurship and Supervisory Skills</b>		
Svenska i arbetslivet	<a href="#">FES1RB001</a>	3
Budgeting	<a href="#">FES1RB002</a>	3
International Marketing Communications	<a href="#">FES1RB003</a>	4
Well-being at work - Research and Development Methods	<a href="#">FES1RB004</a>	6
Managing Teams and Leading People	<a href="#">FES1RB005</a>	4
Cross Cultural Business Skills	<a href="#">FES1RB006</a>	3
Business Start-Up in Hospitality and Tourism	<a href="#">FES2RB007</a>	4
Puheviestintää MaRaTa-alalle	<a href="#">FIN4RB004</a>	3
Swedish for Hospitality and Tourism Industry (foreign students)	<a href="#">SWE4RB002</a>	3
<b>Tourism Management</b>	FES2RB008	15
Finnish for Business Situations (foreign students)	<a href="#">FES2RB008A</a>	3
Suomen kielen kirjallinen viestintä (Finnish students)	<a href="#">FIN4RB005</a>	3
Project Management	<a href="#">FES2RB008B</a>	3
Quality Management	<a href="#">FES2RB008C</a>	3
Travel Transportation Management	<a href="#">FES2RB008D</a>	4
International Business Case Study	<a href="#">FES2RB008E</a>	2

<b>Restaurant Processes</b>	FES2RB009	15
Finnish for Business Situations (foreign students)	<a href="#">FES2RB009A</a>	3
Suomen kielen kirjallinen viestintä (Finnish students)	<a href="#">FIN4RB005</a>	3
Project Management	<a href="#">FES2RB009B</a>	3
Quality Management	<a href="#">FES2RB009C</a>	3
Restaurant Sales and Catering	<a href="#">FES2RB009D</a>	3
Food Production Processes	<a href="#">FES2RB009E</a>	3
<b>Accommodation Processes</b>	FES2RB010	15
Finnish for Business Situations (foreign students)	<a href="#">FES2RB010A</a>	3
Suomen kielen kirjallinen viestintä (Finnish students)	<a href="#">FIN4RB005</a>	3
Project Management	<a href="#">FES2RB010B</a>	3
Quality Management	<a href="#">FES2RB010C</a>	3
Restaurant Sales and Catering	<a href="#">FES2RB010D</a>	3
Accommodation Sales and Customer Services	<a href="#">FES2RB010E</a>	3
<b>Customer Orientated Development in Tourism</b>	FES3RB011	14
Customer Relationship Marketing	<a href="#">FES3RB011A</a>	3
Experience Creation, Service Design and Profitability Planning	<a href="#">FES3RB011B</a>	5
Destination Operations	<a href="#">FES3RB011C</a>	3
Labour Law	<a href="#">FES3RB011D</a>	3
<b>Customer Orientated Development in Restaurants</b>	FES3RB012	14
Customer Relationship Marketing	<a href="#">FES3RB012A</a>	3
Restaurant Operation Control and Profitability Planning	<a href="#">FES3RB012B</a>	5

Nutrition and Special Diets	<a href="#">FES3RB012C</a>	3
Labour Law	<a href="#">FES3RB012D</a>	3
<b>Customer Orientated Development in Lodging</b>	FES3RB013	14
Customer Relationship Marketing	<a href="#">FES3RB013A</a>	3
Supervising Lodging Operations and Profitability Planning	<a href="#">FES3RB013B</a>	5
International Accommodation Business	<a href="#">FES3RB013C</a>	3
Labour Law	<a href="#">FES3RB013D</a>	3
<b>Second Foreign Language</b> (French, Spanish, German, Russian or Chinese)		6
<b>3. Year</b>		<b>49</b>
<b>Advanced Placement in the Industry</b>	<a href="#">RWP6RB009A</a>	10
<b>Strategic Management and Business Development</b>		
Strategic Management	<a href="#">SMB2RB001</a>	3
Strategic Marketing	<a href="#">SMB2RB002</a>	3
Managerial Economics	<a href="#">SMB2RB003</a>	3
Human Resource Management	<a href="#">SMB2RB004</a>	3
Business Planning and Simulation Game	<a href="#">SMB2RB005</a>	5
Investment Planning and Taxation	<a href="#">SMB2RB006</a>	3
Responsible Business Management	<a href="#">SMB2RB007</a>	3
Pricing and Revenue Management	<a href="#">SMB3RB008</a>	3
Management of Restaurant Operations	<a href="#">SMB3RB009</a>	3

Managing Hotel Business Operations	<a href="#">SMB3RB010</a>	3
Swedish in Business (foreign students)	<a href="#">SWE4RB003</a>	3
<b>Destination and Resort Management</b>	SMB3RB011	13
Master Plans for Resorts	<a href="#">SMB3RB011A</a>	6
International Development Project	<a href="#">SMB3RB011B</a>	4
Marketing of Tourism Destinations	<a href="#">SMB3RB011C</a>	3
<b>Restaurant Management</b>	SMB3RB012	13
Sensory Evaluation and Marketing	<a href="#">SMB3RB012A</a>	3
Menu Management and Purchasing Channels	<a href="#">SMB3RB012B</a>	3
Restaurant Milieu	<a href="#">SMB3RB012C</a>	3
Haaga Wine Advanced	<a href="#">SMB3RB012D</a>	4
<b>Hotel Management</b>	SMB3RB013	13
Concept Based Product Development	<a href="#">SMB3RB013A</a>	3
Managing Sales and Distribution Channels	<a href="#">SMB3RB013B</a>	3
Management of Accommodation Operations	<a href="#">SMB3RB013C</a>	3
Hotel Feasibility Study	<a href="#">SMB3RB013D</a>	4
<b>Meeting Industry</b>	<a href="#">SJL3RL010</a>	13
Meeting Industry and Business Travel	<a href="#">SJL3RL010A</a>	3
Event management - Case Project	<a href="#">SJL3RL010B</a>	3
Future Trends of Meeting Industry and Business Travel	<a href="#">SJL3RL010C</a>	3



<b>Other Alternative Modul</b>		<b>13</b>
Aviation Management		
Entrepreneurship in Hotel, Restaurant and Tourism Industry		
International Business Management		
Double Degree		
International Studies		
<b><u>Free Electives</u></b>		<b>15</b>
<b>Thesis</b>	RRD7RB001B	<b>12</b>
Thesis seminar	<a href="#">RRD7RB001A</a>	<b>3</b>
<b>Total</b>		<b>210</b>

# Study Schedule

## Degree programme in Hotel, Restaurant and Tourism Management study schedule (HOSBA)

<b>1st academic year</b>	Service skills, Operational Environment and Customer Relations	Hospitality Services	Work Placement  (Placement in the Industry 1st year Period 5 and Summer Placement the first summer of the studies) 8 weeks -2 months each
<b>TOTAL of credits 69 cr</b>	<b>37 cr</b>	<b>12 cr</b>	<b>10 cr + 10 cr</b>
<b>2nd academic year</b>	Financial Competence, Entrepreneurship and Supervisory Skills	Tourism Management/ Restaurant Processes/ Accommodation Processes/	Customer Orientated Development in Tourism/Restaurants/Lodging
<b>TOTAL of credits 56 cr</b>	<b>27 cr</b>	<b>15 cr</b>	<b>14 cr</b>
<b>3rd academic year</b>	Advanced Placement in the Industry ( starts Spring sn year studies Period 2 and continues Fall Period 4) 2-6 months	Strategic Management and Business Development	Destination and Resort Management/  Restaurant Management/  Hotel Management/  Other Alternative Modul e.g International Business ( during Exchange period abroad) Interntational Business in Pasila or Porvoo unit Entrepreneurship ( taylored from Haaga and Pasilastudies) Management ( Bad Honnef, Germany)
<b>TOTAL of credits 49 cr</b>	<b>10 cr</b>	<b>26 cr</b>	<b>13 cr</b>

Second Foreign Language 6 cr ( Germna, French, Spanish or Russian ) Haaga unit

Free Electives 15 cr (During 2nd & 3rd Year studies, previous studies in Universities, Summer studies, or studies during the exchange period)

Thesis 15 cr ( seminar 3 cr - 1 opponent, 4 listening & own presentation +12cr actual thesis - min. 3 months work)