Degree Programme in Tourism, Porvoo campus

Degree Programme in Tourism in a Nutshell

Degree:	Bachelor of Hospitality Management and the Finnish title of restonomi (AMK)
Degree level:	Bachelor's degree
Extent of the DP:	210 ECTS credits
Duration of the DP:	3.5 years
Study mode:	Full-time day programme
Assessment:	See Degree Regulations >> See assessment process >>
Programme requirements:	Basic studies 60 cr, Professional studies 90 cr, Free-choice studies 15 cr, Work placement 30 cr, Bachelor´s thesis 15 cr
General arrangements for the accreditation of prior learning:	See HAAGA-HELIA's general arrangements for the accreditation of prior learning >>
Admission requirements:	Act of Polytechnics 14.11.2014/932 §25 Before applying see the admission criteria at www.studyinfo.fi !
Access to further study:	Non-Degree studies in HAAGA-HELIA >> University studies
Internationalization:	Most of the learning takes place in real-life projects for tourism businesses operating internationally. This opens up doors for the students and helps them develop their networks already during the studies. This makes it easier for graduates to find jobs both in Finland and abroad.
Employment opportunities after graduation:	The daily work of the students is all about operating in multicultural teams. They are supervised by staff representing several nationalities. The commissions they get from companies familiarise them with topical issues in tourism and different ways of doing business. They can also go an exchange, do work placement abroad and participate in international development projects.
Cooperation with working life and with other associates:	Learning takes place in real-life projects. Every semester the students work for a tourism business on challenges assigned by the company. Learning is work and work is learning.

Profile of the Degree Programme in Tourism

Bachelors of Hospitality Management have strong professional skills in the following fields:

- Communication Skills in Travel and Tourism
- Tourism Operational Environment

- Production and Sales of Travel and Tourism Services
- Social and Collaboration Skills
- Business and Entrepreneurial Skills

Communication Skills in Travel and Tourism is about learning to communicate in a professional way, using appropriate software. Compulsory language studies of Finnish students are made up of English and Swedish, as well as another foreign language whereas international students study English and Finnish. Written communication skills are important but also oral skills are practised a lot as they play an important role in successful tourism business.

Tourism Operational Environment stresses the importance of knowing the factors that influence actions and analyses methods necessary to develop destinations and tourism businesses. Students know how to utilise the new opportunities brought about by the economic, legal and social operational environment in a global tourism context.

Production and Sales of Travel and Tourism Services comprise the principles of practical sales and service jobs in travel and tourism, customer relationship management and development, as well as the production and development of tourism services. Students manage the opportunities offered by digital media in marketing and sales in the various sectors of travel and tourism.

Social and Collaboration Skills mean both self-management and leadership skills that are practised by taking different roles in different projects. Students learn to apply leadership and development theories to enhance operations. The role of networking in tourism business also becomes clear, as well as the need to constantly develop these networks.

Business and Entrepreneurial Skills teach the students to understand how tourism businesses and organisations operate. Graduates develop an entrepreneurial attitude and learn to run and develop a profitable business.

With the help of the above-mentioned knowledge, skills and methods the students acquire the most common meta-skills needed in the job market, project management, research and development, coaching, creative problem solving and innovation.

Key learning outcomes of the Programme

Choosing a main subject or field of specialisation

Towards the end of the first academic year the students choose their specialisation studies. Those take place in year two, both semesters. The services of the Academic Advisor are readily available, but the students also have a teacher tutor and student tutors at their service throughout the studies. All of these can help students make the right personal choices regarding courses and specialization studies.

The programme offers two specialisation alternatives:

Professional studies in the Degree Programme in Tourism focus on Business Tourism where Sales and Service in Business Tourism takes a central role. The key contents are:

- Customer insight
- Travel purchasing and selling processes as seen by buyers, suppliers and intermediaries
- Travel Management systems and tools
- Partnerships and networks
- Technology for sales and service

Another specialisation is Event Planning and Management where business-related meetings and other corporate events are highlighted. The key contents are:

- Event planning processEvent management
- Economics of events
- Impacts of events
- Technology for events

Professional growth

Students develop their professional skills and the generic meta-competences needed in work life through the following three phases: adaptation, application and development. The competences and skills of the students develop in an integrated way when they work in projects that provide increasing challenge as the studies advance.

All students with Finnish educational background are expected to spend one semester of studies or the work placement period abroad to enhance their preparedness for international challenges.
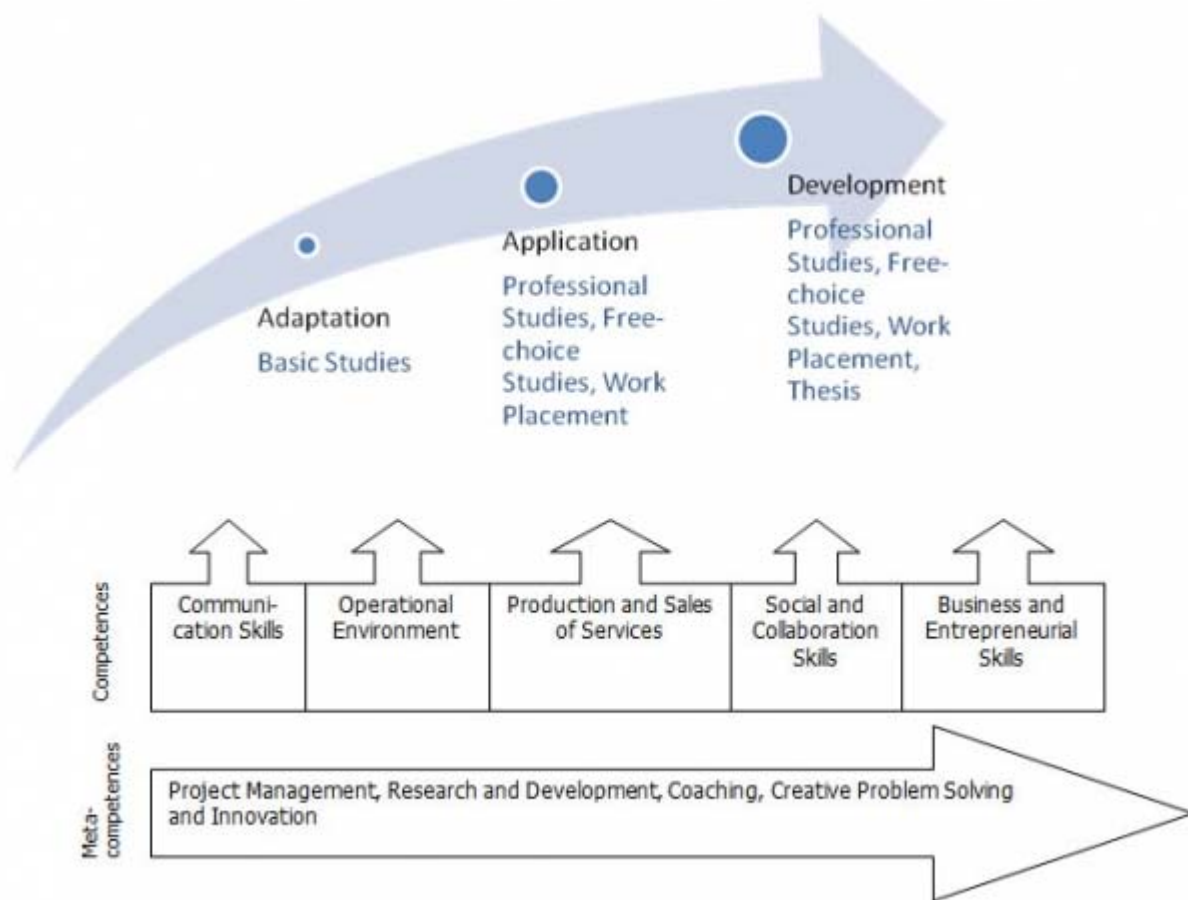
Figure: Professional Growth

Annual themes

Semester 1: Basic business studies, operational environment in tourism; Matka Nordic travel fair
Semester 2: Actors in the tourism business, basic business studies, first commissioned tourism research project
Semester 3: Professional business and tourism studies, specialisation studies, commissioned international tourism project
Semester 4: Professional business and tourism studies, specialisation studies, commissioned international tourism project
Semester 5: Elective professional studies, possible exchange, free-choice studies
Semester 6: Elective professional studies, possible exchange, free-choice studies
Semester 7: Bachelor´s thesis
Work placement of 30 credits can be taken after the first year of studies, also in the summer between the semesters.

Curriculum

Student's professional development
Structure, Content and Extent of the Degree Programme
Courses

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View on map

Courses

Degree Programme in Tourism		
Core studies	Code	Credits
Compulsory core studies		
Creating and Sharing Knowledge	COS1RG001	9
English Communication	COS1RG0011	3
Information and Communication Technology 1	COS1RG0014	6
Information and Communication Technology 2	COS1RG0013	3
Professional Communication	COS1RG002	6
Professional Communication 1	COS1RG0021	3
Professional Communication 2	COS1RG0022	3
Business English	ENG1LC029	6
Academic English	ENG1LC030	3
English Communication	COS1RG0011	3
Professional Finnish 1	COM1RG101	3
Professional Finnish 2	COM1LC111	3
Finnish for foreigners 1	FIN1LC001	6
Finnish for foreigners 2	FIN1LC002	6
Finnish for foreigners 3	FIN1LC003	6
Swedish for Service Encounters	SWE1RG001	3
Business Swedish 1	SWE1RG002	3
Business Swedish 2	SWE1RG003	3

		Tourism Business in a Global Context	OPE1RG001	12
		Tourism Business in a Global Context 1	OPE1RG0011	6
		Tourism Business in a Global Context 2	OPE1RG0012	6
		Customer-Oriented Sales	PSS1RG001	12
		Customer-Oriented Sales 1	PSS1RG0011	6
		Customer-Oriented Sales 2	PSS1RG0012	6
		Responsible Self-Management	SCS1RG001	6
		Responsible Self-Management 1	SCS1RG0011	3
		Responsible Self-Management 2	SCS1RG0012	3
		Developing Business Skills	BES1RG001	12
		Developing Business Skills 1	BES1RG0011	6
		Developing Business Skills 2	BES1RG0012	6
Professional studies				
	Compulsory professional studies			
		Global Business Opportunities	OPE2RG002	9
		Global Business Opportunities in Tourism 1	OPE2RG0021	6
		Global Business Opportunities in Tourism 2	OPE2RG0022	3
		Organisational Development, Leadership and Management	SCS2RG002	6
		Organisational Development, Leadership and Management 1	SCS2RG0021	3
		Organisational Development, Leadership and Management 2	SCS2RG0022	3
		Developing Business Processes	BES2RG002	9
		Legal Issues	BES2RG0021	3
		Financial Issues	BES2RG0022	3

		Pricing	BES2RG0023	3
		Developing and Selling Tourism Services	PSS2RG002	18
		Event Planning and Management 1	PSS2RG0028	9
		Event Planning and Management 2	PSS2RG0029	9
		Sales and Service in Business Tourism 1	PSS2RG0030	6
		Sales and Service in Business Tourism 2	PSS2RG0031	12
	Elective professional studies			
		Strategic Planning	BES2LC0035	6
		Brand Management	BES2LC0036	6
		Research Methods	BES2LC0037	3
		Analysis and Communication of the Financial Statement	BES4LP0034	3
		Management Project Cross Border	BES4PO0028	6
		Organisational Communication	COS4PO042	6
		Responsible Development of Tourism Destinations	OPE4PO041	6/9/12
		Business Intelligence	OPE4PO042	6
		Managing Sales	PSS4PO0025	6
		E-Business	PSS4PO0041	6/9/12
		Designing Services	PSS4PO041	6/9/12
		Innovation Challenge	PSS4PO042	6
		Strategic Events Solutions	PSS4PO044	6/9/12
		Managing Organisations	SCS4PO043	6/9/12
		Esimiestyö ja laadun johtaminen matkailuyrityksessä	SCS4PO044	6/9/12
		Introduction to SAP	TOO8PO032	6

		Sustainable Tourism	TOU4PO141	6/9/12
		Operational Environment and Aircraft Operations of Aviation Business	TRA4PO0381	6
		Structure, Variety and Service Models of Aviation Business	TRA4PO0382	6
		Airline Business	TRA4PO0391	9
		Airport Business Operations	TRA4PO0392	9
		Travel Experience Design in the Digital Age	TRA4PO040	6/9/12
		IATA Regulations and Management	TRA8PO036	6
Free-choise studies				
	Free-choise studies / Languages		Courses >>	
Work placement				
		International Work Placement	PLA6PO110	30
		International Work Placement 1	PLA6PO111	10
		International Work Placement 2	PLA6PO112	10
		International Work Placement 3	PLA6PO113	10
Thesis				
		Thesis	OPI7RG004	15
		Orientation to Thesis Writing	THE7LC001	
		Maturity Examination	OPI7LC003	0

Recommended Study Schedule

1st termin		Finnish	International
Information and Communication Technology 1	COS1RG0014	6	6
Professional Communication 1	COS1RG0021	3	3
English Communication	COS1RG0011	3	3
Professional Finnish 1	COM1RG101	3	
Swedish for Service Encounters	SWE1RG001	3	
Finnish for foreigners 1	FIN1LC001		6
Tourism Business in a Global Context 1	OPE1RG0011	6	6
Customer-Oriented Sales 1	PSS1RG0011	6	6
Responsible Self Management 1	SCS1RG0011	3	3
Developing Business Skills 1	BES1RG0011	6	6
2nd termin			
Information and Communication Technology 2	COS1RG0013	3	3
Professional Communication 2	COS1RG0022	3	3
Business Swedish 1	SWE1RG002	3	
Finnish for foreigners 2 (International students)	FIN1LC002		6
COMPULSORY LANGUAGE GER/ FRE/ RUS/ SPA		6	
Tourism Business in a Global Context 2	OPE1RG0012	6	6
Customer-Oriented Sales 2	PSS1RG0012	6	6
Responsible Self Management 2	SCS1RG0012	3	3
Developing Business Skills 2	BES1RG0012	6	6

3rd termin			
Professional Finnish 2	COM1LC111	3	
Business Swedish 2	SWE1RG003	3	
Finnish for foreigners 3 (International students)	FIN1LC003		6
Business English (International students)	ENG1LC029		6
COMPULSORY LANGUAGE GER/ FRE/ RUS/ SPA		3	
Global Business Opportunities in Tourism 1	OPE2RG0021	6	6
Event Planning and Management 1 **OR**	PSS2RG0028	6	6
Sales and Service in Business Tourism 1	PSS2RG0030	6	6
Organisational Development, Leadership and Management 1	SCS2RG0021	3	3
Legal Issues	BES2RG0021	3	3
Financial Issues	BES2RG0022	3	3
Pricing	BES2RG0023	3	3
4th termin			
Global Business Opportunities in Tourism 2	OPE2RG0022	3	3
Academic English	ENG1LC030	3	3
Event Planning and Management 2 **OR**	PSS2RG0029	12	12
Sales and Service in Business Tourism 2	PSS2RG0031	12	12
Organisational Development, Leadership and Management 2	SCS2RG0022	3	3
Free-choice Studies		15	15
Elective Professional Third Level Studies: supply varies by semester		21	21
Work Placement: two parts, after first academic year		30	30
Thesis + THE7LC001 Orientation to Thesis Writing		15	15

		210	210

Structure, Content and Extent of the Degree Programme

Programme in Tourism	ECTS Credit
Core studies	**60**
Compulsory core studies	
Creating and Sharing Knowledge	9
Professional Communication	6
Tourism Business in a Global Context	12
Customer-Oriented Sales	12
Responsible Self-Management	6
Developing Business Skills	12
Languages	9
Professional studies	**90**
Compulsory professional studies	
Professional Communication	6
Languages	21
Global Business Opportunities in Tourism	9
Developing Tourism Products and Services	18
Organisational Development, Leadership and Management	6
Developing Business Processes	9
Elective professional studies	21
Free-choice studies	**15**

Work placement	**30**
Thesis	**15**
total	210

Student's professional development tobba

Graduates from Porvoo Campus enter work life with a portfolio consisting of meta-skills and professional competence. Students have a portfolio based on their personal aims and those of the degree programme. The portfolio is built up mainly through work in large research and development projects.

The students´ role grows in importance as they move on in studies towards more challenging tasks that increase their knowledge. As studies proceed, assessment follows three criteria levels: adaptation, application and development. After the first year, the students are expected to be involved in more demanding projects. In addition, language studies form an integral part of the competence portfolio and language learning takes place in projects whenever possible. The following are focused on in research and development projects: sales and service skills, renewing business activities, entrepreneurial attitude, and methodological competence required in research and development work. Coaching and leadership skills can be gained by working as supervisor (i.e. team leader, project manager) in projects.

Students can profit from the opportunity offered on Campus to take part in the projects of any other degree programmes in Finnish, Swedish or English. This adds many specialisation possibilities to the personal study plan of an individual student.

Study Modules

The modules of tourism studies are described in figure 2. The green modules stand for compulsory studies and the blue ones for either elective or free choice studies. Study modules are large, a minimum of 3 credits, and can be divided by three.