

DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HELSINKI



EXPERTS FOR SERVICE SECTOR

Do you want to be part of the world's most dynamic and leading socio-economic sector? The degree programme in Hospitality, Tourism and Experience Management provides students multiple competencies. Students can choose on of the two main streams:

- Hospitality Experience Management (Accommodation Management or Food & Beverage Management)
- Tourism Experience Management (Competitive Tourism Destinations or Developing Transportation, Travel Agency and Event Management Business)

Within the Hospitality Experience Management stream, five student places are reserved for new field of expertise, the Hospitality Innovation & Imagineering (in partnership with NHTV Breda University of Applied Sciences in the Netherlands).

Studies improve student's skills in project management, team working and presentation. As Bachelor of Hospitality Management one is an expert of the service sector.

FULL-TIME STUDIES THAT BEGIN IN AUGUST 2018

campus: Haaga

- title: restonomi (AMK) (Bachelor of Hospitality Management)
- 210 credit points (ECTS)
- the application period is from 9 January to 1 February 2018
- entrance examination: 5.4.2018 (information about reading material below, more information about [entrance examination](#)).
- [please read how to apply with SAT-test](#)
- see application information on [Studyinfo.fi website](#)
- please read more about [tuition fee](#)
- [application statistics](#)

Reading Package for the Entrance Examination 2018

The pre-reading material: "Changes in the Hospitality Industry. Viewpoints on the Hotel, Restaurant and Tourism Field".

There are three possibilities you can choose from to purchase your reading package:

* the printed version of the reading package (50 €) can be purchased from Matsku-store at Haaga Campus, Pajuniityntie 11, 00320 Helsinki (please note: cash only)

* the printed version of the reading package (50 €) can be ordered and paid by [HHShop \(on-line shop\)](#)
or

* the electronic (pdf-version) of the reading package (35 €) from [HHShop \(on-line shop\)](#), electronic downloadable materials delivered via email immediately when the online payment is received.).

ALUMNI STORIES

On video Maria Servandez shares her career story.

My decision of studying at Haaga Campus is probably one of the best I have made in my life. As a foreign student in Finland, the study environment and the internationalism in the study scope were something I particularly treasured. The degree programme excelled me in presentation, project management and team working skills. In addition, I managed to build a solid network along my studies, many of my schoolmates became my dearest colleagues and peers in the industry today. Being an entrepreneur, I realised that the education and support I received provided me a steady foundation to start my career. I would recommend without hesitation anyone to pursue this degree programme and receive a Bachelor's degree in Hospitality Management.

Evon Söderlund

Founder, CEO Huone Events Hotel (Helsinki & Singapore)

[Read Evon's whole alumni story here.](#)

I have maintained a close relationship with Haaga-Helia even after graduation. One of the greatest assets I got from there was the introduction with my former employer which gave the expertise and network to become an entrepreneur, another decision that was a lot easier as we actually went through the process of founding a company during the courses.

My recommendation for the students aiming for an international career is to take each and every opportunity to go abroad during the studies: internships, exchange programme and competitions all help in building the network which will help you find and land a position abroad. Hospitality is growing on a global scale and continues to offer possibilities to experience different cultures and destinations, whereas many other industries suffer and must undergo drastic changes.

I have never regretted my choice to work in this field and Haaga-Helia offers the best possible education for it in Finland!

Jaakko Eskola

Consultant, Entrepreneur, JE Hospitality Oy

IT'S PARTY TIME! - ENTREPRENEUR EVON SÖDERLUND MAKES EVENTS HER BUSINESS



Evon Söderlund took the idea of an Asian karaoke box and gave it a whole new twist. Now she runs [Huone](#), the first events hotel in the world.

Evon was raised in Malaysia in a village where usually only boys would receive higher education. Girls normally studied until high school and were then supposed to learn how to cook and clean and raise children. Evon, however, wanted something more. She studied dance in Kuala Lumpur and became a professional dancer and dance teacher. When she was 19 she came to Europe to see the dance scene.

While studying in Malaysia Evon had become friends with a few Finnish exchange students. One of them was Jussi Söderlund. When she came to Europe she contacted Jussi who asked her to visit Finland. They started dating, and after three months he proposed. Now they have been married for 10 years. – I was afraid that if I said no I would regret it for the rest of my life.

Haaga-Helia has the best reputation in this study field, that's why I chose it.

In Finland Evon worked at the Malaysian embassy as the secretary for the ambassador for two years before she went to study hospitality management at Haaga-Helia.

– I weighed my future options. As a foreigner who doesn't really speak the language I felt that it would be easier to employ myself instead of working for others. Haaga-Helia has the best reputation in this study field, that's why I chose it. They have very strong hospitality knowledge.

It was a big step, leaving work and becoming a full-time student, but the dream of her own business was forming in her mind. – We always found Asian karaoke boxes fun and wondered why there weren't any in Finland, rooms that you could rent with your friends and have a party.

Evon's studies helped her develop her business idea into Huone and prepared her as an entrepreneur.

– Haaga-Helia hospitality studies were just what I needed to know how to run a hospitality business in Finland. It also gave me reassurance that I could do it.

She made a lot of new friends and good contacts in Haaga-Helia. In fact, one of her lecturers is her mentor and at the moment he sits on the board of Huone.

Evon has been an entrepreneur since 2012. Huone launched in November 2012, and it did well for a start-up. In the first month and a half they had 70 events. In Evon's experience, being an entrepreneur is stressful and time-consuming but she is not a person who wants to wonder "what if?"

– I don't want to sit on a couch when I'm 50 and wonder if I could have made it. I want to make my dream come true. I want to do something meaningful with my life.



One of the rooms at Huone, Evon's events hotel.

Evon has employed a lot of her fellow Haaga-Helia students. In fact, everyone at Huone but her husband is a Haaga-Helia graduate or student. Evon also has a very good relationship with Haaga-Helia.

– Teachers still call sometimes and ask how things are going and if I need help. That is a real privilege.

In the future Evon plans to expand Huone which now has eight rooms. For the summer they are building a terrace and later they are taking over the empty space upstairs to create bigger rooms.

– Events for 30 to 80 people are in great demand, and we cannot accommodate all requests since only two of our rooms are big rooms.

Evon has had quite a career so far, but what about dance? Will she return to dance one day? – I still danced while I was in Haaga-Helia. It is so built in me that I can't give it up. If I have the time I will go back to dance but now I really don't have the time. I want to pursue my passion.

WHAT IS NEW WITH EVON IN SPRING 2015?

Third year of the Huone Events Hotel has been a success. The story of Evon and Huone has been told in Taivas ja Helvetti 2 -book, and they have received many awards. So far Huone has hosted nearly 1,500 events. Even though entrepreneurship has sometimes been difficult, Evon has stayed positive.

– I never dreamed of any of this, especially when I got the Most Valuable Entrepreneur of the Year award from PwC. I'm very honored to be selected – it still feels very unreal.

– All of this is a result of hard work. Last year has been a game changer. Now people know Huone and have their eyes on us. It gives us some good pressure to get going.

Evon's next plan is to expand Huone in the summer 2015. Maybe some day she can spread her business abroad as well.

Becoming a mother changed Evon and helped her to see everything from a different perspective. Priorities changed: baby always comes before Huone. Recently Evon has also started to realize, that she should take more care about herself. So many things are dependent on her. Now she has learned to balance between

taking care of the family, the business and herself. She also wants to make more sustainable choices to preserve good surroundings for the next generations.

Looking back, Evon thinks it is good she founded her business while she was studying. The studies at Haaga-Helia were a good package, where she got the support she needed to start a business and to succeed. After that her career steps were clear.

HONORS AND AWARDS OF EVON & HUONE EVENTS HOTEL

- Sisu Juhlavuosi 2015 (campaign features Evon's story)
- Restonomi of the Year 2014
- PwC 's Most Valuable Entrepreneur of the year 2014
- Taivas & Helvetti 2 (book features Evon's story)
- Evento award for Suomen paras tapahtumapaikka 2013–2014, or Finland's Best Event Venue.
- Best Interior Design, International Property Awards

CLOSER TO THE DREAM

Joel Pakalen, Bachelor of Hospitality Management

My motto is "Why not?"

I am determined, persistent and fair. I get along with everyone, and I am always open and honest - an outgoing, competitive ball of energy! Studying has been a life-changing experience for me. I arrived as a no-good kid and left as a model citizen. Before Haaga-Helia, I studied at the University of Technology in Otaniemi, but in the end it wasn't my thing.

I enjoyed studying with like-minded people. At Haaga, everyone knew each other, and we were like one big family. Teaching was top notch, and the teachers were great. I have never experienced that level of support and encouragement anywhere else. They gave me a kick on the backside when a deadline was approaching and I was losing faith. That was a big help.

I completed the programme in three years and graduated early. I even got a couple of awards: one for entrepreneurship and one for good academic achievement. As a student, I adopted the mentality of saying why not instead of no. For example, I ended up coordinating the Vinstituutti wine club, even though I knew nothing about wines at first. I learned a lot. I built contacts and networks that are still useful to me today.

I currently work as an Associate Market Manager for an online travel agent. I am responsible for customer account management, sales promotion and marketing in southern Finland. I also run Five Point Brothers, a food and drinks business with a group of friends. We already run a microbrewery and are planning to open our own restaurant in the near future - we are currently looking for facilities to open a bistro.

The hospitality industry offers an amazing range of opportunities - it's not all kitchens and hotel receptions. For hospitality management graduates, the sky is the limit as long as you're motivated. My dream is to have my own vineyard and microbrewery somewhere in America's Pacific Northwest. It will include a restaurant and perhaps small-scale accommodations. I intend to realize this dream within the next three years - one way or another.

I am closer to my dreams than ever before. I will never forget where it all started.

Joel Pakalen

Degree Programme in Hotel, Restaurant and Tourism Management 2012–2015

Bachelor of Hospitality Management (AMK)

DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS

[Degree Programme in a Nutshell](#) | [Profile of the Degree Programme in Hospitality, Tourism and Experience Management](#) | [Key learning outcomes of the Degree Programme](#) | [Professional growth](#) | [Annual themes](#) | [Curriculum](#)

DEGREE PROGRAMME IN A NUTSHELL

Degree: Bachelor of Hospitality Management and the Finnish title of restonomi (AMK)

Degree level: Bachelor's degree

Extent of the DP: 210 ECTS

Duration of the DP: 3.5 years

Study mode: Full-time day programme

Assessment:

- See [Degree Regulations](#) >>
- See [Assessment Process](#) >>

Programme requirements: 3,5 years studies (the studies will be conducted in Study Modules: some in class, on-job learning or virtually), work placement, bachelor's thesis & maturity test

General arrangements for the accreditation of prior learning: See [Haaga-Helia's general arrangements for the accreditation of prior learning](#) >>

Act of Polytechnics 932/2014 25 §

Admission requirements:

- Before applying see the admission criteria at www.studyinfo.fi !

Access to further study:

- [Non-Degree studies in Haaga-Helia](#) >>
- University studies

Internationalization: A culturally diverse student body will impact the internationalization of the student experience and facilitate the development of an appreciation of cultural differences and intercultural sensibility.

Learning outcomes are facilitated by the European and global business environments through international case studies and learning materials.

Some of the modules are jointly designed and taught with partner schools abroad.

The most appropriate time for student exchange is the second year of study, autumn or spring semester.

Employment opportunities after graduation:

Many Hospitality Experience Management specialization graduates go on to run independent businesses, while others score management positions in restaurants, hotels, motels, resorts, spas, or any other residential or food service businesses. Graduates of Tourism Experience Management specialization find managerial positions in events, fairs, airlines, cruise ships and other tour and travel companies.

Cooperation with working life and with other associates:

International and national alliances with hospitality companies (e.g. hotel chains, holiday resorts and airlines) and educational partnerships provide the opportunity to increase the international knowledge and experiences for the students. This is feasible in provision of internship or study project work across borders.

The degree programme in Hospitality, Tourism and Experience Management provides students competency in the field of tourism, catering and domestic services. Hospitality, tourism and experience (elämys in Finnish; upplevelse in Swedish) are some of the world's most dynamic and leading socio-economic sectors. Examples of experiences are cultural events, music festivals, sport activities, art performances, and social celebrations. The overall objective of the programme is to provide hospitality, tourism and experience mind-set for students being able to develop, create and design experiences whilst connecting them with business opportunities.

The programme is truly international in its curriculum, teacher profiles and industry networks and also a diverse student body from over fifty countries. The programme provides students with numerous learning opportunities that assist them to prepare for management careers in Finland and abroad. The programme takes a student centred competency based approach to learning with modular curriculum that facilitates the development of the knowledge, skills and attitudes critical to succeed in an ever increasing competitive environment. It enables students to bridge theory and practice by providing them with a strong balance of conceptual and experiential learning opportunities: local and international internships, projects and other activities that address real-life challenges. Students can gain expertise in four areas: Accommodation Business Management, Food & Beverage Business Management and Tourism Business Management.

In each of the selectable specialization areas, students will learn to process ideas and apply knowledge in a work environment while maintaining responsible business awareness. They are able to set up business strategies and design innovative hospitality, tourism and experience concepts within fast changing international networked environment. The student will have the aptitude to handle different tasks in supervisory, managerial, consulting, planning and development positions.

PROFILE OF THE DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT

Degree Programme in the Hospitality, Tourism and Experience Management has four corner-stones of studies: working-life orientation, business management, aesthetics and internationality. They are integrated into all study modules.

Working-life orientation

Studies are firmly linked to working-life in combination of theory and practice. The working life orientation provides the student with a good and realistic insight into the industry and creates a solid basis for the career path. The research and development methodology creates chances for innovative job opportunities already

during the studies. Research & Development and the innovative approach is part of the learning through working-life. It trains the students' skills to seek and apply information in a critical and analytical manner.

Business management

Students improve their managerial aptitude via studies in leadership and management; accounting; marketing, services and sales; entrepreneurship and innovation; and communication. They will learn to understand the economic thinking behind all business operations. The holistic managerial perspective will increase the skills for developing business operations.

Aesthetic nature

Competitive and growth potential within the industry are inter-related with aesthetics and experience. A graduate in hospitality, tourism and experience management has developed the analytical and practical skills required to create aesthetic, desirable and memorable services/experiences, products, communications and circumstances, which differ from those of competitors. The study program introduces students to service design, food design, experience design and concept design of this vibrant industry. In terms of service design students have a firm grip on customer processes and learn to understand the added value of aesthetics and experience to both the customer and the business.

Internationality

Studies embrace language and culture courses, which contribute to international skills. In addition to Finland's second language (Swedish) all students study at least one other foreign language. Students are members of an international and multicultural university of applied sciences. Haaga-Helia University of Applied Sciences/ Haaga campus also conducts teaching in co-operation with universities abroad and is an active member of many international organizations. Students have opportunities to take part in student exchange in Europe, Asia and South or North-America. Student may complete international studies in e.g.:

- double degree programs
- student exchange programs
- work placements abroad
- study trips
- international studies in Finland or abroad.

KEY LEARNING OUTCOMES OF THE DEGREE PROGRAMME

The student will develop a solid understanding of customer-oriented and profitable operation within the various sectors of hospitality, tourism and experience management. The student learns how to put skills into practical use to boost business within Accommodation, Food & Beverage, Tourism and other Business Management areas. The studies will provide the student with an extensive professional outlook and logical skills.

The programme offers students with grounds for supervisory and managerial responsibilities. Hospitality and Tourism businesses are in the vibrant sector, and have been identified as the economies of the future. The dynamic nature of these sectors and their daily evolution, contribute for existing and new businesses to present employment and career opportunities for qualified graduates.

Graduates are expected to be change-makers (aka 'champion' of change), and either work for private or public creative organizations in junior and middle management positions or start their own business. Every day hundreds of businesses go looking for a 'champion' - someone who has the competencies and confidence to make things happen. When you graduate, you are expected to be one of those champions.

Graduates of this programme are expected to find employment and develop a career in management positions, as entrepreneurs, specialists, or in sales in the following job markets: hotels, restaurants, destinations, resorts, attractions, events, festivals, sports, entertainment, media, cruise lines, casinos, airports, spas, wellness, charities, retail, fairs and alike.

PROFESSIONAL GROWTH

The student's professional growth is process towards developing expertise through the study modules. Each academic year has priorities that support the student's professional growth and students are encouraged to reflect on their own professional orientation.

Depending on the path chosen (Hospitality Experience Management or Tourism Experience Management) student will professionally grow in individual subject modules and develop an expertise in the field. Accent is also given to personal development, whose pillars stand on planning, aspiration and career parts, equally spread throughout three academic years.

Business modules will concentrate on developing following areas: leadership and management; marketing, services and sales; managerial accounting; entrepreneurship and innovation. In addition to this, personal business communication, languages and supporting modules (such as basics of mathematics, labour law, hospitality industry certifications etc.) will be customized to each student depending on their background, aspirations and will to grow.

Programme will also consist of real life projects, developed together with companies and spread over three years: 1st year - operational project; 2nd year – supervisory project and 3rd year – managerial project. This will ensure that students will be able to develop the expertise not only through their work placements, but also through the study modules with the help of industry professionals and teachers.

ANNUAL THEMES

At the beginning of the studies the emphasis is on the development of basic professional skills and understanding the hospitality and tourism business environment. During the first academic year students will learn the basic operational skills and expertise required by the hotel, restaurant, tourism and experience industry, depending which path they decide to take. The theory base is supported by professional work placement in the chosen field.

In the second year the emphasis is on understanding business processes and innovations. The student will learn practical management skills in service interactions and be able to professionally develop in the chosen path. The student will combine and implement the studied theory base in the advanced work placement.

In the third year studies are focused on leadership and organizational strategic management. Students will acquire industry-related special skills via optional advanced level studies where they would be encouraged through managerial project to innovate and develop businesses. In the Bachelor Thesis the student shows his/her aptitude for conceptual learning and understanding complicated phenomena in a way which will be beneficial for a company or an organization within the industry.

CURRICULUM

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Haaga-Helia is a proud member of [HOSCO](#), where top hospitality companies, schools and students from all over the world meet and interact.

Haaga-Helia is a founding member of [Hotel Schools of Distinction](#), an Exclusive Global Alliance of the Best Hospitality Schools. Hotel Schools of Distinction is a connection to hospitality leaders that ensures students have a competitive advantage in a challenging industry.



STUDENT'S PROFESSIONAL DEVELOPMENT, DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS



Haaga-Helia

CURRICULA HOTEM

	1st year	2nd year	3rd year
Stream studies 45 cr	Experience Economy 9cr	Hospitality Experience Management 9 cr	Hospitality Experience Management 9 cr
		Tourism Experience Management 9 cr + 9 cr	Tourism Experience Management 9 cr
Business Studies 105 cr	Managerial Accounting 5 cr	Managerial Accounting 5 cr	
	Marketing & Sales 5cr	Marketing & Sales 5cr	
	Supporting Management Studies 6 cr	Communication & Languages Xx/23 cr	Communication & Languages Xx/23 cr
	Personal Development 2 cr	Operational Stream project 3 cr	Personal Development 2 cr
	ACC 9 cr	Hospitality Experience Management/ ACC 9 cr	Hospitality Experience Management ACC 9 cr
	F&B 9 cr	Hospitality Experience Management/ F&B 9 cr	Hospitality Experience Management F&B 9 cr
		Tourism Experience Management/ DESTI 9 cr	Tourism Experience Management/ DESTI 9 cr
		Tourism Experience Management/ TRAVE 9 cr	Tourism Experience Management/ TRAVE 9 cr
	Management & Leadership 5 cr	Management & Leadership 5 cr	
	Entrepreneurship & Innovation 5cr		
	Supervisory Stream project 3 cr	Supervisory Stream project 3 cr	Managerial Stream project 5 cr
In addition to above 24 cr can be chosen to any Business Studies			
Free Electives 15 cr			
Placement 30 cr			
Bachelor Thesis 15 cr			

STRUCTURE, CONTENT AND EXTENT OF THE DEGREE PROGRAMME, DEGREE PROGRAMME IN HOSPITALITY, TOURISM

AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS

This competency-based programme bridges theory-practice and international working placements (internships) are an integral part of it. Competency refers to a combination of knowledge, skills and attitudes a student hold. Every programme at Haaga-Helia offers a different set of opportunities for personal and professional development via competencies. Our students will be able to develop 'generic competences' and 'core competences'. Generic competences are common to all graduates of Haaga-Helia. Core competencies are distinctive as they are high competencies activities that the industry recognizes as differentiating a student from this degree programme from any other programme, and therefore provide a competitive advantage.

The following competences for graduating students are defined by the Finnish national network of Universities of Applied Sciences. Generic competences are common for all graduates of Universities of Applied Sciences. Subject specific competences refer to graduates of Hospitality, Tourism and Experience Management programme.

Generic competences

- Learning and self development competence
- Communication and collaboration
- International and cultural competence
- Research and development competence
- Aesthetics, ethics and environment
- Technology and systems
- Development and creativity
- Information literacy

Subject specific competences

- Hospitality attitude and customer mindset
- Global and local industry and business know – how
- Management and leadership
- Services, marketing and sales
- Security, safety and quality
- Entrepreneurship and innovation

Students have the opportunity to use their creativity, passion, and knowledge to help solve global industry challenges and make a difference in the world. The programme encourages students to start developing a personal leadership-style and take into consideration cross cultural influences in management. Through a modular curriculum of interdisciplinary subjects this innovative programme give emphasis to multifaceted management and change by developing management competencies to deal with new contexts and new perspectives.

Structure and extent of the studies

Studies	Credits
Basic studies	60

Professional studies	90
Work placement	30
Bachelor thesis	15
Free elective studies	15
Total	210

The degree program in Hospitality, Tourism and Experience Management takes 3,5 years. The extent of the studies is 210 credits. Graduates from the program are entitled to the Bachelor of Hospitality Management Degree (in Finnish Restonomi AMK).

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

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

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 Travel Business Project 1 with New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business (TRAVE)	TOU1ZL001 TRA1ZL001	3
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

RECOMMENDED STUDY SCHEDULE, DEGREE PROGRAMME IN HOSPITALITY,

TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS

The core content of the degree programme hospitality, tourism and experience management consists of stream subject studies (45 ECTS credits), where the student focuses on achieving the most important professional skills and adopting a professional profile. The stream studies begin immediately during the first academic year. They are also scheduled for the second and third year.

Hospitality experience management stream has two options: Accommodation Business or Food & Beverage Business. This stream is available for 30 students.

Tourism experience management stream also has two options: Accommodation Business or Food & Beverage Management.

Competitive Tourism Destinations and Developing Transportation or Travel Agency and Event Management Business.

Above mentioned studies are available for 20 students, 10 students in each. The studies will be conducted in English with degree programme Matkailun Liikkeenjohdon koulutusohjelma (in English Tourism Management)

In addition to the stream modules, the studies include business modules (105 credits) , including marketing, sales, accounting, management and communications. In addition, the student complete elective studies of 15 credits, thesis 15 cr (beginning in the second or third year) and work placement. A total of 30 credits.

If completed the student will acquire 210 credits and this can be done in 3,5 years.

CONTACT INFORMATION, DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS

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LEARNING ENVIRONMENT OF THE DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS

The learning, teaching and pedagogical approaches in the programme have been constructed in an innovative manner. Students are challenged to improve and develop businesses providing experiences, especially in hotels, restaurants and tourism's businesses. Modules of the programme will be conducted via one or more of these learning approaches:

- **Blended learning** – which involves a mixture of classroom learning with delivery media, experiential instructional methods, and web-based technologies
- **Project –based learning** – using “real life” projects
- **On-the-job-learning** – which occurs while students engage in their daily work (learn by doing) and later on reflecting on their experiences
- **On-line learning** – using online resources to facilitate information sharing outside of constraints on time or place
- **Entrepreneurial or Cooperative learning** – which occurs while students engage in the development of their own business

These forms of learning bring diversity that is an important part of Haaga-Helia's learning experience. Students work in small teams and develop innovative solutions for industry-based ‘real’ problems/opportunities. Students will be able to understand how to assess customer value and how to gain competitive advantage through it whilst balancing economic gains with ethics and ecology. The ability to succeed in teamwork with a multicultural group of students is a key component of the program's measure of success.

COURSE LIST, DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS, INCOMING YEAR 2014

Studies	Code	Credits
1. Year (Alternative studies marked with *)		68
Fundamental Studies - Hospitality and Tourism Experience Management (min.9)		
Fundamentals of Hospitality, Tourism and Experience	ORI1RZ001	9

Hotel Management Stream (min. 36)		
Accommodation Business Environment	HOT1RZ001	9
Restaurant Management Stream (min. 36)		
Restaurant Operations	RES1RZ001	9
Tourism Management Stream (min. 36)		
Global and Local Perspective of Travel and Tourism	TOU1RZ001	9
Experience Management Stream (min. 36)		
Producing and Staging Experiences	EXP1RZ001	9
Personal Development Studies (min. 6)		
Personal Development - Planning	SLF1RZ001	2
Leadership and Management Studies (min. 10)		
Understanding Human Behaviour in Hospitality	LEA1RZ001	5
Marketing, Services and Sales Studies (min. 10)		
Customer Service and Personal Selling	MAR1RZ001	5
Managerial Accounting Studies (min. 10)		
Financial Accounting	ACC2RZ001	5
Communication and Languages (min. 23)		
Personal Communication Skills	COM1RZ001	3
Kirjallinen viestintä (Finnish students)	COM2RZ001	3
Svenska i hotell-, restaurang- och turismbranschen (Finnish students)	SWE2RZ001	3
Finnish for Hospitality and Tourism Industry (non-Finnish speakers)	FIN2RZ001	3
Supporting Modules (min. 6)		
Hospitality and Tourism Certifications (2014)	WOR1RZ001	2

Basics of Mathematics (2014) *	ACC1RZ001	2
Business Computer Skills (2014) *	TOO1RZ001	2
Project (min. 9)		
Operational Project	LEA1RZ002	3
Work Placement (min. 30)		
Work Placement 1	PLA6RZ001	15
2. Year (Alternative studies marked with *)		68
Hotel Management Stream & Restaurant Management Stream (min. 36) total of 9 credits (all courses should be taken as an entity)		
Controlling Food and Beverage Processes (Restaurant Mgnt Stream) and Developing Hospitality Processes (Hotel Mgnt Stream) and Producing and Staging Experiences	RES2RZ001 HOT2RZ001 EXP1RZ001	9 9 9
Tourism Management Stream & Experience Management Stream (min. 36)		
Scripting and Performing Experiences *	EXP2RZ001	9
Crafting Travel and Tourism Experience Products *	TOU3ZL001	9
Creating and Designing Experiences *	EXPRZ002	9
Producing and Staging Experiences (Tourism Mgnt Stream)	EXP1RZ001	9
Personal Development Studies (min. 6)		
Personal Development - Aspiration	SLF1RZ002	2
Leadership and Management Studies		
Leading Teams	LEA2RZ001	5
Managing Service Interaction *	LEA2RZ002	5

Marketing, Services and Sales Studies (min. 10)		
Digital Marketing	MAR2RZ001	5
Managerial Accounting Studies (min. 10)		
Pricing and Revenue Management (Tourism Mgnt Stream & Experience Mgnt Stream)	ACC2RZ003	5
Operational Budgeting *	ACC2RZ002	5
Entrepreneurship and Innovation Studies (min. 5)		
From Ideation to Feasible Business	WOR2RZ001	5
Communication and Languages (from Haaga-Helia selection) (min. 23)		
Puheviestintä (Finnish students)	COM2RZ002	3
English for Business Situations	COM1RZ002	3
Svenska i arbetslivet (Finnish students)	TYE1RH001	3
Finnish for Working Purposes 1 (non-Finnish speakers)	FIN1RZ002	3
Finnish for Working Purposes 2 (non-Finnish speakers)	FIN1RZ003	3
Supporting Modules (min. 6)		
Hospitality Law *	LAW1RZ002	5
Research and Innovation Methods	MET1RZ002	3
Project (min. 9)		
Supervisory Project	LEA1RZ003	3
Work Placement (min. 30)		
Work Placement 2	PLA6RZ002	15
3. Year (Alternative studies marked with *)		74
Hotel Management Stream & Restaurant Management Stream (min. 36)		

Creating Transformative Experiences	EXP1RZ003	9
Concept Based Product Development Managing Sales and Distribution Channels Management of Accommodation Operations	SMB3RB013A SMB3RB013B SMB3RB013C	9
Managing Food & Beverage Operations or Sensory Evaluation and -Marketing Menu Management and Purchasing Channels Restaurant Milieu	RES2RZ003 SMB3RB012A SMB3RB012B SMB3RB012C	9
Tourism Management Stream & Experience Management Stream (min. 36)		
Strategic Alliances at the Destination Level	TOU3ZL002	9
Creating Transformative Experiences *	EXP1RZ003	9
Personal Development Studies (min. 6)		
Personal Development - Career	SLF1RZ003	2
Leadership and Management Studies (min. 10)		
People Implementing Strategies *	LEA2RZ004	5
Marketing, Services and Sales Studies (min. 10)		
Experience Marketing *	MAR2RZ002	5
Marketing and Sales Management *	MAR2RZ004	5
Integrated Media *	MAR2RZ003	5
Managerial Accounting Studies (min. 10)		
Capital Budgeting and Investment Planning (Hotel Mgnt Stream & Restaurant Mgnt Stream)	ACC2RZ004	5
Communication and Languages (from Haaga-Helia selection) (min. 23)		
Supporting Modules (from Haaga-Helia selection) (min. 6)		
Principles of Economics *	ECO1RZ001	3

Project (min. 9)		
Managerial Project	LEA2RZ005	5
Free electives (15) See the whole Haaga-Helia selection for your options		15
Thesis (15)		
Thesis	THE7RZ001	15
Total		210

COURSE LIST, DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS, INCOMING YEAR 2015

Studies	Code	Credits
1. Year (Alternative studies marked with *)		min. 55
Fundamental Studies - Hospitality and Tourism Experience Management		
Experience Economy in Hospitality and Tourism	ORI1RZ002	9
Managing Experiences (Tourism Experience Mgmt)	EXP1RZ002	9
Hospitality Experience Management Stream		
Hotel and Restaurant Business Environment	HOT2RZ003	9
Accommodation Business Environment (Accommodation Stream, H2)	HOT1RZ001	9
Restaurant Operations (Food & Beverage Stream, H1)	RES1RZ001	9
Tourism Experience Management Stream		
Global and Local Perspective of Travel and Tourism	TOU1RZ001	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		
Customer Service and Personal Selling	MAR1RZ001	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
Svenska i hotell-, restaurang- och turismbranchen (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	FIN2RZ003	5
Supporting Modules		
Hospitality and Tourism Certifications (2015)	WOR1RZ002	4
Basics of ICT and Mathematics for Managers (2015) *	TOO1RZ002	5
Träna svenska *	SWE8HA001	2
Project		
Operational Project	LEA1RZ002	3

Work Placement		
Work Placement 1	PLA6RZ001	15
2. Year (Alternative studies marked with *)		min. 55
Hospitality Experience Management Stream		
Developing Hospitality Processes (Accommodation Stream, H2)	HOT2RZ001	9
Controlling Food and Beverage Processes (Food & Beverage Stream, H1)	RES2RZ001	9
Tourism Experience Management Stream		
Crafting Travel and Tourism Experience Products or New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business	TOU3ZL001 TRA3ZL001	9
Creating and Designing Experiences *	EXPRZ002	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		
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		
Hospitality Law *	LAW1RZ002	5
Research and Innovation Methods	MET1RZ002	3
Project		
Accommodation Stream, H2 and Food & Beverage Stream, H1 Supervisory Project	LEA1RZ003	3
Tourism Experience Management Stream Travel Business Project 1 or Tourism Destination Project 1	TRA1ZL001 TOU1ZL001	3
Work Placement		
Work Placement 2	PLA6RZ002	15
3. Year (Alternative studies marked with *)		
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)		
Business Game Competition	WOR2RZ003	5
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) Tourism Destination Project 2 (DESTI) Tourism Destination Project 3 (DESTI) with Strategic Alliances at the Destination Level or Travel Business Project 2 (TRAVE) Travel Business Project 3 (TRAVE) with Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business	TOU1ZL002 TOU1ZL003 TRA1ZL002 TRA1ZL003	3 2 3 2
Free electives , See the whole Haaga-Helia selection for your options		15
Thesis		
Thesis	THE7RZ001	15
Total		210

COURSE LIST, DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS, INCOMING YEAR 2016

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		
Food and Beverage Operations (Food & Beverage Stream - H1)	RES1RZ002	9
Accommodation Business Environment (Accommodation Stream - H2)	HOT1RZ001	9
Accommodation and Food & Beverage Environment (Food and Beverage Stream - H1 and Accommodation Stream - H2)	HOT2RZ004	9

Tourism Experience Management Stream		
Global and Local Perspective of Travel and Tourism	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 ICT and Mathematics for Managers (2016) *	TOO1RZ003	3
Project		
Operational Project	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 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 Travel Business Project 1	TOU1ZL001 TRA1ZL001	3 3

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 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)		
Tourism Destination Project 2 (DESTI) Tourism Destination Project 3 (DESTI) with Strategic Alliances at the Destination Level or Travel Business Project 2 (TRAVE) Travel Business Project 3 (TRAVE) with Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business	TOU1ZL002 TOU1ZL003 TRA1ZL002 TRA1ZL003	3 2 3 2
Free electives , See the whole Haaga-Helia selection for your options		15
Thesis		
Thesis	THE7RZ001	15
Total		210