

# International Image Research

Code: DES8RG044

Extent: 3 ECTS (81 hours)

Timing: 2nd, 4th semester

Language: English

Level: Professional studies

Type: Elective

## Prerequisites

Almo module

## Learning outcomes

In this course the student will learn to:

- research brand images based on indirect information (e.g. media) by using content analysis
- plan and execute a real life research project.
- formulate meaningful questions and search for possible answers to these
- think in an independent and critical way
- maintain a reflective attitude towards work and learning

## Course contents

- Brand image as a concept
- Image research
- Image formation
- Content analysis

The course assignment is a research project for Helsinki City Tourist and Convention Bureau (HCTC). The aim of this project is to analyze the image of Helsinki in foreign media, tour operator's brochures and Internet. The analysis is done through content analysis. Creating and developing products and marketing them for chosen target groups requires good knowledge of the target group. Knowing what the image and expectations are helps HCTC to plan their marketing activities. The course takes place in SYMBIO, which is a learning environment that strives for enhancing co-operation between companies, education and research

## Course materials

Aaker, David A. 2002. Building Strong Brands.

Dowling Graham. 2001. Creating corporate reputations identity, image and performance.

Mahwah Lawrence,. 2004. What writing does and how it does it - an introduction to analysing texts and textual practices.

Neuendorf Kimberly. 2002. The content analysis guidebook.

Schroeder, Jonathan E. Visual Consumption. Florence, KY, USA: Routledge, 2002.

<http://site.ebrary.com/lib/helia/Doc?id=5005356&page=131>

## **Cooperation with the business community**

The whole course is implemented in co-operation with Helsinki City Tourist and Convention Bureau. The course includes meetings with the partner organisation and a guided tour in Helsinki.

## **Contact teachers**

Leena Aitto-oja, Porvoo

Eva Holmberg, Porvoo

## **Teaching and learning methods**

Project meetings, distance work and personal consultation.

## **Assessment criteria**

Report 60 %

Project process 30 %

Presentation 10 %

last modified 03.05.2010



# **Study Tour ITB Exhibition 1**

Code: IBU8RG051

Extent: 2 ECTS (54 h)

Timing: 3rd - 6th semester

Language: English

Level: Professional studies

Type: Elective

## **Prerequisites**

TRA2RG050, DES2RG031 or corresponding studies

## **Learning outcomes**

After completing this course, the students will

- be familiar with how international fairs function
- understand the different roles of buyers and sellers in major international events
- be familiar with different international producers and products

### **Course contents**

- Active participation during ITB study tour
- Familiarisation of ITB fair and exhibition assignments
- Travel report and evaluation of the visit.

### **Contact teachers**

Kati Huovelin, Porvoo

### **Teaching and learning methods**

Participation in the study tour according to the program.  
Reporting and evaluation of travel experiences.

### **Course materials**

Extracts of Davidson & Beulah: Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate

Hospitality and Corporate Travel

Published material of ITB

### **Assessment criteria**

Active participation prior and during the tour and reporting.

last modified 03.05.2010

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## **Study Tour ITB Exhibition 2**

Code: IBU8RG052

Extent: 3 ECTS (81 h)

Timing: 3rd - 5th semester

Language: English

Level: Professional studies

Type: Elective

## **Prerequisites**

TRA2RG050, DES2RG031 or corresponding studies

## **Learning outcomes**

After completing this course, the students will

- be familiar with how international fairs function
- understand the different roles of buyers and sellers in major international events
- be familiar with different international producers and products
- have experience in tour production & travel arrangements and work as tour guides & assistants
- get familiar with tour planning, organizing trips, different transportation and accommodation options.

## **Course contents**

- Active participation during ITB study tour
- Familiarisation of ITB fair and exhibition assignments
- Travel report and evaluation of the visit

## **Teaching and learning methods**

Preparation of tour and travel arrangements

Participation in the study tour according to the program.

Reporting and evaluation of travel.

## **Contact teachers**

Kati Huovelin, Porvoo

## **Course materials**

Extracts of Davidson & Beulah: Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate

Hospitality and Corporate Travel

Published material of ITB

## **Assessment criteria**

Active participation prior and during the tour and reporting.

last modified 03.05.2010

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# International Tourism Law and Policy

Code: LAW1RG014

Extent: 3 ECTS (81 h)

Timing: 3rd semester

Language: English

Level: Professional studies

Type: Compulsory

## Prerequisites

Basics of Law 1, LAW1RG030

## Learning outcomes

After completing this course, the student

- understands the specific legal aspects concerning tourism companies and tourism workers operating abroad
- is familiar with the rights and responsibilities of individuals under international law
- knows competition and consumer protection rules
- can draw up contracts on different fields of tourism
- comprehends the importance of various contract clauses in case of disputes
- understands the meaning and legal base of risk management
- understands the differences of the concept consequences of crimes in tourism
- is aware of issues concerning environmental protection

## Course contents

This course gives students an introduction into the various aspects and implementations of international law and tourism in Europe and worldwide.

- International law and tourism
- The making of a good international contract
- Solving international disputes
- European community law and tourism
- Consumer protection and tourism
- Crimes and tourism
- Legal issues of environmental protection

## Teaching and learning methods

Contact hours and exam 32 h

Self-study in terms of exercises and written reports 49 h

## **Contact teachers**

Katri Heikkinen, Porvoo

## **Course materials**

McDonald et al. 2003, European Community Tourism Law and Policy, Blackhall Publishing, pages 1-74; 135-449

August 2009 (or older 2004, 2000), International Business Law, Prentice Hall, chapters 1-3.

## **Additional reading**

Anolik 2003, Traveller's Rights Sphinks Publishing

## **Assessment criteria**

Exam 50 %

Exercises 20 %

Written reports 30 %

last modified 03.05.2010

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# **Human Resource Management**

Code: LEA2RG022

Extent: 6 ECTS (162 h)

Timing: 3rd semester

Language: English

Level: Professional studies

Type: Compulsory

## **Prerequisites**

First year studies

## **Learning outcomes**

Upon successful completion of the course, the student

- understands the basic knowledge about human behaviour and human resources in enterprises

- understands the human behaviour in organisations
- understands the human resources and HRM as a significant asset for an enterprise

## **Course contents**

- Understanding and managing organisational behaviour
- Project management: planning, organising, implementing and closing of a project.
- Fundamentals of HRM: HR planning, job design, recruitment and selection, training and education, rewarding and motivation, terms and conditions of employment.
- The course will provide basic knowledge about human behaviour and human resources in working organisations. The course contains three major areas beginning with organisational behaviour: how individuals and groups function. The continuation is project management where the basic roles and tasks of people and phases of projects are handled. Human resource management (HRM) provides an introduction to staffing and maintenance, development and rewarding of human resources.

## **Teaching and learning methods**

Contact lessons, visiting lecturers, assignment and group work 162 h

## **Contact teachers**

Leena Aitto-oja, Porvoo

## **Course materials**

Teacher's material

Beardwell, J & Claydon, T. 2007. Human Resource Management. 5th edition.

## **Assessment criteria**

Exam 50 %

Assignment 25 %

Activity during the contact hours 25 %

last modified 03.05.2010

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# **Leadership in Tourism**

Code: LEA2RG032

Extent: 6 ECTS (162 h)

Timing: 5th, 7th semester

Language: English

Level: Professional studies

Type: Compulsory

## **Prerequisites**

100 cr of first and second year studies completed.

## **Learning outcomes**

After completing this course, the student

- understands the basics of leadership in different types of tourism companies in Finland and internationally
- is able to solve everyday problems at work as a supervisor
- can analyse and evaluate the processes in organizations
- understands the meaning and importance of strategic planning and management in business
- can make strategic plans for tourism companies using the basic tools of strategic theories
- can use strategic thinking in everyday leader's work

## **Course contents**

- nature of leadership and managerial work
- effective leadership behaviour
- delegation
- sources of power and influence
- leading teams, meetings and projects, leading change.
- the concept of strategic management, analysis of internal and external environment of tourism organisation
- strategic plans for administration, production, business culture, marketing and stakeholder relations.

The student will attend lectures and work in teams solving leadership cases, developing strategies and organizing an event in teams.

## **Cooperation with the business community**

Students will visit local companies, interview businessmen and listen to guest lecturers.

## **Teaching and learning methods**

Lectures 44 h

Company visits 16 h

Exam 4 h

Team work 50 h

Reading for exams 48 h

## **Contact teachers**



Yücel Ger, Porvoo

## **Course materials**

Yukl, Gary: Leadership in Organizations, Pearson Education Limited, 2002

Hand-outs

## **Assessment criteria**

Team work 50 %

Exam 50 %

last modified 03.05.2010

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# **Event Marketing**

Code: MAR8RG061

Extent: 3 ECTS (81h)

Timing: 3rd, 5th, 7th semester

Language: English

Level: Professional studies

Type: Elective

## **Prerequisites**

Almo Module (INS1LC044 & INS1LC048), recommended (RES2RG035) or (DES2RG031) or (IBU1LC040)

## **Learning outcomes**

After completing this course, the student

- Have the most effective tools for carrying out every phase of a successful, integrated marketing campaign for any type and size of an event
- Understand the powerful forms of promotion, advertising and PR that are needed to attract attention, and to motivate people to attend an event every time
- Gain insight of how to achieve the desired, preset goals of an event participation, and how to follow up results

## **Course contents**

- Overviews of event promotion, advertising, PR, electronic marketing strategies, budget and sponsorship importance

- Analysis of marketing for specific events, such as association or corporate meetings, conferences, festivals and so on
- An examination of event follow-up, the future trends and innovative strategies for increasing attendance
- Creating sample forms for media releases, request for coverage announcements, audio and video new release scripts and public services announcement scripts, etc.

The course aims to create an understanding of the most advanced of the marketing techniques on event management area. It introduces marketing aspects that enhance a performance aiming at events full of participants. The projects deals with the actual material needed to promote events. The attention is drawn to the budget issues of promotion and events, as well. Practical project examples to form a system to promote different kind of events will be created.

## **Cooperation with the business community**

Guest lecturer  
Organizational Event Marketing Projects

## **International dimension**

Some projects are about internationally known events

## **Teaching and learning methods**

Class discussions and group project work (4 h per week) 40 h  
Independent study 33 h  
Test 1 h

## **Contact teachers**

Heidi Jokinen, Porvoo

## **Learning materials**

Davidson, Rogers: Marketing destinations and Venues for Conferences and Business Events 2006

Hoyle, Leonard: Event Marketing, John Wiley & Sons, Inc. 2002

Masterman, Wood: Innovative Marketing Communications; Strategies for the Events Industry.  
Elsevier, MA USA, 2006

Multitude of handouts

UFI, Exhibitions in Marketing Mix, 2005

## **Assessment criteria**

Active class participation 40 %  
Project work 45 %

Quiz 15 %

### **Self assessment**

Course evaluation

### **Peer assessment**

Project Presentations

### **External assessment**

Presentations

Examination

last modified 03.05.2010



# **Qualitative Research Techniques**

Code: MET2RG032

Extent: 3 ECTS (81 h)

Timing: 4th semester

Language: English

Level: Professional studies

Type: Compulsory

### **Prerequisites**

None

### **Learning outcomes**

After completing this course, the students

- have capacity to carry out qualitative research
- are aware of the advantages and risks in qualitative research

### **Course contents**

The course is an introduction to qualitative research methods and the qualitative research process.

- Research methods
- Collecting qualitative data
- Analysing and interpreting data
- Research report

- Research project in a group

## **Teaching and learning methods**

Lectures 30

Independent studies 49 h

Exam 2 h

## **Contact teachers**

Eva Holmberg, Porvoo

## **Course materials**

Silverman, David; Doing Qualitative Research, Sage Publications 2000, ISBN 0-7619-5823-1

Miles, M.B. & Huberman, A.M.; Qualitative Data Analysis, Sage Publications 1994 ISBN0-8039-5540-5

## **Assessment criteria**

Research project 70 %

Individual assignment 30 %

last modified 03.05.2010

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# **Quantitative Research Techniques**

Code: MET2RG031

Extent: 3 ECTS (81h)

Timing: 4th semester

Language: English

Level: Professional studies

Type: Compulsary

## **Prerequisites**

None

## **Learning outcomes**

Upon successful completion of the course, the student

- understands the essential quantitative methods

- knows how to use a suitable statistical program (SPSS)
- knows how to make graphical presentations
- is able to analyse data, interpret empirical material and report the results

## **Course contents**

During the course the students

- learn how to gather, present, analyse and interpret empirical material.
- study the research process including planning of questionnaires and coding, and presentation of quantitative material.
- use statistical methods suitable for the research problem.

## **Cooperation with the business community**

The students analyse data commissioned by business community.

Teaching and learning methods

Contact hours 32 h

Self-study 49 h

## **Alternative completions**

Kvantitatiiviset tutkimusmenetelmät: MET2RM031 (3 cr)

Marketing Research: MAR2LC053 (parts: marketing and research)

## **Contact teachers**

Tove Thomasson, Porvoo

## **Learning materials**

Teacher's handouts

## **Assessment criteria**

Assignments

last modified 03.05.2010

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# **Regional Economy**

Code: ECO1RG023

Extent: 3 ECTS (81 h)  
Timing: 3rd semester  
Language: English  
Level: Core studies  
Type: Compulsory

## **Prerequisites**

None

## **Learning outcomes**

Upon successful completion of the course, the student

- understands the structure and functions of the European Union in general and the different features of its Member States, including the with Finnish society
- is able to use the acquired information in analysing different business environments within the EU market
- knows economic integration and its theory

## **Course contents**

During the course the students will learn about the different features of the European Union and its Member States, as well as the situation in the Finnish society and its functioning with the challenges coming from the EU membership and legislation. The course is carried out by means of lectures, materials from the advisor and excursions.

- integration theory, different integration forms; regional economic integration, the case of Europe
- the history, organization and policies of the EU; the present situation in the EU Member States, their natural, political, economic and social environments including manufacturing and service (tourism) industries
- Finland and its situation in comparison with the other EU countries.

## **International dimension**

People from all over the world are studying and discussing the EU. The students are encouraged to exchange their points of view: their own (often non-EU citizens), “objective global”, EU-member. How does the EU look like with these different goggles?

### Teaching and learning methods

Group work: the class is divided into groups, which are given a subject to study. The groups give presentations to the rest of the class and then, together with the teacher, lead the discussion on the topic. Groups will also write a report on their subject. The reports will be used as course literature.

Contact hours 32 h  
Self-study 49 h

## Contact teachers

Kalle Rähkä, Porvoo

## Learning materials

McDonald, F. & Dearden, S. European Economic Intergration. Pearson Education Limited, England.

Group reports, materials from the advisors, internet sources.

## Assessment criteria

Exam 60 %

Group work 40 %

last modified 03.05.2010



# Meeting Management

Code: RES2RG035

Extent: 3 ECTS (81h)

Timing: 3rd semester

Language: English

Level: Professional studies

Type: Compulsory

## Prerequisites

Introduction to Business Tourism (DES2RG031) or Event Marketing (MAR8RG061), or International Business Environment (IBU1LC040), or similar

## Learning outcomes

After completing this course the student will know

- How to choose the right venue at the best price
- How to create an organized event production
- How to develop an ideal theme and menu for the right audience
- How to book entertainment, staff and caterers,
- How to manage behind-the-scenes operations, and personnel productively
- How to make every event organized a success and to run it precisely

## **Course contents**

- 7 steps to a successful event: Determine the five W's and their "how" with budget development
- Take care of the nuts and bolts
- Create a project blue print
- Design a functional event
- Envision the event
- Finish the unseen details, and run the personnel
- Post –event follow up
- Create the documents that go along with the steps in a project form

The course has lectures to create an understanding of the project development steps in meeting management whether planning an event for company, organization, charity, club or family. The case studies will familiarize the student with different kind of choices to hold and to plan a meeting to be held at. The course aims to take the guess work out of the event planning so to focus on the creative and social aspects of the meeting management when at the actual event. The course aims to ease up the hard work of event production by revealing the pros and cons to make event planning an organized and a delightful process.

All this is transformed to a project that lasts 6 weeks to put together an event for a real event, book in a real location around the world in a high level conference hotel or resort.

## **Cooperation with the business community**

Guest lecturer  
Organizational projects

## **International dimension**

Business travel and meetings industry study trip to Manhattan, NYC (or such)

## **Teaching and learning methods**

Lectures and group cases (4h per week) 40 h  
Test 2 h  
Independent study and final group project 32 h

## **Contact teachers**

Heidi Jokinen, Porvoo

## **Learning materials**

Allen, Judy: Event Planning; Ethics and Etiquette. RoutledgeFalmer, London & NY, 2004

Bowdin, Allen, O'Toole, Harris & McDonnell: Events Management. Elsevier, Great Britain, 2006

Cambell, Robinson, Brown & Race: Essential Tips for Organizing Conferences and Events. Wiley



& Sons Canada, 2002

Long, Robinson: Festivals and Tourism Business Education Publishers Limited, GB 2004

Rogers: Conferences and Conventions – A Global Industry. ButterworthHeinemann, MA-USA, 2006

Tum, Norton, Wright: Management of Event Operations. Elsevier, MA, USA 2006

Wolf, Paulette & Jodi: Event Planning Made Easy. The McGraw-Hill Companies, NY, 2005

World Resorts Publications

Multitude of handouts and case studies

Internet Research on Business Hotels and Resorts

### **Assessment criteria**

Test 30 %

Cases, and final project of 5-star property and event somewhere in the world 40 %

Active class participation 30 %

### **Self assessment**

Written work

Course evaluation

### **Peer assessment**

Project Presentations

Project Work

### **External assessment**

Project Report

Presentations

Examination

last modified 03.05.2010



# **World of Airline Fares**

Code: TRA2RG045

Extent: 10 ECTS (270 h)

Timing: 3rd, 4th semester  
Language: English  
Level: Professional studies  
Type: Compulsory

## **Prerequisites**

Introduction to Business Travel, World of Tourism Service Providers, Amadeus GDS and Air Transportation

## **Learning outcomes**

After completing this course, the students will

- have deeper knowledge in air fares
- understand the basics of IATA pricing.
- understand business travel as a global activity with destinations and tourist generating regions.

## **Course contents**

- Geography of Business Travel: Factors behind the business travel development, impacts of business travel, business travel destinations, business travel flows, push and pull factors in business travel, trends and future in business travel.
- Air Fares: Basics of fare calculation, taxes and fees, one way and round trip fare calculation, discounts, special fares, combinations.

## **Cooperation with the business community**

Industry visits, guest lectures

## **Teaching and learning methods**

Lectures  
Exercises  
Assignments  
Discussions  
Study visits

## **Contact teachers**

Kati Huovelin, Porvoo (Air Fares)  
Jarmo Ritalahti, Porvoo (Geography of Business Travel)  
Alex Kostov, Porvoo (IATA Pricing)

## **Course materials**

Boniface & Cooper: World Wide Destinations

WTO's material

IATA Uftaa material

Handouts by teachers

Cases, reports

### **Assessment criteria**

Exams and assignments

last modified 03.05.2010

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# **Product Pricing**

Code: TRA2RG046

Extent: 3 ECTS (81 h)

Timing: 4th semester

Language: English

Level: Professional studies

Type: Compulsory

### **Prerequisites**

World of Tourism Service Providers

Amadeus GDS and Air Transportation

### **Learning outcomes**

Upon successful completion of the course, the student

- knows the basics of how products and services are priced in the Travel & Tourism industry
- is familiar with the pricing process

### **Course contents**

- pricing methods
- pricing process
- economics in pricing process

### **Teaching and learning methods**

Lectures, assignment and discussions 81 h

## **Contact teacher**

Leena Aitto-oja, Porvoo

## **Course materials**

Teather´s material

Extracts from Kotler-Bowen-Makens: Marketing for hospitality and tourism

Pellinen J, 2003, Making price decisions in tourist enterprises

Publications of tour operators and travel agencies

## **Assessment criteria**

Assignment 50 %

Presentation 25 %

Activity during the contact hours 25 %

last modified 03.05.2010



# **Travel Management 1**

Code: TRA2RG030

Extent: 6 ECTS (162 h)

Timing: 4th semester

Language: English

Level: Professional studies

Type: Compulsory

## **Prerequisites**

Introduction to Business Tourism

## **Learning outcomes**

Upon successful completion of the course, the student

- understands the general business processes and the main actions and actors in different roles in the travel management playfield
- knows the purchasing and selling processes from the perspectives of the three participants

- in the process: buyers, suppliers and intermediaries
- is familiar with travel management and of the IT applications to support travel management processes

## **Course content**

- General Business Processes
- Introductions to Travel Management and TM processes
- Actions and actors in a company business travel process
- Sellers and buyers perspective and processes
- Purchasing and selling business travel services
- CRM

## **Teaching and learning methods**

Contact lessons, company visits, visiting lecturers and group work 162 h

## **Contact teachers**

Leena Aitto-oja, Porvoo

## **Learning materials**

Materials from the teacher, visiting lecturers and companies, articles and web pages

Davidson R. & Beulah C. 2003. Business Travel.

## **Assessment criteria**

Assignment 30 %

Groups work 30 %

Activity during contact hours and company visits 40 %

last modified 03.05.2010

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# **Travel Management 2**

Code: TRA2RG031

Extent: 6 ECTS (162 h)

Timing: 4th semester

Language: English

Level: Professional studies

Type: Compulsory

## **Prerequisites**

Introduction to Business Tourism  
Travel Management 1

## **Learning outcomes**

Upon successful completion of the course, the student

- will have a deeper understanding of travel management
- knows the principles of creating a travel management program and creating travel policy
- is familiar with legal aspects and taxation rules affecting business travel
- understands key indicators in travel management and their importance in the efficient use of the travel budget
- is aware of Corporate Social Responsibility in travel management (safety and security issues with risk management, the ethics and the environmental questions in travel management)

## **Course content**

- Different ways to organize travel management and business travel
- Integration of TM into general company strategies
- Travel policy and its implementation: general framework and company practices
- CSR with Safety and security issues, risk management, environmental issues
- IT applications to support TM processes
- Challenges of global travel management

## **Teaching and learning methods**

Contact hours, assignment, company visits 162 hours

## **Contact teachers**

Leena Aitto-oja, Porvoo

## **Course materials**

Materials from the teacher, visiting lecturers and companies, articles and web pages

Davidson R. & Beulah C. 2003. Business Travel.

## **Assessment criteria**

Assignment 50 %

Activity during the contact hours and company visits 50 %

last modified 03.05.2010

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# International Work Placement 1

Code: PLA6RG111

Extent: 15 ECTS (50 days)

Timing: After 2nd semester

Language: according to the country and organisation

Level: Work Placement

Type: Compulsory

## Prerequisites

Completion of 30 or 60 ECTS required depending on the degree programme.

## Learning outcomes

The students

- learn to develop their professional skills and to link their academic studies with real-life work practices
- are able to evaluate and develop their workplace environment

Work placement is an integral part of polytechnic studies. Students can apply for work placement 1 after they have completed 30 ECTS. The placement has to be approved in advance by the work placement co-ordinator for international work placement. Work placement instructions and all needed forms can be found on Blackboard (<http://bb.haaga-helia.fi>) in the course PLA6 – Porvoo Työharjoittelu/Arbetspraktik/Work Placement. Student has to be registered as attendant during the work placement.

## Course contents

Work placement comprises the following:

- Participation in a placement info meeting before work placement
- Contact with the work placement advisor before starting the placement
- Keeping of a learning log during the placement
- Placement period in an approved company or organisation
- Writing the placement report
- Giving feedback in the Blackboard environment or submitting a Work Placement Abroad – student report

Work placement info meetings are arranged four times a year. Students are sent email on the info meetings dates.

## **Alternative completions**

Identification and recognition of competences as indicated in the student's degree programme.

## **Contact teachers**

Liisa Wallenius, Porvoo

## **Assessment criteria**

Pass/Fail

last modified 03.05.2010

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# **International Work Placement 2**

Code: PLA6RG112

Extent: 15 ECTS (50 days)

Timing: after 4th semester

Language: according to the country and organisation

Level: Work Placement

Type: Compulsory

## **Prerequisites**

Completion of Work Placement 1 and 120 ECTS.

## **Learning outcomes**

The students

- learn to develop their professional skills and to link their academic studies with real-life work practices
- are able to evaluate and develop their workplace environment

Work placement is an integral part of polytechnic studies. Students can apply for work placement 2 after they have completed 120 ECTS. The placement has to be approved in advance by the work placement co-ordinator for international work placement. Work placement instructions and all needed forms can be found on Blackboard) in the course called PLA6 - Porvoo Työharjoittelu/Arbetspraktik/Work Placement. Student has to be registered as attendant during the work placement.

## **Course contents**



Work placement comprises the following:

- Participation in a placement info meeting before work placement
- Contact with the work placement advisor before starting the placement
- Keeping of a learning log during the placement
- Placement period in an approved company or organisation
- Writing the placement report
- Giving feedback in the Blackboard environment or submitting a Work Placement Abroad – student report

Work placement info meetings are arranged four times a year. Students are sent email on the info meetings dates.

### **Alternative completions**

Identification and recognition of competences as indicated in the student's degree programme.

### **Contact teachers**

Liisa Wallenius, Porvoo

### **Assessment Criteria**

Pass/Fail

last modified 17.05.2010

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## **International Work Placement**

Code: PLA6RG113

Extent: 30 ECTS (100 days)

Timing: POMO after semester 3, TOBBA and RESTO after semester 4

Language: according to the country and organisation

Level: Work placement

Type: Compulsory

### **Prerequisites**

Completion of 120 ECTS.

### **Learning outcomes**

The student

- learns to develop his/her professional skills and to link his/her academic studies with real-life work practices
- is able to evaluate and develop his/her workplace environment

Work placement is an integral part of polytechnic studies. Students can apply for work placement after they have completed 120 ECTS. The placement has to be approved in advance by the work placement co-ordinator for international work placement. Work placement instructions and all needed forms can be found on Blackboard (<http://bb.haaga-helia.fi>) in the course called PLA6 - Porvoo Työharjoittelu/Arbetspraktik/Work Placement. Student has to be registered as attendant during the work placement.

## Course contents

Work placement comprises the following:

- Participation in a placement info meeting before work placement
- Contact with the work placement advisor before starting the placement
- Keeping of a learning log during the placement
- Placement period in an approved company or organisation
- Writing the placement report
- Giving feedback in the Blackboard environment or submitting a Work Placement Abroad – student report

Work placement info meetings are arranged four times a year. Students are sent email on the info meetings dates.

## Alternative completions

Identification and recognition of competences as indicated in the student's degree programme.

## Contact teachers

Liisa Wallenius, Porvoo

## Assessment Criteria

Pass/Fail

last modified 17.05.2010

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# Hotel Services

Code: RES8RG054

Extent: 6 ECTS (156 h)

Timing: 3rd/4rd/5th semester

Language: English

Level: Professional studies

Type: Elective

## **Prerequisites**

No prerequisites

Learning outcomes

Upon successful completion of the course, the student

- has a deeper understanding of the hotel industry.
- is able to work in a hotel reception.
- is able to sell hotel products and services.

## **Course contents**

- Products and distribution channels
- Hotel reception work
- Basic functions of booking systems
- Safety and security
- Sales skills

## **Cooperation with the business community**

Company visits.

## **Teaching and learning methods**

Contact hours, assignment, company visits

## **Contact teacher**

Leena Aitto-oja, Porvoo

## **Learning materials**

Materials from the teacher, visiting lecturers and companies, articles and www pages

Vallen G. & Vallen J. 2009. Check-In Check-Out.

Bardi J. 2007. Hotel Front Office Management.

Manning G. & Reece B. 2007. Selling Today.

## **Assessment criteria**

Assignment 100 %

last modified 21.05.2010

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# Creating and Sharing Knowledge

## Creating and Sharing Knowledge

Code: COST1RG001

Extent: 9 ECTS (234 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

No prerequisites

Part of study module Communication Skills in Travel and Tourism

## Learning outcomes

Upon successful completion of the course, the student

- Gets used to using HH instructions in written and oral reporting and learns to use relevant software and methods.
- Knows the principles of community communication and acts accordingly in the various roles in a multicultural environment
- Learns to give and receive written and oral feedback and understands the meaning of source criticism

## Course contents

- HAAGA-HELIA systems (Kurre, Moodle, Winha, Vimpa, Haltia, extranet)
- MS Word
- Excel
- MS PowerPoint
- Internet
- Social media
- Oral and written presentation
- Meeting techniques
- Internal communication
- Project management, report, memo, agenda, abstract, messaged related to recruitment

## **Cooperation with the business community**

Learning objectives will be reached through real-life projects.

## **Teaching and learning methods**

Inquiry learning, team work, independent work, lectures

## **Contact teachers**

Leena Aitto-oja, Heidi Jokinen , Kaj Skogström, Ivan Berazhny, Veijo Vänttinen

## **Learning materials**

ICT:

Kinkoph Gunter, Sherry (2010), Office 2010 visual quick tips, John Wiley & Sons, ISBN: 0470577754

Materials that are linked to Microsoft's official support and training website

Materials handed out by the teacher

Project Management:

Heerkens, G. 2002, Project Management. McGraw-Hill, NY, NY

English language, communication and culture:

Martin, J R & D Rose 2008 Genre Relations: mapping culture. London: Equinox.

Halliday, M.A.K. 1989. Spoken and Written Language. Geelong: Deakin University Press/ Oxford: Oxford University Press

Hasan, R & J R Martin [Eds.] Language Development: learning language, learning culture.

Norwood, N.J.: Ablex.

## **Assessment criteria**

Project plan including code of communication and graphic guidelines

Project memos

HH systems

ICT exams and assignments

Oral presentations

Messages related to recruitment

Forms related to research and interview guidelines

Self evaluation, peer evaluation and group evaluation

last modified 02.09.2010



# **Tourism Business in a Global Context**

## **Tourism Business in a Global Context**

Code: OPET1RG001

Extent: 12 ECTS (312 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

### **No prerequisites**

### **Part of study module Tourism Operational Environment**

### **Learning outcomes**

Upon successful completion of the course, the students

- see themselves as potential global actors
- understand the role of organisations in developing the operational environment
- recognise the impacts of the operational environment on their own work and that of their organisation
- take into account relevant legislation
- recognise global and local phenomena, events, trends, and weak signals
- identify and describe innovative actors in local business
- take possession of relevant research methods (for example benchmarking) that help understand the operational environment

### **Course contents**

- economic impact of tourism
- tourism law
- tourism as a phenomenon
- analysis of the operational environment
- Business Travel and Tourism
- reservation systems
- introduction to research methodology

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

Learning objectives will be reached through real-life projects.

### **Teaching and learning methods**

Inquiry learning, team work, independent work, lectures

### **Contact teachers**

Leena Aitto-oja, Heidi Jokinen , Kaj Skogström, Ivan Berazhny, Katri Heikkinen, Alex Kostov,

Kati Huovelin, Annika Konttinen

## **Learning materials**

Economics:

Sloman, John (2001): Essentials of Economics (Second edition).

Begg D., Fisher S., Dornbush R. (2005): Economics.

Tourism:

Boniface, B. & Cooper, C. 2009. Worldwide destinations. The geography of travel and tourism.

UNWTO: Tourism Highlights 2010 <http://unwto.org/facts/eng/highlights.htm>

Business Travel:

Beaverstock J, Derudder B, Faulconbridge J, Witlox F, 2010, International Business Travel in the Global Economy, Ashgate Publishing, VT

Davidson R, Cope B. 2003, Business Travel. Pearson Education, Essex, GB

Swarbrooke, Horner, 2002, Business Travel and Tourism. Butterworth & Heineman

Materials on IATA and on Amadeus Global Reservation System

Research Methodology:

Ghauri, P. and Grönhaug K (2002). "Research Method in Business Studies". A Practical guide. Second Edition. Prentice Hall

Sapsford, R. and Jupp, V. (Editions) (2006). "Data Collection and Analysis" Second Edition. SAGE Publications

Saunders, M; P. Lewis and A. Thornhill (2007) "Research Methods for Business Students. Fourth Edition. Prentice Hall

Yin, R.K. (1989): "Case Study Research. Design and Methods". SAGE Publications

## **Assessment criteria**

Work in project meetings

Active participation in meetings and joint sessions

Respecting deadlines

Oral and written exams, assignments and presentations

Report content: description of the operational environment tied to the development project

last modified 02.09.2010



# **Customer-oriented Sales**

## **Customer-oriented Sales**

Code: PSST1RG001

Extent: 12 ECTS (312 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

## **No prerequisites**

Part of study module Production and Sales of Services

## **Learning outcomes**

Upon successful completion of the course, the students

- have sales skills based on customer needs
- develop a positive attitude toward sales
- identify a service and sales process through practical implementations as well as through theory
- create and price safe and economic services based on customer needs
- are aware of the risks involved in projects and services
- develop ideas further into a concrete form
- collect customer feedback

## **Course contents**

- Sales skills
- Operational environment
- Generation of ideas including competitive elements
- Hygiene proficiency certificate (hygiene passport)
- Serving proficiency certificate

## **Cooperation with the business community**

Learning objectives will be reached through real-life projects.

## **Teaching and learning methods**

Inquiry learning

## **Contact teachers**

Leena Aitto-oja, Ivan Berazhny, Alex Kostov, Kati Naumanen, Kalle Räihä, Tove Thomasson

## **Learning materials**

Sales and CRM:

Farber. B, 2001, Superstar Sales Secrets, Book-Mart Press, NJ

Charney, C, 2004, The Instant Sales Pro, Amacom, NY, NY

Gosselin, T, 2007, Practical Negotiating; tools, tactics and techniques, John Wiley & Sons, NJ

Kenner Kay H, 2003, Selling Tourism, Thomson Learning, Clifton Park, NY



Mayer, Robert, 2006, How to Win Any Negotiation. Career Press, NJ

International Business:

Boveé, Thill. 2005. Business in Action. Pearson International Edition

Griffin, R. 2005. Business. Pearson Prentice Hall

Materials for proficiency certificates notified separately

### **Assessment criteria**

- Outcome of sales, sales skills and process
- Participation in joint activities, group work skills
- Project planning, implementation and assessment
- Marketing and budgeting in projects
- Economic thinking
- Customer satisfaction survey
- In-house control plan
- Hygiene proficiency certificate
- Serving proficiency certificate
- Technology in tourism

last modified 02.09.2010

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# **Responsible Self-Management**

## **Responsible Self-Management**

Code: SCS1RG001

Extent: 6 ECTS (156 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

### **No prerequisites**

Part of the study module Social and Collaboration Skills

### **Learning outcomes**

Upon successful completion of the course, the student

- has self-management skills
- acts in a responsible way in a group

- give and receive feedback in a constructive way
- adapt to inquiry learning methodology in their studies
- are used to self-assessment
- act in a responsible way in the study community
- are responsible project workers
- develop their professional identity and enhance their career plans
- reflect on the the value base of their business

## **Course contents**

- Study information
- Project work and portfolio
- Tools for reflection and assessment
- Giving and receiving feedback
- Team building
- Work life orientation
- HRM
- Etiquette and good manners

## **Cooperation with the business community**

Learning objectives will be reached through real-life projects.

## **Teaching and learning methods**

Inquiry learning

## **Contact teachers**

Heidi Jokinen, Katriina Ristolainen, Kaija Lindroth

## **Learning materials**

Materials in Moodle and materials handed by lecturers

## **Assessment criteria**

- Initiative and structuring the work
- Learning methods
- Team work
- Giving and receiving feedback
- Learning and motivation
- Assessment
- Project work, planning and reflection
- Professional development
- Career planning
- Values and reflection

last modified 15.09.2010

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# Developing Business Skills

## Developing Business Skills

Code: BES1RG001

Extent: 12 ECTS (312 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

## No prerequisites

Part of study module Business and Entrepreneurial Skills

## Learning outcomes

Upon successful completion of the course, the students

- are able to make a business plan for a real company or a project
- master the basics of business mathematics
- revenue logic
- identify the risks in business activity/project work
- understand the role of leadership and its impacts
- are aware of liabilities in business operations
- are familiar with business law
- know business processes

## Course contents

- Marketing
- Business Law
- Business Mathematics
- Business Administration
- Leadership

## Cooperation with the business community

Learning objectives will be reached through real-life projects.

## Teaching and learning methods

Inquiry learning

## Contact teachers

Johanna Heinonen-Salakka, Evariste Habiyakare, Tove Thomasson, Yücel Ger, Ivan Berazhny, Kalle Räihä, Heidi Jokinen

## Learning materials

Marketing:

Kotler, P. et al. 2005, Principles of Marketing, Harlow Pearson Education

Kotler, P. & Bowen, J. & Makens, J. 2003, Marketing for Hospitality and Tourism, Prentice Hall, NJ.

Hollensen, Svend, 2004. Global Marketing a Decision-Oriented Approach. Harlow Pearson Education.

International Business Law:

Moens, Gabriel and Gillies, Peter (2006): International Trade and Business: Law policy and Ethics. Second Edition. Routledge. Cavendish

Neipert, David M. (2002): Law of Global Commerce. Prentice Hall

International Business:

Boveé, Thill. 2005. Business in Action. Pearson International Edition

Griffin, R. 2005. Business. Pearson Prentice Hall

Project Management:

Heerkens, G. 2002, Project Management. McGraw-Hill, NY, NY

## Assessment criteria

- Business Plan
- Risk management plan
- Leadership as part of project plan
- Sustainability
- Business Law
- Project budget
- Profit and loss account
- Marketing plan for the project

last modified 02.09.2010

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# Finnish for Foreigners 1

Finnish for Foreigners 1

Code: FIN1LC001

Extent: 6 cr (162 h)

Timing: semester 1

Language: English, Finnish

Level: core studies, CEFR level A1

Type: compulsory (international students)

## **Prerequisites**

None

## **Learning outcomes**

After completing this course, the student

- is able to greet others, present oneself, deal with simple social situations, give basic information about oneself, family life, handle simple shopping situations, discuss about the weather, tell the time, tell about the daily routines, hobbies and work, describe physical conditions
- understands basic aspects of Finnish culture and society.
- Course contents
- The course is an introduction to the Finnish language and culture. The main topics of the course are as follows:
  - pronunciation and alphabet
  - personal pronouns
  - the verbs to be, to have and to like in present and past tense
  - adjectives
  - questions
  - present tense
  - consonant graduation of verbs
  - modal verbs
  - basic vocabulary
  - Finnish culture and society.

## **Teaching and learning methods**

Weekly 6 contact hours (total 96 hours)

Independent studies and assignments 66 hours

## **The teacher/s with main responsibility for the course**

Antti Kurhinen

## **Course materials**

The course materials will be provided by the advisor.

## **Assessment criteria**

Two oral and written examinations 80 %

Written assignments and word tests 10 %

Continuous assessment 10 %

last modified 13.09.2010



# **Professional Communication**

## **Professional Communication**

Code: COST1RG002

Extent: 6 ECTS (156 h)

Timing: 1st/2nd semester

Language: English

Level: Basic studies

Type: Compulsory

## **No prerequisites**

## **Learning outcomes**

Upon successful completion of the course, the student

- is able to use different informative texts, plans and reports needed in business and projects
- assumes different roles in a multicultural environment

learns to give and receive written and oral feedback and understands the meaning of source criticism

## **Course contents**

- Databases
- Business communication
- External communication

## **Cooperation with the business community**

Learning objectives will be reached through real-life projects.

## **Teaching and learning methods**

Inquiry learning

## **Contact teachers**

Heidi Jokinen, Ivan Berazhny, Veijo Vääntinen

## **Learning materials**

English language, communication and culture:

Martin, J R & D Rose 2008 Genre Relations: mapping culture. London: Equinox.

Halliday, M.A.K. 1989. Spoken and Written Language. Geelong: Deakin University Press/ Oxford: Oxford University Press

Hasan, R & J R Martin [Eds.] Language Development: learning language, learning culture.

Norwood, N.J.: Ablex.

ICT:

Kinkoph Gunter, Sherry (2010), Office 2010 visual quick tips, John Wiley & Sons,

ISBN: 0470577754

Materials that are linked to Microsoft's official support and training website

Materials handed out by the teacher

## **Assessment criteria**

Report including abstract

Work-related messaging

Portfolio

Oral presentations

Self evaluation, peer evaluation and group evaluation

last modified 15.09.2010