

Course list, Degree Programme in Hospitality, Tourism and Experience Management, Haaga campus, incoming year 2017

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1. Year (Alternative studies marked with *)		min. 55
Fundamental Studies - Hospitality and Tourism Experience Management		
Experience Economy in Hospitality and Tourism	ORI1RZ002	9
Hospitality Experience Management Stream		
Accommodation and Food & Beverage Environment (Food and Beverage Stream - H1, Accommodation Stream - H2) with Operational Project LEA1RZ002	HOT2RZ004	9
Food and Beverage Operations (Food & Beverage Stream - H1)	RES1RZ002	9
Accommodation Business Environment (Accommodation Stream - H2)	HOT1RZ001	9
Tourism Experience Management Stream		
Global and Local Perspective of Travel and Tourism with Operational Project LEA1RZ002	TOU1RZ001	9
Guest Experience Management	EXP1RZ004	9
Personal Development Studies		
Personal Development - Planning	SLF1RZ001	2
Leadership and Management Studies		
Understanding Human Behaviour in Hospitality	LEA1RZ001	5
Marketing, Services and Sales Studies		
Marketing and Personal Selling	MAR1RZ002	5
Managerial Accounting Studies		
Financial Accounting	ACC2RZ001	5
Entrepreneurship and Innovation Studies		
From Ideation to Feasible Business	WOR2RZ001	5
Communication and Languages		
Personal Communication Skills	COM1RZ001	3
Kirjallinen viestintä (Finnish students)	COM2RZ001	3
Träna svenska *	SWE8HA001	2

Svenska i hotell-, restaurang- och turismbranschen (Finnish students)	SWE2RZ005	5
Introduction to Finnish language 1 (non-Finnish speakers) *	FIN1RZ004	2
Introduction to Finnish language 2 (non-Finnish speakers) *	FIN1RZ005	3
Basics of Finnish for Hospitality and Tourism (non-Finnish speakers) *	FIN2RZ003	5
Supporting Modules		
Hospitality and Tourism Certifications (2016)	WOR1RZ003	3
Basics of Mathematics & Excel * (Pre-test)	TOO1RZ004	3
Basic Presentation Skills & Tools * (Pre-test)	TOO1RZ005	3
Project		
Operational Project with Accommodation and Food & Beverage Environment (Accommodation Stream - H2 and Food and Beverage Stream - H1) with Global and Local Perspective of Travel and Tourism (Tourism Stream - T)	LEA1RZ002	3
Work Placement		
Work Placement 1	PLA6RZ001	15
2. Year (Alternative studies marked with *)		min. 55
Fundamental Studies - Hospitality and Tourism Experience Management		
Managing Experiences *	EXP1RZ002	9
Hospitality Experience Management Stream		
Controlling Food and Beverage Processes (Food & Beverage Stream - H1) with Supervisory Project LEA1RZ003	RES2RZ001	9
Developing Hospitality Processes (Accommodation Stream - H2) with Supervisory Project LEA1RZ003	HOT2RZ001	9
Tourism Experience Management Stream		
Crafting Travel and Tourism Experience Products (DESTI) with Tourism Destination Project 1 TOU1ZL001 or New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business (TRAVE) with Travel Business Project 1 TRA1ZL001	TOU3ZL001 TRA3ZL001	9

Amadeus GDS and Basics of Air Traffic * or The Booming Market Asia *	TRA1RL003 TOU1RL009	5
Personal Development Studies		
Personal Development - Aspiration	SLF1RZ002	2
Leadership and Management Studies		
Leading Teams	LEA2RZ001	5
Managing Service Interaction *	LEA2RZ002	5
Marketing, Services and Sales Studies		
Digital Marketing	MAR2RZ001	5
Managerial Accounting Studies (choose as compulsory ACC2RZ003 or ACC2RZ002)		
Pricing and Revenue Management *	ACC2RZ003	5
Operational Budgeting *	ACC2RZ002	5
Communication and Languages (from Haaga-Helia selection)		
Puheviestintä (Finnish students)	COM2RZ002	3
Finnish for Hospitality and Tourism Industry (non-Finnish speakers)	FIN2RZ001	3
Finnish for Working Purposes 1 (non-Finnish speakers)	FIN1RZ002	3
Finnish for Working Purposes 2 (non-Finnish speakers)	FIN1RZ003	3
English for Business Situations	COM1RZ002	3
Supporting Modules		
Creativity and Innovation in Hospitality	TKI8RZ001	6
Hospitality Law *	LAW1RZ002	5
Research and Innovation Methods	MET1RZ002	3
Project		
Supervisory Project with Controlling Food and Beverage Processes (Food & Beverage Stream - H1) with Developing Hospitality Processes (Accommodation Stream - H2)	LEA1RZ003	3
Tourism Destination Project 1 with Crafting Travel and Tourism Experience Products (DESTI) or	TOU1ZL001 TRA1ZL001	3

Travel Business Project 1 with New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business (TRAVE)		
Work Placement		
Work Placement 2	PLA6RZ002	15
3. Year (Alternative studies marked with *)		min.55
Fundamental Studies - Hospitality and Tourism Experience Management		
Creating Transformative Experiences *	EXP1RZ003	9
Hospitality Experience Management Stream		
Managing Food and Beverage Operations (Food & Beverage Stream - H1) with Managerial Project LEA2RZ005	RES2RZ003	9
Managing Accommodation Business (Accommodation Stream - H2) with Managerial Project LEA2RZ005	HOT2RZ005	9
Tourism Experience Management Stream		
Strategic Alliances at the Destination Level (DESTI) with Tourism Destination Project 2 TOU1ZL002 & Tourism Destination Project 3 TOU1ZL003 or Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business (TRAVE) with Travel Business Project 2 TRA1ZL002 & Travel Business Project 3 TRA1ZL003	TOU3ZL002 TRA3ZL002	 9
Personal Development Studies		
Personal Development - Career	SLF1RZ003	2
Leadership and Management Studies		
People Implementing Strategies *	LEA2RZ004	5
Marketing, Services and Sales Studies		
Experience Marketing *	MAR2RZ002	5
Integrated Media *	MAR2RZ003	5
Marketing and Sales Management *	MAR2RZ004	5
Managerial Accounting Studies		
Capital Budgeting and Investment Planning *	ACC2RZ004	5
Entrepreneurship and Innovation Studies (from Start-Up School selection)		

Communication and Languages (from Haaga-Helia selection)		
Supporting Modules (from Haaga-Helia selection)		
Project		
Managerial Project (H1 & H2) with Managing Food and Beverage Operations (Food & Beverage Stream - H1) with Managing Accommodation Business (Accommodation Stream - H2)	LEA2RZ005	5
Project 2 & Project 3 (DESTI & TRAVE)	TOU1ZL002	3
Tourism Destination Project 2 (DESTI)	TOU1ZL003	2
Tourism Destination Project 3 (DESTI) with Strategic Alliances at the Destination Level		
or		
Travel Business Project 2 (TRAVE)	TRA1ZL002	3
Travel Business Project 3 (TRAVE) with Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business	TRA1ZL003	2
Free electives, See the whole Haaga-Helia selection for your options		15
Thesis		
Thesis	THE7RZ001	15
Total		210

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 course, 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 Hospitality 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
- Hospitality as a concept
- Tourism as a concept and stakeholders of the business
- Statistics of global Tourism industry
- Tourist typology
- Impacts of 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 courses

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

Assessment

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

Internationality

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

Learning methods

The learning goals of this course 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 course: 1-hour

Teachers responsible

Mr Pekka Lampi, Haaga

Ms Mia Tarhanen, Haaga

Ms Violeta Salonen, 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

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 HOTEM -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

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

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 course, 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 industry, its business environment, and understands their development as well as factors influencing them
- is familiar with travel agency industry, its business 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 and travel agency industries
- Sustainable destination
- Service encounter and customer experience
- Travel and tourism information resources

Starting level and linkage with other courses

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 course 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 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

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

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 course involves company visits, visitor lectures and a project work.

Internationality

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

Learning methods

The learning goals of this course 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 Mia Tarhanen, Haaga

Ms Salla Ursin, 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 ects

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 ect

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 asiatyylä ja virheetöntä ilmaisua

Sisältö

Prosessikirjoittaminen, verkkoviestintä, yrityksen kirjalliset viestintätilanteet, työelämän tekstilajit, asiatyyli 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, virheettömyys
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 asiatyylistä 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 asiatyylistä 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.

Vastuopettajat

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 kieliopintojen 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.

Vastuopettajat

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 HOTEM 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.

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.

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 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

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:

a. 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

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 ect

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 MATHEMATICS & EXCEL

Code: TOO1RZ004

Scope: 3 cr (81 h)

Timing: 1st semester

Language: English

Level: Basic studies Supporting module

Type: Compulsory to students failing pre-test

Learning objectives

After completing the course, the student will be able to

- pose good skills and hands-on expertise in basic business mathematics tools
- know the principles of how to use excel spreadsheet
- understand and produce basic business mathematical formulas such as percentages, yields,

etc.

- effectively perform and express in the standard way the basic financial and statistical functions
- understand special accounting terminology and the key figures of the hotel, restaurant and tourism industry and can put them into practical use

Contents

This course will involve the following activities

- Doing exercises involving the basic mathematical functions
- Working with and understanding Excel spreadsheets
- Applying the basic mathematical and financial functions to spreadsheets
- Working with standard business calculations and reports such as percentages, yields and the income statement
- 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.

Participation and assignments

Exam

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

Applications are taken from hospitality industry. 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 Excel.

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

Teacher responsible

Pekka Heikkilä, Haaga

BASIC PRESENTATION SKILLS & TOOLS

Code: TOO1RZ005

Scope: 3 credits

Timing: 1st academic year

Language: English

Level: basic studies

Type: Compulsory

Learning objectives

Upon completion of the module students:

- Understand key concepts for the creation of presentations
- Have command of the various software/online presentation options
- Can develop and give presentations in front of a live audience
- Are familiar with video presentations or CVs created by mobile phones

Contents

- Microsoft Office Word & Powerpoint
- Prezi and other online animation techniques
- Presentation one on one evaluations
- Tutorial about common fears of live presentations
- Basics of mobile phone video taping

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

Participation in class and completion of final presentation.

Grade 3

Active participation in class exercises and completion of final presentation according to some of the stated instructions.

Grade 5

Above plus final presentation is performed in a confident, professional and convincing manner. The presentation's content also demonstrates the student's understanding of the topic and its presented in a way that keeps the audiences attention. Student has also completed a video CV ad has had a one on one evaluation of their presentation style.

Internationality

Presentations are developed and evaluated with a global audience in mind.

Learning methods

Pre-testing

Lectures, in class and homework exercises and assignments, and video evaluations

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

Teachers responsible

Wallace Reynolds

Violeta Salonen

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

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

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 an 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

Aija Juvonen, Haaga Campus

Salla Ursin, Haaga Campus

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

Aija Juvonen, Haaga

Salla Ursin, Haaga

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, 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 courses

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

Assessment

The course 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 course 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 course can be reached in the following ways:

- a. Lectures, related assignments and exam

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

Teachers responsible

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

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.

Grade 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 jäsenyneesti, ymmärrettävästi ja kiinnostavasti sekä kohdentaa viestinsä vastaanottajan ja tilanteen mukaisesti. Opiskelija perustelee näkemyksensä.

Opiskelija tiedostaa kulttuurien vaikutuksen viestintätilanteissa.

Arvosana 5

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

- a. Lähiopetus ja siihen liittyvät tehtävät päivä-, monimuoto- tai intensiivitoteutuksena
- b. 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 HOTEK-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

Aija Juvonen, Haaga
Salla Ursin, 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.

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

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

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

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

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

Aija Juvonen, Haaga
Salla Ursin, 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

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: 3rd 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

Aija Juvonen, Haaga

Salla Ursin, 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

KURSSIT, HAAGA, YHTEISET

Haagan toimipisteen vapaastivalittavat opintojaksot, lukuvuoden 2017-2018 tarjonta

Free-elective courses, academic year 2017-2018 | Haaga campus

Aistinvarainen arviointi	RES8RH020
Barista Course	RES8RZ002
Baristakurssi	RES8RH033
Creating Experience Events	EXP8RZ004
Creativity and Innovation in Hospitality	TKI8RZ001
Diginatiivi - sisällöntuottajana sosiaalisessa mediassa	RES8HA002
Excel operatiivisen laskennan apuvälineenä hotelli-, ravintola- ja matkailualalla	TIG8RH027
Food and Culture	CUL8RB021
Hyvä esimies on viestintätaitoinen - hyvä vuorovaikutus on lakiin perustava velvollisuus	LEA8RL002
Intercultural Training	CUL8HA002
Koulumarkkinointi	MAR8RH024
Monikulttuurisuus ja kulttuurienvälinen osaaminen	CUL8RH020
Neuvottelu, kokous ja vaikuttaminen	COM8RH021
Oluet ja pubit	RES8RH022
Opintomatka Dubai	TOU8RL006
Palveluyrityksen kulttuuri (kirjapaketti)	H8JO41
Ravintolan gastronomia	FPR8RH026
Responsible Business Management	ENV8HA001

Ruoka ja kulttuurit	CUL8RH001
Ruoka ja media	FPR8RH027
Ruoka, ravitsemus ja hyvinvointi	RES8HA001
Service Culture and Leadership	EXP8RZ005
StartUp School - Developing Entrepreneurial Mindset	WOR8HH022
StartUp School - Find Your Strengths	WOR8HH032
StartUp School - Future Working Skills	WOR8HH033
StartUp School - Pitching Camp	WOR8HH023
StartUp School - WarmUp Parade	WOR8HH013
StartUp School - Koko tarjonta / StartUp School - Full offering	StartUp School
Svenska för företagsledare	SWE8HA002
Svenska i hotell, restaurang och turismbranchen (intensive)	SWE8HA005
Syventävä viinikurssi	RES8RH035
The Booming Market Asia	TOU1RL009
Trends in Hospitality and Tourism	EXP8RZ003
Träna svenska	SWE8HA001
Viinikurssi	RES8RH021
Viinin ja ruoan yhdistäminen	RES8RH025
World of Wines	RES8RZ003
Väkevät juomat ja cocktailit	RES8RH023

AISTINVARAINEN ARVIOINTI

Tunnus: RES8RH020

Laajuus: 3 op (81 h)

Kieli: suomi

Ajoitus:

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

Lähtötaso ja sidonnaisuudet muihin opintoihin

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

Oppimistavoitteet

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

Opintojakson suoritettuaan opiskelija

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

Sisältö

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

Opetus- ja oppimismenetelmät

Opintojakso on mahdollista suorittaa joko lähiopetus- tai monimuotototeutuksena:

a) Lähiopetustoteutus:

Lähiopetus ja tentti 32 h

Itsenäinen opiskelu 48 h

Oman oppimisen arviointi 1 h

b) Monimuotototeutus:

Lähiopetus ja tentti 16 h

Itsenäinen opiskelu 64 h

Oman oppimisen arviointi 1 h

Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

Vastuopettaja

Johanna Rajakangas-Tolsa

Oppimateriaalit

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

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

Arviointi

Tentti

Harjoitustyö

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

Arvosana 3

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

Arvosana 5

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

BARISTA COURSE

Code: RES8RZ002

Scope: 1 ECTS

Timing:

Language: English

Level: Free elective

Type: Free elective

Learning objectives

A student understands the meaning of special coffees in restaurants' and cafeterias' offering. She/he is able to make and serve some most common special coffees.

Contents

Coffee as an ingredient

Coffee drinks supply

Making special coffees in practice

Starting level and linkage with other modules

No Prerequisites. Course is for Haaga campus students only. Teaching takes place at the premises of Paulig Ltd in Vuosaari, Helsinki. There is no course fee, but a fine of 20 euros is collected if a student accepted to the course does not attend the intensive teaching day.

Assessment

Barista course is assessed as passed / failed.

Working life connections

Course is implemented by Paulig Instituutti

Internationality

None

Learning methods

Intensive teaching day at Paulig

Self studying

Practical training at Haaga Campus Restaurant Caffeli

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

Teacher responsible

Coordinator Eeva Pajakkala

eeva.pajakkala(at)haaga-helia.fi

Trainers from Paulig

BARISTAKURSSI

Tunnus: RES8RH033

Laajuus: 1 op

Ajoitus:

Kieli: suomi

Opintojakson taso:

Opintojakson tyyppi: vapaasti valittava

Osaamistavoitteet

Opiskelija ymmärtää kahvin matkan pavusta kuppiin ja osaa valmistaa yleisimmät espressopohjaiset juomat.

Sisältö

- Kahvin matka pavusta kuppiin
- Kahvimyllyn säätäminen
- Espresson valmistaminen
- Maitovaahdon tekeminen
- Yleisimmät espressojuomat

Lähtötaso ja sidonnaisuudet muihin moduuleihin

Lähtötasovaatimuksia ei ole. Osallistumisoikeus Haagan yksikön restonomiopiskelijoilla. Kurssi toteutetaan Pauligin tiloissa Vuosaassa ja koulutuspäivän lisäksi opiskelija suorittaa baristavuoron Haagan kampuksen ravintola Caffelissa. Kurssi on opiskelijalle maksuton, mutta sisältää sakkomaksun 20 € mikäli kurssille hyväksytty opiskelija ei osallistu toteutukseen.

Arviointi

Opintojakso arvioidaan asteikolla hyväksytty/hylätty. Hyväksytyyn arvosanaan vaaditaan koulutuspäivä Pauligilla ja baristavuoron suorittaminen Caffelissa.

Työelämäyhteydet

Opintojakson toteuttaa Paulig Barista –instituutti.

Kansainvälisyys

Ei ole

Oppimistavat

Intensiivipäivä lähiopetusta
Baristavuoro Caffelissa
Käytännönharjoittelu
Oman oppimisen arviointi 1 h

Vastuopettaja

Koordinointi Eeva Pajakkala
Kouluttajana Paulig Barista -instituutin kouluttajat

Oppimateriaalit

Jaetaan paikan päällä

CREATING EXPERIENCE EVENTS

Code: EXP8RZ004

Scope: 4 credits (108 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

- know key concepts underpinning the creation of experience events
- provide guidelines and plans for implementation of experience events
- create experience event marketing plan
- apply event and experience frameworks to a real case/situation
- evaluate experience events

Contents

- Key concepts of creation and design of experience events
- Experience tools and frameworks in relation to events
- Stages and dimensions of experiential event creation and their measurements
- Event Design Canvas and its components customer journey, marketing experience events and its evaluation
- Experience marketing plan and tools for evaluation

Starting level and linkage with other modules

No linkage 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 basic concepts of event management, and identify central tools for creation of event experiences. S/he also apply experience tools in different stages of event planning with assistance. S/he can name various event and experience related tools and understand their processes as well as create fairly usable event marketing plan.

Grade 3

The student can interpret and justify main concepts of event management and its central dimensions. She/he can independently apply experience tools in different stages of creating an event plan. S/he can identify and estimate the usage of various event and experience related tools and apply them in practice. S/he can create good experience marketing plan and evaluate the outcome of the event.

Grade 5

The student can draw conclusion and justify the usage of genealogy experience event creation and management, and its central concepts. Student can create and design own experience event plan as an outcome of various tools. S/he can critically apply and experience event tools in a creation of different stages of event design. S/he can analyze, estimate and apply different tools and marketing of the event in practice and critically assess the outcome of it.

Working life connections

This module might involve a project work commissioned by an external company.

Internationality

Course 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. 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. Virtual learning and independent work
- d. Forum discussions and participation is an important part of the course
- e. Online implementation.

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

Teacher responsible

Violeta Salonen, Haaga

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

DIGINATIIVI - SISÄLLÖNTUOTTAJANA SOSIAALISESSA MEDIASSA

Tunnus: RES8HA002

Laajuus: 6 op (1-6 op)

Ajoitus:

Kieli: suomi

Opintojakson taso: syventävät opinnot

Opintojakson tyyppi: vapaasti valittava

Osaamistavoitteet

Opiskelija tuntee sosiaalisen median ajankohtaisen tilanteen ja trendit. Opiskelija osaa suunnitella ja tuottaa ammattimaista sisältöä sosiaaliseen mediaan. Opiskelija pystyy analysoimaan niin yksityisten henkilöiden kuin yritysten sometoimintaa, blogeja, ymmärtää ne tekstityyppinä, tiedostaa nettiku-vankäsittelyn alkeet sekä tuntee alan terminologiaa.

Opintojaksolla tutustutaan esimerkkien avulla suomalaisiin ja kansainvälisiin blogeihin ja harjoitellaan oman blogin kirjoittamista sekä sisällön tuotantoa muihin sosiaalisen median sovelluksiin (esi-merkiksi Instagram, Snapchat, YouTube, Facebook, Twitter, LinkedIn, Pinterest). Lisäksi perehdytään em. sovellusten erityispiirteisiin. Opintojaksolla käsitellään myös some-kampanjoita.

Sisältö

Case: Place to be Haaga – Haaga-Helia ammattikorkeakoulun ainutlaatuinen oppimiskonsepti ja sen hyödyntäminen, sekä Haagan restonomikampuksen tunnettuuden lisääminen.

- Mitä sosiaalisessa mediassa on pinnalla ja mitä asioista pitäisi tietää organisaation someviestinnästä?
- Miten somemarkkinointia suunnitellaan ammattimaisesti, mikä on somesuunnitelma ja somestra-tegia?
- Miten blogit, videoblogit ja bloggaaminen uudistuvat?
- Mitä uutta on pinnalla Facebookissa?
- Missä Twitterin suosio on ja kannattaako sen käyttö?
- Mitä välineitä pitäisi käyttää live-lähtettämiseen – Periscope, Facebook-live vai kenties YouTube Connect? Entäpä Stories-toiminto? Uusia ideoita live-striimaukseen?
- Kuka käyttää Snapchatia ja kenelle se sopii?

- Missä mennään Instagramissa?
- Mikä merkitys visuaalisuudella on sosiaalisessa mediassa? Miten kuvanmuokkausta ja -käsittelyä voidaan käyttää hyväksi somessa?

Lähtötaso ja sidonnaisuudet muihin moduuleihin

Opiskelija hallitsee sosiaalisen median perusteet. Ei varsinaisia sidonnaisuuksia.

Suoritukset 1, 3 tai 6 opintopistettä

1 opintopiste

Osaa tuottaa merkityksellistä sisältöä yhteen valitsemaansa sosiaalisen median kanavaan. Osaa luoda ja luo sisältöä omalle sosiaalisen median tilille. Opiskelija luo kuvauksen suunnitelluista teoistaan sosiaalisessa mediassa, arvioi vähintään kymmenen someteon vaikuttavuutta ja omaa oppimistaan.

3 opintopistettä

Opiskelija luo suunnitelman teoistaan vähintään yhdessä sosiaalisen median kanavassa. Opiskelija tuottaa merkityksellistä sisältöä 1–2 valitsemaansa sosiaalisen median kanavaan. Opiskelija osaa luoda uuden sisältösivun, jos se on mahdollista kyseisessä mediassa. Erillisille sivuille luodaan sisältöä ja hankitaan seuraajia/tykkääjiä. Opiskelija arvioi, analysoi ja antaa palautetta varjo-opiskelijansa teoista tai muusta materiaalista. Opiskelija luo kuvauksen suunnitelluista teoistaan sosiaalisessa mediassa, arvioi vähintään 20 someteon vaikuttavuutta ja omaa oppimistaan.

6 opintopistettä

Opiskelija luo laajan suunnitelman sosiaalisen median markkinoinnista, noin 10–20 sivua. Suunnitelmassa esitetään perusteet somemarkkinoinnin suunnittelun vaiheista sekä osista, siinä pohditaan online-markkinapaikkaa, kilpailijoiden ja alan yritysten benchmarkkaus on esitetty esimerkiksi tau-lukkoina. Suunnitelma sisältää tavoitteet ja valitut kanavat. Suunnitelmassa on ideoitu myös maksullista somemarkkinointia, esitetty tavoitteita ja mahdollisia kustannuksia. Opiskelija on tuottanut yli 20 merkityksellistä sisältöä useampaan sosiaalisen median kanavaan. Yhden kanavista on oltava blogi tai vlogi. Opiskelija osaa tarvittaessa luoda uuden sisältösivun, jos se on mahdollista kyseisessä mediassa. Opiskelija arvioi, analysoi ja antaa palautetta varjo-opiskelijansa teoista tai muusta materiaalista. Lisäksi opiskelija arvioi ja analysoi omaa oppimistaan.

Arviointi

6 opintopistettä

Arvosana 1

Opiskelija osaa osin tehdä sosiaalisen median toimintasuunnitelman Place to Be Haagalle ja/tai Haagan restonomikampukselle sekä tuottaa somesisältöä ja toteuttaa toimintasuunnitelmaa. Hän osaa analysoida somesuunnitelmia. Opiskelija hallitsee someperusteet ja osaa hankkia jonkin verran näkyvyyttä sosiaalisen median kanavissa. Hän arvioi jonkin verran omaa oppimistaan ja osaamistaan.

Arvosana 3

Opiskelija osoittaa osaavansa tehdä sosiaalisen median toimintasuunnitelman Place to Be Haagalle ja/tai Haagan restonomikampukselle sekä tuottaa somesisältöä ja toteuttaa toimintasuunnitelmaa osittain. Hän osoittaa osaavansa analysoida somesuunnitelmia ja toteutuksia sekä osaa antaa palautetta muiden töistä. Opiskelija hallitsee someperusteet ja osaa hankkia näkyvyyttä sosiaalisen median kanavissa eli hän jättää someen jalanjälkensä. Hän osaa myös arvioida omaa oppimistaan ja osaamistaan.

Arvosana 5

Opiskelija osoittaa osaavansa tehdä erinomaisen ja luovan sosiaalisen median toimintasuunnitelman Place to be Haagalle ja/tai Haagan restonomikampukselle sekä tuottaa somesisältöä ja toteuttaa toimintasuunnitelmaa. Hän osoittaa osaavansa analysoida some suunnitelmia sekä osaa antaa hyvin palautetta muiden töistä. Opiskelija hallitsee someperusteet ja osaa hankkia näkyvyyttä sosiaalisen median kanavissa eli hän jättää someen jalanjälkensä. Hän osaa myös arvioida omaa oppimistaan ja osaamistaan erinomaisesti.

3 opintopistettä

Arvosana 1

Opiskelija osaa tehdä jonkin verran sosiaalisen median toimintasuunnitelmaa Place to Be Haagalle sekä tuottaa somesisältöä ja toteuttaa toimintasuunnitelmaa osin. Hän analysoi muiden tekemiä suunnitelmia ja toteutuksia sekä osaa antaa palautetta muiden töistä. Opiskelija hallitsee some-perusteet ja osaa hankkia näkyvyyttä sosiaalisen median kanavissa eli hän jättää someen jalanjälkensä. Hän myös arvioi omaa oppimistaan ja osaamistaan.

Arvosana 3

Opiskelija osaa tehdä sosiaalisen median toimintasuunnitelmaa Place to Be Haagalle sekä tuottaa somesisältöä ja toteuttaa toimintasuunnitelmaa osin. Hän osaa analysoida muiden tekemiä suunnitelmia ja toteutuksia sekä osaa antaa palautetta muiden töistä hyvin. Opiskelija hallitsee some-perusteet ja osaa hankkia näkyvyyttä sosiaalisen median kanavissa eli hän jättää someen jalanjälkensä. Hän osaa myös arvioida omaa oppimistaan ja osaamistaan hyvin.

Arvosana 5

Opiskelija osaa tehdä sosiaalisen median toimintasuunnitelman Place to Be Haagalle ja/tai Haagan restonomikampukselle sekä tuottaa somesisältöä ja toteuttaa toimintasuunnitelmaa. Hän osaa analysoida muiden tekemiä suunnitelmia ja toteutuksia sekä osaa antaa palautetta muiden töistä. Opiskelija hallitsee some-perusteet ja osaa hankkia näkyvyyttä sosiaalisen median kanavissa eli hän jättää someen jalanjälkensä. Hän osaa myös erinomaisesti arvioida omaa oppimistaan ja osaamistaan.

1 opintopiste

Arvosana 1

Opiskelija hallitsee osittain someperusteet ja osaa jonkin verran hankkia Place to be Haagalle ja/tai Haagan restonomikampukselle näkyvyyttä sosiaalisen median kanavissa. Hän myös osaa arvioida omaa oppimistaan ja osaamistaan sekä tekojaan.

Arvosana 3

Opiskelija hallitsee someperusteet ja osaa hankkia Place to be Haagalle ja/tai Haagan restonomikampukselle näkyvyyttä sosiaalisen median kanavissa. Hän myös osaa arvioida omaa oppimistaan ja osaamistaan sekä tekojaan jonkin verran.

Arvosana 5

Opiskelija hallitsee someperusteet ja osaa hankkia Place to be Haagalle ja/tai Haagan restonomikampukselle näkyvyyttä sosiaalisen median kanavissa. Hän myös osaa erinomaisesti arvioida omaa oppimistaan ja osaamistaan sekä tekojaan.

Työelämäyhteydet ja kansainvälisyys

Käytetään mahdollisimman paljon autenttista materiaalia ja rohkaistaan itsenäiseen tiedonhakuun. Kannustetaan opiskelijoita oman blogin ja sosiaalisen median sisällön tuottamiseen sekä aktiiviseen kansainvälisten esimerkkien seuraamiseen. Kurssin aikana pyritään järjestetään vierailevia luennoitsijoita elinkeinosta.

Vastuopettajat

Päivi Mattsoff, Haaga

Jussi Mertanen, Haaga

Eeva Puhakainen, Haaga

EXCEL OPERATIIVISEN LASKENNAN APUVÄLINEENÄ HOTELLI-, RAVINTOLA- JA MATKAILUALALLA

Tunnus: TIG8RH027

Laajuus: 3 op (81 h)

Ajoitus: 2. periodi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: vapaasti valittava

Lähtötaso ja sidonnaisuudet muihin opintoihin

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

Oppimistavoitteet

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

Opintojakson suorittuaan opiskelija

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

Sisältö

- Funktiot
- Kelpoisuustarkistukset
- Suojaaminen
- Suurten tietomäärien käsittely
- Mallityökirja

- Linkitykset
- Tiedon tuonti Exceliin
- Pivot taulukot

Työelämäyhteydet

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

Opetus- ja oppimismenetelmät

Lähiopetus 24 h

Itsenäinen opiskelu 66 h

Oman oppimisen arviointi 1 h

Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

Vastuopettajat

Mariitta Rauhala

Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

Arviointiperusteet

Tentti 80 %

Harjoitustehtävät 20 %

FOOD AND CULTURE

Code: CUL8RB021

Extent: 6 ECTS (162 h)

Timing: Semester 1-2

Language: English

Level: Free electives

Type: Free electives

Prerequisites

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

Learning outcomes

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

After completing this course the student

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

Course contents

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

Teaching and learning methods

Lectures and visits 24 h

Practical kitchen work 48 h

Self-studies 87 h

The assessment of one's own learning 1 h

Exam 2 h

Recognition of Prior Learning, RPL (in Finnish AHOT)

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

Teacher/s with the main responsibility for the course

Birgitta Nelimarkka

Eeva Pajakkala

Course materials

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

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

Assessment

Active participation

Written Assignments 100 %

Exam

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

Assessment criteria

The course is assessed on a scale pass/fail

Pass

The student

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

Fail

Student

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

HYVÄ ESIMIES ON VIESTINTÄTAITONEN - HYVÄ VUOROVAIKUTUS ON LAKIIN PERUSTAVA VELVOLLISUUS

Tunnus: LEA8RL002

Laajuus: 5 op

Ajoitus:

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

Osaamistavoitteet

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

Sisältö

Opintojakson tavoitteena on tutustua lainsäädäntöön, jossa käsitellään esimiehen esimiehisyyteen liittyvää lainsäädäntöä ja sen tulkintaa.

Työelämän lainsäädäntö johtamiselle asettavien velvoitteiden osalta

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

Esimiestyön kulmakivet viestinnän keinoin

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

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojaksolla ei ole edeltävyyssehtoja eikä sidonnaisuuksia muihin opintojaksoihin.

Arviointi

Arvosana 1

Tunnistaa työhyvinvointiin ja työyhteisöviestintään liittyvät ongelmat sekä osaa etsiä ratkaisuja.

Arvosana 3

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

Arvosana 5

Hallitsee esimiestyön työhyvinvointiin ja viestintään liittyvät lait sekä osaa soveltaa niitä

päivittäisessä esimiestyössään. Pystyy tukemaan henkilöstön henkistä jaksamista. Pystyy kriittisesti analysoimaan omaa johtamistaan ja sen vaikutuksia.

Työelämäyhteydet

Opintojaksolla käytetään aitoja, ajankohtaisia työelämän oikeustapauksia.

Oppimistavat

Sekä lainsäädäntö, työelämän muospaineet että vuorovaikutustaidot (esimiestaidot) käsitellään harjoitusten ja esimerkkien kautta. Lisäksi pidetään keskusteluluentoja ja tietoiskuja palautekeskusteluiden mukana. Harjoituksissa palautetta antavat sekä juristi että puheviestinnän ammattilainen.

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.

Vastuopettajat

Kaija Varjola, juridiikan lehtori, 040 488 7175

Päivi Mattsoff, puheviestinnän lehtori, 040 488 7193

Oppimateriaalit

Ilmoitetaan myöhemmin sekä opettajien jakamat materiaalit

INTERCULTURAL TRAINING



Code: CUL8HA002

Scope: 3 credits

Timing: 1st – 2nd academic year. Starts before student exchange and continues during and after

Language: English

Level: basic studies

Type: Free Elective

Learning objectives

Upon completion of the module, the student

- can list basic definitions of intercultural competences
- understands the added value created by intercultural training
- understands how to use their intercultural experiences for their personal development and career advancement
- is able to represent Haaga-Helia and Finland in a professional and convincing manner
- can apply information learned from study abroad to remaining studies and share the information with fellow students

Contents

- Definitions and concepts of intercultural competence
- Understanding and appreciation of different cultural perspectives and values
- Learning about the destination country and its culture
- Formulation and completion of individual development plan
- Sharing and analyzing intercultural experiences focusing on hidden competences

Starting level and linkage with other modules

No previous studies needed. The student has to be selected to student exchange by Haaga-Helia before enrolling to the module.

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 can list basic definitions of intercultural competences. Student is able to give simple examples of cultural encounters affecting his/her experiences. Student recognizes the concept of hidden competences. Student defines the basic facts of the destination country and its culture. Student is able to present him/herself, Haaga-Helia and Finland.

Grade 3

Student can list various definitions and characteristics of intercultural competences. Student is able to give examples of cultural encounters and suggest alternative communication patterns. Student shows skills in applying the learned concept of hidden competences. Student is able to compare the destination culture with his/her own. Student is able to present him/herself, Haaga-Helia and Finland in a professional manner.

Grade 5

Student can list and describe various definitions and characteristics of intercultural competences. Student is able to give examples of cultural encounters and suggest alternative communication patterns and analyze them. Student shows skills in applying the learned concept of hidden competences and utilizes the knowledge for his/her career advancement. Student is able to compare the destination culture with his/her own and analyze the differences and similarities. Student is able to present him/herself, Haaga-Helia and Finland in a professional and convincing manner.

Working life connections

Internationality

The module content focuses on intercultural issues.

Learning methods

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

Lectures and related assignments before, during and after the exchange period

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

Teachers responsible

Arja Aktan-Helminen, Haaga

Katri Salmi, Haaga

KOULUMARKKINOINTI

Tunnus: MAR8RH024

Laajuus: 1 op (27 t)

Ajoitus: 1.-3. lukuvuosi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: valinnainen

Lähtötaso ja sidonnaisuudet muihin opintoihin

Opintojaksolla ei ole edeltävyyssehtoja eikä sidonnaisuuksia muihin opintoihin.

Opintojakso soveltuu Haagan koulutusyksikön kaikkien koulutusohjelmien opiskelijoille.

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

Oppimistavoitteet

Opintojakson tavoitteena on, että opiskelija

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

Sisältö

Opintojakson suorittamiseen vaadittavat osat:

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

Työelämäyhteydet

Opintojaksolla vierailaan eri oppilaitoksissa ja tutustutaan eri oppilaitoskulttuureihin

Kansainvälisyys

Opintojaksolla on mahdollista vieraila pääkaupunkiseudun vieraskielisissä kouluissa

Opetus- ja oppimismenetelmät

Opetus- ja oppimismenetelmät ja niihin käytettävä aika ovat seuraavat:

Lähiopetus eli aloitustapaaminen 2 h ja kouluvierailut 3 x2 h

Itsenäinen opiskelu 15 h

Oman oppimisen arviointi 1 h ja vertaispalaute 3 h

Yhteensä 27 h

Aikaisemmin hankitun osaamisen tunnistaminen ja tunnustaminen (AHOT)

Opintojakso ei kuulu AHOT-menettelyyn piiriin.

Vastuopettajat

Taina Pallonen

Mia Tarhanen

Oppimateriaalit

Oppimateriaali:

- vastuopettajien jakama materiaali

Arviointiperusteet

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

Aikataulu

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

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

1. periodi aloitustapaaminen ma 19.1. 14-15.30

MONIKULTTUURISUUS JA KULTTUURIENVÄLINEN OSAAMINEN

CUL8RH020

Tämä itsenäisesti suoritettava opiskelupaketti **restonomiopiskelijoille** voi olla laajuudeltaan 1, 3 tai 5 op. Jos valitset laajimman vaihtoehdon, teet kaikki tehtävät. Tehtävänä on kirjallisuuteen perustuva pohdinta ja tuotoksena raportti. Jäljempänä annettuja ohjeellisia sivumääriä ei ole tarkoitettu yhteenlaskettaviksi, vaan 5 op suorituksen raportti on korkeintaan 15 sivun mittainen. Esimerkkiorganisaatio voi olla aiempi tai nykyinen työpaikkasi, ja voit halutessasi käyttää siitä vain muotoa Yritys X.

Laadi raportti Haaga-Helian raportointiohjeen mukaan ja mainitse kaikki käyttämäsi lähteet, myös sähköiset. Jaa raportti lukuihin ja tarvittaessa alalukuihin. Huomioi tämän ohjeen osat: eri vaihtoehtojen tehtävänanto kohdissa A, B ja C sekä yleiset ohjeet pohdintaan lopussa. Käytä sisältöä kuvaavia otsikoita. Tallenna raportti omalla nimelläsi ja päivämäärällä ja palauta se Urkund-järjestelmän kautta: Merkitse vastaanottajan osoitteeksi kari.nurminen.HH@analysis.urkund.com (restonomiopiskelijat/päivä) tai marjaana.makela.HH@analysis.urkund.com (restonomiopiskelijat/monimuoto).

Urkundin käytön tarkemmat ohjeet löydät MyNetista kohdassa Opinnäytetyö, amk.

Saat raportista arvosanan ja sähköpostiisi henkilökohtaisen palautteen kolmen viikon kuluessa.

Vaihtoehto A, 1 opintopisteen suoritus: Monikulttuurisuus ja asiakkaat.

Raportin pituus 5-7 sivua. Kirjallisuus:

Nieminen, Marjut (2014). Monikulttuurinen asiakastyö. Tietosanoma, Helsinki. (Saatavilla Haagan kirjastossa painettuna.)

<http://www.yhdenvertaisuus.fi/>

Lisäksi valitsemasi muut mahdolliset lähteet, esimerkiksi yrityksen verkkosivut jne.

- Arvioi lähdekirjan ja www.yhdenvertaisuus.fi -sivuston perusteella esimerkkiorganisaation asiakastyötä ja erittele sekä onnistumisia että kehittämiskohteita.
- Kuvaa haasteellisia tilanteita, joissa itse olet ollut asiakaspalvelijan ja/tai esimiehen roolissa. Mitä olet oppinut niistä?
- Millaisia työkaluja kirja antaa eri kulttuurien kohtaamiseen? Mainitse esimerkkejä.
- Miten esimerkkiorganisaatiossa näkyy asiakaspalvelijoiden monikulttuurisuus? Arvioi kirjan sisältöä tästä näkökulmasta.
- Miten voitte työyhteisössasi hyödyntää www.yhdenvertaisuus.fi -verkkosivuja?

Vaihtoehto B, 3 opintopisteen suoritus: (edellisen lisäksi) Kulttuurinen monimuotoisuus liike-elämässä.

Raportin pituus 8-10 sivua. Kirjallisuus:

Nieminen, Marjut (2014). Monikulttuurinen asiakastyö. Tietosanoma.

Hampden-Turner, C., Trompenaars, F., Lewis, D. R. (2000). Building cross-cultural competence. How to create wealth from conflicting values. Yale University Press. (Saatavilla HAAGA-HELIAN kirjastossa e-kirjana.) 2

Lewis Richard D. (2005). When Cultures Collide: Leading Across Cultures (3rd Edition). Nicholas Brealey Publishing. (Saatavilla HAAGA-HELIAN kirjastossa e-kirjana.)

<http://www.yhdenvertaisuus.fi/>

<http://blogs.helsinki.fi/koulutuksesta-tyoelamaan/files/2010/11/Nakokulmia-monikulttuuriseen-esimiestyohon-ja-hlostojohdantamiseen-Palmenian-julkaisu-2010.pdf>

sekä valitsemasi muut mahdolliset lähteet, yrityksen verkkosivut jne.

- Pohdi missä määrin kulttuurierojen ymmärtäminen on mahdollista monikulttuurisessa organisaatiossa ja monikansallisissa yrityksissä.
- Onko kaikkien henkilöstöä koskevien kulttuurierojen huomioiminen välttämätöntä työpaikalla? Perustele pohdintasi.
- Miten tunteet näkyvät työyhteisössäsi? Liittyykö siihen monikulttuurisuuteen perustuvia eroja?
- Millaisia haasteita liittyy aikakäsityksen eroihin?
- Kuvaa hierarkiäkäsitteeseen suhtautumisen eroja ja sitä millaisia tilanteita niistä seuraa.
- Kuvaa esimerkkiorganisaation yrityskulttuuria lähdekirjojen teoriaan pohjautuen.
- Kuvaa konfliktitilanteiden rakentavaa ratkaisemista Hampden-Turnerin ym. mukaan.
- Analysoi organisaationne johtamiskulttuuria ja jäsennä sitä Lewisin mukaan.
- Miten monikulttuurisuus näkyy esimerkkiorganisaatiossa strategiatasolla?

Vaihtoehto C, 5 opintopisteen suoritus erityisesti esimiesasemassa jo toimiville. Raportin pituus korkeintaan 15 sivua. Edellisten lisäksi

- kuvaa omaa rooliasi organisaation päätöksenteossa ja johtamisessa sekä sitä miten monikulttuurisuuskyvykset liittyvät siihen.
- laadi esimerkkiorganisaatiolle monikulttuurisuusstrategia ja perustele se.
- kerro millaisia käytännön toimenpiteitä strategian käyttöönotto edellyttäisi.

Lisämateriaalia strategian laatimisen tueksi:

Sippola, Aulikki (2008). Monimuotoistuva työyhteisö haastaa henkilöstöjohtamisen. Työ- ja elinkeinoministeriö. <http://www.tem.fi/files/18863/sippola.pdf>

Kaikkien kolmen suoritusmahdollisuuden osalta olennaista on seuraavanlainen pohdinta:

- miten monikulttuurisuus huomioidaan esimerkkiorganisaatiossa kollega- ja esimiestasolla?
- mitä positiivista monikulttuurisuus tuo organisaatioon ja millaisia kehittämiskohteita siihen liittyy?
- miten yhdenvertaisuus liittyy monikulttuurisuuteen?
- miten voit itse edesauttaa monikulttuurisuuden ja yhdenvertaisuuden toteutumista?
- mitä suoranaista virheistä voi oppia tai on jo opittu?
- kuinka monikulttuurisuus- ja viestintäosaaminen liittyvät toisiinsa?
- miten esimiesasemassa voit hyödyntää tämän kirjallisuuden kautta oppimaasi?
- millainen tietämys sinulla oli monikulttuurisuudesta ennen tätä suoritusta ja kuinka se kehittyi lukemasi ja pohdintasi kautta?

NEUVOTTELU, KOKOUS JA VAIKUTTAMINEN

Tunnus: COM8RH021

Laajuus: 3 op (81h)

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: valinnainen

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Esiintymistaito ja vuorovaikutteinen palveluviestintä -opintojakso suositellaan suoritettavaksi ennen tämän vapaavalintaisen opintojakson suorittamista.

Oppimistavoitteet

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

Opintojakson suoritettuaan opiskelija

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

Sisältö

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

Työelämäyhteydet

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

Opetus- ja oppimismenetelmät

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

Vastuopettaja

Päivi Mattsoff, puheviestinnän lehtori

Oppimateriaalit

Ilmoitetaan myöhemmin

Arviointi

- Tehtävät
- Harjoitukset
- Aktiivinen analysointi, palautteen antaminen sekä osallistuminen

Opintojakso 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 osoittaa hallitsevansa riittävästi opintojakson oppimistavoitteita (kokous- ja neuvottelukäytännöt, kokous- ja neuvotteluetiketin)

Opiskelija osaa toimia neuvottelutilanteissa
Opiskelija osallistuu harjoituksiin

Arvosana 3

Opiskelija osoittaa hallitsevansa opintojakson oppimistavoitteet (kokous- ja neuvottelukäytännöt, kokous- ja neuvotteluetiketin)

Opiskelija osaa toimia neuvottelutilanteissa, pystyy argumentoimaan sekä osaa arvioida neuvottelu- ja kokoustilanteissa omia ja muiden vuorovaikutustaitoja

Opiskelija on harjoituksissa aktiivinen sekä antaa palautetta muille

Arvosana 5

Opiskelija osoittaa hallitsevansa erinomaisesti opintojakson oppimistavoitteet (kokous- ja neuvottelukäytännöt, kokous- ja neuvotteluetiketin)

Opiskelija osaa toimia tavoitteellisesti neuvottelutilanteissa, pystyy argumentoimaan sekä osaa arvioida neuvottelu- ja kokoustilanteissa omia ja muiden vuorovaikutustaitoja

Opiskelija on harjoituksissa aktiivinen sekä tukee palautteella muiden oppimista

OLUET JA PUBIT

Tunnus: RES8RH022

Laajuus: 3,00 op (81 h)

Ajoitus: vaihtelee

Kieli: suomi

Opintojakson taso: ammattiopinnot /vapaavalintaiset

Opintojakson tyyppi: vapaavalintainen

Lähtötaso ja sidonnaisuudet muihin opintoihin

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

Oppimistavoitteet

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

Opintojakson suoritettuaan opiskelija

- ymmärtää oluen markkinoiden perusteet: oluttyypit ja –tyylit sekä niiden laatuun vaikuttavat tekijät

- osaa maistella olutta systemaattisesti sen laadun ja aistittavien ominaisuuksien määrittämiseksi

- ymmärtää ravintolan olutprosessin eri näkökulmista: logistiikka, myynti ja markkinointi, turvallisuus

Sisältö

Olutmarkkinat

Oluen valmistus

Oluen maistelu

Oluttyypit

Oluen ja ruuan yhdistäminen

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

Olutravintolat

Sinebrychoff Olutmestari Junior -kilpailu

Kirjallisuus:

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

Luennoitsijat:

Jouko Mykkänen, Sinebrychoffin asiantuntijat + ekskursioilla isännät

Opetus- ja oppimismenetelmät

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

Itsenäinen opiskelu 57 h

Oman oppimisen arviointi 1 h

Vastuupettajat

Jouko Mykkänen

Arviointiperusteet

Tentti 100 %, maistelu ja kirjallinen osuus

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

Kurssimaksu

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

OPINTOMATKA DUBAI

Tunnus: TOU8RL006

Laajuus: 3 op (81 h)

Ajoitus: intensiiviviikko 13/2015

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Oppimistavoitteet

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

Huomio! Opintomatka on maksullinen ja opiskelijan osuus on noin 800–900€.

Opintojaksolle on erityisilmoittautuminen ja ilmoittautumisaika päättyy 30.11.2016.

Kolme ryhmäkokoontumista ennen matkaa ja yksi ryhmäkokoontuminen matkan jälkeen.

Ajankohdat ilmoitetaan myöhemmin.

Opintomatka on intensiiviviikolla 12/2017.

Opintojakson suorittuaan opiskelija:

- Ymmärtää syvemmin kansainvälistä palvelukulttuuria ja yritystoimintaa
- Laajentaa ymmärrystä Suomen vahvuuksista ja heikkouksista kansainvälisessä toimintaympäristössä

- Tiedostaa yhteistyökoulumme Emirates Academyn koulutuksen pääperiaatteet ja saa käytännön näkemystä opiskelusta ulkomailla

Sisältö

- Opintomatkan suunnittelu ja toteuttaminen
- Yrityskäynnit hotelli-, ravintola- ja matkailu-alan yrityksiin
- Aktiivinen ja positiivinen osallistuminen Haaga-Helian edustajana koko opintomatkan aikana
- Kansainvälisyys ja palvelukulttuuri

Työelämäyhteydet

Opintojakso koostuu yritysvierailuista hotelli-, ravintola- ja matkailualan yrityksiin

Opetus- ja oppimismenetelmät

Lähiopetus 12h

Opintomatka 68h

Oman oppimisen arviointi 1h

Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

Vastuopettaja(t)

Salla Juustila

Oppimateriaalit

Ilmoitetaan opintojaksolla

Yritysten edustajien luentomateriaali

Arviointi

Oppimispäiväkirja

Aktiivinen osallistuminen ryhmätapaamisiin ennen matkaan ja osallistuva läsnäolo opintomatalla.

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

Arvosana 3

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

Arvosana 5

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

PALVELUYRITYKSEN KULTTUURI (KIRJAPAKETTI)

Tunnus: H8JO41

Laajuus: 3 op

Ajoitus: 3.-4. opintovuosi

Kieli: suomi / englanti

Opintojakson taso: Vapaasti valittavat opinnot

Opintojakson tyyppi: valinnainen

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Koulutusohjelmakohtaiset perus- ja aineopinnot suoritettuna

Oppimistavoitteet

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

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

Sisältö

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

Opetus- ja oppimismenetelmät

Opintojakso on mahdollista suorittaa kirjapakettina tenttimällä valinnaiset teokset. Oman oppimisen arviointi 1h.

Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

Vastuopettajat(t)

Kari Nurminen

Oppimateriaalit

1. Martinez, M. & Hobbi, B. 2008. Building a Customer Service Culture: The Seven Service Elements of Customer Success. IAP. 2. Hofstede, G. 1993 (tai uudempi). Kulttuurit ja organisaatiot. Mielen ohjelmointi. WSOY. 3. Honkanen, H. 2005. Muutoksen agentit: muutoksen ohjaaminen ja johtaminen. Suomen psykologiliitto/Edita. 5. Schein, E. 2009. Yrityskulttuuri – selviytymisopas: tietoa ja luuloja kulttuurimuutoksesta. Laatuokeskus. 6. Forss-Anila, H. 2013. The effective service development prosess is using stories.Product: Evaluation form. Thesis/opinnäytetyö Haaga-Helia amk. Helsinki. 7. Schein, E.H. 2009. The Corporate Culture Survival Guide –sense and nonsense about culture change. Jossey-Bass Inc., San Francisco. 8. Hofstede, G. 2010. Cultures and Organizations: Software of the Mind: intercultural coopertation and its importance for survival. McGraw-Hill. 9. Trompenaars, F. and Hampden-Turner C. 2012. Riding the waves of culture: understanding diversity in global business. Nicholas Brealey, London. 10. Dumetz, J., Saginova, O. & Woolliams, P. 2012. Cross-cultural management textbook: lessons from the world leading experts in cross-cultural management. Createspace.

Arviointi

Kirjatentti 3x33,3 p = max. 100 p

Jokaisesta (kolmesta) teoksesta on saatava hyväksyttävä vastaus

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

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

Kirjallisessa vastauksessa (essee) taso:

Arvosana 1

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

Arvosana 3

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

Arvosana 5

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

RAVINTOLAN GASTRONOMIA

Tunnus: FPR8RH026

Laajuus: 6 op. 8 kontaktia

Ajoitus: 5. periodi

Kieli: suomi

Opintojakson taso: vapaavalintainen

Opintojakson tyyppi: vapaavalintainen kurssi

Kurssimaksu: Opiskelija suorittaa 60 € ennen kurssin alkamista Haagan materiaalipalveluun
Henkilömäärä kurssille: enintään 25 opiskelijaa

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Oppimistavoitteet

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

Opintojakson suoritettuaan opiskelija

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

Sisältö

Ruokaravintolan palveluiden ja tuotteiden sovittaminen yrityksen liikeideaan ja asiakkaan tarpeisiin:

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

Työelämäyhteydet

Kurssilla tehdään tutustumiskäyntejä mahdollisuuksien mukaan ravintoloihin ja alan sidosryhmien liiketoimintaan

Kansainvälisyys

Kurssilla tutustutaan kansainväliseen ruokakulttuuriin ja gastronomiaan.

Opetus- ja oppimismenetelmät

a) Lähiopetustoteutus:

Lähiopetus 48 h

Itsenäinen opiskelu ja opintojakson tehtävän suorittaminen 56 h

Oman oppimisen arviointi 1 h

Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

Vastuopettajat

Jari Karjalainen

Heikki Ursin

Oppimateriaalit

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

Arviointi

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

Arviointikriteerit

Hyväksytty/Täydennettävä

RESPONSIBLE BUSINESS MANAGEMENT

Code: ENV8HA001

Extent: 3 ECTS (81 h)

Timing: non-stop through all periods

Language: English

Level: Free-elective

Type: Compulsory

Learning objectives

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

Contents

- Introduction to corporate responsibility
- Integrating environment and human resources into corporate strategy
- Communicating responsibility
- Living and leading responsible business
- CSR programs

Starting level and linkage with other modules

None

Assessment

- Self-study assignments

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

Grade 1

Portrays the knowledge of responsible business management.

Shows capabilities of using the terminology of responsible business management and creating shared value

Is able to present (oral or written) the key aspects of responsible business management.

Grade 3

Portrays the knowledge of responsible business management.

Shows capabilities of using the terminology of responsible business management and creating shared value

Is able to present (oral or written) the key aspects of responsible business management.

Express the knowledge of the possibilities for organisations in advancing the responsible business

management.

Provides feedback with arguments.

Grade 5

Portrays profound knowledge of responsible business management.

Shows advanced capabilities of using the terminology of responsible business management and creating shared value

Is able to fluently present (oral or written) the key aspects of responsible business management.

Express the knowledge of the possibilities for organisations in advancing the responsible business management.

Provides feedback with arguments

Working life connections

The course includes hospitality industry related assignments.

Internationality

Responsibility as concept is a global challenge which means that the point of view during the course will be international.

Learning methods

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

a) Online Learning

Self-study assignments 80h

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

Teacher responsible

Mia Tarhanen

Course materials

Available on Moodle

RUOKA JA KULTTUURIT

Tunnus: CUL8RH001

Laajuus: 3 op (81 h)

Ajoitus: 2. tai 4. lukukausi

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittavat opinnot

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojaksolla ei ole edeltävyyssehtoja eikä sidonnaisuuksia muihin opintojaksoihin.

Oppimistavoitteet

Opintojakson tavoitteena on syventää ruokakulttuurien ymmärtämistä.

Opintojakson suoritettuaan opiskelija:

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

Sisältö

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

Opetus- ja oppimismenetelmät

Lähiopetus 24 h

Itsenäinen opiskelu 64 h

Oman oppimisen arviointi 1 h

Opintojakson suoritus

1. Osallistuminen luennoille
2. Kirjallinen tehtävä (pareittain)
3. Pecha Kucha esitys jonkin maan ruokakulttuurista

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

Vastuopettaja

Eeva Pajakkala, Haaga

Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

Arviointi

Harjoitustyöt

Arviointikriteerit

Opintojakso arvioidaan asteikolla hyväksytyt/hylätty.

RUOKA JA MEDIA

Tunnus: FPR8RH027

Laajuus: 3 op

Ajoitus: 2. – 6. lukukausi

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Oppimistavoitteet

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

Opintojakson suoritettuaan opiskelija

- osaa havainnoida alan trendejä ja hyödyntää tätä tietoa työskentelyssään
- ymmärtää ja osaa soveltaa toiminnassaan ruoka-designia
- osaa kehittää elämyksellisiä ja esteettisiä tuotteita
- osaa analysoida, arvioida ja toistaa ruokamedioiden tyylejä

- osaa kehittää ja laatia eri medioihin sopivia reseptejä
- hahmottaa ruoka-aiheisen artikkelin teon vaiheet

Sisältö

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

Työelämäyhteydet

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

Opetus- ja oppimismenetelmät

Lähiopetustoteutus:

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

Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

Vastuopettaja

Birgitta Nelimarkka

Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajien ilmoittama ja jakama materiaali.

Arviointiperusteet

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

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

RUOKA, RAVITSEMUS JA HYVINVOINTI

Tunnus: RES8HA001

Laajuus: 3 op

Ajoitus: 1. - 3. lukuvuosi

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

Osaamistavoitteet

Moduulin suoritettuaan opiskelija

- ymmärtää ruokavalion merkityksen osana ihmisen hyvinvointia
- osaa arvioida ruokavalioiden vahvuuksia ja heikkouksia
- osaa analysoida oman ruokavalion ravintosisällön

- tuntee suomalaiset ravitsemussuositukset ja niiden merkityksen
- osaa arvioida elintarvikkeiden ravintosisällön

Sisältö

- Ruoanvalintaan vaikuttavat tekijät
- Ajankohtaiset ruokavaliot Suomessa ja kansainvälisesti
- Erityisruokavaliot
- Vastuulliset ja turvalliset ruokavalinnat
- Ruokapäiväkirjan analysointi

Lähtötaso ja sidonnaisuudet muihin moduuleihin

Ei lähtötasovaatimuksia

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

Tunnistaa tavallisimmat ruokavaliot pääpiirteittäin. Osaa nimetä ruoanvalintaan vaikuttavia tekijöitä. Ymmärtää ruokapäiväkirjan merkityksen ruoankäytön tutkimusmenetelmänä.

Arvosana 3

Tuntee yleisimmät erityisruokavaliot ja osaa huomioida ravitsemukselliset erityistarpeet. Osaa analysoida ruokavalion ravintosisältöä.

Arvosana 5

Opiskelija osaa analysoida ruokavalion ja vertailla sen vahvuuksia ja heikkouksia suomalaisiin ravitsemussuosituksiin. Opiskelija osaa arvioida kriittisesti mediassa esiintyviä ruokavaloita. Hän osaa soveltaa tietojaan erityisruokavaloista niin, että pystyy löytämään yksilön tarpeisiin soveltuvan turvallisen tuotteen.

Työelämäyhteydet

Kansainvälisyys

Ruokaa ja ravitsemusta tarkastellaan myös kansainvälisestä näkökulmasta.

Oppimistavat

Tämän moduulin osaamistavoitteet voi saavuttaa seuraavilla tavoilla:

- a. Lähiopetus ja siihen liittyvät tehtävät päivätoteutuksena
- b. Tentti ja oppimistehtävä(t)

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.

Vastuuopettajat

Eeva Pajakkala, Haaga

STARTUP SCHOOL - DEVELOPING ENTREPRENEURIAL MINDSET

Code: WOR8HH022

Scope: 5 ECTS (135 h)

Timing: 1.-7. semester
Language: English or Finnish
Course level: Professional Studies (or Free-choice)
Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>

Starting level and linkage with other courses

Student has a business idea that he/she wants to explore more.

Learning objectives and assessment

Student starts building his/her own entrepreneurial path and takes the first steps on developing his/her own business idea. At the same time the student tests his/her ability to act in an entrepreneurial way. The course covers the following topics: self-leadership, business idea, communication and networking, goal setting and action plan.

Recognizing and validating prior learning (RPL)

Accreditation of prior learning is applied on the course according to separate instructions. Please contact startupschool@haaga-helia.fi.

Working life connections

The key driver of the course is the student's own business idea that will be coached by an experienced staff member.

Internationality

Internationality is visible through the assignments.

Contents

The course starts with a meeting with a StartUp School coach. After that the student starts working on the assignments independently. Developing Entrepreneurial Mindset includes four different parts which can be completed in any order. Student also attends minimum one DEM meeting while working on the assignments. After completing the assignments the student attends the final DEM meeting with a StartUp School coach and evaluates his own learning and validity of the business idea.

Learning methods

Includes at least three (3) coaching meetings and independent work between the meetings.

Assessment criteria

The course is graded on the scale 1-5. The assessment criterion is presented on scale 1-3-5. For detailed assessment criteria, please see [SUS Base](#).

Teachers responsible

Please see StartUp School website <http://startupschool.fi/who-we-are/coaches/>.

Course materials

Available in Moodle.

STARTUP SCHOOL - FIND YOUR STRENGTHS

Course name: Find your strengths

Code: WOR8HH032

Scope: 5 ECTS

Timing: 1.-7. Semester

Language: English and Finnish

Curriculum:

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>

Starting level and linkage with other courses

No requirements

Learning objectives and assessment

Student finds and analyses his/her personal values, interests, passions and strengths. Student analyses skills and competences and clarifies her/his future track of a professional career point of view. Career can be self-employment, employment of an organisation or creates a business idea. Student learns self-management manners and recognises development areas of her personal skills.

Course assessment is on a scale of 1 to 5. The assessment criteria is on scale 1-3-5.

Grade 1

Finds personal values, interests, passions and strengths

Recognises development areas and creates a development plan

Grade 3

Can reflect of her/his learning

Can develop independently her/his professional career or business idea

Understands importance of ongoing self-development of professional succeed

Grade 5

Recognises her/his strengths and knows how to develop them independently

Evaluates of her/his self-development critically and acts accordingly

Student learns principals of coaching and helps other students of their own development areas

Recognising and validating prior learning (RPL)

Accreditation of prior learning is applied on the course according to separate instructions. Please contact startupschool@haaga-helia.fi.

Internationality

Internationality is visible through the course and the assignments.

Contents

The objective of the course is to develop student's self-knowledge and self-management skills. Teacher(s) tailors the content of the course according to competences and development areas of the students.

While working in groups student learns more about how to enlarge and utilise his/hers own network. At the same time student gets familiar with coaching process.

Content can be as follows:

Identifying personal strengths

Understanding personal motivation and values behind motivation

Improving self-management skills and development areas

Developing self-knowledge

Learning better interaction methods

Learning methods

This course will be implemented as group coaching methods. Teacher will give directions and acts as a facilitator.

Course includes mandatory self-learning assessments.

Assessment

Assessment methods are several assignments and activity of the group coaching sessions.

Course teacher(s)

Maria Haukka maria.haukka@haaga-helia.fi

Elina Iloranta Elina.iloranta@haaga-helia.fi

Päivi Williams Paivi.williams@haaga-helia.fi

Learning materials

Learning materials that support competence development in this section are in Moodle.

STARTUP SCHOOL - FUTURE WORKING SKILLS

Course name: Future working skills

Code: WOR8HH033

Scope: 1 ECTS

Timing: 1.-7. semester

Language: English and Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>

Starting level and linkage with other courses

No requirements

Learning objectives and assessment

Student learns which are the most important working skills in the future, identifies and analyses his/her way of working. Student can clarify her/his personal skills and development areas and makes development plan for her/himself.

Course assessment is on a scale of 1 to 5. The assessment criteria is on scale 1-3-5.

Grade 1

Student can identify her/his working skills and communicate them to the group.

He/she can find development areas of his/her working skills.

Student can give input to the other students about their working skills.

Grade 3

Student can identify her/his working skills and communicate them to the group.

He/she can find development areas for and create a personal plan to strengthen these.

Student can give constructive feedback and support other students.

Grade 5

Student can identify her/his working skills, analyse and write advanced development plan of her/his working skills.

Student can give constructive feedback, support and give new ideas to the other students' development plans.

Recognising and validating prior learning (RPL)

Accreditation of prior learning is applied on the course according to separate instructions. Please contact startupschool@haaga-helia.fi.

Internationality

Internationality is visible through the course and the assignments.

Contents

If you also wish to describe the course contents separately from the learning objectives and assessment criteria, you can do it here.

Learning methods

This course will be implemented as group coaching methods. Teacher will give directions and acts as a facilitator.

Course includes mandatory self-learning assignments.

Assessment

Assessment methods are assignments, learning diary and activity of the group work sessions.

Course teacher(s)

Maria Haukka maria.haukka@haaga-helia.fi

Learning materials

Learning materials that support competence development in this section are in Moodle.

STARTUP SCHOOL - PITCHING CAMP

Code: WOR8HH023

Scope: 3 ECTS (81 h)

Timing: 1.-7. semester
Language: English or Finnish
Course level: Professional Studies (or Free-choice)
Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>

Starting level and linkage with other courses

Student is participating in StartUp School coaching process.

Learning objectives and assessment

Student is able to present his/her business idea effectively and efficiently under pressure and established deadlines. Student is able to bring up the uniqueness of the idea and knows how to develop the business idea and the pitch further based on the feedback. Student is able to give feedback and develop networks with other entrepreneurs and stakeholders.

During this course, student will:

- Practice pitching
- Practice presentation skills
- Train peer support and networking
- Practice target setting
- Practice working under pressure
- Practice giving feedback

Recognizing and validating prior learning (RPL)

Accreditation of prior learning is applied on the course according to separate instructions. Please contact startupschool@haaga-helia.fi.

Working life connections

The course is run in co-operation with experienced entrepreneurs and business developers.

Internationality

Internationality is visible through the guest speakers and assignments.

Contents

Learning takes place in a camp where different methods are used to practice and develop pitching. The camp ends with a pitching session where a jury consisting of coaches will evaluate the effectiveness and clarity of the idea presentation. Every student has an individual coaching session before leaving the camp and completes pre- and post-assignments.

Learning methods

Pre-assignment

Intensive one-day camp

Post-assignment

Assessment

The course is graded on the scale 1-5. Assessment criteria from GLOBBA Competence Grid.

Grading/ Components	1-2	3-4	5
Knowledge	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.	You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
Skills	You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.	You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.	You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

Competence	You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.	You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.	You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.
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Teachers responsible

Please see StartUp School website <http://startupschool.fi/who-we-are/coaches/>.

Course materials

Course materials are provided with the pre- and post-assignments and during the camp.

STARTUP SCHOOL - WARMUP PARADE

Code: WOR8HH013

Scope: 3 ECTS (81 h)

Timing: 1.-7. semester

Language: English (assignments can be done either in English or Finnish)

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>

Starting level and linkage with other courses

No prerequisites.

Learning objectives and assessment

Upon successful completion of the course, the student:

- learns about entrepreneurship and attitudes through real life cases
- learns different ways to come up with a business idea and has thought of some potential ideas for him-/herself
- is able to take into account the factors affecting team building
- has further developed his/her skills in overcoming challenges

- is able to reflect and analyze his/her own possibilities and development needs as an entrepreneur

Recognizing and validating prior learning (RPL)

Accreditation of prior learning is applied on the course according to separate instructions. Please contact startupschool@haaga-helia.fi.

Working life connections

Company guest speakers and the student’s own business idea.

Internationality

Internationality is visible through the guest speakers and assignments.

Contents

Students will become acquainted with entrepreneurship through the knowledge and examples provided by the visiting experts and entrepreneurs and by reading the course materials. By doing assignments online, students will reflect and analyse visitors’, other entrepreneurs’ or their own business idea and ways to develop themselves further.

Learning methods

8 h StartUp School WarmUp events, students choose at least two out of four events, which they will participate in.

73 h independent studies and individual assignments.

Assessment

Required:

- Student attends at least two (2) of the four sessions of WarmUps
- Student successfully completes four (4) assignments of the possible seven (7) ones. Assignments 1-4 are related to the WarmUp events and assignments 5-7 can be completed without attending the events. At least two (2) of the completed assignments have to be related to the WarmUp events.

The course is graded on the scale 1-5. Assessment criteria from GLOBBA Competence Grid.

Grading/ Components	1-2	3-4	5
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Knowledge	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.	You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
Skills	You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.	You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.	You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
Competence	You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.	You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.	You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

Course teacher(s)

Taru-Lotta Gumse and Irma Mäkäräinen-Suni

Learning materials

Books: Taivas + Helvetti 1-3 (in Finnish) & Founders at work (in English)

Module specific materials in Moodle

Material given at WarmUp events

SVENSKA FÖR FÖRETAGSLEDARE

Tunnus: SWE8HA002

Laajuus: 3 op

Ajoitus: 2.-3. lukuvuosi

Kieli: suomi

Opintojakson taso: vapaasti valittava

Opintojakson tyyppi: vapaasti valittava

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Svenska i hotell-, restaurang- och turismbranschen -moduuli suositellaan suoritettavaksi ennen tämän vapaasti valittavan opintojakson suorittamista.

Oppimistavoitteet

Moduulin suoritettuaan opiskelija

- osaa toimia ruotsin kielellä alan neuvottelutilanteissa ja osaa käyttää ruotsin kieltä vaativimmissa asiakaskohtaamisissa.
- ymmärtää pohjoismaisen yhteistyön tuomat mahdollisuudet ja hyödyt omalla alalla sekä ymmärtää skandinaavisten virtausten merkityksen alansa "trendsetterinä" Suomessa.
- osaa edustaa yritystään sekä pitää lyhyitä puheita ja/tai presentaatioita ruotsiksi.
- osaa kirjoittaa muistioita ja kokousasiakirjoja sekä CV:n ruotsiksi.
- ymmärtää alan liiketoimintaan liittyviä tekstejä.

Sisältö

- tutustuminen alan toimipaikkaan pääkaupunkiseudulla
- vierailuluento ruotsiksi
- suullisia ja kirjallisia esityksiä ja tuotoksia
- erilaisten keskustelu- ja neuvottelutilanteiden harjoittelu
- alan erilaisia asiakirjoja

Työelämäyhteydet

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

Kansainvälisyys

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

Opetus- ja oppimismenetelmät

Opiskelijan oma aktiivinen toiminta on merkittävässä osassa. Opiskelu edellyttää työskentelyä myös itsenäisesti.

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.

Oppimateriaalit

Opettajan jakama ja ilmoittama materiaali.

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 tyydyttävästi tuomaan asiansa esiin suullisissa esiintymis- ja neuvottelutilanteissa ja vastaamaan asiasta esitettyihin helppoihin kysymyksiin. Hän osaa apuvälineitä käyttäen lukea ja tiivistää alaan liittyviä ruotsinkielisiä tekstejä ja tuottaa omalla alalla tarvittavia yleisimpiä tekstejä.

Arvosana 3

Opiskelija pystyy selkeästi tuomaan asiansa esiin suullisissa esiintymis- ja neuvottelutilanteissa ja vastaamaan asiasta esitettyihin kysymyksiin. Hän osaa lukea ja tiivistää alaan liittyviä ruotsinkielisiä tekstejä ja tuottaa omalla alalla tarvittavia yleisimpiä tekstejä.

Arvosana 5

Opiskelija pystyy vakuuttavasti ja luontevasti tuomaan asiansa esiin suullisissa esiintymis- ja neuvottelutilanteissa ja vastaamaan asiasta esitettyihin vaativiinkin kysymyksiin. Hän osaa nopeasti ja tehokkaasti lukea ja tiivistää alaan liittyviä ruotsinkielisiä tekstejä ja tuottaa omalla alalla tarvittavia yleisimpiä tekstejä.

Vastuopettajat

Arja Aktan-Helminen, Haaga

Anna Sarajas-Zino, Haaga

SVENSKA I HOTELL, RESTAURANG OCH TURISMBRANCHEN (INTENSIVE)

Tunnus: SWE8HA005

Laajuus: 5 op

Ajoitus: 1. – 4.lukuvuosi

Kieli: suomi

Opintojakson taso: perusopinnot

Opintojakson tyyppi: Tämä moduuli on tarkoitettu avoimen väylän opiskelijoille, siirto-opiskelijoille ja opiskelijoille, joilta vaihdon takia moduuli jää/on jäänyt suorittamatta sekä OPS2010-opiskelijoille.

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 heikompa 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

TRENDS IN HOSPITALITY AND TOURISM

Code: EXP8RZ003

Scope: 5 ECTS

Timing: Intensive days October 16.-20.2017

Language: English

Level: free elective studies

Type: free elective studies

Learning objectives

The aim of the course is to give the students an overview and understanding of the concept of a trend. The discussion will include some of the main trends and developments in the hospitality and tourism industry. Course will highlight how to track and utilize trends in hospitality and tourism management decision making. The scope of the course is international, combining findings from various management cultures.

Upon participating the course, the student

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

Contents

- Definitions of trends at different stages
- Trends in accommodation, food & beverage, tourism and marketing
- Forecasting trends
- Experience-based trend development
- Pitching skills

Starting level and linkage with other modules

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

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.

Pre- and post assignments, team work outcome

Course assignments graded 1-5, fail

Active participation and attendance

Pre-assignments must be returned according to schedule (given later), in order to be able to attend the intensive days.

Grade 1

student:

operates individually and in his/her group passively

is capable of fairly independent work in order to achieve the course goals

recognizes, with help, potential trends and trend development

recognizes some uses of trends in hospitality business management

is capable of copying some traditional solutions of trend watching

Grade 3

in addition to the above

student:

is capable of operating as a group member and individually in assignments

is capable of explaining development trends shaping the hotel industry

independently recognizes some uses of trend development in hospitality business

is capable of carrying his/her assignments in a proper manner

Grade 5

in addition to the above

student:

operates in his/her group and individually in a target-oriented way, professionally and responsibly

is capable of applying his/her skills in analyzing and developing accommodation business

innovatively and creatively from trend management perspective

is capable of carrying out the student assignments in an outstanding manner

Working life connections

During the course the students utilize real-life hospitality and tourism businesses and analyze their operational reality.

Internationality

During the course the practices of international companies are studied and discussed.

Learning methods

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

- a. Lectures and related issues as intensive studies
- b. Exam and learning assignments

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

Teachers responsible

Anna-Liisa Aarti, Haaga

Sonja Haaksluoto, Haaga

Pekka Lampi, Haaga

Terhi Oksanen-Alén, Haaga

Course materials

Handout material by the teachers

Independent material search by student

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 kieliopinointojen aloittamiselle.

Opintojakson suorittamaan 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 harjoituttamalla monipuolisesti kielitaidon eri osa-alueita.

Moduuliin sisältyy myös pakollisena oman oppimisen arviointi.

Vastuopettajat

Arja Aktan-Helminen, Haaga
Anna Sarajas-Zino, Haaga

Oppimateriaalit

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

VIINIKURSSI

Tunnus: RES8RH021

Laajuus: 3 op (108 h)

Ajoitus: vapaa

Kieli: suomi

Opintojakson tyyppi: Vapaavalintainen

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

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojakso on suunnattu kaikille viinien maailman kiinnostavaksi ja hyödylliseksi kokeville opiskelijoille. HOTRA-ohjelman opiskelijat ja ennen vuotta 2015 aloittaneet RUOKA-ohjelman opiskelijat eivät voi osallistua tälle opintojaksolle, koska opintojaksot Ravintolajuomat/Johdatus ravintolajuomiin vastaavat pitkälti tätä kurssia.

Oppimistavoitteet

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

Opintojakson suoritettuaan opiskelija

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

Sisältö

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

Opetus- ja oppimismenetelmät

Opintojakso on mahdollista suorittaa joko lähiopetus- tai monimuotototeutuksena:

a) Lähiopetustoteutus:

Lähiopetus ja tentti 21 h

Itsenäinen opiskelu 89 h

Oman oppimisen arviointi 1h

Oppimismenetelminä on systemaattinen maistelu ja sen yhdistäminen teoreettiseen tietoon.

Onnistunut opiskelu edellyttää tiiviin tahdin vuoksi aiheisiin ennakkoon perehtymistä. Oppiminen osoitetaan tenteillä, joissa on maistelu- ja teoriaosuus.

Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

Vastuopettajat

Jouko Mykkänen

Oppimateriaalit

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

Tuntityöskentelyn materiaali sekä muu ohjaajan ilmoittama ja jakama materiaali.

Arviointi

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

Arvioinnin kohteet

Ammattimainen maistaminen ja maistamisen terminologia

Viinin laatuun ja hintaan vaikuttavat tekijät

Viinitermistö

Viinialueiden sijainnit ja ominaisuudet

Arvosana 1

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

Arvosana 3

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

Arvosana 5

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

VIININ JA RUOAN YHDISTÄMINEN

Tunnus: RES8RH025

Laajuus: 6 op.

Ajoitus: 2. periodi

Kieli: suomi

Opintojakson tyyppi: vapaavalintainen kurssi

Kurssimaksu: Opiskelija suorittaa 60 € ennen kurssin alkamista Haagan materiaalipalveluun

Henkilömäärä kurssille: enintään 25 opiskelijaa

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

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

Oppimistavoitteet

Kurssin suoritettuaan opiskelija hallitsee viinin ja ruuan yhdistämisen perusteet sekä erityyppisten

ateriakokonaisuuksien luomisen ja myynnin asiakkaalle
Opintojakson suorittuaan opiskelija

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

Sisältö

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

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

Työelämäyhteydet

Opintojaksolla mukana viini- ja panimoalan yrityksiä

Kansainvälisyys

Kurssilla käsitellään juoma- ja ruokakulttuuria kansallisesti ja kansainvälisesti

Opetus- ja oppimismenetelmät

a) Lähiopetustoteutus:

Lähiopetus 48 h. 8 kontaktia

Itsenäinen opiskelu ja opintojakson tehtävän suorittaminen 56 h

Oman oppimisen arviointi 1 h

Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

Vastuopettajat

Jari Karjalainen

Heikki Ursin

Oppimateriaalit

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

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

Arviointiperusteet

Kurssitehtävä 75 % (hyväksytyt/täydennettävät)

Läsnäolo 100%

Annettujen harjoitustöiden suorittaminen 25 %

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

Arviointikriteerit
Hyväksytyt/täydennettävät

WORLD OF WINES

Code: RES8RZ003
Extent: 3 ECTS (81 h)
Timing: Period 4
Language: English
Level: Professional studies
Type: Free-elective, Price 60 €.

This course is developed for any student who finds the world of wines interesting or useful in their career.

The course is a free-elective and directed to those students whose curriculum does not have any wine studies as compulsory topic. This rule excludes HOTRA and RUOKA students from the course.

Learning objectives

Upon successful completion of the course, the student

- understands the scope of and is capable of systematic tasting of wines
- understands environmental and human factors in the vineyard and winery which affect the style, quality and price of following wine types: red, white, sparkling and fortified wines
- knows the key factors affecting the style, quality and price of wines in the main wine producing countries and regions
- knows the key factors affecting the style, quality and price of wines made from the principal grape varieties in their most important production areas and regions

Contents

- Systematic Approach of Tasting of wines (WSET Level 2)
- Factors affecting the style, quality and price of wines (red, white, sparkling and fortified wines)
- Principal wine of most important wine producing countries and regions (red, white, sparkling and fortified wines)
- Most important wines made from the principal grape varieties used around the world (red and white wines)

Starting level and linkage with other modules

None

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, list and repeat the main wine theory concepts and issues.

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

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

She/ he doesn't show particular interest towards learning about wine .

Grade 3

The student can apply the wine theory concepts and reflect those in text with good arguments.

She/he can combine the key theoretical concepts to the practical level (e.g. tasting notes) on a basic level.

The student shows interest in studying wines of the world.

Grade 5

The student can apply the wine theory concepts and reflect them into tasting notes.

She/he can combine the key theoretical concepts to the practical level (e.g. tasting notes) in proper manner.

Student applies sources with width and depth.

The student demonstrates advanced attitude and high interest in learning about the world of wines.

Working life connections

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

Learning methods

Systematic tasting

Lectures

E-learning platform

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

Teacher responsible

Jouko Mykkänen, Haaga

VÄKEVÄT JUOMAT JA COCKTAILIT

Tunnus: RES8RH023

Laajuus: 3 op (81 h)

Ajoitus: 2. periodi

Kieli: suomi

Opintojakson taso: ammattiopinnot

Opintojakson tyyppi: vapaasti valittava

Tavoite

1) Perehtyä väkevien alkoholijuomien tyyliin siten, että hallitsee niiden tyyliin ja laatuun vaikuttavia tekijöitä ammattimaisella tavalla. Luennoilla käydään läpi juomien teoriaa ja perehdytään niiden laatuun maistelemalla

2) Perehtyä tärkeimpiin näistä juomista tehtyihin klassisiin cocktaileihin

3) Perehtyä cocktailbaarien toimintaan

Oppimistavoitteet

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

Opintojakson suorittuaan opiskelija

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

Sisältö

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

Opetus- ja oppimismenetelmät

Opintojakso on mahdollista suorittaa lähiopetustoteutuksena

a) Lähiopetustoteutus:

Lähiopetus ja tentti 24 h

Itsenäinen opiskelu 57 h

Oman oppimisen arviointi 1 h

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

Aikaisemmin hankitun osaamisen tunnustaminen (AHOT)

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

Vastuopettajat

Jouko Mykkänen

Oppimateriaalit

Kirjallisuus :

Distilling Knowledge (kirja Haagan Matskusta)

Muut lähteet:

Luentomuistiinpanot

Maistelumuistiinpanot

Opintokäynnit

Arviointiperusteet

Tentti 100 %

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

Kurssimaksu

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