

# Degree Programme in Hotel, Restaurant and Tourism Management

## Course Descriptions 2013-2014

### 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**

After completing this course the student

- has adopted a marketing and sales attitude
- is familiar with the principles of consumer behavior
- knows the marketing planning process
- knows the key concepts of customer-oriented marketing
- knows how to evaluate and adapt marketing mix decisions in marketing planning and implementation

#### **Course contents**

The course creates a foundation for further marketing studies.

- 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 channels
- marketing communications mix

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

Cases

#### **International**

Case examples during the course are about multinational companies.

#### **Teaching and learning methods**

Lectures, exercises and examination 12 h

Self-studies 68 h

The own learning assessment 1 h

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

Taru Sipponen, Haaga

#### **Course materials**

Bowie, D. & Buttle, F. 2004 or later. Hospitality Marketing: An introduction. Butterworth-Heinemann.

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

#### **Assessment**

Examination 100 %

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

## Assessment criteria

### Grade 1

- The student is able to name the basic marketing terms
- The student is familiar with the principles of consumer behavior

### Grade 3

- The student is able to define the basic marketing terms
- The student knows the marketing planning process
- The student knows the key-concepts of customer oriented marketing

### Grade 5

- The student is able describe the marketing philosophies
- The student masters influence of marketing environment to marketing decisions
- The student is able, in a creative and critically analytical way, to evaluate and adapt marketing mix decisions in marketing planning and implementation

# Basics of Travel and Tourism Industry

Code: 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 have 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

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 56 h

The own learning assessment 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 68 h

The own learning assessment 1 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

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

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

## Assessment

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

A student is able to

- list most of basic definitions and has an idea of the most important tourism flows
- locate most sectors in the cluster
- locate most impacts in official categories and give examples
- give a few learning experiences on the basis of course assignment
- give some examples of how she will conduct her/his behavior in a sustainable way

### Grade 3

A student is able to

- list basic definitions and global tourism flows, and has some ideas of how they are used
- explain most parts of the travel and tourism cluster and its content
- locate impacts in official categories and give versatile examples
- describe some learning experiences on the basis of course assignment
- can give some examples of how she will conduct her/his behavior in a sustainable way

### Grade 5

A student is able to

- describe basic definitions and global tourism flows very well, and is able to discuss the use of definitions
- describe the travel and tourism cluster and its content very well
- locate impacts of tourism in official categories and is able to discuss examples from different viewpoints
- focus one's learning experiences on the basis of course assignment very well
- describe how she will conduct her/his behavior in a sustainable way

# 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%

# 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 spreadsheets
- 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 spreadsheets
- 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 75 h

The own learning assessment 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 95 h

The own learning assessment 1 h

Studies include mainly practical exercises done 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

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

Examination 100 %

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

Assessment objects

- Percentage calculations
- Simple interest calculations
- Compound interest calculations
- Use of Excel spreadsheets

Assessment criteria

Grade 1

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

Grade 3

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

Grade 5

The student masters the essential aspects of business mathematics and the use of Excel spreadsheets independently. The student has the ability to apply the knowledge and skills learned.

# e-Commerce in Hospitality and Tourism

- Code: SOC1RB005
- Extent: 3 ECTS (81 h)
- Timing: Semester 1-2
- Language: English
- Level: Basic studies
- Type: Compulsory

## **Prerequisites**

No prerequisites

## **Learning outcomes**

- 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**

During the 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 48 h

The own learning assessment 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 68 h

The own learning assessment 1 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**

Assignment 100 %

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1 (min 50% of goal)

Knowledge:

Student can name basic terms and abbreviations. Student can present the main trends in field. Student can describe e-business according to models.

Skills:

Student can describe basic tools. Student is able to illustrate basic processes in e-business.

Competences:

Student participates somewhat in discussion and group work.

Grade 3 (min 70% of goal)

Knowledge:

Student understands the purpose of basic concepts. Student can compare e-business phenomenon in the light of history.

Skills:

Student can use few basic tools. Student knows how to plan and justify a e-business processes.

Competences:

Student participates actively in discussion and group work.

Grade 5 (min 90% of goal)

Knowledge:

Student apply basic concepts and models in creative way when describing plans. Student interprets future creatively but realistically.

Skills:

Student can use main tools and plan their business use. Student evaluates and develops e-business processes. Student plans and manages and measures the results of e-business process. Student creates new e-business methods to field.

Competences:

Student participates very actively in discussion and group work and brings to dialog new ideas and thoughts.

# 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 32 h

The own learning assessment 1 h

b) Part Time Learning:

Lectures and Examination 17 h

Self-studies 63 h

The own learning assessment 1 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

Examination 80 %

Active participation 20 %

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

#### Assessment criteria

##### Grade 1

The student has a basic understanding of Swedish vocational language. This gives the student the ability to handle basic tasks in the hospitality and tourism industry. These include managing easy and low level customer service and sales situations in Swedish.

##### Grade 3

The student is able to make use of their Swedish skills in the hospitality and tourism industry. In addition, the student is able to use appropriate expressions in Swedish in different customer service and sales situations.

##### Grade 5

The student is able, in a natural and versatile manner, to make good use of their Swedish skills in the hospitality and tourism industry. They also show the ability to use appropriate and varied expressions in Swedish in different customer service and sales situations.

# Finnish for 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 31 h

The own learning assessment 1 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

Active participation (mandatory attendance 80%)

Discussion and oral presentations 30 %

Reading and written assignments 30%

Written exam 40 %

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

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

Grade 3

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

Grade 5

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

# 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 55 h  
The own learning assessment 1 h

b) Part Time Learning:  
Lectures and Examination 14 h  
Self-studies 65 h  
The own learning assessment 1 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

Examination 60 %  
Participation and assignments 40 %

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

## Assessment criteria

Grade 1

The student is able to describe several of the basic Human Behavior theories covered in the course.

Grade 3

In addition to the previous she is able to describe most of the Human Behavior theories covered in the course and s/he can adapt the theories to practice and use them in explaining different working place phenomena

Grade 5

In addition to the previous she is able to describe all of the Human Behavior theories covered in the course and s/he can adapt the theories to practice and use them in making appropriate development suggestions in leadership or HRM practices

# Commercial Law

- Code: SOC1RB009
- 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 15 h

The own learning assessment 1 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

Heikki Toiviainen: Introduction to Finnish Business Law, Edita 2008; Or Aapo Surakka Access to Finnish Law

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

## Assessment

Exam 80%

Assignment 20%

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

- The student is able to identify different sources of law
- The student is able to define basic legal concepts
- The student is able to identify legal problems and understand the basics of the Finnish legal system
- The student knows different company forms to run a business in Finland



Grade 3

- The student is able to identify and use different sources of law
- The student is able to see contracts as a tool for risk management and to a certain extent solve arising legal problems in the field of Commercial law
- The student is able to understand the relationship between national and EU legislation

Grade 5

- The student is able to identify relevant risks and opportunities in different business transactions and deal with those contractually
- The student is able to solve certain commercial legal problems with a relative accuracy

# Introduction to Hospitality and Tourism Business

Course code: SOC1RB010

Extent: 3 ECTS (81 h)

Timing: 1. semester (Intensive week 43)

Language: English

Level: Basic Studies

Type: Compulsory

## 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 classes in HAAGA-HELIA and participation to the Recreational Day at Vierumäki Campus as well as the Language Day at Haaga Campus
- Encountering the Hotel, restaurant and tourism industry via its networks and company structures and modes
- Compiling a personal study plan and having a development discussion with the teacher tutor

## 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 9 h

The own learning assessment 1 h

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

Classroom teaching and attendance to the seminar 34 h

Independent work load 46 h

The own learning assessment 1 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, Pekka Heikkilä, Bo Dong and Aino Norrbacka

## Course materials

- Material distributed during the sessions ( teachers and visitors)
- Career path -material

## Assessment

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

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 required.

**Timetable**

Recreational Day Tue September 3 (all day 8 am to 5pm)

Orientation Lessons Once a week during period 4

Introduction to Hospitality Industry Seminar October 21-25 (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 September 20 at 9am - 3pm in Big Auditorium and Small Auditorium

# Travel Agencies and Tour Operator

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 48 h  
The own learning assessment 1 h

b) Part Time Learning:  
Lectures and Examination 16 h  
Self-studies 64 h  
The own learning assessment 1 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.

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. 2012. The Business of Tourism. Longman.  
Lecture material and internet pages will be given during the course.

## Assessment

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

### Grade 1

The student recognizes the network and can list the main players in travel agency industry. The student can name the main definitions, different roles of travel agencies and global trends in branch. The student manages to make domestic flight reservation sufficiently by Amadeus reservation system.

### Grade 3

The student identifies the network and main players in travel agency industry globally and locally. The student is able to use and apply the

main definitions. The student can compare different roles of travel agencies and explain global trends in branch. The student manages to make domestic flight reservation and pricing by Amadeus reservation system.

#### Grade 5

The student analyzes the network in travel agency industry and its 'advantages to companies. The student is able to use and apply the definitions diversely. The student compares critically different roles of travel agencies and assesses global trends in branch. The student manages to make domestic flight reservation correctly and fluently by Amadeus reservation system.

# 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 32 h

The own learning assessment 1 h

b) Part Time Learning:

Lectures and Examination 24 h

Self-studies 56 h

The own learning assessment 1 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

Examination 70%

Assignment 30%

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

Assessment objects

- Student's skills to produce financial reports and calculations included in course contents and to analyse the financial feasibility of a hospitality business

#### Assessment criteria

##### Grade 1

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

##### Grade 3

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

##### Grade 5

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

# 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 (in Finnish AHOT)

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 32 h

The own learning assessment 1 h

b) Part time study:

Contact hours 12 h

Self study 68 h

The own learning assessment 1 h

## Teacher with the main responsibility for the course

Taina Pallonen, Haaga

## Course 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

Exam 50%

Assignments 50%

Participation and activity

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria



Upon successful completion the student can:

Grade 1

- outline basic skills required at the reception
- outline different kind of customer groups
- outline legislation in hotel business in Finland
- describe basic hotel reservation from the opera pms point of view
- compare customer service operations
- knows hotel related legislation and its practical implementation

Grade 3

- compare different kind of customers group
- organize tasks in reception during customer service process
- analyse hotel reservation process
- illustrate the safety and security in operational level

Grade 5

- plan and organize customer service process in hotel reception
- justify different customer groups
- analyse hotel reservation system in customer service process
- develop safe hotel environment taking into consideration legislation in case study

# Basics of Restaurant Services

- Code: SOC2RB013B
- Extent: 3 ECTS (78 h)
- Timing: Semester 1
- Language: English
- Level: Professional studies
- Type: compulsory

## Prerequisites

This course is a part of Hospitality Services SOC2RB013.

## Learning outcomes

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

- 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

## Course contents

service methods and practices  
understanding customer needs  
furniture  
fixtures and dishes  
restaurant etiquette

## Cooperation with the business community and other organisations

After this course student is ready for his/her practical training period.

## 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 55 h

The own learning assessment 1 h

### b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 32 h

The own learning assessment 1 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

Examination 30 %

Assignment 50%

Classroom activity 20%

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

### Grade 1

- outline basic skills required at the restaurant
- knows different kinds of restaurants

### Grade 3

- compare different kind of customers group
- organize tasks in a dining room during customer service process

Grade 5

- plan and organize customer service process in a dining room
- understands different customer groups and their needs

# 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 32 h

The own learning assessment 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 68 h

The own learning assessment 1 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

Markku Halmeenmäki, Haaga

Jari Karjalainen, Haaga

Birgitta Nelimarkka, 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

Examination 40 %

Assignments 50 %

Self-assessment and activity 10 %

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

## Assessment criteria

Grade 1

- list and describe the most common meals and the typical ingredients used in Finland

- prepare courses according to given recipe in teaching
- use the basic machines and equipment of a professional kitchen

#### Grade 3

- choose and compare the common meals in Finland and their ingredients according to a business idea
- revise basic recipes to suit different food service sectors taking economy into account
- select the processing method suitable for the ingredient and handle the use of machinery and equipment effectively

#### Grade 5

- plan and implement a food service event for a certain occasion based on common meals
- compare recipes and select one to suit a certain business idea
- plan and select an effective and practical preparation method on the basis of ingredients and the portion size

# Food Science and Safety

- Code: 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 56 h

The own learning assessment 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 68 h

The own learning assessment 1 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

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

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

## Assessment

Examination 50%

Assignments 50%

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

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

- show competence in food hygiene by passing the Evira hygiene proficiency certificate examination or show a valid hygiene passport
- can name factors related to the microbiological, chemical and physical safety of foods
- recognizes ingredients that are commonly used in the restaurant and can explain concepts related to them
- recognizes the basic composition of foods and can explain their meaning for cooking and storing foods

Grade 3

- can find current information related to food and can present it
- can compare ingredients commonly used in restaurants and evaluate their suitability for different purposes
- can present what changes occur in foods during cooking and storage

Grade 5

- can explain, using chemical and physical terminology, how the composition and structure of foods change during cooking and storage
- can analyze, how changes affect the sensory and nutritional quality of the food

# 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.



# 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.

# 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 31 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 17 h

Self-studies 62 h

The assessment of one's own learning 1 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.

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Arja Aktan-Helminen

Anna Sarajas-Zino

## Course materials

The course material will be announced in the first lecture.

## Assessment

Examination 80 %

Active participation 20 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student is able to make use of the vocabulary and clause constructions they know in Swedish. The student is also able to communicate in casual business situations, both in written and spoken Swedish.

Grade 3

The student is able to put into practice and make good use of the vocabulary and clause constructions they know in Swedish. In addition, the student knows how to react appropriately in different business situations, both in written and spoken Swedish.

Grade 5

The student shows their ability to use Swedish in different business situations in a natural and versatile manner. In addition, the student makes good use of their Swedish vocabulary and clause structures. Plus the student uses proper expressions in demanding business situations, both in written and spoken Swedish. Finally, the student is able to express and validate their arguments in Swedish.

# 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 55 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 24 h

Self-studies 55 h

The assessment of one's own learning 1 h

Studies include mainly practical exercises done by excel spreadsheet.

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Pekka Heikkilä

## 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

Participation in classroom teaching (at least 80 % attendance)

Examination 100 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment objects

- Student's skills to produce forecasts and budgets included in course contents and handle them as management tools

Assessment criteria

Grade 1

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

Grade 3

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

Grade 5

The student masters the essential aspects of budgeting and related use of Excel spreadsheets independently. The student has the ability to apply the knowledge and skills learned as managerial tools.

# 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 SOC1RB001  
Personal Communication Skills SOC1RB003  
e-Commerce in Hospitality and Tourism 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 hospitality/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, negotiations, and in crisis situations

## Course contents

- Campaign planning process
- Personal selling
- Trade fair participation
- Crisis management
- Negotiations and meetings
- Media relations

## Cooperation with the business community and other organisations

Guest speakers from hospitality companies and 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 59 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures 21 h

Self-studies 107 h

The assessment of one's own learning 1 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.

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## 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. 4th edition. Elsevier Oxford. Chapters: 11 - 14.

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

Parts 1 - 3 (chapters 1 - 12).

Lecture material

## **Assessment**

Project work (teams) 30 %

Personal assignments 70 %

- Marketing campaign planning process
- Personal selling skills
- Sales process
- Media relations skills
- Crisis management process

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

### Grade 1

- The student is able to name the elements of a basic campaign planning process
- The student is able to define a good sales person
- The student is able to name the elements of a typical sales process
- The student is able to name the basic skills needed in media relations

### Grade 3

- The student is able to critically evaluate an existing campaign plan
- The student is able to apply the basic model of campaign planning process in practice and produce a realizable campaign plan
- The student is able to plan sales activities using the model of sales process
- The student is able to prepare and give a sales presentation
- The student is able to use basic media skills in a mock studio exercise
- The student is able to plan a crisis management strategy

### Grade 5

- The student is able to creatively apply the basic model of campaign planning process in practice and produce a complete and realizable campaign plan
- The student masters the sales process fully and is able to influence a person's buying decision in the sales situation
- The student is able, in a creative and critically analytical way, to apply key principles of media relations and crisis management to an assigned case study.

# 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 113 h

The assessment of one's own learning 1 h

b) Independent-learning orientation:

Contact teaching and exam 30 h

Independent study 131 h

The assessment of one's own learning 1 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.

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Mikko Laitinen

## 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**

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

**Assessment criteria**

Exam 40 %

Project report 60 %

# Well-being at work

Code: FES1RB004A

Credits: 3 cr

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 understand employee well-being as a critical component in socially-responsible management. They are able to seek and analyze information in their trade and are capable of critical and holistic data evaluation.

- 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 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
- Tools and metrics of well-being at work

## Cooperation with the business community and other organisations

Project-based business cases 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 independent-learning orientation. Students plan, design and execute a project that relates to well-being implementation plan at work. The assessment of one's own learning 1 h.

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Aija Juvonen

## Course materials

Will be announced later

## Assessment

Exam 40 %

Project group work & report 60 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student is able to describe "well-being at work"- related concepts and can define the significance of well-being at work generally.

Grade 3

In addition to the previous, the student can identify well-being related appearances at work in a case and can analyse causal relationship between theory and practice.

Grade 5

In addition to the previous, s/he is able to make argued and relevant recommendations to enhance well-being at work in their trade/industry.

# Research and Development Methods

Code: FES1RB004B

Extent: 3 cr (81 h)

Timing: 3rd or 4th term

Language: English

Level: Basic and professional studies

Type: Mandatory

## Prerequisites

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.

- 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

## Course contents

- 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 113 h

The assessment of one's own learning 1 h

b) Independent-learning orientation:

Contact teaching and exam 30 h

Independent study 131 h

The assessment of one's own learning 1 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.

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Kristian Sievers

## 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

Exam 40 %

Project report 60 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

Student identifies the research and development methods of the key research concepts and is able to make a small-scale research or development. He is able to find material of studies and other source material.

Grade 3

Student is able to design and implement a small-scale research or development. He knows how to use appropriately different source materials. He is able to compare the different types of data collection and analysis methods and select the most suitable ones to the research project.

Grade 5

The student is able to work with investigative and evaluative approaches. The student can also give suggestions to improve the professional practices. Student masters the basic research and development of methods. He is able to justify choices in a project work. He is able to apply a wide range of research and development methods. He is able to evaluate research critically and to relate their results to existing knowledge. Students adopt a critical proactive approach to work.

# Managing Teams and Leading People

Code: FES1RB005

Extent: 4 ECTS (106 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 57 h\*

The assessment of one's own learning 1 h

b) Part time learning (adult students):

Lectures and team exam 12 h

Practice and rehearsal in communication 12 h

Self-study 81 h\*

The assessment of one's own learning 1 h

c) E-learning:

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

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teachers with the main responsibility for the course

Kari Nurminen

Wallace Reynolds

## 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 & recommended reading

Fuller, Ed 2011. You can't lead with your feet on the desk. John Wiley & Sons, Inc., New Jersey.

Sheppardson, C. & Gibson, H. 2011. Leadership and Entrepreneurship in the Hospitality Industry. Goodfellow Publishers Ltd., Oxford.

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

**Assessment**

Lectures and team examination 50% (50/100 pts), peer performance evaluation 10 % (10/100 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

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

**Assessment criteria****Grade 1**

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

**Grade 3**

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

**Grade 5**

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

# 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

## Prerequisites

None

## 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 :

- 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 77 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures 10 h

Self-studies 97 h

The assessment of one's own learning 1 h

Teaching is based on the case studies

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Juuso Kokko

## 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

Other study material announced by teachers

## Assessment

Project group work 100 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Pass/Fail - based on the course report

# Puheviestintää MaRaTa-alalle

Tunnus: FIN4RB004  
Laajuus: 3 opintopistettä  
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.

## Opetus- ja oppimismenetelmät

Lähiopetus 24 h  
Itsenäinen opiskelu 57 h  
Oman oppimisen arviointi 1 h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

Opiskelija voi saada aikaisemmin hankitun osaamisen tunnustettua suorittamalla opintojaksosta/opintojakson osasta näytön.

## Vastuopettaja

Päivi Mattsoff

## Oppimateriaalit

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)

## Arviointiperusteet

- \* Aktiivisuus - vähintään 80 prosenttia (palautteen antaminen, analysointi, kommentointi, harjoituksiin osallistuminen) 25 %
- \* Puhevuorot ja harjoitukset (sisältö, esittäminen, rakenne, tyyli, valmistautuminen) 25 %
- \* Yrityksen myynti rahoittajalle 25 %
- \* Tenti 25 %

Oman oppimisen arviointitehtävä ei vaikuta arvosanan muodostukseen. Tehtävä on kaikille opintojaksoille/-kokonaisuuksille yhteinen ja vastauksia käytetään myös opintojakson/-kokonaisuuden kehittämiseen. Tehtävä tehdään WinhaOpaalissa.

## Arviointikriteerit

Arvosana 1

- Opiskelija pystyy nimeämään oman viestintänsä ominaispiirteitä saamiensa ohjeiden ja palautteen perusteella ja tunnistaa viestintäprosessin osatekijät.
- Opiskelija osallistuu yhteisön vuorovaikutustilanteisiin, vastaanottaa ja antaa palautetta. Opiskelija tunnistaa yhteisöjen vuorovaikutustilanteiden ominaispiirteet.
- Opiskelija pystyy arvioimaan keskeisimpiä viestinnän taitojaan saamiensa ohjeiden ja palautteen perusteella ja tunnistaa viestintätaidot osana ammattitaitoa.

Arvosana 3

- Opiskelija pystyy arvioimaan omaa viestintäosaamistaan ja muodostamaan viestinnällisiä kehittämistavoitteita. Opiskelija ymmärtää viestintätaitojen merkityksen ammatillisessa toiminnassa.
- Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä tarkoituksenmukaisesti. Opiskelija toimii tavoitteellisesti alan vuorovaikutustilanteissa ja tuntee yhteisön sisäisen ja ulkoisen viestinnän merkityksen.
- Opiskelija viestii asiantuntijana jäsenyneesti, ymmärrettävästi ja kiinnostavasti sekä kohdentaa viestinsä vastaanottajan ja tilanteen mukaisesti. Opiskelija perustelee näkemyksensä.
- Opiskelija tiedostaa kulttuurien vaikutuksen viestintätilanteissa.

Arvosana 5

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



- Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä analyyttisesti ja muuttaa toimintatapojaan joustavasti kuullun ja havaitun perusteella
- Opiskelija käyttää viestintätapoja luovasti ja hyödyntää viestintäkanavia tarkoituksenmukaisesti yhteisöjen sisäisissä ja ulkoisissa vuorovaikutustilanteissa.
- Opiskelija viestii alansa asiantuntijana jäsenyneesti, ymmärrettävästi, vakuuttavasti ja kiinnostavasti. Opiskelija argumentoi vakuuttavasti.
- Opiskelija tekee joustavasti yhteistyötä kulttuuritaustaltaan erilaisten ihmisten kanssa.

# Swedish for Hospitality and Tourism Industry (foreign students)

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 and other organisations

Not applicable

## International

Nordic perspective to the course contents

## Teaching and learning methods

Classroom learning:

Lectures and Examination 48 h

Self-studies 32 h

The assessment of one's own learning 1 h

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

## Recognition of Prior Learning, RPL (in Finnish AHOT)

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 for the course

Sirpa Kajarinne

## Course materials

Levy Scherrerband, P. & Lindemalm, K. 2007. Rivstart A1+ A2 textbook and exercise book. Natur och kultur. Chapters 5-9

## Assessment

Examination 60%

Active participation in class 20%

Independent studies and exercises 20%

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

## Assessment criteria

### Grade 1

The student has slightly enlarged and deepened his/her knowledge (vocabulary/structures and culture) about the elementary structures of Swedish.

The student has developed an acceptable capacity to speak Swedish. He/she has fairly enlarged the elementary structures and the vocabulary of everyday life. He/she has acceptably developed the capacity of reading and writing Swedish texts related to everyday life.

### Grade 3

The student has enlarged and deepened his/her knowledge (vocabulary/structures and culture) about the elementary structures of Swedish.

The student has developed a good capacity to speak Swedish. He/she has generally enlarged the elementary structures and the vocabulary of everyday life. He/she has generally developed the capacity of reading and writing Swedish texts related to everyday life.

Grade 5

The student has considerably enlarged and deepened his/her knowledge (vocabulary/structures and culture) about the elementary structures of Swedish.

The student has developed an excellent capacity to speak Swedish. He/she has very well enlarged the elementary structures and the vocabulary of everyday life. He/she has considerably developed the capacity of reading and writing Swedish texts related to everyday life.

# Finnish for Business Situations (foreign students)

- 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 31 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Aino Norrbacka

## 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

Active participation (mandatory attendance 80%)

Discussion and oral presentations 30%

Reading and written assignments 30%

Written exam 40%

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student has basic skills to communicate in simple business situations in Finnish in written and oral context. The student is able to produce understandable documents and understands the varying purposes of different documents and oral situations.

Grade 3

The student is able to independently communicate in basic business situations in Finnish in written and oral context. The student is able to write texts and make oral presentations with appropriate style and nuance for the target audience.

Grade 5

The student is able to independently plan and write documents and texts in Finnish, which are correct in appearance, phrasing and contents. S/he is able to manage the most demanding oral tasks in working life situations. The student is able to write documents and texts and manage different communication situations in working life fluently, including suitable style and nuance.

# Suomen kielen kirjallinen viestintä (Finnish students)

Tunnus: FIN4RB005

Laajuus: 3 op

Ajoitus: 1.–2. lukuvuosi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: pakollinen

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Lukion tai ammattikoulun suomen kielen kurssit, YKI taso 5.

## Oppimistavoitteet

Opintojakson suoritettuaan opiskelija

- tuntee yrityksen kirjalliset viestintätilanteet
- osaa kirjoittaa työelämän tekstilajeja
- on omaksunut tilanteeseen sopivan tyylin

## Sisältö

Yrityksen kirjalliset viestintätilanteet, työelämän tekstilajit, tilanteeseen sopiva tyyli.

- Asiakirjakansio: mediatiedote, henkilöstötiedote, tarjouspyyntö ja tarjous / reklamaatio ja vastaus reklamaatioon, raportti ja työhakemus
- Läsnaolo ja aktiivisuus: läsnaolo ja aktiivisuus tunneilla sekä aktiivinen työskentely
- Vertaispalaute: vertaispalaute toisen opiskelijan teksteistä

## Työelämäyhteydet

Ymmärtää vaikeuksitta kaikenlaista puhuttua ja kirjoitettua kieltä. Puhuu ja kirjoittaa erittäin sujuvasti tilanteeseen sopivalla tyyllillä, ja pystyy ilmaisemaan hienojakin merkitysvaihteita.

## Kansainvälisyys

Osaa tulla toimeen myös huonommin suomenkieltä puhuvien kanssa ( mm. maahanmuuttajat).

## Opetus- ja oppimismenetelmät

Opintojaksolla tehdään tehtäviä oppituntien aikana yksin, pareittain ja pienissä ryhmissä. Opintojaksolla kootaan portfolio, joka koostuu erilaisista työelämän tekstilajeista. Oppimistehtäviin kuuluu myös vertaispalautteen antaminen. Oman oppimisen arviointi 1 h.

- Asiakirjakansio (0 - 60 p.): mediatiedote, henkilöstötiedote, tarjouspyyntö ja tarjous / reklamaatio ja vastaus reklamaatioon, raportti ja työhakemus
- Läsnaolo ja aktiivisuus (0 - 20 p.): läsnaolo ja aktiivisuus tunneilla sekä aktiivinen työskentely
- Vertaispalaute (0 - 20 p.): vertaispalaute toisen opiskelijan teksteistä

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

Opiskelija voi saada aikaisemmin hankitun osaamisen tunnustettua suorittamalla opintojaksosta/opintojakson osasta näytön.

## Vastuopettaja

Elina Levänen

## Oppimateriaalit

Kirjallisuus

HAAGA-HELIA ammattikorkeakoulu. MyNet. Opiskelu. Harjoitustöiden raportointiohjeet.

Iisa, K. & Piehl, A. & Kankaanpää, S. 1999. Tekstintekijän käsikirja. 3. painos. Yrityskirjat. Helsinki.

Iisa, K. & Oittinen, H. & Piehl, A. 2006. Kielenhuollon käsikirja. 6. laajennettu ja päivitetty painos. Yrityskirjat. Helsinki.

Jyväskylän yliopisto. Kielikeskus. Luettavissa: [http://kielikompassi.jyu.fi/puheviestinta/tietomajakka/maja\\_tietomajakka...](http://kielikompassi.jyu.fi/puheviestinta/tietomajakka/maja_tietomajakka...) Luettu: 15.2.2012.

Kielijelppi 2004 - 2010. Helsingin yliopiston Kielikeskuksen äidinkielen viestintäopetuksen palveluyksikkö. Luettavissa: <http://www.kielijelppi.fi/>. Luettu: 15.2.2012.

Kielitoimiston oikeinkirjoitusopas. 2008. Toim. Kankaanpää 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. Helsinki.

Luukkonen, M. 2006. Hauskaa kielenhuoltoa! Kielenhuollon opas. WSOY. Helsinki.

Tarkoma, E. & Vuorijärvi, A. 2010. 11. uudistettu painos. Ammattisuomen käsikirja. WSOYpro. Helsinki.

### **Arviointiperusteet**

- Asiakirjakansio 60 % (0 - 60 p.): tekstilajipiirteet, asiatyylit, huoliteltu kieli, kohderyhmän huomioiminen
- Läsnäolo ja aktiivisuus 20 % (0 - 20 p.)
- Vertaispalaute 20 % (0 - 20 p.)

Oman oppimisen arviointitehtävä ei vaikuta arvosanan muodostukseen. Tehtävä on kaikille opintojaksoille/-kokonaisuuksille yhteinen ja vastauksia käytetään myös opintojakson/-kokonaisuuden kehittämiseen. Tehtävä tehdään WinhaOpaalissa.

### Arviointikriteerit

#### Arvosana 1

- \* Pystyy laatimaan joitain työelämän tekstejä.
- \* On tietoinen erilaisista kirjallisen viestinnän tyyleistä.
- \* Tunnistaa erilaisia työelämän kirjallisia viestintätilanteita.

#### Arvosana 3

- \* Osaa kirjoittaa erilaisia työelämän tekstejä.
- \* Kirjoittaa sujuvaa asiatyylistä tekstiä.
- \* Tuntee yrityksen erilaisia kirjallisia viestintätilanteita.

#### Arvosana 5

- \* Osaa kirjoittaa tyyliltään erilaisia työelämän tekstejä eri kohderyhmille.
- \* Kirjoittaa hyvää asiatyylistä tekstiä.
- \* Tuntee yrityksen kirjalliset viestintätilanteet.

# Project Management

Code: FES2RB008B

Extent: 3 cr (80 h)

Timing: 2nd year

Language: English

Level: Professional studies

Type: compulsory

## Prerequisites

1st year studies. This course will be conducted as a part of Block Tourism Management.

## Learning outcomes

The aim of the course is to introduce students to customer-oriented service development in a project management framework. Having completed the course requirements, the student will

- be familiar with project work and will have worked in a project team
- know how to plan and organise project work in the field of service
- will realise the importance of co-operation over organisational borders
- is familiar with working life practises in project organisations
- have realized the product nature of study work and work in organizations in the field
- be able to plan personal projects in studies and be able to make use of time management also in working life

## Course contents

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

## Contacts with the business community and other organisations

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

## Teaching and learning methods

Contact hours: 24 h (3h / week)

Self study: 23 h/ course

Project work: 32 h/ course

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Kari Nurminen

## Course materials

Melton, T. & Iles-Smith, P. 2009. *Managing Project Delivery: Maintaining Control and Achieving Success*. Butterworth-Heinemann. Amsterdam, the Netherlands. [Location: Haaga - Call Number: 65.01. MELTON]

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

Lecture handouts and other materials as indicated by lecturer

## Assessment

Examination 60% (60/100 pts)

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

Grading on a scale of 1 to 5, where 1 = min. 50 pts, 5 = min. 90 pts (see criteria above)

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

Portrays knowledge of principles of prjoject management. Can work to a pre-planned project plan. Recognizes the difference between basic organizational work and project work.

Grade 3

Shows skills in applying the learning from the course. Can produce a project plan. Understands the project nature of studies,



training/internship in hospitality industry and that of work assignments. Makes personal schedules (time management) and delivers assignments on time.

#### Grade 5

Can produce a project plan for different situations and environments. Shows skills in planning and follow-up procedures. Works in a goal-oriented manner and supports the project group in delivery – accomplishment of project. Displays organizing skills and planning capabilities with a grasp of the whole. Can assess and evaluate project risks and their impact. Can analyze the project results in a critical manner.

# Quality Management

Code: FES2RB008C

Extent: 3 ECTS (81h)

Timing: Semester 2-3

Language: English

Level: Professional studies Type: compulsory

## Prerequisites

Food Science and Safety successfully completed. The course is part of Restaurant Processes.

## 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 the company which processes are customer driven. The student will be acquainted with part of the legislation that guides the industry and is able to carry out 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

## 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

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Johanna Rajakangas-Tolsa

## Course materials

Lecture slides, articles and other material given by the teacher

## Assessment

Examination 50%

Assignment 50%

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

- Can name the main quality management programs of the hospitality field

- Is aware of the principles of in-house control and its legislation
- Recognizes the most common factors for a sustainable hospitality industry

Grade 3

- Can explain his/her role in the concept of quality
- Can analyze the risks of foods according to the HACCP principles

Grade 5

- Can make decisions related to In-house control based on current legislation
- Can plan and analyze a customer satisfaction questionnaire
- Can analyze his/her role in the quality chain

# 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

The course includes a guest lecture and/or company visit.

## International

The course contents and the course assignment are focusing on an international point of view.

## Teaching and learning methods

a) Classroom learning:

Lectures and Examination 32 h

Self-studies 75 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 95 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Salla Juustila

## Course materials

Holloway, J. 2012. The Business of Tourism.

Additional reading

Will be given at the beginning of the course.

## Assessment

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student defines and describes the structure in Travel Transportation industry. The student can identify the main definitions and trends in transportation industry. The student can use the main information sources for Travel Transportation Management.

Grade 3

The student is able to differentiate the structure and the business management in Travel Transportation industry. The student can apply the definitions and to analyze the trends in transportation industry. The student investigates and gathers good information sources for Travel Transportation Management.

Grade 5

The student assesses the structure and the business management in Travel Transportation industry. The student is able to fluently apply the definitions and to appraise the trends in transportation industry. The student selects and judges good information sources of trends for Travel Transportation Management.

# 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 case study research given by travel companies and tourism organizations. A student will in group survey meaningful and current topic in theory and in practice. The practical part of the study case will be done during London World Travel Market-travel fair in November.

## Course contents

- Organizing and planning own work in a group in case study process
- Surveying the case topic given in theory and in practice with analyses
- Written case report with presentation to representatives of travel companies and tourism organizations

## Cooperation with the business community and other organisations

The course includes international case study and study visit to travel fair in London's World Travel Market.

## International

The course includes international case study and study visit to travel fair in London's World Travel Market.

## Teaching and learning methods

Class meetings and group meetings. A study trip. Presentations. The assessment of one's own learning 1 h.

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Salla Juustila

## Course materials

Will be given at the beginning of the course.

## Additional reading

Will be given at the beginning of the course.

## Assessment

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

## Assessment criteria

### Grade 1

The student participates in international travel fair and finds the information needed for case study. Student works individually and in a team for case study and takes part in presentation of the case study.

### Grade 3

The student participates actively in international travel fair and actively searches and finds the information needed for case study. Student works responsible in a team and takes actively part in presentation of the case study. Student has insight into the international travel business and new trends globally

### Grade 5

The student participates actively and with initiative in international travel fair. He/she use versatile sources to find the information needed for case study. Student works very responsible in a team and takes very actively part for case study and it's presentation. The student analyzes the international travel business and new trends globally

# Finnish for Business Situations (foreign students)

- 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 31 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Aino Norrbacka

## 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

Active participation

Discussion and oral presentations 30 %

Reading and written assignments 30%

Written exam 40 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student has basic skills to communicate in simple business situations in Finnish in written and oral context. The student is able to produce understandable documents and understands the varying purposes of different documents and oral situations.

Grade 3

The student is able to independently communicate in basic business situations in Finnish in written and oral context. The student is able to write texts and make oral presentations with appropriate style and nuance for the target audience.

Grade 5

The student is able to independently plan and write documents and texts in Finnish, which are correct in appearance, phrasing and contents. S/he is able to manage the most demanding oral tasks in working life situations. The student is able to write documents and texts and manage different communication situations in working life fluently, including suitable style and nuance.



# Suomen kielen kirjallinen viestintä (Finnish students)

Tunnus: FIN4RB005

Laajuus: 3 op

Ajoitus: 1.–2. lukuvuosi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: pakollinen

## Lähtötaso ja sidonnaisuudet muihin opintoihin

Lukion tai ammattikoulun suomen kielen kurssit, YKI taso 5.

## Oppimistavoitteet

Opintojakson suoritettuaan opiskelija

- tuntee yrityksen kirjalliset viestintätilanteet
- osaa kirjoittaa työelämän tekstilajeja
- on omaksunut tilanteeseen sopivan tyylin

## Sisältö

Yrityksen kirjalliset viestintätilanteet, työelämän tekstilajit, tilanteeseen sopiva tyyli.

- Asiakirjakansio: mediatiedote, henkilöstötiedote, tarjouspyyntö ja tarjous / reklamaatio ja vastaus reklamaatioon, raportti ja työhakemus
- Läsnaolo ja aktiivisuus: läsnaolo ja aktiivisuus tunneilla sekä aktiivinen työskentely
- Vertaispalaute: vertaispalaute toisen opiskelijan teksteistä

## Työelämäyhteydet

Ymmärtää vaikeuksitta kaikenlaista puhuttua ja kirjoitettua kieltä. Puhuu ja kirjoittaa erittäin sujuvasti tilanteeseen sopivalla tyyllillä, ja pystyy ilmaisemaan hienojakin merkitysvaihteita.

## Kansainvälisyys

Osaa tulla toimeen myös huonommin suomenkieltä puhuvien kanssa ( mm. maahanmuuttajat).

## Opetus- ja oppimismenetelmät

Opintojaksolla tehdään tehtäviä oppituntien aikana yksin, pareittain ja pienissä ryhmissä. Opintojaksolla kootaan portfolio, joka koostuu erilaisista työelämän tekstilajeista. Oppimistehtäviin kuuluu myös vertaispalautteen antaminen. Oman oppimisen arviointi 1 h.

- Asiakirjakansio (0 - 60 p.): mediatiedote, henkilöstötiedote, tarjouspyyntö ja tarjous / reklamaatio ja vastaus reklamaatioon, raportti ja työhakemus
- Läsnaolo ja aktiivisuus (0 - 20 p.): läsnaolo ja aktiivisuus tunneilla sekä aktiivinen työskentely
- Vertaispalaute (0 - 20 p.): vertaispalaute toisen opiskelijan teksteistä

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

Opiskelija voi saada aikaisemmin hankitun osaamisen tunnustettua suorittamalla opintojaksosta/opintojakson osasta näytön.

## Vastuopettaja

Elina Levänen

## Oppimateriaalit

Kirjallisuus

HAAGA-HELIA ammattikorkeakoulu. MyNet. Opiskelu. Harjoitustöiden raportointiohjeet.

Iisa, K. & Piehl, A. & Kankaanpää, S. 1999. Tekstintekijän käsikirja. 3. painos. Yrityskirjat. Helsinki.

Iisa, K. & Oittinen, H. & Piehl, A. 2006. Kielenhuollon käsikirja. 6. laajennettu ja päivitetty painos. Yrityskirjat. Helsinki.

Jyväskylän yliopisto. Kielikeskus. Luettavissa: [http://kielikompassi.jyu.fi/puheviestinta/tietomajakka/maja\\_tietomajakka...](http://kielikompassi.jyu.fi/puheviestinta/tietomajakka/maja_tietomajakka...) Luettu: 15.2.2012.

Kielijelppi 2004 - 2010. Helsingin yliopiston Kielikeskuksen äidinkielen viestintäopetuksen palveluyksikkö. Luettavissa: <http://www.kielijelppi.fi/>. Luettu: 15.2.2012.

Kielitoimiston oikeinkirjoitusopas. 2008. Toim. Kankaanpää 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. Helsinki.

Luukkonen, M. 2006. Hauskaa kielenhuoltoa! Kielenhuollon opas. WSOY. Helsinki.

Tarkoma, E. & Vuorijärvi, A. 2010. 11. uudistettu painos. Ammattisuomen käsikirja. WSOYpro. Helsinki.

## Arviointiperusteet

- Asiakirjakansio 60 % (0 - 60 p.): tekstilajipiirteet, asiatyylit, huoliteltu kieli, kohderyhmän huomioiminen
- Läsnäolo ja aktiivisuus 20 % (0 - 20 p.)
- Vertaispalaute 20 % (0 - 20 p.)

Oman oppimisen arviointitehtävä ei vaikuta arvosanan muodostukseen. Tehtävä on kaikille opintojaksoille/-kokonaisuuksille yhteinen ja vastauksia käytetään myös opintojakson/-kokonaisuuden kehittämiseen. Tehtävä tehdään WinhaOpaalissa.

#### Arviointikriteerit

##### Arvosana 1

- \* Pystyy laatimaan joitain työelämän tekstejä.
- \* On tietoinen erilaisista kirjallisen viestinnän tyyleistä.
- \* Tunnistaa erilaisia työelämän kirjallisia viestintätilanteita.

##### Arvosana 3

- \* Osaa kirjoittaa erilaisia työelämän tekstejä.
- \* Kirjoittaa sujuvaa asiatyylistä tekstiä.
- \* Tuntee yrityksen erilaisia kirjallisia viestintätilanteita.

##### Arvosana 5

- \* Osaa kirjoittaa tyyliltään erilaisia työelämän tekstejä eri kohderyhmille.
- \* Kirjoittaa hyvää asiatyylistä tekstiä.
- \* Tuntee yrityksen kirjalliset viestintätilanteet.

# Project Management

Code: FES2RB009B

Extent: 3 cr (80 h)

Timing: 2nd year

Language: English

Level: Professional studies

Type: compulsory

## Prerequisites

1st year studies. This course will be conducted as a part of Block Tourism Management.

## Learning outcomes

The aim of the course is to introduce students to customer-oriented service development in a project management framework. Having completed the course requirements, the student will

- be familiar with project work and will have worked in a project team
- know how to plan and organise project work in the field of service
- will realise the importance of co-operation over organisational borders
- is familiar with working life practises in project organisations
- have realized the product nature of study work and work in organizations in the field
- be able to plan personal projects in studies and be able to make use of time management also in working life

## Course contents

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

## Contacts with the business community and other organisations

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

## Teaching and learning methods

Contact hours: 24 h (3h / week)

Self study: 23 h/ course

Project work: 32 h/ course

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Kari Nurminen

## Course materials

Melton, T. & Iles-Smith, P. 2009. Managing Project Delivery: Maintaining Control and Achieving Success. Butterworth-Heinemann. Amsterdam, the Netherlands. [Location: Haaga - Call Number: 65.01. MELTON]

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

Lecture handouts and other materials as indicated by lecturer

## Assessment

Examination 60% (60/100 pts)

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

Grading on a scale of 1 to 5, where 1 = min. 50 pts, 5 = min. 90 pts (see criteria above)

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

Portrays knowledge of principles of prjoject management. Can work to a pre-planned project plan. Recognizes the difference between basic organizational work and project work.

Grade 3

Shows skills in applying the learning from the course. Can produce a project plan. Understands the project nature of studies, training/internship in hospitality industry and that of work assignments. Makes personal schedules (time management) and delivers assignments on time.

Grade 5

Can produce a project plan for different situations and environments. Shows skills in planning and follow-up procedures. Works in a goal-oriented manner and supports the project group in delivery – accomplishment of project. Displays organizing skills and planning capabilities with a grasp of the whole. Can assess and evaluate project risks and their impact. Can analyze the project results in a critical manner.

# Quality Management

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

## Prerequisites

Food Science and Safety successfully completed. The course is part of Restaurant Processes.

## 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 the company which processes are customer driven. The student will be acquainted with part of the legislation that guides the industry and is able to carry out 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

## 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

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Johanna Rajakangas-Tolsa

## Course materials

Lecture slides, articles and other material given by the teacher

## Assessment

Examination 50%

Assignment 50%

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

- Can name the main quality management programs of the hospitality field

- Is aware of the principles of in-house control and its legislation
- Recognizes the most common factors for a sustainable hospitality industry

Grade 3

- Can explain his/her role in the concept of quality
- Can analyze the risks of foods according to the HACCP principles

Grade 5

- Can make decisions related to In-house control based on current legislation
- Can plan and analyze a customer satisfaction questionnaire
- Can analyze his/her role in the quality chain

# Restaurant Sales and Catering

Code: FES2RB009D

Extent: 3 ECTS (78 h)

Timing: Semester 3-4

Language: English

Level: Professional studies

Type: Compulsory

## Prerequisites

Basics of Restaurant Services pitää olla suoritettuna ennen opintojakson osaa. Osa Restaurant Processes opintojaksoa.

## Learning outcomes

- Understands the significance of details in a successful customer service process
- Can offer good experiences

## Course contents

- banquets and catered events, their planning etc.
- sales in restaurant business

## Cooperation with the business community and other organisations

The course includes an 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, part time learning.

### a) Classroom learning:

Lectures and Examination 32 h

Self-studies 55 h

The assessment of one's own learning 1 h

### b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 32 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Taru Sipponen

## 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

Examination 40 %

Assignment 50 %

Activity 10%

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

- describe the areas of restaurant sales and customer service
- explain the customer oriented service- and sales process in the restaurant business

Grade 3

- explain and analyze the areas of restaurant sales and customer service
- examine and apply the customer oriented service- and sales process in the restaurant business
- analyze the components of a comprehensive service experience and a good service culture
- identify means of marketing and sales in the restaurant industry and can put these skills into to practical use

Grade 5

- determine and discuss the areas of restaurant sales and customer service
- design and develop customer oriented service- and sales processes in the restaurant business
- plan, manage and measure the comprehensive service experience and the service culture
- select and develop means of marketing and sales in the restaurant industry and can put these skills into to practical use



# 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 32 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Birgitta Nelimarkka

## Course materials

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

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

## Assessment

Examination 30 %

Assignments 70 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

The student can

Grade 1

- identify the central processes in food production

- distinguish factors defining the degree of processing that influence quality and profitability
- explain the principles of profitability calculation and pricing in food production

#### Grade 3

- describe the central processes of food production in different foodservice sectors
- calculate and reason alternative degrees of processing taking the work costs into account
- solve factors affecting the quality and profitability of the end product through calculation

#### Grade 5

- develop and direct the central processes of food production
- select the high-quality and economical methods required by different foodservice sectors
- utilize food production process thinking when planning production and purchase operations

# Finnish for Business Situations (foreign students)

- 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 31 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Aino Norrbacka

## 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

Active participation

Discussion and oral presentations 30 %

Reading and written assignments 30%

Written exam 40 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student has basic skills to communicate in simple business situations in Finnish in written and oral context. The student is able to produce understandable documents and understands the varying purposes of different documents and oral situations.

Grade 3

The student is able to independently communicate in basic business situations in Finnish in written and oral context. The student is able to write texts and make oral presentations with appropriate style and nuance for the target audience.

Grade 5

The student is able to independently plan and write documents and texts in Finnish, which are correct in appearance, phrasing and contents. S/he is able to manage the most demanding oral tasks in working life situations. The student is able to write documents and texts and manage different communication situations in working life fluently, including suitable style and nuance.

# Suomen kielen kirjallinen viestintä (Finnish students)

Tunnus: FIN4RB005

Laajuus: 3 op

Ajoitus: 1.–2. lukuvuosi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: pakollinen

## Lähtötaso ja sidonnaisuudet muihin opintoihin

Lukion tai ammattikoulun suomen kielen kurssit, YKI taso 5.

## Oppimistavoitteet

Opintojakson suoritettuaan opiskelija

- tuntee yrityksen kirjalliset viestintätilanteet
- osaa kirjoittaa työelämän tekstilajeja
- on omaksunut tilanteeseen sopivan tyylin

## Sisältö

Yrityksen kirjalliset viestintätilanteet, työelämän tekstilajit, tilanteeseen sopiva tyyli.

- Asiakirjakansio: mediatiedote, henkilöstötiedote, tarjouspyyntö ja tarjous / reklamaatio ja vastaus reklamaatioon, raportti ja työhakemus
- Läsnaolo ja aktiivisuus: läsnaolo ja aktiivisuus tunneilla sekä aktiivinen työskentely
- Vertaispalaute: vertaispalaute toisen opiskelijan teksteistä

## Työelämäyhteydet

Ymmärtää vaikeuksitta kaikenlaista puhuttua ja kirjoitettua kieltä. Puhuu ja kirjoittaa erittäin sujuvasti tilanteeseen sopivalla tyyllillä, ja pystyy ilmaisemaan hienojakin merkitysvaihteita.

## Kansainvälisyys

Osaa tulla toimeen myös huonommin suomenkieltä puhuvien kanssa ( mm. maahanmuuttajat).

## Opetus- ja oppimismenetelmät

Opintojaksolla tehdään tehtäviä oppituntien aikana yksin, pareittain ja pienissä ryhmissä. Opintojaksolla kootaan portfolio, joka koostuu erilaisista työelämän tekstilajeista. Oppimistehtäviin kuuluu myös vertaispalauteen antaminen. Oman oppimisen arviointi 1 h.

- Asiakirjakansio (0 - 60 p.): mediatiedote, henkilöstötiedote, tarjouspyyntö ja tarjous / reklamaatio ja vastaus reklamaatioon, raportti ja työhakemus
- Läsnaolo ja aktiivisuus (0 - 20 p.): läsnaolo ja aktiivisuus tunneilla sekä aktiivinen työskentely
- Vertaispalaute (0 - 20 p.): vertaispalaute toisen opiskelijan teksteistä

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

Opiskelija voi saada aikaisemmin hankitun osaamisen tunnustettua suorittamalla opintojaksosta/opintojakson osasta näytön.

## Vastuopettaja

Elina Levänen

## Oppimateriaalit

Kirjallisuus

HAAGA-HELIA ammattikorkeakoulu. MyNet. Opiskelu. Harjoitustöiden raportointiohjeet.

Iisa, K. & Piehl, A. & Kankaapä, S. 1999. Tekstintekijän käsikirja. 3. painos. Yrityskirjat. Helsinki.

Iisa, K. & Oittinen, H. & Piehl, A. 2006. Kielenhuollon käsikirja. 6. laajennettu ja päivitetty painos. Yrityskirjat. Helsinki.

Jyväskylän yliopisto. Kielikeskus. Luettavissa: [http://kielikompassi.jyu.fi/puheviestinta/tietomajakka/maja\\_tietomajakka...](http://kielikompassi.jyu.fi/puheviestinta/tietomajakka/maja_tietomajakka...) Luettu: 15.2.2012.

Kielijelppi 2004 - 2010. Helsingin yliopiston Kielikeskuksen äidinkielen viestintäopetuksen palveluyksikkö. Luettavissa: <http://www.kielijelppi.fi/>. Luettu: 15.2.2012.

Kielitoimiston oikeinkirjoitusopas. 2008. Toim. Kankaapä 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. Helsinki.

Luukkonen, M. 2006. Hauskaa kielenhuoltoa! Kielenhuollon opas. WSOY. Helsinki.

Tarkoma, E. & Vuorijärvi, A. 2010. 11. uudistettu painos. Ammattisuomen käsikirja. WSOYpro. Helsinki.

## Arviointiperusteet

- Asiakirjakansio 60 % (0 - 60 p.): tekstilajipiirteet, asiatyylit, huoliteltu kieli, kohderyhmän huomioiminen
- Läsnäolo ja aktiivisuus 20 % (0 - 20 p.)
- Vertaispalaute 20 % (0 - 20 p.)

Oman oppimisen arviointitehtävä ei vaikuta arvosanan muodostukseen. Tehtävä on kaikille opintojaksoille/-kokonaisuuksille yhteinen ja vastauksia käytetään myös opintojakson/-kokonaisuuden kehittämiseen. Tehtävä tehdään WinhaOpaalissa.

#### Arviointikriteerit

##### Arvosana 1

- \* Pystyy laatimaan joitain työelämän tekstejä.
- \* On tietoinen erilaisista kirjallisen viestinnän tyyleistä.
- \* Tunnistaa erilaisia työelämän kirjallisia viestintätilanteita.

##### Arvosana 3

- \* Osaa kirjoittaa erilaisia työelämän tekstejä.
- \* Kirjoittaa sujuvaa asiatyylisiä tekstejä.
- \* Tuntee yrityksen erilaisia kirjallisia viestintätilanteita.

##### Arvosana 5

- \* Osaa kirjoittaa tyyliltään erilaisia työelämän tekstejä eri kohderyhmille.
- \* Kirjoittaa hyvää asiatyylisiä tekstejä.
- \* Tuntee yrityksen kirjalliset viestintätilanteet.

# Project Management

Code: FES2RB010B

Extent: 3 cr (80 h)

Timing: 2nd year

Language: English

Level: Professional studies

Type: compulsory

## Prerequisites

1st year studies. This course will be conducted as a part of Block Tourism Management.

## Learning outcomes

The aim of the course is to introduce students to customer-oriented service development in a project management framework. Having completed the course requirements, the student will

- be familiar with project work and will have worked in a project team
- know how to plan and organise project work in the field of service
- will realise the importance of co-operation over organisational borders
- is familiar with working life practises in project organisations
- have realized the product nature of study work and work in organizations in the field
- be able to plan personal projects in studies and be able to make use of time management also in working life

## Course contents

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

## Contacts with the business community and other organisations

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

## Teaching and learning methods

Contact hours: 24 h (3h / week)

Self study: 23 h/ course

Project work: 32 h/ course

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Kari Nurminen

## Course materials

Melton, T. & Iles-Smith, P. 2009. *Managing Project Delivery: Maintaining Control and Achieving Success*. Butterworth-Heinemann. Amsterdam, the Netherlands. [Location: Haaga - Call Number: 65.01. MELTON]

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

Lecture handouts and other materials as indicated by lecturer

## Assessment

Examination 60% (60/100 pts)

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

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

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

Portrays knowledge of principles of prjoject management. Can work to a pre-planned project plan. Recognizes the difference between basic organizational work and project work.

Grade 3

Shows skills in applying the learning from the course. Can produce a project plan. Understands the project nature of studies,

training/internship in hospitality industry and that of work assignments. Makes personal schedules (time management) and delivers assignments on time.

#### Grade 5

Can produce a project plan for different situations and environments. Shows skills in planning and follow-up procedures. Works in a goal-oriented manner and supports the project group in delivery – accomplishment of project. Displays organizing skills and planning capabilities with a grasp of the whole. Can assess and evaluate project risks and their impact. Can analyze the project results in a critical manner.



# 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 must be done before this course. Course is a part of entity of Tourism Management.

## 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

## Course contents

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

## Cooperation with the business community and other organisations

The course includes a company or travel and tourism industry based assignment or a project. The course includes a guest lecture and/or company visit.

## International

Quality management as such is globally recognized, and students will get familiar with international quality management systems.

## Teaching and learning methods

a) Classroom learning:

Lectures and Examination 24 h

Self-studies 56 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Leena Grönroos

## Course materials

Will be given at the beginning of the course.

## Assessment

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

A student is able to

- list quality definitions
- name at least two quality management systems and explain why to apply them
- describe at least two methods for quality measurement

Grade 3

A student is able to

- describe different quality definitions

- discuss basic features of different quality management systems which one got familiar with in the course.
- describe different quality measurement methods

#### Grade 5

A student is able to

- describe different quality definitions and discuss the use of definitions
- discuss the importance of different quality management systems which one got familiar with in the course
- evaluate different quality measurement methods

# Restaurant Sales and Catering

- Code: FES2RB010D
- Extent: 3 ECTS (78 h)
- Timing: Semester 3-4
- Language: English
- Level: Professional studies
- Type: compulsory

## Prerequisites

Basics of Restaurant Services pitää olla suoritettuna ennen opintojakson osaa. Osa Restaurant Processes opintojaksoa.

## Learning outcomes

- Understands the significance of details in a successful customer service process
- Can offer good experiences

## Course contents

- banquets and catered events, their planning etc.
- sales in restaurant business

## Cooperation with the business community and other organisations

The course includes an 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, part time learning.

### a) Classroom learning:

Lectures and Examination 32 h

Self-studies 55 h

The assessment of one's own learning 1 h

### b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 32 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Taru Sipponen

## 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

Examination 40 %

Assignment 50 %

Activity 10%

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

- describe the areas of restaurant sales and customer service
- explain the customer oriented service- and sales process in the restaurant business

Grade 3

- explain and analyze the areas of restaurant sales and customer service
- examine and apply the customer oriented service- and sales process in the restaurant business
- analyze the components of a comprehensive service experience and a good service culture
- identify means of marketing and sales in the restaurant industry and can put these skills into to practical use

Grade 5

- determine and discuss the areas of restaurant sales and customer service
- design and develop customer oriented service- and sales processes in the restaurant business
- plan, manage and measure the comprehensive service experience and the service culture
- select and develop means of marketing and sales in the restaurant industry and can put these skills into to practical use

# 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 44 h

The assessment of one's own learning 1 h

b) Part time learning:

Lectures and examinations 18 h

Self-studies 62 h

The assessment of one's own learning 1 h

**Recognition of Prior Learning, RPL (in Finnish AHOT)**

The required skills and competences can be demonstrated by a skills examination.

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

Nina Niemi

**Course materials**

The study material will be announced by the teacher.

**Assessment**

Learning assignments

Active participation

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Upon successful completion the student can:

Grade 1

- describe the areas of accommodation sales and customer service
- explain the customer oriented service- and sales process in the hotel business
- interpret the service experience and the service culture
- illustrate means of marketing and sales in the hotel industry

Grade 3

- explain and analyze the areas of accommodation sales and customer service
- examine and apply the customer oriented service- and sales process in the hotel business
- analyze the components of a comprehensive service experience and a good service culture
- identify means of marketing and sales in the hotel industry and can put these skills into to practical use

Grade 5

- determine and discuss the areas of accommodation sales and customer service
- design and develop customer oriented service- and sales processes in the hotel business
- plan, manage and measure the comprehensive service experience and the service culture
- select and develop means of marketing and sales in the hotel industry and can put these skills into to practical use

# Customer Relationship Marketing

Code: FES3RB011A

Extent: 3 ECTS (81 h)

Timing: 3rd or 4th semester

Language: English

Level: Professional studies

Type: Professional Specialisation Studies

## Prerequisites

Principles of Marketing and Sales, e-Commerce in Hospitality and Tourism, Personal Communication Skills. This course is a part of Customer Oriented Development. 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 marketing and offer tools to plan, implement and manage good customer service in tourism 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
- can analyze customer relationships from the product and service development point of view

## Course contents

- customer orientation
- customer relationship planning and management
- quality of customer service
- customer satisfaction and its measurement
- customer loyalty and loyalty programs
- customer relationship lifecycle
- value and profitability of customer relationships
- segmenting customers
- specifying and conceptualizing services
- practical customer service

## 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 48 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures 12 h

Self-studies and Home examination 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Markku Halmeenmäki

## Course materials

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

Course book:

Grönroos, C. 2007. Service Management and Marketing: A customer relationship management approach. Wiley & Sons. Chapters 2, 3 and 6.

## **Assessment**

Examination 50 %

Assignments and activity 50 %

Assessment of learning outcomes

- planning, implementing and managing customer service
- overall understanding of customer relationship marketing
- key concepts of customer relationship marketing

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student can

- identify the elements of high-quality practical customer service
- explain the causalities of customer service quality, customer satisfaction and customer loyalty
- identify the stages of a customer life cycle and name the factors affecting customer life cycle value
- define the key concepts of customer relationship marketing

Grade 3

The student can

- conduct high-quality practical customer service
- demonstrate the elements and causalities of customer service quality, customer satisfaction and customer loyalty
- interpret the effects of customer life cycle, profitability and value
- apply customer relationship marketing knowledge and skills in a firm

Grade 5

The student can

- develop customer relationships by managing practical customer service
- measure and analyze customer service quality, customer satisfaction and customer loyalty as well as develop programs to develop them
- combine the effects of customer life cycle, profitability and value as well as propose improvements on them
- plan and develop business operations by diverse means of customer relationship marketing



# 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

Students get familiar with customer-oriented product development and increase understanding of customer 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 know 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 profit planning and pricing
- understands the productivity 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

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 78 h

The assessment of one's own learning 1 h

b) Part time learning:

Lectures and examinations 36 h

Self-studies 98 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Kristian Sievers

Pekka Heikkilä

## **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**

Assignments

Examinations

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

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

### **Grade 1**

The student knows the principles of design and experience creation. The student is able to use some service design methods and but cannot give reasons to his decisions. The student can apply basic operational managerial accounting techniques using personal guidance.

### **Grade 3**

The student is able to participate in service design project and contribute to the work of project group. The student can use design methodologies when supervised and can partly justify the made decisions. The student can solve challenging situations while taking both functional and financial issues into notice. The student can apply operational managerial accounting techniques using given instructions.

### **Grade 5**

The student is able to lead a service design project and apply different methodologies. The student can develop interesting and innovative service concepts and can justify the made decisions in a many-sided way. The student can identify and solve challenging situations while taking both functional and financial issues into notice. The student can skillfully, without help, apply operational managerial accounting techniques.

# Destination Operations

Code: 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

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 56 h

The assessment of one's own learning 1 h

b) Part time learning:

Lectures and examinations 10 h

Self-studies 70 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teachers with the main responsibility for the course

Kari Halonen

## Course materials

Articles and additional material in MOODLE

## Assessment

Assignments

Examinations

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

#### Assessment criteria

##### Grade 1

- outline key players in destination
- outline different kind of customer groups
- compare different destination operations
- knows some destination services and their practical implementation

##### Grade 3

- compare different kind of customers group and their needs
- knows the inter-relationship between different operators in tourism destination
- understands destination distribution process
- is able to participate in tourism product development group work

##### Grade 5

- plan and organize visitor management and support activities in destination
- analyse and evaluate different customer groups in relation to tourism product development process
- analyse different options for destination distribution

# Labour Law

- Code: FES3RB011D
- 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 agreements
- know how to solve work-related juridical problems and conclude employment contracts
- have skills to manage work force
- develop a legal mindset

## 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

The assessment of one's own learning 1 h

b) Independent-learning orientation: part-time students

Contact teaching and exam 12 h

Independent study 69 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Janne Jokinen

## Course materials

Äimälä, Åström, Rautiainen, Nyssölä: Finnish Labour Law in Practice, WSOY 2005 or 2009

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

## Assessment

Exam 80%

Assignment 20%

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

#### Assessment criteria

##### Grade 1

- The student is able to identify the different fields covered by labour law norms in Finland
- The student is able to understand basic labour law concepts
- The student is able to know the basics of concluding an employment contract and termination thereof

##### Grade 3

- The student is able to understand the system of collective agreements, general applicability and find labour law information from relevant collective agreements
- The student is able to identify the different situations when an employment contract can be legally terminated
- The student knows the relevant working hours rules in the field

##### Grade 5

- The student is further able to deal with different legal issues arising in connection with human resource management/managerial duties, including the hiring processes, social security and termination situations.

# Customer Relationship Marketing

Code: FES3RB012A

Extent: 3 ECTS (81 h)

Timing: 3rd or 4th semester

Language: English

Level: Professional studies

Type: Professional Specialisation Studies

## Prerequisites

Principles of Marketing and Sales, e-Commerce in Hospitality and Tourism, Personal Communication Skills. This course is a part of Customer Oriented Development. 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 marketing and offer tools to plan, implement and manage good customer service in tourism 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
- can analyze customer relationships from the product and service development point of view

## Course contents

- customer orientation
- customer relationship planning and management
- quality of customer service
- customer satisfaction and its measurement
- customer loyalty and loyalty programs
- customer relationship lifecycle
- value and profitability of customer relationships
- segmenting customers
- specifying and conceptualizing services
- practical customer service

## 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 48 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures 12 h

Self-studies and Home examination 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Markku Halmeenmäki

## Course materials

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

Course book:

Grönroos, C. 2007. Service Management and Marketing: A customer relationship management approach. Wiley & Sons. Chapters 2, 3 and 6.

## **Assessment**

Examination 50 %

Assignments and activity 50 %

Assessment of learning outcomes

- planning, implementing and managing customer service
- overall understanding of customer relationship marketing
- key concepts of customer relationship marketing

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student can

- identify the elements of high-quality practical customer service
- explain the causalities of customer service quality, customer satisfaction and customer loyalty
- identify the stages of a customer life cycle and name the factors affecting customer life cycle value
- define the key concepts of customer relationship marketing

Grade 3

The student can

- conduct high-quality practical customer service
- demonstrate the elements and causalities of customer service quality, customer satisfaction and customer loyalty
- interpret the effects of customer life cycle, profitability and value
- apply customer relationship marketing knowledge and skills in a firm

Grade 5

The student can

- develop customer relationships by managing practical customer service
- measure and analyze customer service quality, customer satisfaction and customer loyalty as well as develop programs to develop them
- combine the effects of customer life cycle, profitability and value as well as propose improvements on them
- plan and develop business operations by diverse means of customer relationship marketing



# 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

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 78 h

The assessment of one's own learning 1 h

b) Part time learning:

Lectures and examinations 36 h

Self-studies 98 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teachers with the main responsibility for the course

Pekka Lampi

Pekka Heikkilä

**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**

Assignments

Examinations

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

**Assessment criteria**

Grade 1 (Min. 40% competence level)

Knowledge:

The student knows some principles of restaurant control and cost and profit planning issues. He/she has the skills to maintain profitable business operations with peers.

Skills:

The student is able to search information and use operational management reports to some extent. He/she can discuss the needed procedures in development while maintaining a successful business.

Competence:

The student has limited motivation to take responsibility for his/her own professional development. The student shows some activity and initiative in the learning process.

Grade 3 (Min. 70% competence level)

Knowledge:

The student knows the principles of restaurant control and cost and profit planning issues. He/she has the skills to maintain profitable business operations.

Skills:

The student is able to search information and use operational management reports and pinpoint the needed procedures while maintaining a successful business.

Competence:

The student has motivation to take responsibility for his/her own professional development. The student shows activity and initiative in the learning process.

Grade 5 (Min. 90% competence level)

Knowledge:

The student knows and understands the restaurant control and cost and profit planning issues. He/she is able to develop further the business operations.

Skills:

The student is able to search information and use operational management reports and implement the needed procedures in business development.

Competence:

The student has good motivation to take responsibility for his/her own professional development. The student shows activity and initiative in the learning process.

# 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

## 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

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Johanna Rajakangas-Tolsa

## Course materials

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

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

## Assessment

Examination 50 %

Assignments 50 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

- can find the Nordic and Finnish nutrition recommendations and can name their main contents in
- can combine the composition of foods to their nutritional quality
- recognizes the nutritional needs of a customer in restaurant customer service

Grade 3

- can compare the quality of foods to the nutrition recommendations
- can evaluate the nutritional content of food based on its composition
- can evaluate in customer service situations the suitability of a food to a customer with special nutritional needs

Grade 5

- can evaluate the nutritional quality of food and develop food to meet the nutrition recommendations
- can in customer service take into account the nutritional needs of a customer and independently suggest a suitable solution for the customer

# 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 agreements
- know how to solve work-related juridical problems and conclude employment contracts
- have skills to manage work force
- develop a legal mindset

## 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 56 h

The assessment of one's own learning 1 h

b) Independent-learning orientation: part-time students

Contact teaching and exam 12 h

Independent study 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Janne Jokinen

## Course materials

Äimälä, Åström, Rautiainen, Nyssölä: Finnish Labour Law in Practice, WSOY 2005 or 2009

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

## Assessment

Exam 80%

Assignment 20%

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

#### Assessment criteria

##### Grade 1

- The student is able to identify the different fields covered by labour law norms in Finland
- The student is able to understand basic labour law concepts
- The student is able to know the basics of concluding an employment contract and termination thereof

##### Grade 3

- The student is able to understand the system of collective agreements, general applicability and find labour law information from relevant collective agreements
- The student is able to identify the different situations when an employment contract can be legally terminated
- The student knows the relevant working hours rules in the field

##### Grade 5

- The student is further able to deal with different legal issues arising in connection with human resource management/managerial duties, including the hiring processes, social security and termination situations.

# Customer Relationship Marketing

Code: FES3RB013A

Extent: 3 ECTS (81 h)

Timing: 3rd or 4th semester

Language: English

Level: Professional studies

Type: Professional Specialisation Studies

## Prerequisites

Principles of Marketing and Sales, e-Commerce in Hospitality and Tourism, Personal Communication Skills. This course is a part of Customer Oriented Development. 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 marketing and offer tools to plan, implement and manage good customer service in tourism 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
- can analyze customer relationships from the product and service development point of view

## Course contents

- customer orientation
- customer relationship planning and management
- quality of customer service
- customer satisfaction and its measurement
- customer loyalty and loyalty programs
- customer relationship lifecycle
- value and profitability of customer relationships
- segmenting customers
- specifying and conceptualizing services
- **practical customer service**

## 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 48 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures 12 h

Self-studies and Home examination 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Markku Halmeenmäki

## Course materials

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

Course book:

Grönroos, C. 2007. Service Management and Marketing: A customer relationship management approach. Wiley & Sons. Chapters 2, 3 and 6.

## **Assessment**

Examination 50 %

Assignments and activity 50 %

Assessment of learning outcomes

- planning, implementing and managing customer service
- overall understanding of customer relationship marketing
- key concepts of customer relationship marketing

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student can

- identify the elements of high-quality practical customer service
- explain the causalities of customer service quality, customer satisfaction and customer loyalty
- identify the stages of a customer life cycle and name the factors affecting customer life cycle value
- define the key concepts of customer relationship marketing

Grade 3

The student can

- conduct high-quality practical customer service
- demonstrate the elements and causalities of customer service quality, customer satisfaction and customer loyalty
- interpret the effects of customer life cycle, profitability and value
- apply customer relationship marketing knowledge and skills in a firm

Grade 5

The student can

- develop customer relationships by managing practical customer service
- measure and analyze customer service quality, customer satisfaction and customer loyalty as well as develop programs to develop them
- combine the effects of customer life cycle, profitability and value as well as propose improvements on them
- plan and develop business operations by diverse means of customer relationship marketing



# 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 profit planning and pricing
- understands the productivity 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 efficient 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

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 78 h

The assessment of one's own learning 1 h

b) Part time learning:

Lectures and examinations 36 h

Self-studies 98 h

The assessment of one's own learning 1 h

### **Recognition of Prior Learning, RPL (in Finnish AHOT)**

The required skills and competences can be demonstrated by a skills examination.

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

Nina Niemi

Pekka Heikkilä

### **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**

Assignments

Examinations

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

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student knows the role of the supervisor in a hotel. The student can produce a roster and simply give reasons to his decisions. The student can apply basic operational managerial accounting techniques using personal guidance.

Grade 3

The student is able to clarify the role of the supervisor in a hotel. The student can produce a roster nearly without mistakes and can justify the made decisions. The student can solve challenging situations while taking both functional and financial issues into notice. The student can apply operational managerial accounting techniques using given instructions.

Grade 5

The student is able to thoroughly clarify the role of the supervisor in a hotel. The student can produce a roster without mistakes and can justify the made decisions in a many sided way. The student can solve challenging situations while taking both functional and financial issues into notice. The student can skillfully, without help, apply operational managerial accounting techniques.

# International Accommodation Business

Code: FES3RB013C

Extent: 3 ECTS (81 h)

Timing: 1st - 2nd semester, an e-learning course

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 and other organisations

Company visits and visitors from business field

## International

Customer service in hotels is analyzed from multicultural point of view

## Teaching and learning methods

This is an e-learning course, 100 % of the course will be online. The course uses Moodle as an e-learning platform/environment. Course consists of: independent studies, assignments and peer assessment. The assessment of one's own learning 1 h.

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Taina Pallonen

## Course 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

Assignments 40 %

home written tests 50 %

Active participation 10 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Upon successful completion the student can:

#### Grade 1

- outline hotel businesses in Finland and abroad
- describe local and global impact of the hotel industry
- list the most important key figures
- list changes in hotel business development during last decades

#### Grade 3

- identify local and global impact of hotel industry
- analyze safety and security requirements in hotel premises
- analyze hotel business implementing key figures
- distinguish historical point of view in accommodation business

#### Grade 5

- judge the diversity between domestic and international hotel business
- develop safe hotel environment in case study
- judge the diversity of hotel business in contemporary hotel business

# Labour Law

- Code: FES3RB013D
- 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 agreements
- know how to solve work-related juridical problems and conclude employment contracts
- have skills to manage work force
- develop a legal mindset

## 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 56 h

The assessment of one's own learning 1 h

b) Independent-learning orientation: part-time students

Contact teaching and exam 12 h

Independent study 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Janne Jokinen

## Course materials

Äimälä, Åström, Rautiainen, Nyssölä: Finnish Labour Law in Practice, WSOY 2005 or 2009

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

## Assessment

Exam 80%

Assignment 20%

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

- The student is able to identify the different fields covered by labour law norms in Finland
- The student is able to understand basic labour law concepts
- The student is able to know the basics of concluding an employment contract and termination thereof

Grade 3

- The student is able to understand the system of collective agreements, general applicability and find labour law information from relevant collective agreements
- The student is able to identify the different situations when an employment contract can be legally terminated
- The student knows the relevant working hours rules in the field

Grade 5

- The student is further able to deal with different legal issues arising in connection with human resource management/managerial duties, including the hiring processes, social security and termination situations.

# 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.

## **Recognition of Prior Learning, RPL (in Finnish AHOT)**

The required skills and competences can be demonstrated by a skills examination.

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

Taina Pallonen

## **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.

# 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

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 14 h

Self-studies 66 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teachers with the main responsibility for the course

Meri Vehkaperä

Eijja Kjelin

## Course materials

Course materials will be announced later.

## Assessment

Examination 60 %

Participation and assignments 40 %



The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

**Assessment criteria**

# 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 SOC1RB001

Personal Communication Skills SOC1RB003

e-Commerce in Hospitality and Tourism SOC1RB005

International Marketing Communications FES1RB003

Customer Relationship Marketing FES3RB011A / FES3RB012A / FES3RB013A

## Learning outcomes

After completing the course the student:

- Has an understanding of the role of marketing and sales within the corporate strategy and knows the elements included in the marketing strategy
- Understands the role of marketing when creating and sustaining a competitive advantage in the field of hospitality /tourism
- Is familiar with the basic concepts and models of marketing and sales management and knows what kind of tasks a marketing manager/director working in a hospitality/tourism 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 56 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures 9 h

Self-studies 71 h

The assessment of one's own learning 1 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.

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Pasi Tuominen

Timo Moilanen

## 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. 4th 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

Project work 60 %

Assignment 30 %

Self assessment report 10%

#### Assessment objectives

- Planning and management of marketing and sales
- Understanding the special characteristics of the marketing and sales management in hospitality and tourism business
- Competitive advantage and marketing strategy
- Marketing orientation

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

#### Assessment criteria

##### Grade 1

- Is able to name the basic concepts and models of marketing and sales management
- Recognises the special characteristics of the marketing and sales management in hospitality and tourism business
- Is able to list elements influencing the competitive advantage of a hospitality/tourism business
- Is able to define the concept of marketing strategy
- Is able to define the concepts of marketing spirit and marketing orientation

##### Grade 3

- Is able to apply the basic concepts and models of marketing and sales management in the context of hospitality/tourism management
- Is able to critically analyse an existing marketing strategy
- Is able to create a marketing strategy for a hospitality/tourism company
- Is able to analyse the level of marketing orientation of a company and is able to provide proposals for improvement

##### Grade 5

- Is able to creatively apply the various concepts and models of marketing and sales management in the context of hospitality/tourism management
- Is able to create a marketing strategy that produces sustainable competitive advantages for a hospitality/tourism company
- Is able to compose a plan to implement the marketing strategy successfully
- Show profound interest in hospitality/tourism marketing and sales

# Managerial Economics

Code: SMB2RB003

Scope: 3 ECTS (81 h)

Timing: 4th period

Language: English

Level: Professional Studies

Type: Elective, see the substitutes in other study programs

## Prerequisites

Recommended but not mandatory: Basics of Business Mathematics

## Learning outcomes

The objective of this course is to encourage the student in reading, interpreting and applying concepts and statistical data used in media and economics research. Learning the terminology and discourse of economics will make it easier for the student to take advantage of economic communication in society. At large, the goal of this course is to broaden your critical thinking and citizenship skills. After successful completion of the course you will be able to:

- analyze the fundamentals of microeconomics; market mechanism and specifically the theory of the firm
- track the basic features of macroeconomics; analysis and indicators of the national economies
- compile an economic country review

## Course contents

- The Art and Science of Economic Analysis. The lesson of Production Possibilities
- Demand and Supply on micro level. Price Elasticity of Demand
- The basics of the Theory of the Firm and Managerial Economics
- Principles of Macroeconomics incl. Money and Banking
- Economic indicator analysis incl. GDP, Inflation, Unemployment, Consumption Investments, Economy of the Central Government and Foreign Trade

## Cooperation with the business community and other organisations

To complete the course assignment it is necessary to use statistics produced by EUROSTAT and other international and national institutions providing national accounting data and economic analysis.

## Teaching and learning methods

Contact learning and virtual learning platform MOODLE are used. Brief course instructions are introduced below and during the course. The assessment of one's own learning 1 h.

### Study instructions

It is the student's responsibility to 1. Read theory and practice with applications 3. Answer quizzes 3. Work with the course assignment. Detailed tasks will be made available in Moodle. More guidance and discussions will take place in classroom and in Moodle discussion forums.

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Kalevi Tourunen

## Course materials

The reading package of the course comprises of modified chapter summaries and power point sheets based on WILLIAM McEACHERN: ECONOMICS, A CONTEMPORARY INTRODUCTION (6-8th edition). This material will be handed out in Moodle. Because all modern basics of economics books cover more than the course, it is not necessary to find and use this book. It is therefore recommended that you visit the library and become familiar with some basic economics literature. Supporting web material will also be available in Moodle. Course assignment will be based on data found on the EUROSTAT web page.

## Assessment

Course assignment 100 %

### Multiple choice quizz requirements:

Student shows his/ her ability to comprehend and apply concepts and theories listed on course contest list of this syllabus.

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

## Assessment criteria

### Grade 1

Student can find, edit and present graphically basic national economic figures of different countries. Furthermore the student has shown evidence that he/she can produce a report containing basic indicator concepts of economics. The report covers basic criteria set for the assignment concerning extent, content and format.

### Grade 3

In addition to previous criteria the student has shown more extensive level of familiarity with the source literature, shown by the extent of sources used for the assignment. These sources can include, but are not limited to publications by domestic (Statistics Finland, ETLA, EK, PT, PTT, VATT, VM & national banks) and international (OECD, IMF, national bureaus of statistics) research institutes.

### Grade 5

In addition to requirements set for the lower grades, the graphical parts of the assignment are of high quality and they have been covered in great detail. In addition the student has shown, in the written part that the report is original and facts are correct. The report is also based on sources from several research institutes. The student has made well-grounded conclusion of the report showing his/her knowledge of the subject.

# 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 55 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 14 h

Self-studies 65 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Eijja Kjelin

Meri Vehkaperä

## Course materials

Will be announced later.

## Assessment

Examination 60 %

Participation and assignments 40 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student is able to describe all significant HRM processes/concepts and can define what the aims and roles of HRM are in the business of service industry.

Grade 3

In addition to the previous, s/he can analyse what are the factors that constitute a good HRM and what signifies quality in different HRM

processes/concepts. The student can justify and explain what the various dimensions of good quality are and how they are reached in different HRM processes/concepts with industrial specific examples.

#### Grade 5

In addition to the previous, s/he is able to analyse the consequences of good/poor HRM in various HRM processes/concepts. S/he can assess what kind of practices/principles signify strategic HRM and adapt her/his HRM knowledge in industrial specific cases.

# 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 as well as a complex in hotel and restaurant management. They understand that separate factors of profitability have an effect on profits.
- Business game for hotel and restaurant management.
- Teams of four compete for the same markets during two fiscal periods, that are divided in four parts. Game consists of eight rounds. The game includes decision making in various fields of business operations, e.g. planning and engineering menus, marketing, personal management and front office 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. The assessment of one's own learning 1 h.

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Risto Karmavuo

Pekka Lampi

## Course materials

Osterwalder, A. & Pigneur, P. 2010. Business Model Generation. Hoboken, New Jersey. John Wiley & Sons Inc.

Clark, T., Osterwalder, A. & Pigneur, P. 2012. Business Model You. Hoboken, New Jersey. John Wiley & Sons Inc.

Lecture material

## Assessment

Assignment 80 %

Team evaluation 20 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

## Assessment criteria

Grade 1 (Min. 40% competence level)

Knowledge:

The participant has limited understanding of the concepts and theories underlying the changing & challenging nature of business planning and their implications to the case studied.

Skills:

The student has limited capability to research & identify best / attractive practices for business planning and applying theoretical knowledge.

Competence:

The student has limited motivation and ability to identify development trends and potential, diagnose risks and opportunities in business planning.



Grade 3 (Min. 70% competence level)

Knowledge:

The participant understands partially the concepts and theories underlying the changing and challenging nature of business planning and their implications to the case studied.

Skills:

The student is partly capable of researching & identifying best/attractive practices in business planning and applying theoretical knowledge

Competence:

The student is partly motivated and able to identify development trends and potential, diagnose risks and opportunities in business planning.

Grade 5 (Min. 90% competence level)

Knowledge:

The participant understands fully the concepts and theories underlying the changing nature of business planning and their implications to the case studied.

Skills:

The student is fully capable of conducting research and identifying best/attractive practices in business planning, and apply theoretical knowledge

Competence:

The student is fully motivated and able to identify development trends and potential, diagnose risks and opportunities in business planning.

# 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 32 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 14 h

Self-studies 66 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Pekka Heikkilä

## 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

Assignments

Examinations

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment objects

- Student's skills to produce investment calculations using methods included in course contents and evaluate the feasibility of planned investments
- Student's skills to apply taxation rules in taxation of individuals and different types of companies and to produce calculations of taxable income, income tax and value added tax payable

#### Assessment criteria

##### Grade 1

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

##### Grade 3

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

##### Grade 5

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

# Responsible Business Management

Code: SMB2RB007

Extent: 3 ECTS (81 h)

Timing:

Language: English

Level: Professional studies

Type: Compulsory

## Prerequisites

None

## Learning outcomes

After completing the course the student will acknowledge the key components of responsible business management and the key factors influencing the responsibility within the business. Furthermore the student will gain understanding of the necessity of the responsible business management for the profitability of an organization. After completing the course, the student will possess the ability to evaluate own actions, and professional persona in comparison to responsible business management standards.

## Course contents

- Introduction to responsible business management
- The concept of Creating Shared Value
- Integrating environment and human resources into corporate strategy
- Communicating responsibility
- Living and leading responsible business
- The best CSR programs

## Cooperation with the business community and other organisations

The course includes 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 48 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 24 h

Self-studies 56 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Pasi Tuominen

## Course materials P

Porter, M. & Kramer, M.R. (2011). Creating Shared Value: How to reinvent capitalism – and unleash a wave of innovation and growth.

Harvard Business Review

Republic of everyone (2012). The Hero's Handbook: The how-to-guide to becoming a hero brand.

## Assessment

- Project work (case studies) 40 %
- The best CSR programs presentation 60%

The student will pass the course by completing the previously stated course elements.

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

- Portrays the knowledge of responsible business management.
- Shows capabilities of using the terminology of responsible business management and creating shared value
- Is able to present (oral or written) the key aspects of responsible business management.

Grade 3

- Portrays the knowledge of responsible business management.
- Shows capabilities of using the terminology of responsible business management and creating shared value
- Is able to present (oral or written) the key aspects of responsible business management.
- Express the knowledge of the possibilities for organisations in advancing the responsible business management.
- Provides feedback with arguments.

Grade 5

- Portrays profound knowledge of responsible business management.
- Shows advanced capabilities of using the terminology of responsible business management and creating shared value
- Is able to fluently present (oral or written) the key aspects of responsible business management.
- Express the knowledge of the possibilities for organisations in advancing the responsible business management.
- Provides feedback with arguments

# Management of Restaurant Operations

- Code: SMB3RB009
- Extent: 3 ECTS (81 h)
- Timing: Semester 5
- 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 product plan for selected restaurant type.

## Course contents

- Analysis of restaurant industry globally and in Finland with brief history of the hospitality industry.
- 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 32 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Pekka Lampi

## Course materials

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

Jack D. Ninemeier. 2010. Management of Food and Beverage Operations. American Hotel & Lodging Educational Institute. Lansing.

Handouts and other lecture material selected by the teacher.

## Assessment

Examination 50 %

Assignment 50 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

#### Assessment criteria

##### Grade 1 (Min. 40% competence level)

###### Knowledge:

The student knows some principles of the hospitality business and the structure of restaurant management. He/she has the skills to maintain profitable business operations with peers.

###### Skills:

The student is able to search information to some extent. He/she can discuss the needed procedures in development while maintaining a successful business.

###### Competence:

The student has limited motivation to take responsibility for his/her own professional development. The student shows some activity and initiative in the learning process.

##### Grade 3 (Min. 70% competence level)

###### Knowledge:

The student knows the principles of the hospitality business and the structure of restaurant management. He/she has the skills to maintain profitable business operations.

###### Skills:

The student is able to search information and pinpoint the needed procedures while maintaining a successful business.

###### Competence:

The student has motivation to take responsibility for his/her own professional development. The student shows activity and initiative in the learning process.

##### Grade 5 (Min. 90% competence level)

###### Knowledge:

The student knows and understands the principles of the hospitality business and the structure of restaurant management. He/she is able to develop further the business operations.

###### Skills:

The student is able to search information and implement the needed procedures in business development.

###### Competence:

The student has good motivation to take responsibility for his/her own professional development. The student shows activity and initiative in the learning process.

# 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 56 h

The assessment of one's own learning 1 h

b) Part time learning:

Lectures and examinations 12 h

Self-studies 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Nina Niemi

## Course materials

Study material announced by the teacher.

## Assessment

Assignments



## Examination

### Active participation

The own learning assessment assignment does not impact your grade. The assignment is the same for all courses/modules and your answers will be used also for course/module development. The assignment is completed online in WinhaOpaali.

### 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

# Swedish in Business (foreign students)

Code: SWE4RB003

Extent: 3 cr

Timing: 5. semester

Language: English

Level: A2

Type: mandatory

## Prerequisites

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.

## Course 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

## Cooperation with the business community and other organisations

Not applicable

## Teaching and learning methods

Classroom and e-learning environment: 48h

Independent workload: 32 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

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.

## Teachers with the main responsibility for the course

Aino Norrbacka

## Course materials

Levy Scherrer, Paula & Lindemalm, Karl. 2007. Rivstart A1 + A2. Textbook and exercise book. Natur & Kultur, Stockholm. Chapters 11-18.

## Assessment

Written exam 50 %

Active participation 30 %

Written and spoken assignments 20 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

## Assessment criteria

### Grade 1

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

### Grade 3

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.

### Grade 5

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.

# 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 99 h

The assessment of one's own learning 1 h

b) Part time learning:

Lectures and examinations 36 h

Self-studies 125 h

The assessment of one's own learning 1 h

## Teachers with the main responsibility for the course

Mario Passos Ascencao

Teemu Moilanen

Kristian Sievers

## Course materials

Study material announced by teachers

## Assessment

Assignment 60%

Examinations 40%

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

## Assessment criteria

#### Grade 1

##### Student

- Knows the principles of master plans and destination strategies
- is able to participate in a group that produces a master plan for tourism destination
- can give examples of and distinguish between the different tourism strategies and master plans

#### Grade 3

##### Student is able

- to be active and contributing member in team to produces a master pla
- Explain the importance of master plans to tourism destinations and can apply learned skills in practice
- Compare the different tourism strategies and master plans

#### Grade 5

##### Student is able to

- show initiative and proactive work attitude and good problem solving and decision making skills
- Evaluate the importance of different information sources and critically evaluate large amount of data
- Recommend and choose optimal strategic decisions for tourism destination and participate actively in building a master plan or strategy

# 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 on 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 internationalisation 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 83 h

The assessment of one's own learning 1 h

b) Part time learning:

Lectures and examinations 12 h

Self-studies 95 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teachers with the main responsibility for the course

Mario Passos Ascencao

Teemu Moilanen  
Kristian Sievers

### **Course materials**

Study material announced by teachers

### **Assessment**

Assignments 100%

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

#### Grade 1

- The Aim of the project is defined poorly and/or is unclear. Team has no command on execution of the Project. Team does not utilize guidance nor contact lectures
- Project's output introduces only some information to business and/or client
- Conclusions or proposals are mostly irrelevant.

#### Grade 3

- The Aim of the project is defined. Team has a good command on execution of the Project. Team has utilized guidance and/or contact lectures.
- Project's output introduces new information to business and/or client or make good use to client
- Conclusions and proposals are relevant.

#### Grade 5

- The Aim and tasks of the project are precisely defined and described. Team has an excellent command on execution and has actively responded to any changes or problem situations.
- Project's output introduces new information or insight to business and/or client and makes good use to client.
- Conclusions are focused on Project's Aim both in practical and abstract levels.  
Proposals are very precise and connected to client's business.

# Marketing of Tourism Destinations

Code: SMB3RB011C

Extent: 3 ECTS (80 h)

Timing: Semester 4.-5.

Language: English

Level: Professional studies

Type: Professional Specialisation Studies

## Prerequisites

Principles of Marketing and Sales OJ SOC1RB001

e-Commerce in Hospitality and Tourism OJ SOC1RB005

International Marketing Communications OJ FES1RB003

Customer Relationship Marketing OSA FES3RB011A / OSA FES3RB012A / OSA FES3RB013A

The course is part of Destination and Resort Management OJ 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.



# Sensory Evaluation and Marketing

- Code: SMB3RB012A
- Extent: 3 ECTS (81h)
- Timing: Semester 5-6
- Language: English
- Level: Professional studies
- Type: compulsory

## Prerequisites

The course is part of Restaurant Management

## 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

## 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 48 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 12 h

Self-studies 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Johanna Rajakangas-Tolsa

## Course materials

Lecture slides, articles and other material given by the teacher

## Assessment

Examination 50 %

Assignments 50 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student can describe the function of the senses and can name how they are involved in the evaluation of the sensory properties of food.

### Grade 3

The student can plan and execute a small scaled sensory research using the methodology of sensory science. The student can observe the different factors influencing the meal experience from a multisensory viewpoint.

### Grade 5

The student can analyse the multisensory experience and plan a meal multisensory experience both with regard to the food and the environment.

### **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 56 h

The assessment of one's own learning 1 h

#### b) Part Time Learning:

Lectures 9 h

Self-studies 71 h

The assessment of one's own learning 1 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.

### **Recognition of Prior Learning, RPL (in Finnish AHOT)**

The required skills and competences can be demonstrated by a skills examination.

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

Teemu Moilanen

### **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**

Project work 60 %

Assignment 40 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

### Assessment criteria

#### Grade 1

- The student is able to name the elements of a basic marketing planning process
- The student is able to name the elements of a destination marketing
- The student is able to understand principles of destination branding

#### Grade 3

- The student is able to critically evaluate an existing marketing plans
- The student is able to apply the models of marketing planning process in practice and produce a realizable marketing plan
- The student is able to plan sales activities using the model of sales process
- The student is able to understand Organizational structures of destination marketing

#### Grade 5

- The student is able to creatively apply the model of destination marketing process in practice and produce a complete and realizable campaign plan
- The student understands the role of new electronic distribution channels, e.g. social media.
- The student is able, in a creative and critically analytical way, to apply principles of destination branding to an assigned case study.

# 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 is 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 56 h

The assessment of one's own learning 1 h

b) Part-time implementation:

Classroom teaching 12 h

Independent work load and assignment 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teacher with the main responsibility for the course

Pekka Lampi

## Course materials

Case studies in lessons and additional material given by the lecturer

## Assessment

Assignment 100 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

#### Assessment criteria

##### Grade 1 (Min. 40% competence level)

###### Knowledge:

The student knows some principles of menu management and the basic ideas of purchasing channels. He/she has the skills to maintain profitable business operations with peers.

###### Skills:

The student is able to search information to some extent. He/she can discuss the needed procedures in development while maintaining a successful business.

###### Competence:

The student has limited motivation to take responsibility for his/her own professional development. The student shows some activity and initiative in the learning process.

##### Grade 3 (Min. 70% competence level)

###### Knowledge:

The student knows the principles of menu management and purchasing channels. He/she has the skills to maintain profitable business operations.

###### Skills:

The student is able to search information and pinpoint the needed procedures while maintaining a successful business.

###### Competence:

The student has motivation to take responsibility for his/her own professional development. The student shows activity and initiative in the learning process.

##### Grade 5 (Min. 90% competence level)

###### Knowledge:

The student knows and understands the principles of menu management and purchasing channels. He/she is able to develop further the business operations.

###### Skills:

The student is able to search information and implement the needed procedures in business development.

###### Competence:

The student has good motivation to take responsibility for his/her own professional development. The student shows activity and initiative in the learning process.

# 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 68 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teachers with the main responsibility for the course

To be announced

## Course materials

Case studies in lessons and additional material given by the lecturer

## Assessment

Assignment 100 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

## **Assessment criteria**

### **Grade 1**

- The student understands that before construction process it is important to contact appropriate authorities and design/ building professionals for valuating feasibility. The student is passively co-operating with professionals.
- The student knows where to find the regulations and acts that they need to follow when managing a restaurant project.
- The student knows some machine and appliance suppliers, but is not able to make decisions independently according the concept.
- The student understands the meaning of milieu for the restaurant concept and is able to use appropriate professionals for designing the restaurant according his concept. With given instructions, the student has the ability to perform one basic task for one sense, but needs a lot of guidance.

### **Grade 3**

- The student understands that before construction process it is important to contact appropriate authorities and design/ building professionals for valuating feasibility. The student is participating actively in the process, but needs guidance.
- The student knows where to find the regulations and acts that they need to follow when managing a restaurant project.
- The student knows some machine and appliance suppliers, and is capable of evaluating and making decisions independently with guidance.
- The student understands the meaning of milieu for the restaurant concept and is able to use appropriate professionals for designing the restaurant according to his concept. With given instructions, the student has the ability to perform basic tasks for three senses, but needs some guidance.

### **Grade 5**

- The student understands that before construction process it is important to contact appropriate authorities and design/ building professionals for valuating feasibility. The student is participating actively in the process, and is capable of evaluating the scheme themselves.
- The student knows where to find the regulations and acts that they need to follow when managing a restaurant project.
- The student knows some machine and appliance suppliers, and is capable of evaluating and making decisions independently.
- The student understands the meaning of milieu for the restaurant concept and is able to use appropriate professionals for designing the restaurant according to his concept. With given instructions, the student has the ability to perform basic tasks for five senses.

# Haaga Wine Advanced

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

## Prerequisites

Basic wines course (as in Basics of Restaurant Management) or similar level wine studies.

## Learning outcomes

Course will familiarize students on advanced level wine knowledge. It follows the Wine and Spirit Education Trust level 3 Advanced Certificate of Wines and Spirits. It also prepares for the WSET level 3 exam, which students can take with HaagaPerho (this is not included in the Haaga-Helia course).

## Course contents

- Issues affecting wine quality and price: grape growing, wine making, economics
- Principal wine grapes and wine areas of the world
- Wine types: red, white, rose, sparkling, fortified and also spirits
- Professional wine tasting (over 100 samples of wine & spirits)
- Building wine selection and wine list in restaurants

## 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 (hours are the same):

### a) Classroom learning:

Lectures and examinations 36 h

Self-studies 71 h

The assessment of one's own learning 1 h

### b) Part time learning:

Lectures and examinations 36 h

Self-studies 71 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

Wine and Spirit Education Trust level 3 Advanced Certificate of Wines and Spirits.

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

Jouko Mykkänen

## Course materials

Book: Exploring Wines and Spirits (from Haaga Matsku) + lecture material.

## Assessment

Assignment 100 %

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

# 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, its 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 organisations

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 47 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 21 h

Self-studies 59 h

The assessment of one's own learning 1 h

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

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Ari Björkqvist

## Course materials

Handout material by the teacher

Independent material search by student groups

## Assessment

Managerial report and its presentation

Active participation in the student project



The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

#### Assessment criteria

##### Grade 1

###### 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

##### Grade 3

###### 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

##### Grade 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

# 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 47 h

The assessment of one's own learning 1 h

b) Part Time Learning:

Lectures and Examination 21 h

Self-studies 59 h

The assessment of one's own learning 1 h

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

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Nina Niemi

## Course materials

Handout material by the teacher

Independent material search by student groups

## **Assessment**

Learning assignments

Managerial report

Exam

Class room activity

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

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

# 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 56 h

The assessment of one's own learning 1 h

b) Part time learning:

Lectures and examinations 12 h

Self-studies 68 h

The assessment of one's own learning 1 h

**Recognition of Prior Learning, RPL (in Finnish AHOT)**

The required skills and competences can be demonstrated by a skills examination.

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

Nina Niemi

**Course materials**

- Sources and articles by students
- Other study material announced by the teacher.

**Assessment**

Learning assignments

Managerial report

Active participation

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

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

# 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. The Course is part of the Professional Specialization Studies Hotel Management entity.

## Learning outcomes

The aim of the course is that the student understands the global business models of hotel business and is capable of implementing them in a case situation. The student manages business analyses and is capable of implementing them successfully and to base a feasibility study on them. 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 finalising 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

The course content is based on international, common practices, concepts and models of analysis, standard operating procedures and ways to assess the feasibility of a given tourism project.

## 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 51 h

The assessment of one's own learning 1 h

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

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Martti Palonperä

## Course materials

Handout material by the teacher

Independent material search by student groups

## Assessment

Managerial report and its presentation 100%

Active participation

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

#### Assessment criteria

##### Grade 1

- student recognizes business models used in international hotel industry
- student understands the connection of hotel business practice and real-estate investments
- student is a passive participant in his/her team
- the added value of the student to the managerial report is limited
- presentation of the final report is not up to the managerial level
- student is able, with help, to carry out a cash-flow analysis, time-value of funds and discounting

##### Grade 3

- student is able to explain the basic principles of calculating the profitability of a hospitality business
- student is able to critically read and apply international feasibility study reports
- student is able to compare hospitality business models and the profitability creating practices in them
- student is capable of acting as an active member in a team

##### Grade 5

- student is capable of carrying out a limited feasibility study
- student recognizes and provides proper argumentation of the meaning of real-estate investment from the point of view of hospitality feasibility study
- student is, on a managerial level, an active, goal-directed and responsible member of his/her team

# Meeting Industry

- Code: SJL3RL010
- Extent: 13 ECTS (351 h)
- Timing: Semester 5 and 6
- Language: English
- Level: Specialization studies
- Type: Professional Specialization Studies (PSS)

## Prerequisites

All first and second years studies completed. Three courses: Meeting Industry and Business Travel, Event Management – Case Project and Future Trends of Meeting Industry and Business Travel form the specialization studies of Meeting Industry. All three courses perform at the same time and it is not allowed to take only one single course of this Meeting Industry specialization option. See the previous information of the studies.

## Learning outcomes

The objective is that the students take a comprehensive view of Business Travel, Meeting Industry and Conference & Event Management. During the course, each area will be focusing by lectures, study visits, assignments and undertaking collaborative projects with industry. Students learn to understand how Business Travel and Meeting Industry are structured; the course supports work life -orientation and students will learn Conference and Event management by working as assistants in the project together with our partner companies.

## Course contents

- Business Travel and Meeting Industry
- Event Management – Case Project
- Future Trends of Meeting Industry and Business Travel

## Cooperation with the business community and other organizations

The course includes projects and assignments with various business travel companies.

## International

The international partners for the course are various business travel and event management companies and organizations at branch

## Teaching and learning methods

Classroom teaching, group works and individual assignments. Industry expert's visits and projects with our business partners allow the students to learn by observation and case studies.

## Alternative completions

If student has worked at least three months in business travel or meeting industry company or student has finalized similar studies at international exchange school or working placement and got the same learning through it.

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

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

Salla Juustila  
Nina Ståhls

## Course materials

Davidson and Cope: Business Travel  
Rogers, T: Conferences A twenty-first century industry  
Watt, D.: Event Management in Leisure and Tourism  
Wagen, L.: Event Management For Tourism, Cultural, Business and Sporting Events

## Additional reading

Will be given at the beginning of the course.

## Assessment criteria

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



# Meeting Industry and Business Travel

Code: SJL3RL010A

Extent: 5 ECTS (135 h)

Timing: Semester 5, 6

Language: English

Level: Elective professional studies

Type: Elective

## Prerequisites

Courses: Event Management – Case Project and Future Trends of Business Travel and Meeting Industry should perform at the same time.

## Learning outcomes

The aim of the course is to familiarize the student with the Meeting Industry and its various sectors; meeting-, congress- and event management as well as business travel at both the strategic and operational level.

After completing the course the student:

- has an understanding of the versatility of the Meeting Industry and Business Travel
- identifies and differentiates local and global networks between different providers
- can analyze and propose strategic partnerships in Meeting Industry and Business Travel
- has an extensive insight on business operation at the Meeting and Business Travel Industry

## Course contents

- Characters of Meeting Industry and Business Travel
- Network, companies and organizations of meeting and business travel sector
- Business model and earning logic

## Cooperation with the business community and other organisations

The course includes a guest lecture and/or company visit.

## International

The international partners for the course are various business travel and event management companies and organizations at branch, e.g. Finland Travel Bureau Ltd.

## Teaching and learning methods

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

Classroom learning:

Lectures and Examination 56 h

Self-studies 78 h

The assessment of one's own learning 1 h

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

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teachers with the main responsibility for the course

Aija Juvonen

Nina Niemi

## Course materials

Will be announced at the beginning of the course

## Assessment

Learning assignments

Activity

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student understands the versatility of the Meeting Industry and Business Travel and can describe local and global networks between different providers. The student finds and can name information sources of Meeting Industry and Business Travel sectors.

Grade 3

The student is able to distinguish and analyze the local and global networks between different providers. The student can detect revenue supplies between different providers in Meeting Industry and Business Travel. The student investigates and gathers information about the different sources for Meeting Industry and Business Travel.

Grade 5

The student recognizes and critically analyzes the local and global networks between different providers. The student can evaluate and compare revenue supplies between different providers in Meeting Industry and Business travel. The student selects, judges and can recommend good information sources for Meeting Industry and Business Travel.

# Event Management – Case Project

Code: SJL3RL010B

Extent: 5 ECTS (135 h)

Timing: Semester 5, 6

Language: English

Level: Elective professional studies

Type: Elective

## Prerequisites

Courses: Event Management – Case Project and Future Trends of Business Travel and Meeting Industry should perform at the same time.

## Learning outcomes

The aim of the course is to understand and manage the process of event management.

After completing the course the student:

- understands and create strategic project planning process
- can apply the theoretical framework in practice through an actual event
- is able to evaluate the success of the event and its role for the principle company

## Course contents

- Concept and design of event
- Event project plan
- Evaluation of event case

## Cooperation with the business community and other organisations

The course includes a guest lecture and/or company visit.

## International

The international partners for the course are various business travel and event management companies and organizations at branch.

## Teaching and learning methods

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

Classroom learning:

Lectures 32 h

Self-studies, student group event project and implementation 102 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teachers with the main responsibility for the course

Aija Juvonen

Nina Niemi

## Course materials

Shone A. 2013. Successful Event Management. A Practical Handbook.

Other material will be announced according to the case.

## Assessment

Group assignment or case

Self assessments

Activity

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student understands the project planning process in Event Management and can identify the different steps of the process. The student

works individually and in a team for planning and operating the event case. The student finds and can use in action information sources of Event Management.

#### Grade 3

The student is able to apply the theoretical framework of project planning process in Event Management in practice and can analyze the different steps of the process. The student works responsible individually and in a team for planning and operating the event case. The student investigates and gathers information about the different sources of Event Management

#### Grade 5

The student is able to critically apply the theoretical framework of project planning process in Event Management in practice. The student works very responsible and with initiative individually and in a team for planning and operating the event case. The student is able to evaluate and analyze the success of the event for the principle company.

# Future Trends of Meeting Industry and Business Travel

Code: SJL3RL010C

Extent: 3 ECTS (81 h)

Timing: Semester 5, 6

Language: English

Level: Elective professional studies

Type: Elective

## Prerequisites

Courses: Event Management – Case Project and Future Trends of Business Travel and Meeting Industry should perform at the same time.

## Learning outcomes

The aim of the course is to identify future trends of the Meeting Industry and Business Travel.

After completing the course the student:

- define and describe the trends in Meeting Industry and Business Travel
- can critically analyze the opportunities and threats of the trends for the industry
- knows and is able to apply the information sources of trends for Meeting Industry and Business Travel

## Course contents

- Future trends and signals

## Cooperation with the business community and other organisations

The course includes a guest lecture and/or company visit.

## International

The international partners for the course are various business travel and event management companies and organizations at branch.

## Teaching and learning methods

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

Classroom learning:

Lectures 16 h

Student group assignment and self-studies 64 h

The assessment of one's own learning 1 h

## Recognition of Prior Learning, RPL (in Finnish AHOT)

The required skills and competences can be demonstrated by a skills examination.

## Teachers with the main responsibility for the course

Aija Juvonen

Nina Niemi

## Course materials

Will be given at the beginning of the course.

## Assessment

Learning assignments

Activity

The assessment of one's own learning does not influence the grade. The assignment is the same for all courses/modules and the answers will also be used for course/module development. The assignment is completed online in WinhaOpaali.

Assessment criteria

Grade 1

The student can define and describe the trends in Meeting Industry and Business Travel and explain the various opportunities and threats of the trends. The student finds and can name information sources of trends for Meeting Industry and Business Travel.

Grade 3

The student is able to analyze possible outcomes of the trends in Meeting Industry and Business Travel and can compare the various opportunities and threats of the trends. The student investigates and gathers information about the different sources of trends for Meeting Industry and Business Travel.

Grade 5

The student recognizes and can discuss the trends in Meeting Industry and Business Travel. The student can critically analyze and measure the opportunities and threats of the trends for the industry. The student selects, judges and can recommend good information sources of trends for Meeting Industry and Business Travel.

# 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

Mario Ascencao

## **Assessment criteria**

The grade will be incorporated with the Thesis grade to RRD7RB001B

# Course list (Curriculum 2005-2009), Degree Programme in the Hotel, Restaurant and Tourism Management, 2013-2014

## 1 Service Skills

**Code** RSS1RB001

**Extent** 15 cr

### **Prerequisites**

None

### **Learning objectives**

The student will develop an understanding of tourism, its impact as an international industry and an awareness of Finland as a tourism destination. Students will adopt a marketing attitude, know the marketing planning process, know the key concepts of customer-oriented marketing and know how to evaluate and apply the marketing mix. In addition, students will learn how to prepare and write reports in accordance with good practice and Haaga-Helia guidelines. The use of Microsoft programmes in the assignments will be taught.

### **Course contents**

- Principles of Marketing (RSS1RB001A): foundation for further marketing studies: marketing environment, marketing processes, organizational and consumer buying behavior, differentiation, targeting and positioning, marketing mix, marketing plan.
- Basics of Travel and Tourism Industry (RSS1RB001B): tourism as an industry and its players, Finland as a destination, impact of tourism and sustainable tourism.
- English Written and Oral Communication (RSS1RB001C): academic writing according to Haaga-Helia report guidelines, giving presentations.
- Computing Skills (RSS1RB001D): basic usage of MS Word, Excel and Power Point
- Basics of Business Mathematics (RSS1RB001E): percentage calculations; discounts, contribution margin, basics of VAT calculations, interest calculations; simple and compound interest, loan repayments, present value, annuity, basics of statistics; tabulation of data, basic statistical ratios (mean, median and standard deviation).

### **Teaching and learning methods**

Lectures, interactive class discussions, exercises, self-directed learning, presentations, examinations and theme assignment as project work. All courses are linked to the theme assignment.

### **The teacher with main responsibility for the course**

Leena Grönroos

### **Course materials**

Announced separately for each course.

### **Assessment criteria**

Individual evaluation of each study course, grades awarded 1 - 5.

### **International aspect**

Basic concepts of marketing, travel and tourism, computing skills and business mathematics are all internationally accepted and used.

### **Development of the theme according to student feedback**

Contents and timetable of the courses are shaped to support theme assignment work.



# 2 Operational Environment

**Code:** ROE1RB002

Extent 15 cr

Prerequisites: N/A

## **Learning objectives**

The purpose is to become familiar with the various jobs and tasks in a restaurant environment as part of the industry. The student practices the basics of food production and also studies the basics of food quality and safety. The student learns how to use industry specific databases and information sources. S/he will also extend his/her skills in hospitality related English. Time management and accepting responsibility are also key objectives in the theme.

## **Course Content**

- Basics of Human Behaviour (ROE1RB002A): Organizational behaviour, personality, perception, motivation, the individual in a group
- English for the Hospitality and Tourism Industry (ROE1RB002B): Hospitality-related English, presentations, searching for information, intro to business communication
- Basics of Food Production (ROE1RB002C): Kitchen operations and related subjects. Food production planning.
- Basics of Restaurant Service (ROE1RB002D): Basics of restaurant services and beverages
- Safety of Food Products (ROE1RB002E): Basics of food quality, safety and content of foods.

## **International aspects**

The learning task is carried out in an international atmosphere so that the task requires adaptation to a multicultural event.

Cooperation with the business community and other organizations

The learning tasks are based on working life. Integrated assignments familiarize students with the hospitality industry and include company visits.

## **Teaching and learning methods**

Lectures, interactive class discussions, exercises, project work, self-directed learning, presentations, field research, company visits, examination. The integrated assignment includes a lunch plan, timetable, table setting plans, work plan and execution (recipes, food production and serving). All courses are linked to the assignment. It is highly recommended that the student actively uses the knowledge from various courses in the assignment.

## **The teacher with main responsibility for the course**

Birgitta Nelimarkka

## **Course materials**

Announced separately for each course

## **Assessment criteria**

Individual evaluation of each study course, grades awarded 1 - 5.

## **Development of the theme according to student feedback**

The course book has been changed.

# 3 Customer Relationship Management

Code: RCR1RB003

Extent: 12 cr

## **Prerequisites**

Modules 1, 2 & 4 must be completed

## **Learning objectives**

Successful utilization of the customer relationship strategy by adding value to the customer segmentation process and assimilating it into the hotel product quality. In addition, a cost effective understanding of the importance of contracts and customer protection.

## **Course contents**

- Customer Relationship Management (RCR1RB003A): customer service, relationship marketing, planning and management of customer relationships
- Accounting and Controlling Accounting basics (RCR1RB003C), Fundamental concepts, VAT calculations, The accounting cycle and Financial Statements and Understanding an Annual Report
- Commercial Law (RCR1RB003D): Different legal systems, Contract Law in Finland, The sale of goods, Competition ,Marketing Law, Consumer protection, Product liability and Debts and payments
- Front office operations (RCR1RB003E): the front desk as a working environment, customer service at the front desk, security of an accommodation business and Opera PMS system

## **International aspects**

In the integrated assignment, student groups will make a project that concentrates on customer relations management in a service industry having both national and international dimensions. International customers' points of view will be considered. All courses are linked to the assignment and also have international aspects. It is highly recommended that students actively use the knowledge gained from different courses in the assignment.

## **Teaching and learning methods**

Lectures, interactive class discussions, exercises, project work, self-directed learning, presentations, field research, company visits, examination. All courses are linked to the assignment. It is highly recommended that the student actively uses the knowledge from different courses in the assignment.

## **The teacher with main responsibility for the course**

Taina Pallonen

## **Course materials**

Announced separately for each course

## **Assessment criteria**

Individual evaluation of each study course, grades awarded 1 - 5.

## **Development of the theme according to student feedback**

Feedback has been analysed and some minor changes have been made. The theme-based group work can be returned to Moodle, which helps teachers to publish grades faster.

# 4 Work Placement

**Code** RWP6RB004

**Extent** 20 cr

## **Prerequisites**

RWP6RB004A should be completed first

RWP6RB004B should be completed during the summer

## **Learning objectives**

The aim of this training period is to acquaint the student with a wide range of operations, customer service situations and work tasks within the industry. This training should widen the student's previous skills and enable them to evaluate the standards, work methods and work task requirements used in the industry. In addition, the training aims at improving the student's competence in observing and assessing his/her own performance.

Practical training should be carried out in a hotel or restaurant or some other branch of the hospitality industry.

## **Course contents**

RWP6RB004A

RWP6RB004B

## **Teaching and learning methods**

Practical training on the training period consists of training in the different sectors in the field of hospitality industry. Each student's previous work experience and their own professional goals are taken in consideration when the practical training programme is made. The student keeps a work and training diary of the training and writes a training report on the basis of the diary entries.

## **The teacher with main responsibility for the course**

Pirkko Salo

## **Course materials**

Announced separately for each course

## **Assessment criteria**

Individual evaluation grades awarded 1 - 5 in RWP6RB004A and RWP6RB004B (pass/fail)

# 5 Service Processes

**Code:** RSP1RB005

**Extent:** 12 cr

## **Learning objectives**

Subsequent to this theme, the student understands restaurants' processes in sales, food production and restaurant services. The student knows how to manage teams and is familiar with the concept of total quality assurance.

## **Course content**

- Co-operation in the Service Industry RSP1RB005B: Organization, developing, co-operation, managing change
- Comprehensive Quality Assurance RSP1RB005C: Quality as a concept, Quality management
- Restaurant Service Processes RSP1RB005D: Managing Sales and Banqueting, On and Off Premise Catering
- Food Production Processes RSP1RB005E: Food product development process according to various concepts, menu planning

## **International aspect**

The theme assignment is committed in international learning environment.

## **Teaching and learning methods**

Lectures, interactive class discussions, exercises, project work, self-directed learning, presentations, field research, company visits, examination. All courses are linked to the assignment. It is highly recommended that the student actively uses the knowledge from different courses in the assignment.

## **The teacher with main responsibility for the course**

Taru Sipponen

## **Course materials**

Announced separately for each course

## **Assessment criteria**

Each course has an individual grade for each student. Grades are based on self-evaluation, which is carried out for the Quality course. The weight of the grade differs between courses.

# 6 Customer Oriented Development

**Code:** RCO2RB006

**Extent:** 12 cr

## **Prerequisites**

Modules 1 - 4 must be completed.

## **Learning objectives**

The aim is to introduce students to customer-oriented services as processes and parts of processes. These processes must be analysed and developed from the perspective of customers, service providers and the operational environment. The process of developing a business idea into the first phase business plan is covered during the module.

## **Course contents**

- Services and Marketing (RCO2RB006A): Services processes, Business environment, Marketing Communications
- Cost and Profit Planning (RCO2RB006B): Planning the profitability of a company
- Entrepreneurship (RCO2RB006C): The Role of SME-companies, basics of entrepreneurship
- Nutrition and Special Diets (RCO2RB006E): The impact of nutrition as a factor influencing the well-being of a customer

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

Learning tasks are based on working life. The integrated assignment includes market and operational environment analysis of a real company.

## **Teaching and learning methods**

Lectures, interactive class discussions, exercises, project work, self-directed learning, presentations, field research, company visits and examination. In the integrated assignment, student groups will plan a food product that would be suitable for the business environment, markets and business operations of the target company. All courses are linked to the assignment. It is highly recommended that the student actively uses the knowledge gained from different courses in the assignment.

## **International aspect**

The role of SME-entrepreneurs in domestic and international environments will be covered during the course.

## **The teacher with main responsibility for the course**

Markus Häyhtiö

## **Course materials**

Announced separately for each course.

## **Assessment criteria**

Individual evaluation of each study course, grades awarded 1 - 5. The case project influences the evaluation of the four courses included in the theme. Students should concentrate on reasoning the recommendations and suggestions they give in the case project.

## **Development of the theme according to student feedback**

Student feedback meets the HAAGA-HELIA quality measures in most of the areas. Clearer instructions due to the large number of assignments will be given in the future.

# 7 Profitable Business Unit

**Code:** RPB2RB007

**Extent:** 15 cr

## **Prerequisites**

Modules 1 - 4 must be completed.

## **Learning objectives**

The student is familiarized with the procedure for setting up a profitable business. The business plan for a notional firm will be made, including budgets and a plan for Workplace Health Promotion (WHP). Studies will be from the point of view of the accommodation business.

## **Course content**

- Well-being at work (RPB2RB007C): Health, well-being, motivation, stress, health promotion
- Budgeting and Evaluating Financial Performance (RPB2RB007B): Budgeting and Financial Performance Ratios
- Accommodation Business (RPB2RB007E): History, key ratios, concept, customers, products
- Founding a Company and Starting Business Operations (RPB2RB007A): Making a business plan, founding a company
- Management of Restaurant Operations (RPB2RB007D): Control and supervision of goods, revenue and service, history of restaurant business

## **Co-operation with the business community and other organisations**

The groups will create a business plan for a new restaurant which is situated in a real hotel property in the City of Helsinki. Industry-related permissions, other official notices and WHP must be attached with the business plan.

## **International aspects**

The main project is made from the cross-cultural company's point of view. Multicultural work environment will be discussed in the project. In the report, the international customer angle will be considered. International accounting standards are presented in the module.

## **Teaching and learning methods**

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

## **The teacher with main responsibility for the course**

Juuso Kokko

## **Course materials**

Announced separately for each course.

## **Assessment criteria**

Individual evaluation of each study course, grades awarded 1 - 5. The case project influences the evaluation of the four courses included in the theme. The final report must follow the general formula of an attached business plan with completed official permissions and other official papers.

## **Development of the theme according to student feedback**

Feedback has been analysed and some minor changes have been made. The theme-based group work can be returned to Moodle which helps teachers to give grades faster.

# 8 Management of Business Unit

**Code:** RMB2RB008

**Extent:** 15 cr

## **Prerequisites**

Modules 1-5 must be completed

## **Learning objectives**

The student will have an innovative, critical and developing way of working. He/she knows how to act as a member of a team in various problem-solving and decision making situations. The student understands and knows how to analyze and plan the managerial work of a business unit in his/her own industry. The student develops his/her abilities to operate in responsible tasks. He/she will be able to apply the norms of labour law related to the duties of a supervisor in the hotel and restaurant business. He/she understand the importance of a supervisory position and its responsibilities and shows a positive attitude to any cooperation the purpose of which is to enrich the working community.

## **Course contents**

- Managing Teams & Leading People (RMB2RB008A)
- Labour Law (RMB2RB008B)
- Research Methods (RMB2RB008D)
- Management of Tourism Operations (RMB2RB008E)
- Supervising Lodging Operations(RMB2RB008K) OR
- Travel Management in Porvoo Unit (RMB2RB008L) OR
- Entrepreneurship Management (RMB2RB008M) OR
- Research and Development Management (RMB2RB008N) OR
- International Business Management (RMB2RB008P)

## **International aspect**

Literature (sources) for theme projects.

## **Co-operation with the business community and other organizations**

Project commissioning enterprises - companies, visiting managers from the industry. Government/communal labour authorities.

## **Teaching and learning methods**

Students will participate in a research & development project, with the aim of developing some aspect – product etc. in the commissioning enterprise/industry. The project will be executed in teams of 4-6 students. Lectures, visiting lectures, drills & team work, book exams.

## **The teacher with main responsibility for the course**

Kari Nurminen

## **Course materials**

Announced separately for each course.

## **Assessment criteria**

Individual evaluation of each study course, grades awarded 1 - 5. The theme project influences the evaluation of the five courses included in the theme. The final report must follow the general formula of a thesis with an abstract and list of references.

## **Development of the theme according to student feedback**

The instructions and execution of the theme have been clarified. Each course has been developed /adjusted for a better contingency – fit with the theme.

# 9 Advanced Placement

**Code:** RWP6RB009

**Extent:** 10 cr

## **Prerequisites**

RWP6RB004A & RWP6RB004B should be completed first

## **Learning objectives**

The aim of the advanced placement in a company in the field of tourism is that the student develops his or her skills and expertise by working in position of responsibility, or as a supervisor.

In addition, the aim is that while training the student learns about the factors of success for a company in the field of tourism. Working in the field also gives the student the opportunity of weighing and evaluating different career options.

## **Course contents**

RWP6RB009A

## **Teaching and learning methods**

The advanced level training is done in the summer between the second and the third year of study. The student keeps a training diary and writes a report of the training. The report consists of a small-scale analysis of the company, a development plan for a part of the company's operations as well as a description and assessment of one's learning process on the training period. A contact person nominated by the Haaga-Helia visits the company in question during the student's training and has discussions with the student and the training supervisor.

## **The teacher with main responsibility for the course**

Pirkko Salo

## **Course materials**

Announced separately for each course

## **Assessment criteria**

Individual evaluation grades awarded 1 - 5



# 10 Strateginen johtaminen / 10 Strategic Management

Tunnus: RSJ3RL010 (in English below)

Laajuus: 15 op

## Lähtötaso ja sidonnaisuudet

Lähtötaaso vaatimus: Opintojaksot 1 - 8 suoritettuna. Ei sidonnaisuuksia.

## Oppimistavoitteet

Opiskelija ymmärtää strategisen ja liikkeenjohdollisen ajattelun merkityksen muuttuvassa toimintaympäristössä sekä tunnistaa erilaisia strategioita.

## Sisältö

- Strategiat käytäntöön (RSJ3RL010A): strateginen johtaminen, yrityksen kulttuuri ja arvot, analyysit ja luotaus strategisen johtamisen perustana, perusstrategiat, strategian toteuttaminen.
- Strateginen markkinointi (RSJ3RL010B): markkinoinnin johtaminen ja suunnittelu, strateginen asemointi, brandit markkinoinnissa, arvot, visio ja missio markkinoinnissa, markkinoinnin eri strategiat, markkinointitutkimuksen hyödyntäminen.
- Kansantaloustiede (RSJ3RL010C): kotitaloudet ja yritykset kansantaloudessa, hyödykemarkkinat, työmarkkinat, rahoitusmarkkinat, Suomi ja maailmantalous, julkinen talous, kansantalouden kiertokulku, tuotannon kasvu ja elintaso, talouden tasapaino; suhdannevaihtelut, työttömyys ja inflaatio, talouspolitiikka.
- Sähköinen liiketoiminta (RSJ3RL010D): sähköisen liiketoiminnan strategiat, sähköisen liiketoiminnan kehitys, verkkokaupan luominen ja hallinta, tuottavuus, internet- ja mobiilipalvelut.
- Toinen seuraavista
  - o Liikematkustus (RSJ3RL010K): liikematkustus, liikematkatoimistot, liikematkustustuotteet, matkahallinto TAI
  - o Meeting Industry (RSJ3RL010L): tapahtumien, kokousten ja kongressien organisointi, toimintaedellytykset matkailualan yrityksissä.

## Työelämäyhteydet

Työelämälähtöisiä case-harjoituksia

Opetus- ja oppimismenetelmät

Opintojakson yhteinen oppimistehtävä sekä luennot, tentti, etätehtävät, harjoitukset.

## Kansainvälisyys

Koulutuksen sisällössä otetaan huomioon suomalaisen hotelli- ja ravintola-alan rooli muuttuvassa kansainvälisessä toimintaympäristössä.

## Vastuopettaja

Tommi Immonen

## Oppimateriaalit

Oppimateriaali ilmoitetaan erikseen kullekin opintojakson osalle.

## Arviointiperusteet

Jokainen opintojakson osa arvioidaan erikseen asteikolla 1 - 5. Opintojakson yhteisen oppimistehtävän vaikutus arviointiin vaihtelee opintojakson osissa.

## Opintojaksopalauteet ja niiden hyödyntäminen

Palaute on analysoitu ja se on pääosin positiivista. Opintojaksotehtävän kokoava luonne koettiin haastavaksi, mutta samanaikaisesti erittäin hyödylliseksi. Jatkossa opintojaksossa korostetaan luovuutta ja innovatiivisuutta.

## 10 Strategic Management

Code: RSJ3RL010

Extent: 15 cr

## Prerequisites

Modules 1 - 8 must be completed

## Learning objectives

The aim is to enable an understanding of the meaning of strategic management and leadership in a changing business environment, and to recognize strategic decisions made by corporations and companies.

## Course content

The module consists of five courses. They are the following:

- Strategic management (RSM3RB010A): Strategic Management, Analyses as Bases for Strategic Management, Generic Strategies, Resource Based Strategies, Strategy Implementation

- Strategic Marketing (RSM3RB010B): Marketing Management, Competitive Advantage and Differentiation, Strategic Branding, Marketing Communications Strategy, Strategic Alliances and Partnership, Socially Responsible Marketing
- Principles of Economics (RSM3RB010C): Enterprises and Consumers as Part of Economics, Utilities Market, Employment, Finance, Finland and Global Economy, Public Spending, Circulation of Economics, Growth of Production and Standard of Living, Equilibrium of Economics, Fluctuations, Unemployment and Inflation, Economic Policies
- E-business (RSM3RB010D): Strategies of E-commerce, E-commerce Development, The Establishment and Management of E-commerce, Productivity, Internet and Mobile Services
- Managing Hotel Business Operations (RSM3RB010K): Hotel Management Functions and Responsibilities; e.g. Capacity Management, Pricing Strategies, Revenue Management

#### **Co-operation with the business community and other organizations**

Learning tasks and assignments are based on working life.

#### **International aspects**

International company examples as well as theories are used.

#### **Teaching and learning methods**

Independent study, course assignments / module assignment, lectures, examinations, exercises. If a module assignment is in use, all courses are linked to it.

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

Minna Halmetoja

#### **Course materials**

Announced separately for each course.

#### **Assessment criteria**

Individual evaluation of each course, grades awarded 1 - 5. The impact of the module assignment (if used) varies according to teachers' instructions.

#### **Development of the theme according to student feedback**

The module assignment (or separate course assignments) gives a deep insight into the strategies of a particular company. Guidelines for the assignment(s) have been improved.

# 11 Alternative Modules

## Hotel Management

**Code:** RHM4RBO11

**Extent:** 9 credits

**Level:** Advanced studies.

**Other alternative modules (for more information, contact Ms Pirkko Salo)**

- Travel and Tourism Management
- Restaurant Management
- Aviation Management
- International Business Management

### Prerequisites

Courses: Supervising Lodging Operations (RMB2RB008K) and Managing Hotel Business Operations (RSM3RB010K) completed prior to module 11.

### Learning objectives

The student will learn the concepts and working models of business concept based product development and the principles of strategic business concept thinking. The student learns to understand the multitude of distribution channels, and learns to carry out a distribution channel strategy for an accommodation business. The student understands the various possibilities for managing the interrelationships of hotel departments, and is able to compare the pros and cons of own staff vs. outsourced operations. The student is capable of building a working model for interdepartmental operations.

### Course Contents

- Concept-based Product Development (RHM4RBO11A):
  - Business concept analysis
  - Hospitality forecasts and trends
  - Product development
- Hotel Distribution Channel Management (RHM4RBO11B):
  - Main distribution channels
  - Distribution channel strategies
- Management of Accommodation Operations (RHM4RBO11C):
  - Own staff vs. outsourcing
  - Property management
  - Organizing housekeeping operations
  - Quality and Quality assurance

### Co-operation with the business community and other organizations

The module is primarily carried out in close cooperation with and directly to an accommodation business chosen case by case.

Teaching and learning methods

Lectures, case-study of an accommodation business, exam, executive project assignment

### The teacher with main responsibility for the module

Ari Björkqvist

### Course materials

Announced separately for each course

### Assessment criteria

Individual evaluation of each study course, grades awarded 1-5. The proportion of the case study for the assessment varies course by course.

### Development of the theme according to student feedback

Based on student feedback, the module is on a strategic management level, demanding, also time-wise, and requires advanced teamwork abilities and project management skills. The interdependency of the 3 courses in the module has been improved, based on student feedback.

# 12 Profitable Company

**Code:** RPC3RB012

**Extent:** 12 cr

## **Prerequisites**

Modules 1 - 4 must be completed.

## **Learning objectives**

The student will learn how today's organizations deal with the complex issues of economic, social and environmental concerns and how the organizations can respond to global and local challenges. S/he becomes familiar with the main tools for the management and planning of responsible business operations.

## **Course contents**

- Human Resources Management RPC3RB012A1
- Business Development Project RPC3RB012E
- Capital Budgeting and Taxation RPC3RB012C
- Responsible Business Operations RPC3RB012D

## **Teaching and learning methods**

Lectures, interactive class discussions, exercises, project work, company visits and examination.

## **Co-operation with the business community and other organizations**

Real-life case-studies

## **International aspects**

Some case-companies maybe International

## **The teacher with main responsibility for the course**

Risto Karmavuo

## **Course materials**

Announced separately for each course.

## **Assessment criteria**

Individual evaluation of each study course, grades awarded 1 - 5. The case project influences the evaluation of the four courses included in the theme. Students should concentrate on reasoning the recommendations and suggestions they give in the case project.

## **Development of the theme according to student feedback**

Courses are annually evaluated according to received feed-back.