

# Degree Programme in Tourism and Event Management, Porvoo

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## The core of the Campus 2017 philosophy

Porvoo Campus offers a modern and innovative learning environment, where students work in real projects. As a student you are able to start networking with companies already during your studies. Porvoo Campus is truly international with approximately 50 nationalities. Studies include teamwork, international projects as well as options for exchange and work placement abroad.

### Engaging Campus atmosphere: Motivating, supportive and modern campus

Porvoo Campus is the place to be if you as a student value learning in an atmosphere which is truly motivating and fun. You are important both as an individual learner and as a committed team member. You challenge yourself in learning future skills and growing into a specialist. You are an active and empowered learner in a supportive environment. Your professional growth is built on regular constructive feedback. You share because you care, as does everybody on Porvoo Campus. Your innovative ideas count and make the difference. This is what our students have said:

“Staff members really listen and care for the students and their further learning.”

“The atmosphere on Porvoo Campus is motivating, inviting, relaxed, cosy, happy and encouraging!”

“Lots of light! Traditional hierarchical classrooms are happily missing.”

“Campus is so lovely! So many different types of rooms, where we students can work in groups and independently!”

### International and team based way of working

Studying on Porvoo Campus gives you plenty of opportunities for networking, multicultural encounters and making friends. In fact, you can join projects in any degree programme and gain new perspectives across different industries and make your own personalized study path. Porvoo Campus students praise the team spirit as well as the many opportunities for collaboration and creative problem-solving in projects. They also really value the change to practice team work in mixed groups:

“I like working with people from other countries and cultures it’s interesting to see how they think about solving problems.”

“I enjoy working teams with different students and it has been nice to get to know some other students outside my group. It is nice to share ideas with each other and learn from others. I also enjoy developing team work skills and think it is a very important skill to have in future.”

“We have had a lot of group work and projects, and this is positive because group work skills and getting along with different types of people is needed in almost every job.”

### **Learning by doing: Real and concrete projects that prepare for the future work**

Porvoo Campus curriculum is based on competences that are needed in the future work life. Creativity, critical thinking and ability to solve problems are competences that are needed in the future. You are engaged in real and practical projects which prepares you for your future career. You will have a chance to make study trips abroad, create business ideas and organize events such as DigiDay, Campus does Good and Business Idea Fair. You also study in learning camps and reading circles. This is what our students have said:

“I have learnt to challenge myself, do things faster and more efficiently and evaluate myself.”

“We learn through practice by engaging in real projects instead of sitting in lectures. In my opinion this prepares us better for work life and helps to adapt theory into practice.”

## **Degree Programme in Tourism and Event Management in a Nutshell**

Degree:	Bachelor of Hospitality Management and the Finnish title of restonomi (AMK)
Degree level:	Bachelor's degree
Extent of the DP:	210 ECTS credits
Duration of the DP:	3.5 years
Study mode:	Full-time day programme
Assessment:	See <a href="#">Degree Regulations &gt;&gt;</a> See <a href="#">assessment process &gt;&gt;</a>
Programme requirements:	Basic studies 60 cr, Professional studies 90 cr, Free-choice studies 15 cr, Work placement 30 cr, Bachelor's thesis 15 cr
General arrangements for the accreditation of prior learning:	See <a href="#">Haaga-Helia's general arrangements for the accreditation of prior learning &gt;&gt;</a>
Admission requirements:	Act of Polytechnics 14.11.2014/932 §25 <ul style="list-style-type: none"><li>• Before applying see the admission criteria at <a href="http://www.studyinfo.fi">www.studyinfo.fi</a> !</li></ul>
Access to further study:	<a href="#">Non-Degree studies in Haaga-Helia &gt;&gt;</a> University studies
Internationalization:	Most of the learning takes place in real-life projects for tourism businesses operating internationally. This opens up doors for the students and helps them

	develop their networks already during the studies. This makes it easier for graduates to find jobs both in Finland and abroad.
Employment opportunities after graduation:	The daily work of the students is all about operating in multicultural teams. They are supervised by staff representing several nationalities. The commissions they get from companies familiarise them with topical issues in tourism and different ways of doing business. They can also go on an exchange, do work placement abroad and participate in international development projects.
Cooperation with working life and with other associates:	Learning takes place in real-life projects. Every semester the students work for a tourism business on challenges assigned by the company. Learning is work and work is learning.

## Study objectives

Graduates from the Degree Programme in Tourism and Event Management acquire project management, research and development, coaching, problem solving, and innovation skills. Learning takes place as team work in real-life projects where personal development, networking, and presentation skills are highlighted.

Students can apply their skills in the dynamic tourism sector (e.g. airlines, travel agencies, events, hotels), and have specific know-how of their specialisation, applicable in any global company. Graduates can produce, sell or buy travel services, work in the events industry, or start up a new business.

Most of the learning takes place in real-life projects for tourism businesses operating internationally. This opens up doors for the students and helps them develop their networks already during the studies. This makes it easier for graduates to find jobs both in Finland and abroad.

Students with Finnish educational background are expected to do a study period abroad. It can be exchange, work placement, project or thesis work. The programme itself offers a multicultural environment in daily work as the student body represents 40-50 different nationalities, and the staff is also multinational.

## The language of instruction

The studies in international degree programmes on Porvoo Campus take place in English. International students can enjoy Finnish Areal Studies, and a choice of other areal studies. Finnish students are offered compulsory Swedish language studies as part of the Nordic Areal Studies, and a choice of other areal studies. See the chapter on Areal studies below.

## Study contents

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

- Business and Entrepreneurial competences in Travel and Tourism
- Sales and Service competences
- Personal and Professional Growth competences

Business and Entrepreneurial competences teach the students to understand how tourism businesses and organisations operate, how they are analysed, and how value is created. Graduates develop an entrepreneurial attitude and future orientation which help them run and develop a profitable business.

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

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

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

### **Choosing a field of specialisation**

Towards the end of the first academic year the students choose their specialisation studies. Those take place in year two, both semesters. Students have a personal study coach and student tutors at their service throughout the studies, but also the services of the Academic Advisor are available to help students make the right personal choices regarding courses and specialisation studies.

The programme offers two specialisation alternatives:

Sales and Service in Business Tourism where the key contents are:

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

Another specialisation is Event Management with strong focus on corporate events. The key contents are:

- Event planning process
- Event Design
- Event Marketing
- Technology for events

The students may also select various specialisation studies in English in other than their own degree programme. For example a student in the English-taught tourism programme may participate

modules in the respective Finnish-taught programme. The two specialisations have the following names in Finnish:

- Tapahtumapalveluiden kehittäminen
- Myyntipalveluiden kehittäminen

A bachelor of Business Administration (business student) on Porvoo Campus may choose from the following specialisations in English:

- International Sales and Marketing
- Aviation Business

In Finnish the alternatives are:

- Myynti ja visuaalinen markkinointi (in Finnish and Swedish)
- Kansainvälistyvä yritys
- Yrityksen talous

## **Areal studies**

Areal studies combine the studies of a language of a chosen area with the study of the business operational environment and culture. The aim is to enable students to develop an understanding of the area in holistic and practical terms, necessary for professional relations with the stakeholders who represent this or that area. The students can choose areal modules already in the beginning of their studies:

- Asian
- Coding
- German
- Nordic
- Russian
- Spanish

## **Study counselling**

Every student will have a personal study coach, who will guide the student from the beginning of the studies towards graduation. A personal coach advises, supports, and coaches the student towards making practical decisions related to studies and future career.

Students meet their study coach in both personal and group meetings. Besides study coaches, every degree programme on Porvoo Campus offers academic advising, whereby a student and his or her academic advisor can discuss how to recognise prior learning or work life experience as a part of the current studies. Also questions related to changes of degree programme, campus, field of study, personal issues, etc. can be readily discussed with the Academic Advisor.

## **Structure of studies**

Core studies: 60 cp

Professional studies: 60 cp

Specialization studies: 30 cp

Free-choice studies: 15 cp

Work placement: 30 cp

Thesis: 15 cp

Total: 210 cp

## **Career opportunities**

The daily work of the students is all about operating in multicultural teams. They are supervised by staff representing several nationalities. The commissions they get from companies familiarise the students with topical issues in tourism and different ways of doing business. They can also go on exchange, do work placement abroad and participate in international development projects.

Employment possibilities are extensive because the students get a solid basis in business studies, and specialise on tourism business with transferrable skills that help them find employment in all parts of the world. Jobs in the service industries are increasing, so good sales and service skills are valued globally.

Graduates from the Degree Programme in Tourism and Event Management acquire skills that prepare them for versatile employment possibilities anywhere where people skills, sales and service development and a professional understanding of the tourism industry are appreciated. Possible job titles include e.g.

- Key Account Manager
- Team Leader
- Sales Negotiator
- Service Developer
- Event Coordinator
- Event Producer
- HR Assistant
- Marketing Assistant
- Social Media Manager

# Contact information

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[View on map](#)

# Courses

<b>Tourism and Event Management, Campus 2.0 (2017)</b>		
	<b>Code</b>	<b>Credits</b>
<b>Core studies, 60 crs</b>		
Learning Camp		
Learning Camp 1	<a href="#">INS1PO101</a>	5
Learning Camp 2	<a href="#">INS1PO102</a>	5
Business Basics for Tourism Professionals		
Business Basics for Tourism Professionals 1	<a href="#">BUS1RG101</a>	5
Business Basics for Tourism Professionals 2	<a href="#">BUS1RG102</a>	5
Tourism Environment Analysis		
Tourism Environment Analysis 1	<a href="#">OPE1RG101</a>	5
Tourism Environment Analysis 2	<a href="#">OPE1RG102</a>	5
Customer Insight		
Customer Insight 1	<a href="#">SAL1RG101</a>	5
Customer Insight 2	<a href="#">SAL1RG102</a>	5
Self- and Team Leadership		
Self- and Team Leadership 1	<a href="#">LEA1RG101</a>	5
Self- and Team Leadership 2	<a href="#">LEA1RG102</a>	5
Areal Studies 1		
Welcome to Finland 1	<a href="#">FIN1PO101</a>	5
Welcome to Finland 2	<a href="#">FIN1PO102</a>	5
OR		
Nordiska studier 1	<a href="#">NRD1PO101</a>	5
Nordiska studier 2	<a href="#">NRD1PO102</a>	5
<b>Professional studies, 60 crs</b>		
Learning Camp		
Learning Camp 3	<a href="#">INS2PO201</a>	5
Learning Camp 4	<a href="#">INS2PO202</a>	5
Business Operations in Tourism		
Business Operations in Tourism 1	<a href="#">BUS2RG201</a>	5
Business Operations in Tourism 2	<a href="#">BUS2RG202</a>	5
Organisational Management and Leadership		
Leading Human Resources	<a href="#">LEA2RG201</a>	5
Developing Human Resources	<a href="#">LEA2RG202</a>	5
Sales and Marketing in Tourism: choose 1.-2. or 3.-4., total 5+5 crs		
1. Sales and Service in Business Tourism 1	<a href="#">SAL2RG201</a>	5
2. Sales and Service in Business Tourism 2	<a href="#">SAL2RG202</a>	5
3. Event Management 1	<a href="#">SAL2RG203</a>	5
4. Event Management 2	<a href="#">SAL2RG204</a>	5
Marketing Communication 1	<a href="#">SAL2RG205</a>	5
Marketing Communication 2	<a href="#">SAL2RG206</a>	5
Areal Studies 2: choose 5+5 crs in one topic		



	Asian Areal Studies 1	<a href="#">ASA2PO201</a>	5
	Asian Areal Studies 2	ASA2PO202	5
	Applied Coding 1	<a href="#">COD2PO201</a>	5
	Applied Coding 2	COD2PO202	5
	German Areal Studies 1	<a href="#">GER2PO201</a>	5
	German Areal Studies 2	GER2PO202	5
	Russian Areal Studies 1	<a href="#">RUS2PO201</a>	5
	Russian Areal Studies 2	RUS2PO202	5
	Spanish Areal Studies 1	<a href="#">SPA2PO201</a>	5
	Spanish Areal Studies 2	SPA2PO202	5
<b>Advanced studies: choose 30 crs in total</b>			30
<b>Free-choice studies: choose 15 crs in total</b>			15
		<a href="#">Courses &gt;&gt;</a>	
<b>Work placement: 30 crs in total in one, two or three parts</b>			30
		PLA%	
<b>Bachelor's thesis, 15 crs</b>			15
		THE%	
<b>Total</b>			<b>210</b>

# Recommended Study Schedule

Tourism and Event Management, Campus 2.0 (2017)		Finnish students	Non-Finnish students
1st semester, 30 crs	Code	Credits	Credits
Learning Camp 1	<a href="#">INS1PO101</a>	5	5
Business Basics for Tourism Professionals 1	<a href="#">BUS1RG101</a>	5	5
Tourism Environment Analysis 1	<a href="#">OPE1RG101</a>	5	5
Customer Insight 1	<a href="#">SAL1RG101</a>	5	5
Self- and Team Leadership 1	<a href="#">LEA1RG101</a>	5	5
Areal Studies 1: Welcome to Finland 1	<a href="#">FIN1PO101</a>		5
Areal Studies 1: Nordiska studier 1	<a href="#">NRD1PO101</a>	5	
<b>2nd semester, 30 crs</b>			
Learning Camp 2	<a href="#">INS1PO102</a>	5	5
Business Basics for Tourism Professionals 2	<a href="#">BUS1RG102</a>	5	5
Tourism Environment Analysis 2	<a href="#">OPE1RG102</a>	5	5
Customer Insight 2	<a href="#">SAL1RG102</a>	5	5
Self- and Team Leadership 2	<a href="#">LEA1RG102</a>	5	5
Areal Studies 1: Welcome to Finland 2	<a href="#">FIN1PO102</a>		5
Areal Studies 1: Nordiska studier 2	<a href="#">NRD1PO102</a>	5	
<b>3rd semester, 30 crs</b>			
Learning Camp 3	<a href="#">INS2PO201</a>	5	5
Business Operations in Tourism 1	<a href="#">BUS2RG201</a>	5	5
Leading Human Resources	<a href="#">LEA2RG201</a>	5	5
Sales and Service in Business Tourism 1 OR	<a href="#">SAL2RG201</a>	5	5
Event Management 1	<a href="#">SAL2RG203</a>	5	5
Marketing Communication 1	<a href="#">SAL2RG205</a>	5	5
Areal Studies 2	<a href="#">Offerings &gt;&gt;</a>	5	5
<b>4th semester, 30 crs</b>			
Learning Camp 4	<a href="#">INS2PO202</a>	5	5
Business Operations in Tourism 2	<a href="#">BUS2RG202</a>	5	5
Developing Human Resources	<a href="#">LEA2RG202</a>	5	5
Sales and Service in Business Tourism 2 OR	<a href="#">SAL2RG202</a>	5	5
Event Management 2	<a href="#">SAL2RG204</a>	5	5
Marketing Communication 2	<a href="#">SAL2RG206</a>	5	5
Areal Studies 2	<a href="#">Offerings &gt;&gt;</a>	5	5
<b>5th, 6th and 7th semester, total 90 crs</b>			
Advanced studies		30	30
Free-choice studies	<a href="#">Offerings &gt;&gt;</a>	15	15
Work placement	PLA%	30	30
Bachelor's thesis	THE%	15	15
<b>Total</b>		<b>210</b>	<b>210</b>

**AREAL STUDIES 2, 5 + 5 crs**

Each student selects one area s/he has no prior knowledge in. German, Russian and Spanish Areal Studies include both elementary language studies and culture and business studies. Asian Areal Studies advance understanding of Asian markets and business culture. Applied Coding Areal Studies guide the student into the world of coding.

**EXCHANGE STUDIES, TOTAL 30 crs**

Haaga-Helia offers a possibility to study one semester/ academic year as an exchange student abroad. The student exchange abroad gives a chance to gain international competences, develop language and cultural skills and study new subjects. Studies completed abroad will be substituted as an [international study module](#), 30 ECTS at Haaga-Helia.

**SALES AND SERVICE IN BUSINESS TOURISM, 5 + 5 crs**

Each student works on a project(s) commissioned by companies in Finland and/or abroad. The projects focus on customer insight, travel purchasing and selling processes as seen by buyers, suppliers and intermediaries, travel management systems and tools, partnerships and networks, and technology for sales and service.

**EVENT MANAGEMENT, 5 + 5 crs**

Each student works on one or several commissioned event projects in Finland and/or abroad. There is a strong focus on corporate events. The event projects focus on event planning process, event design, event marketing, and technology for events.

**ADVANCED STUDIES, TOTAL 30 crs**

The student deepens his/her knowledge in a certain professional area by selecting 30 credits of advanced studies.

**FREE-CHOICE STUDIES, TOTAL 15 crs**

The student selects any higher education studies of his/her interest, which support his/her professional development.

**ABOUT FURTHER LANGUAGE STUDIES**

If the student wishes to deepen his/her competence in French, German, Russian or Spanish languages, we recommend the free-choice module Intermediate and Advanced Language Studies (5 crs).