

# Degree Programme in Hotel, Restaurant and Tourism Management

## Course Descriptions 2014-2015

### 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 its 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 to 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 analyttisesti 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 jäsentyneesti, 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 5-8.

## 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

-

## 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, muistio, työhakemus ja muokkaustehtävä
- Läsnäolo ja aktiivisuus: läsnäolo 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 merkitysvivahteita.

## 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 tehdään tuntitehtäviä ja kootaan portfolio, joka koostuu erilaisista työelämän tekstilajeista. Oppimistehtäviin kuuluu myös vertaispalautteen antaminen ja lyhyen esityksen esittäminen. Oman oppimisen arviointi 1 h.

- Asiakirjakansio (0 - 60 p.): mediatiedote, henkilöstötiedote, tarjouspyyntö ja tarjous / reklamaatio ja vastaus reklamaatioon, muistio, työhakemus ja muokkaustehtävä
- Läsnäolo ja aktiivisuus (0 - 20 p.): läsnäolo 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

Eeva Puhakainen

## Oppimateriaalit

Kirjallisuus

Aalto-yliopisto Kauppakorkeakoulu. Viestinnän tietoaines. Luettavissa: <http://viestinnantietoaines.aalto.fi/mmkv/tekstilajit.htm>

Reynolds, G. 2009. Esityksen suunnittelu - zen ja pelkistämisen taito. Docendo.

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...)

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 tyyliään 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

-

## 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.



# 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, recipes, 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

-

## 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.

# 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, Nyyssölä: 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 it's 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%

Assesment 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 intrest in hospitality/tourism marketing and sales

# Managerial Economics

Code: SMB2RB003

Scope: 3 ECTS (81 h)

Timing: 4th period

Language: English

Level: Compulsary 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

Sirpa Kajarinne, Haaga

## Course materials

Levy Scherrer, Paula & Lindemalm, Karl. 2007. Rivstart A1 + A2. Textbook and exercise book. Natur & Kultur, Stockholm. Chapters 9-12.

## 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.

## 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.

# 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.

# Menu Management and Purchasing Channels

Code: SMB3RB012B

Extent: 3 ECTS (81 h)

Timing: 5. – 6. semester

Language: English

Level: advanced studies, integrated in a study module

Type: concentration studies

## Prerequisites

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

## Learning outcomes

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

After successful completion of the course student will

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

## Course contents

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

## Cooperation with the business and other organisations

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

## International

The course will incorporate international expertise in teamwork when feasible.

## Teaching and learning methods

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

a) Classroom based implementation:

Classroom teaching 24h

Independent work load and assignment 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

Salla Juustila

## 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 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.

## Teachers with the main responsibility for the course

Salla Juustila, Haaga

Nina Ståhls, Haaga

## Course materials

Will be given at the beginning of 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

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.

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



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

Salla Juustila

## 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.

# Free-elective courses, academic year 2014-2015

## Aistinvarainen arviointi

Tunnus: RES8RH020

Laajuus: 3 op (81 h)

Kieli: suomi

Ajoitus:

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

### Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Elintarviketieto/Ruoanvalmistuksen teoreettiset perusteet tulisi olla suoritettuna ennen kurssille osallistumista.

### Oppimistavoitteet

Opintojakson tavoitteena on, että opiskelija ymmärtää aistien toimintaa ja niiden merkityksen ruoka- ja juomatuotteen analyttisessä tutkimuksessa ja mieltymyksen syntymisessä. Opiskelija tutustuu aistinvaraisen tutkimuksen peruskäsitteisiin ja sanastoon. Kurssin suoritettuaan opiskelija osaa arvioida ruoka- ja juomatuotteen aistinvaraisia ominaisuuksia ja tehdä pienimuotoisen aistinvaraisen tutkimuksen.

Opintojakson suoritettuaan opiskelija

- ymmärtää ruoka- ja juomatuotteen aistittavan laadun
- osaa kehittää elämyksellisiä tuotteita ja palveluja

### Sisältö

- Aistien toiminta
- Aistinvaraiset tutkimusmenetelmät
- Ruoka- ja juomatuotteen aistinvaraiset ominaisuudet

### Opetus- ja oppimismenetelmät

Opintojakso on mahdollista suorittaa joko lähiopetus- tai monimuotototeutuksena:

a) Lähiopetustoteutus:

Lähiopetus ja tentti 32 h

Itsenäinen opiskelu 48 h

Oman oppimisen arviointi 1 h

b) Monimuotototeutus:

Lähiopetus ja tentti 16 h

Itsenäinen opiskelu 64 h

Oman oppimisen arviointi 1 h

### Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

### Vastuopettaja

Johanna Rajakangas-Tolsa

### Oppimateriaalit

Tuorila, H., Parkkinen, K. & Tolonen, K. 2008. Aistit ammattikäyttöön. WSOY oppimateriaalit. Porvoo.

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

### Arviointiperusteet

Tentti 50 %

Harjoitustyö 50 %

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 osaa kuvata aistien toimintaa ja nimetä miten ne osallistuvat ruoan aistinvaraisten ominaisuuksien arviointiin. Opiskelija on tutustunut aistinvaraisen arvioinnin sanastoon ja osaa toimia aistinvaraisen arvioinnin raatina, arvioiden ruokaa analyttisesti tai mieltymyksiin perustuen, osaten nimetä näiden eron.

#### Arvosana 3

Opiskelija osaa suunnitella ja toteuttaa aistinvaraisen arvioinnin pienimuotoisen tutkimuksen ottaen huomioon aistinvaraisen tutkimuksen järjestämisen oppeja. Opiskelija osaa analysoida kurssilla suoritettua aistinvaraisen tutkimuksen tuloksia ja tehdä johtopäätöksiä ruoan aistittavista ominaisuuksista.

#### Arvosana 5

Opiskelija osaa analysoida aistien toimintaa ruokatuotteen ja ruokailuympäristön suunnittelussa ja toteutuksessa.

# Amadeus-perusteet 1

Tunnus: TRA8RH025

Laajuus: 3 op

Ajoitus: syyslukukausi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Ei lähtötaaso vaatimuksia

## Oppimistavoitteet

Opintojakson tavoitteena on antaa opiskelijalle ymmärrys Amadeuksen toimintaympäristöstä ja lentoliikenteen peruselementeistä

Opintojakson suoritettuaan opiskelija

- ymmärtää Amadeuksen teknologiaratkaisut
- osaa hyödyntää Amadeuksen varausteknologiaa
- hallitsee Amadeus Selling Platformin perustoiminnot lentovarauksissa

## Sisältö

- Amadeus koodaus
- Aikataulut ja lentovaraus
- Lentohinnat ja automaattinen hinnoittelu
- e-lipun perusteet
- Amadeus System Online Help
- Amadeus e-support Centre

## Kansainvälisyys

Opintojakson kansainvälinen yhteistyökumppani on Amadeus IT Group SA

## Opetus- ja oppimismenetelmät

Lähiopetus 24 h

Oman oppimisen arviointi 1 h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettaja

Kati Huovelin

## Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

## Arviointiperusteet

Tentti 100 %

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

Osaa välttävästi lentovarauksen teon, lentohinnoittelun ja e-lipun kirjoittamisen. Oma perustiedot varausjärjestelmien roolista lentoliikenteessä ja matkailualalla.

### Arvosana 3

Osaa sujuvasti lentovarauksen teon sekä lentohinnoittelun. Hallitsee e-lipun kirjoittamisen.

Käsittää hyvin varausjärjestelmien merkityksen lentoliikenteessä ja matkailualalla, sekä pystyy antamaan käytännön esimerkkejä.

### Arvosana 5

Osaa erinomaisesti lentovarauksen teon sekä lentohinnoittelun. Hallitsee e-lipun kirjoittamisen. Käsittää laajasti varausjärjestelmien merkityksen ja käytön matkailualalla ja lentoliikenteessä, sekä pystyy antamaan monipuolisia käytännön esimerkkejä.

# Amadeus-perusteet 2

Tunnus: TRA8RH026

Laajuus: 3 op

Ajoitus: syys- ja kevätlukukausi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opiskelijalla tulee olla suoritettuna Matkatoimistot ja matkanjärjestäminen liiketoimintana opintojakso (nuorten toteutus) tai vastaavat tiedot.

## Oppimistavoitteet

Opintojakson tavoitteena on antaa opiskelijalle ymmärrys Amadeuksen toimintaympäristöstä ja lentoliikenteen peruselementeistä.

Opintojakson suoritettuaan opiskelija

- ymmärtää Amadeuksen teknologiaratkaisut
- osaa hyödyntää Amadeuksen varausteknologiaa
- hallitsee Amadeus Selling Platformin perustoiminnot lento- ja hotellivarauksissa

## Sisältö

- Amadeus koodaus
- Aikataulut ja lentovaraus
- Lentohinnat ja automaattinen hinnoittelu
- e-lipun perusteet
- Amadeus hotellit
- Amadeus System Online Help
- Amadeus e-support Centre

## Kansainvälisyys

Opintojakson kansainvälinen yhteistyökumppani on Amadeus IT Group SA

## Opetus- ja oppimismenetelmät

Lähiopetus 24 h

Oman oppimisen arviointi 1 h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettaja

Kati Huovelin, Haaga

## Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

## Arviointiperusteet

Tentti 100 %

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

Osaa välttävästi lentovarauksen teon, lentohinnoittelun ja e-lipun kirjoittamisen. Oma perustiedot varausjärjestelmien roolista lentoliikenteessä ja matkailualalla.

### Arvosana 3

Osaa sujuvasti lentovarauksen teon sekä lentohinnoittelun. Hallitsee e-lipun kirjoittamisen.

Käsittää hyvin varausjärjestelmien merkityksen lentoliikenteessä ja matkailualalla, sekä pystyy antamaan käytännön esimerkkejä.

### Arvosana 5

Osaa erinomaisesti lentovarauksen teon sekä lentohinnoittelun. Hallitsee e-lipun kirjoittamisen. Käsittää laajasti varausjärjestelmien merkityksen ja käytön matkailualalla ja lentoliikenteessä, sekä pystyy antamaan monipuolisia käytännön esimerkkejä.

# Avaimet tulokselliseen työnhakuun ja rekrytointiin

Tunnus : LEA8RH028

Laajuus: 3 op

Ajoitus: lähiopetus ma-to klo 9-16.00

Kieli: suomi

Opintojakson taso: vapaasti valittavat opinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojaksolla ei ole edeltävyysehtoja, eikä sidonnaisuuksia muihin opintojaksoihin.

## Oppimistavoitteet

Opiskelija ymmärtää työnhaku- ja rekrytointiprosessin työnhakijan ja työnantajan näkökulmasta ja saa valmiudet työnhaussa onnistumiseen. Kurssilla hyödynnetään uraohajusta, jonka myötä opiskelija tunnistaa vahvuutensa ja osaa hyödyntää niitä työnhaussa. Hän saa selkeyttä ja vahvistusta tielleen kohti mielekästä työpaikkaa. Hän osaa arvioida ja markkinoida omaa osaamistaan, määrittellä osaamisensa kehittämistarpeita sekä suunnitella tulevaisuuttaan. Opiskelija hallitsee työnhakukanavat monipuolisesti ja osaa hyödyntää niitä mielekkäästi. Opiskelija osaa laatia sujuvan työhakemuksen ja ansioluettelon sekä osaa toimia työhaastattelussa työnhakijana ja haastattelijana. Hän tietää, miten työpaikkailmoitus laaditaan ja miten se vaikuttaa työnantajamielikuvaan. Opiskelija osaa hyödyntää myös modernin työnhaun menetelmiä.

## Sisältö

- Itsetuntemus ja omat vahvuudet - uraohjaus
- Osaamistarpeet
- Työnhakukanavat
- Työpaikkailmoitus
- Työhakemus ja ansioluettelo, video CV
- Modernin työnhaun menetelmät
- Työhaastattelu
- Rekrytointiprosessi
- Työnantajamielikuva
- Henkilöarviointitestit
- Tulevaisuuspolut -Get a Life -työkalu
- LinkedIn ja verkkoportfolio

## Työelämäyhteydet

Vierailijoita, 2-3 erityyppistä vierailijaa.

## Kansainvälisyys

Tutustutaan kansainvälisiin työnhakukanaviin ja jonkin verran Europass-ansioluettelon.

## Opetus- ja oppimismenetelmät

Lähiopetustoteutus:

Lähiopetus 28 h (4 kertaa, läsnäolovelvoite 80%)

Harjoitustehtävät, itsenäinen työskentely verkko-oppimisympäristössä 52 h

Oman oppimisen arviointi 1 h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

Opiskelija voi saada aikaisemmin hankitun osaamisen tunnustettua suorittamalla opintojaksosta näytön. Näyttönä toimii ansiokkaan työhakemuskirjeen, ansioluettelon ja verkkoportfolion laatiminen. Näytön voi tehdä vain kerran. Se arvostellaan asteikolla 1-5. Ota yhteys vastuopettajaan.

## Vastuopettaja

Kristiina Jaakonaho

## Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama materiaali oppimisympäristö Moodlessa.

## Arviointiperusteet

1) Kaikille opiskelijoille pakollinen ennakkotehtävä: työhakemus ja ansioluettelo 50%

2) Yksi kolmesta seuraavasta vaihtoehdoisesta suorituksesta:

a) Omista harjoittelukokemuksista kertominen sekä toimivan ansioluettelon ja työhakemuskirjeen laatimisen opastus Haagan 1. vuosikurssin työharjoitteluinfossa. 50%  
tai



b) LinkedIn profiili ja verkkoportfolio, itse- ja vertaisarviointi Moodlessa 50%

tai

c) Toimivan työilmoituksen ja 3-sivuisen esseen (jossa käytetty luotettavia lähteitä) laatiminen (sosiaalinen media työnhaku- tai rekrytointikanavana) 50%

tai

d) Video cv:n ja modernin, sähköisen, kirjallisessa muodossa olevan cv:n laatiminen 50%

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

#### Arviointikriteerit

Opintojakso ja sen tehtävät arvioidaan asteikolla hyväksytty-hylätty.

#### Hyväksytty

Opiskelija osallistuu lähiopetukseen vähintään 80% ja osallistuu aktiivisesti keskusteluun ja tehtäviin tunneilla. Hän laatii ajallaan asiantuntevan, vähintään 3:n tasoisen ennakkotehtävän ja etätehtävän. Opiskelija arvioi rohkeasti omaa osaamistaan ja kartoittaa vahvuuksiaan tuntitehtävien avulla. Opiskelija tuntee työnhakukanavat ja osaa hyödyntää niitä monipuolisesti. Hän osaa kurssin jälkeen laatia sellaiset työnhaunasiakirjat, joilla hän pääsee työhaastatteluun. Hän tuntee myös modernin työnhaun menetelmiä. Hän osaa toimia sekä rekrytoijan näkökulmasta ja työnhakijana työhaastattelussa. Opiskelija tuntee rekrytointiprosessia työnhakijan sekä työntekijän näkökulmasta.

#### Hylätty

Opiskelija osallistuu lähiopetukseen vähemmän kuin 80%. Hän ei tee ajallaan ennakkotehtävää ja etätehtävää. Opiskelija ei ole millään tavalla aktiivinen lähiopetuksessa. Opiskelija ei arvioi omaa osaamistaan tai kartoita vahvuuksiaan tuntitehtävien avulla. Opiskelija ei osaa kurssin jälkeen laatia työnhaun asiakirjoja, eikä esitä omaa osaamistaan verkkoportfoliossa tai suullisesti. Opiskelija ei hahmota rekrytointiprosessia työnhakijan eikä työntekijän näkökulmasta. Modernin työnhaun menetelmät ovat hänelle vieraita.

# Baristakurssi

Tunnus: RES8RH033

Laajuus: 1 op

Ajoitus:

Kieli: suomi

Opintojakson taso:

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet

Lähtötaasovaatimuksia ei ole. Osallistumisoikeus Haagan yksikön restonomiopiskelijoilla. Kurssi toteutetaan Pauligin tiloissa Vuosaassa. Kurssi on opiskelijalle maksuton, mutta sisältää sakkomaksun 20 € mikäli kurssille hyväksytty opiskelija ei osallistu toteutukseen.

## Oppimistavoitteet

Opiskelija ymmärtää erikoiskahvien merkityksen ravintolan tuotetarjonnassa sekä osaa itse valmistaa keskeisimmät kahvijuomat.

## Sisältö

- Kahvi raaka-aineena
- Ravintolan kahvitarjonta
- Erikoiskahvien valmistaminen

## Työelämäyhteydet

Opintojakson toteuttaa Paulig Instituutti

## Kansainvälisyys

Ei ole

## Opetus- ja oppimismenetelmät

Intensiivipäivä lähiopetusta

Itseopiskelu

Käytännönharjoittelu

Oman oppimisen arviointi 1 h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettaja

Koordinointi Risto Karmavuo

Kouluttajana Paulig Instituutin kouluttajat

## Oppimateriaalit

Jaetaan paikan päällä

## Arviointiperusteet

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

Arviointikriteerit

Opintojakso arvioidaan asteikolla hyväksytty/hylätty.

# Basics of Swedish

Code: SWE8RB001

Extent: 3 ECTS

Timing: Semester 3

Language: Swedish and English

Level: Language studies, A1

Type: Free choice studies

## Prerequisites

No previous studies of or knowledge of Swedish required

## Learning outcomes

Upon successful completion of the course, the student

- can manage orally in everyday basic situations (to give basic information about oneself and ask simple questions)
- can understand and use familiar expressions and basic phrases in everyday situations and can write a short and simple text
- is familiar with basic Swedish cultural aspects in everyday and working life
- has reached the language level A1 of the Common European framework of reference for languages CEFR

## Course contents

The purpose of this course is to introduce the student to the basics of the Swedish language and culture. The student learns to use everyday vocabulary and phrases.

Pronunciation

Greetings

Small talk phrases

Introducing oneself

Numbers, prices and time expressions

Basic writing skills

Swedish culture elements

## Cooperation with the business community and other organisations

Not applicable

## International

Nordic perspective to the course contents

## Teaching and learning methods

Contact lessons

Oral and written exercises

Listening comprehension

Structural exercises

Role-playing and learning games

CDs, DVDs, Internet

The assessment of one's own learning 1 h

## 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 1-4

## 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 limited knowledge about the elementary structures of Swedish. The student is familiar with the most basic vocabulary of everyday life and his/her close environment.

The student can fairly manage orally in basic everyday situations. The student can fairly produce short and simple texts.

Grade 3

The student has basic knowledge of the elementary structures of Swedish. The student knows well the vocabulary of everyday life and his/her close environment.

The student can manage well orally in basic everyday situations. Can well produce short and mostly simple texts.

Grade 5

The student knows the elementary structures of Swedish very well. The student is fully familiar with the vocabulary of everyday life and his/her close environment.

The student can fully manage orally in basic everyday situations. The student can produce short and simple and partly more demanding texts.

# Blogit hotelli-, ravintola- ja matkailualalla

Tunnus: COM8RH023

Laajuus: 3 op

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintoihin

Opiskelijan tulee olla suorittanut seuraavat opintopäivät: Henkilökohtaiset viestintätaidot, sähköinen liiketoiminta.

## Oppimistavoitteet

Opiskelija pystyy analysoimaan niin yksityisten henkilöiden kuin yritysten blogeja, ymmärtää blogin tekstityyppinä, hallitsee nettikuvankäsittelyn alkeet sekä tuntee alan terminologiaa. Opintojaksolla tutustutaan esimerkkien avulla suomalaisiin ja kansainvälisiin blogeihin ja harjoitellaan oman blogin kirjoittamista sekä muihin sosiaalisen median sovelluksiin (Facebook, Twitter, LinkedIn, Pinterest) ja niiden erityispiirteisiin. Opintojaksolla käsitellään myös some-kampanjoita.

## Opintojakson sisältö

- blogi tekstilajina: yritysblogi, yksityishenkilön blogi
- sisällöntuotanto ja sisältömarkkinointi
- kuvankäsittely
- sosiaalisen median hallinnointi

## Työelämäyhteydet ja kansainvälisyys

Käytetään mahdollisimman paljon autenttista materiaalia ja rohkaistaan itsenäiseen tiedonhakuun internetiä käyttäen. Kannustetaan opiskelijoita oman blogin aktiiviseen kirjoittamiseen ja kansainvälisten esimerkkien seuraamiseen. Kurssin aikana pyritään järjestämään mahdollisuuksien mukaan yritysvierailuja ja vierailevia luennoitsijoita elinkeinosta.

## Opetus- ja oppimismenetelmät

Ennakkotehtävä, lähiopetus, tunnilla tehtävät harjoitukset, etätehtävät sekä projektityö (yksin tai parityönä), itsenäinen tiedonhaku. Oman oppimisen arviointi 1 h.

Yhteinen toteutus päivä- ja aikuisopiskelijoille sisältäen lähiopetusta ja itsenäistä työtä.

Lähiopetus:

Lähiopetus ja luennot 16 h

Itsenäinen opiskelu 64 h

Oman oppimisen arviointi 1h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettaja

Eeva Puhakainen

## Oppimateriaalit

Opettajan laatima ja kokoama materiaalipaketti sekä verkkopohjainen aineisto.

## Arviointiperusteet

- aktiivinen osallistuminen
- kirjalliset tehtävät
- projektityö
- ei tenttiä

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

Arvioinnin kohteet – tekstilajin ja nettikuvien hallinta – tiedonhaku kansainvälisistä lähteistä – oikeakielisuus ja tekstilajiin sopiva tyyli

## Arviointikriteerit

Arvosana 1

Osaa luoda oman blogin. Kykenee arvioimaan niitä tapoja, jotka tekevät blogista menestyksekkään. Tunnistaa yritysblogin ansaintalogiikan ja alan sanastoa.

Arvosana 3

Osaa luoda oman, persoonallisen ja ulkoasullisesti perustellun blogin. Kykenee soveltamaan ja kokeilemaan eri keinoja, jotka tekevät

blogista menestyksekkään. Tunnistaa yritysblogin ansaintalogiikan. Hallitsee tekstityypin kielen ja keskeisimmät termit. Käyttää tarkoituksenmukaisesti erilaisia referenssejä (painetut ja sähköiset artikkelit, ruokasivustot ja -lehdet).

Arvosana 5

Käyttää sujuvasti oman bloginsa tukena sosiaalista mediaa. Kokeilee ja soveltaa referenssiblogien keinoja käyttäen tekstityypille ominaista kieltä. Osaa vaikeuksitta päivittää blogia ja hallitsee terminologian. Käyttää itsenäisesti erilaisia tiedonlähteitä ja osaa arvioida niitä.

# Chinese for Beginners 1

Code: CHI8RB022

Extent: 3 ECTS (78 h)

Language: English

Level: Language studies

Type: Free elective

## Prerequisites

No prerequisites.

## Learning outcomes

Upon successful completion of the course, the students should be able to

- Know how to distinguish and pronounce the five tones in Mandarin Chinese
- Get familiar with the Pinyin transliteration system
- Know how to introduce themselves by stating their name, nationality, language skills, etc.
- Can carry on some short superficial small talk
- Get familiar with basic Chinese grammar
- Learn the basics of reading and memorizing the most common Chinese characters

## Course contents

- The consonants and vowels of the Pinyin transliteration system
- Vocabulary and sentence types from everyday conversation
- Vocabulary and phrases from the hospitality industry
- Learn to say hello in different ways
- Know how introduce oneself by states one's name, nationality, and language skills, etc.
- Can have a short small talk with a Chinese-speaking person
- Culture elements will be introduced during the contact hours

## Teaching and learning methods

- Interactive classroom activities
- Individual and pair 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

Bo Dong

## Course materials

- Course material will be distributed during contact hours.

## Assessment

- Classroom participation: 60%
- Course assignment (homework) : 10%
- Role play exercises: 10%
- Written exam : 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

Upon successful completion the student can:

### Grade 1

- The student's pronunciation and intonation have many errors and make understanding difficult.
- The student uses a limited vocabulary, and has difficulty in finding words.
- The student makes frequent errors when using basic grammatical structures.

### Grade 3

- The student's pronunciation and intonation have some errors, some of which make understanding difficult.
- The student uses a basic range of vocabulary, though there is some inappropriate word choice.
- The student uses basic grammatical structures, though with some errors.

Grade 5

- The student's pronunciation and intonation have some errors, though these don't interfere with comprehending.
- The student makes good use of a basic range of vocabulary.
- The student uses basic grammatical structures, generally accurately.



# Chinese for Beginners 2

Code: CHI8RB023

Extent: 3 ECTS (78 h)

Timing: To be announced later

Language: English

Level: Language studies

Type: Free elective

## Prerequisites

The course is intended for students who have completed Chinese for beginner 1 or who can demonstrate equivalent competence in the placement test conducted by the teacher. This course is part of the language study in the curriculum.

## Learning outcomes

Upon successful completion of the course, the students should be able to

- Demonstrate daily talks
- Self-introduction
- Necessary vocabulary in hospitality industry, grammatical structures
- Writing simple characters

## Course contents

The course is designed for students who have successfully completed Chinese for Beginner 1 coursework and have mastered the basic conversational skills required at a basic level. It is review, 'recycling', and extension of content of Chinese for Beginner 1. The student will not only be provided with further opportunities to practice simple conversations on familiar topics, but they will also be expected to create their own conversations based on a given situation. In addition, they will be exposed to some basic and simple Chinese characters and to the basic structural characteristics of Chinese characters. Chinese writing will be introduced at this level, too. Meanwhile, major aspects of Chinese customs and culture will be introduced in order to enrich the students' experience in Chinese language learning.

## Teaching and learning methods

- Interactive classroom activities
- Individual and pair work
- The own learning assessment 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

Bo Dong

## Course materials

Course material will be distributed during contact hours.

## Assessment

- Class activity: 30%
- In-class quiz: 30%
- In-class excises: 20%
- Home 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 communicates on a limited variety of aspects within common topics.
- The student responses show difficulty in understanding most of the questions or comments even when rephrased.

Grade 3

- The student communicates some of the time on a limited variety of aspects within common topics.
- The student responses show difficulty in understanding some of the questions or comments, some of the responses are inappropriate.

Grade 5

- The student communicates most of the time on a variety of aspects within common topics.
- The student's responses show understanding of most questions and comments.

# Cross Cultural Business Skills

- Code: CUL8RB001
- Extent: 3 credit (81 h)
- Timing: period 1-2
- Language: English
- Level: Basic studies
- Type: free-elective

## Prerequisites

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

## Learning outcomes

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

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

## Course contents

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

## Connections with working and professional life

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

## International

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

## Teaching and learning methods

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

a) Contact-learning orientation: full-time students

Contact teaching and group presentation 24 h

Independent study 56 h

The own learning assessment 1 h

b) Independent-learning orientation: part-time students

Contact teaching and exam 12 h

Independent study 68 h

The own learning assessment 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

Pirkko Salo

## Course materials

Selected articles and material given by the lecturer

HAAGA-HELIA report writing guidelines

## 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:

- has a weak, though passable understanding of i doing business cross-culturally and understands the very basics how to handle herself or himself successfully in relevant situations.
- has a somewhat limited perspective in this area and understands only the basic facts involved in intercultural issues.
- understands weakly how to interpret events and information that effect international relations and business contacts.

#### Grade 3

The student:

- has a fairly understanding of doing business cross-culturally and somewhat understands how to handle herself or himself successfully in relevant situations.
- has a fairly broad perspective in this area and somewhat understands the critical issues involved in intercultural issues.
- understands fairly how to interpret events and information that effect international relations and business contacts.

#### Grade 5

The student:

- has a solid understanding of doing business cross-culturally and understands how to handle herself or himself successfully in relevant situations.
- has a broad perspective in this area and understands well the critical issues involved in intercultural issues.
- understands how to interpret events and information that effect international relations and business contacts.

# Customer Relationship Management in Hospitality Business –elearning

Code: MAR8RH001  
Extent: 5 cr  
Language: English  
Level: Professional studies  
Type: Free Elective

## Prerequisites

Principles of Marketing or equivalent course successfully completed.

## Learning objectives

After completing this course, the student

- understands the role of customer relationship management in a company management
- knows how to analyze customer relationships
- is able to analyze customer service from different points of view
- knows how to plan, implement and manage good customer service
- understands the special features related to hospitality industry
- is able to generate an action plan to improve customer relationships
- knows how to make profitable decision to improve customer relationships

## Course contents

The course offers the student tools for customer relationship management and customer service. The thematic entities of the course are customer processes, quality of customer service, practical customer service and the essentials of customer relationship management with a special emphasis on hospitality and tourism industry.

Themes of the course

- development of customer-orientation
- customer relationship lifecycle
- ABC analysis of customer relationships
- intensity of customer relationships
- quality of customer service
- empowerment
- challenging customers
- interaction and communication in customer service
- customer satisfaction
- customer loyalty and loyalty programs
- customer relationship planning and management
- profitability of customer relationships

## Schedule, location and content

The distance learning option is based on a material package. The tasks include a home examination and a theme assignment replacement. Deadline upon agreement.

## Teacher/s with main responsibility for the course

Pirkko Salo  
E-mail Pirkko.salo(at)haaga-helia.fi

## Course materials

E-material

## Assessment

CRM- project for the company you are working/ or are interested to work 60 %  
Take home exam 40 %

Both tasks need to be completed by the same deadline. Overdue assignments will not be accepted

(From start to finish max 2 months)

### 1. Assignment CRM-project

**Task:** Retrieve the Cornell Hospitality Reports, read them and select cases to be covered according to the instructions and answer to the questions. This is an individual assignment.

### Look at ebooks from the Internet!

Go to the Cornell University's Center for Hospitality Research internet address <http://www.hotelschool.cornell.edu/research/chr/> and download all the 'Cases in Innovative Practices in Hospitality and Related Services' sets published by August 2014 (4 reports). You can find them e.g. by following the path Publications > Hospitality Reports > 2014 Reports or 2013 Reports. **Downloading the reports requires registration and logging in.**

Read the reports. Select from each set the two professionally most interesting cases, totally 8 cases. Incorporate as sources from the list below and find new ones (mark them for future generations of the students)

Begin the discussion of each case by writing a short description of the case in question. Then answer to the following questions regarding each case:

1. Why do you find this case professionally interesting?
2. How could you apply the learnings from this case in your working life?
3. What suggestion you have to your supervisor or the company you are interested to work for?
4. Other additional findings and suggestions!

The directive length of the assignment is 2 pages each case. Write your assignment using the HAAGA-HELIA University of Applied Sciences guideline for assignments (short format) as a template. The guidelines can be found in the student MyNet!

Opinnollistaminen: (Learning by doing – learnification)

[http://blogit.haaga-helia.fi/osataan/files/2013/09/Osataan\\_verkkoon1.pdf](http://blogit.haaga-helia.fi/osataan/files/2013/09/Osataan_verkkoon1.pdf)

Find related articles and books from the Internet or library and describe them in brief, what might be the role on CRM in these cases:

- Haiyan Song, Tourism supply chain management, Routledge 2012 ( chapter 8)
- Goodman,John A.,Customer experience 3.0 : high-profit strategies in the age of techno service

cop. 2014, xi, 244 s, American Management Association, New York

Gordon,Ian, Managing the New Customer Relationship : Strategies to Engage the Social Customer and Build Lasting Value 2013, John Wiley & Sons, New York, NY, USA

Hill-Wilson,Martin; Blunt,Carolyn, Delivering Effective Social Customer Service : How to Redefine the Way You Manage Customer Experience and Your Corporate Reputation, 2013, John Wiley & Sons, Somerset, NJ, USA

- Laškarin, Marina, Development of Loyalty Programmes in the Hotel Industry,Tourism & Hospitality Management, 2013, 19, 1, 109-123, Tourism & Hospitality Management
- Löytänä,Janne.; Korkiakoski,Kari, Book Asiakkaan aikakausi : rohkeus + rakkaus = raha,2014, Verkkokirja (122 s.), Talentum, Helsinki
- Mitchell,Dave, Power of Understanding People : The Key to Strengthening Relationships, Increasing Sales, and Enhancing Organizational Performance, 2013, John Wiley & Sons, Incorporated, Somerset, NJ, USA
- Osterwalder,Alex; Pigneur,Yves.; Bernarda,Greg.; Smith,Alan, Value proposition design : how to create products and services customers want , cop. 2014, XXV, 290 s, John Wiley & Sons, Hoboken, NJ
- Payne,Adrian, Strategic customer management : integrating relationship marketing & CRM, 2013, xvi, 529 s
- Rahimi,Roya,Organisational Culture Perspective and Implementing Customer Relationship Management (CRM) in Hotel Industry: Case of a Chain Hotel in the UK, European Journal of Tourism Research, 2014, 8, 162-165, International University College
- Tanner,John F., Dynamic customer strategy : today's CRM, 2014, 156 s, Business Expert Press, New York
- Williams,David S., Connected CRM : Implementing a Data-Driven, Customer-Centric Business Strategy
- Source,John Wiley & Sons, Incorporated, Somerset, NJ, USA
- Williams,David, Connected CRM : implementing a big-data-driven, customer-centric business strategy 2014, 242 s
- Dev,Chekitan S.,Hospitality Branding, 2012, Cornell University Press

### 1. Take Home examination

**Task:** Write individually an essay on customer relationship management.

Use as base this article:

<http://www.dailymail.co.uk/travel/article-2567511/Hotel-staff-Finland-friendliest-Europe-steer-clear-Britain.html>

An essay should have an argument. It should answer a question or a few related questions. It should try to prove something—develop a single "thesis" or a short set of closely related points—by reasoning and evidence, especially including apt examples and confirming citations

from any particular text or sources your argument involves. For more help in essay-writing please refer to e.g. the University of Toronto web pages: <http://www.writing.utoronto.ca/advice/general/general-advice>. The essay should consist of minimum four pages. Please remember to focus on the essential and stick to the subject under discussion.

Choose a company with customer service that you know well and have knowledge about (e.g. your employer). Start your paper with a short description of the company and the industry it operates in (do not mention the name of the company). Your paper will be handled confidentially but please try to avoid disclosing business secrets.

Discuss the following subjects using the chosen company as a case study:

1. Service culture
2. Quality of customer service
3. Coping with challenging customers
4. Customer satisfaction and its measurement
5. Customer loyalty and loyalty programs
6. Management of customer relationship lifecycles
7. Profitability and value of customer relationships
8. Segmenting customers based on sales or profitability

Start each subject by defining the concepts (e.g. Service culture means...). Define the concepts even if they have been discussed on the lectures or in the course book.

Refer to the source when you are using knowledge created by somebody else than yourself. Use proper references!

#### Sources

- Haiyan Song, *Tourism supply chain management*, Routledge 2012 (chapter 8)
- Goodman, John A., *Customer experience 3.0 : high-profit strategies in the age of techno service cop.* 2014, xi, 244 s, American Management Association, New York
- Gordon, Ian, *Managing the New Customer Relationship : Strategies to Engage the Social Customer and Build Lasting Value* 2013, John Wiley & Sons, New York, NY, USA
- Hill-Wilson, Martin; Blunt, Carolyn, *Delivering Effective Social Customer Service : How to Redefine the Way You Manage Customer Experience and Your Corporate Reputation*, 2013, John Wiley & Sons, Somerset, NJ, USA
- Laškarin, Marina, *Development of Loyalty Programmes in the Hotel Industry*, *Tourism & Hospitality Management*, 2013, 19, 1, 109-123, *Tourism & Hospitality Management*
- Löytänä, Janne.; Korkiakoski, Kari, *Book Asiakkaan aikakausi : rohkeus + rakkaus = raha*, 2014, Verkkokirja (122 s.), Talentum, Helsinki
- Mitchell, Dave, *Power of Understanding People : The Key to Strengthening Relationships, Increasing Sales, and Enhancing Organizational Performance*, 2013, John Wiley & Sons, Incorporated, Somerset, NJ, USA
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- Payne, Adrian, *Strategic customer management : integrating relationship marketing & CRM*, 2013, xvi, 529 s
- Rahimi, Roya, *Organisational Culture Perspective and Implementing Customer Relationship Management (CRM) in Hotel Industry: Case of a Chain Hotel in the UK*, *European Journal of Tourism Research*, 2014, 8, 162-165, International University College
- Tanner, John F., *Dynamic customer strategy : today's CRM*, 2014, 156 s, Business Expert Press, New York
- Williams, David S., *Connected CRM : Implementing a Data-Driven, Customer-Centric Business Strategy*
- Source, John Wiley & Sons, Incorporated, Somerset, NJ, USA
- Williams, David, *Connected CRM : implementing a big-data-driven, customer-centric business strategy* 2014, 242 s
- Dev, Chekitan S., *Hospitality Branding*, 2012, Cornell University Press

# Developing Entrepreneurial Competences in Hospitality Management

Code: LAW8RB001

Extent: 3 CR

Timing: 15.4-13.5.2013

Language: English

Level: Basic studies

Type: Voluntary

## Prerequisites

None

## Learning outcomes

Upon successful completion of the course, the student

- will be encouraged to find one's own internal entrepreneurship and to continuously look for emerging business opportunities
- is able to enhance one's creativeness and assess one's own readiness to act as an entrepreneur
- understands and assesses/manages risks related to a start-up business in hospitality field
- understands the importance of entrepreneurship and SMEs to the community
- have the basic knowledge of the Finnish legal system, legal concepts and hierarchy of norms and especially understands the legal environment around a start-up company

## Course contents

- Competences and characteristics of entrepreneurs
- Business idea development (generation, screening, development)
- Analyzing business opportunities
- Mission, Vision, Basics of Strategy
- Stakeholders of the company: Contributions and expectations
- Developing the competitive advantage
- Legal business environment
- Legal personality, law of contracts, company law

## 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

Janne Jokinen

## Schedule and the course flow

The course starts with a contact lesson on Monday April 15 12.15-15.00 and the main product after the completion is a Business Plan in chosen Hospitality field/Business Idea.

The course is mainly online course and it is divided into following Milestones:

- 15.4 Contact lesson: Introduction, course description, structure of Business Plan
- 19.4 Student submissions of business ideas/Moodle
- 29.4 submissions of first drafts for teacher evaluation/Moodle
- 10.5 submissions of Business Plans for teacher and peer-to peer evaluation in Moodle
- 13.5 Contact lesson 10.00-12-00: Feedback of Business Plans

## 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 is able to

- roughly apply predetermined rules of business law to simple cases
- identify the most important rules in civil law field affecting

businesses in Hospitality field

- seek predetermined materials related to civil law from legal databases

- understand the importance of a Business Plan

#### Grade 3

The student is able to

- describe basic rules relating to a business in hospitality field and apply them independently to simple real-life business situations
- independently seek information on civil law especially in the areas of business law in Hospitality field on predetermined topics from given legal databases
- draw up a Business Plan

#### Grade 5

The student is able to

- describe basic rules relating to a business in hospitality field and apply them independently to real-life business situations
- independently seek reliable information on civil law especially in the areas of business law in Hospitality field.
- draw up a viable Business Plan



# Environmental Responsibility in the Hospitality Industry

Code: ENV8RB021  
Extent: 3 ECTS (81 h)  
Timing: non-stop 15.8-15.5  
Language: English  
Level: Professional studies  
Type: Compulsory/ Free-elective

## Prerequisites

None

## Learning outcomes

Upon successful completion of the course, the student

- understands the concept of environmental management in the hospitality and tourism industry
- understands the content and process of environmental management as a part of strategic corporate development
- has the skills to take part in developing environmental responsibility operations on the corporate level
- has the capacity to analyze the state of environmental management
- has skills to participate in an environmental management team

## Course content

- Concepts of environmental tourism management and sustainable tourism
- Environmental impacts and sustainability
- Framework of policy guidelines and regulations guiding hospitality and tourism industry
- Environmental management as a part of corporate responsibility
- Environmental management systems, planning and tools
- Future challenges

## Cooperation with the business community and other organizations

The course includes hospitality and tourism industry related assignments and case studies

## Teaching and learning methods

E-learning,

After enrollment in Winha the student must contact the lecturer to get access on the course

The own learning assessment 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

Mia Tarhanen, Haaga-Helia

## Course materials

Announced on the e-learning platform

## Additional reading

Additional material will be announced on the e-learning platform

## Assignments

- Task 1: Media review
- Task 2: Industry case
- Task 3: Industry case
- Task 4: Quiz
- Self-study quizzes

## 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 (40% of objectives)

The student can identify, list and repeat the main environmental management concepts and issues.

She/ he present only few arguments and applied examples based on theoretical framework.

The student has ability to remember facts but might have missing parts in his/her knowledge.

She/ he doesn't show particular development interest towards environmental sustainability.

Grade 3 (70% of objectives)

The student can apply the environmental responsibility concepts and reflect them to new contexts. She/ he can combine the key theoretical concepts to the practical level.

The student understands the content and process of environmental management as a part of strategic corporate development

She/ he can evaluate a business from environmental sustainability point of view

The student shows interest in developing organization's environmental management

Grade 5 (90% of objectives)

The student can select the best possible environmental management approach and apply concepts and reflect them to new and challenging contexts and conditions.

She / he can critically analyze pros and cons of environmental management systems and practices in corporate world.

The student uses theoretical information fluently and is familiar with topic related terminology.

She/ he clearly understands environmental management as a part of modern and profitable hospitality and tourism business

The student demonstrates advanced attitude and high interest in developing corporate environmental management.

# Excel operatiivisen laskennan apuvälineenä hotelli-, ravintola- ja matkailualalla

Tunnus: TIG8RH027

Laajuus: 3 op (81 h)

Ajoitus: 2. periodi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintoihin

Talousmatematiikka ja taulukkolaskenta eli Excelin peruskäytön hallinta, kannattavuuden suunnittelu -opintojakso

## Oppimistavoitteet

Kurssin tavoitteena on tutustuttaa osallistujat Excelin mahdollisuuksiin operatiivisen laskennan apuvälineenä. Kurssimateriaalina käytetään hotelli-, ravintola- ja matkailualan todellisuuteen pohjaavia, liiketoimintalähtöisiä laskentatilanteita.

Opintojakson suoritettuaan opiskelija

- ymmärtää, kuinka Exceliä voi hyödyntää erilaisissa taloudellisissa laskelmissa
- osaa käsitellä suuria tietomääriä
- hallitsee laskentataulukon suojaamisen eri tasot
- osaa luoda erilaisia laskentapohjia

## Sisältö

- Funktiot
- Kelpoisuustarkistukset
- Suojaaminen
- Suurten tietomäärien käsittely
- Mallityökirja
- Linkitykset
- Tiedon tuonti Exceliin
- Pivot taulukot

## Työelämäyhteydet

Opintojaksolla käytetään hotelli-, ravintola- ja matkailualan todellisuuteen pohjaavia, liiketoimintalähtöisiä laskentatilanteita.

## Opetus- ja oppimismenetelmät

Lähiopetus 24 h

Itsenäinen opiskelu 66 h

Oman oppimisen arviointi 1 h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettajat

Mariitta Rauhala

## Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

## Arviointiperusteet

Tentti 80 %

Harjoitustehtävät 20 %

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

# Experience Management

Code: DES8RB024

Extent: 3-ECTS (81 h)

Timing: Period 1 & 2

Language: English

Level: Professional studies

Type: Free-Elective

## Prerequisites

No prerequisites

## Course description

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

## Course outcomes

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

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

## Course contents

This course addresses the following topics:

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

## Cooperation with the business community

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

## International aspects

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

## Learning and teaching methods

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

- › 80 hours of directed and self-directed learning
- › The assessment of one's own learning 1 h

## Course assessment and grading

In this course students' learning is assessed as follows:

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

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

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.

#### **Course resources**

Handouts and essential reading list posted in Moodle

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

The Course Management System used in this course is MOODLE

#### **Feedback and Development**

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

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

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

#### **Course facilitator**

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

# Experiential Marketing

Code: MAR8RB022

Extent: 3-ECTS (81 h)

Timing: Period 1-2

Language: English

Level: Professional studies

Type: Free-Elective

## Prerequisites

No prerequisites

## Course description

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

## Course outcomes

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

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

## Course contents

This course addresses the following topics:

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

## Cooperation with the business community

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

## International aspects

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

## Learning and teaching methods

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

- › 80 hours of directed and self-directed learning
- › The assessment of one's own learning 1 h

### **Course assessment and grading**

In this course students' learning is assessed as follows:

- › 20% written learning assignment 1
- › 20% written learning assignment 2
- › 20% written learning assignment 3
- › 40% written learning assignment 4

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

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.

### **Course resources**

Handouts and essential reading list posted in Moodle

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

The Course Management System used in this course is MOODLE

### **Feedback and Development**

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

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

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

### **Course facilitator**

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

### **Office Hours**

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

# Food and Culture

Code: CUL8RB021

Extent: 6 ECTS (162 h)

Timing: Semester 1-2

Language: English

Level: Free electives

Type: Free electives

## Prerequisites

Basics of food production or Ruokatuotannon perusteet

NOTE! The course fee is 60 euros. (Please pay it in advance).

## Learning outcomes

The student learns about food cultures from different parts of the world by combining theory and practical work in the kitchen.

After completing this course the student

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

## Course contents

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

## Teaching and learning methods

Lectures and visits 24 h

Practical kitchen work 48 h

Self-studies 87 h

The assessment of one's own learning 1 h

Exam 2 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

Eeva Pajakkala

## Course materials

Kittler, P., Sucher, K. (2011) Food and culture. Belmont: Thomson Wadsworth.

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

## Assessment

Active participation

Written Assignments 100 %

Exam

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 course is assessed on a scale pass/fail

Pass

The student

- has participated on lectures and visits (80 %)
- can introduce the main idea of the cultural context in introduced world cuisines/food-related restrictions during the course
- has done all the assignments



Fail

Student

- has participated on lectures and visits less than 80%
- is not able to introduce the idea of world cuisines/ food-related restrictions because of the absence
- hasn't done all the assignments

# Gaming Business

Tunnus: LEA8RH032

Laajuus: 2 op

Ajoitus: vapaasti valittava

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Ei lähtötasovaatimuksia. Kurssin on tarkoitettu ensisijaisesti Restonomi-tutkintoa opiskeleville.

## Oppimistavoitteet

Tavoitteena on tutustua rahapelitoimintaan liiketoimintana sekä koti- ja ulkomaisiin rahapelitoimijoihin. Opiskelija tutustuu rahapeliin keskeisiin käsitteisiin, toiminnan organisointiin, konsepteihin sekä vastuullisuuskysymyksiin. Lisäksi opiskelija tutustuu yleisimpiin rahapeleihin käytännössä.

Opintojakson suoritettuaan opiskelija osaa

- hahmottaa rahapelitoimintaa ja sen toimintaympäristöä
- tuntee toimialan keskeisen käsitteistön
- yleisimpien kasinopelien säännöt

## Sisältö

1. Rahapelitoimijat Suomessa
2. Rahapelaaminen meillä ja muualla
3. Rahapelaaminen palveluliiketoimintana
4. Rahapelaaminen yhteiskunnallisena ilmiönä
5. Pelikoulu: yleisimmät pelit ja pelinhoidon perusteet

## Työelämäyhteydet

Opintojakson toteuttaa Raha-automaattiyhdistys.

## Opetus- ja oppimismenetelmät

Opintojaksolla käytetään luentoja, käytännön harjoituksia, itsenäistä opiskelua sekä mystery shopping -käyntejä.

a) Lähiopetus:

Lähiopetus ja luennot 24 h

Itsenäinen opiskelu 19 h

Oman oppimisen arviointi 1 h

b) Monimuotototeutus:

ei mahdollinen

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettajat

Risto Karmavuo

Marjaana Mäkelä

RAY:n kouluttajat

## Oppimateriaalit

Lähitapaamisissa jaettava materiaali

## Arviointiperusteet

Hyväksytty/Hylätty. Aktiivisuusvelvoite 85 %. Opiskelija voi perustellusta syystä olla poissa lähiopetuksesta korkeintaan yhden aamu- tai iltapäivän.

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

# Gastronomian ranskaa

Tunnus: FRE8RH024

Laajuus: 3 op

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaastivalittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Suosittelaa ranskan alkeisopintojaksojen tueksi ja opiskelijoille, joilla on jonkun verran aikaisempia ranskan opintoja. Opintojakso korvaa 3 op pakollisista toisen vieraan kielen opinnoista.

## Oppimistavoitteet

Opiskelija pystyy tulkitsemaan sanakirjaa apuna käyttäen ranskankielisiä ruokalistoja ja reseptejä sekä tuntee alan terminologiaa, joka on omaksuttu ranskasta suomeen. Tutustutaan sanaston tasolla Ranskan eri maakuntien ruoka- ja juomaerikoisuuksiin. Harjoitellaan klassisten ruokalajien ja tunnetuimpien viinien nimien oikeaa ääntämistä.

Teemat

- ruokalistossa ja ravintolasanastossa käytettävän ranskan sanaston muodostuminen
- resepteissä käytettävä kieli,
- Ranskan alueet gastronomian näkökulmasta: ruuat, raaka-aineet, juomat

Ääntämisharjoituksia. Tiedonhaku ranskalaisista lähteistä opiskelijoiden lähtötason mukaan.

## Työelämäyhteydet ja kansainvälisyys

Käytetään mahdollisimman paljon autenttista materiaalia ja rohkaistaan itsenäiseen tiedonhakuun ammattikirjallisuutta ja lehtiä käyttäen. Kannustetaan opiskelijoita kv-vaihtoon (esim. Institut Paul Bocuse) ja –projekteihin.

## Opetus- ja oppimismenetelmät

Lähiopetus, tunnilla tehtävät harjoitukset, etätehtävät sekä projektityö (yksin tai parityönä), itsenäinen tiedonhaku. Oman oppimisen arviointi 1 h.

Yhteinen toteutus päivä- ja aikuisopiskelijoille sisältäen 50% lähiopetusta ja 50% itsenäistä työtä.

Jokaisella toteutuksella lähiopetuksen ajankohdat sovitaan erikseen. Luokat opettajan ASIO-lukujärjestyksessä.

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

Aikaisemmin hankitun osaamisen voi osoittaa tehtäväpaketilla ja suullisella esityksellä (suomeksi).

## Vastuopettaja

Marjaana Mäkelä

## Oppimateriaalit

Opettajan laatima ja kokoama materiaalipaketti sekä verkkopohjainen aineisto.

## Arviointiperusteet

- aktiivinen osallistuminen
- kirjalliset tehtävät
- projektityö
- kirjallinen testi raaka-ainesanastosta
- ei tenttiä

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

Arvioinnin kohteet

- ammattialan sanaston hallinta
- tiedonhaku ranskalaisista lähteistä
- oikeinkirjoitus

Arviointikriteerit

Arvosana 1

Osaa muodostaa ruokalistakielessä käytettäviä ranskan yhdyssanoja. Kykenee tulkitsemaan yksinkertaisen ranskalaisen reseptin suomeksi apuvälineitä käyttämällä. Tunnistaa yleisimpien raaka-aineiden ranskankieliset vastineet.

Arvosana 3

Osaa muodostaa ruokalistatermejä suomesta ranskaan ja hallitsee ne hyvin ranskasta suomeen. Käyttää tarkoituksenmukaisesti erilaisia tiedonlähteitä (painetut ja sähköiset sanakirjat, ruokasivustot ja -lehdet). Tuntee ranskalaista ruokakulttuuria ja klassikkoannoksia.

Arvosana 5

Käyttää sujuvasti ruokalistatermejä ranskaksi ja hallitsee niiden oikeinkirjoituksen hyvin. Osaa hyödyntää vaikeuksitta ranskalaisia reseptejä ja hallitsee aktiivisesti tärkeimmät ruoanvalmistustermit. Käyttää itsenäisesti erilaisia tiedonlähteitä ja osaa arvioida niitä. Tuntee hyvin ranskalaista ruokakulttuuria, klassikkoannoksia ja tärkeimpiä viinialueita ja hallitsee niiden oikean ääntämyksen.



# Hospitality Trends

Code: DES8RB020

Extent: 3 ECTS (81 h)

Timing: Intensive week 43, Monday-Thursday

Language: English

Level: free elective studies

Type: free elective studies

## Prerequisites

Available to HAAGA-HELIA University of Applied Science degree programme, exchange students and Open University students. The course is best suited for 2nd. and 3rd. year students, with special interest on managerial trend tracking and creative decision-making

## Learning outcomes

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

Upon participating the course the student

- can track (mega) trends and weak signals
- can anticipate changes in the market place, adapt to new situations and knows how to identify and create new opportunities
- is able to take action based on those trends
- is able to see how trends affect businesses
- can make management decisions and justify them

## Course contents

- trend mapping
- trend lectures
- group practises
- student assignments and presentations
- brainstorming on trends

## 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:

a) Classroom learning:

Lectures and active participation in class 24 h

Self-studies 56 h

The assessment of one's own learning 1 h

Introduction, classroom learning, student assignments and presentations, individual student assignments 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 teachers

Independent material search by student

## 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

Student assignments and team work outcome

Active participation and attendance

Grade 1

Student

- operates individually and in his/her group passively
- is capable of fairly independent work in order to achieve the course goals
- recognizes, with help, potential trends and trend development
- recognizes some uses of trends in hospitality business management
- is capable of copying some traditional solutions of trend watching

Grade 3 - in addition to the above

Student

- is capable of operating as a group member and individually in assignments
- is capable of explaining development trends shaping the hotel industry
- independently recognizes some uses of trend development in hospitality business
- is capable of carrying his/her assignments in a proper manner

Grade 5 - in addition to the above

Student

- operates in his/her group and individually in a target-oriented way, professionally and responsibly
- is capable of applying his/her skills in analyzing and developing accommodation business innovatively and creatively from trend management perspective
- is capable of carrying out the student assignments in an excellent and innovative manner

# Hostmanship vieraiden kohtaamisessa Helsingissä

Tunnus: TOU8RL009

Laajuus: 5 op (135)

Ajoitus: 1.–2. periodi

Kieli: suomi

Opintojakson taso: ei sidonnaisuuksia

Opintojakson tyyppi: valinnainen

## Taustaa

Vieraalle Helsinki ympäristöineen on yksi matkailukohde – hän ei erottele kaupunkien rajoja. Tämän vuoksi palveluntarjoajien tulee tehdä työtä kaupunki- ja elinkeinorajojen yli yhteisen tavoitteen, tyytyväisen vierailijan, hyväksi. Palvelukohtaaminen on aina totuuden hetki. Asiakaspalvelun merkitys siis tunnetaan. Tällä opintojaksolla opiskelija oppii, mitä on erityisen hyvä vieraanvaraisuus, 'hostmanship', verrattuna tavalliseen hyvään asiakaspalveluun. Erinomaiseen paikallistuntemukseen ja innovatiiviseen ajattelutapaan yhdistettynä hostmanship edistää myyntiä.

'Hostmanship is a practical philosophy that helps people to develop an inclusive culture and behaviour in organizations and places, the foundation for attracting customers, talent and partners. In a world of hyper competition where products, services and prices are becoming similar, the art of welcoming is a determining factor for real and sustainable success'. (<http://www.hostmanship.com/>)

## Kohderyhmä

Avoimen ammattikorkeakoulun opiskelijat

Helsingissä ja sen lähiympäristössä matkailualalla työssä olevat, ammattitaitonsa kehittämistä kiinnostuneet: esimerkiksi matkailuoppaat, matkailutoimistojen, museoiden, hotellien, ravintoloiden ja kahviloiden henkilökunta.

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojaksolla ei ole edeltävyyssehtoja eikä sidonnaisuuksia muihin opintojaksoihin.

## Oppimistavoitteet

- Opiskelija ymmärtää, mitä on 'hostmanship' verrattuna tavalliseen hyvään asiakaspalveluun, sen sisällön ja merkityksen asiakastyytyväisyyteen
- Opiskelija osaa hyödyntää hostmanship-vieraanvaraisuutta myynnin edistämiseksi
- Opiskelija osaa ennakoida vieraan toiveita ja kysymyksiä
- Opiskelija osaa esitellä Helsingin metropolialuetta vieraalle
- Opiskelija osaa innovatiivisesti hyödyntää metropoliin liittyviä ilmiöitä matkailun toimialalla

## Sisältö

- 'Hostmanship' asiakaspalvelutilanteissa
- Eri asiakasryhmien huomioiminen käytännössä
- Miten esitellä metropolialuetta vieraalle
- Metropolialueen matkailullisesti kiinnostavat ilmiöt

## Työelämäyhteydet

Opintojaksolla tehdään työelämälähtöisiä tehtäviä ja harjoituksia.

## Kansainvälisyys

Kansainvälisen vieraan vastaanottaminen on opintojakson keskeinen sisältö.

## Opetus- ja oppimismenetelmät

- Opintojaksolla sovelletaan ongelmalähtöistä oppimistapaa
- Lähiopetus 24h: tiistait 27.1., 10.2., 24.2., 10.3., 24.3. klo 16-19 HAAGA-HELIA, Haagan toimipiste
- Itsenäinen opiskelu ja oppimistehtävät opintojakson alussa annettavan aikataulun mukaan lähiopetusten välissä 110 h:
- Moodle-verkkoalustan välityksellä
- Tehtävät, kuten draamaharjoitusten valmistelu

Vaihtoehtoisia tehtäviä opiskelijan mielenkiinnon mukaan:

- Helsinki-opas ulkomaalaisille vierailijoille: opiskelijat miettivät aiheet ja kirjoittavat tekstiä



- Vieraan vastaanotto-oppaan laatiminen Helsingin alueen esittelyn näkökulmasta esimerkiksi blogin muodossa
- Vieraan vastaanotto-oppaan työstäminen yritykseen
- Oman oppimisen arviointi 1h

#### **Vaihtoehtoiset suoritustavat**

Ei ole

#### **Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)**

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

#### **Oppimateriaalit**

Gunnarsson, Jan & Blohm, Olle. Hostmanship. The art of making people feel welcome. 2003. Dialogos Förlag.  
Muu opintojaksolla ilmoitettava ja tuotettava aineisto.

#### **Opintojakson ohjaaja**

Leena Grönroos ja Sirpa Kajarinne

#### **Opintojakson arviointikriteerit**

Arvosana 1

- Opiskelija osaa auttavasti soveltaa vieraanvaraisuuden periaatetta
- Opiskelija osaa auttavasti esitellä metropolialuetta vieraille
- Opiskelija tuntee metropoliin liittyviä ilmiöitä

Arvosana 3

- Opiskelija osaa soveltaa oma-aloitteisesti vieraanvaraisuuden periaatetta
- Opiskelija osaa oma-aloitteisesti esitellä metropolialuetta vieraille
- Opiskelija osaa hyödyntää metropoliin liittyviä ilmiöitä matkailun toimialalla

Arvosana 5

- Opiskelija osaa hyödyntää vieraanvaraisuuden periaatetta myyntiä edistääkseen
- Opiskelija osaa innovatiivisesti esitellä metropolialuetta vieraille
- Opiskelija osaa ennakoida vieraan odotuksia
- Opiskelija osaa innovatiivisesti, uutta luoden hyödyntää metropoliin liittyviä ilmiöitä matkailun toimialalla

# Hyvä esimies on viestintätaitoinen - hyvä vuorovaikutus on lakiin perustuva velvollisuus

Tunnus: LEA8RL001

Laajuus: 6 op

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Ajankohta ja paikka

pe 30.1. klo 17.00 – 20.00, L401, Haaga

la 31.1. klo 9.00 – 15.00, L401, Haaga

pe 6.3. klo 17.00 – 20.00, L401, Haaga

la 7.3. klo 9.00 – 15.00, L401, Haaga

pe 20.3. klo 17.00 – 20.00, L401, Haaga

## Taustaa

Työelämä kiristyy, lainsäädäntö muuttuu, työuria pitää pidentää, koska työllisten määrä vähenee suhteessa työelämän ulkopuolella oleviin. Jotta ihmiset jaksavat, työhyvinvoinnin merkitys tulee kasvamaan entisestään.

Kestävän kasvun malli - globaali näkökulma –raportin (7.11.2013) tekijä FT Pekka Himanen toteaa, että ”Hallituksen rakennepaketti ei toimi ilman merkittävää panostusta työhyvinvointiin”. Raportin mukaan henkinen kestävyysvaje on Suomelle suurempi haaste kuin talouden ja hyvinvoinnin kestävyysvaje.

Lainsäädännössä edellytetään hyvää johtajuutta, joka tukee työntekijöiden henkistä työhyvinvointia. Hyvään johtajuuteen kuuluu vuorovaikutteisuus, keskusteleminen, kuunteleminen sekä aktiivinen ja jatkuva palaute, viestin mukauttaminen (kommunikatiivinen kompetenssi) sekä yhteistyöstä kumpuava arvostus ja kunnioitus.

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojaksolla ei ole edeltävyyssehtoja eikä sidonnaisuuksia muihin opintojaksoihin.

## Oppimistavoitteet

Kurssin käytyään opiskelija tuntee esimiesmiestyössä tarvittavaa lainsäädäntöä ja osaa soveltaa sitä erityisesti työhyvinvointiin ja työssäjaksamiseen liittyvissä käytännön tilanteissa. Opiskelija hallitsee esimies-alaisviestintään liittyviä keinoja.

## Sisältö

Opintojakson tavoitteena on tutustua lainsäädäntöön, jossa käsitellään esimiehen esimiehisyteen liittyvää lainsäädäntöä ja sen tulkintaa. Analyysiä tehdään casejen avulla.

Työelämän lainsäädäntö johtamiselle asettavien velvoitteiden osalta

Työelämän muutospainet: miten väki pysyy töissä terveenä ja motivoituneita, miten kestävyysvajetta saadaan kirittyä kokoon.

Esimiestyön kulmakivet viestinnän keinoin

- Vuorovaikutus, keskustelu, kysely ja kuuntelu
- Palaute
- Viestin mukauttaminen
- Yhteistyö
- Arvostus, kunnioitus

Sekä lainsäädäntö, työelämän muutospainet että vuorovaikutustaidot (esimiestaidot) käsitellään harjoitusten ja casejen kautta, lisäksi keskusteluluentoja ja tietoisuutta palautteenannon yhteydessä. Harjoituksissa palautetta antavat sekä juristi että puheviestinnän ammattilainen.

Opintojakso järjestetään intensiivitoteutuksena. Opintojaksoon kuuluu ennakkotehtävä, lähiopetus ja välitehtäviä sekä yhteisöllinen tentti.

## Työelämäyhteydet

Opintojaksolla käytetään myös ulkopuolisia työelämän asiantuntijoita ja aitoja, ajankohtaisia työelämän oikeustapauksia.

## Opetus- ja oppimismenetelmät

Sekä lainsäädäntö, työelämän muutospainet että vuorovaikutustaidot (esimiestaidot) käsitellään harjoitusten ja casejen kautta. Lisäksi pidetään keskusteluluentoja ja tietoisuutta palautekeskusteluiden mukana. Harjoituksissa palautetta antavat sekä juristi että puheviestinnän ammattilainen. Oman oppimisen arviointi 1 h.

**Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)**

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

**Vastuopettajat**

Kaija Varjola, juridiikan lehtori, 040 488 7175

Päivi Mattsoff, puheviestinnän lehtori, 040 488 7193

**Oppimateriaalit**

Ilmoitetaan myöhemmin sekä opettajien jakamat materiaalit

**Arviointikriteerit**

Arvosana 1: Välttävä

Tunnistaa työhyvinvointiin ja työyhteisöviestintään liittyvät ongelmat sekä osaa etsiä ratkaisuja.

Arvosana 3: Hyvä

Tuntee esimiestyön työhyvinvointiin ja viestintään liittyvät lait. Hallitsee esimiestyön juridisviestinnällisiä perusteita. Pystyy antamaan ja vastaanottamaan palautetta sekä hallitsee vuorovaikutustaitojen perusteet.

Arvosana 5: Kiitettävä

Hallitsee esimiestyön työhyvinvointiin ja viestintään liittyvät lait sekä osaa soveltaa niitä päivittäisessä esimiestyössään. Pystyy tukemaan henkilöstön henkistä jaksamista. Pystyy kriittisesti analysoimaan omaa johtamistaan ja sen vaikutuksia.

# Kansantalouden perusteet

**Tunnus:** ECO8HH001

**Laajuus:** 3 op (81 h)

**Ajoitus:** 5. periodi 2013 ja 2. periodi 2014

**Kieli:** suomi

**Opintojakson taso:** perusopinnot

**Opintojakson tyyppi:** valinnainen

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojaksolla ei ole sidonnaisuuksia muihin ammattikorkeakoulujen opintojaksoihin. Opintojaksolla menestyminen edellyttää raportin laatimisen ja Excelin hallintaa.

## Oppimistavoitteet

Opintojakso on yleissivistävä ja se perehdyttää opiskelijan monipuolisesti taloustieteen peruskäsitteisiin. Toisena tavoitteena on se, että opiskelija osaa kurssin suoritettuaan käyttää hyväkseen Eurostatin, koti- ja ulkomaisten tilastokeskusten, eri tutkimuslaitosten sekä median välittämää tietoa ja analyysejä koti- ja ulkomaantalouksista. Opintojakson suoritettuaan opiskelija pystyy paremmin hahmottamaan kansantalouden rakenteen ja ilmiöiden peruspiirteitä ja osaa syvällisemmin tulkita eri julkaisukanavien välittämää taloustietoa. Lisäksi opiskelija osaa tehdä koti- tai ulkomaisen kansantalouden perusindikaattoreista maaraportin.

## Sisältö

- Tuotanto ja vaihdanta
- Markkinatalouden rakenne
- Hinnat ja markkinat
- Yrityksen teoria
- Kansantalouden tilinpito, bruttokansantuote ja talouskasvu
- Työttömyys
- Inflaatio
- Talouden vaihtelut ja suhdannepolitiikka
- Kansainvälinen kauppa ja valuuttakurssit
- Makroteoriaa

## Työelämäyhteydet

Opintojakso kiinnittyy työelämään siten, että kurssivaatimuksiin kuuluvan talousindikaattoriraportin tekeminen edellyttää perehtymistä Tilastokeskuksen, EuroStatin ja muiden institutionaalisten tuottajien laatimien tilastojen sisältöön ja käyttöön.

## Kansainvälisyys

Opintojaksolla opiskelija laatii itsenäisesti Suomea ja kahta vapaasti valittavaa ulkomaata koskevan ohjeiden mukaisen talousindikaattoriraportin maiden taloudellista lähimenneisyydestä (mm. Tilastokeskuksen, OECD:n ja EuroStatin tilastot materiaalina).

## Opetus- ja oppimismenetelmät

Virtuaaliopetus (Moodle) 100 %.

Kurssikirjan sisältö tulee hallita valituilta osin väli- ja loppukokein (n. 40 h). Talousindikaattoriraportin laadinta itsenäisesti (n.40 h).

Vastuopettaja tukee ja ohjaa opiskelua verkkokeskusteluissa. Oman oppimisen arviointi 1 h.

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettaja

Kalevi Tourunen

## Oppimateriaalit

Kurssikirja: Matti Pohjola: Taloustieteen oppikirja 4. painos (WSOY, valituilta osin)

Lisäkirjallisuutena voi käyttää esimerkiksi Tikkanen – Vartia: Taloudellista pääomaa - Johdatus kansantalouteen (Taloustieto, eri painokset). Tämän teoksen verkkosivuun on myös hyvä tutustua ([www.taloustieto.fi/julkaisut](http://www.taloustieto.fi/julkaisut)). Lisäksi englanninkieliseen ”economics” kirjallisuuteen on hyödyllistä tutustua. Näitä kirjoja on helposti löydettävissä kirjastoista.

Kurssin Moodle- sivulla on kurssiteemoihin liittyviä tiivistäviä ja syventäviä lyhennelmiä: mm. vastuopettajan laatimat Taloustieteen peruskäsitteitä 1 ja 2- monisteet

Kurssin Moodle- sivulla on lisäksi runsaasti talouselämän tutkimukseen ja tietolähteisiin liittyviä linkkejä sekä linkit talousindikaattoriraportin tilasto-osan laadinnassa tarvittavien Tilastokeskuksen, OECD:n ja EuroStatin verkkosivuille.

### **Arviointiperusteet**

- Kokeiden ja talousindikaattoriraportin arviointiasteikko on 1-5/ uusinta
- Kokeiden paino opintojakson arvioinnissa on 40 %
- Talousindikaattoriraportin paino opintojakson arvioinnissa on 60 %
- Välikokeet (2 kpl monivalintakokeita; 1-5/ uusinta). Välikokeiden paino kokeiden keskiarvossa 30+30 %
- Loppukoe (monivalintakoe; 1-5/ uusinta). Loppukokeen paino kokeiden keskiarvossa 40 %.

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

### **Kokeiden arviointiperusteet**

Kokeissa arvioidaan opiskelijan omaksuman kansantalouden peruskäsitteistön laajuutta ja syvyyttä. Opiskelija osoittaa monivalintakokeissa kykynsä ja taitonsa käyttäen lähdemateriaalia tunnistessaan, eritellessään ja tulkitessaan taloustieteen perusmäärittelyjen ja väittämien täsmällisyyttä.

### **Talousindikaattoriraportin arviointiperusteet**

#### **Arvosana 1**

Opiskelija on osoittanut, että hän osaa hankkia, muokata ja kuvata graafisesti eri maiden kansantalouksia kuvaavia perustilastoja. Lisäksi opiskelija on osoittanut, että hän kykenee tämän ja kansantaloustieteen peruskäsitteiden erittelyn pohjalta itsenäisesti kirjoittamaan ja laatimaan kansainvälisen talousindikaattoriraportin. Raportti täyttää ohjeiden mukaiset laajuus- ja sisältökriteerit ja asiakirjamuotoilua koskevat peruskriteerit.

#### **Arvosana 3**

Välttävän arvosanatason kriteereiden lisäksi opiskelija on osoittanut näitä laajemmin perehtyneensä lähdemateriaaleihin, mikä raportissa näkyy siinä kuinka paljon ja miten muita kuin mediapohjaisia lähteitä on käytetty. Tällä tarkoitetaan alkuperäislähteiden eli kotimaisten (Tilastokeskus, ETLA, EK, PT, PTT, VATT, VM, pankit) ja ulkomaisten (OECD, IMF, kansalliset tilastokeskukset, valtiot) tutkimuslaitosten ja organisaatioiden julkaisuja.

#### **Arvosana 5**

Välttävän ja hyvän arvosanatason lisäksi talousindikaattoriraportin grafiikkaosat ovat korkeatasoisia ja niitä on seikkaperäisesti eritelty tekstiosassa. Lisäksi opiskelija on raportin tekstiosassa osoittanut, että teksti on virheetöntä ja omaperäistä ja että se pohjautuu useiden eri tutkimuslaitosten ja organisaatioiden tuottamiin alkuperäislähteisiin ja niiden vertailuun. Opiskelija on tehnyt yhteenvetoa raportin myös alaluvuista. Raportin on oltava tasapainoinen. Opiskelija on tehnyt koko raportista että sen tekemisen tuottamasta osaamisestaan hyvin perustellut tulkinnat ja johtopäätökset.

Kaikki osiot on suoritettava hyväksytysti

# Koulumarkkinointi

Tunnus: MAR8RH024

Laajuus: 1 op (27 t)

Ajoitus: 1.-3. lukuvuosi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: valinnainen

## Lähtötaso ja sidonnaisuudet muihin opintoihin

Opintojaksolla ei ole edeltävyyssehtoja eikä sidonnaisuuksia muihin opintoihin.

Opintojakso soveltuu Haagan koulutusyksikön kaikkien koulutusohjelmien opiskelijoille.

Opiskelija voi ilmoittua joustavasti lukuvuoden aikana ja valita aloitusajankohdan alla olevan aikataulun mukaan.

## Oppimistavoitteet

Opintojakson tavoitteena on, että opiskelija

- ymmärtää markkinoinnin merkityksen osana ammattikorkeakoulun toimintaa
- tunnistaa omat oppimistapansa ja osaa viestiä ammattikorkeakoulussa opiskelemisesta
- osaa toimia HAAGA-HELIAN toimintakulttuurin mukaisesti
- tutustuu yritysälähtöiseen markkinointiin
- kehittää omia esiintymis- ja viestintätaitojaan
- saa realistisen näkemyksen eri koulutussektoreihin kuuluvista oppilaitoksista

## Sisältö

Opintojakson suorittamiseen vaadittavat osat:

1. aloitustapaaminen
2. kouluvierailuesityksen laatiminen (5 dian PP-esitys)
3. osallistuminen kolmelle kouluvierailulle
4. verkossa tapahtuva arviointi- ja päätöskeskustelu

## Työelämäyhteydet

Opintojaksolla vierailaan eri oppilaitoksissa ja tutustutaan eri oppilaitoskulttuureihin

## Kansainvälisyys

Opintojaksolla on mahdollista vieraila pääkaupunkiseudun vieraskielisissä kouluissa

## Opetus- ja oppimismenetelmät

Opetus- ja oppimismenetelmät ja niihin käytettävä aika ovat seuraavat:

Lähiopetus eli aloitustapaaminen 2 h ja kouluvierailut 3 x 2 h

Itsenäinen opiskelu 15 h

Oman oppimisen arviointi 1 h ja vertaispalaute 3 h

Yhteensä 27 h

## Aikaisemmin hankitun osaamisen tunnistaminen ja tunnustaminen (AHOT)

Opintojakso ei kuulu AHOT-menettelyn piiriin.

## Vastuopettajat

Taina Pallonen

Mia Tarhanen

## Oppimateriaalit

Oppimateriaali:

- vastuopettajien jakama materiaali

## Arviointiperusteet

Opintojakso arvioidaan asteikolla hyväksytty–hylätty. Opiskelija on suorittanut opintojakson, kun hän on suorittanut sen jokaisen osan.

## Aikataulu

4. periodi aloitustapaaminen ma 8.9. klo 14-15.30 luokka A424

5. periodi aloitustapaaminen ma 3.11. klo 14-15.30 luokka A424

1. periodi aloitustapaaminen ma 19.1. 14-15.30

# Liikkeenjohto 24/7

Tunnus: MAR8RH010

Laajuus: 3 op

Kieli: suomi

Aika: Intensiivi. Huom. viikolla myös iltaopiskelua.

## Lähtötaso ja sidonnaisuudet

Kurssi on suunnattu kolmannen vuosikurssin opiskelijoille / tai muuten opinnoissa ansioituneille opiskelijoille.

Kurssin osallistujamäärä: enintään 16 opiskelijaa / neljä projektiryhmää.

## Oppimistavoitteet

Ensisijainen tavoite on yhdistää opintojen tärkeät osiot yhdeksi kokonaisuudeksi. Opiskelija perehtyy projektissa yrityksen arvonmäärittämiseen, tulos- ja rahoitussuunnitteluun. Opiskelija hallitsee liikeidean kehitysprosessin ja kykenee esittämään tämän pohjalta vakuuttavasti laskelmiin perustuvan yksikön toimintasuunnitelman.

## Sisältö

- yrityksen arvonmäärittäminen
- tuloslaskelman ja taseen analysointi, keskeisimmät tunnusluvut
- liikeidean kehitysprosessi
- markkinointisuunnitelman laatiminen
- henkilöstösuunnitelman laatiminen
- strategiatyö
- tulosbudjetti, rahoitusbudjetti ja kassavirta-analyysi
- toimintasuunnitelman laatiminen ja esittäminen

## Työelämäyhteydet

Liiketoimintasuunnitelma pohjautuu ravintola-alan yrityksen toimeksiantoon. Projektissa ovat mukana Maran tutkimuspäällikkö, Center Innin toimitusjohtaja, Carlsberg Groupin myyntipäällikkö sekä Helsingin Yritysvälitys Oy:n toimitusjohtaja.

## Opetus- ja oppimismenetelmät

Kurssi toteutetaan intensiivikurssina. Menetelmänä LBD ja PDL. Projekti toteutetaan 3-4 opiskelijan ryhmissä. Oman oppimisen arviointi 1 h.

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuuopettaja(t)

Juuso Kokko

Timo Moilanen

Pekka Heikkilä

## Oppimateriaalit

Viikon aikana jaettava materiaali

## Arviointiperusteet

Kurssin arvio suoritetaan ryhmien loppuesitysten pohjalta. Arvion suorittaa erikseen nimetty raati, joka koostuu opettajista ja yrityselämän edustajista.

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

# Luksuspalvelut ja –tuotteet

**Tunnus:** MAR8RH025

**Laajuus:** 2 op

**Kieli:** Suomi

**Taso:** Avoin amk

**Tyyppi:** Avoin amk ja vapaasti valittava opintojakso

**Lähtötaso ja sidonnaisuudet muihin opintojaksoihin**

Ei ole

**Oppimistavoitteet**

Opintojakson suoritettuaan opiskelija:

- ymmärtää eron luksuksen ja tavallisen palvelun välillä, mikä nostaa kolmen tähden palvelun kuuden tähden palveluksi
- saa tietoa vaativien matkailijoiden ja kuluttajien asiakas- ja kulutuskäyttäytymisestä
- saa kokonaiskuvan kotimaisista luksuspalveluista ja -tuotteista sekä niiden edelleenkehittämisestä
- perehtyy luksuspalveluja ja -tuotteita tarjoaviin yrityksiin

**Sisältö**

- Luksus-käsitteenä
- Luksusmarkkinat
- Vaativat kuluttajat
- Luksuspalvelut ja -tuotteet sekä niiden kehittäminen
- Luksusyrietykset

**Opetus- ja oppimismenetelmät**

Lähiopetus 24 h (2.10. 9.10., 16.10., 23.10. 6.11., 13.11.2014 ja ryhmätentti 4.12.2014 klo. 15.00-19.00)

Itsenäinen työskentely 111 h (sis. oppimistehtävän ja/tai tentin)

**Opetuspaikat ja opintomatkohteet:**

Haagan yksikkö, Kämp, Royal Ravintolat, Stockmann, Helsinki-Vantaa Lentoasema

**Aikaisemmin hankitun osaamisen tunnustaminen AHOT**

Ei ole

**Vastuopettajat**

V.A. Heikkinen, Haagan yksikkö

Riina Latvala, kauppatieteiden tohtorikoulutettava,

Kristiina Palmgren, Greetings from Luxury Finland

Satu Väkiparta, Greetings from Luxury Finland

**Osallistujamäärä**

20 ensin ilmoittautunutta

**Oppimateriaalit**

Ilmoitetaan myöhemmin



# Luxury Marketing and Sales

Code: MAR8RX020

Extent: 3-ECTS (81 h)

Timing: Period 1-2

Language: English

Level: Professional studies

Type: Free-Elective

## Prerequisites

No prerequisites

## Course description

"Diamonds Are a Girl's Best Friend". Economic swings have prompted significant demographic shifts in the luxury marketplace. The luxury consumer of today is not the same as the luxury consumer of the past decades. The luxury concept has also mutated in meaning (from old luxury to new luxury). The course is targeted towards students wishing to establish a management career in companies which deal in luxury. Thus, the course aims to educate future marketing managers (or curious) to do business in luxury companies. Luxury-marketing is a whole new ball-game altogether, both from the perspective of the marketer as well as the consumer. It therefore becomes important to view it both in relation and isolation from the modern (and post-modern) marketing. Over thirty years ago, the modern marketing constitution was drafted, and most would agree that it has served the discipline well. A generation on from marketing conceptual charter, however, our rainbow coalition is in a state of disarray. Marketing is doubted by its scholarly citizens, questioned by a standing army of consultants and challenged by increasingly anarchistic consumers who are voting with their pocketbooks. In this course luxury-marketing is based on an eternal truth: luxury marketers, like maidens, get more by playing hard to get. That is the antithesis of what passes for modern marketing. These days, luxury marketers aim to make life simple for the consumer by getting goods/services to market in a timely and efficient manner, so that they are available when and where they are wanted, at a price consumers are prepared to pay. Could anything be more boring? By contrast, luxury-marketing makes them work for it, by limiting availability, by delaying gratification, by heightening expectations, by fostering an enigmatic air of unattainability. It does not serve demand, it creates it. This approach recognises that consumers (connoisseurs) are wise to the wiles of luxury marketers. They are conscious of the campaigners behind the campaign. More pertinent perhaps, they are conscious of the luxury-marketing-concept. The mart-smart sensibilities of Generation® have forced luxury marketers to develop this new approach/ paradigm - luxury marketing. Students should develop knowledge and awareness of the existence and nature of marketing/sales and luxury facets. Critical thinking is fostered through self-reflection centring on the pertinent issues surrounding luxury marketing and sales, and participants will acquire a comprehensive knowledge of the related luxury markets and a deep understanding of the 'luxury' customers' behaviour, and the drivers for luxury presently, as well in the time to come. "Diamonds Are Forever".

## Course outcomes

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

- › define the meaning of the term 'luxury' and 'luxury marketing'
- › name different types of luxury products/services and their attributes
- › describe the scope of luxury marketing and sales
- › describe the various dimensions of the luxury continuum
- › understand the complexity of luxury marketing and sales
- › integrate multiple points of view on luxury marketing and sales
- › apply theories to improve the practice of luxury marketing and sales
- › achieve new insights and refined skills of interpretation
- › become independent and critical thinkers

## Course contents

This course addresses the following topics:

- › what is this thing called 'luxury-marketing'?
- › luxury marketing continuum
- › torment your luxury customers
- › luxury marketease
- › retro luxury marketing

- › luxury pricing
- › selling luxury
- › turning luxury green
- › the future of luxury

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

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

### **International aspects**

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

### **Learning and teaching methods**

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

- › 80 hours of directed and self-directed learning
- › 1 hour The own learning assessment

### **Course assessment and grading**

In this course students' learning is assessed as follows:

- › 20% written individual learning assignment 1
- › 20% written individual learning assignment 2
- › 20% written individual learning assignment 3
- › 20% written individual learning assignment 4
- › 20% written individual learning assignment 5

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

### **Course resources**

Handouts and essential reading list posted in Eliademy

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

The Course Management System used in this course is Eliademy

### **Feedback and Development**

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

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.

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

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

### **Course facilitator**

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

### **Office Hours**

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

# Monimuotoisen ja moninaisen tiimin johtaminen sekä kestävä henkilöstöjohtaminen

Tunnus: LEA8RH035

Laajuus: 3 op (81 h)

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Ajankohta

Koulutus toteutetaan work shop-tyyppisesti:

15.1.2015 kello 9-12 ja 13-16 (Sari Ajanko)

16.1.2015 klo 9-11 (Sari Ajanko) ja 12-14 (Aija Bärlund)

Ennakkotehtävä: Itsetuntemustehtävä palautetaan seminaariin 15.1.2014 (Sari Ajanko)

Oppimispäiväkirja: Oppimispäiväkirja tuodaan kouluttajalle 16.1.2104 (Aija Bärlund)

Jälkitehtävät: Aiheeseen liittyvää kirjallisuutta ja kirjoitustehtävä (Sari Ajanko)

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

-

## Oppimistavoitteet

### Sisältö

Miten monin tavoin ja ulottuvuuksin erilaisuus työyhteisöissä ilmenee? Millaisia ovat erilaisuuteen liittyvät haasteet, joilta yksikään tiimi tai työyhteisö ei vältty? Erilaisuus on asia, jota ei voi eikä tarvitse ”ratkaista”. Sen mahdollisesti merkityksellisin ja syvin ulottuvuus saattaa olla se moninaisuus, joka ilmenee persoonien ja työtyylien erilaisuutena. Monimuotoisuudessa ja moninaisuudessa on valtavasti mahdollisuuksia. Yhteistyössä ja parhaiden tulosten saavuttamiseksi erilaiset toimintatavat ja näkökulmat ovat keskeinen voimavara ja menestymisen edellytys. Johtamisessa ja esimiestyössä tämän aiheen merkitys tulee tulevaisuudessa nousemaan. Tässä workshopissa avamme käsitteitä monimuotoisuus ja moninaisuus, sukellamme persoonien väliseen erilaisuuteen erilaisuusmalleja tarkastellen. Pohdimme sitä, miten itsetuntemus ehkä on monien johtamis-kompetenssien pohjana, ja miten moninaisuutta voi tietoisesti johtaa.

## Työelämäyhteydet

### Kansainvälisyys

Ei ole

### Opetus- ja oppimismenetelmät

Ennakkotehtävät

Oppimispäiväkirja

Jälkitehtävät

Oman oppimisen arviointi 1h

### Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

Ota yhteyttä opettajaan

### Vastuopettaja

Sari Ajanko

Aija Bärlund

### Oppimateriaalit

Aiheeseen liittyvää kirjallisuutta

### Arviointiperusteet

Arviointi perustuu ennakkotehtävään, work shop työskentelyyn ja loppuraportteihin.

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

Arviointikriteerit

**Arvosanat/  
Kohteet** Arvosana 1 (40%)

Arvosana 3 (70%)

Arvosana 5 (90%)

<b>Tiedot</b>	Osaa havainnoida miten moninaisuus ilmenee työpaikoilla	Osaa käyttää autetusti uutta johtajuutta moninaisuuden näkökulmasta	Osaa hyödyntää moninaisuutta voimavarana uusi työtehtäviä laadittaessa ja kuvata laajasti niitä
	Osaa luetella joitakin seuranta ja ratkaisumalleja erilaisuuden ymmärtämiseksi	Osaa käyttää autetusti joitakin seuranta ja ratkaisumalleja erilaisuuden ymmärtämiseksi	Osaa luetella tärkeimmät seuranta ja analysointimalleja kuvata laajasti niiden käyttöä
<b>Taidot</b>	Osaa ryhmässä analysoida annettua monimuotoisuuden ja kestävän johtajuuden ulottuvuutta	Osaa analysoida itsenäisesti annettua monimuotoisuuden ja kestävän johtajuuden ulottuvuutta	Osaa analysoida annettua seurantatietoa ja tehdä kehittämissuunnitelmia monimuotoisuuden näkökulmasta
	Osaa ryhmässä analysoida annettua seurantatietoa ja osaa ryhmässä laatia sen pohjalta suunnitelmia tulevaisuuteen	Osaa analysoida annettua seurantatietoa ja osaa laatia sen pohjalta suunnitelmia tulevaisuuteen	Osaa analysoida annettua seurantatietoa ja tehdä kehittämissuunnitelmia osaa laatia sen pohjalta suunnitelmia tulevaisuuteen
<b>Pätevyys</b>	Osaa jollakin tavalla käsitellä persoonien erilaisuuteen perustuvia erilaisuusmalleja	Osaa ylläpitää erilaisuuteen perustuvaa yrityskulttuuria	Osaa pitää rakentavia tuloskeskusteluita ja motivoida työyhteisön jäseniä parempaan tulokseen ja työviihtyvyyteen

# Neuvottelu, kokous ja vaikuttaminen

Tunnus: COM8RH021

Laajuus: 3 op (81h)

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: valinnainen

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Henkilökohtaiset viestintätaidot ja markkinointiviestintä -opintojaksot suositellaan suoritettavaksi ennen tämän vapaavalintaisen opintojakson suorittamista.

## Oppimistavoitteet

Opiskelija osaa valmistautua erilaisiin kokous- ja neuvottelutilanteisiin ja toimia niissä osallistujana, puheenjohtajana ja sihteerinä. Hän tuntee vaikuttamisen ja argumentoinnin perusteet.

Opintojakson suoritettuaan opiskelija

- hallitsee kokous- ja neuvottelukäytäntöjä ja tunnistaa kokous- ja neuvotteluetiketin
- osaa toimia tavoitteellisesti erilaisissa neuvottelu- ja muissa ryhmäviestintätilanteissa ja ymmärtää argumentoinnin merkityksen
- hallitsee vaikuttamisen perusteet ja osaa edelleen kehittää näitä taitoja
- osaa arvioida neuvottelu- ja kokoustilanteissa omia ja muiden vuorovaikutustaitoja

## Sisältö

- Erilaiset kokoukset ja neuvottelut
- Kokouksen, palaverin ja neuvottelun erot ja yhtäläisyydet
- Neuvottelutyypit, -roolit ja -strategiat
- Vaikuttaminen ja argumentointi
- Kokouskäytännöt ja kokoustekniikka
- Vuorovaikutustaidot neuvottelu- ja kokoustilanteissa sekä erilaisissa ryhmäviestintätilanteissa

## Työelämäyhteydet

Opintojaksolla hyödynnetään työelämän ajankohtaisia esimerkkejä. Työskentely perustuu osallistujien omiin työelämäkokemuksiin.

## Opetus- ja oppimismenetelmät

Opiskelu on seminaari- ja harjoitustyypistä, jossa osallistujien oma aktiivinen toiminta on merkittävässä osassa. Teoreettinen viitekehys käsitellään tietoisuutena harjoitusten analysoinnin yhteydessä. Opiskelu edellyttää työskentelyä myös itsenäisesti. Oman oppimisen arviointi 1 h.

## Vastuopettaja

Päivi Mattsoff, puheviestinnän lehtori

## Oppimateriaalit

- Kansanen, A. 2002. Neuvottelu- ja kokoustaito. WSOY.
- Miettinen, S. & Torkki, J. 2008. Neuvottelulta. WSOY. .
- Jyväskylän yliopiston Kielikeskus. Puheviestinnän perusteita. Luettavissa: [http://kielikompassi.jyu.fi/puheviestinta/tietomajakka/maja\\_perusteita.s...](http://kielikompassi.jyu.fi/puheviestinta/tietomajakka/maja_perusteita.s...)
- Yliopistojen täydennyskoulutus Kielijelppi. Mitä kokous on? Luettavissa: <http://www.kielijelppi.fi/kokoustaito>
- Yliopistojen täydennyskoulutus Kielijelppi. Neuvottelutaito. Luettavissa: <http://www.kielijelppi.fi/puheviestinta/?c=6-neuvottelutaito>
- Muu opettajan jakama ja ilmoittama materiaali

## Arviointiperusteet

- Tehtävät 25 %
- Harjoitukset 25 %
- Aktiivinen analysointi, palautteen antaminen sekä osallistuminen 50 %

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 osoittaa hallitsevansa riittävästi opintojakson oppimistavoitteita (kokous- ja neuvottelukäytännöt, kokous- ja neuvotteluetiketin)
- Opiskelija osaa toimia neuvottelutilanteissa
- Opiskelija osallistuu harjoituksiin

### Arvosana 3

- Opiskelija osoittaa hallitsevansa opintojakson oppimistavoitteet (kokous- ja neuvottelukäytännöt, kokous- ja neuvotteluetiketin)
- Opiskelija osaa toimia neuvottelutilanteissa, pystyy argumentoimaan sekä osaa arvioida neuvottelu- ja kokoustilanteissa omia ja muiden vuorovaikutustaitoja
- Opiskelija on harjoituksissa aktiivinen sekä antaa palautetta muille

### Arvosana 5

- Opiskelija osoittaa hallitsevansa erinomaisesti opintojakson oppimistavoitteet (kokous- ja neuvottelukäytännöt, kokous- ja neuvotteluetiketin)
- Opiskelija osaa toimia tavoitteellisesti neuvottelutilanteissa, pystyy argumentoimaan sekä osaa arvioida neuvottelu- ja kokoustilanteissa omia ja muiden vuorovaikutustaitoja
- Opiskelija on harjoituksissa aktiivinen sekä tukee palautteella muiden oppimista

# Oluet ja pubit

Tunnus: RES8RH022

Laajuus: 3,00 op (81 h)

Ajoitus: vaihtelee

Kieli: suomi

Opintojakson taso: ammattiopinnot /vapaavalintaiset

Opintojakson tyyppi: vapaavalintainen

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojakso on pääasiassa suunnattu hotelli- ja ravintola-alan liikkeenjohdon (HOTRA) koulutusohjelman opiskelijoille mutta muiden koulutusohjelmien opiskelijoita hyväksytään toteutuksille varaustilanteen mukaan.

## Oppimistavoitteet

Ymmärtää olueen laatuun vaikuttavat tekijät. Hallitsee monipuolisesti olutprosessin ravintolassa: valikoima ja sen hallinta, myynti ja markkinointi, turvallisuus,

## Opintojakson suoritettuaan opiskelija

- ymmärtää oluen markkinoiden perusteet: oluttyypit ja -tyylit sekä niiden laatuun vaikuttavat tekijät
- osaa maistella olutta systemaattisesti sen laadun ja aistittavien ominaisuuksien määrittämiseksi
- ymmärtää ravintolan olutprosessin eri näkökulmista: logistiikka, myynti ja markkinointi, turvallisuus

## Sisältö

Olutmarkkinat

Oluen valmistus

Oluen maistelu

Oluttyypit

Oluen ja ruuan yhdistäminen

Olutprosessi ravintolassa: valikoima, varastointi, oluen tarjoilu, oluen omavalvonta

Olutravintolat

Sinebrychoff Olutmestari Junior -kilpailu

## Kirjallisuus:

Mikko Salmi: Kippis! Ravintolan olutkäsikirja + luennoilla jaettava materiaali, opiskelijan omat muistiinpanot opintokäynneillä.

## Luennoitsijat:

Jouko Mykkänen, Sinebrychoffin asiantuntijat + ekskursioilla isännät

## Opetus- ja oppimismenetelmät

Lähiopetus (luennot, maistelut ja ekskursiot) ja tentti 24 h

Itsenäinen opiskelu 57 h

Oman oppimisen arviointi 1 h

## Vastuopettajat

Jouko Mykkänen

## Arviointiperusteet

Tentti 100 %, maistelu ja kirjallinen osuus

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

## Kurssimaksu

Kurssimaksu 60 €. Suoritetaan Haagan myymälään (Matsku) ennen ensimmäistä kokoontumista.

# Opera hotellijärjestelmän perusteet

Tunnus: HOT8RH023

Laajuus: 3 op

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintoihin

Suositteluaan perus- ja ammattiopinnot tueksi ja opiskelijoille, jotka ovat hotellin liiketoiminnasta kiinnostuneita

## Oppimistavoitteet

Kurssin aikana perehdytään Micros-Fidelion Opera hotellijärjestelmän perusteisiin. Samalla tutustutaan järjestelmän toiminta-ajatuksiin ja hyötyyn majoitusliikkeen operatiivisessa toiminnassa. Opiskelija hahmottaa hotellivarausjärjestelmän osana hotellin asiakaspalveluprosessia. Opiskelija pystyy tekemään perusvarauksia ja ymmärtää toimintojen merkityksen. Opiskelija hahmottaa myös hotellivarausjärjestelmään liittyvät erillistoiminnot ja hotellivarausprosessin osana hotellin tuloksellista toimintaa.

## Sisältö

- erilaiset hotellivarausjärjestelmät
- jakelutiet
- lainsäädäntö asiakastiedoista
- asiakastiedot eli profiilit
- hotellivarausjärjestelmään liittyvät Maran säännöt
- hotellivarausprosessi
- perustietoa hinnoittelusta
- asiakkaiden check-in sekä check-out
- asiakkaan tietojen käsittely oleskelun aikana
- viestintä eri osastojen kesken
- asiakkaan laskun käsittely
- teknologia varauksien käsittelyssä

## Työelämäyhteydet ja kansainvälisyys

Opera PMS on englanninkielinen ja kansainvälisesti käytetty hotellivarausjärjestelmä.

## Opetus- ja oppimismenetelmät

Lähiopetus, tunnilla tehtävät harjoitukset, etätehtävät sekä projektityö (yksin tai parityönä), itsenäinen tiedonhaku. Oman oppimisen arviointi 1 h.

Yhteinen toteutus päivä- ja aikuisopiskelijoille sisältäen 60% lähiopetusta ja 40% itsenäistä työtä.

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

Aikaisemmin hankitun osaamisen voi osoittaa tehtäväpaketilla ja suullisella esityksellä muulle ryhmälle (suomeksi).

## Vastuopettaja

Taina Pallonen

## Oppimateriaalit

Opettajan laatimat ja kokoamat materiaalit Moodlessa

Kasavana, M & Brooks, R. 2009. Managing Front Office Operation. Kappaleet: 4 Reservations, 5 Registration, 8 Front office accounting ja Check-Out and Account Settlement.

Siiskonen, M & Rautiainen, 2009. Hotellivaraukset.

## Arviointiperusteet

- aktiivinen osallistuminen
- kirjalliset tehtävät
- kirjallinen testi hotellivaruksista
- ei tenttiä

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

## Arviointikriteerit



Arvosana 1

Osa tehdä hotellin perusvarauksen. Hahmottaa hotellivaraukseen liittyvät prosessit.

Arvosana 3

Hallitsee hotellivarauksen osa-alueet melko hyvin ja ymmärtää varaukseen liittyviä prosesseja. Ymmärtää hotellivarausten käsittelyn osana kannattavaa liiketoimintaa.

Arvosana 5

Hallitsee hotellivarauksen ja ymmärtää varauksentekoprosessiin liittyvät tekijät sekä niiden vaikutukset hotellin toiminnassa. Osa analysoida hotellivarauksiin liittyvät toiminnot hotellin kannattavuuden osalta.

# Opintomatka Dubai

Tunnus: TOU8RL006

Laajuus: 3 op (81 h)

Ajoitus: intensiiviviikko 13/2015

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojakso on tarkoitettu ensisijaisesti toisen ja kolmannen vuoden opiskelijoille ja vain Haagan restonomiopiskelijoille.

## Oppimistavoitteet

Opintojakson tavoitteena on laajentaa opiskelijoiden näkökulmaa ja tietämystä kansainvälisestä hotelli-, ravintola- ja matkailualan toimintaympäristöstä ja yrityksistä opintomatalla tehtävien yritysvierailujen avulla. Mahdollisuus osallistua opintomatkan suunnitteluun.

Huomio!

Huomio! Opintomatka on maksullinen ja opiskelijan osuus on noin 800€.

Opintojaksolle on erityisilmoittautuminen ja ilmoittautumisaika päättyy 30.11.2014.

Kokoontumiset x 4 kertaa:

ma 26.1.2015 klo 14-17

ma 23.2.2015 klo 14-17

ma 16.3.2015 klo 14-17

Opintomatka on intensiiviviikolla 13/2015

ma 13.4. klo 14-17

Opintojakson suoritettuaan opiskelija:

- Ymmärtää syvemmin kansainvälistä palvelukulttuuria ja yritystoimintaa
- Laajentaa ymmärrystä Suomen vahvuksista ja heikkouksista kansainvälisessä toimintaympäristössä
- Tiedostaa yhteistyökoulumme Emirates Academyn koulutuksen pääperiaatteet ja saa käytännön näkemystä opiskelusta ulkomailla

## Sisältö

- Opintomatkan suunnittelu ja toteuttaminen
- Yrityskäynnit hotelli-, ravintola- ja matkailu-alan yrityksiin
- Osallistuminen yhteistyökoulumme Emirates Academyn oppitunnille
- Kansainvälisyys ja palvelukulttuuri

## Työelämäyhteydet

Opintojakso koostuu yritysvierailuista hotelli-, ravintola- ja matkailualan yrityksiin

## Opetus- ja oppimismenetelmät

Lähiopetus 9h

Opintomatka 71h

Oman oppimisen arviointi 1h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuuopettaja

Salla Juustila

## Oppimateriaalit

Ilmoitetaan opintojaksolla

Yritysten edustajien luentomateriaali

## Arviointiperusteet

Oppimispäiväkirja

Aktiivinen osallistuminen ryhmätapaamisiin ennen matkaan ja osallistuva läsnäolo opintomatalla.

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

Arviointikriteerit

#### Arvosana 1

Opiskelija on mukana opintomatkan kaikissa vierailukohteissa. Opiskelija osallistuu ryhmätehtävän tekemiseen ja esittämiseen ennen matkaa sekä toimii ryhmässä sovitun roolijaon mukaisesti matkanjohtajana opintomatkan aikana. Opiskelija laatii oppimispäiväkirjan ohjeistuksen mukaisesti ja pystyy mainitsemaan valitsemansa teeman mukaisia asioita oppimispäiväkirjassa.

#### Arvosana 3

Opiskelija on aktiivisesti mukana opintomatalla ja pyrkii verkostoitumaan alan yritysten kanssa. Opiskelija osallistuu aktiivisesti ryhmätehtävän tekemiseen ja toimii omatoimisesti sekä vuorovaikutteisesti matkanjohtajan tehtävissä opintomatkan aikana. Opiskelija havainnoi ja pohtii oppimispäiväkirjassaan valitsemansa teeman mukaisia asioita opintomatkan aikana ja vertailee niiden merkitystä yritykselle sekä alalle.

#### Arvosana 5

Opiskelija toimii aktiivisesti ja vuorovaikutteisesti opintomatalla. Hän verkostoituu alan yrityksiin ja edustaa HAAGA-HELIAA esimerkillisesti. Opiskelija toimii aktiivisesti ja oma-aloitteisesti kaikkien tehtävien osalta ja hän pystyy oppimispäiväkirjassaan havainnoimaan valitsemansa teeman mukaisia asioita ja analysoimaan kriittisesti niiden merkitystä sekä yritykselle että alalle.

# Palveluyrityksen kulttuuri (kirjapaketti)

Tunnus: H8JO41

Laajuus: 3 op

Ajoitus: 3.-4. opintovuosi

Kieli: suomi / englanti

Opintojakson taso: Vapaasti valittavat opinnot

Opintojakson tyyppi: valinnainen

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Koulutusohjelmakohtaiset perus- ja aineopinnot suoritettuna

## Oppimistavoitteet

Opintojakson tavoitteena on, että opiskelija laajentaa tietämystään organisaatio- ja yrityskulttuurista. Opintojakson suorittaminen tukee opiskelijan yrityskulttuuriin ja/tai muutosprosesseihin kohdistuvaa oppinnäytetyöprosessia. Opintojakson suoritettuaan opiskelija on

- oppinut ymmärtämään kulttuurieroja, työelämän monikulttuurisuutta ja kehittänyt valmiuttaan toimia tällaisessa toimintaympäristössä
- muodostanut kuvan elämyksen tai palvelun tuotannon johtamisesta ja organisaatiokulttuurista
- kehittänyt ymmärrystään kansainvälisyyskehityksen vaikutuksista ja mahdollisuuksista hotelli-, ravintola- ja matkailualalla
- saanut yleiskäsityksen yrityskulttuuri –lähestymistavan käytöstä organisaatioiden

tutkimisessa ja kehittämisessä

## Sisältö

- Yrityskulttuuri ja organisaatiokulttuuri ja palvelun tuottaminen; ajattelumalleja ja lähestymistapoja
- Organisaation kehittäminen
- Muutoksen aikaansaaminen
- Innovaation aikaansaaminen
- Organisaatiokulttuurin sosiologinen ja psykologinen tausta
- Kulttuurien väliset erot ja niiden heijastuminen yritystoimintaan ja sen johtamiseen

## Opetus- ja oppimismenetelmät

Opintojakso on mahdollista suorittaa kirjapakettina tenttimällä valinnaiset teokset.

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettajat

Kari Nurminen

## Oppimateriaalit

Kolme teosta esim. seuraavista: 1. Puusa, A. & Reijonen, H. (toim.) 2011. Aineeton pääoma organisaation voimavarana. Unipress. 2. Hofstede, G. 1993 (tai uudempi). Kulttuurit ja organisaatiot. Mielen ohjelmointi. WSOY. 3. Honkanen, H. 2005. Muutoksen agentit: muutoksen ohjaaminen ja johtaminen. Suomen psykologiliitto/Edita. 5. Schein, E. 2009. Yrityskulttuuri – selviytymisopas: tietoa ja luuloja kulttuurimuutoksesta. Laatukeskus. 6. Forss-Anila, H. 2013. The effective service development process is using stories. Product: Evaluation form. Thesis/opinnäytetyö Haaga-Helia amk. Helsinki. 7. Schein, E.H. 2009. The Corporate Culture Survival Guide –sense and nonsense about culture change. Jossey-Bass Inc., San Francisco. 8. Hofstede, G. 2010. Cultures and Organizations: Software of the Mind: intercultural cooperation and its importance for survival. McGraw-Hill. 9. Trompenaars, F. and Hampden-Turner C. 2012. Riding the waves of culture: understanding diversity in global business. Nicholas Brealey, London. 10. Dumetz, J., Saginova, O. & Woolliams, P. 2012. Cross-cultural management textbook: lessons from the world leading experts in cross-cultural management. Createspace.

## Arviointiperusteet

Kirjaintenti 3x33,3 p = max. 100 p

Jokaisesta (kolmesta) teoksesta on saatava hyväksyttävä vastaus

Tyydyttävä suoritus (arvos. 1) = 40/100 p, hyvä suoritus (arvos. 3) = 70/100 p, kiitettävä (arvos. 5) = 90/100 p.

Kirjallisessa vastauksessa (essee) taso:

Arvosana 1

Opiskelija hahmottaa pääpiirtein kirjan sisällöt ja ymmärtää kulttuurien erojen merkitystä. Vastaus hajanainen, tietoja esitellään satunnaisessa järjestyksessä ja pieni osa tiedoista on puutteellisia tai vääriä.

Arvosana 3

Opiskelija on hahmottanut esitetyt kysymykset lukemansa perusteella ja osaa soveltaa joitakin teoksissa esiteltyjä malleja tai ratkaisuja. Vastaus on jäsenneilty ja käsittely pysyy asetetun kysymyksen ympärillä.

Arvosana 5

Opiskelija on omaksunut hyvin valitsemiensa teosten sisällön ja soveltaa vastauksissaan luovasti teosten tietoja. Vastaukset sisältävät pohdintaa, eri vaihtoehtojen vertailuja sekä tehtyjen ratkaisujen toimivuuden arviointia. Vastaukset ovat jämääköitä ja hyvin jäsennettyjä.

# Personal Finance Management

Code: ACC8RB023  
Extent: 2 ECTS (54 h)  
Timing: Semester 2  
Language: English  
Level: Supporting Studies  
Type: Free Elective

## Prerequisites

N/A

## Learning outcomes

This module will introduce the basic concepts and procedures of personal financial management. Student will learn to effectively plan their own personal finances in order to avoid any potential difficulties in balancing their studies and personal life.

On successful completion of this module, the student is able to do the following:

- Calculate revenues and expenses based on their own personal finance planning
- Make calculations as to how sufficient income can be generated
- Calculate cash flow and returns from stock investments
- Calculate interest rates on loans

## Course contents

The material for this course will consist of a book on personal finance. Various chapters will be read and analysed at home. There will be group and individual work on the relevant topics, including simulations, both in class and outside of class. There will be two guest lectures, as indicated below.

## Cooperation with the business community and other organisations

There will be a visiting speaker from a bank to talk about the basics of personal financial management.

There will be a visiting financial expert who will lecture on such topics as saving money and avoiding long-term debt.

## International

This course will be made up of international students.

## Teaching and learning methods

Contact lessons  
Group working  
Individual learning  
Workshops  
Simulations

Contact hours of teaching and other learning methods:

Contact hours – 16 hours  
Group working – 24 hours  
Individual learning – 70 hours  
One's own learning assessment – one hour

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

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

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

Karl Robbins

## Course materials

The material for this course will consist of one or two of the following books:

- Get a Financial Life: Personal Finance in Your Twenties and Thirties Beth Kobliner, 2009
- Why Didn't They Teach Me This in School: 99 Personal Management Principles to Live By Cary Siegel, 2013
- Personal Finance in Your 20s for Dummies Eric Tyson, 2011
- The Motley Fool Personal Finance Workbook: A Foolproof Guide to Organizing Your Cash and Building Wealth David Gardener, 2003

## Assessment

Assessment components and their respective weights

Individual homework 30% (learning diary & portfolio)

Individual simulations 30%

Team or group investment simulation 40%

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

#### Assessment targets

The development of the student's ability to produce financial reports and various calculations is an essential part of this course, as is the development of the student's ability to analyse the financial feasibility of a hospitality business.

#### Assessment criteria

##### Grade 1

The student has a basic understanding of such things as revenue, expenses, cash flows, return on investment, and calculation of interest on loans. With proper instruction, the student has the ability to perform basic tasks, but needs a lot of guidance.

##### Grade 3

The student has a good understanding of such things as revenue, expenses, cash flows, return on investment, and calculation of interest on loans. With proper instruction, the student will be able to perform basic tasks with minimal guidance.

##### Grade 5

The student has an excellent understanding of such things as revenue, expenses, cash flows, return on investment, and calculation of interest on loans. The student shows the ability to apply such knowledge and skills in a management position.

# Pink Marketing

Code: MAR8RX021

Extent: 3-ECTS (81 h)

Timing: Period 1-2

Language: English

Level: Professional studies

Type: Free-Elective

## Prerequisites

No prerequisites

## Course description

“Men are from Mars, Women are from Venus”. This is the first course truly designed for women and men in touch with their feminine side. Following an upsurge during the 1990s, at the turn of the millennium, feminism/feminist marketing started to occupy a niche as a sub-discipline of ‘mainstream’ (masculine) marketing. Gender and feminist marketing represents today a growing body of insightful studies and reviews that persuasively argue that theoretical, conceptual and practical marketing from a feminist perspective constitutes one of the most important and challenging arenas for practitioners and scholars alike. This course is targeted towards students wishing to establish a management career in companies which deal in ‘pink’. Thus, this course aims to educate future marketing managers (or curious) to do business in ‘pink’ companies. The purpose/objective of this course is to present an overview of the wide ranging extant knowledge on marketing, from a feminist perspective. The study of marketing from a feminist perspective is valuable since it tends to span a variety of issues that are often ignored or overlooked by patriarchal marketing. At a time when women are increasingly filling marketing positions, the impact of this on the marketing discipline and on marketing practices needs to be studied. Therefore, the intersection between feminism and marketing requires a reflection on past and current associations whilst considering its future, pink marketing. Students should develop knowledge and awareness of the existence and nature of marketing and feminism facets. Critical thinking is fostered through self-reflection centring on the pertinent issues surrounding pink marketing, and participants will acquire a comprehensive knowledge of the related ‘pink’ markets and a deep understanding of the ‘pink’ customers’ behaviour, and the drivers for ‘pink’ presently, as well in the time to come. “Marketing is HER story too”.

## Course outcomes

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

- › define the meaning of the term ‘Pink Marketing’
- › name different types of pink products/services and their attributes – features and benefits
- › describe the scope of Pink Marketing
- › understand the complexity of Pink Marketing
- › integrate multiple points of view on pink marketing
- › apply theories to improve the practice of Pink Marketing
- › achieve new insights and refined skills of interpretation
- › become independent and critical thinkers

## Course contents

This course addresses the following topics:

- › Matriarchal marketing vs. patriarchal marketing
- › She-economy – marketing to women
- › Why women go shopping?
- › Images in advertising
- › Poster girl – interview
- › Who wears the trousers?
- › Feminization of men - metrosexual or gay

## Cooperation with the business community

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



**International aspects**

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

**Learning and teaching methods**

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

- › 80 hours of directed and self-directed learning
- › The assessment of one's own learning 1 h

**Course assessment and grading**

In this course students' learning is assessed as follows:

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

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

**Course resources**

Handouts and essential reading list posted in Moodle

**Course Management System (CMS)**

The Course Management System used in this course is MOODLE

**Feedback and Development**

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

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

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

**Course facilitator**

Dr. Mário Passos Ascensão

# Proper English in Report and Thesis writing

Code: COM8RB001

Extent: 3 ECTS (81 h)

Language: English

Level: Professional studies

Type: Free-Elective

## Prerequisites

None

## Learning Outcomes

Upon successful completion of the course the student is:

- familiar with use and form of quotations required by the HAAGA-HELIA reporting guidelines.
- capable of finding and citing a reference in an academic paper according to the HAAGA-HELIA reporting guidelines
- able to summarize or paraphrase information from references or sources.

## Course contents

The HAAGA-HELIA reporting guidelines

Handouts

In class writing and review exercises

## Teaching and learning methods

Contact lessons

Written exercises

Research projects

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

Wallace Reynolds

## Assessment

Active participation in class 40%

Exercises 60%

## Assessment criteria

### Grade 1

The student has limited knowledge about HAAGA-HELIA reporting guidelines.

### Grade 3

The student has basic knowledge of the HAAGA-HELIA reporting guidelines. The student can place a direct or summarized quote in a paper so it flows with the text. The student can place a reference at the correct location in an academic paper. And the student can write a paper in the correct format according to the HAAGA-HELIA reporting guidelines.

### Grade 5

The student knows the HAAGA-HELIA reporting guidelines very well. The student is able to place a quote in a paper with the proper citation format. The student is also able to place and write a reference according the format required by the guidelines and the student is able to create quotations that flow in the paper, while at the same adding meaning or support to the paper's topic.

# Ravintolan gastronomia

Tunnus: FPR8RH026

Laajuus: 6 op. 8 kontaktaa

Ajoitus: 5. periodi

Kieli: suomi

Opintojakson taso: vapaavalintainen

Opintojakson tyyppi: vapaavalintainen kurssi

Kurssimaksu: Opiskelija suorittaa 60 € ennen kurssin alkamista Haagan materiaalipalveluun

Henkilömäärä kurssille: enintään 25 opiskelijaa

## Lähtötaso ja sidonnaisuudet muihin opintoihin

Vapaavalintainen kurssi joka liittyy ammattiosaamista syventäviin opintoihin. Kurssille pääsyn vaatimuksena on ruokatuotanto 1 ja ravintolapalveluiden- ja ravintolajuoimien perusteiden hyväksytyt suorittaminen. Kurssi on suunnattu restonomiopintojen 2. ja 3. vuosikurssin opiskelijoille.

## Oppimistavoitteet

Perehdyttää opiskelija ruokakulttuurin kiehtovaan maailmaan. Tarkastelemme ruokakulttuurin kehitystä ja sen vaikutuksia nykypäivän gastronomiseen tarjontaan. Harjaannutamme taitojamme ruoanvalmistuksessa ja salityöskentelyssä. Teemme vierailuja kursilla annettaviin kohteisiin.

Opintojakson suoritettuaan opiskelija

- Hallitsee erilaisten erikoisraaka-aineiden käsittelyn, valmistamisen ja tarjoilun
- Osaa tarjota asiakkaille ravintolaelämyksiä
- Hallitsee ravintola-alan etiketti säännöstän ja käyttäytymistavat
- Osaa valmistaa saliruokia
- Tuntee suomalaista ja kansainvälistä gastronomista historiaa

## Sisältö

Ruokaravintolan palveluiden ja tuotteiden sovittaminen yrityksen liikeideaan ja asiakkaan tarpeisiin:

- kansallinen ja kansainvälinen ruokakulttuuri
- ruoan valmistaminen
- pöydän kattaminen
- istuma- ja tarjoilujärjestykset
- ruokien ja juomien tarjoilu, salityöskentely

## Työelämäyhteydet

Kurssilla tehdään tutustumiskäyntejä mahdollisuuksien mukaan ravintoloihin ja alan sidosryhmien liiketoimintaan

## Kansainvälisyys

Kurssilla tutustutaan kansainväliseen ruokakulttuuriin ja gastronomiaan.

## Opetus- ja oppimismenetelmät

a) Lähiopetustoteutus:

Lähiopetus 48 h

Itsenäinen opiskelu ja opintojakson tehtävän suorittaminen 56 h

Oman oppimisen arviointi 1 h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettajat

Jari Karjalainen

Heikki Ursin

## Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali. Muu tarvittava lähdekirjallisuus ilmoitetaan opintojakson alussa

## Arviointiperusteet

- Tentti 40%
- Osallistuminen annettuihin vierailuihin ja tehtäviin 20%
- Kirjareferaatti Moodlessa 40% (Sillanpää Merja, Säännöstelyn huvi. SKS 2002.)

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

Arviointikriteerit

Hyväksytyy/Täydennettävä

# Ruoka ja kulttuurit

Tunnus: ETG8RH021

Laajuus: 3 op (81 h)

Ajoitus: 2. tai 4. lukukausi

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittavat opinnot

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojaksolla ei ole edeltävyyssehtoja eikä sidonnaisuuksia muihin opintojaksoihin.

## Oppimistavoitteet

Opintojakson tavoitteena on syventää ruokakulttuurien ymmärtämistä.

Opintojakson suoritettuaan opiskelija:

- ymmärtää asiakkaan ruoan valintaan vaikuttavia tekijöitä
- tuntee eri ruokakulttuureita
- tuntee ruoan käytön historiaa

## Sisältö

- Suomalainen ruokakulttuuri
- Eri uskontokuntien ruokasäännöt
- Ruoka-aineiden käytön historia
- Ruoka-aineiden käyttö eri ruokakulttuureissa
- Ruoan muu kuin ravitsemuksellinen merkitys

## Opetus- ja oppimismenetelmät

Lähiopetus 24 h

Itsenäinen opiskelu 56 h

Oman oppimisen arviointi 1 h

Opintojakson suoritus

1. Osallistuminen luennoille
2. Kirjallinen tehtävä
3. Suullinen esitys

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettaja

Eeva Pajakkala

## Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

## Arviointiperusteet

Harjoitustyöt 100 %

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

Arviointikriteerit

Opintojakso arvioidaan asteikolla hyväksytty/hylätty.

# Ruoka ja media

Tunnus: FPR8RH027

Laajuus: 3 op

Ajoitus: 2. – 6. lukukausi

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojakson osan lähtötaaso vaatimuksena on opintojaksojen Ruokatuotanto 1 tai Ruokatuotannon perusteet suorittaminen.

## Oppimistavoitteet

Opintojakson tavoitteena on tutustua median tapoihin tuottaa ruokaan liittyvää kirjoitettua ja ruokavalokuvausta. Opiskelija osaa tuottaa ruokamediaan tekstejä ja reseptejä kuvineen. Lisäksi hän pystyy hahmottamaan ruoka- ja media-alan toimintatavat ja yhteistyömahdollisuudet.

Opintojakson suoritettuaan opiskelija

- osaa havainnoida alan trendejä ja hyödyntää tätä tietoa työskentelyssään
- ymmärtää ja osaa soveltaa toiminnassaan ruoka-designia
- osaa kehittää elämyksellisiä ja esteettisiä tuotteita
- osaa analysoida, arvioida ja toistaa ruokamedioiden tyylejä
- osaa kehittää ja laatia eri medioihin sopivia reseptejä
- hahmottaa ruoka-aiheisen artikkelin teon vaiheet

## Sisältö

- ruokatrendit
- ruoka-aiheisen artikkelin tekeminen
- ruokatoimittajan työ
- ruokadesign
- ruokavalokuvauksen periaatteet

## Työelämäyhteydet

Opintojakso toteutetaan yhdessä elinkeinon kanssa (vierailevia luennoitsijoita ja tutustumiskäyntejä).

## Opetus- ja oppimismenetelmät

Lähiopetustoteutus:

- Lähiopetus ja tentti 40 h
- Itsenäinen opiskelu 40 h
- Oman oppimisen arviointi 1 h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettaja

Birgitta Nelimarkka

## Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajien ilmoittama ja jakama materiaali.

## Arviointiperusteet

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

Opintojakso arvioidaan hyväksytty / hylätty. Opintojakson hyväksyttävän suorittamisen edellytyksenä on tehtävien suorittaminen ja aktiivinen osallistuminen lähiopetukseen.

# Ryhmä- ja erityismatkustus

Tunnus: RYE8RH001

Laajuus: 3 op (81 h)

Ajoitus: periodi 1

Kieli: suomi

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojakso on tarkoitettu ensisijaisesti ensimmäisen ja toisen vuoden opiskelijoille

## Oppimistavoitteet

Opiskelija ymmärtää ryhmä- ja erityismatkustuksen osa-alueet ja ymmärtää niiden merkityksen matkailun liiketoiminnassa. Opiskelija oppii matkan suunnitteluprosessin ja tuntee eri toimijoiden roolin matkapakettien tuottamisessa. Opiskelija osaa laatia tarjouksen ja matkaohjelman suunnittelemalleen ryhmämatkalle.

## Opintojakson suoritettuaan opiskelija:

- Ymmärtää ryhmä- ja erityismatkustuksen erityispiirteet
- Osaa suunnitella asiakaslähtöisen ryhmämatkan
- Ymmärtää eri toimijoiden roolit matkapaketin tuottamisessa
- Osaa laatia tarjouspyynnön ja asiakaslähtöisen matkaohjelman ryhmälle

## Sisältö

- Erityis- ja ryhmämatkustus
- Erityis- ja ryhmämatkustusyritykset
- Matkan suunnitteluprosessin vaiheet
- Matkatarjouksen ja matkaohjelman laadinta

## Työelämäyhteydet

Opintojaksolla tutustutaan alan matkailuyrityksiin

## Opetus- ja oppimismenetelmät

Lähiopetus 24h

Itsenäinen työskentely ja ryhmätyö 56h

Oman oppimisen arviointi 1h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettaja

Salla Juustila, Haaga

## Oppimateriaalit

Materiaali ilmoitetaan kurssin alkaessa

## Arviointiperusteet

Kirjallinen tentti 30 %

Ryhmämatkan suunnittelutyö ja esittely 70 %

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 osallistuu ryhmämatkan suunnittelutyöhön ja esitykseen, muttei juuri tuo omia ideoita suunnitteluprosessiin. Opiskelija ymmärtää ryhmä- ja erityismatkailun ominaispiirteet ja pystyy luettelemaan joitakin matkailun trendejä, mutta ei pysty analysoimaan niiden merkitystä alalle.

### Arvosana 3

Opiskelija osallistuu ryhmämatkan suunnitteluun ja esitykseen ja tuo omia pohdintojaan esille sekä ryhmä- että tuntityöskentelyssä. Opiskelija sisäistää ryhmä- ja erityismatkailun ominaispiirteet ja ymmärtää näiden ominaispiirteiden merkityksen ryhmämatkustukseen. Opiskelija pystyy nimeämään monipuolisesti matkailun trendejä ja ymmärtää, mitkä niistä vaikuttavat etenkin erityis- ja ryhmämatkustukseen.

### Arvosana 5

Opiskelija on innovatiivinen ja aktiivinen ryhmämatkan suunnittelussa ja sen esityksessä. Opiskelija on sisäistänyt ryhmä- ja erityismatkailun ominaispiirteet ja pystyy huomioimaan ne ryhmämatkan käytännön suunnittelutyössä. Opiskelija osaa nimetä sekä lokaaleja että globaaleja matkailualan trendejä ja arvioida kriittisesti niiden merkitystä ryhmä- ja erityismatkustukseen.



# STAR Certification in Hotel Industry Analytics

Code: CER8RB001

Extent: 2 ECTS

Timing: Spring 2015

Language: English

Type: Free elective course

## Prerequisites

The course is open to all HAAGA-HELIA 2<sup>nd</sup> and 3<sup>rd</sup> year students.

## Description of the STAR Certification and learning outcomes

The “Certification in Hotel Industry Analytics” is the leading hotel-related certification for university students graduating from Hospitality and Tourism programs. This recognition provides evidence of a thorough knowledge of the foundational metrics, definitions, formulas, and methodologies that are used by the hotel industry. Recipients have proven that they can “do the math” and interpret the results. They have demonstrated an ability to analyze various types of hotel industry data and to make strategic inferences based upon that analysis.

Certification also confirms a comprehensive understanding of benchmarking and performance reports. Recipients have a grasp of the current landscape of the hotel industry, including relevant current events. Achieving this distinction announces that these students have a place among the best graduates in their profession and opens the doors to future career opportunities. Recipients receive a certificate and are able to sue the CHIA designation on their business cards and resumes.

## Course contents

Hotel Industry Analytical Foundations

Hotel Math Fundamentals, the metrics used by the Hotel Industry

Property Level Benchmarking

Hotel Industry Performance Reports

## Cost of the STAR Certification

30 euro/student

By paying the fee you confirm your exam attendance (includes one retake)

## Implementation plan and learning methods

Course introduction workshop (2 h) February 25<sup>th</sup> 2015 14:00-16:00

Workshop 1 (2 h) March 11<sup>th</sup> 2015 14:00-16:00

Workshop 2 (2 h) April 1<sup>st</sup> 2015 14:00-16:00

Exam attendance (2 h) April 15<sup>th</sup> 2015 14:00-16:00

Independent learning in Moodle (46 h) continuously

## Teacher with the main responsibility for the course

Nina Niemi, nina.niemi(at)haaga-helia.fi

## Course materials

Study material will be found in Moodle

## Assessment criteria

70% exam passing score

# Suomen myyminen kansainväliselle asiakkaalle

Tunnus: SMK8RL001

Laajuus: 3 op (81 h)

Ajoitus: periodi 2/2014

Kieli: suomi

Opintojakson taso: ei sidonnaisuuksia

Opintojakson tyyppi: valinnainen

## Kohderyhmä

Matkailun liikkeenjohdon 2. ja 3. vuosikurssin opiskelijat ja tradenomi-opiskelijat, esimerkiksi myyntityön koulutusohjelman opiskelijat.

## Lähtötaso ja sidonnaisuudet muihin opintoihin

Opiskelijalla tulee olla Markkinointiviestintä TYE1RL003 suoritettuna tai vastaavat tiedot muuten hankittuna.

## Oppimistavoitteet

- Opiskelija tuntee Suomen matkailun kohdealueena: kansainvälisessä markkinoinnissa käytettävän aluejaon ja teemat sekä Suomi-brändin.
- Opiskelija osaa tehdä matkailutuotteelle sopivan asiakasprofiilin ja ehdottaa sopivan sähköisen jakelukanavan.

## Sisältö

- Suomi matkailun kohdealueena: aluejako ja teemat, Suomi-brändi
- Asiakasprofilointi
- Sähköisen matkailupalveluiden markkinointi ja myynti

## Työelämäyhteydet

Opintojakson tehtävä on suomalaisen yrityksen toimeksiantona tehtävä projekti pienryhmätyönä.

## Kansainvälisyys

Opintojakso kohdistuu nimenomaan kansainväliseen asiakkaaseen ja kansainvälisiin markkinointikanaviin.

## Opetus- ja oppimismenetelmät

- Lähiopetus sisältäen ohjattua projektityötä sekä tentti 24h
- Projekti pienryhmätyönä ja Itsenäinen opiskelu 56h
- Oman oppimisen arviointi 1h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Oppimateriaalit

Ilmoitetaan opintojakson alkaessa.

## Opintojakson ohjaaja

Leena Grönroos

## Arviointiperusteet

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 osaa luettelonomaisesti kertoa Suomen matkailun aluejaosta ja teemoista sekä matkailutuotteista. Opiskelija osaa kertoa esimerkkejä Suomen matkailutuotteisiin sopivista asiakasprofiileista ja sähköisistä jakelukanavista.

### Arvosana 3

Opiskelija osaa keskustella aluejaosta ja teemoista sekä matkailutuotteista. Hänellä on aiheista perusteltuja näkemyksiä. Opiskelija osaa luoda tuotteelle asiakasprofiilin ja etsiä sopivan sähköisen jakelukanavan.

### Arvosana 5

Opiskelija osaa keskustella kriittisesti aluejaosta ja teemoista sekä matkailutuotteista. Opiskelija osaa luoda tuotteelle asiakasprofiilin ja etsiä sopivan sähköisen jakelukanavan. Hänellä on rakentavia, perusteltuja kehittämissuhteita.

# Sustainable Tourism

Code: TOU8RB020

Extent: 3-ECTS (81 h)

Timing: Period 1 & 2

Language: English

Level: Professional studies

Type: Free-Elective

## Prerequisites

No prerequisites

## Course description

Today sustainable tourism is imperative to all tourism enterprises and destinations, although, in many parts of the planet, destination players are still deaf to the argument that tourism needs to be more sustainable. If we consider that many tourism destinations are based on unique natural and socio-cultural resources, sustainable tourism needs to be an integral component of tourism development. This elective course has been designed to enable students to gather an insight into management concepts, philosophies, and processes relevant to the sensitive management of the tourism experience. The course explores the nature, degree and type of sustainable management in the tourism industry as increasingly, sustainable management is applied in the strategic management of enterprises and destinations. Students will have the opportunity to study unique case studies of major destinations in the world (e.g. the Grand Canyon, the Everglades, Ayers Rock, Kilimanjaro, Niagara Falls and the Dead Sea). Students should develop knowledge and awareness of the existence and nature of tourism and sustainability facets. Critical thinking is fostered through self-reflection on the pertinent issues surrounding sustainable tourism management and development.

## Course outcomes

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

- › trace the development of the green philosophy
- › examine the reasons why recent environmental movements differ from earlier concerns
- › critically discuss a range of definitions of sustainability and sustainable tourism
- › analyse the conceptual basis on which sustainable tourism is founded
- › evaluate the principles of sustainable tourism in relation to tourism impacts
- › assess the practical application of sustainable tourism principles
- › understand the relation of sustainable tourism to other sustainable development world initiatives
- › understand the roles of organisations concerned with sustainable issues
- › understand the theoretical concepts relevant to sustainable tourism
- › discuss the concept of sustainable tourism in the context of sustainable development
- › evaluate good practice in sustainable tourism management
- › evaluate the key issues involved in the supply, demand and marketing of sustainable tourism

## Course contents

This course addresses the following topics:

- › the genealogy of the green movement
- › conceptualising sustainable tourism
- › sustainable tourism dimensions
- › sustainable tourism key players
- › sustainable tourism indicators and controls
- › sustainable tourism and protected areas
- › sustainable tourism marketing
- › the future of sustainable tourism

## Cooperation with the business community

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

## International aspects

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

## Learning and teaching methods

In this course three main learning methods are used: (1) classroom learning; (2) directed learning; and (3) self-directed learning. A proportion of the hours provide the opportunity for teaching contact between students and experts (facilitators and industry partners). Classroom learning takes the following forms: interactive lectures and small group discussions. Directed learning is also used in form of individual and group assignments. Self-directed learning is also an important part of this course, and students are encouraged to develop the ability to learn on their own and thus take more responsibility for setting the objectives of their learning. Students should put emphasis on

text review and vigorous reflection and debate. This is particularly important to explore and develop ideas from specific texts and evaluate issues related to Sustainable Tourism. Reading texts support the learning activities. In short:

- › 12 hours of classroom learning + 67 hours of directed and self-directed learning
- › The assessment of one's own learning 1 h

### **Course assessment and grading**

In this course students' learning is assessed as follows:

- › 10% written learning assignment 1
- › 15% written learning assignment 2
- › 15% written learning assignment 3
- › 15% written learning assignment 4
- › 15% written learning assignment 5
- › 15% written learning assignment 6
- › 15% written learning assignment 7

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

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.

### **Course resources**

Handouts and essential reading list posted in Moodle

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

The Course Management System used in this course is MOODLE

### **Feedback and Development**

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

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

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

### **Course facilitator**

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

# The Booming Market: Chinese Outbound Tourism

Code: TOU8RB028  
Extent: 5 ECTS  
Language: English  
Type: free elective studies

## Prerequisites

None.

## Learning outcomes

This course is designed for students who are working or are planning to work in tourism industry, and are willing to learn more knowledge regarding to the most booming market of today - Chinese outbound tourism market.

The course will provide students deep insights into the development of Chinese outbound tourism market both expectations and needs of Chinese visitors as well how to do marketing in China. After completing the course, the students will gain enough knowledge from culture's and hospitality industry perspective regarding the target market. The students are having knowledge how to do marketing in China.

## Course contents

There are 7 modules listed as below:

- Chinese travelers abroad
- Chinese culture backpack
- Chinese language
- Chinese tourists' motivation and behavior
- Product adaptation and marketing
- Service and ambience
- Product development and marketing plan

## Teaching and learning methods

The course will be conducted in English, the teaching methods are classroom meeting and eLearning.

## 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

Bo Dong and Kari Halonen

## Course materials

To be announced in the beginning of the course.

## Assessment

Interactive classroom activities  
Individual work, pair work and group work  
The assessment of one's own learning 1 h

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.

Course assessment criteria:

Grade 5: After contact hours and successfully pass the final exam, students should have deep understanding the development of China's outbound tourism and the expectations and needs of Chinese outbound tourists. If the students are working for tourism companies or organizations of all sizes and locations, they should be able to analyze their current products and services with regard to their suitability for Chinese tourist and to develop an action plan for improvement. They are having profound understanding different marketing methods to reach Chinese consumers and travel trade.

Grade 3: students can pass the exam, they could have certain understanding the development of China's outbound tourism and the expectations and needs of Chinese outbound tourists, but they are not able to analyze any exist products and services with regard to their suitability for Chinese tourist and they are not able to develop an action plan for improvement. They are having some knowledge of different marketing methods reaching Chinese consumers and travel trade.

Grade 1: students can pass the final exam, but they cannot understand the expectations and needs of Chinese outbound tourists, they are not able to analyze any products and services with regards to their suitability for Chinese tourist, and they are not able to develop any action plan for improvement. They are having common knowledge of marketing methods reaching consumers and travel trade but not specifically in China.

# Tilastolliset menetelmät

Tunnus: MET8RH001

Laajuus: 3 op (81 h)

Ajoitus: kesäopinnot

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: pakollinen

## Sidonnaisuudet muihin opintojaksoihin, edeltävä osaaminen ja suoritusajankohta

Tilastollisten menetelmien perusteiden opintojaksolla ei ole sidonnaisuuksia muihin ammattikorkeakoulun opintojaksoihin. Opintojaksolla menestyminen edellyttää Excelin tilastotyökalun hallintaa, mikä opetellaan opintojakson aluksi lähitunneilla. Suositeltava opiskeluajankohta on 3. tai myöhempi lukukausi.

## Oppimistavoitteet

Opintojakso perehdyttää numeroaineistojen hankintaan ja kuvailuun sekä aineistoista tehtävien tilastollisten laskelmien ja päättelyjen menetelmiin. Näiden tavoitteiden taustaksi opintojaksolla opiskellaan tilastotieteen peruskäsitteitä. Opintojakso on yhtäällä valmiiden tilastojen hankintaa ja lukutaitoa edistävä ja toisaalta eri aloilla tarvittavien tilastollisten perusmenetelmien oppimisprosessi. Opiskelija tuntee jakson käytyään tilastotieteen peruskäsitteistön ja osaa käyttää hyväkseen tärkeimpien koti- ja ulkomaisten tilastontuottajien yhteiskunnallisia ja taloudellisia tilastoaineistoja. Opiskelija kykenee myös itsenäisesti tekemään sekä edellä mainittuihin että opintojakson harjoitusaineistoihin perustuvia tilastollisia tehtäviä ja grafiikoita Excelillä. Opiskelija osaa suorittaa tilastollisia peruslaskutoimituksia myös ilman Exceliä.

## Sisältö

Koti- ja ulkomaiset yhteiskunta- ja taloustilastot ja niiden tuottajat

Valmiiden tilastoaineistojen hyötykäyttö

Tilastoaineiston hankinta ja kuvailu – havaintomatriisi, jakaumat ja tunnusluvut

Tilastollinen riippuvuus

Tilastollinen estimointi ja testaus

## Työelämäyhteydet

Opintojakso kiinnittyy työelämään siten, että suoritusvaatimukseen kuuluvan tilastollisen tehtäväpaketin tekeminen edellyttää Tilastokeskuksen virallisten tilastojen käyttöä ja myös Tilastokeskuksen verkkosivulta löytyvän tilastokoulun sisältöön tutustumista.

## Kansainvälisyys

Opintojakso kiinnittyy kansainvälisyyteen siten, että opiskelija käyttää tilastollisen tehtäväpaketin laadinnassa mm. Eurostain ja OECD:n tuottamia tilastoja.

## Opetus- ja oppimismenetelmät

Yhdistetty lähi- ja verkko-opintojakso. Johdanto ja lähiopetus (3x 3h) atk- luokassa. Virtuaaliopetus Moodlessa. Opintojakson oppikirjan sisältöä tulee hallita valituilta osin ja muun materiaalin tukemana vastaamalla online tentin monivalintakysymyksiin. Lisäksi on vastattava ja palautettava tehtäväpaketti, johon sisältyy lähinnä valmiisiin aineistoihin liittyviä tilastollisia tehtäviä. Vastuunopettaja tukee opiskelua lähiopetuksessa ja verkkokeskustelussa. Oman oppimisen arviointi 1 h.

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

Aikaisemmin hankitun tiedon tunnistamisesta näytöllä sovitaan vastuunopettajan kanssa. Opiskelija toimittaa ensin vastuunopettajalle kirjalliset dokumentit suorittamistaan tilastollisten menetelmien opinnoista ja/ tai työnkuvauksen työstä jota hän on tehnyt ja jossa käytetään tilastollisia mentelmiä.

## Vastuunopettaja

Kalevi Tourunen

## Oppimateriaalit

Oppikirja: Holopainen, M – Pulkkinen, P: Tilastolliset menetelmät 5-7. painos (WSOY).

Opintojakson Moodle sivulla jaettava materiaali sisältäen linkit tilastontuottajien verkkosivuille.

## Suoritustapa ja arviointi

Opintojakso suoritetaan palauttamalla elokuun 15. päivään 2014 mennessä tilastollisia lasku- ja muita tehtäviä sisältävä tehtäväpaketti (paino loppuarvosanassa 50 %). Lisäksi on suoritettava kymmenen monivalintakysymystä sisältävä online, open book ja kahden yrityskerran tentti Moodlessa aikavälillä 24 -26.6 2013 (paino loppuarvosanassa 50 %). Tentti on avoinna 2 tuntia siitä kun sen on avannut. Molemmat arvioinnit tehdään asteikolla 1-5.

## Arviointiperusteet (tentti, tehtäväpaketti)

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

Opintojaksossa arvioidaan opiskelijan omaksumien tilastollisten peruskäsitteiden ja menetelmien tuntemusta. Opiskelija suoriutuu tilastollisten peruslaskutoimitusten, tehtävien ja tilastografiikan tekemisestä Excelillä.

Arvosana 1

Opiskelija kykenee osittain (40 -60 %) suoriutumaan itsenäisesti tentistä ja Excelillä tehtävistä tilastollisista tehtävistä

Arvosana 3

Opiskelija kykenee suoriutumaan itsenäisesti suurimmasta osasta (+60 -80 %) tenttiä ja Excelillä tehtävistä tilastollisista tehtävistä

Arvosana 5

Opiskelija kykenee suoriutumaan itsenäisesti lähes kaikista (+80 -90 %) tenttikysymyksistä ja Excelillä tehtävistä tilastollisista tehtävistä

# Travel and Tourism Geography, Global Perspectives

Code: TOU8RB027

Extent: 3 ECTS (81 h)

Language: English

Level: Professional studies

Type: Free elective

## Prerequisites

None

## Learning outcomes

After completing the course the student will acknowledge global patterns of travel and tourism including geographical factors that influence the industry on local, regional and global level. The student will also explore, analyse and evaluate statistical differences and competitiveness between countries. The course provides a summary of the latest destination trends combined with new travel & tourism products & services around the globe.

## Course contents

- Introduction to travel and tourism geography
- The concept of destination analyse
- Destination geography – case studies on regional pull-factors
- Special interest themes: disappearing destinations, sinister side of tourism or geography of touristic fears
- Geographical assets as regional tourism resources
- Destination trends

## Cooperation with the business community and other organisations

The course includes hospitality industry related assignments.

## International

The viewpoint is international and there will be several international companies introducing cases

## Teaching and learning methods

The course is based on classroom and online learning:

Classroom and online learning:

Lectures 5 x 3h =15t

Online learning 3 x 3t=9t

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

Mia Tarhanen

## Course materials

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

## Assessment

- Detailed assessment will be announced in the beginning of the course
- Project work (case studies) 20-40 %
- Presentation or exam 60-80%

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 some knowledge of travel and tourism as a global business
- Shows capabilities of using the terminology of travel and tourism geography
- Is able to present (oral or written) the key aspects of the most important factors impact on global tourism



### Grade 3

- Portrays good knowledge of travel and tourism as a global business
- Shows capabilities of fluent using the terminology of travel and tourism geography
- Is able to present (oral or written) the key aspects of the most important factors impact on global tourism
- Express the knowledge of the new business possibilities for tourism industry on destination level
- Provides feedback with relevant arguments

### Grade 5

- Portrays profound knowledge travel and tourism as a global business
- Shows advanced capabilities of using the terminology of travel and tourism geography
- Is able to fluently present (oral or written) the key aspects of the most important factors impact on global tourism
- Express the knowledge of the new business possibilities for organisations for tourism industry on destination level
- Provides feedback relevant with arguments in global context

# Tourism in Europe

Code: TOU8RB022

Extent: 3-ECTS (81 h)

Timing: Period 2 (intensive week)

Language: English

Level: Professional studies

Type: Free-Elective

## Prerequisites

No prerequisites

## Course description

Most publications describe a panorama that is difficult to ignore - the number of new tourism Experiences (products and services) seems to grow by the day. Only a few years ago, even though it was said with a touch of hype, tourism could be reduced to the four big 'S's – Sun, Sea, Sand and Sex. As tourism is increasingly important to European countries, this course in a seminar-format has been designed to provide students with the necessary knowledge on *tourisms* in Europe - a general overview of the range tourism products and services in Europe today. The theme for this year seminar is "Experience and Wellness". All speakers are working or worked in the countries/regions/sectors presented at the seminar. This is a professional level seminar which aims to enlighten and educate students in many of the facets relating to, and which impinge upon, tourism in Europe. Students are introduced to different presentations/cases which underpin the study of tourism in Europe, and are required to develop an understanding of perspectives and experiences relating to tourism in Europe. Students should familiarise themselves with key concepts and frameworks within tourism management. This will contribute to the application of these concepts and frameworks to future real-live situations. Critical thinking skills will be fostered through discussion, debate, and reflection on issues arising in the presentations/cases.

## Course outcomes

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

- › recognise the importance of the 'product' variable in tourism
- › have knowledge about product-related concepts as well as various product classifications
- › have knowledge about the various emerging tourism product concepts in Europe
- › identify innovative tourism products/services
- › evaluate tourism products/services contribution to European tourism

## Course contents

This course addresses the following topics:

- › Overview of tourism in Europe
- › Dark Tourism
- › Other presentations/cases on Tourism in Europe from invited speakers

## Cooperation with the business community

Students will take part in learning activities about selected local Wellness partner organisations and/or counts with local community members' participation.

## International aspects

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

## Learning and teaching methods

In this course three main learning methods are used: (1) classroom learning; (2) directed learning; and (3) self-directed learning. A proportion of the hours provide the opportunity for teaching contact between students and experts (facilitators and industry partners). Classroom learning takes the following forms: interactive lectures, forum and small group discussions. Directed learning is also used, in the courses, individual and group assignments. Self-directed learning is also an important part of this course, and students are encouraged to develop the ability to learn on their own and thus take more responsibility for setting the objectives of their learning. Students should put emphasis on text review and vigorous reflection and debate. This is particularly important to explore and develop ideas from specific texts and evaluate issues related to Tourism in Europe. Reading texts support the learning activities. In short:

- › 24 hours of classroom learning
- › 55 hours of directed and self-directed learning
- › The assessment of one's own learning 1 h

### **Course assessment and grading**

In this course students' learning is assessed as follows:

- › 20% written individual pre-learning assignment
- › 30% written individual post-learning assignment
- › 50% written group post-learning assignment

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

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.

### **Course resources**

Handouts and essential reading list posted in Moodle

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

The Course Management System used in this course is MOODLE

### **Feedback and Development**

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

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

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

### **Course facilitator**

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

# Träna svenska

Tunnus: SVG8RL020V

Laajuus: 2 op (53 h)

Ajoitus: 1. tai 2. lukukausi

Kieli: suomi

Opintojakson taso: vapaasti valittavat opinnot

Opintojakson tyyppi: vapaasti valittava

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojakson taso on A2.

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

## Oppimistavoitteet

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

Opintojakson suoritettuaan opiskelija

- Tunnistaa oman viestintäkuvansa ja osaa kehittää sitä

## Sisältö

- Kieliopin keskeiset rakenteet

- Sanastoharjoituksia

Kansainvälisyys

Opintojakson aihepiireissä tutustutaan pohjoismaisiin käytänteisiin.

## Opetus- ja oppimismenetelmät

a) Lähiopetustoteutus:

Lähiopetus ja tentti 27 h

Itsenäinen opiskelu 25 h

Oman oppimisen arviointi 1 h

b) Monimuotototeutus:

Lähiopetus ja tentti 16 h

Itsenäinen opiskelu 36 h

Oman oppimisen arviointi 1 h

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

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

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettajat

Arja Aktan-Helminen

Hanna Knuutila

Anna Sarajas-Zino

## Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

## Arviointiperusteet

Tentti 80 %

Aktiivisuus ja jatkuva näyttö 20 %

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

Arviointikriteerit

Opintojakso arvioidaan asteikolla hyväksytty/hylätty

Hyväksytty suoritus

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

# Tunne Suomi: hyödynnä paikallista kulttuuria ja luontoa elämysten tekemisessä!

Tunnus: TOU8RL008

Laajuus: 5 op (135 h)

Ajoitus: 1.–2. periodi

Kieli: suomi

Opintojakson taso: ei sidonnaisuuksia

Opintojakson tyyppi: valinnainen

## Taustaa

Matkailu on Suomessa merkittävä kasvava toimiala, yksittäisissä kunnissa jopa puolet elinkeinoista on matkailua. Uusille elämystuotteille on siis kysyntää. Nyt ja tulevaisuudessa matkailun ammattilaisen tulee tuntea paikallisen kulttuurin ja luonnon erityispiirteet sekä muita paikallisia elinkeinoja. Ne ovat elämystuotteiden resursseja, joita ammattilaisen on osattava hyödyntää.

## Kohderyhmä

Matkailun liikkeenjohdon opiskelijat, Avoimen ammattikorkeakoulun opiskelijat, Matkailualalla työssä olevat henkilöt, kuten tapahtumantuottajat, DMC- ja incoming-matkatoimistoissa sekä käyntikohteissa tuotekehitystä tekevät henkilöt.

## Lähtötaso ja sidonnaisuudet muihin opintoihin

Opintojaksolla ei ole edeltävyyssehtoja eikä sidonnaisuuksia muihin opintoihin.

## Oppimistavoitteet

- Opiskelija tuntee Suomen merkittävimpien matkailukohteiden palvelutarjonnan ja asiakasryhmät
- Opiskelija omaa valmiudet hyödyntää paikallista luontoa ja kulttuuria sekä muita elinkeinoja resurssina matkailuelämysten tuottamiselle, matkailun vaikutukset huomioiden
- Opiskelijalla on asiakaslähtöinen, matkailukohteen verkostoa hyödyntävä ote matkailuelämysten tekemiseen

## Sisältö

- Matkailun vetovoimatekijät alueittain ja matkailukohteittain
- Matkailukohteiden asiakasryhmät ja nykyiset elämykset
- Luonto- ja kulttuuripohjaiset sekä muiden elinkeinojen luomat resurssit uusille elämyksille
- Matkailukohteen toimijat ja verkostot elämysten tuottamiseksi
- Matkailun vaikutukset matkailukohteissa
- Matkailukohteiden ja niiden ympäristön välinen vuorovaikutus elämysten tuottamisessa
- Matkailukohteiden saavutettavuus ja matkailukohteiden väliset reitit

## Työelämäyhteydet

Opintojaksolla tehdään työelämälähtöisiä tehtäviä ja harjoituksia.

## Kansainvälisyys

Kansainväliset matkailijat ovat asiakasryhmiä, joille tulisi tarjota jatkuvasti uusia elämyksiä. Tällä opintojaksolla opiskelijat oppivat niitä paikallisia resursseja, joita hyödyntämällä näitä elämyksiä tehdään.

## Opetus- ja oppimismenetelmät

- Opintojaksolla sovelletaan ongelmalähtöistä oppimistapaa
- Lähiopetus 24h: torstait 29.1., 12.2., 26.2., 12.3., 26.3. ja 9.4.2015 klo 16-19 HAAGA-HELIA, Haagan toimipiste
- Itsenäinen opiskelu ja oppimistehtävät yksilö- ja/tai ryhmätyönä opintojakson alussa annettavan aikataulun mukaan: 110 h Moodle-verkkoalustan välityksellä
- Oman oppimisen arviointi 1h

## Vaihtoehtoiset suoritustavat

Ei ole

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Oppimateriaalit

Tutkimukset, tuotekatalogit, MEKin ja matkailualueiden sekä –kohteiden nettisivut ym. aineisto.

Ilmoitetaan opintojakson alussa

## **Opintojakson ohjaaja**

Leena Grönroos

## **Opintojakson arviointikriteerit**

Arvosana 1

- Opiskelija tuntee pinnallisesti Suomen merkittävimpien matkailukohteiden palvelutarjonnan ja asiakasryhmät
- Opiskelija osaa kertoa perinteisiä esimerkkejä, miten hyödyntää paikallista luontoa ja kulttuuria sekä muita elinkeinoja resursseina elämysten tuottamisessa

Arvosana 3

- Opiskelija osaa esimerkkejä antaen kertoa Suomen merkittävimpien matkailukohteiden palvelutarjonnasta ja asiakasryhmistä
- Opiskelija osaa monipuolisesti kertoa, miten hyödyntää paikallista luontoa ja kulttuuria sekä muita elinkeinoja resursseina elämysten tuottamisessa
- Opiskelija osaa kertoa esimerkkejä asiakaslähtöisestä, matkailukohteen verkostoa hyödyntävästä työstä uusien elämysten tekemiseksi
- Opiskelijalla osaa hakea aineistoa uusien elämysten tuottamiseksi

Arvosana 5

- Opiskelija osaa analyttisesti kertoa Suomen merkittävimpien matkailukohteiden palvelutarjonnasta ja asiakasryhmistä sekä toimijoista ja verkostoista
- Opiskelijalla on innovatiivisia esimerkkejä, miten hyödyntää paikallista luontoa ja kulttuuria sekä muita elinkeinoja resursseina elämysten tuottamisessa
- Opiskelijalla on innovatiivisia esimerkkejä asiakaslähtöisestä, matkailukohteen verkostoa hyödyntävästä työstä uusien elämysten tuottamiseksi
- Opiskelija osaa hakea monipuolista aineistoa uusien elämysten tuottamiseksi.

# Understanding Chinese and Indian Business Operations

Code: TOU8RZ001

Extent: 2 ECTS

Language: English

Type: Free Elective

## Prerequisites

None

## Learning outcomes

China and India are two the fastest-growing outbound travel markets in the world. Both of the countries have big amount of inhabitants and rapidly growth of GDP in the past decay, which offers enormous potential for future growth in outbound travel. Recognizing the importance of this two markets, this course is designed for students who are working or are planning to work in tourism industry, and they are willing to learn more knowledge regarding to the most booming markets of today – Chinese and Indian outbound tourism market. Since Chinese are the biggest outbound travelers and the biggest spenders worldwide, the course covers cross-culture studies and product development based on tourism research and studies.

The course will provide students special insights into the development of Chinese and Indian outbound tourism market, covers issues such as travelers' behavior and patterns – destination choice, purpose of travel, spending, holiday activities, market segmentation, culture backpack, as well as the media or internet use trends. After completing the course, the students will gain enough knowledge from culture's and hospitality industry perspective regarding the target markets. The students are having comprehensive knowledge how to best promote destination in Chinese and Indian market, they understand better about Chinese and Indian travelers' motives, behavior during the travelling.

## Course contents

Chinese and Indian travelers abroad

Chinese and Indian culture backpack

Chinese tourists' motivation and behavior

Market segmentation

Service and ambience

Trend

Comprehensive recommendations on promote Finland at two target markets

## Teaching and learning methods

The course will be conducted in English, the teaching methods are classroom meeting and eLearning. The assessment of one's own learning 1 h.

## Teacher with the main responsibility for the course

Ms. Bo Dong and Mr. Kari Halonen

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

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

## Course materials

To be announced in the beginning of the course.

## Assessment

Interactive classroom activities

Individual work, pair work and group work

The assessment of one's own learning

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

Students can complete all assignments partly, but they cannot understand the expectations and needs of Chinese and Indian outbound tourists, they are not able to analyze any products and services with regards to their suitability for target tourists, and they are not able to develop any action plan for improvement. They are having common knowledge of marketing methods reaching consumers and travel trade but not specifically these two target markets.

### Grade 3

Students can complete all assignments, they could have certain understanding the development of China's and India's outbound tourism and

the expectations and needs of Chinese and Indian outbound tourists, but they are not able to analyze any exist products and services with regard to their suitability for target tourist and they are not able to develop an action plan for improvement. They are having some knowledge of different marketing methods reaching target consumers and travel trade.

#### Grade 5

After contact hours and successfully complete all assignments, students should have deep understanding the development of China's and India's outbound tourism and the expectations and needs of Chinese and Indian outbound tourists. If the students are working for tourism companies or organizations of all sizes and locations, they should be able to analyze their current products and services with regard to their suitability for target tourist group and to develop an action plan for improvement. They are having profound understanding different marketing methods to reach target consumers and travel trade.



# Wedding as Experience

Code: COM8RZ001

Extent: 2cr (54h)

Timing: Summer course

Language: English

Level: Professional studies

Type: Free electives

## Prerequisites

No prerequisites

## Learning outcomes

Upon completion of the course, the student:

- understands and applies wedding traditions and customs with flexibility according to each client's unique needs
- understands and applies intercultural and interfaith wedding planning
- is able to create a wedding timeline and budget
- can create the perfect combination of food and wine
- has knowledge of all elements of a wedding and the related companies

## Course contents

- Event management in the wedding industry
- Ethnic and religious traditions
- Customs in intercultural and interfaith weddings
- Food and wine
- Company profiles

## Cooperation with the business community and other organisations

Cooperation with the local business community in Helsinki and in Finland in general.

## International

International teachers and guest lecturers guide through the course.

International students share their experiences as well.

## Teaching and learning methods

Lectures, guest lectures, workshops, case studies. The assessment of one's own learning 1 h.

## Recognition of prior learning (RPL)

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

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

(in alphabetical order)

Ute Kehrs

Pekka Lampi

Nina Niemi

Pirkko Salo

## Course materials

Wedding planning & management: consultancy for diverse clients/ Maggie Daniels and Carrie Loveless (main course book available in HAAGA-HELIA libraries)

Cost for combining wine & food ( 10 euro/ student)

Other material given by teachers and uploaded in Moodle

## Assessment

Assessment components and their respective weights:

Pre-assignment 30%

Activity in class including assignments 30%

Project plan of a wedding 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

<b>Components</b>	<b>1 (50%)</b>	<b>3 (70%)</b>	<b>5 (90%)</b>
<b>Knowledge</b>	The student has a limited understanding of wedding planning theory and tools.	The student has an adequate understanding of wedding planning theory and tools.	The student has an advanced understanding of wedding planning theory and tools.
<b>Skills</b>	The student follows assignments and classroom activities with difficulty and under supervision. The student lacks sufficient skills in wedding planning.	The student performs well in assignments and classroom activities within a team and independently. The student demonstrates satisfactory skills in wedding planning.	The student accomplishes assignments and classroom activities with initiative and leadership. The student demonstrates strong skills in wedding planning.
<b>Competences</b>	The student is able to apply the knowledge and skills in wedding planning at a minimal level of creativity.	The student is able to apply the knowledge and skills in wedding planning at a standard level of creativity.	The student is able to apply the knowledge and skills in wedding planning at an advance level of creativity.

# Viinikurssi

Tunnus: RES8RH021

Laajuus: 3 op (108 h)

Ajoitus: vapaa

Kieli: suomi

Opintojakson tyyppi: Vapaavalintainen

Kurssin hinta: 60 €. Suoritetaan Haagan myymälään ennen ensimmäistä kokoontumista.

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojakso on suunnattu kaikille viinien maailman kiinnostavaksi ja hyödylliseksi kokeville opiskelijoille. HOSBA, RUOKA ja HOTRA ohjelmien opiskelijat eivät voi osallistua tälle kurssille (kurssi Ravintolajuoimat vastaa pitkälti tätä kurssia).

## Oppimistavoitteet

Opintojakson tavoitteena on perehdyttää opiskelija erityyppisiin viineihin ja väkeviin juomiin sekä niin yleisiin käyttötapoihin.

Opintojakson suoritettuaan opiskelija

- ymmärtää viinimaailman perusteet: viinityypit ja –tyylit sekä niihin vaikuttavat tekijät
- oluet ja väkevät juomat: tyypit ja tarjoilu, käyttö sekä baarityön perusteet
- on maksanut systemaattisen maistelun metodin ja osaa hyödyntää sitä jatkuvan tuotetietämyksen välineenä

## Sisältö

- Viinien systemaattinen maistelu
- Viljelyn ja valmistuksen vaikutus viinin makuun, viinialueiden laatumerkinät
- Tärkeimpien rypälelajikkeiden ja viinialueiden vertaileva tutkiminen
- Eri juomatyyppit: puna-, valko-, rosee-, kuohuviinit, väkevät viinit ja väkevät juomat

## Opetus- ja oppimismenetelmät

Opintojakso on mahdollista suorittaa joko lähiopetus- tai monimuotototeutuksena:

a) Lähiopetustoteutus:

Lähiopetus ja tentti 21 h

Itsenäinen opiskelu 89 h

Oman oppimisen arviointi 1h

Oppimismenetelminä on systemaattinen maistelu ja sen yhdistäminen teoreettiseen tietoon. Onnistunut opiskelu edellyttää tiiviin tahdin vuoksi aiheisiin ennakkoon perehtymistä. Oppiminen osoitetaan tenteillä, joissa on maistelu- ja teoriaosuus.

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettajat

Jouko Mykkänen

## Oppimateriaalit

Kirjallisuus: Etikettien takana – Viinit ja väkevät juomat. WSET 2012. Saatavana Haagan Matskusta.

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

## Arviointiperusteet

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

Arvioinnin kohteet

Ammattimainen maistaminen ja maistamisen terminologia

Viinin laatuun ja hintaan vaikuttavat tekijät

Viinitermistö

Viinialueiden sijainnit ja ominaisuudet

Arviointikriteerit

Arvosana 1

Soveltaa ammattimaisen maistamisen rakennetta mutta ei terminologiaa. Tunnistaa vähäisesti viinitermistöä ja nimeää joitain viinin laatuun vaikuttavista tekijöistä. Tunnistaa vain osan viinialueiden ominaisuuksista.

Arvosana 3

Soveltaa ammattimaisen maistamisen rakennetta ja terminologiaa. Tunnistaa kohtalaisesti viinitermistöä ja viinin laatuun vaikuttavia tekijöitä. Kykenee nimeämään monien viinialueiden ominaisuuksia.

Arvosana 5

Soveltaa ammattimaisen maistamisen rakennetta ja terminologiaa moitteettomasti. Osaa yhdistää viinitermistöä ja viinin laatuun vaikuttavia tekijöitä kiitettävästi. Tunnistaa viinialueiden ominaisuudet kiitettävästi.

# Viinin ja ruoan yhdistäminen

Tunnus: RES8RH025

Laajuus: 6 op.

Ajoitus: 2. periodi

Kieli: suomi

Opintojakson tyyppi: vapaavalintainen kurssi

Kurssimaksu: Opiskelija suorittaa 60 € ennen kurssin alkamista Haagan materiaalipalveluun

Henkilömäärä kurssille: enintään 25 opiskelijaa

## Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Vapaavalintainen kurssi joka liittyy ammattiosaamista syventäviin opintoihin. Kurssille pääsyn vaatimuksena on ruokatuotanto 1 ja ravintolapalveluiden- ja ravintolajuomien perusteiden hyväksytyt suorittaminen. Kurssi on suunnattu restonomiopintojen 2. ja 3. vuosikurssin opiskelijoille.

## Oppimistavoitteet

Kurssin suoritettuaan opiskelija hallitsee viinin ja ruuan yhdistämisen perusteet sekä erityyppisten ateriakokonaisuuksien luomisen ja myynnin asiakkaalle

Opintojakson suoritettuaan opiskelija

- Tuntee ruoan perusmaut ja viinin rakenteen
- Osaa yhdistä viiniä ja ruokaa
- Tutustuu eri raaka-aineiden valmistukseen
- Hallitsee menun rakentamisen
- Osaa myydä ja suositella viinejä asiakkaille

## Sisältö

Kurssi luo pohjaa ja täydentää myöhempiä ravintolapalveluiden-, juomien- ja tuotannon opiskelua. Käsiteltävät asiakokonaisuudet ovat:

- Viinin makuun vaikuttavat tekijät
- Maistamisen käytäntö
- Viinin ja ruuan ominaisuudet
- Viinin jaottelu ja ruokien yhdistäminen
- Ruoka- ja viinilistan yhteensopivuus
- Gastronomia
- Grand Dinner:n järjestäminen

## Työelämäyhteydet

Opintojaksolla mukana viini- ja panimoalan yrityksiä

## Kansainvälisyys

Kurssilla käsitellään juoma- ja ruokakulttuuria kansallisesti ja kansainvälisesti

## Opetus- ja oppimismenetelmät

a) Lähiopetustoteutus:

Lähiopetus 48 h. 8 kontaktia

Itsenäinen opiskelu ja opintojakson tehtävän suorittaminen 56 h

Oman oppimisen arviointi 1 h

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettajat

Jari Karjalainen

Heikki Ursin

## Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali. Muu tarvittava lähdekirjallisuus ilmoitetaan opintojakson alussa.

Karmavuo ja Lihtonen; Viini ja ruoka. Opas makujen harmoniaan. Teos 2009.

## Arviointiperusteet

Kurssitehtävä 75 % (hyväksytyt/täydennettävä)

Läsnäolo 100%

Annettujen harjoitustöiden suorittaminen 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

Hyväksytyt/täydennettävä

# Väkevät juomat ja cocktailit

Tunnus: RES8RH023

Laajuus: 3 op (81 h)

Ajoitus: 2. periodi

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

## Tavoite

- 1) Perehtyä väkevien alkoholijuomien tyyliin siten, että hallitsee niiden tyyliin ja laatuun vaikuttavia tekijöitä ammattimaisella tavalla. Luennoilla käydään läpi juomien teoriaa ja perehdytään niiden laatuun maistelemalla
- 2) Perehtyä tärkeimpiin näistä juomista tehtyihin klassisiin cocktaileihin
- 3) Perehtyä cocktailbaarien toimintaan

## Oppimistavoitteet

Opintojakson tavoitteena on syventää opiskelijan ymmärrystä ravintolan juomatoiminnoista: erityyppiset väkevät juomat sekä cocktailit. Cocktailityypit, klassinen ja moderni cocktail ja niihin liittyvä baarityöskentely.

Opintojakson suoritettuaan opiskelija

- ymmärtää syvällisesti: väkevien alkoholijuomien tyypit ja –tyylit sekä niihin vaikuttavat tekijät
- cocktailbaarit ja niiden toiminta (baarimestaritoiminnot, asiakaskunta, tuottavuus, myynti)
- on omaksunut systemaattisen maistelun metodin ja osaa hyödyntää sitä jatkuvan tuotetietämyksen välineenä

## Sisältö

- Väkevien juomien systemaattinen maistelu
- valmistuksen vaikutus väkevien juomien makuun, laatumerkinnot
- Tärkeimpien juomatyyppien vertaileva tutkiminen
- Eri juomatyyppit: vodkat, ginit, viskit, rypäletisleet, hedelmätisleet, liköörit, maustetut tisleet

## Opetus- ja oppimismenetelmät

Opintojakso on mahdollista suorittaa lähiopetustoteutuksena

a) Lähiopetustoteutus:

Lähiopetus ja tentti 24 h

Itsenäinen opiskelu 57 h

Oman oppimisen arviointi 1 h

Oppimismenetelminä on systemaattinen maistelu ja sen yhdistäminen teoreettiseen tietoon. Onnistunut opiskelu edellyttää tiiviin tahdin vuoksi aiheisiin ennakkoon perehtymistä. Oppiminen osoitetaan tentillä , jossa on maistelu- ja teoriaosuus.

## Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

## Vastuopettajat

Jouko Mykkänen

## Oppimateriaalit

Kirjallisuus :

Distilling Knowledge (kirja Haagan Matskusta)

Muut lähteet:

Luentomuistiinpanot

Maistelumuistiinpanot

Opintokäynnit

## Arviointiperusteet

Tentti 100 %

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

## Kurssimaksu

Kurssimaksu 60 €. Suoritetaan Haagan myymälään (Matsku) ennen ensimmäistä kokoontumista.

# 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