

# Degree Programme in Hospitality, Tourism and Experience Management, Haaga campus incoming year 2016, Course list

## EXPERIENCE ECONOMY IN HOSPITALITY AND TOURISM

Code: ORI1RZ002

Scope: 9 ects (243 hours)

Timing: 4th period

Language: English

Level: Basic studies

Type: Compulsory

### **Learning objectives**

On completion of the module, the student is able to

- know key concepts/definitions of Experience Economy and its derivatives and apply it to real cases
- understand key conceptual models of Experience Economy and Tourism industry
- know concepts/definitions of Tourism and Accommodation industry
- understand Tourism as a global industry and know Tourism stakeholders
- know key operations, operators, stakeholders of Food and Beverage services

### **Contents**

- Genealogy of the Experience Economy and key concepts
- Value and the Progression of Value
- Experience realms
- THEME-ing process
- The Experience Pyramid
- Tourism as a concept and stakeholders of the business
- Statistics of global Tourism industry
- Tourist typology
- Impacts Tourism
- Terminology, characteristics and stakeholders of Food and Beverage services
- Types of Food and Beverage services
- Food and Beverage operations

### **Starting level and linkage with other modules**

No previous studies needed and no binding connections to other modules.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

## Grade 1

- sufficiently knows key concepts/definitions of Experience Economy/ Tourism/F&B and its derivatives
- sufficiently knows Experience/ Tourism/F&B stakeholders
- sufficiently understands value and progression of value
- sufficiently understands key conceptual models of Experience in hospitality and tourism
- is sufficiently able to apply Experience constructs to real cases

## Grade 3

- knows key concepts/definitions of Experience Economy/ Tourism/F&B and its derivatives
- knows Experience/ Tourism/F&B stakeholders
- understands value and progression of value
- understands key conceptual models of Experience in hospitality and tourism
- is able to apply Experience constructs to real cases

## Grade 5

- knows very well key concepts/definitions of Experience Economy/ Tourism/F&B and its derivatives
- knows very well Experience/ Tourism/F&B stakeholders
- understands very well value and progression of value
- understands very well key conceptual models of Experience in hospitality and tourism
- is very able to apply Experience constructs to real cases

### **Working life connections**

The module involves company visits, visitor lectures and a project work commissioned by an external company.

### **Internationality**

In this module learning activities include a global perspective and internationally recognized resources and concepts are applied.

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Participation in a working life project or another project
- c. Exams and learning assignment

Contact lessons: 96-hours of contact teaching and directed learning

Individual, pair and team assignments: 86-hours

Independent studies: 70-hours

Assessing one's own learning is a compulsory part of the module: 1-hour

### **Teachers responsible**

Mr Pekka Lampi, Haaga

Ms Mia Tarhanen, Haaga

Ms Violeta Salonen, Haaga

# FOOD AND BEVERAGE OPERATIONS

**NOT OFFERED 2017-2018**

Code: RES1RZ002

Scope: 9 ECTS (125 h)

Timing: Semester 2

Language: English

Level: Professional studies

Type: Compulsory

## **Learning objectives**

Upon completion of the module, the student is able to

- give the ability and skills to work in restaurant with different jobs and tasks
- create a hospitality attitude and customer mind set
- get a food and beverage knowledge in different business ideas
- understand basics of food quality and safety

## **Contents**

The module addresses the following topics:

1. Serve and sell meals and drinks in different restaurant concepts (table settings, service styles in practice)
2. Recognize and safely use food ingredients in a responsible way including special diets
3. work in a professional kitchen as a member of the team and understand the food production methods
4. suggest and inform customers about typical dishes and beverages
5. sensory evaluate the quality of the food and beverages products
6. follow and understand restaurant discussion as a hospitality business professional

## **Starting level and linkage with other modules**

No prerequisites

## **Assesment**

Team assignments

Personal learning diary

Written exam

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

Grade 1

- can name different kinds of restaurant concepts
- recognizes most common food ingredients and menu items that are used in the restaurant
- outline basic food preparation and service skills required in the restaurant

Grade 3

- can find current information related to service and food and can present it
- can compare elements commonly used in restaurants

Grade 5

- can evaluate elements commonly used in restaurants and choose the suitable ones for different purposes

### **Working life connections**

Industry visits (understanding business models and concepts), guest lectures

### **Internationality**

Learning activities include a global/international perspective.

### **Learning methods**

Lectures, practical exercises, group work, independent studying

The number of learning hours is divided as follows:

- 144-hours of contact teaching and directed learning
- 98-hours of self-directed learning
- The own learning assessment 1 h

Assessing one's own learning is a compulsory part of the module.

### **Teachers responsible**

Taina Pallonen, Haaga

Raimo Pollari, Haaga

Sami Rekola, Haaga

### **Course materials**

- Moodle
- Lillicrap, D. and Cousins, J. 2006. Food and Beverages Service. Hodder Arnold.
- Selected articles and other material provided by the lecturers.

# ACCOMMODATION BUSINESS ENVIRONMENT

Code: HOT1RZ001

Scope: 9 credits

Timing: 1st academic year

Language: English

Level: basic studies (ammattiopinnot tai perusopinnot Kts. erillinen ohje koodin tulkintaan)

Type: Compulsory

### **Learning objectives**

Upon completion of the module, the student is able to

- deepen the understanding of accommodation business environment
- to work in an accommodation business at first on an operational level
- understand the content of shift-leading in front office

### **Contents**

- Versatility in accommodation business
- Different business models and organizing accommodation business
- Working on an operational level in various departments

- Shift-leading in the front office
- Property-management-system (PMS) skills

### **Starting level and linkage with other modules**

Recommended to be studied after the module Hotel and Restaurant Business Environment.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

The student can outline basic skills required at the reception and different kind of customer groups. Knows hotel related legislation and its practical implementation.

Can operate in different kind of hotel breakfast environments and knows the lobby environment describe and explain the phases and skills of shift-leading.

#### **Grade 3**

The student can explain and analyze the phases and skills of shift-leading.

S/he organizes tasks in reception during customer service process and illustrates the safety and security in operational level.

Can serve and prepare the breakfast and work in a lobby environment.

#### **Grade 5**

The student can serve and prepare the breakfast and work in a lobby environment independently.

Can organize ones work safely and an aesthetic way in a breakfast and lobby environment.

S/he is able to analyze and manage the phases and skills of shift-leading

plan and organize customer service process in hotel reception.

Develop safe hotel environment taking into consideration legislation in case study.

### **Working life connections**

This module involves industry visits.

### **Internationality**

Global hospitality operators are introduced.

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments as part-time studies, full-time studies or intensive studies
- b. Exam and/or learning assignment(s)
- d. Develop models to include study-time work experience in the studies

Assessing one's own learning is a compulsory part of the module.

### **Teachers responsible**

Birgitta Nelimarkka, Haaga

Taina Pallonen, Haaga

# ACCOMMODATION AND FOOD & BEVERAGE ENVIRONMENT

Code: HOT2RZ004

Scope: 9 credits

Timing: 1st academic year

Language: English

Level: professional studies

Type: Compulsory

### **Learning objectives**

Upon completion of the module, the student is able to

- understand hotel and restaurant business as a part of hospitality and tourism industry
- know local and global businesses, organizations, stakeholders and interest groups in hotel and restaurant industry
- know different kinds of tasks and assignments in various organizations in hotel and restaurant business
- is familiar with the tasks in the industry's operational level as a responsible and sales effective customer servant following the safety and quality standard rules and regulations
- follow the industry's development and analyze it and know the main sources of information

### **Contents**

- Hotel and restaurant business as a part of hospitality and tourism industry; past, present and future
- Statistics of the industry's recent development
- Types and business ideas of hotels and restaurants
- Main hospitality operators and partners
- Practices in customer service production
- Social media and other sources of information and there followings
- Laws and regulations
- Safety and responsibility in all tasks in the industry

### **Starting level and linkage with other modules**

No previous studies needed and no binding connections to other modules. In addition to this module the course Operational Project LEA1RZ002 (3 cr) is mandatory.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

The student can name and identify industry's different tasks and assignments.

Knows local businesses.

Knows the meaning of laws and safety issues to the industry.

#### **Grade 3**

The student can work as a trainee after familiarisation.

Can name local and global operators in the industry.

Understands the importance of laws and safety issues in his/her actions in the industry.

#### **Grade 5**

The student can work independently in the industry after familiarisation.

Follows and analyzes the local and global discussion about the industry in different medias.

Dispenses the laws in different tasks and understands the importance of the safety issues in the industry.

**Working life connections**

Local hospitality operators are introduced.

**Internationality**

Global hospitality operators are introduced.

**Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments full-time studies. OR
- b. Exam and learning assignment(s)

Assessing one's own learning is a compulsory part of the module.

**Teachers responsible**

Pekka Lampi/Taru Sipponen, Haaga

Birgitta Nelimarkka, Haaga

Violeta Salonen, Haaga

Kira Weckman

# GLOBAL AND LOCAL PERSPECTIVES OF TRAVEL AND TOURISM

Code: TOU1RZ001

Extent: 9 ects

Timing: 1 period

Language: English

Level: Basic studies

Type: Compulsory for Tourism Stream students, Free-elective Haaga exchange students

**Learning outcomes**

On successful completion of this module, the student:

- knows tourism geography and its key concepts and models
- understands tourism and travel competitiveness as an economic contributor
- understands structure, services and key functions of a tourism destination
- is familiar with transportation and travel agency, its business environment, and understands their development as well as factors influencing them
- is familiar event management sector environment, and understands their development as well as factors influencing them

**Contents**

- Origin and destination geography
- Destination analysis model
- Competitiveness of tourism
- Current issues and future trends shaping travel and tourism
- Operators and networks of transportation, travel agency and event service industries
- Technological systems used in the industry
- Service encounter and customer experience
- Travel and tourism information resources

### **Starting level and linkage with other modules**

No previous studies needed and no binding connections to other modules. In addition to this module the course Operational Project LEA1RZ002 (3 cr) is mandatory.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### Grade 1

##### Student

The student has a modest understanding of diversity and potential of the travel and tourism industry.

The student shows limited industry knowhow.

The student can repeat some travel and tourism information, theories, models and sources.

#### Grade 3

##### Student

The student has a good understanding of diversity and potential of the travel and tourism industry.

The student shows industry knowhow quite well.

The student has a quite comprehensive ability to utilize travel and tourism information, theories, models and sources.

#### Grade 5

##### Student

The student has an excellent understanding of diversity and potential of the travel and tourism industry.

The student shows thorough industry knowhow.

The student has a strong ability to utilize travel and tourism information, theories, models, and sources.

### **Working life connections**

The module involves company visits, visitor lectures and a project work.

### **Internationality**

In this module learning activities include a global perspective and internationally recognized resources and concepts are applied

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Participation in a working life project or another project
- c. Exams and learning assignment

Contact lessons: 96-hours of contact teaching and directed learning

Individual, pair and team assignments: 86-hours

Independent studies: 70-hours

Assessing one's own learning is a compulsory part of the module: 1-hour

### **Teachers responsible**

Ms Salla Juustila, Haaga

Ms Mia Tarhanen, Haaga



# GUEST EXPERIENCE MANAGEMENT

Code: EXP1RZ004

Scope: 9 ECTS (135 hours)

Timing: only for second year students

Language: English

Level: Professional studies

Type: Optional

## Learning objectives

Upon completion of the module, the student is able to

- Understand the guest experience process/journey
- Understand various dimensions of the guest experience
- understand methods to research the various dimensions of the guest experience
- Develop and execute guest experience research
- Apply and analyze guest experience research results to operational management

## Contents

- Conceptualizing guest experiences
- Consuming or Experiencing tourisms; process
- The guest in the experience economy in HOTEM
- Guest experience expectations
- Guest motivations
- Sensory guest experiences
- Emotions and guest experience
- Guest experiences and satisfaction
- Memorable guest experience
- Creation of customer journey map
- Customer centricity management
- Guest experiences and authenticity
- The guest experience of tomorrow

## Starting level and linkage with other modules

Recommended to be studied after the module Experience economy in Hospitality and Tourism.

## Assessment

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### Grade 1

The student sufficiently understands guest experience conceptualization. S/he sufficiently understands the role of guests in the experience economy. The student sufficiently understands the various dimensions of guest experience – e.g. expectations, delight, memorable, self-digital representation, authentic, etc. S/he is sufficiently capable of writing and presenting a guest experience management research. The student is sufficiently capable of taking responsibility for development of other individuals as well as for assessment and development of his/her own competences.

### Grade 3

The student can interpret and understand guest experience conceptualization. S/he can identify

the role of the guests in the experience economy. S/he can interpret various dimensions of guest experience and is capable of writing and presenting guest experience management research. S/he is capable of taking responsibility for development of other individuals as well as for assessment and development of his/her own competences.

#### Grade 5

The student can draw conclusions on guest experience conceptualization. S/he can justify the role of the guests in the experience economy. S/he can analyze various dimensions of guest experience management and is outstandingly capable of writing and presenting guest experience management research. S/he is taking the lead for development of other individuals as well as for critical assessment and development of his/her own competences.

#### **Working life connections**

Industry visits, industry guest lectures and industry project.

#### **Internationality**

In this module, it is ensured that the learning activities include a global/international perspective. The Facilitator(s) infuses international elements into the learning content and international resources are used in the module readings.

#### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments as part-time studies, full-time studies or intensive studies
- b. Participation in a working life project or another project
- c. Learning assignment(s)

Assessing one's own learning is a compulsory part of the module.

#### **Teachers responsible**

Terhi Oksanen-Alen, Haaga

Violeta Salonen, Haaga

Kristian Sievers, Haaga

# PERSONAL DEVELOPMENT: PLANNING

Code: SLF1RZ001

Scope: 2-ects (54-hours)

Timing: Year-1, Period 4 and 5

Language: English

Level: Professional studies

Type: Compulsory

#### **Learning objectives**

On completion of the module, the student

- has an understanding of the role of studies in Haaga-Helia
- understands his/her role in the field of hospitality /tourism
- is familiar with the basic concepts of studying techniques
- is able to develop new and critically evaluate his/her personal studying strategies

## **Contents**

Student creates:

- Individually builds his/her "Personal Study Plan" for the complete studies (3,5 years)
- Takes part to the "Tutor Discussion"
- Individually creates his/her "Personal CV" with Kyvyt.fi –pages

## **Starting level and linkage with other modules**

None. This module is targeted only to HH Degree students (not available for open university students).

## **Assessment**

Successful completion of the module is evaluated on a scale of pass/fail. The assessment criteria is presented on a scale pass/fail.

Active participation and well completed assignments (cases).

Accepted

Student has completed successfully all the studies included to the course content

Student has participated to the education processes

Failed

Student has not planned his/her studies sufficiently or done study plan.

Student has not taken part to the "Tutor Discussion"

Student has not created his/her Curriculum Vitae

## **Working life connections**

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

## **Internationality**

In this module, it is ensured that the learning activities include a global/international perspective.

The Facilitator(s) infuses international elements into the learning content and international

resources are used in the module readings. The teaching and learning methods used are

appropriate to a culturally diverse student population. International guest-speakers and industry

partner are involved into the learning.

## **Learning methods**

The learning goals of this module can be reached in the following ways:

a. Lectures and self-studies

Assessing one's own learning is a compulsory part of the module.

## **Teachers responsible**

Taina Pallonen, Haaga

# UNDERSTANDING HUMAN BEHAVIOUR IN HOSPITALITY

Code: LEA1RZ001

Extent: 5 ect

Timing: First year

Language: English

Level:

Type: Obligatory

### **Prerequisites**

### **Learning outcomes**

On successful completion of this module, the student:

1. Is curious and proud as a professional.
2. Adapts reflecting and positive conception of human nature.
3. Has capacity for adaptability, flexibility and empathy in customer and employee situations and various human interactions.
4. Understands that hospitality and experiences are one of the central values and success factors of the business.
5. Understands meaning and methods of combining people and business

### **Course contents**

The module addresses the following topics:

Exploring different views to behaviour and human nature

The importance of understanding behaviour in hospitality

Psychological capital as a resource in work

Constructing self

Social perception

Individuals in groups and interaction

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

It is encouraged that students draw examples from their work experiences.

### **International**

Diversity of the study group is used as a resource.

### **Teaching and learning methods**

The number of learning hours is divided as follows:

- 35-hours of contact teaching and directed learning
- 99-hours of self-directed studying
- The own learning assessment 1 h

Teaching and learning methods:

- (Pre-assignment)
- Participative lectures
- Group discussions
- Students' content production and reflections
- (Exam)

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

In case of prior learning, contact lecturer with CV (learning contexts) and a learning diary (normally 3 – 4 pages) where you illuminate your competence in the primary titles of the course content presented earlier in this document. In a meeting with the lecturer sufficiency of the prior learning experience is assessed together. In the meeting you are also interviewed how you have applied your theoretical learning into practice. That may serve as an exam. A written exam is possible in borderline cases. The experience,

learning diary, oral/written exam are evaluated with scale 0 – 5. A passed grade (1) requires good knowledge at least in 50% of objectives and attention.

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

Eija Kjelin  
Ulla Ijäs

### **Course materials**

#### 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.

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### Grade 1

The student is able to refer to some of the relevant models, ideas and theories of Human Behavior in context of their own life or hospitality.

#### Grade 3

In addition to the previous s/he is able to combine models for hospitality practice.

#### Grade 5

In addition to the previous s/he is able in reflecting the theories in hospitality practice in a critical manner.

# MARKETING AND PERSONAL SELLING

Code: MAR1RZ002

Scope: 5 ECTS (125 h)

Timing: Semester 2

Language: English

Level: Professional studies

Type: Compulsory

### **Learning objectives**

On successful completion of this module, the student:

- understands the role of marketing and personal selling in hospitality/tourism organisation
- understands the key concepts in a customer-oriented marketing; customer value creation, segmentation, positioning, marketing mix; customer relationship marketing
- understands what are the personal skills a successful sales person possesses and knows how to develop those skills
- has a basic understanding of how culture affects communication in a sales situation
- knows how to create and give an effective sales presentation
- is able to handle personal selling situations which are typical in the hospitality/tourism industry

### **Contents**

The module addresses the following topics:

1. Customer service experience creation in marketing
2. Consumer and organisational buying

3. expanded marketing mix
4. dimensions of the marketing environment
5. Sales process, sales presentation and negotiation

### **Starting level and linkage with other modules**

No starting level requirements

### **Assessment**

- Team assignments
- Personal sales assignment
- Personal essay

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 – 5.

#### **Grade 1**

Student knows the key concepts of marketing and sales, but needs to develop the general view and the big picture for hospitality and tourism industry

Student understands how marketing affects customer satisfaction

Student knows the components of good customer service

Student understands that cultural factors have influence on how individuals behave in interpersonal communication situations

#### **Grade 3**

Student knows the key concepts well and can explain how the theories and models function and the tools are used.

Student a general view of marketing and sales

Student can complete given tasks and assignments independently.

Student applies knowledge in hands-on marketing and sales situations.

Student is able to critique your own practice and identify ways to improve.

The student is able to perform in a typical sales negotiation situation in the field of hospitality/tourism

#### **Grade 5**

Student has a strong command of the key and related concepts in marketing and sales

Student can critically evaluate theories, models and tools.

Student can demonstrate explicit knowledge of marketing and sales, and how it relates to other disciplines.

Student apply knowledge in demanding business related situations.

Student can prioritize and critically select tools and methods for solving complex problems in marketing and sales situations.

Student can perform independently and is able and actively willing to help others develop and pass on your skills.

### **Working life connections**

Cases and visiting lecturers. Student teams work on sales related assignments presented by local and/or global companies.

### **Internationality**

International student body, cases. Learning activities include a global/international perspective.

### **Learning methods**

Lectures, practical exercises, group work, independent studying

One's own assessments is a compulsory part of the module.

**Teacher responsible**

Tommi Immonen, Haaga

# FINANCIAL ACCOUNTING

Code: ACC2RZ001

Extent: 5 ECTS (80 h)

Timing: Semester 1

Language: English

Level: Professional studies

Type: Compulsory

**Prerequisites**

Basics of Business Mathematics

**Learning outcomes**

The module will introduce the basic concepts and procedures of financial accounting. The student will learn to analyse strategically the financial information that companies display in their Financial Statements. Emphasis will be placed on managerial level ratio analysis and interpretation. This module also includes the basic norms of income- and value added taxation.

All the material handled is based on industry cases to reach the financial thinking behind all business operations. Financial reports will be used as managerial tools.

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

- Calculate revenues and expenses based on operations
- Make calculations how operational income is generated
- Calculate the cash flows based on operations, investments and financing
- Produce and analyze the financial statements: The Income Statement, The Balance Sheet and The Statement of Cash Flows
- Calculate the working capital tied in business
- Calculate company value added tax and income tax

**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
- Uniform System of Accounts for the Lodging Industry
- Gross Profit and inventories
- Working capital
- Ratio analysis
- VAT calculations

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

Companies analyzed are real entities

Visiting speaker from industry

## **International**

Throughout the course international accounting standards will be applied.

## **Teaching and learning methods**

Contact lessons

Group working

Individual learning

Examination

Contact hours of teaching and other learning methods:

Contact lectures 40 hours

Group working 24 hours

Individual learning 70 hours

The own learning assessment 1 h

## **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, but the required skills and competences are demonstrated by a skills examination.

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

Pekka Heikkilä

## **Course materials**

Schmidgall, R. 2006 (or later). Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA. Chapters 1. - 5.

Lecture materials in Moodle

## **Assessment**

Assessment components and their respective weights:

Group working 30%

Individual examination 70%

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

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

## **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.

# FROM IDEATION TO FEASIBLE BUSINESS

Code: WOR2RZ001

Scope: 5 ECTS (125 hrs)

Timing: Semester 1

Language: English

Level: Professional studies

Type: Compulsory

## Learning objectives

Upon completion of the module, the student is able to

- apply practical knowledge of issues related to establishing a business in Finland
- understand characteristics of an entrepreneur, as well as to make him to consider entrepreneurship as a potential career option
- understand the effectiveness and key figures of the hotel, restaurant and tourism industry and be able to put them into practical use
- know hospitality industry related legislation and its practical implementation
- identify potential customers and segments, understand and anticipate customer expectations and needs

## Contents

- The characteristics of an entrepreneur and intrapreneur
- Analysis of Finnish business environment, emphasis on hospitality entrepreneurship
- Introduction to forms of business in Finland
- Process of founding a business
- Making a business plan/business model
- Permits/legal issues/investment
- Pitching own business idea
- Business model canvas and its components

## Starting level and linkage with other modules

No previous studies needed and no binding connections to other modules.

## Assessment

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

## Grade 1

The student's understanding of entrepreneurship key concepts is limited. Student's level of skill in developing and in establishing a business, is below average. Her's/his' knowledge about the basic theoretical frameworks and business model is below average. Student's attitude towards learning through participation in teamwork and conducting assignments, is below average. Her/his capability to analyze organizational practices that facilitate different types of businesses is limited.

## Grade 3

The student has good entrepreneurial skills and understands components of establishing own

business.

S/he has a good knowledge of the basic theoretical frameworks and business model which is necessary in business set up. S/he has a good attitude towards learning through participation in teamwork and conducting assignments. S/he has a good self- and group critical thinking. S/he can objectively measure the success of business.

#### Grade 5

The student has excellent entrepreneurial skills in developing and in establishing both an innovative and viable business. S/he has excellent knowledge about the theoretical frameworks, business models and its application in practice. S/he has an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments. S/he has an excellent measurements skills and analyses of business success.

#### **Working life connections**

This module involves a project work commissioned by an external company.

#### **Internationality**

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

#### **Learning methods**

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

- a) Classroom learning
- b) Distant learning

Self and peer assessment.

Assessing one's own learning is a compulsory part of the module.

#### **Teachers responsible**

Pekka Lampi, Haaga  
Raimo Pollari, Haaga

# PERSONAL COMMUNICATION SKILLS

Code: COM1RZ001

Extent: 3 ects

Timing:

Language: English

Level:

Type:

#### **Prerequisites**

Learning outcomes

After successful completion of this course:

Students will gain the confidence to handle a variety of communication situations in a

typical working environment.

Students will become familiar with the Haaga-Helia reporting guidelines

Students will understand the importance of structure, style and content skills for professional and academic writing.

### **Course contents**

The module addresses the following topics:

Barriers to personal communication

Personal writing style

Common writing problems/issues

Writing style, structure and content

Essay writing outline format

Haaga-Helia reporting guidelines

Presentation skills

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

International

International student body. Learning activities include verbal and written discussion of student's own culture.

### **Teaching and learning methods**

Lectures, practical exercises, group work, video recording in Pasila campus studio

The number of learning hours is divided as follows:

- 40-hours of contact teaching and directed learning
- 84-hours of self-directed learning
- The own learning assessment 1-hours

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

Transfer of credit is possible when the student has completed studies generating similar competencies at some other institute of higher education. In other cases, students must otherwise demonstrate the acquired competencies. A student can participate in a demonstration exam for the module once and this demonstration is graded using the same criteria as for the module (on the scale 1 - 5, or fail). The student is expected to demonstrate that s/he has a command of the competencies described in the module handbook. If a student is successful in the demonstration, the grade received for the demonstration is recorded in Winha.

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

Wallace Reynolds

### **Course materials**

Selected articles and other material provided by the lecturer on Moodle

Haaga-Helia reporting guidelines (revised August 2014)

### **Assessment**

Final paper (50%)

Homework writing assignments (25%)

One on one focus session and video presentation (25%)

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.

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

Grade 1

Homework and final papers completed and uploaded to Moodle

Grade 3

Assigned homework papers written in logical, understandable form and submitted on time. Active class participation in group and pair discussions. Final paper includes use of 1 reference. Attends 1 on 1 session.

Grade 5

Assigned papers written with clear, simple and short sentences with equally spaced paragraphs. Final papers includes 1 or more references, with corresponding citations in texts, all formatted according to H-H reporting guidelines. Eager and consistent participation in class discussion and activities. Non use of mobile devices, except for instructed projects. Homework exercises done on time and done according to written instructions. Attend 1 on 1 session with outline or more of paper.

# KIRJALLINEN VIESTINTÄ (FINNISH STUDENTS)

Tunnus: COM2RZ001

Laajuus: 3 op

Ajoitus: 1. - 2. lukuvuosi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: pakollinen

## Osaamistavoitteet

Moduulin suoritettuaan opiskelija

- hallitsee prosessikirjoittamisen
- ymmärtää viestinnän vuorovaikutteisuuden
- tuntee yrityksen kirjalliset viestintätilanteet eri kanavissa
- osaa kirjoittaa työelämän tekstilajeja
- arvostaa asiatyöä ja virheetöntä ilmaisua

## Sisältö

Prosessikirjoittaminen, verkkoviestintä, yrityksen kirjalliset viestintätilanteet, työelämän tekstilajit, asiatyö ja kielenhuolto, oma viestijäkuva, visuaalisuuden merkitys yritysviestinnässä, oman alan ammattilehtiin tutustuminen.

- Asiateksti: sujuva suomenkielinen asiateksti lähdeviitteineen annetusta aiheesta. Vähintään yksi lähde on oltava englanniksi.
- Asiakirjakansio: tarjous ja vastaus reklamaatioon, lehdistötiedote, markkinointikirje tai kutsu tapahtumaan, some-kampanja annetusta aiheesta.
- Kielenhuollon tentti

- Vertaispalaute kotitehtävinä olevista harjoituksista.
- Kotitehtävät tunneilla käydyistä aiheista.

### **Lähtötaso ja sidonnaisuudet muihin moduuleihin**

Lukion tai ammattikoulun suomen kielen kurssit, YKI taso 5.

### **Arviointi**

Moduuli arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Asiakirjakansio: tekstilajipiirteet, asiatyyli, huoliteltu kieli, kohderyhmän huomioiminen  
Asiateksti suomen kielen sujuvuus, lukijaystävällisyys, tekstin jäsentäminen, virheetömyys  
Kielenhuollon tentti: monivalintatentti

#### **Arvosana 1**

Pystyy laatimaan joitain työelämän tekstejä.  
On tietoinen erilaisista kirjallisen viestinnän tyyleistä.  
Tunnistaa erilaisia työelämän kirjallisia viestintätilanteita.  
Pyrkii noudattamaan määräaikoja ja ohjeita.

#### **Arvosana 3**

Osaa kirjoittaa ja muokata saamansa palautteen perusteella erilaisia työelämän tekstejä.  
Kirjoittaa sujuvaa asiatyylisiä tekstiä.  
Tuntee yrityksen erilaisia kirjallisia viestintätilanteita ja tiedostaa viestinnän vuorovaikutteisuuden merkityksen.  
Noudattaa määräaikoja ja ohjeita.

#### **Arvosana 5**

Osaa kirjoittaa tyyliltään erilaisia työelämän tekstejä eri kohderyhmille ja muokata niitä itseohjautuvasti ja palautteen perusteella.  
Kirjoittaa sujuvaa ja virheetöntä asiatyylisiä tekstiä.  
Tuntee yrityksen kirjalliset viestintätilanteet ja osaa toimia niissä taitavasti, tilanteen edellyttämällä tavalla.  
Noudattaa määräaikoja ja ohjeita, on oma-aloitteinen ja jakaa osaamistaan ja tietoaan muille.

### **Työelämäyhteydet**

Ymmärtää työelämän viestintätilanteiden monimuotoisuuden ja osaa sopeuttaa viestinnän vastaanottajan mukaan. Puhuu ja kirjoittaa erittäin sujuvasti tilanteeseen sopivalla tyylillä, ja pystyy ilmaisemaan hienojakin merkitysvivahteita.

### **Kansainvälisyys**

Opintojaksolla otetaan mahdollisuuksien mukaan esimerkkejä kansainvälisistä yrityksistä ja lehdistä.

### **Oppimistavat**

Opintojaksolla tehdään harjoituksia ja kirjoitustehtäviä itsenäisesti. Opitaan antamaan ja vastaanottamaan palautetta niin keskeneräisestä kuin valmiista tekstistä. Tehtävistä kootaan portfolio, joka koostuu erilaisista työelämän tekstilajeista.  
Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.

### **Vastuupettajat**

Pekka Huolman  
Hanna Leivonniemi

## Oppimateriaalit

Haaga-Helia ammattikorkeakoulu. MyNet. Opiskelu. Harjoitustöiden raportointiohjeet.

Haaga-Helia ammattikorkeakoulu. Office 2016 –ohjeet. <http://myy.haaga-helia.fi/~mitan/virtuaalialmo/Word/Word2016ohje.pdf>

Iisa, K., Piehl, A. & Kankaanpää, S. 2011. Tekstintekijän käsikirja. Ajantasaistettu ja uudistettu laitos. Yrityskirjat. Helsinki.

Iisa, K., Oittinen, H. & Piehl, A. 2012. Kielenhuollon käsikirja. 7. laajennettu ja päivitetty painos. Yrityskirjat. Helsinki.

Kielitoimiston oikeinkirjoitusopas. 2017. Toim. Kankaanpää S., Heikkilä, E., Korhonen, R., Maamies, S. & Piehl, A. 13. painos. Kotimaisten kielten tutkimuskeskuksen julkaisuja 147.

Kortesuo, K. 2014. Sano se someksi 2. Organisaation käsikirja sosiaaliseen mediaan. Kauppakamari. Helsinki.

Office 360 –ohjeet. <https://support.office.com/fi-fi>

# TRÄNA SVENSKA

Tunnus: SWE8HA001

Laajuus: 2 op (53 h)

Ajoitus: 1. tai 2. lukukausi

Kieli: suomi

Opintojakson taso: vapaasti valittavat opinnot

Opintojakson tyyppi: vapaasti valittava

## 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

## Lähtötaso ja sidonnaisuudet muihin moduuleihin

Opintojakson taso on A2.

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

## Arviointi

Tentti

Aktiivisuus ja jatkuva näyttö

Moduuli 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.

## **Kansainvälisyys**

Opintojakson aihepiireissä tutustutaan pohjoismaisiin käytänteisiin.

## **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.

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.

## **Vastuupettajat**

Arja Aktan-Helminen, Haaga

Anna Sarajas-Zino, Haaga

## **Oppimateriaalit**

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

# SVENSKA I HOTELL-, RESTAURANG- OCH TURISMBRANSCHEN

Tunnus: SWE2HA001/SWE2RZ005

Laajuus: 5 op

Ajoitus: 1. – 4.lukuvuosi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: pakollinen

## **Osaamistavoitteet**

Moduulin suoritettuaan opiskelija

- osaa toimia ruotsin kielellä eri asiakas- ja vuorovaikutustilanteissa
- osaa käyttää ruotsin kieltä oman alan toimintaympäristössä.
- osaa tuottaa alalla tarvittavia yleisiä tekstejä ruotsiksi
- osaa esitellä yrityksen tuotteita ruotsiksi myyvällä ja asiakaslähtöisellä tavalla.
- osaa esitellä itsensä ja osaamisensa sekä kirjallisesti että suullisesti ruotsiksi

## **Sisältö**

- Alan erilaiset asiakas- ja myyntipalvelutilanteet
- Gastronomista terminologiaa ja suomalaisesta keittiöstä kertomista

- Matkailijan Suomi
- Alan yrityksen, sen toimintojen ja henkilökunnan esittely
- Työelämän tärkeimmät suulliset viestintätilanteet
- Alan ammatillisia tekstejä ja liikeviestintää

### **Lähtötaso ja sidonnaisuudet muihin moduuleihin**

Moduulin taso on B1. Opiskelijalla tulisi olla sellainen ruotsin kielen lähtötaso, jolla hän kykenee suoriutumaan moduulin tavoitteista. Mikäli ruotsin tasotesti osoittaa heikompaa lähtötasoa, suositellaan vapaavalintaisen Träna svenska -moduulin suorittamista.

### **Arviointi**

Moduuli arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

#### **Arvosana 1**

Opiskelija osaa tuotoksessaan tyydyttävästi soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän osaa ammattikielen perusteita ja selviää helpoista asiakaspalvelu- ja myyntitilanteista. Tämän lisäksi hän pystyy tuottamaan yksinkertaisia liikeviestinnässä tarvittavia kirjallisia ja suullisia viestejä. Tämän moduulin suoritettuaan opiskelija omaa julkisyhteisöjen henkilöstöltä vaadittavan tyydyttävän ruotsin kielen kirjallisen ja suullisen tason\*.

#### **Arvosana 3**

Opiskelija osaa tuotoksessaan soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän hallitsee ammattikielen sekä asiakaspalvelu- ja myyntitilanteissa tarvittavat ilmaisut. Tämän lisäksi hän hallitsee liikeviestinnässä tarvittavat kirjalliset ja suulliset taidot.\*

#### **Arvosana 5**

Opiskelija osaa tuotoksessaan luontevasti ja monipuolisesti soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän hallitsee erittäin hyvin ammattikielen sekä asiakaspalvelu- ja myyntitilanteissa tarvittavat ilmaisut. Tämän lisäksi hän hallitsee erittäin hyvin liikeviestinnässä tarvittavat kirjalliset ja suulliset taidot.\*

\*Moduulin arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja moduulin arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

### **Työelämäyhteydet**

Moduulin sisällöt ovat työelämälähtöisiä ja –aiheisia.

### **Kansainvälisyys**

Moduulin aihepiireissä tutustutaan pohjoismaisiin käytänteisiin, ja opiskelijaa rohkaistaan lähtemään vaihtoon tai työharjoittelun Pohjoismaihin. Opiskelija oppii pohjoismaisessa kulttuurissa toimimisesta.

### **Oppimistavat**

Tämän moduulin osaamistavoitteet voi saavuttaa seuraavilla tavoilla:

- a. Lähiopetus ja siihen liittyvät tehtävät päivä- tai monimuotototeutuksena
- b. Kirjallinen (tentti) ja suullinen näyttö

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.

### **Vastuopettajat**

Arja Aktan-Helminen, Haaga

Anna Sarajas-Zino, Haaga



# INTRODUCTION TO FINNISH LANGUAGE 1

Code: FIN1RZ004

Scope: 2 cr

Timing: 1st semester

Language: English and Finnish

Level: core studies

Type: compulsory \*

\*Required only of foreign students in HOTEEM programme.

## Learning outcomes

Upon successful completion of the course, the student

- can introduce oneself, give basic information about oneself and ask simple question
- can understand and use basic expressions and simple sentences in routine everyday situations
- is able to deal with everyday social situations and handle simple shopping situations
- is aware of the basic characteristics of the Finnish language, culture and habits
- is able to use the surrounding language environment to develop one's language skills.

Target level A1. Level descriptions can be found at [http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Global\\_scale/global\\_scale.pdf](http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Global_scale/global_scale.pdf).

## Contents

The course is an introduction to Finnish language and culture, and themes handled during this course are me and my everyday life.

- Pronunciation
- Greetings, basic small talk phrases
- Introducing oneself and telling about oneself
- Numbers, prices
- Weather, seasons, months, telling the time
- Asking questions and giving basic information in routine everyday situations
- Conjugation of some basic verbs
- Vocabulary and key phrases for everyday needs
- Describing people and objects in a simple way

## Starting level and linkage with other modules

No previous knowledge of Finnish language required.

## Assessment

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### Grade 1

The student knows some basic characteristics of Finnish language, and is able to understand some basic vocabulary in everyday situations.

The student can use familiar everyday expressions and very basic phrases. He/she can interact in a very simple way in everyday situations.

The student has limited motivation to take responsibility for his/her learning process. He/she is able to deal with some of the communicative situations handled during the course.

### Grade 3

The student knows most basic characters of Finnish language and understands familiar everyday expressions and very basic phrases in everyday situations well.

The student can use familiar everyday expressions and very basic phrases well. He/she can interact in a simple way in everyday situations.

The student is partly motivated to take responsibility for his/her learning process. He/she can somewhat master the communicative situations handled during the course.

#### Gradde 5

The student knows basic characters of Finnish language and understands and uses familiar everyday expressions and very basic phrases very well.

The student can understand and use familiar everyday expressions and very basic phrases very well. He/she can interact in a simple way in everyday situations.

The student is fully motivated to take responsibility for his/her learning and participates actively. He/she can fully master the communicative situations handled during the course.

#### **Learning methods**

The learning goals of this module can be reached in the following ways:

a. Contact hours about 30 h (4 h / week): oral and written exercises individually and in pairs, group work

Independent studies about 45 h (5-6 h / week): homework and preparation for lessons, exams and assignments

Assessing one's own learning is a compulsory part of the module.

#### **Teacher responsible**

Laura Uusitalo

## INTRODUCTION TO FINNISH LANGUAGE 2

Code: FIN1RZ005

Scope: 3 cr (81 h)

Timing: 1st semester

Language: English and Finnish

Level: core studies

Type: compulsory \*

\*Required only of foreign students in the HOTEEM programme.

#### **Learning objectives**

Upon successful completion of the course, the student:

- is able to deal with everyday social situations
- increases his/her knowledge of the basics of Finnish language and culture
- can understand and use basic expressions and simple sentences in routine everyday situations

Target level A1+, Level descriptions can be found at [http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Global\\_scale/globa](http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Global_scale/globa)

#### **Contents**

The course is a continuation of FIN4TF0010. It is an introduction to the Finnish language and the Finnish society. The themes handled during this course are me, my family and daily life.

- Telling about oneself and some personal matters
- Partitive forms of nouns
- Possessive clauses

- Time expressions
- Verb conjugation in present tense, types 1 - 5
- Consonant gradation in verbs

### **Starting level and linkage with other modules**

Introduction to the Finnish Language 1 (FIN1RZ004) or A1

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### Grade 1

The student knows some basic characteristics of Finnish language, and is able to understand some basic vocabulary in everyday situations.

The student can use familiar everyday expressions and very basic phrases. He/she can interact in a very simple way in everyday situations.

The student has limited motivation to take responsibility for his/her learning process. He/she is able to deal with some of the communicative situations handled during the course.

#### Grade 3

The student knows most basic characters of Finnish language and understands familiar everyday expressions and very basic phrases in everyday situations well.

The student can use familiar everyday expressions and very basic phrases well. He/she can interact in a simple way in everyday situations.

The student is motivated to take responsibility for his/her learning process. He/she can somewhat master the communicative situations handled during the course.

#### Grade 5

The student knows basic characters of Finnish language and understands and uses familiar everyday expressions and very basic phrases very well.

The student can understand and use familiar everyday expressions and very basic phrases very well. He/she can interact in a simple way in everyday situations.

The student is fully motivated to take responsibility for his/her learning and participates actively. He/she can master the communicative situations handled during the course.

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- Contact hours 32 h (4 h / week): oral and written exercises individually and in pairs, group work
- Independent studies 48 h (6 h / week): homework and preparation for lessons, exams and assignments.

Assessing one's own learning is compulsory part of the module.

### **Teacher responsible**

Laura Uusitalo

# BASICS OF FINNISH FOR HOSPITALITY AND TOURISM

Code: FIN2RZ003

Scope: 5 cr

Timing: 2nd semester

Language: English and Finnish

Level: core studies

Type: compulsory \*

\*Required only of foreign students in the HOTEEM programme.

### **Learning objectives**

This course develops student's ability to understand and use Finnish language further and activates the language skills learned earlier. The purpose is that students will be encouraged and able to use Finnish in everyday situations.

Upon successful completion of the course, the student is able to

- communicate in simple everyday situations requiring exchange of information on familiar matters
- understand conversations on basic, everyday subjects
- know the main difference between spoken and written Finnish
- deal with simple situations likely to arise when travelling
- tell about his/her home and his/her job
- tell about his/her hobbies and free time
- express his/her feelings.

Upon successful completion of the course, the student should be on their own way to level A2 in most of the language skill areas - speaking, listening, reading and writing. Level descriptions can be found at [http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Global\\_scale/globalscale.pdf](http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Global_scale/globalscale.pdf)

### **Contents**

This course increases student's knowledge of Finnish language and culture. The purpose is for students to achieve basic language skills that enable them to cope in everyday situations and participate in everyday communication. Themes handled during this course are everyday life, home and travelling, food and drinks, celebrating different holidays in Finland and elsewhere, work and free time. The grammar studied during this course:

- Consonant gradation and other changes (in the stem) of nouns and verbs
- Local cases of nouns (Where? Where from? Where to?)
- T-plural
- Pronouns
- Partitive plurals
- Ordinary numbers
- Postpositions
- Basics of the object
- Some word types

### **Starting level and linkage with other modules**

Introduction to the Finnish Language 1 (FIN1RZ004), Introduction to the Finnish Language 2 (FIN1RZ005) or A1+.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

Assessment components:

Active participation in lessons

Small tests and/or assignments  
Final examination

#### Grade 1

The student knows some of the basic Finnish vocabulary, and is able to understand some basics in texts and spoken Finnish in everyday situations. He/she knows a few basic differences between spoken and written Finnish.

The student can somewhat use the vocabulary and grammar handled during the course. He/she has limited capability to interact in simple everyday situations.

The student has limited motivation to take responsibility for his/her learning process. He/she is able to deal with some of the communicative situations handled during the course.

#### Grade 3

The student knows and understands basic Finnish vocabulary and understands basics in texts and spoken Finnish in everyday situations. He/she knows differences between spoken and written Finnish.

The student can use the vocabulary and grammar handled during the course. He/she is capable to interact in simple everyday situations.

The student is motivated to take responsibility for his/her learning process. He/she can somewhat master the communicative situations handled during the course.

#### Grade 5

The student knows and understands basic Finnish language well. He/she understands basic texts and spoken Finnish in everyday situations very well. He/she knows the main differences between spoken and written Finnish.

The student can very well use the vocabulary and grammar handled during the course. He/she is fully capable and confident to interact in simple everyday situations.

The student is fully motivated to take responsibility for his/her learning and participates actively. He/she can master the communicative situations handled during the course.

### **Working life connections**

#### **Internationality**

#### **Learning methods**

Contact hours: oral and written exercises individually and in pairs, group work

Independent studies: homework and preparation for lessons, exams and assignments

Assessing one's own learning is a compulsory part of the module.

Course materials:

Gehring, Sonja & Heinzmann, Sanni: Suomen mestari 1. Finn Lectura. Helsinki. Chapters 5-9.

(Required)

Finnish-English-Finnish Dictionary (Recommended)

#### **Teacher responsible**

Laura Uusitalo, Pasila

# HOSPITALITY AND TOURISM CERTIFICATIONS (2016)

Code: WOR1RZ003  
Scope: 3 ects  
Timing: 4th period  
Language: English  
Level: Basic studies  
Type: Compulsory

### **Learning objectives**

Upon completion of the module, the student is able to

- understand the rules and regulations of alcohol service in restaurants
- understand the importance of food hygiene in the hospitality industry. Student knows basics of microbiology, food poisoning, hygienic working methods, personal hygiene, cleaning, in-house control and legislation.
- understand the importance of safety and risk management in the hospitality industry. Student knows basics of accident prevention and some methods for increasing customer safety.

### **Contents**

- Licensing Regulations [Licensing supervisor status]
- Hygiene Proficiency [Hygiene passport]
- Travel Industry Safety Passport

### **Starting level and linkage with other modules**

No previous studies needed and no binding connections to other modules.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

Licensing Regulations test with sufficient knowledge informed by the lecturer. Student understands the importance of hygienic working methods to prevent food poisonings in a professional kitchen.

#### **Grade 3**

Licensing Regulations test with good knowledge informed by the lecturer. Student understands the basics of microbiology and knows the critical control points in food processes.

#### **Grade 5**

Licensing Regulations test with excellent knowledge informed by the lecturer. Student is familiar with the legislation related to food hygiene in a hospitality industry.

### **Working life connections**

This module does not provide cooperation with the business community.

### **Internationality**

A small part of the module includes a global/international perspective, and the teaching and learning methods used are appropriate to a culturally diverse student population.

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Exam and/or learning assignment(s)

Assessing one's own learning is a compulsory part of the module

**Teachers responsible**

Soile Kallinen, Pasila

Jouko Mykkanen, Haaga

Eeva Pajakkala, Haaga

# BASICS OF ICT AND MATHEMATICS FOR MANAGERS (2016)

Code: TOO1RZ003

Scope: 3 cr (81 h)

Timing: 1st semester

Language: English

Level: Professional studies

Type: Compulsory

**Learning objectives**

Upon completion of the module, the student is able to

- be competent user of Microsoft Word, Power Point, Excel and Prezi
- produce professional documents and presentation both in Microsoft Word and Power Point
- produce Excel spreadsheets
- understand and work with Excel spreadsheets
- effectively perform and express in the standard way the basic mathematical functions of addition, subtraction, multiplication and division
- understand and produce basic business mathematical formulas such as percentages, yields, etc.
- understand the basics of the ICT needed to implement the outcomes listed above

**Contents**

This course will involve the following activities

- Working with and understanding Microsoft Word, PowerPoint and Prezi
- Learning how to use Microsoft Office templates
- Doing exercises involving basics of Microsoft Office
- Creation of assignment templates for Word and PowerPoint
- Working with and understanding Excel spreadsheets
- Doing exercises involving the basic mathematical functions
- Applying the basic mathematical functions to spreadsheets
- Working with standard business calculations such as percentages, yields, etc.
- Getting an overview through practical exercises as to how these things all interrelate

**Starting level and linkage with other modules**

Basic level of English comprehension

**Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

Assessment components and their respective weights:

Participation 1/3  
Assignments 1/3  
Exam 1/3

#### Grade 1

The student had a passing understanding of the mathematical and technical skills needed for managers and can to some degree understand and produce the relevant information, but with a fair number of errors.

#### Grade 3

The student had a good understanding of the mathematical and technical skills needed for managers and can understand and produce the relevant information effectively, although with some errors.

#### Grade 5

The student has an excellent understanding of the mathematical and technical skills needed for managers and can effectively understand and produce the relevant information with few or no errors.

#### **Working life connections**

No direct cooperation with specific organizations, but the skills learned are applicable by managers in any organization

#### **Learning methods**

Strong focus on the mathematical skills needed by managers, as well as the mathematical and technical skills needed to implement them effectively.  
Focus on how to become a competent user of Microsoft Office.

Assessing one's own learning is a compulsory part of the module.

#### **Teachers responsible**

Pekka Heikkilä, Haaga  
Violeta Salonen, Haaga

# OPERATIONAL PROJECT

Code: LEA1RZ002

Scope: 3 ECTS

Timing: Year 1, Period 4-5

Language: English

Level: Professional Studies

Type: Compulsory



## **Learning objectives**

The aim of the module is to introduce the student to job performance and co-operation in a project setting. After completing the module requirements, the student will

- be familiar with project work and will have worked in a project group
- understand the significance of details in a successful customer service process
- be able to work in a self-directed way in his/her project group
- have acquired an aptitude for managerial work in multicultural work environments
- be familiar with practices of working life in project/process management and is able to operate in work communities
- be able to execute operational level project work

## **Contents**

1. Introduction to project management
2. Introduction to process management
3. Project plan design
4. Role of interpersonal skills in project work
5. Project organisations, organisational theories
6. Plan and execute a operational project in a specific industry context

## **Starting level and linkage with other modules**

Hospitality Experience Management or Tourism Experience Management: first mandatory 9 cr module

## **Assessment**

- In class exercises
- Examination
- Project work/report

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### **Grade 1**

Recognizes project plan elements and duties & responsibilities of project manager and team members.

### **Grade 3**

Can design project plan for a small scope project, using adequate methods and tools. Recognizes risks and some method of managing risk.

### **Grade 5**

Shows ability to act as project manager and to administer project tool towards achieving goals. Can assess risk and evaluate success. Is able to use project management methods in improving business operations.

## **Working life connections**

If possible, module assignment will be conducted in co-operation with the hospitality and/or tourism industry as a development project according to the student's choice of orientation.

**Internationality**

The module is conducted in the HOTEEM -program with a mix of international students and exchange students.

**Learning methods**

Lectures and examination, self-study and project work in class and in the chosen company.

**Teachers responsible**

Kari Nurminen

Hospitality and Tourism subject teachers

# WORK PLACEMENT 1

Code: PLA6RZ001 (15 cr), PLA6RZ003 (5 cr), PLA6RZ004 (5 cr), PLA6RZ005 (5 cr)

Scope: 15 ECTS

Timing: 1 semester

Language: English/ Finnish

Level: Work Placement

Type: Compulsory

**Learning objectives**

- 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.

**Contents**

- During the first academic year, the student is required to complete a minimum of 375 hours of basic training. This training period can be divided to three parts. 125 hours ( 5 cr) PLA6RZ003, 250 hours ( 10 credits) PLA6RZ004 & 5.
- The curriculum integrates a period of ten weeks to allow students to complete the placement in the industry. Previous experience and professional goals of the trainee are considered in each 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
- They must either participate in a web-based placement discussion or write a placement report based on the journal.
- The requirements for the employer offering the practical training placement are that they nominate a supervisor for the student and reserve a necessary amount of time for introducing the student to, and guiding the student in, their work.
- The student keeps a work and training diary of the training and writes a training report on the basis of the diary entries. The length of report is about 8-10 pages.
- A training contract is made for the basic training between the company offering the placement and the Haaga-Helia UAS. The student usually does not receive any wages
- A training contract is made between the provider of the practical training placement and the Haaga-Helia UAS.

**Starting level and linkage with other modules**

None

**Assessment**

Placement in the industry is assessed pass/fail.

**Working life connections and internationality**

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

**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.

Assessing one's own learning is a compulsory part of the module.

**Teacher responsible**

Taina Pallonen

# MANAGING EXPERIENCES

Code: EXP1RZ002

Scope: 9 ects (243 hours)

Timing: 2nd academic year

Language: English

Level: Professional studies

Type: Compulsory

**Learning objectives**

On completion of the module, the student is able to

- know key concepts underpinning the management of experience
- familiar with guests, contexts, the experience provider and providing insights
- explain and map Experience concepts; make concepts tangible
- provide guidelines and plans for implementation of Experiences
- develop and apply experience management frameworks to a real case

**Contents**

- Experience fundamentals
- Managing experience frameworks/modules
- Service-dominant logic and experience-dominant logic
- Servicescape and experiencescape
- Authenticity in Experiences
- Stories and transmedia storytelling
- Multiverse
- Experience quality
- Mass customization
- Understanding guests
- Scanning the environment
- Design thinking
- The future of managing Experiences

### **Starting level and linkage with other modules**

No previous studies needed and no binding connections to other modules.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

The student can interpret key concepts underpinning the management of experience. S/he can identify guests, contexts, the experience provider and providing insights. S/he can explain and map the experience concepts and sufficiently make concepts tangible. S/he can sufficiently provide guidelines and plans for implementation of experiences. S/he can sufficiently develop and apply experience management frameworks to a real case. S/he is sufficiently able to evaluate own/peer performance within the Experience project context.

#### **Grade 3**

The student can interpret key concepts underpinning the management of experience. S/he can identify guests, contexts, the experience provider and providing insights. S/he can explain and map well the experience concepts and make concepts tangible. S/he can provide guidelines and plans for implementation of experiences. S/he can develop and apply experience management frameworks to a real case. S/he is able to evaluate own/peer performance within the Experience project context.

#### **Grade 5**

The student can very well interpret key concepts underpinning the management of experience. S/he can outstandingly identify guests, contexts, the experience provider and providing insights. S/he can critically explain and map the experience concepts and make concepts tangible. S/he can very well provide guidelines and plans for implementation of experiences. S/he can critically develop and apply experience management frameworks to a real case. S/he is very much able to evaluate own/peer performance within the Experience project context.

### **Working life connections**

The module involves a project work commissioned by an external company.

### **Internationality**

In this module learning activities include a global perspective and internationally recognized resources and concepts are applied.

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Participation in a working life project
- c. Exam and/or learning assignment(s)

Assessing one's own learning is a compulsory part of the module

### **Teachers responsible**

Mr Pekka Lampi, Haaga

Ms Violeta Salonen, Haaga

# CONTROLLING FOOD AND BEVERAGE PROCESSES

Code: RES2RZ001

Scope: 9 ECTS (125 h)

Timing: 2nd academic year

Language: English

Level: professional studies

Type: Compulsory

## Learning objectives

Upon completion of the module, the student is able to

- plan and execute restaurants operational processes in different concepts from a customer relationship view (sales processes)
- make profitability plans and analysis for restaurant operations
- execute in-house control systems
- create work schedules
- assimilate the process of organizing banquets, catering and meetings for the hospitality industry

## Contents

- Profit planning
- Labour law
- In-house control
- Logistics
- Work safety
- Planning and executing an event

## Starting level and linkage with other modules

Recommended to be studied after the module Restaurant operations and Financial Accounting.

## Assessment

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### Grade 1

The Student can describe the areas of restaurant sales and customer service, and explain the customer oriented service- and sales process in the restaurant business, and is able to understand the process of organizing an event.

### Grade 3

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

### Grade 5

The student can determine and discuss the areas of restaurant sales and customer service, and is able to design and develop customer oriented service- and sales processes in the restaurant business. S/he can plan, manage and measure the comprehensive service experience and the

service culture. S/he can select and develop means of marketing and sales in the restaurant industry and can put these skills into to practical use.

### **Working life connections**

Industry visits (understanding business models and concepts), guest lectures.

### **Internationality**

In this module, it is ensured that the learning activities include a global/international perspective. The Facilitator(s) infuses international elements into the learning content and international resources are used in the module readings. The teaching and learning methods used are appropriate to a culturally diverse student population.

### **Learning methods**

The learning goals of this module can be reached in the following way:

- a. Lectures and related assignments as full-time studies

Assessing one's own learning is a compulsory part of the module.

### **Teachers responsible**

Katja Kanerva, Haaga

Pekka Heikkilä, Haaga

Birgitta Nelimarkka, Haaga

Eeva Pajakkala, Haaga

# DEVELOPING HOSPITALITY PROCESSES

Code: HOT2RZ001

Extent: 9 cr

Timing: 2nd academic year

Language: English

Level:

Type: Obligatory

### **Starting level and linkage with other courses**

Accommodation Business Environment and Operational Budgeting and Revenue Forecasting.

### **Learning outcomes**

Provides the students with a supervisory skillset and develops the proactivity in a customer-driven sales – and service environment. Can tailor accommodation services in a profitable manner. The module develops the students' skills in team-leading of the accommodation department. Can analyze the business environment, set goals and run an efficient department.

Upon completion of the course, the student is able to:

Supervisory skillset in accommodation business

- ability to analyze the business environment, set goals, and run an efficient department
- can plan and implement daily supervisory management activities
- ability to plan and implement and efficient and flexible work schedule according to current legislation and collective labor agreements, ensuring the profitability of the company

Ability to proactively anticipate and develop customer-driven accommodation operations

- student has an insight to the role and challenges of supervising, analyzing and developing accommodation sales and customer service processes

- student has a understanding of marketing and sales in the hotel industry and is able to put these skills to practical use
- can analyze customer relationships from the point of service development with tools like Blueprint and Customer Journey Canvas

### **Course contents**

- analyzing the accommodation business environment and the skillset required on a supervisory level
- accommodation legislation, collective agreements and work-schedules
- customer- and sales oriented service processes and their development and design in the accommodation operations
- service development tools like Blueprint and Customer Journey Canvas
- marketing and sales in the accommodation industry

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

Guest lecture and/or industry visit.

### **International dimension**

The course content is analyzed and discussed from the international and global perspective of the accommodation business.

### **Teaching and learning methods**

Contact-hours and in-class exercises  
Course assignment in connection with industry  
Analyzing of industry reports and internal measurements  
Self-directed learning

### **Recognition of prior learning (RPL)**

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

### **Teacher(s) responsible**

Nina Niemi  
Raimo Pollari

### **Course materials**

To be announced at first contact hour

### **Assessment criteria**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

The student knows the role and skillset of the supervisor in the accommodation environment.

The student can produce a roster and simply give reasons to his decisions referring to the collective agreement.

The student has an understanding of customer- and sales oriented service processes and service development tools.

The student can illustrate means of marketing and sales in the accommodation industry.

#### **Grade 3**

The student can analyze and discuss the role and skillset of the supervisor in the accommodation environment.

The student can produce a roster and justify reasons to his decisions based on the collective agreement.

The student can examine customer- and sales oriented service processes and apply some service

development tools.

The student can identify and discuss means of marketing and sales in the accommodation industry.

Grade 5

The student can analyze the role and develop the skillset of the supervisor in the accommodation environment.

The student can produce a roster in an efficient and profitable manner based on the collective agreement.

The student can analyze, develop and pro-actively design customer- and sales oriented service processes using various service development tools.

The student can critically select and develop means of marketing and sales in the accommodation industry.

# CRAFTING TRAVEL AND TOURISM EXPERIENCE PRODUCTS

Code: TOU3ZL001

Scope: 9 credits

Timing: 2nd academic year

Language: English

Level: professional studies

Type: Compulsory

## Learning objectives

Upon completion of the module, the student is able to

- develop customer oriented experiences as travel and tourism products
- understand the added value of experience for the visitor and in business in general
- analyze Finland's theme and product portfolio in an international market
- set a price for an experience product
- plan marketing and sales channel networks for the experience product

## Contents

- Customer understanding, methods of experience product creation as well as service design
- Process of a travel and tourism experience product: developing, pricing and quality perspective
- Resources needed for creating a travel and tourism experience product
- Finland's theme and product portfolio
- Trends steering future experience products

## Starting level and linkage with other modules

To be studied after the modules: Introduction of Travel and Tourism Business (Johtanto matkailuun liiketoimintana) OR Global and Local Perspectives of Travel and Tourism AND Travel and Tourism Business at a Destination. The module is linked with the module: Tourism Destination Project 1.

## Assessment

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.



#### Grade 1

The student knows the principles of design and experience creation. The student is able to use some service design methods. The student is able to give examples of Finland's theme and product portfolio. 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 to create new experience products. The student can use service design methodologies when supervised and can partly justify the made decisions. The student is able to compare Finland's theme and product portfolio to international competitors. The student can apply operational managerial accounting techniques using given instructions.

#### Grade 5

The student is able to take initiative in a service design project and apply different methodologies. The student can develop an interesting and innovative experience product and can justify the made decisions in a many-sided way. The student is able give justified views on Finland's theme and product portfolio in the international market. 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.

#### **Working life connections**

This module includes a project work commissioned by a travel and tourism company.

#### **Internationality**

Internationally accepted methods such as service design are used. Project work is aimed at international tourism market.

#### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments as full-time studies including an experience study tour as a part of project work.
- b. Lectures and related assignments as full-time studies including a compensatory assignment for students not participating an experience study tour.

Assessing one's own learning is a compulsory part of the module.

#### **Teacher responsible**

Leena Grönroos, Haaga

# NEW TRAVEL AND TOURISM BUSINESS OPERATIONS: TRANSPORTATION, TRAVEL AGENCY AND EVENT MANAGEMENT BUSINESS

Code: TRA3ZL001

Scope: 9 ects

Timing: 2nd academic year  
Language: English  
Level: Professional studies  
Type: Optional

### **Learning objectives**

Upon completion of the module, the student is able to

- recognize travel and tourism trends and their impact on transportation, travel agencies and events
- apply trends into the services of one's own specialty field
- analyze customer needs and customer behavior as well as renew services in one's own specialty field
- acquire information and function successfully in an international environment
- evaluate products on the basis of profitability and quality

### **Contents**

- The evolving business of transportation, travel agency and event management both in Finland and internationally, as well as the quality of a service product
- Travel and tourism trends and innovations
- Finnish and international sources of information and applying the learned
- Ever changing customer needs and behavior as well as finding new sales opportunities
- ICT and eBusiness as part of the development of transportation, travel agency and event service industries
- Networking and collaboration methods across industries

### **Starting level and linkage with other modules**

To be studied after the modules: Introduction of Travel and Tourism Business (Johdanto matkailuun liiketoimintana) OR Global and Local Perspectives of Travel and Tourism AND Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business.

The module is linked with the module: Travel Business Project 1

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

The student is able to name trends in travel and tourism business, and give examples of the impact of the trends on the services of one's own specialty field. S/he recognizes the customer needs and plans products based on the needs. The student knows partially the domestic and international sources of information about travel and tourism business.

#### **Grade 3**

The student is able to name travel and tourism trends, as well as applying them into the services of one's own specialty field. S/he recognizes the changes of customer behavior and understands their effect on new products. The student compares the profitability and quality of travel and tourism products. S/he acquires information about travel and tourism business in many ways and applies it partially into practice. S/he describes the connections and networks between different parties in international travel and tourism business environment.

#### **Grade 5**

The student is able to analyze travel and tourism trends in many ways. S/he develops the services

of one's own specialty field by using the trends and the recognized changes of customer needs. The student evaluates the profitability and quality of travel and tourism products and gives developing ideas. S/he acquires information about travel and tourism business in many ways, and applies it innovatively into practice. S/he describes the connections and networks between different parties in international travel and tourism business environment and is able to network in it.

### **Working life connections**

Company lectures and/or visits

### **Internationality**

New travel and tourism business operations are viewed from the point of view of global business environment.

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments and exams
- b. Participation in a working life project or another project

Assessing one's own learning is a compulsory part of the module.

### **Teachers responsible**

Salla Juustila, Haaga Campus

Aija Juvonen, Haaga Campus

# AMADEUS GDS AND BASICS OF AIR TRAFFIC

Code: TRA1RL003

Scope: 5 credits

Timing: 2nd academic year

Language: English

Level: Professional studies

Type: Compulsory (Only to those who have Developing Transportation, Travel Agency and Event Management Business as their specialization studies)

### **Learning objectives**

Upon completion of the module, the student

- is able to understand different Amadeus solutions
- can use Amadeus reservation technology for basic flight, hotel and car reservations
- is familiar with different user interfaces
- has a basic knowledge of airline terms and air fares
- is able to understand basics of traffic and terms used in the field

### **Contents**

- Amadeus coding
- Amadeus Air and flight reservation
- Air fares and automatic pricing
- e-ticket
- Amadeus hotels and cars
- Amadeus System Online Help
- Amadeus e-support Centre

### **Starting level and linkage with other modules**

No previous studies needed and no binding connections to other modules.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

The student can use Amadeus GDS for making a basic flight, hotel and car reservation, pricing and e-ticket issue. The student has a basic knowledge of the role of GDSs in air traffic and is able to understand some rules and terms of air traffic.

#### **Grade 3**

The student can use Amadeus GDS fluently for making flight, hotel and car reservations, pricing and e-ticket issue. The student has a good knowledge of the role of GDSs in air traffic and is able to understand rules and terms of air traffic, and can give practical examples.

#### **Grade 5**

The student can use Amadeus GDS independently for making flight, hotel and car reservations, pricing and e-ticket issue. The student has a wide knowledge of the role of GDSs in air traffic and is able to understand and use rules and terms of air traffic, and can give versatile practical examples.

### **Working life connections**

This module involves a visitor lecturer by an external company.

### **Internationality**

Travel operations are viewed in the global context.

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments
- b. Exam and/or learning assignment(s)

Assessing one's own learning is a compulsory part of the module.

### **Teachers responsible**

Alex Kostov, Pasila

Ulla Kuisma, Pasila

Kati Naumanen, Pasila

# THE BOOMING MARKET ASIA

Code: TOU1RL009

Scope: 5 credits

Timing: 2nd academic year

Language: English

Level: Professional studies

Type: Compulsory (Only those who have Competitive Tourism Destinations as their specialization studies)

### **Learning objectives**

Upon completion of the course, the student is able to

- understand the development of the outbound tourism market in Asia and the expectations and needs of outbound tourists in Asia
- find and use sources of motives for outbound travel in Asia and pull factors of the destination
- analyze their current products and services with regard to their suitability for Asian visitors
- develop an action plan for understanding different marketing methods to reach Asian consumers and travel trade
- use cross-cultural knowledge in marketing and customer service related to Asia

### **Contents**

- Asian travelers abroad (focus in Chinese, Indian, Japanese, and Middle East visitors)
- Asian culture backpack in tourism
- Asian tourists' motivation and behavior, cross-cultural studies
- Chinese, Indian, Japanese, Arabic languages, cross-cultural studies
- Asian service and ambience, customer service and service design
- Product development and marketing plans for Asian markets

### **Starting level and linkage with other modules**

No previous studies needed and no binding connections to other modules.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

The student can pass the final exam, but s/he cannot understand the expectations and needs of Asian outbound tourists. S/he is not able to analyze any products and services with regards to their suitability for Asian tourist, and is not able to develop any action plan for improvement. The student has common knowledge of marketing methods reaching consumers and travel trade but not specifically in Asia.

#### **Grade 3**

The student can pass the exam having certain understanding of the development of Asian's outbound tourism and the expectations and needs of Asian outbound tourists. S/he is not able to analyze any exist products and services with regard to their suitability for Asian tourist and s/he is not able to develop an action plan for improvement. The student has some knowledge of different marketing methods reaching Asian consumers and travel trade.

#### **Grade 5**

The student has deep understanding of the development of Asia's outbound tourism and the expectations and needs of Asian outbound tourists. S/he is able to analyze target market's current products and services with regard to their suitability for Asian tourist and to develop an action plan for improvement. The student has profound understanding of different marketing methods to reach Asian consumers and travel trade.

### **Working life connections**

The module involves collaboration with external companies in form of company presentations, lectures and case-studies.

### **Internationality**

Travel and tourism operations are viewed in the Asian and outbound contexts.

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures, related assignments and exam

Assessing one's own learning is a compulsory part of the module.

**Teachers responsible**

Ms. Bo Dong, Haaga

Mr. Kari Halonen, Haaga

# PERSONAL DEVELOPMENT: ASPIRATION

Code: SLF1RZ002

Scope: 2-ects (54-hours)

Timing: Year-2, Period 4

Language: English

Level: Basic Studies

Type: Mandatory

**Learning objectives**

Upon completion of the module, the student is able to

- identify your abilities, strengths and the factors influencing them
- identify the knowledge and skills that you need to develop to reach your goals
- identify methods by which you can take advantage of competencies you have learned in various life situations: such as studying, free time and employment
- identify how you learn and how you can develop learning to learn skills
- understand the meaning of physical and mental well-being
- develop your employability with modern job seeking strategies and plans for a future career

**Contents**

- Self evaluation of your abilities and potential for success
- Personal portfolio-content and format
- Production of a video reflecting on the inner you
- CV and job interview skills
- Time management
- Handling Stress

**Starting level and linkage with other modules**

This module is targeted only to HH Degree students (not available for open university students).

**Assessment**

Successful completion of the module is evaluated on a scale pass/fail.

**Working life connections**

Students will take part in a lecture a local community member and graduate of Haaga-Helia.

**Internationality**

In this module, it is ensured that the learning activities include a global/international perspective. The Facilitator(s) infuses international elements into the learning content and international resources are used in the module readings. The teaching and learning methods used are appropriate to a culturally diverse student population.

**Learning methods**

The learning goals of this module can be reached in the following ways:

a. In this module, three main learning methods are used: (1) contact teaching; (2) directed learning; and (3) self-directed learning. A proportion of the module hours provide the opportunity for teaching contact between students and experts (facilitators and/or industry partners). Contact teaching takes the following forms: interactive lectures, tutorials, workshops, industry visits. Various forms of directed learning are used, such as, individual and group assignments. Self-directed learning is also an important part of this module and students are encouraged to develop the ability to learn on their own and thus to take more responsibility for setting the objectives of their study work. Students should put emphasis on text review and vigorous reflection.

Assessing one's own learning is a compulsory part of the module.

### **Teachers responsible**

Taina Pallonen, Haaga

Eva Loippo-Sännälä, alumni coordinator

## LEADING TEAMS

Code: LEA2RZ001

Extent: 5 ECTS

Timing: Year-2

Language: English

Level: Professional Studies

Type: Mandatory

### **Prerequisites**

Learning outcomes

On successful completion of this module, the student:

- Understands the principles and shared objectives of group and teamwork and is able to work together with others in multidisciplinary teams
- Facilitates teams and team work
- Is capable of collaborative learning and sharing knowledge in teams and working communities
- Takes responsibility of one's own actions and works according to the jointly agreed principles and methods
- Adopts an initiative and proactive approach to work and is capable of problem solving and decision making at one's work
- Respect diverse opinions and views and is able to accept constructive criticism

### **Course contents**

The module addresses the following topics:

1. Group dynamics
2. Leadership styles and related models, measuring personal qualities
3. Valuable roles for team interaction
4. Problem solving tools
5. Dialogue and feedback in enriching team experience
6. Setting goals and objectives in performance management
7. Showing respect for diversity in the team

## **Cooperation with the business community**

Visiting lecturers and case/company materials will be used.

## **International dimension**

The course is conducted in international classes in English

## **Teaching and learning methods**

Problem solving and feedback sessions in class. Group discussions and argumentation – debate. Assignments for teams between classes & in connection w. other courses in the same period. Individual assignment: measuring personality traits, group orientation (roles) and leadership styles. The assessment of one's own learning 1h.

## **Accreditation of prior learning (APL)**

Please, contact lecturer

## **Teacher/s responsible**

Kari Nurminen

[kari.nurminen@haaga-helia.fi](mailto:kari.nurminen@haaga-helia.fi)

## **Course materials**

To be announced

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.a

## **Assessment**

Team examination 50% (50/100 pts), peer evaluation of performance in team 10 % (10/100 pts).

Active presence in class/team sessions 10 % (10/100 pts), personal report (tests) 30 % (30 /100 pts).

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5, where 1 = min. 50 pts, 5 = min. 90 pts

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 on an electronic form.

### **Grede 1**

Student is familiar with principles of management and leadership and basic dynamics in team work. 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, critical and constructive attitude towards problem solving, understands and can cope with cultural and linguistic diversity in working life teams.

# MANAGING SERVICE INTERACTION

Code: LEA2RZ002

Scope: 5 ECTS

Timing: 2nd study year

Language: English

Level: Professional studies

Type: Elective

## Learning objectives

On successful completion of this module, the student:

- cultivates culture and climate of trust
- can take aesthetic and ethical leadership perspective into account when building services
- can proactively develop relationships and trust
- is able to work in diverse and cross-cultural environment

## Contents

The module addresses the following topics:

- Service Profit Chain
- Organisational culture, service culture and service climate
- Values, norms, rituals, myths and stories
- Service interaction and service work
- Enhancing e.g. trust and respect
- Cultural diversity and culture of inclusion
- Management and Leadership

## Starting level and linkage with other modules

Recommended to be studied after the module Understanding Human Behavior in Hospitality.

## Assessment

Students' competencies will be assessed as follows:

- Mid-term examination
- Group assignment
- Personal assignment

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

## Grade 1

The student describes some of the organizational culture approaches. S/he identifies cultural issues and their implications in the workplace.

### Grade 3

The student can demonstrate connections between organizational culture and service interaction. S/he can interpret some elements in organizational culture and understands the limitations of that approach. S/he can choose and construct suitable tactics for leadership in diverse and inclusive working communities. S/he recognizes ethical responsibilities of leadership.

### Grade 5

The student is able to compare different approaches to organizational cultures. S/he is able to point out different leadership approaches and their possible implications on culture and interaction. S/he can analyze the workplace context in order to support and enable fruitful service interaction.

### **Working life connections**

Possible guest lecturers and assignments for the industry

### **Learning methods**

Lectures, group activities, observation, self-directed learning

The number of learning hours is divided as follows:

36-hours of contact teaching and directed learning

98-hours of self-directed

Assessing one's own learning is a compulsory part of the module.

### **Teacher responsible**

Eija Kjelin, Haaga

### **Course materials**

All material presented or produced during classes.

Fischer, M. 2012. Linkages between employee and customer perceptions in business-to-business services – towards positively deviant performances, pages 21 – 60 and 125 – 154. Aalto University publication series.

Schein, E. 2010. 4th. Ed. Organizational Culture and Leadership. Jossey-Bass Business. Chapters, 1 – 14, pages 1 – 258.

# DIGITAL MARKETING

Code: MAR2RZ001

Extent: 5 ECTS

Timing: 2nd academic year

Language: English

Level: Professional studies

Type: Compulsory

### **Learning objectives**

On successful completion of this module, the student understands the significance of the Internet and electronic commerce to the industry and also understands the business relevance of electronic communication channels e.g. social media. S/he applies the marketing information system for developing digital marketing plan, in which s/he evaluates and uses information technology in

customer relationships as well as electronic means of marketing and commerce. S/he also identifies and evaluates emerging technologies and digital innovations.

## **Contents**

- Digital business as an phenomenon & use and role of social networks in marketing
- Pros and cons as well as requirements of digital marketing activities
- Different platforms and channels and their roles in online marketing
- Customer relationships (CRM), customer intelligence (CI) and customer experience (CX) online
- Planning the online marketing efforts

## **Starting level and linkage with other modules**

Recommended to be studied after Marketing, Services and Sales Studies.

## **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### **Grade 1**

The student knows the basics of digital marketing, its challenges and possibilities. Student can identify some trends consumer behavior online and has a clue how to study these. S/he knows some of the differences between social media channels and can name some online marketing tactics, strategies and actions.

### **Grade 3**

The student understands the basics of digital marketing from different perspectives. S/he can identify major trends and aspects in consumer behavior online. S/he knows the pros and cons of various online channels and can analyze case company's online presence quite well. Marketing strategies, tactics and actions are familiar to her/him.

### **Grade 5**

The student understands the different aspects of digital marketing The student can identify and analyze major trends in consumer behavior and social media. S/he knows the pros and cons of various social media channels and can analyze case company's social media presence in detail. Marketing strategies, tactics and actions are well discussed in the plan, backed up with a range of concrete examples from business life. The report includes a description of online performance measurement and monitoring tools.

## **Working life connections**

A case company is required for plan and it is recommended that students contact their own case companies before course start.

## **Internationality**

Digital marketing is an international phenomenon and it is studied as such.

## **Learning methods**

Online implementation

Assessing one's own learning is a compulsory part of the module.

## **Teacher responsible**

Johanna Heinonen, Haaga

Jussi Mertanen, Haaga

# PRICING AND REVENUE MANAGEMENT

Code: ACC2RZ003

Scope: 5 credits

Timing: 2nd academic year

Language: English

Level: Professional studies

## Learning objectives

The objective is to provide understanding and tools of pricing and revenue management. Enhance student's capabilities to use these methodologies to drive the efficiency, profitability and competitiveness of a service company. The course supports practical business management skills in an international setting with its holistic view to the hospitality and travel industries.

Upon completion of the module, the student is able to

- understand the characteristics of the service industry and the criteria for use of revenue management
- identify and analyze important KPIs (key performance indicators) and measurements of revenue management
- understand and apply different models and tools of pricing and revenue management
- distinguish between strategic and tactical pricing and revenue management
- plan and apply a revenue management project for a service provider

## Contents

- the purpose of the use of pricing and revenue management in the service industry
- internal and external measurements of revenue management
- different pricing models and tools
- forecasting revenue and operational expenses through managing supply and demand, pricing, capacity and distribution channels
- plan and apply a revenue project for a service provider

## Starting level and linkage with other courses

Recommended to be studied after the module of Fundamentals of Hospitality, Tourism and Experience, and Financial Accounting.

## Assessment

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### Grade 1

The student understands the basic principles of pricing and revenue management and can list the essential KPIs. Knows the difference between strategic and tactical pricing and revenue management. Can identify the basic needs, elements and tools to be used in the revenue project.

### Grade 3

The students understands and can apply the basic principles of pricing and revenue management and can benefit from the essential KPIs. Can discuss the difference between strategic and tactical pricing and revenue management. Can identify the basic needs and select elements and tools to be used in the revenue project.

### Grade 5

The students can apply and develop the principles of pricing and revenue management. The student can analyse the essential KPIs and develop the business based the analysis. Can discuss the difference between strategic and tactical pricing and revenue management and implement

these. Can independently plan and apply a revenue project based on needs, elements and tools of pricing and revenue management.

### **Working life connections**

This module involves figures, facts and analyzes of real hospitality industry. Field trip or industry guest lecture are included.

### **Internationality**

International hospitality standards are applied.

### **Learning methods**

The learning goals of this module is reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Exam (40%) and learning assignment (60%).

Assessing one's own learning is a compulsory part of the module.

### **Teacher(s) responsible**

Pekka Heikkilä, Haaga

Nina Niemi, Haaga

Raimo Pollari, Haaga

# OPERATIONAL BUDGETING

Code: ACC2RZ002

Extent: 5 ECTS (135 h)

Timing: Semester 2

Language: English

Level: Professional studies

Type:

### **Prerequisites**

Financial accounting

### **Learning outcomes**

The module introduces how to use managerial accounting techniques to make and monitor operational budgets in hotel, restaurant and tourism business and how to use the operational budgets as management tools. The student will also learn how basic operational profitability and productivity ratios are used in the hospitality business. Use of spreadsheets when making the budgets will be handled.

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

- To apply Cost-Volume-Profit analysis
- To use methods of forecasting sales and expenses
- Make the main operational budgets
- Make the variance analysis of budgets
- Use the industry operational profitability and productivity ratios as management tools and put them in practical use
- Utilize the spreadsheets when making financial calculations.

### **Course contents**

- Basic cost concepts
- Cost-Volume-Profit analysis
- Forecasting methods
- Sales budget
- Planning and budgeting of expenses
- Budgeted Income Statement
- Variance analysis
- Efficient use of labour force

### **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
- Visiting speaker from industry

### **International**

Throughout the course international accounting standards will be applied.

### **Teaching and learning methods**

- Contact lessons
- Group working
- Individual learning
- Examination

Contact hours of teaching and other learning methods:

- Contact lectures 40 hours
- Group working 24 hours
- Individual learning 70 hours
- The own learning assessment 1 hour

### **Recognition of Prior Learning (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

### **Course materials**

Schmidgall, R. 2006 (or later). Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA. Chapters 6, 7, 9 and 10  
Lecture materials in Moodle

### **Assessment**

Assessment components and their respective weights:

- Group working 20%
- Individual examination 80%

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 apply CVP technique in solving managerial accounting problems
- Student's skills to produce forecasts and operational budgets included in course contents and handle them as management tools
- Student's skills to plan the use of labour force efficiently

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### Grade 1

The student masters the basic aspects of operational accounting techniques 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 operational accounting techniques included in course contents. With given instructions, the student will be able to perform basic tasks.

#### Grade 5

The student masters the aspects of operational accounting techniques included in course contents. The student has the ability to apply the knowledge and skills learned in management position.

# PUHEVIESTINTÄ

Tunnus: COM2RZ002

Laajuus: 3 op

Ajoitus 2. lukuvuosi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: pakollinen

#### **Osaamistavoitteet**

Moduulin suoritettuaan opiskelija

\* ymmärtää, että puheviestintä on keskeinen osa ammatillista osaamista ja menestyksellisen toiminnan perusta suomalaisessa elinkeinoelämässä

\* oppii analysoimaan ja kehittämään omia vuorovaikutus- ja esiintymistaitojaan erityisesti suomalaisessa asiakaspalvelu-, asiantuntija- ja esimiestehtävissä

\* hallitsee ryhmässä toimimisen ja henkilökohtaisen vaikuttamisen perusteet

\* oivaltaa hyvän ja vakuuttavan suomen kielen merkityksen johtamisessa ja markkinoinnissa sekä tunnistaa suomalaisen viestintäkulttuurin erityispiirteitä

#### **Sisältö**

• Vakuuttavan esiintymisen perusteet, mm. aseman merkitys, asianhallinta, vuorovaikutteisuus ja persoonallisuus

- Ensivaikutelman merkitys, mm. äänentuotto, nonverbaalinen ja verbaalinen viestintä
- Viestin tavoitteellisuus, kohdentaminen ja mukauttaminen
- Havainnollistaminen, argumentointi, innostaminen
- Vireystilan nousu esiintymisen onnistumisen tukena
- Kuunteleminen, kuuntelemisen tasot ja intensiteetti,
- \* Esimiesviestinnän perusteet
- Palaute

### **Lähtötaso ja sidonnaisuudet muihin moduuleihin**

Ei lähtötaaso-vaatimuksia tai sidonnaisuuksia.

### **Arviointi**

Moduuli arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

#### **Arvosana 1**

Opiskelija pystyy nimeämään ja arvioimaan oman viestintänsä ominaispiirteitä ja tunnistaa viestintäprosessin osatekijät.

Opiskelija osallistuu yhteisön vuorovaikutustilanteisiin, vastaanottaa ja antaa palautetta. Opiskelija tunnistaa yhteisöjen vuorovaikutustilanteiden ominaispiirteet.

Opiskelija tunnistaa viestintätaidot osana ammattitaitoaan.

#### **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 jäsenyनेesti, 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 suomalaisessa viestintäkulttuurissa. Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä analyttisesti ja pystyy mukauttamaan viestintäänsä tilanteen mukaan.

Opiskelija käyttää viestintätapoja luovasti ja hyödyntää viestintäkanavia tarkoituksenmukaisesti yhteisöjen sisäisissä ja ulkoisissa vuorovaikutustilanteissa.

Opiskelija viestii alansa asiantuntijana jäsenyनेesti, ymmärrettävästi, vakuuttavasti ja kiinnostavasti. Opiskelija argumentoi vakuuttavasti.

Opiskelija tekee joustavasti yhteistyötä kulttuuritaustaltaan erilaisten ihmisten kanssa.

Opiskelija tukee muita viestintätilanteen osapuolia, luo rohkaisevan, luottamusta herättävän ja kannustavan viestinnän ilmapiirin.

### **Oppimistavat**

Tämän moduulin oppimistavoitteet voi saavuttaa seuraavilla tavoilla:

- Lähiopetus ja siihen liittyvät tehtävät päivä-, monimuoto- tai intensiivitoteutuksena
- Omassa työssä oppiminen (opinnollistaminen)

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.



**Vastuopettaja**  
Päivi Mattsoff, Haaga

# FINNISH FOR HOSPITALITY AND TOURISM INDUSTRY

Code: FIN2RZ001  
Extent: 3 cr (81 h)  
Timing: period 5  
Language: English, Finnish  
Level: Professional studies, target level A1  
Type: compulsory

## **Prerequisites**

None or very preliminary knowledge in Finnish.

## **Learning outcomes**

The course introduces the foreign students to the very core of Finnish language and its grammar. The main objective of the course is to build a solid foundation for further Finnish studies. The course is targeted to hospitality management students

## **Course contents**

Vowel harmony  
Gradation (KPT alternation)  
All six verb types  
Present and simplepast tense, positive and negative, passive and active form  
Question words, -ko/-kö, question sentence, täytyy sentence  
Finnish cases, subjects and objects  
Finnish plurals (-t and -i)

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

Company visits and visiting foreign students/alumni (who are using Finnish at their work places)

## **International**

The course is conducted in hospitality management-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

## **Recognition of Prior Learning (in Finnish 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**

Laura Uusitalo

## **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 1: suomen kielen alkeisoppikirja  
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.

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### **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.

# FINNISH FOR WORKING PURPOSES 1

- Code: FIN1RZ002
- Scope: 3 ECTS (81 h)
- Timing:
- Language: Finnish
- Level: Professional studies (Target level A2.2)
- Type: Compulsory

## **Learning objectives**

Upon successful completion of the course, the student

- can tell about his/her past and introduce his/her own culture or other topics of interest
- is able to make a presentation in Finnish
- has got improved vocabulary within the customer service communication, and also the knowledge of Finnish grammar
- is able to communicate with working colleagues in Finnish

## **Contents**

- Conditional mood

- Past tense: forms and use
- Writing reading and reading emails in Finnish
- Getting acquainted with current topics by using Internet in Finnish

### **Starting level and linkage with other modules**

Finnish for Hospitality and Tourism Industry (FIN2RZ001)

or the grade 4 or 5 in the Basics of Finnish for Hospitality and Tourism (FIN2RZ003)

or the documented skills on level A.2.1 (for example in the Finnish Level Test in Haaga-Helia)

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### Grade 1

The student

has a passable command of standard oral and written Finnish on hospitality and tourism topics. 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 hospitality and tourism topics 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 hospitality and tourism topics. is able to communicate in most situations he/she is likely to encounter.

### **Working life connections**

Internationality

Learning methods

### **Teacher responsible**

Laura Uusitalo

# FINNISH FOR WORKING PURPOSES 2

Code: FIN1RZ003

Scope: 3 ECTS (81 h)

Timing:

Language: Finnish

Level: Professional studies (Target level: B1)

Type: Compulsory

### **Learning objectives**

Upon successful completion of the course, the student

- has learned how to serve customers within hospitality and tourism
- has basic understanding of formal telephone conversations in Finnish
- is familiar with current topics in the hospitality and tourism field through (simplified) newspaper articles, tv and radio and other up-to-date sources (Internet)

## **Contents**

- Hospitality and tourism related grammar and vocabulary
- Texts and conversation about current topics
- Studies, work experience
- CV
- Job interview
- Presentation or oral summary

## **Starting level and linkage with other modules**

Finnish for Working purposes 1 or equivalent level in the proficiency test.

## **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### **Grade 1**

The student has a passable command of standard oral and written Finnish on general and some field-specific topics.

The student is able to communicate in some situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

### **Grade 3**

The student has a satisfactory command of standard oral and written Finnish on general and some field-specific topics.

The student is able to communicate in many situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

### **Grade 5**

The student has a good command of standard oral and written Finnish on general and some field-specific topics.

The student is able to communicate in most situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

## **Working life connections**

Internationality

Learning methods

## **Teacher responsible**

Laura Uusitalo

# ENGLISH FOR BUSINESS SITUATIONS

Code: COM1RZ002

Scope: 3 cr

Timing: 2nd to 3rd semester

Language: Finnish, English

Level: Basic studies

Type: Obligatory

## **Learning objectives**

Upon completion of the course the student will

- be able to make presentations in English in a convincing and professional manner, on a variety of topics
- be able to write persuasively and professionally in English for a variety of target groups
- be able to perform efficiently and appropriately in English in negotiations, meetings and seminars
- be able to communicate in English in unexpected situations or when problems arise
- be able to effectively read and interpret a demanding text in English, understanding its contents

### **Contents**

- Challenging performance and presentation situations in the hotel, catering and tourism sectors
- Written communication, such as financial reports
- Texts related to negotiations, meetings and seminars
- Communication in unusual/problem situations
- Current industry-related texts

### **Starting level and linkage with other modules**

No prerequisites

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

The student can speak English fairly fluently, in spite of some difficulties. With some help is able to prepare a business presentation, present it and answer at least some relevant questions. Might need some assistance to understand an industry-related English-language text. Can deduce the general content of a text when the subject matter is familiar, for example, in areas such as management, marketing or accounting. Often needs to use a dictionary.

#### **Grade 3**

The student can speak English rather fluently. Is able to prepare a business presentation, present it and answer any relevant questions. Is able to present business-related topic clearly and with minimal preparation. Can read and summarize in English or Finnish industry-related texts. Can understand the content of the text when the subject matter is familiar, for example, in areas such as management, marketing or accounting. Sometimes needs to use a dictionary. Is able to analyze and assess the accuracy of the information found.

#### **Grade 5**

The student can speak English quite fluently. Is able to give a business presentation well without much preparation and can respond to any questions effectively and professionally. Is able to quickly and accurately read and sum up in Finnish or English challenging industry-related texts. Can understand a text very well when the subject matter is familiar, for example, in areas such as management, marketing or accounting. Knows how to use a wide range of tools in, for example, searching for information.

### **Working life connections**

The course's contents and themes are directly work related.

### **Internationality**

The course concentrates on business practices of English-speaking countries, as well as English-language communication as part of today's Finnish working life.

### **Learning methods**

The learning objectives of this course are achieved through the following:

- a. Lectures and related in-class exercises
- b. Examination(s) and/or assignments(s)
- c. Independent work-based learning

Assessing one's own learning is a compulsory part of the module

**Teacher responsible**

Wallace Reynolds

# CREATIVITY AND INNOVATION IN HOSPITALITY

Code: TKI8RZ001

Scope: 6 ECTS (162 hours)

Timing: 2nd academic year

Language: English

Level: Professional studies

Type: Optional

**Learning objectives**

Upon completion of the module, the student is able to

- define the various creativity and innovation related key concepts
- able to describe the innovation process, including the innovation value chain and commercializing an innovation
- able to explain the process involved in managing creativity or innovation effectively and apply this knowledge to her/his own creative idea or innovation
- conduct real-case-company project and apply creative thinking skills to creative innovation(s)
- write and present an Innovation project report

**Contents**

- Creativity and innovation key concepts and derivatives (e.g. play)
- Ten faces of innovation and the multifold art of innovation
- Creativity and Innovation in organizations
- Taxonomy of innovation organizations in the Experience Economy
- The 4Ps of Creativity
- Creativity and the role of the Leader
- The Creative Problem Solving (CPS) process and tools
- Trend spotting and the future of creativity and innovation

**Starting level and linkage with other modules**

Recommended to be studied after the module Marketing and Personal Selling.

**Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### Grade 1

The student can sufficiently define the various creativity and innovation related key concepts. S/he is sufficiently able to describe the innovation process and can interpret process involved in managing creativity or innovation effectively. S/he can satisfactorily conduct real-case-company project and somewhat apply creative thinking to creative innovations.

#### Grade 3

The student can define the various creativity and innovation related key concepts. S/he is able to describe the innovation process and can guide process involved in managing creativity or innovation effectively. S/he can conduct real-case-company project and apply creative thinking to creative innovations.

#### Grade 5

The student can justify and debate about the various creativity and innovation related key concepts. S/he is in many ways able to describe the innovation process and can lead the process involved in managing creativity or innovation effectively. S/he can critically lead real-case-company project and very well apply creative thinking to creative innovations.

#### **Working life connections**

Industry visits, industry guest lectures and industry project.

#### **Internationality**

In this module, it is ensured that the learning activities include a global/international perspective.

#### **Learning methods**

The learning goals of this module can be reached in the following way:

- a. Lectures and related assignments as full-time studies
- b. Participation in a working life project
- c. Learning assignment(s)

Assessing one's own learning is a compulsory part of the module.

#### **Teachers responsible**

Ms Violeta Salonen, Haaga

Mr Kristian Sievers, Haaga

# HOSPITALITY LAW

Code: LAW1RZ002

Scope: 5 ECTS

Timing: 2. year

Language: English

Level: Professional studies

Type: compulsory

#### **Learning outcomes**

Upon successful completion of the module, the student is able to

- know Package travel regulations
- have the ability to evaluate and produce relevant information for online sales of Travel Industry Products
- understand and can operate with business-to-business agreements with the emphasis on proactive legal care
- know relevant Labour law norms and practices in the Industry
- know Data protection rules and basic Intellectual Property Rights

### **Contents**

The course covers a broad range of legal issues to provide a fundamental overview of hospitality and tourism practice:

- Package Travel legislation and standard terms in the Industry
- Hotel and Restaurant franchising, Hotel Management Agreements, Licencing
- Consumer Protection vis-à-vis Business-to-Business transactions
- Field specific regulation of online sales and marketing
- Data protection
- IPR protection and online distribution of protected materials
- Employment relationship and employer obligations i.e. salaries, collective agreements, annual holidays, family leaves, sick leaves, termination of employment relationship (individual and collective grounds)
- Working hours regulation and employee protection
- Regulatory employer obligations/compliance

### **Starting level and linkage with other modules**

#### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

The student is able to

roughly apply predetermined rules of law in Hospitality Industry to simple cases.

identify the most important implementation procedures of labour law and the central parts of other fields of law covered during the course.

seek predetermined materials from legal databases.

#### **Grade 3**

The student is able to

describe basic rules of law in Hospitality Industry and roughly apply them independently to simple cases.

approximately describe the implementation of labour law and other fields of law covered during the course.

independently seek information on a predetermined topic from legal databases.

#### **Grade 5**

The student is able to

describe basic rules of law in Hospitality Industry and apply them independently to simple cases.

independently describe the implementation of labour law and other fields of law covered during the course.

independently seek reliable information on fields of law covered during the course.

#### **Working life connections**

Guest lecturers from the business community



**Internationality**

In this module, it is ensured that the learning activities include a global/ international perspective. International speakers if and when available.

**Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Contact lessons with a case-method / active participation and self-directed learning.

Assessing one's own learning is a compulsory part of the module.

**Teacher responsible**

Janne Jokinen

# RESEARCH AND INNOVATION METHODS

Code: MET1RZ002

Scope: 3 credits

Timing: 2nd academic year

Language: English

Level: Basic studies

Type: Compulsory

**Learning objectives**

Upon completion of the module, the student is able to

- understand basic principles and methods of research and innovations
- conduct small-scale research and development projects based on the available data in the industry
- to find and use international sources of information in their own field
- evaluate data critically
- know the core principles of project-based work and are able to work in projects

**Contents**

- Criteria for scientifically-valid information
- Planning independent research
- Constructing framework
- Commonly-used research and innovation methods
- Analyzing data
- The importance of clear reporting

**Starting level and linkage with other modules**

Recommended to be studied after the module Personal communicational skills.

**Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

Grade 1

Student identifies the research and innovation 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.

### **Working life connections**

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.

### **Internationality**

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

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Develop models to include study-time work experience in the studies

Assessing one's own learning is a compulsory part of the module.

### **Teachers responsible**

Eeva Pajakkala, Haaga

# SUPERVISORY PROJECT

Code: LEA1RZ003

Scope: 3 credits

Timing: 2nd academic year

Language: English

Level: Professional studies

Type: Compulsory

### **Learning objectives**

Upon completion of the module, the student will

- be familiar with project work and will have worked in a project group
- understand the significance of details in a successful customer service process
- be able to work in a self-directed and responsible way in his/her project group
- understand and support managerial work in multicultural work environments
- recognize practices of working life in project/process management and is able to critically analyze project execution against set goals

### **Contents**

- Project plan design
- Tools for planning and follow-up

- Role of interpersonal skills in project work
- Utilizing skills and knowledge in project groups
- Project organisations, organisational theories
- Integrating approaches to hospitality industry development

### **Starting level and linkage with other course**

Recommended to be studied after the module Operational Project.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### Grade 1

The student can identify key elements of project management. S/he can operate one project management program assisted. S/he identifies different approaches to hospitality industry development.

#### Grade 3

The student can produce a project plan and a final report. S/he can plan and evaluate the use of resources in a successful project. S/he can make a preliminary budget for a project.

#### Grade 5

The student can critically evaluate results and execution of a project. S/he can independently manage and report projects with set goals. S/he can analyze benefits against costs in a hospitality project.

### **Working life connections**

This module involves a project work commissioned by an external company or the learning institute.

### **Internationality**

The course is conducted in HOTEEM-program with a mix of international students and exchange students.

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments as part-time studies, full-time studies or intensive studies
- b. Participation in a working life project or another project
- c. Exam and/or learning assignment(s)

Assessing one's own learning is a compulsory part of the module.

### **Teacher responsible**

Teachers from Hospitality Experience Management stream

# TOURISM DESTINATION PROJECT 1

Code: TOU1ZL001

Scope: 3 credits

Timing: 2nd academic year

Language: English

Level: Professional studies

Type: Compulsory

## **Learning objectives**

Upon completion of the module, the student is able to

- apply his/her travel and tourism expertise in the tourism destination project
- work with the representatives of project stakeholders
- recognize versatile project working methods
- use with project management skills as a part of development project
- evaluate the results of the project

## **Contents**

- Project-oriented business development in travel and tourism industry
- Cooperation within travel and tourism cluster
- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

## **Starting level and linkage with other modules**

To be studied together with the module TOU3ZL001 Crafting Travel and Tourism Experience Products.

## **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), fair (2), sufficient (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### **Grade 1**

Student is able to name different project methods. Student is participating in the project team work.

### **Grade 2**

Student is able to work as responsible team member. Student is able to use his/her travel and tourism knowledge in business development project implementation. Student is able to analyse results of the project.

### **Grade 5**

Student shows project management and team leadership skills. Student is able to combine his/her travel and tourism expertise to each phase of the business development project. Student is able to formulate an assessment criteria for implementation and results.

## **Working life connections**

Module will include a travel and tourism industry-based project.

## **Internationality**

Module content is viewed both globally and locally.

## **Learning methods**

The learning goals of this module can be reached in the following way:

- a. Lectures and related assignments as full-time studies.

Assessing one's own learning is a compulsory part of the module.

## **Teacher responsible**

Leena Grönroos, Haaga

# TRAVEL BUSINESS PROJECT 1

Code: TRA1ZL001

Scope: 3 credits

Timing: 2nd academic year

Language: English

Level: Professional studies

Type: Optional

## **Learning objectives**

Upon completion of the module, the student is able

- to apply his/her travel and tourism expertise in the travel business project
- to work with the representatives of project stakeholders
- to recognize versatile project working methods
- to use project management skills as a part of development project
- to evaluate the results of the project

## **Contents**

- Project-oriented business development in travel and tourism industry
- Cooperation within travel and tourism cluster
- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

## **Starting level and linkage with other modules**

To be studied together with the module TRA3ZL001, Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business.

## **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### **Grade 1**

The student is able to name different project methods. S/he is participating in the project team work.

### **Grade 3**

The student is able to work as a responsible team member. S/he is able to use his/her travel and tourism knowledge in business development project implementation. The student is able to analyse the results of the project.

### **Grade 5**

The student shows project management and team leadership skills. S/he is able to combine his/her travel and tourism expertise to each phase of the business development project. The student is able to formulate an assessment criteria for implementation and results.

## **Working life connections**

The module involves a project work commissioned by an external company or is applied to travel business context

## **Internationality**

Travel Business is viewed from the point of view of a company operating globally

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Participation in a working life project or another project
- b. Develop models to include study-time work experience in the studies

Assessing one's own learning is a compulsory part of the module.

### **Teachers responsible**

Salla Juustila, Haaga

Aija Juvonen, Haaga

## **WORK PLACEMENT 2**

Code: PLA6RZ002 (15 cr), PLA6RZ006 (5 cr), PLA6RZ007 (5 cr), PLA6RZ008 (5 cr)

Extent: 15 cr

Timing: 1 semester

Language: English/ Finnish

Level: Advanced work placement

Type: Compulsory

### **Learning objectives**

- Placement in a hotel, restaurant or tourism company aims to give the student experience of supervisory work and give them an opportunity to develop their supervisory skills by working as a responsible supervisor him/herself
- In addition, the student has an opportunity to learn the attributes which make a company successful
- Advanced placement in the Industry gives the student an opportunity to discover possible future career options. Work as a duty-manager, supervisor or team-leader in a Finnish or international hotel, restaurant or tourism company or organization.
- The placement will enhance previous know-how and allow the student to evaluate the relevant standards; working methods and their own eligibility in the industry
- The student will also develop self-evaluation and observation skills.

### **Contents**

- During the second or third academic year the student is required to complete a minimum of 375 hours of advanced training
- Training can be divided parts 5 credit=125 hours, 10 credits= 250 hours or 375 hours 15 credits
- Advanced training period can be combination of project and work
- Previous experience and professional goals of the trainee are considered in each individual placement plan.
- The requirements for the employer offering the practical training placement are that they nominate a supervisor for the student and reserve a necessary amount of time for introducing and guiding the student to, and guiding the student in, their work.
- Placement sites range from restaurants, meeting and sales services, restaurant kitchens and hotel receptions to travel business
- A training contract is made between the company offering the placement and Haaga-Helia UAS. The student usually does not receive any wages.

### **Starting level and linkage with other modules**

Work placement 1

**Assessment**

Advanced placement is assessed pass/fail. The student writes a training report on the basis of the diary entries. The report has two parts and the total length of report is about 8-10 pages.

**Working life connections and internationality**

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

**Learning methods**

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 get feedback of the report.

Assessing one's own learning is a compulsory part of the module.

**Teacher responsible**

Taina Pallonen

# CREATING TRANSFORMATIVE EXPERIENCES

Code: EXP1RZ003

Scope: 9 ects (243 hours)

Timing: 2nd or 3rd academic year

Language: English

Level: Professional studies

Type: Compulsory

**Learning objectives**

Upon completion of the module, the student is able to

- know key concepts underpinning the creation of transformative experiences
- explain and map Experience and transformation concepts; make concepts tangible
- provide guidelines and plans for implementation of transformative Experiences
- apply cultural context to transformative experiences
- apply Experience and transformation frameworks to a real case/situation

**Contents**

- From Experiences to Transformations
- Transformative services and Experiences
- Transformative consumer Experience research
- Authenticity and transformative Experiences
- Sustainability and transformative Experiences
- Transformative Experience design
- Culture and transformative Experiences
- Nature and transformative Experiences
- Beyond transformative Experiences

**Starting level and linkage with other modules**

Recommended to be studied after the module Experience Economy in Hospitality and Tourism.

**Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

**Grade 1**

The student can interpret the key concepts underpinning the creation of transformative experiences. S/he can sufficiently explain and map experience and transformation concepts and make them tangible. S/he can sufficiently provide guideline and plans for implementation of transformative experiences. S/he can apply cultural context to transformative experience and sufficiently apply frameworks to real life case.

**Grade 3**

The student can interpret and justify the key concepts underpinning the creation of transformative experiences. S/he can explain and map experience and transformation concepts and make them tangible. S/he can provide guideline and plans for implementation of transformative experiences. S/he can apply and manage cultural context to transformative experience and apply frameworks to real life case.

**Grade 5**

The student can draw conclusions about the key concepts underpinning the creation of transformative experiences. S/he can justify and map experience and transformation concepts and make them tangible. S/he can provide outstanding guideline and plans for implementation of transformative experiences. S/he can manage well cultural context to transformative experience and critically apply frameworks to real life case.

**Working life connections**

The module involves a project work commissioned by an external company.

**Internationality**

In this module, learning activities include a global perspective and internationally recognized resources and concepts are used.

**Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Participation in a working life project
- c. Exam and/or learning assignment(s)

Assessing one's own learning is a compulsory part of the module.

**Teachers responsible**

Violeta Salonen, Haaga

Wallace Reynolds, Haaga

Soile Kallinen, Pasila

# MANAGING FOOD AND BEVERAGE OPERATIONS

Code: RES2RZ003

Scope: 9 ECTS



Timing: 3rd Academic year  
Language: English  
Level: Professional studies  
Type: Compulsary

### **Learning objectives**

Upon completion of the module, the student is able to

- understand and can illustrate the significance of concept in F&B management
- can describe and apply principles of F&B product development
- can describe and apply principles of selection planning and pricing in a restaurant
- can describe and apply principles of purchasing and logistics
- can apply principles of business analysis and develop profitability
- can utilize effective purchasing channels
- can apply business follow-up

### **Contents**

- Total quality assurance in a sustainably and safely planned environment
- Yield and revenue management tools in profitable restaurant business
- Aesthetics and functions of physical surroundings of restaurants
- Ethically and environmentally satisfying business in restaurants
- Managing restaurant service offering and product planning
- Analyzing customer relationships from the point of service development
- Entrepreneurship and/or franchising as a career path based on facts

### **Starting level and linkage with other modules**

Previous studies and modules

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

The student can name and identify different restaurant concepts and understands the need to change the concepts. Knows the different aspects in developing products and restaurant environments. Knows the control functions and basics of revenue management.

#### **Grade 3**

The student can plan restaurant concept change and/or plan a new concept. Understands the different aspects in developing products and restaurant environments. Knows the control functions and basics of revenue management. Can participate in assessments and management in restaurant business.

#### **Grade 5**

The student can plan and implement and manage restaurant concept change and/or develop a new concept. Knows and utilizes the control functions of a restaurant as well as practise revenue management. Assesses and manages performance in restaurant operations.

### **Working life connections**

Industry visits, guest lecturers. Module may involve a project work commissioned by an external company.

### **Internationality**

Commissioning company is preferable a global business.

## **Learning methods**

In this module, three main learning methods are used:

- 1 contact teaching
- 2 directed learning
- 3 self-directed learning

A proportion of the module hours provide the opportunity for teaching contact between students and experts (facilitators and industry partners).

Contact teaching takes the following forms: interactive lectures, tutorials, workshops, industry visits. Various forms of directed learning are used, such as, group assignment and individual assignment.

Self-directed learning is an important part of the module and students are encouraged to develop the ability to learn on their own and thus to take more responsibility for setting the objectives of their study work. Students should put emphasis on text review and vigorous reflection.

The number of learning hours (243) is divided as follows:

- 144-hours of contact teaching and directed learning
- 99-hours of self-directed

Assessing one's own learning is a compulsory part of the module.

## **Teachers responsible**

Pekka Lampi

Terhi Oksanen-Alén

## **Course materials**

- Cichy, R. & Hickey, J. 2012. Managing Service in Food and Beverage Operations
- Hayes, D., Miller, A. & Ninemeier, J. 2014. The Professional Restaurant Manager
- Ninemeier, J. & Kavanaugh, R. 2013. Supervision in the Hospitality Industry
- Ninemeier, J. 2009. Planning and Control for Food and Beverage Operations
- Sommerville, K. 2007. Hospitality Employee Management and Supervision
- Selected articles and other material provided by the lecturers.

# MANAGING ACCOMMODATION BUSINESS

Code: HOT2RZ005

Scope: 9 credits

Timing: 3rd academic year

Language: English

Level: Professional studies

Type: Compulsory

## **Learning objectives**

Upon completion of the module, the student is able to

- recognize, analyze and apply various hospitality business models and concepts
- critically identify, measure and apply the new trends in the dynamic hospitality industry
- understand the relevance of e-commerce and digital marketing, and can make use of new and different sales- and distribution channels
- demonstrate skills in managing demand and supply
- implement a feasibility study of hotel investment project and to conduct basic financial analyses

with effect of risk included using Excel spreadsheet

- demonstrate management level team skills

### **Contents**

- various hospitality business models and concepts
- trends in the dynamic industry
- different sales- and distribution channels
- managing supply and demand through revenue management
- feasibility study including forecasted income statement and cash flow analysis
- methods to evaluate financial feasibility of hotel investment projects

### **Starting level and linkage with other modules**

Recommended to be studied after the module Developing Hospitality Processes and Financial Accounting.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

The student can name new hospitality business models and concepts. Knows some of the elements of a sales and distribution strategy for an accommodation business. Can discuss the concepts of supply and demand and can explain the methods used to evaluate financial feasibility of hotel investment projects.

#### **Grade 3**

The student can identify and suggest new hospitality business models and concepts. Can propose a sales and distribution strategy for an accommodation business. Has abilities in managing supply and demand and can produce a simple feasibility study to a hotel investment project using given instructions.

#### **Grade**

**5**

The student can develop and argue for new hospitality business models and concepts. Can design a sales and distribution strategy for an accommodation business and justify the decisions. Can manage supply and demand and critically use information for business decisions and development. Student is capable to carry out a limited feasibility study and critically discuss it with financiers.

### **Working life connections**

This module involves industry based learning and cooperation with the hospitality industry.

### **Internationality**

Module content is viewed both globally and locally.

### **Learning methods**

The learning goals of this module can be reached in the following way

- a. Lectures and related assignments as full-time studies.

Assessing one's own learning is a compulsory part of the module. Assessing one's own learning is a compulsory part of the module.

### **Teachers responsible**

Anna-Liisa Aarti, Haaga

Pekka Heikkilä, Haaga  
Nina Niemi, Haaga

# STRATEGIC ALLIANCES AT THE DESTINATION LEVEL

Code: TOU3ZL002

Scope: 9 credits

Timing: 3rd academic year

Language: English

Level: Professional studies

Type: Compulsory

## **Learning objectives**

Upon completion of the module, the student is able to

- practice profitable collaboration in marketing, sales and product development
- implement the destination brand
- assure destination quality
- create sustainable innovations
- co-create new business opportunities at the destination level

## **Contents**

- Strategic mindset to ensure competitiveness of the destination
- Destination brand
- Destination marketing and sales networks
- The role of strategic alliances in developing successful operations at a destination
- Risk management
- Sustainable tourism and corporate responsibility
- Consistent destination quality
- Future forecast techniques

## **Starting level and linkage with other modules**

To be studied after the modules: Introduction of Travel and Tourism Business (Johdanto matkailuun liiketoimintana) OR Global and Local Perspectives of Travel and Tourism AND Travel and Tourism Business at a Destination AND Crafting Travel and Tourism Experience Products.

To be studied together with the module Tourism Destination Project 2.

## **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### **Grade 1**

Student lists some examples for strategic networks at a destination level. Student names cooperation practices in marketing, sales and product development. Student lists factors impacting in destination quality and brand.

### **Grade 3**

Student introduces methods for strategic cooperation at a destination. Student compares tourism

destination brands. Student applies quality and innovation theories into practical level through case studies. Student introduces suitable ideas for new business opportunities at the destination level.

#### Grade 5

Student assesses destination strategic collaboration in regard to destination competitiveness. Student gives justified suggestions for development in marketing, sales and product & brand development. Student analyses impact of strategic decisions and strategic work at a destination level. Student innovates new business opportunities at the destination level.

#### **Working life connections**

This module involves a project work commissioned by an external organization.

#### **Internationality**

Module content is viewed both globally and locally.

#### **Learning methods**

The learning goals of this module can be reached in the following way:

a. Lectures and related assignments as full-time studies.

Assessing one's own learning is a compulsory part of the module.

#### **Teachers responsible**

Leena Grönroos, Haaga

Mia Tarhanen, Haaga

# STRATEGIC MANAGEMENT OF TRAVEL AND TOURISM BUSINESS OPERATIONS: TRANSPORTATION, TRAVEL AGENCY AND EVENT MANAGEMENT BUSINESS

Code: TRA3ZL002

Scope: 9 credits

Timing: 3rd academic year

Language: English

Level: Professional studies

Type: Optional

#### **Learning objectives**

Upon the completion of the course, the student is able to

- evaluate business operations and thoroughly understands the significance of quality and the role of long term calculations in strategic management in business
- apply learned knowledge into developing business operations in a goal-oriented and customer-focused manner
- analyze business operations also on a global level
- understand challenges caused by a competitive environment and the emerging needs for business development
- evaluate business networking channels and their potential

## **Contents**

- Strategic management of transportation, travel agency and event management business
- Analysis, development and organization of business operations
- Revenue management and earning principles
- Management of sales and customer relationships
- Sustainable tourism and corporate responsibility
- Quality of business operations
- Capital budgeting

## **Starting level and linkage with other modules**

To be studied after the modules: Introduction of Travel and Tourism Business (Johdanto matkailuun liiketoimintana) OR Global and Local Perspectives of Travel and Tourism AND Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business AND New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business

To be studied together with the module Travel Business Project 2

## **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### **Grade 1**

The student understands business operations and the meaning of quality in them. S/he recognizes and manages to list challenges caused by a competitive environment and understands the main business networking channels. The student can name the main methods of capital budgeting.

### **Grade 3**

The student can compare business operations and the meaning of quality in them. S/he can apply theoretical knowledge into developing business operations and manage to analyze business operations globally. The student distinguishes challenges and needs in business environment. S/he differentiates relevant business networking channels. The student can apply the main methods of capital budgeting.

### **Grade 5**

The student can critically evaluate business operations globally and draw conclusions of the significance of quality in business. S/he applies critically theoretical knowledge into developing business operations. The student assesses the challenges in global environment and justifies needs for global business development. S/he can draw the conclusion of business networking channels and evaluate their potential. The student can apply the main methods of capital budgeting and critically evaluate the outcomes of the calculations.

## **Working life connections**

The module involves collaboration with external companies in form of company visits and lectures, when applicable.

## **Internationality**

The topics in the module are viewed from the global point of view.

## **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments and exams
- b. Participation in a working life project or another project

Assessing one's own learning is a compulsory part of the module.

**Teachers responsible**

Aija Juvonen, Haaga Campus

Hanna Moisio, Haaga Campus

# PERSONAL DEVELOPMENT: CAREER

Code: SLF1RZ003

Scope: 2-ects (54-hours)

Timing: Year-3, Period 5

Language: English

Level: Basic Studies

Type: Mandatory

**Learning objectives**

Upon completion of the module, the student is able to

- recognize his/her abilities in working life and is able to make gained academic knowledge visible
- identify how to learn and how to develop vocational skills further
- understand the meaning of physical and mental well-being
- adopts the mindset of continuous development of knowledge
- possesses modern job seeking skills (eg. electronic tools) and plans for a life-long learning

**Contents**

- Self-evaluation of your abilities and potential for success
- Personal portfolio-content and format
- Production of a video reflecting on the inner you
- CV and job interview skills
- Time management
- Handling Stress

**Starting level and linkage with other modules**

This module is targeted only to HH Degree students (not available for open university students).

**Assessment**

Successful completion of the module is evaluated on a scale pass/fail.

Pass - Student is able to reflect if his/her abilities are on such a level that he/she can build an actual career plan. He/she knows and is able to exceed a modern job seeking tools such as video, animated CV or LinkedIn.

Fail - Student is not able to build an actual career plan. He/she does not know the modern job seeking tools.

**Working life connections**

Students will take part in a lecture provided by local community member and alumni of Haaga-Helia.

**Internationality**

In this module, it is ensured that the learning activities include a global/international perspective. The Facilitator(s) infuses international elements into the learning content and international resources are used in the module readings. The teaching and learning methods used are appropriate to a culturally diverse student population.

## **Learning methods**

The learning goals of this module can be reached in the following ways:

In this module, three main learning methods are used: (1) contact teaching; (2) directed learning; (3) self-directed learning and (4) on-line learning. A proportion of the module hours provide the opportunity for teaching contact between students and experts (facilitators and/or industry partners). Contact teaching takes the following forms: interactive lectures, tutorials, workshops, industry visits. Various forms of directed learning are used, such as, individual and group assignments. Self-directed learning is also an important part of this module and students are encouraged to develop the ability to learn on their own and thus to take more responsibility for setting the objectives of their study work. Students should put emphasis on text review and vigorous reflection.

Assessing one's own learning is a compulsory part of the module.

## **Teacher responsible**

Eva Loippo-Sännälä, alumni coordinator

# PEOPLE IMPLEMENTING STRATEGIES

Code: LEA2RZ004

Scope: 5 ECTS

Timing: 3<sup>rd</sup> year

Language: English

Level:

Type

## **Learning objectives**

On successful completion of this module, the student

- knows and understands company strategies and can make use of them in managing and developing operations
- foresees potential business opportunities and understands business trends
- understands the effects of competitive operating environment in business
- knows when it's wise to subcontract and outsource
- empowers, involves, motivates and listens people
- understands meaning and methods of combining people, HR and business

## **Contents**

The module addresses the following topics

1. Participative strategy process
2. External and internal analyses
3. Generic competitive strategies
4. Strategic human resource management
5. HRM processes
6. Diversity at workplace
7. Importance of employee involvement to motivation and wellbeing at work

## **Starting level and linkage with other modules**



## **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### **Grade 1**

The student is able to describe significant strategy and HRM processes/concepts. They can define what the aims and roles of strategic management and HRM are in hospitality business.

### **Grade 3**

The student identifies the principles of rational and participative strategic management. They can analyse what are the factors that constitute a good HRM and strategy implementation and what signifies quality in different HRM processes/concepts. They understand the significance of people management both in company and employee performance.

### **Grade 5**

The student can reflect what kind of different practices/principles signify good strategic management and strategic HRM and can analytically apply their knowledge in industrial specific cases.

## **Working life connections**

Company cases and assignments

## **Internationality**

Learning methods

Assessing one's own learning is a compulsory part of the module.

## **Teachers responsible**

Eija Kjelin, Haaga

Meri Vehkaperä, Haaga

# EXPERIENCE MARKETING

Code: MAR2RZ002

Scope: 6 ECTS (162 hours)

Timing: 2nd academic year

Language: English

Level: Professional studies

Type: Compulsory for Hospitality Innovation and Imagineering stream

## **Learning objectives**

Upon completion of the module, the student is able to

- understand alternative methods of marketing, e.g. guerrilla marketing, event marketing, content marketing, movie marketing, product placement, game marketing, music marketing, sponsorship
- evaluate the value of alternative marketing approaches
- plan and execute experiential marketing campaign
- apply sensory marketing to experiential marketing campaign
- evaluate experiential marketing campaign through various tools

## **Contents**

- Genealogy of the concept of marketing
- New forms of marketing (Experiential Marketing)
- Experience strategic marketing
- Experience marketing mix
- Experience operational marketing
- Experience marketing plan
- Sensory perception in marketing
- Different experiential marketing tools and their application
- Creation of the experience marketing plan
- Evaluation of the experience marketing plan

## **Starting level and linkage with other modules**

Recommended to be studied after the module Marketing and Personal Selling.

## **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

### **Grade 1**

The student can interpret alternative methods of marketing. S/he can sufficiently evaluate the value of alternative marketing approaches. S/he can understand the planning process and sufficiently execute experiential marketing campaign. Student can apply sensory marketing to the project and sufficiently evaluate the campaign through various tools provided.

### **Grade 3**

The student can interpret and justify alternative methods of marketing. S/he can evaluate the value of alternative marketing approaches. S/he can plan the process and execute experiential marketing campaign. Student can apply sensory marketing to the project and evaluate the campaign through various tools provided.

### **Grade 5**

The student can justify alternative methods of marketing. S/he can draw conclusions about the value of alternative marketing approaches. S/he can critically plan and lead the process as well as outstandingly execute experiential marketing campaign. Student can develop sensory marketing experience as a part of the project and critically evaluate the campaign through various tools provided.

## **Working life connections**

Industry visits, industry guest lectures and industry project

## **Internationality**

In this module, it is ensured that the learning activities include a global/international perspective.

## **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments as full-time studies
- b. Participation in a working life project or another project
- c. Learning assignment(s)

Assessing one's own learning is a compulsory part of the module.

## **Teacher responsible**

Violeta Salonen, Haaga

# INTEGRATED MEDIA

Code: MAR2RZ003

Scope: 5 ECTS (135 hours)

Timing: 3rd academic year

Language: English

Level: professional studies

Type: optional module

## Learning objectives

Upon completion of this module

- the student will have good current information about media field and trends in different media.
- the student understands different roles in creating different media contents, i.e. advertising agency, commissioning party, corporate goals and challenges in meeting creative and schedule goals.
- through practical hands-on exercises we get to know the nature of working on designing web-pages, video content, campaign planning and presentations, printed media and sound content.
- the student will have a good comprehension of how to plan marketing communications for different media including online and offline media.
- one main goal is to understand campaign planning as managing a whole idea, to be coherent and to be able to work on one big idea all the way through different media = integrated media.
- the course gives many hands-on ideas and guidelines in working with different media and in planning campaigns and contents.
- the student is familiar with key concepts in media field.

## Contents

- Media field, online and offline
- Current and future media trends
- Agency briefing, presentation of media contents and creative ideas
- Contracting creative professionals, challenges and opportunities
- Understanding media budgeting -Setting goals to media campaigns
- Video marketing, producing short video
- Web design principles, producing lay-outs and graphics
- Producing content for social media
- Creative campaign planning and presentation, producing a creative content presentation
- Sound worlds, creating a short sound file, speaking, music, editing
- Possibly a visit to a digital marketing agency or a media company in Helsinki

## Starting level and linkage with other modules

Recommended to be studied before: Marketing and/or digital marketing basics.

## Assessment

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

## Grade 1

The student can describe different media and media trends.

The student has been present and active during the lessons

The student shows basic knowledge of working on media related assignments

### Grade 3

The student understands the media concepts and principles

The student can develop campaign presentations and find some new ideas for marketing

The student has successfully submitted all assignments and shows some capabilities to work with media related tasks

The student shows some knowledge of the tools discussed during the course, i.e. lay-out-tools, basic video and sound editing tools

The student shows some understanding of campaign goal setting and campaign planning

### Grade 5

The student understands and appraises outstandingly the media concepts and principles

The student can develop campaign presentations and find new ideas for marketing

The student has successfully submitted all assignments on time and shows professional capabilities to work with media related tasks

The student shows knowledge of the tools discussed during the course, i.e. lay-out-tools, basic video and sound editing tools

The student shows outstandingly understanding of campaign goal setting and campaign planning

Integrated media

### **Working life connections**

Industry visit, practical projects that give the students capabilities to act in working life environment.

### **Internationality**

In this module, it is ensured that the learning activities include a global/international perspective.

The Facilitator(s) infuses international elements into the learning content and international resources are used in the module readings. The culturally diverse audience is taken into consideration.

### **Learning methods**

Lessons and assignments for lessons

Discussions and group works

Final practical assignment

Assessing one's own learning is a compulsory part of the module.

### **Teacher responsible**

Jussi Mertanen, Haaga

# MARKETING AND SALES MANAGEMENT

Code: MAR2RZ004

Extent: 5 ECTS

Timing:

Language: English

Level:

Type: Obligatory

### **Prerequisites**

Learning outcomes

1. Analyze

2. Develop

- 3. Manage
- 4. Lead

### **Course contents**

Cooperation with the business community and other organisations

International

Teaching and learning methods

The own learning assessment 1 h

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

Teacher/s with the main responsibility for the course

Pasi Tuominen

### **Course materials**

Assessment

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

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 curiosity in hospitality/tourism marketing and sales

# CAPITAL BUDGETING AND INVESTMENT PLANNING

Code: ACC2RZ004

Scope: 5 ECTS

Timing: Year 3  
Language: English  
Level: Professional studies  
Type: Obligatory

### **Learning objectives**

The objective is to learn to make long-term financial calculations by using different techniques of investment calculation. The module includes also planning of successful financing of the investment plans and methods to analyse the cost of financing. Excel is utilized when making the calculations.

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

- make long-term financial budgets
- calculate the cost of financing
- use capital budgeting models
- calculate the value of a company

### **Contents**

- Planning of the financing of investment projects
- Methods to evaluate feasibility of investment plans: Accounting Rate of Return, Payback, Net Present Value, Internal Rate of Return
- Use of Excel functions in capital budgeting
- Methods to value businesses

### **Starting level and linkage with other modules**

Financial Accounting

### **Assessment**

Assessment components:

Individual excel assignment

Individual examination

Assessment objects:

Student's skills to produce investment calculations using methods included in course contents and evaluate the feasibility of planned investments.

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

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

### **Working life connections**

- 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
- Visiting speaker from industry

### **Internationality**

Throughout the course international accounting standards will be applied.

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Lectures and related assignments as full time studies
- b. Participation in a working life project
- c. Develop models to include study-time work experience in the studies

Assessing one's own learning is a compulsory part of the module.

### **Teacher responsible**

Pekka Heikkilä, Haaga

### **Course materials**

Schmidgall, R. 2006 (or later). Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA. Chapters 13 and 10

Lecture materials in Moodle

# MANAGERIAL PROJECT

Code: LEA2RZ005

Scope: 5 credits

Timing: 3rd academic year

Language: English

Level: Professional studies

Type: Compulsory

### **Learning objectives**

Upon completion of the module, the student is able to

- to apply his/her expertise in the field of hospitality to a project to be constructed
- to work with the representatives of project stakeholders
- to recognize versatile project working methods
- to use project management skills as a part of the development project
- to evaluate the results of the project

### **Contents**

- Project-oriented business development in the hospitality industry
- Cooperation with stakeholders of the industry
- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

### **Starting level and linkage with other modules**

Recommended to be studied after the module Supervisory Project.

### Assessment

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### Grade 1

Student is able to name different project methods

Student is participating in the project team work

#### Grade 3

Student is able to work as a responsible team member

Student is able to use his/her in hospitality business knowledge in project implementation

Student is able to analyse results of the project

#### Grade 5

Student shows project management and team leadership skills

Student is able to combine his/her hospitality business expertise to each phase of the business development project

Student is able to formulate an assessment criteria for implementation and results of the project

### **Working life connections**

Module will include a hospitality industry-based project.

### **Internationality**

Project is focused on international managerial organizations in hospitality business.

### **Learning methods**

Process planning and project management in teams of four students.

Assessing one's own learning is a compulsory part of the module.

### **Teachers responsible**

Hospitality and Tourism teachers, Haaga Campus

# TOURISM DESTINATION PROJECT 2

Code: TOU1ZL002

Scope: 3 credits

Timing: 3rd academic year

Language: English

Level: Professional studies

Type: Compulsory

### **Learning objectives**

Upon completion of the module, the student is able to

- apply his/her travel and tourism expertise in the tourism destination project
- work with the representatives of project stakeholders
- recognize versatile project working methods
- use with project management skills as a part of development project
- evaluate the results of the project

### **Contents**

- Project-oriented business development in travel and tourism industry
- Cooperation within travel and tourism cluster



- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

### **Starting level and linkage with other modules**

To be studied together with the module TOU3ZL002 Strategic Alliances at the Destination Level.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### Grade 1

Student is able to name different project methods. Student is participating in the project team work.

#### Grade 2

Student is able to work as responsible team member. Student is able to use his/her travel and tourism knowledge in business development project implementation. Student is able to analyse results of the project.

#### Grade 5

Student shows project management and team leadership skills. Student is able to combine his/her travel and tourism expertise to each phase of the business development project. Student is able to formulate an assessment criteria for implementation and results.

### **Working life connections**

Module will include a travel and tourism industry-based project.

### **Internationality**

Module content is viewed both globally and locally.

### **Learning methods**

The learning goals of this module can be reached in the following way:

- a. Lectures and related assignments as full-time studies.

Assessing one's own learning is a compulsory part of the module.

### **Teacher responsible**

Leena Grönroos, Haaga

# TOURISM DESTINATION PROJECT 3

Code: TOU1ZL003

Scope: 2 credits

Timing: 3rd academic year

Language: English

Level: Professional studies

Type: Compulsory

### **Learning objectives**

Upon completion of the module, the student is able to

- apply his/her travel and tourism expertise in the tourism destination project
- work with the representatives of project stakeholders

- recognize versatile project working methods
- use with project management skills as a part of development project
- evaluate the results of the project

### **Contents**

- Project-oriented business development in travel and tourism industry
- Cooperation within travel and tourism cluster
- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

### **Starting level and linkage with other modules**

To be studied together with the module TOU3ZL002 Strategic Alliances at the Destination Level or as an individual project agreed with the supervisor responsible.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### Grade 1

Student is able to name different project methods. Student is participating in the project team work.

#### Grade 2

Student is able to work as responsible team member. Student is able to use his/her travel and tourism knowledge in business development project implementation. Student is able to analyse results of the project.

#### Grade 5

Student shows project management and team leadership skills. Student is able to combine his/her travel and tourism expertise to each phase of the business development project. Student is able to formulate an assessment criteria for implementation and results.

### **Working life connections**

Module will include a travel and tourism industry-based project.

### **Internationality**

Module content is viewed both globally and locally.

### **Learning methods**

The learning goals of this module can be reached in the following way:

- a. Participation in a project and reporting the process

Assessing one's own learning is a compulsory part of the module.

### **Teacher responsible**

Mia Tarhanen, Haaga

# TRAVEL BUSINESS PROJECT 2

Code: TRA1ZL002

Scope: 3 credits

Timing: 3rd academic year

Language: English

Level: Professional studies

Type: Optional

### **Learning objectives**

Upon completion of the module, the student is able

- to apply his/her travel and tourism expertise in the strategic travel business project
- to work with the representatives of project stakeholders
- to recognize versatile project working methods
- to use project management skills as a part of development project
- to evaluate the results of the project

### **Contents**

- Project-oriented business development in travel and tourism industry
- Cooperation within travel and tourism cluster
- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

### **Starting level and linkage with other modules**

To be studied together with the module TRA3ZL002, Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business.

### **Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

#### **Grade 1**

The student is able to name different project methods. S/he is participating in the project team work.

#### **Grade 3**

The student is able to work as responsible team member. S/he is able to use his/her travel and tourism and strategic management knowledge in business development project implementation. The student is able to analyse the results of the project.

#### **Grade 5**

The student shows project management and team leadership skills. S/he is able to combine his/her travel and tourism expertise and strategic thinking to each phase of the business development project. The student is able to formulate an assessment criteria for implementation and results.

### **Working life connections**

The module involves a project work commissioned by an external company or is applied to travel business context.

### **Internationality**

Travel Business is viewed from the point of view of a company operating globally.

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Participation in a working life project or another project
- b. Develop models to include study-time work experience in the studies

Assessing one's own learning is a compulsory part of the module.

**Teachers responsible**

Salla Juustila, Haaga

Aija Juvonen, Haaga

# TRAVEL BUSINESS PROJECT 3

Code: TRA1ZL003

Scope: 2 credits

Timing: 3rd academic year

Language: English

Level: Professional studies

Type: Compulsory

**Learning objectives**

Upon completion of the module, the student is able

- to apply his/her travel and tourism expertise in the strategic travel business project
- to work with the representatives of project stakeholders
- to recognize versatile project working methods
- to use project management skills as a part of development project
- to evaluate the results of the project

**Contents**

- Project-oriented business development in travel and tourism industry
- Cooperation within travel and tourism cluster
- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

**Starting level and linkage with other modules**

To be studied together with the module TRA3ZL002, Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business or as an individual project agreed with the supervisor responsible.

**Assessment**

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

**Grade 1**

The student is able to name different project methods. S/he is participating in the project team work.

**Grade 3**

The student is able to work as responsible team member. S/he is able to use his/her travel and tourism and strategic management knowledge in business development project implementation. The student is able to analyse the results of the project.

**Grade 5**

The student shows project management and team leadership skills. S/he is able to combine his/her travel and tourism expertise and strategic thinking to each phase of the business development project. The student is able to formulate an assessment criteria for implementation and results.

### **Working life connections**

The module involves a project work commissioned by an external company or is applied to travel business context.

### **Internationality**

Travel Business is viewed from the point of view of a company operating globally.

### **Learning methods**

The learning goals of this module can be reached in the following ways:

- a. Participation in a project and reporting the process

Assessing one's own learning is a compulsory part of the module.

### **Teachers responsible**

Mia Tarhanen, Haaga

# THESIS

Code: THE7RZ001

Scope: 15 ECTS

Timing: 4th – 6th semester

Language: English

Level: Thesis

Type: Compulsory

### **Learning objectives**

Upon completion of the module, the student is able to

- plan a research or development project
- utilize a variety of information sources and assess existing information critically
- choose the most suited research and project management method and apply it in the thesis project
- report the implementation process and its outcome
- evaluate the success of the thesis project

### **Contents**

- Making a thesis plan
- Carrying out the thesis project under the supervision of the thesis advisor, and in themed workshops, if necessary (research methods, text guidance, information search, reporting)
- Reporting in accordance with Haaga-Helia reporting and referencing guidelines
- Presenting the thesis
- Publication process
- Maturity test

### **Starting level and linkage with other modules**

Recommended to be studied after the module Research and Innovation Methods. The student needs to have a preliminary idea or plan about a thesis topic and has completed the thesis pre-test virtual home examination.

### **Assessment**

The finalized thesis is evaluated using Haaga-Helia thesis evaluation criteria available at <https://mynet.haaga-helia.fi/en/studies/thesis-bachelor/assessment/Pages/default.aspx> (link open for students and staff members only).

**Working life connections**

A thesis may be commissioned by a company, public organization, association, university of applied sciences or an educational institution of another type. A written commissioning agreement is drawn up for all commissioned theses.

**Internationality**

The thesis may be commissioned by an international organization.

**Learning methods**

The learning goals of this module can be reached in the following ways

- a. Independent study
- b. Workshops

Assessing one's own learning is a compulsory part of the module.

**Teacher responsible**

Eeva Pajakkala