

Degree Programme in Hotel, Restaurant and Tourism Management

The English speaking Degree Programme in Hotel, Restaurant and Tourism Management attracts 210 credits (cr). It combines managerial studies in both hotel and restaurant business and tourism. Studying takes 3,5 years. The programme takes place in Haaga Campus.

[More information about the youth degree programme >>](#)

[More information about the adult degree programme >>](#)

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Objectives of the DP

The student will develop a solid understanding of customer-oriented and profitable operation within the various sectors of hospitality and tourism management. The student learns how to put skills into practical use to boost business within the hotel, restaurant and tourism industry and other areas.

The studies will provide the student with an extensive professional outlook and logical skills. Bachelor graduates develop careers within the hotel, restaurant and tourism industry in management positions, as entrepreneurs, as specialists or in sales or Research & Development positions (R & D).

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Skills, Structure, Content and Extent of the DP

Skills outcome of the degree

The bachelor degree will provide the students with program-related, subject-specific competence and general working life competence. The subject-specific competences are

- financial competence
- managerial competence
- service skills and customer relations in accommodation and restaurant operations
- business skills in accommodation and restaurant operations
- safety and environmental skills in accommodation and restaurant operations.

General working life competences are

- personal development
- personal communication skills

- international and cultural skills
- research and development
- social responsibility and ethical skills.

The skills profile of a Bachelor graduate in hotel, restaurant and tourism management is in [appendix 1](#).

Structure and extent of the studies

The studies are structured as follows:

Studies	Credits
Basic studies	60
Professional studies	63
Specialisation studies	27
Work placement	30
Bachelor thesis	15
Free elective studies	15
Total	210

The degree program in hotel, restaurant and tourism management takes 3,5 years. The extent of the studies is 210 credits. Graduates from the program are entitled to the Bachelor of Hotel, Restaurant and Tourism Management degree.

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Study Modules

Studies	Code	Credits
1. Year		69,00
Service Skills, Operational Environment and customer relations		
Principles of Marketing and Sales	SOC1RB001	3,00
Basics of Travel and Tourism Industry	SOC1RB002	3,00
Personal Communication Skills	SOC1RB003	3,00
Basics of Business Mathematics (excel)	SOC1RB004	4,00
e-Commerce in Hospitality and Tourism	SOC1RB005	3,00
Hotell-, restaurang- och turismsvenska	SOC1RB006	3,00
Finnish for Hospitality and Tourism	SOC1RB007	3,00
Basics of Human Behaviour	SOC1RB008	3,00
Commercial Law	SOC1RB009	3,00
Introduction to Hospitality and Tourism Business	SOC1RB010	3,00
Travel Agents and Tour Operators	SOC2RB011	3,00
Financial Accounting and Reporting	SOC2RB012	3,00
Hospitality Services	SOC2RB013	12,00
Front Office Operations	SOC2RB013A	3,00

Basics of Restaurant Services	SOC2RB013B	3,00
Basics of Food Production	SOC2RB013C	3,00
Food Science and Safety	SOC2RB013D	3,00
Work Placement	RWP6RB004	20,00
Placement in the Industry	RWP6RB004A	10,00
Summer Placement	RWP6RB004B	10,00
2. Year		56,00
Financial Competence, Entrepreneurship and Supervisory Skills		
Svenska i arbetslivet	FES1RB001	3,00
Budgeting	FES1RB002	3,00
International Marketing Communications	FES1RB003	4,00
Well-being at work - Research and Development Methods	FES1RB004	6,00
Managing Teams and Leading People	FES1RB005	4,00
Cross Cultural Business Skills	FES1RB006	3,00
Business Start-Up in Hospitality and Tourism	FES2RB007	4,00
Tourism Management	FES2RB008	15,00
Finnish for Business Situations	FES2RB008A	3,00
Project Management	FES2RB008B	3,00
Quality Management	FES2RB008C	3,00
Travel Transportation Management	FES2RB008D	4,00
International Business Case Study	FES2RB008E	2,00
Restaurant Processes	FES2RB009	15,00
Finnish for Business Situations	FES2RB009A	3,00
Project Management	FES2RB009B	3,00
Quality Management	FES2RB009C	3,00
Restaurant Sales and Catering	FES2RB009D	3,00
Food Production Processes	FES2RB009E	3,00
Accommodation Processes	FES2RB010	15,00
Finnish for Business Situations	FES2RB010A	3,00
Project Management	FES2RB010B	3,00
Quality Management	FES2RB010C	3,00
Restaurant Sales and Catering	FES2RB010D	3,00
Accommodation Sales and Customer Services	FES2RB010E	3,00
Customer Orientated Development in Tourism	FES3RB011	14,00
Customer Relationship Marketing	FES3RB011A	3,00
Experience Creation, Service Design and Profitability Planning	FES3RB011B	5,00
Destination Operations	FES3RB011C	3,00
Labour Law	FES3RB011D	3,00
Customer Orientated Development in Restaurants	FES3RB012	14,00
Customer Relationship Marketing	FES3RB012A	3,00
Restaurant Operation Control and Profitability Planning	FES3RB012B	5,00
Nutrition and Special Diets	FES3RB012C	3,00
Labour Law	FES3RB012D	3,00
Customer Orientated Development in Lodging	FES3RB013	14,00
Customer Relationship Marketing	FES3RB013A	3,00

Supervising Lodging Operations and Profitability Planning	FES3RB013B	5,00
International Accommodation Business	FES3RB013C	3,00
Labour Law	FES3RB013D	3,00
3. Year		49,00
Advanced Placement in the Industry		10,00
Strategic Management and Business Development		
Strategic Management	SMB2RB001	3,00
Strategic Marketing	SMB2RB002	3,00
Managerial Economics	SMB2RB003	3,00
Human Resource Management	SMB2RB004	3,00
Business Planning and Simulation Game	SMB2RB005	5,00
Investment Planning and Taxation	SMB2RB006	3,00
Responsible Business Management	SMB2RB007	3,00
Pricing and Revenue Management	SMB3RB008	3,00
Management of Restaurant Operations	SMB3RB009	3,00
Managing Hotel Business Operations	SMB3RB010	3,00
Destination and Resort Management	SMB3RB011	13,00
Master Plans for Resorts	SMB3RB011A	6,00
International Development Project	SMB3RB011B	4,00
Marketing of Tourism Destinations	SMB3RB011C	3,00
Restaurant Management	SMB3RB012	13,00
Sensory Evaluation and -marketing	SMB3RB012A	3,00
Menu Management and Distribution Channels	SMB3RB012B	3,00
Restaurant Milieu	SMB3RB012C	3,00
Restaurant Beverages	SMB3RB012D	4,00
Hotel Management	SMB3RB013	13,00
Concept Based Product Development	SMB3RB013A	3,00
Managing Sales and Distribution Channels	SMB3RB013B	3,00
Management of Accommodation Operations	SMB3RB013C	3,00
Hotel Feasibility Study	SMB3RB013D	4,00
Other Alternative Modul		13,00
Second Foreign Language		6,00
Free Electives		15,00
Thesis		15,00
Total		210,00

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Professional growth

The professional growth of a student is a process towards a developing expertise. Each study year has a special area of priority to contribute to the professional growth of the student (figure 2). Students are encouraged to consider their own professional aptitude.

Figure 2. Professional growth, studies and skills

At the beginning of the studies the emphasis is on the development of basic professional skills. During the first academic year students will learn the basic skills and expertise required by the hotel and restaurant industry. The theory base is supported by basic and professional work placement. The themes of the first year are service skills, operational business environment and customer relations management.

In the second year the emphasis is on observing, understanding and researching the industry. The student will learn practical management skills. During the second year students are offered flexible forms of completing their courses. The themes of the second year are commercial business skills, entrepreneurship and supervisory skills. The student will combine and implement the studied theory base in the advanced work placement.

In the third year studies are focused on company and organizational strategic management and profitable business operations. The third year study themes are financial competence, management and business development. Students will acquire industry-related special skills via optional advanced level studies. 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