

# Degree Programme in Experience and Wellness Management, Haaga campus

**NOTE: No new students intake year 2014! New Degree Programme (DP in Hospitality, Tourism and Experience Management) starting fall 2014 at Haaga Campus.**

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## Degree Programme in a Nutshell

<b>Degree:</b>	Bachelor of Hospitality Management and the Finnish title of restonomi (AMK)
<b>Degree level:</b>	Bachelor's degree
<b>Extent of the DP:</b>	210 ECTS
<b>Duration of the DP:</b>	3.5 years
<b>Study mode:</b>	Full-time day programme
<b>Assessment:</b>	See <a href="#">Degree Regulations</a> >> See <a href="#">Assessment Process</a> >>
<b>Programme requirements:</b>	Basic studies 48 cr, Professional studies 65 cr, specialisation studies 25-ects, Language studies 12-ects, Free-choice studies 15 cr, Work placement 30 cr, Bachelor's thesis 15 cr.
<b>General arrangements for the accreditation of prior learning:</b>	See <a href="#">HAAGA-HELIA's general arrangements for the accreditation of prior learning</a> >> Act of Polytechnics 9.5.2003/351 20§
<b>Admission requirements:</b>	Please note, that this programme will emerge with DP in Hotel, Restaurant and Tourism Management in 2014! Please check the admission requirements for the new programme, <a href="#">DP in Hospitality, Tourism and Experience Management</a>  <a href="#">Non-Degree studies in HAAGA-HELIA</a> >>
<b>Access to further study:</b>	University studies

## Profile of the Degree Programme in Experience and Wellness Management

The Degree Programme in Experience and Wellness Management (EXWEL) is **the first of its kind in the world.**

The boundaries between the tourism/hospitality and culture/arts worlds are becoming blurred. Tourism/hospitality businesses are becoming increasingly creative and the culture/arts organisations are becoming increasingly entrepreneurial. In simple terms, the Experience and Wellness Management degree programme emerged from the intersection between hospitality/tourism and culture/arts – the E-Factor!

Experience Economy and Wellness Economy will dominate the business in the third millennium. Experience (elämys in Finnish; upplevelse in Swedish; erlebnis in German; elamus in Estonian; przeżycie in Polish) and Wellness (wellbeing + fitness) are new fields of study in hospitality and tourism. Examples of them are events, music festivals, sport activities, art performances and cultural shows, social celebrations, special moments and treats.

***The E-Factor!** Tourists today want to stay in amazing and unusual hotels and restaurants, to go to see performances such as Cirque du Soleil, Rolling Stones or the splendid Vienna Philharmonic New Year's Concert, to go 'zorb' in Australia, i.e. rolling down a hill in a plastic ball, to swim with sharks in the Caribbean, to enjoy a magma-fortified soak in a local hot spring in Costa Rica, to take a trip into space with Virgin Galactic, and to do many other one-of-a-kind extraordinary experiences.*

### Objectives of the Programme

The objective of the EXWEL programme is to prepare students for positions in Experience and Wellness businesses within the tourism, hospitality and leisure industry. Through a blockular curriculum of interdisciplinary courses this innovative programme emphasises multifaceted management and transformation by providing students with comprehensive management competences to run operations, understand consumers/markets, perform experiences, scan business environments, create concepts, deal with business dynamics, lead people, improve wellness, manage contexts and perspectives. Students will be able to develop comprehensive knowledge, skills, aptitudes (abilities) and attitudes to operate/work in the Experience and Wellness emerging professions. The programme bridges theory-and-practice through strong participation of the industry players. Work placements in Finland or abroad are an integral part of the programme. The programme is flexible in order to respond to individual students' interests and their professional goals - tailored specifically to each student.

### **Pedagogic Approach**

The learning, teaching and pedagogical approaches in the EXWEL programme have been constructed in an innovative manner. The EXWEL programme is strongly oriented towards the industry practices via Innovation-Based Learning (IB-L) through play. In IB-L through play students work in small teams and develop innovative solutions for industry-based 'real' problems/opportunities. The IB-L through play has proven to be an effective learning and teaching methodology and the key benefits are deeper knowledge of the subject matters, concentration in applying the knowledge and increased self-direction and improved problem-solving skills. The approach develops students' teamwork and communication skills amongst other competences as they have to communicate with various industry players, facilitators and fellow students. Tacit roles of students, facilitators and industry players are challenged. IB-L challenges students to increase independence and at the same responsibility for the expected results and their study planning. The facilitators will act more like a coach, project supervisor or expert partner instead of the traditional lecturing. The industry players will work in co-operation with the facilitators in planning of the programme, providing consultancy and development projects and also by offering opportunities for work placements.

### **Specialisation Options**

The EXWEL programme offers students the possibility to specialise in 3 core areas.

- Destination and Resort Management
- Sport and Fitness Management
- Entertainment and Media Management

In addition to the 3 core specialisation options, a selected group of students can also pursue a specialisation in collaboration with our international university partners.

- Aviation Management (in partnership with International University of Applied Sciences Bad Honnef, Germany)
- Spa Management (in partnership with University of Tartu - Pärnu College, Estonia)
- International Studies (in partnership with one of the many international university partners), see list of [partner institutions of HAAGA-HELIA](#)

### **Key learning outcomes of the Programme**

The programme is competences oriented. Competence refers to a combination of knowledge, skills and attitudes a student hold. Every Degree Programme at HAAGA-HELIA University of Applied Sciences offers a different set of opportunities for personal and professional development via competences.

Our students will be able to develop 'Generic Competences' and 'Core Competences'.

› Generic competences are common to all graduates of HAAGA-HELIA UAS.

› Core competences are distinctive as they are high competences activities that the industry recognises as differentiating a student from this degree programme from any other programme, and therefore provide a competitive advantage.

Competences in this programme represent a transferable, multifunctional package of knowledge, skills and attitudes that students need for personal fulfilment and development, inclusion and employment in the field of Experience and Wellness within Leisure and Tourism.

These competences act as a foundation for further learning as part of lifelong learning (for example, Master studies).

### **Professional Growth**

The EXWEL programme provides students an opportunity to use their creativity, passion, and knowledge to help solve *glocal* industry challenges and make a difference in the world. Graduates are expected to be change-makers and either start their own business or work for private or public creative organisations in junior and middle management positions (e.g. destinations, resorts, attractions, spas, wellness centers, sport/fitness, entertainment, media, retail, charities, airports, hotels, restaurants, cruise lines, casinos, airlines, and many others)

*Imagine how it would feel to live and work in one of the most beautiful and luxurious Tropical Island resort in the world? Your office would be a beach of pure white sand. Your daily commute would be a stroll past an aquamarine sea. Your meetings would involve champagne cocktails at sunset.*

See also [career prospects](#) of EXWEL graduates.

### **Annual Themes**

The EXWEL programme is divided into three stages (academic years) and for each stage several study-blocks are given, each with a set of competences that the student must acquire and present.

- Stage 1: Performing
- Stage 2: Solving and Innovating
- Stage 3: Changing and Transforming

During **Stage 1** students are provided with Foundation Blocks

- Block-0 Orientation and Personal Development
- Block-1 Basics of Running Operations
- Block-2 Understanding Consumers
- Block-3 Performance
- Block-4 Scanning Environment
- Block-5 Work Placement 1

In **Stage 2** students are provided with Management Blocks

- Block-6 Concept development
- Block-7 Business Dynamics
- Block-8 Managing People
- Block-9 Wellness Management
- Block 10 Portfolio

In the last year, **Stage 3**, students are provided with Specialisation Blocks

- Block-11 Specialisation option
- Block-12 Thesis
- Block-13 Free Electives
- Block-14 Work Placement 2

**Languages studies** (domestic and foreign) are conducted throughout all the three stages

### Curriculum

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

[Course list >>](#)

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# Structure, Content and Extent of the Degree Programme, Degree Programme in Experience and Wellness Management, Haaga campus

## Structure and extent of the studies

The full-time Degree Programme in Experience and Wellness Management (taught in English) comprises 210 ECTS and will take 3.5 years to complete. The studies lead to the title Bachelor of Hospitality Management and the corresponding Finnish title of 'restonomi' (amk).

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

# Course list, Degree Programme in Experience and Wellness Management, Haaga campus

## Stage 1

[8 ECTS] [Orientation & Personal Development](#)

[10 ECTS] [Basics of Running Operations](#)

[10 ECTS] [Understanding Consumers](#)

[10 ECTS] [Performance](#)

[10 ECTS] [Scanning Environment](#)

[15 ECTS] [Work Placement 1](#)

[12 ECTS] Language Studies

## Stage 2

[15 ECTS] [Concept Development](#)

[15 ECTS] [Business Dynamics](#)

[15 ECTS] [Managing People](#)

[15 ECTS] [Managing Wellness](#)

[5 ECTS] [Portfolio](#)

## Stage 3

[25 ECTS] [Specialisation \\*](#)

[15 ECTS] [Bachelor's Thesis](#)

[15 ECTS] [Free Electives](#)

[15 ECTS] [Work Placement 2](#)

\* - Destination and Resort Management or Sport and Fitness Management or Entertainment and Media Management

# Contact information, Degree Programme in Experience and Wellness Management, Haaga campus

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# Career Prospects, Degree Programme in Experience and Wellness Management

Experience and Wellness have been identified as the economies of the future. This innovative programme will generate career opportunities in leisure and tourism industry.

Every day hundreds of businesses go looking for a 'champion', someone who has the competences and confidence to make things happen. When you graduate, you are expected to be one of those champions - a champion in Experience and Wellness management.

With the daily evolution and dynamic nature of the Experience and Wellness management arena, new business niches that present employment and career opportunities for qualified graduates are created every day.

Graduates of this programme are expected to find, but are not limited to, employment in the following markets:

- › Destinations
- › Cities
- › Resorts
- › Spas
- › Wellness Centers
- › Sport & Fitness
- › Stadiums
- › Casinos
- › HoReCa (Hotels, Restaurants, Cafes)
- › Attractions (e.g. museums, national parks, theme parks)
- › Entertainment
- › Media
- › Cruise Lines
- › Aviation
- › Events
- › Arts and Culture
- › Retail
- › Charities
- › Consultancy or Own Business
- › and other similar

## **International Opportunities**

Students can go for ERASMUS programme in our international partners, and can do their Working Placements abroad in destinations such as Paris, Macau, Dubai, Las Vegas, etc. Check [International HAAGA-HELIA](#)

## **Career Counselling**

During the programme students receive career counselling.