

Degree Programme in Hotel, Restaurant and Tourism Management, Haaga campus

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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:	<ul style="list-style-type: none"> ▪ See Degree Regulations >> ▪ See assessment process >>
Programme requirements:	3,5 years studies (one group with min. two years work experience from hospitality field – contact studies twice a week and on-job learning, one group 5-days a week contact lessons), 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 9.5.2003/351 20§
Admission requirements:	<ul style="list-style-type: none"> ▪ See application criteria 2012 >>
Access to further study:	<ul style="list-style-type: none"> ▪ Non-Degree studies in HAAGA-HELIA >> ▪ University studies

Profile of the Degree Programme

Degree Programme in the Hotel, Restaurant and Tourism 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 the 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 will create 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 management, accounting, marketing and communications. 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

The competitive and growth potential within the industry are inter-related with aesthetics and experience. A graduate in hotel, restaurant and tourism management has developed the analytical and practical skills required to create aesthetic, desirable and memorable services, products, communications and circumstances, which differ from those of competitors. The study programs introduce the students to service design, food design and concept design of hotels. 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

The 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.

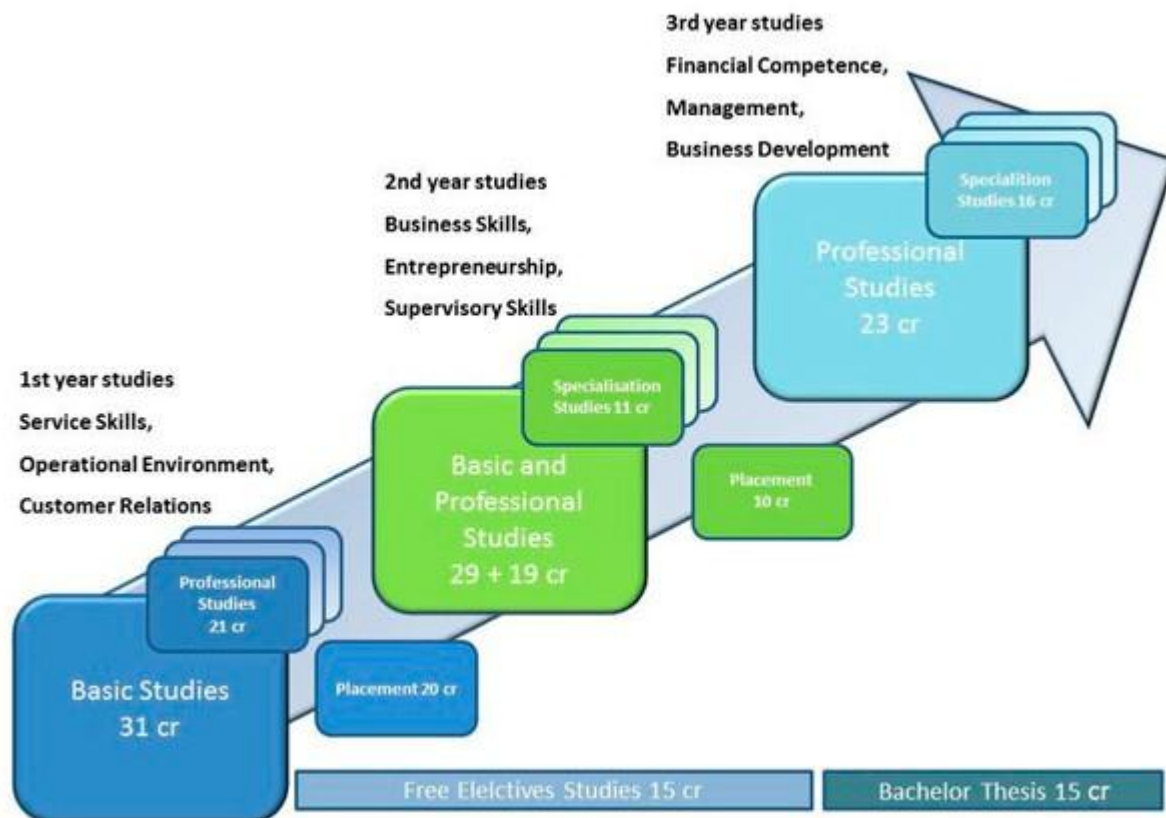
Get to know DP in Hotel, Restaurant and Tourism Management [learning environment](#) in detail.

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 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).

Professional Growth



Annual themes

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

Structure, Content and Extent of the DP

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 Hotel, Restaurant and Tourism Management programmes. HAAGA-HELIA University of Applied Sciences

is working on the definitions of competences for its degree programmes.

Subject specific competences

- Economic competence
- Management competence
- Customer service and customer relationship management
- Business competence

Generic competences

- Learning and self development competence
- Communication and social competence
- International and cultural competence
- Research and development competence
- Ethical competence

Get to know DP in Hotel, Restaurant and Tourism Management [competence profile](#) in detail.

Structure and extent of the studies

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.

Courses (Curriculum 2010)

Studies	Code	Credits
1. Year		69

Service Skills, Operational Environment and customer relations

Principles of Marketing and Sales	SOC1RB001	3
Basics of Travel and Tourism Industry	SOC1RB002	3
Personal Communication Skills	SOC1RB003	3
Basics of Business Mathematics (excel)	SOC1RB004	4
e-Commerce in Hospitality and Tourism	SOC1RB005	3
Hotell-, restaurang- och turismsvenska	SOC1RB006	3
Finnish for Hospitality and Tourism	SOC1RB007	3
Basics of Human Behaviour	SOC1RB008	3
Commercial Law	SOC1RB009	3
Introduction to Hospitality and Tourism Business	SOC1RB010	3
Travel Agencies and Tour Operator	SOC2RB011	3
Financial Accounting and Reporting	SOC2RB012	3
Hospitality Services	SOC2RB013	12
Front Office Operations	SOC2RB013A	3
Basics of Restaurant Services	SOC2RB013B	3
Basics of Food Production	SOC2RB013C	3
Food Science and Safety	SOC2RB013D	3
Work Placement	RWP6RB004	20
Placement in the Industry	RWP6RB004A	10
Summer Placement	RWP6RB004B	10

2. Year 56

Financial Competence, Entrepreneurship and Supervisory Skills

Svenska i arbetslivet	FES1RB001	3
Budgeting	FES1RB002	3
International Marketing Communications	FES1RB003	4
Well-being at work - Research and Development Methods	FES1RB004	6
Managing Teams and Leading People	FES1RB005	4
Cross Cultural Business Skills	FES1RB006	3
Business Start-Up in Hospitality and Tourism	FES2RB007	4
Puheviestintää MaRaTa-alalle	FIN4RB004	3
Tourism Management	FES2RB008	15
Finnish for Business Situations (foreign students)	FES2RB008A	3
Suomen kielen kirjallinen viestintä (Finnish students)	FIN4RB005	3

Project Management	FES2RB008B	3
Quality Management	FES2RB008C	3
Travel Transportation Management	FES2RB008D	4
International Business Case Study	FES2RB008E	2
Restaurant Processes	FES2RB009	15
Finnish for Business Situations (foreign students)	FES2RB009A	3
Suomen kielen kirjallinen viestintä (Finnish students)	FIN4RB005	3
Project Management	FES2RB009B	3
Quality Management	FES2RB009C	3
Restaurant Sales and Catering	FES2RB009D	3
Food Production Processes	FES2RB009E	3
Accommodation Processes	FES2RB010	15
Finnish for Business Situations (foreign students)	FES2RB010A	3
Suomen kielen kirjallinen viestintä (Finnish students)	FIN4RB005	3
Project Management	FES2RB010B	3
Quality Management	FES2RB010C	3
Restaurant Sales and Catering	FES2RB010D	3
Accommodation Sales and Customer Services	FES2RB010E	3
Customer Orientated Development in Tourism	FES3RB011	14
Customer Relationship Marketing	FES3RB011A	3
Experience Creation, Service Design and Profitability Planning	FES3RB011B	5
Destination Operations	FES3RB011C	3
Labour Law	FES3RB011D	3
Customer Orientated Development in Restaurants	FES3RB012	14
Customer Relationship Marketing	FES3RB012A	3
Restaurant Operation Control and Profitability Planning	FES3RB012B	5
Nutrition and Special Diets	FES3RB012C	3
Labour Law	FES3RB012D	3
Customer Orientated Development in Lodging	FES3RB013	14
Customer Relationship Marketing	FES3RB013A	3
Supervising Lodging Operations and Profitability	FES3RB013B	5

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

Meeting Industry	SJL3RL010	13
Meeting Industry and Business Travel	SJL3RL010A	3
Event management - Case Project	SJL3RL010B	3
Future Trends of Meeting Industry and Business Travel	SJL3RL010C	3
Other Alternative Modul		
Aviation Management		
Entrepreneurship in Hotel, Restaurant and Tourism Industry		
International Business Management		
Double Degree		
International Studies		
Second Foreign Language		6
<u>Free Electives</u>		15
Thesis		15
Total		210

Study Schedule

Degree programme in Hotel, Restaurant and Tourism Management study schedule (HOSBA)

1st academic year	Service skills, Operational Environment and Customer Relations	Hospitality Services	Work Placement (Placement in the Industry 1st year Period 5 and Summer Placement -during the first summer of the studies) 8 weeks -2 months each
TOTAL of credits 69 cr	37 cr	12 cr	10 cr + 10 cr
2nd academic year	Financial Competence, Entrepreneurship and Supervisory Skills	Tourism Management/ Restaurant Processes/ Accommodation Processes/	Customer Orientated Development in Tourism/Restaurants/Lodging
TOTAL of credits 56 cr	27 cr	15 cr	14 cr
3rd academic year	Advanced Placement in the Industry (Strategic Management and	Destination and Resort Management/

starts Spring sn year studies Period 2 and continues Fall Period 4) 2-6 months	Business Development	Restaurant Management/ Hotel Management/ Other Alternative Modul e.g International Business (during Exchange period abroad) Interntational Business in Pasila or Porvoo unit Entrepreneurship (taylored from Haaga and Pasilastudies) Aviation Management (Bad Honnef, Germany)
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TOTAL of credits 49 cr	10 cr	26 cr	13 cr
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Second Foreign Language 6 cr (Germna, French, Spanish or Russian) Haaga unit
 Free Electives 15 cr (During 2nd & 3rd Year studies, previous studies in Universities,
 Summer studies, or studies during the exchange period)
 Thesis 15 cr (seminar 3 cr - 1 opponent, 4 listening & own presentation
 +12cr actual thesis - min. 3 months work)