

- Accommodation and Food & Beverage Environment HOT2RZ004-3004 18.01.2021-21.05.2021 9 cr (EXCH, ...)-

Learning objectives

Upon completion of the course, the student is able to

- understand hotel and restaurant business as a part of hospitality and tourism industry
- know local and global businesses, organizations, stakeholders and interest groups in hotel and restaurant industry
- know different kinds of tasks and assignments in various organizations in hotel and restaurant business
- is familiar with the tasks in the industry's operational level as a responsible and sales effective customer servant following the safety and quality standard rules and regulations
- follow the industry's development and analyze it and know the main sources of information

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses. In addition to this course the course Operational Project LEA1RZ002 (3 cr) is mandatory.

Contents

- Hotel and restaurant business as a part of hospitality and tourism industry; past, present and future
- Statistics of the industry's recent development
- Types and business ideas of hotels and restaurants
- Main hospitality operators and partners
- Practices in customer service production
- Social media and other sources of information and there followings
- Laws and regulations
- Safety and responsibility in all tasks in the industry

Assessment criteria

Assessment criteria - grade 1

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

Grade 1

The student can name and identify industry's different tasks and assignments.

Knows local businesses.

Knows the meaning of laws and safety issues to the industry.

Assessment criteria - grade 3

Grade 3

The student can work as a trainee after familiarization.

Can name local and global operators in the industry.

Understands the importance of laws and safety issues in his/her actions in the industry.

Assessment criteria - grade 5

Grade 5

The student can work independently in the industry after familiarisation.

Follows and analyzes the local and global discussion about the industry in different medias.

Dispenses the laws in different tasks and understands the importance of the safety issues in the industry.

Teachers

Sami Rekola, Thomas Kingelin, Outi Rekola

Campus

Haaga Campus

Teaching language

English

Timing

18.01.2021 - 21.05.2021

Enrollment

04.01.2021 - 15.01.2021

Groups

- EXCH
- RZ20SH
- ONLINE

Mode of delivery

89% Contact teaching, 11% Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

R&D proportion

4 cr

Virtual proportion

1 cr

Evaluation scale

H-5

Credits

- 9 cr

Unit

EHT/Haaga

- Alcohol passport ALC1RZ002A-3003 24.08.2020-21.05.2021 (RZ20SC1, ...)-

Teachers

Jouko Mykkänen, Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 21.05.2021

Enrollment

03.08.2020 - 03.05.2021

Groups

- RZ20SC1
- RZ20SC2
- RZ20SH
- RZ20ST

Mode of delivery

Contact teaching

Seats

15 - 100

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Unit

EHT/Haaga

• Basic presentation Skills & tools TOO1RZ005-3003 24.08.2020-16.10.2020 3 cr (RZ20SC2, ...)-

Learning objectives

Upon completion of the course students:

- Understand key concepts for the creation of presentations
- Have command of the various software/online presentation options
- Can develop and give presentations in front of a live audience
- Are familiar with video presentations or CVs created by mobile phones

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Contents

- Microsoft Office Word & Powerpoint
- Prezi and other online animation techniques
- Presentation one on one evaluations
- Tutorial about common fears of live presentations
- Basics of mobile phone video taping

Assessment criteria

Assessment criteria - grade 1

Grade 1

Participation in class and completion of final presentation.

Assessment criteria - grade 3

Grade 3

Active participation in class exercises and completion of final presentation according to some of the stated instructions.

Assessment criteria - grade 5

Grade 5

Above plus final presentation is performed in a confident, professional and convincing manner. The presentation's content also demonstrates the student's understanding of the topic and its presented in a way that keeps the audiences attention. Student has also completed a video CV ad has had a one on one evaluation of their presentation style.

Further information

Presentations are developed and evaluated with a global audience in mind.

Teachers

Wallace Reynolds, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 16.10.2020

Enrollment

17.08.2020 - 28.08.2020

Groups

- RZ20SC2
- RZ20SC1
- AVOVÄYLÄ
- VIR
- EXCH

Mode of delivery

Distance learning

Seats

15 - 40

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

3 cr

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

- Basics of Coding for Hospitality and Tourism Business BIG8RZ001-3002 29.03.2021-21.05.2021 5 cr (AVOINAMK, ...)-

Learning objectives

- understand the possibilities of coding
- be able to read website source code
- be able to communicate plans to coders
- perform market analysis and benchmarking
- understand the capabilities of AI

Contents

- website Design-HTML 5 and Java script
- AI & Machine Learning, e.g. Robotics
- business analysis & environment
- market research
- product service development

Teaching methods and instruction

Virtual classes

Peer-to-peer learning

Tutorials

Possible company visits

Lectures and workshops

Independent study and teamwork

The assessment of one's own learning 1 h

Learning material and recommended literature

Books on the content topics

E-books and online articles

Online tutorials

Companies' web portals

Social networking tools

Exercises, tests

Instructors' own materials, materials produced by students

Teachers

Tommi Immonen, Aarni Tuomi

Campus

Haaga Campus

Teaching language

English

Timing

29.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 26.03.2021

Groups

- AVOINAMK
- 02HAAGAVV
- ONLINE
- EXCH

Alternative learning methods

Students with prior coding language background knowledge please contact Tommi Immonen.

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Basics of Coding for Hospitality and Tourism Business BIG8RZ001-3003 26.10.2020-18.12.2020 5 cr (AVOINAMK, ...)-

Learning objectives

- understand the possibilities of coding
- be able to read website source code
- be able to communicate plans to coders
- perform market analysis and benchmarking
- understand the capabilities of AI

Contents

- website Design-HTML 5 and Java script
 - AI & Machine Learning, e.g. Robotics
 - business analysis & environment
 - market research
 - product service development
-

Teachers

Tommi Immonen, Aarni Tuomi

Campus

Haaga Campus

Teaching language

English

Timing

26.10.2020 - 18.12.2020

Enrollment

15.06.2020 - 30.10.2020

Groups

- AVOINAMK
- 02HAAGAVV
- EXCH

Mode of delivery

40% Contact teaching, 60% Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

3 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• **Basics of Mathematics & Excel TOO1RZ004-3005 24.08.2020-16.10.2020 3 cr (EXCH, ...)-**

Learning objectives

After completing the course, the student will be able to

- pose good skills and hands-on expertise in basic business mathematics tools
- know the principles of how to use excel spreadsheet
- understand and produce basic business mathematical formulas such as percentages, yields, etc.
- effectively perform and express in the standard way the basic financial and statistical functions
- understand special accounting terminology and the key figures of the hotel, restaurant and tourism industry and can put them into practical use

Starting level and linkage with other courses

Basic level of English comprehension

Contents

This course will involve the following activities

- Doing exercises involving the basic mathematical functions
- Working with and understanding Excel spreadsheets
- Applying the basic mathematical and financial functions to spreadsheets
- Working with standard business calculations and reports such as percentages, yields and the income statement
- Getting an overview through practical exercises as to how these things all interrelate

Assessment criteria

Assessment criteria - grade 1

The student had as passing understanding of the mathematical and technical skills needed for managers and can to some degree understand and produce the relevant information, but with a fair number of errors.

Assessment criteria - grade 3

The student had as good understanding of the mathematical and technical skills needed for managers and can understand and produce the relevant information effectively, although with some errors.

Assessment criteria - grade 5

The student has an excellent understanding of the mathematical and technical skills needed for managers and can effectively understand and produce the relevant information with few or no errors.

Teaching methods and instruction

Teaching is based on contact lessons and individual working by Excel. Strong focus on the mathematical skills needed by managers, as well as the mathematical and technical skills needed to implement them effectively. Focus on how to become competent user of Excel.

Learning material and recommended literature

Materials in Moodle provided by the teacher

Teachers

Pekka Heikkilä

Working life connections

Applications are taken from hospitality industry. Skills learned are applicable by managers in any organization.

Campus

Haaga Campus

Exam dates and re-exam possibilities

Exam on 13.10.2020, re-exam possibilities: following two re-exam dates

Teaching language

English

Internationality

International reporting standards of the hospitality industry are applied in assignments.

Timing

24.08.2020 - 16.10.2020

Learning assignments

Individual assignments will be given during the lessons.

Enrollment

17.08.2020 - 28.08.2020

Content scheduling

Week 1: Pre-test for students who have already the desired skills of the course.

Week 2: Basic use of Excel and Percentages

Week 3: Change of Prices, Budgeting, VAT, Pricing

Week 4: More percentage applications, Key Performance Indicators of Hospitality Industry

Week 5: Statistical functions, Editing

Week 6: Interest calculations

Week 7: Repeat

Week 8: Exam

Groups

- EXCH
- RZ20SC1

Alternative learning methods

Students can show desired skills of this course by making the pre-test in week 1.

Based on feedback, the learning method is to make assignments based on practical industry cases.

Mode of delivery

Contact teaching

Seats

15 - 40

Further information

Participation in classroom teaching (at least 80% attendance)

Examinations 100%

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

- **Creating Experience Event -project HOT2RH007-3004 22.03.2021-21.05.2021 4 cr (02HAAGAVV, ...)-**

Learning objectives

Upon completion of the course, the student is able to

- know key concepts underpinning the creation experience events
- explain and map events and transformative concepts; make concepts tangible
- provide guidelines and plans for implementation of experience events
- apply event and experience frameworks to a real case/situation

Starting level and linkage with other courses

No linkage to other courses.

Contents

- Key concepts of creation and design of experience events
- Experience tools and frameworks in relation to events
- Stages and dimensions of experiential event creation and their measurements
- Event Design Canvas

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student can interpret basic concepts of event management, and identify central tools for creation of event experiences. S/he also apply experience tools in different stages of event planning with assistance. S/he can name various event and experience related tools and understand their processes.

Assessment criteria - grade 3

Grade 3

The student can interpret and justify main concepts of event management and its central dimensions. She/can independently apply experience tools in different stages of creating an event plan. S/he can identify and estimate the usage of various event and experience related tools and apply them in practice.

Assessment criteria - grade 5

Grade 5

The student can draw conclusion and justify the usage of genealogy experience event creation and management, and its central concepts. Student can create and design own experience event plan as an outcome of various tools. S/he can critically apply and experience event tools in a creation of different stages of event design. S/he can analyze, estimate and apply different tools in practice and critically assess the outcome of it.

Further information

Course is viewed from the point of view of a company operating globally.

Teachers

Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

22.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 19.03.2021

Groups

- 02HAAGAVV
- EXCH

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management, HOTRA Degree Programme in Hotel and Restaurant Management

Evaluation scale

H-5

Credits

- 4 cr

Unit

EHT/Haaga

- **Creating Transformative Experiences EXP1RZ003-3005 26.10.2020-18.12.2020 9 cr (02HAAGAVV, ...)-**

Learning objectives

Upon completion of the course, the student is able to

- know key concepts underpinning the creation of transformative experiences
- explain and map Experience and transformation concepts; make concepts tangible
- provide guidelines and plans for implementation of transformative Experiences
- apply cultural context to transformative experiences
- apply Experience and transformation frameworks to a real case/situation

Starting level and linkage with other courses

Recommended to be studied after the course Experience Economy in Hospitality and Tourism.

Contents

- From Experiences to Transformations
- Transformative services and Experiences
- Transformative consumer Experience research
- Authenticity and transformative Experiences
- Sustainability and transformative Experiences
- Transformative Experience design
- Culture and transformative Experiences
- Nature and transformative Experiences
- Beyond transformative Experiences

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student can interpret the key concepts underpinning the creation of transformative experiences. S/he can sufficiently explain and map experience and transformation concepts and make them tangible. S/he can sufficiently provide guideline and plans for implementation of transformative experiences. S/he can apply cultural context to transformative experience and sufficiently apply frameworks to real life case.

Assessment criteria - grade 3

Grade 3

The student can interpret and justify the key concepts underpinning the creation of transformative experiences. S/he can explain and map experience and transformation concepts and make them tangible. S/he can provide guideline and plans for implementation of transformative experiences. S/he can apply and manage cultural context to transformative experience and apply frameworks to real life case.

Assessment criteria - grade 5

Grade 5

The student can draw conclusions about the key concepts underpinning the creation of transformative experiences. S/he can justify and map experience and transformation concepts and make them tangible. S/he can provide outstanding guideline and plans for implementation of transformative experiences. S/he can manage well cultural context to transformative experience and critically apply frameworks to real life case.

Further information

In this course, learning activities include a global perspective and internationally recognized resources and concepts are used.

Teachers

Wallace Reynolds, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

26.10.2020 - 18.12.2020

Enrollment

15.06.2020 - 30.10.2020

Groups

- 02HAAGAVV
- RZ19SH
- EXCH
- RZ19ST

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 9 cr

Unit

EHT/Haaga

- **Creating Transformative Experiences EXP1RZ005-3004 29.03.2021-21.05.2021 5 cr (AVOINAMK, ...)-**

Learning objectives

Upon completion of the module, the student is able to

- know key concepts underpinning the creation of transformative experiences
- explain and map experience and transformation concepts; make concepts tangible
- provide guidelines and plans for implementation of transformative experiences
- apply experience and transformation frameworks to a real case/situation

Starting level and linkage with other courses

Recommended to be studied after the module Experience Economy in Hospitality and Tourism.

Contents

- Key concepts of Transformational experiences
- Transformational experience tools and frameworks
- Dimensions of transformative experiences and their measurement
- Memorable Experience Design

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student can interpret basic concepts of transformative experiences, and identify central tools for creation of transformational experiences. S/he also apply experience tools in different stages of transformation with assistance. S/he can name various transformative experience related tools and understand their processes.

Assessment criteria - grade 3

Grade 3

The student can interpret and justify main concepts of transformative experiences and its central dimensions. She/can independently apply transformative experience tools in different stages of creating transformation. S/he can identify and estimate the usage of transformative experience related tools and apply them in practice.

Assessment criteria - grade 5

Grade 5

The student can draw conclusion and justify the usage of genealogy of transformative experience and its central concepts, and creating own transformative framework as an outcome of various tools. S/he can critically apply and manage transformative experience tools in a creation of different stages of transformation. S/he can analyze, estimate and apply different tools in practice and critically assess the outcome of it.

Further information

Course is viewed from the point of view of a company operating globally.

Teachers

Violeta Salonen

Campus

Haaga Campus

Teaching language

Finnish

Timing

29.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 26.03.2021

Groups

- AVOINAMK
- VIR

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• **Creating Transformative Experiences EXP1RZ005-3003 01.08.2020-31.07.2021 5 cr (NSTOP, ...)-**

Learning objectives

Upon completion of the module, the student is able to

- know key concepts underpinning the creation of transformative experiences
- explain and map experience and transformation concepts; make concepts tangible
- provide guidelines and plans for implementation of transformative experiences
- apply experience and transformation frameworks to a real case/situation

Starting level and linkage with other courses

Recommended to be studied after the module Experience Economy in Hospitality and Tourism.

Contents

- Key concepts of Transformational experiences
- Transformational experience tools and frameworks
- Dimensions of transformative experiences and their measurement
- Memorable Experience Design

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student can interpret basic concepts of transformative experiences, and identify central tools for creation of transformational experiences. S/he also apply experience tools in different stages of transformation with assistance. S/he can name various transformative experience related tools and understand their processes.

Assessment criteria - grade 3

Grade 3

The student can interpret and justify main concepts of transformative experiences and its central dimensions. She/can independently apply transformative experience tools in different stages of creating transformation. S/he can identify and estimate the usage of transformative experience related tools and apply them in practice.

Assessment criteria - grade 5

Grade 5

The student can draw conclusion and justify the usage of genealogy of transformative experience and its central concepts, and creating own transformative framework as an outcome of various tools. S/he can critically apply and manage transformative experience tools in a creation of different stages of transformation. S/he can analyze, estimate and apply different tools in practice and critically assess the outcome of it.

Further information

Course is viewed from the point of view of a company operating globally.

Responsible person

Violeta Salonen

Teachers

Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

01.08.2020 - 31.07.2021

Enrollment

15.06.2020 - 15.06.2021

Groups

- NSTOP
- AVOVÄYLÄ
- VIR
- EXCH

Mode of delivery

Distance learning

Seats

15 - 50

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Creativity and Innovation in Hospitality TK18RZ001-3005 08.02.2021-22.04.2021 6 cr (RZ18ST, ...)-

Learning objectives

Upon completion of the course, the student is able to

- define the various creativity and innovation related key concepts
- able to describe the innovation process, including the innovation value chain and commercializing an innovation
- able to explain the process involved in managing creativity or innovation effectively and apply this knowledge to her/his own creative idea or innovation
- conduct real-case-company project and apply creative thinking skills to creative innovation(s)
- write and present an Innovation project report

Starting level and linkage with other courses

Recommended to be studied after the course Marketing and Personal Selling.

Contents

- Creativity and innovation key concepts and derivatives (e.g. play)
- Ten faces of innovation and the multifold art of innovation
- Creativity and Innovation in organizations
- Taxonomy of innovation organizations in the Experience Economy
- The 4Ps of Creativity
- Creativity and the role of the Leader
- The Creative Problem Solving (CPS) process and tools
- Trend spotting and the future of creativity and innovation

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student can sufficiently define the various creativity and innovation related key concepts. S/he is sufficiently able to describe the innovation process and can interpret process involved in managing creativity or innovation effectively. S/he can satisfactorily conduct real-case-company project and somewhat apply creative thinking to creative innovations.

Assessment criteria - grade 3

Grade 3

The student can define the various creativity and innovation related key concepts. S/he is able to describe the innovation process and can guide process involved in managing creativity or innovation effectively. S/he can conduct real-case-company project and apply creative thinking to creative innovations.

Assessment criteria - grade 5

Grade 5

The student can justify and debate about the various creativity and innovation related key concepts. S/he is in many ways able to describe the innovation process and can lead the process involved in

managing creativity or innovation effectively. S/he can critically lead real-case-company project and very well apply creative thinking to creative innovations.

Further information

In this course, it is ensured that the learning activities include a global/international perspective.

Teachers

Aarni Tuomi, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

08.02.2021 - 22.04.2021

Enrollment

04.01.2021 - 05.02.2021

Groups

- RZ18ST
- BLENDED
- RZ18SH
- EXCH
- MALTA2021K

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 6 cr

Unit

Restonomi

- Creativity and Innovation in Hospitality TKI8RZ001-3004 18.01.2021-19.03.2021 6 cr (BREDA2020K, ...)-

Learning objectives

Upon completion of the course, the student is able to

- define the various creativity and innovation related key concepts
- able to describe the innovation process, including the innovation value chain and commercializing an innovation
- able to explain the process involved in managing creativity or innovation effectively and apply this knowledge to her/his own creative idea or innovation
- conduct real-case-company project and apply creative thinking skills to creative innovation(s)
- write and present an Innovation project report

Starting level and linkage with other courses

Recommended to be studied after the course Marketing and Personal Selling.

Contents

- Creativity and innovation key concepts and derivatives (e.g. play)
- Ten faces of innovation and the multifold art of innovation
- Creativity and Innovation in organizations
- Taxonomy of innovation organizations in the Experience Economy
- The 4Ps of Creativity
- Creativity and the role of the Leader
- The Creative Problem Solving (CPS) process and tools
- Trend spotting and the future of creativity and innovation

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student can sufficiently define the various creativity and innovation related key concepts. S/he is sufficiently able to describe the innovation process and can interpret process involved in managing creativity or innovation effectively. S/he can satisfactorily conduct real-case-company project and somewhat apply creative thinking to creative innovations.

Assessment criteria - grade 3

Grade 3

The student can define the various creativity and innovation related key concepts. S/he is able to describe the innovation process and can guide process involved in managing creativity or innovation effectively. S/he can conduct real-case-company project and apply creative thinking to creative innovations.

Assessment criteria - grade 5

Grade 5

The student can justify and debate about the various creativity and innovation related key concepts. S/he is in many ways able to describe the innovation process and can lead the process involved in

managing creativity or innovation effectively. S/he can critically lead real-case-company project and very well apply creative thinking to creative innovations.

Further information

In this course, it is ensured that the learning activities include a global/international perspective.

Teachers

Mario Passos Ascencao, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

18.01.2021 - 19.03.2021

Enrollment

04.01.2021 - 15.01.2021

Groups

- BREDA2020K
- EXCH

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 6 cr

Unit

EHT/Haaga

• **Developing Hospitality Processes HOT2RZ001-3003 24.08.2020-18.12.2020 9 cr (VIR, ...)-**

Learning objectives

Provides the students with a supervisory skillset and develops the proactivity in a customer-driven sales – and service environment. Can tailor hospitality services in a profitable manner.

The module develops the students' skills in team-leading of the accommodation and restaurant departments. Can analyze the business environment, set goals and run an efficient department. Assimilate the process of organizing banquets, catering and meetings for the hospitality industry.

Upon completion of the course, the student is able to:

Supervisory skillset in hospitality business

- ability to analyze the business environment, set goals, and run an efficient department
- can plan and implement daily supervisory management activities
- ability to plan and implement an efficient and flexible work schedule according to current legislation and collective labor agreements, ensuring the profitability of the company

Ability to proactively anticipate and develop customer-driven accommodation and restaurant operations

- student has an insight to the role and challenges of supervising, analyzing and developing accommodation and restaurant sales and customer service processes
- student has a understanding of marketing and sales in the hospitality industry and is able to put these skills to practical use
- can analyze customer relationships from the point of service development

Starting level and linkage with other courses

Hospitality Business Environment and Operational Budgeting and Revenue Forecasting.

Contents

- analyzing the hospitality business environment and the skillset required on a supervisory level
- versatility in hospitality business
- hospitality legislation, collective agreements, work-schedules and work safety
- customer- and sales oriented service processes and their development and design on the operational level
- service development tools
- marketing and sales in the hospitality industry
- logistics

Assessment criteria

Assessment criteria - grade 1

The student knows the role and skillset of the supervisor in the hospitality environment.

The student can produce a roster and simply give reasons to his decisions referring to the collective agreement.

The student has an understanding of customer- and sales oriented service processes and service development tools.

The student can illustrate means of marketing and sales in the hospitality industry.

Assessment criteria - grade 3

The student can analyze and discuss the role and skillset of the supervisor in the hospitality environment.

The student can produce a roster and justify reasons to his decisions based on the collective agreement.

The student can examine customer- and sales oriented service processes and apply some service development tools.

The student can identify and discuss means of marketing and sales in the hospitality industry.

Assessment criteria - grade 5

The student can analyze the role and develop the skillset of the supervisor in the hospitality environment.

The student can produce a roster in an efficient and profitable manner based on the collective agreement.

The student can analyze, develop and pro-actively design customer- and sales oriented service processes using various service development tools.

The student can critically select and develop means of marketing and sales in the hospitality industry.

Further information

Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

Teachers

Nina Niemi, Pekka Lampi

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 18.12.2020

Enrollment

15.06.2020 - 28.08.2020

Groups

- VIR
- RZ19SH
- EXCH

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

9 cr

Evaluation scale

H-5

Credits

- 9 cr

Learning objectives

On successful completion of this course, the student understands the significance of the Internet and electronic commerce to the industry and also understands the business relevance of electronic communication channels e.g. social media. S/he applies the marketing information system for developing digital marketing plan, in which s/he evaluates and uses information technology in customer relationships as well as electronic means of marketing and commerce. S/he also identifies and evaluates emerging technologies and digital innovations.

Starting level and linkage with other courses

Recommended to be studied after Marketing, Services and Sales Studies.

Contents

- Digital business as an phenomenon & use and role of social networks in marketing
- Pros and cons as well as requirements of digital marketing activities
- Different platforms and channels and their roles in online marketing
- Customer relationships (CRM), customer intelligence (CI) and customer experience (CX) online
- Planning the online marketing efforts

Assessment criteria

Assessment criteria - grade 1

The student knows the basics of digital marketing, its challenges and possibilities. Student can identify some trends consumer behavior online and has a clue how to study these. S/he knows some of the differences between social media channels and can name some online marketing tactics, strategies and actions.

Assessment criteria - grade 3

The student understands the basics of digital marketing from different perspectives. S/he can identify major trends and aspects in consumer behavior online. S/he knows the pros and cons of various online channels and can analyze case company's online presence quite well. Marketing strategies, tactics and actions are familiar to her/him.

Assessment criteria - grade 5

The student understands the different aspects of digital marketing The student can identify and analyze major trends in consumer behavior and social media. S/he knows the pros and cons of various social media channels and can analyze case company's social media presence in detail. Marketing strategies, tactics and actions are well discussed in the plan, backed up with a range of concrete examples from business life. The report includes a description of online performance measurement and monitoring tools.

Teaching methods and instruction

This online material consists of two parts.

First is a section of two quick orientation assignments and seven lessons, each one of them containing sub-lessons, topics and the most important terminology of the digital marketing field. You can proceed

through the lessons to the next lesson. There are quizzes which you must complete successfully in order to proceed to the next module. The minimum requirement to pass the course with the lowest grade is to complete this first part.

You can decide at what level you are aiming. You will write a marketing plan for a company you choose based on the lessons. The learning objective is to apply the learned concepts.

You have two options to discuss with the teacher if you have any questions. The times for online chat and Skype are given on Moodle. They are during the first weeks of the course. You will get online feedback for your written assignment.

Learning material and recommended literature

Materials and online lessons on Moodle. The main book is:

Chaffey, Dave; Fiona Ellis-Chadwick:

Digital Marketing, strategy implementation and practice.

Published 2019-01

ISBN:9781292241586

Published by: PEARSON EDUCATION LIMITED.

Printed or e-book: PDF – Adobe DRM

Teachers

Tommi Immonen

Working life connections

Students will compile a digital marketing plan for a company they choose, either a company they know or a company of which they can easily find information online. Contacts to the company are not necessary. All the key concepts and areas discussed during the course can be applied directly to working life.

Campus

Haaga Campus

Exam dates and re-exam possibilities

Exams are online based quizzes that can be completed according to the student's own schedule.

However to obtain good results certain recommendations are given when they should be completed in order to be able to finish the written assignment as well.

Teaching language

English

Internationality

International materials are being used, and the whole course is in English.

Timing

18.01.2021 - 19.03.2021

Learning assignments

Online lessons, essays, quizzes and a final digital marketing plan where the learned key concepts are applied.

Enrollment

04.01.2021 - 15.01.2021

Content scheduling

This online course is 100% in English, please see the descriptions in English. (not translated)

Groups

- AVOVÄYLÄ
- VIROS
- EXCH
- ONLINE
- MALTA2021K

Alternative learning methods

The student can choose the level at which he/she is aiming. The assessment criteria explains the different requirements for different levels. By completing only the online lessons and quizzes the maximum grade is 2. By completing also the written assignments grades 3-5 can be obtained.

Feedback will be given throughout the course. The students are also given opportunities to discuss directly online with the teacher.

Mode of delivery

Distance learning

Seats

15 - 40

Further information

Scale 0-5.

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

Restonomi

• Digital Marketing MAR2RZ001-3008 29.03.2021-21.05.2021 5 cr (AVOVÄYLÄ, ...)-

Learning objectives

On successful completion of this course, the student understands the significance of the Internet and electronic commerce to the industry and also understands the business relevance of electronic communication channels e.g. social media. S/he applies the marketing information system for developing digital marketing plan, in which s/he evaluates and uses information technology in customer relationships as well as electronic means of marketing and commerce. S/he also identifies and evaluates emerging technologies and digital innovations.

Starting level and linkage with other courses

Recommended to be studied after Marketing, Services and Sales Studies.

Contents

- Digital business as an phenomenon & use and role of social networks in marketing
- Pros and cons as well as requirements of digital marketing activities
- Different platforms and channels and their roles in online marketing
- Customer relationships (CRM), customer intelligence (CI) and customer experience (CX) online
- Planning the online marketing efforts

Assessment criteria

Assessment criteria - grade 1

The student knows the basics of digital marketing, its challenges and possibilities. Student can identify some trends consumer behavior online and has a clue how to study these. S/he knows some of the differences between social media channels and can name some online marketing tactics, strategies and actions.

Assessment criteria - grade 3

The student understands the basics of digital marketing from different perspectives. S/he can identify major trends and aspects in consumer behavior online. S/he knows the pros and cons of various online channels and can analyze case company's online presence quite well. Marketing strategies, tactics and actions are familiar to her/him.

Assessment criteria - grade 5

The student understands the different aspects of digital marketing The student can identify and analyze major trends in consumer behavior and social media. S/he knows the pros and cons of various social media channels and can analyze case company's social media presence in detail. Marketing strategies, tactics and actions are well discussed in the plan, backed up with a range of concrete examples from business life. The report includes a description of online performance measurement and monitoring tools.

Teaching methods and instruction

This online material consists of two parts.

First is a section of two quick orientation assignments and seven lessons, each one of them containing

sub-lessons, topics and the most important terminology of the digital marketing field. You can proceed through the lessons to the next lesson. There are quizzes which you must complete successfully in order to proceed to the next module. The minimum requirement to pass the course with the lowest grade is to complete this first part.

You can decide at what level you are aiming. You will write a marketing plan for a company you choose based on the lessons. The learning objective is to apply the learned concepts.

You have two options to discuss with the teacher if you have any questions. The times for online chat and Skype are given on Moodle. They are during the first weeks of the course. You will get online feedback for your written assignment.

Learning material and recommended literature

Materials and online lessons on Moodle. The main book is:

Chaffey, Dave; Fiona Ellis-Chadwick:

Digital Marketing, strategy implementation and practice.

Published 2019-01

ISBN:9781292241586

Published by: PEARSON EDUCATION LIMITED.

Printed or e-book: PDF – Adobe DRM

Teachers

Jussi Mertanen

Working life connections

Students will compile a digital marketing plan for a company they choose, either a company they know or a company of which they can easily find information online. Contacts to the company are not necessary. All the key concepts and areas discussed during the course can be applied directly to working life.

Campus

Haaga Campus

Exam dates and re-exam possibilities

Exams are online based quizzes that can be completed according to the student's own schedule.

However to obtain good results certain recommendations are given when they should be completed in order to be able to finish the written assignment as well.

Teaching language

English

Internationality

International materials are being used, and the whole course is in English.

Timing

29.03.2021 - 21.05.2021

Learning assignments

Online lessons, essays, quizzes and a final digital marketing plan where the learned key concepts are applied.

Enrollment

04.01.2021 - 26.03.2021

Content scheduling

This online course is 100% in English, please see the descriptions in English. (not translated)

Groups

- AVOVÄYLÄ
- VIR
- RZ19SH
- EXCH

Alternative learning methods

The student can choose the level at which he/she is aiming. The assessment criteria explains the different requirements for different levels. By completing only the online lessons and quizzes the maximum grade is 2. By completing also the written assignments grades 3-5 can be obtained.

Feedback will be given throughout the course. The students are also given opportunities to discuss directly online with the teacher.

Mode of delivery

Distance learning

Seats

15 - 40

Further information

Scale 0-5.

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• Digital Marketing MAR2RZ001-3009 26.10.2020-18.12.2020 5 cr (AVOVÄYLÄ, ...)-

Learning objectives

On successful completion of this course, the student understands the significance of the Internet and electronic commerce to the industry and also understands the business relevance of electronic communication channels e.g. social media. S/he applies the marketing information system for developing digital marketing plan, in which s/he evaluates and uses information technology in customer relationships as well as electronic means of marketing and commerce. S/he also identifies and evaluates emerging technologies and digital innovations.

Starting level and linkage with other courses

Recommended to be studied after Marketing, Services and Sales Studies.

Contents

- Digital business as an phenomenon & use and role of social networks in marketing
- Pros and cons as well as requirements of digital marketing activities
- Different platforms and channels and their roles in online marketing
- Customer relationships (CRM), customer intelligence (CI) and customer experience (CX) online
- Planning the online marketing efforts

Assessment criteria

Assessment criteria - grade 1

The student knows the basics of digital marketing, its challenges and possibilities. Student can identify some trends consumer behavior online and has a clue how to study these. S/he knows some of the differences between social media channels and can name some online marketing tactics, strategies and actions.

Assessment criteria - grade 3

The student understands the basics of digital marketing from different perspectives. S/he can identify major trends and aspects in consumer behavior online. S/he knows the pros and cons of various online channels and can analyze case company's online presence quite well. Marketing strategies, tactics and actions are familiar to her/him.

Assessment criteria - grade 5

The student understands the different aspects of digital marketing The student can identify and analyze major trends in consumer behavior and social media. S/he knows the pros and cons of various social media channels and can analyze case company's social media presence in detail. Marketing strategies, tactics and actions are well discussed in the plan, backed up with a range of concrete examples from business life. The report includes a description of online performance measurement and monitoring tools.

Teaching methods and instruction

Online implementation

Assessing one's own learning is a compulsory part of the course.

Teachers

Tommi Immonen

Working life connections

A case company is required for plan and it is recommended that students contact their own case companies before course start.

Campus

Haaga Campus

Teaching language

English

Internationality

Digital marketing is an international phenomenon and it is studied as such.

Timing

26.10.2020 - 18.12.2020

Enrollment

15.06.2020 - 30.10.2020

Content scheduling

Period 3 2019.

Groups

- AVOVÄYLÄ
- VIR
- EXCH
- RZ19ST

Mode of delivery

Distance learning

Seats

15 - 40

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• English for Business Situations COM1RZ002-3005 24.08.2020-16.10.2020 3 cr (EXCH, ...)-

Learning objectives

Upon completion of the course the student will

- be able to make presentations in English in a convincing and professional manner, on a variety of topics
- be able to write persuasively and professionally in English for a variety of target groups
- be able to perform efficiently and appropriately in English in negotiations, meetings and seminars
- be able to communicate in English in unexpected situations or when problems arise
- be able to effectively read and interpret a demanding text in English, understanding its contents

Starting level and linkage with other courses

No prerequisites

Contents

Challenging performance and presentation situations in the hotel, catering and tourism sectors

- Written communication, such as financial reports
- Texts related to negotiations, meetings and seminars
- Communication in unusual/problem situations
- Current industry-related texts

Assessment criteria

Assessment criteria - grade 1

The student can speak English fairly fluently, in spite of some difficulties. With some help is able to prepare a business presentation, present it and answer at least some relevant questions. Might need some assistance to understand an industry-related English-language text. Can deduce the general content of a text when the subject matter is familiar, for example, in areas such as management, marketing or accounting. Often needs to use a dictionary.

Assessment criteria - grade 3

The student can speak English rather fluently. Is able to prepare a business presentation, present it and answer any relevant questions. Is able to present business-related topic clearly and with minimal preparation. Can read and summarize in English or Finnish industry-related texts. Can understand the content of the text when the subject matter is familiar, for example, in areas such as management, marketing or accounting. Sometimes needs to use a dictionary. Is able to analyze and assess the accuracy of the information found.

Assessment criteria - grade 5

The student can speak English quite fluently. Is able to give a business presentation well without much preparation and can respond to any questions effectively and professionally. Is able to quickly and accurately read and sum up in Finnish or English challenging industry-related texts. Can understand a text very well when the subject matter is familiar, for example, in areas such as management, marketing or accounting. Knows how to use a wide range of tools in, for example, searching for information.

Further information

The course's contents and themes are directly work related.

The course concentrates on business practices of English-speaking countries, as well as English-language communication as part of today's Finnish working life.

Teachers

Wallace Reynolds

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 16.10.2020

Enrollment

15.06.2020 - 28.08.2020

Groups

- EXCH
- RZ19SH

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

• English for Business Situations COM1RZ002-3006 29.03.2021-21.05.2021 3 cr (EXCH, ...)-

Learning objectives

Upon completion of the course the student will

- be able to make presentations in English in a convincing and professional manner, on a variety of topics
- be able to write persuasively and professionally in English for a variety of target groups
- be able to perform efficiently and appropriately in English in negotiations, meetings and seminars
- be able to communicate in English in unexpected situations or when problems arise
- be able to effectively read and interpret a demanding text in English, understanding its contents

Starting level and linkage with other courses

No prerequisites

Contents

Challenging performance and presentation situations in the hotel, catering and tourism sectors

- Written communication, such as financial reports
- Texts related to negotiations, meetings and seminars
- Communication in unusual/problem situations
- Current industry-related texts

Assessment criteria

Assessment criteria - grade 1

The student can speak English fairly fluently, in spite of some difficulties. With some help is able to prepare a business presentation, present it and answer at least some relevant questions. Might need some assistance to understand an industry-related English-language text. Can deduce the general content of a text when the subject matter is familiar, for example, in areas such as management, marketing or accounting. Often needs to use a dictionary.

Assessment criteria - grade 3

The student can speak English rather fluently. Is able to prepare a business presentation, present it and answer any relevant questions. Is able to present business-related topic clearly and with minimal preparation. Can read and summarize in English or Finnish industry-related texts. Can understand the content of the text when the subject matter is familiar, for example, in areas such as management, marketing or accounting. Sometimes needs to use a dictionary. Is able to analyze and assess the accuracy of the information found.

Assessment criteria - grade 5

The student can speak English quite fluently. Is able to give a business presentation well without much preparation and can respond to any questions effectively and professionally. Is able to quickly and accurately read and sum up in Finnish or English challenging industry-related texts. Can understand a text very well when the subject matter is familiar, for example, in areas such as management, marketing or accounting. Knows how to use a wide range of tools in, for example, searching for information.

Further information

The course's contents and themes are directly work related.

The course concentrates on business practices of English-speaking countries, as well as English-language communication as part of today's Finnish working life.

Teachers

Wallace Reynolds

Campus

Haaga Campus

Teaching language

English

Timing

29.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 26.03.2021

Groups

- EXCH
- RZ19ST
- ONLINE

Mode of delivery

Contact teaching

Seats

15 - 40

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

- Excel as a Tool for Operative Accounting in Hotel, Restaurant and Tourism Industry TIG8RH027-3003 22.03.2021-26.03.2021 3 cr (02HAAGAVV, ...)-

Learning objectives

Opintojakson tavoitteena on tutustuttaa osallistujat Excelin mahdollisuuksiin operatiivisen laskennan apuvälineenä. Opintojakson materiaalina käytetään hotelli-, ravintola- ja matkailualan todellisuuteen pohjaavia, liiketoimintalähtöisiä laskentatilanteita.

Opintojakson suoritettuaan opiskelija

- ymmärtää, kuinka Exceliä voi hyödyntää erilaisissa taloudellisissa laskelmissa
- osaa käsitellä suuria tietomääriä
- hallitsee laskentataulukon suojaamisen eri tasot
- osaa luoda erilaisia laskentapohjia

Starting level and linkage with other courses

Talousmatematiikka ja taulukkolaskenta eli Excelin peruskäytön hallinta, kannattavuuden suunnittelu - opintojakso

Contents

- Funktiot
- Kelpoisuustarkistukset
- Suojaaminen
- Suurten tietomäärien käsittely
- Mallityökirja
- Linkitykset
- Tiedon tuonti Exceliin
- Pivot taulukot

Further information

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Työelämäyhteydet

Opintojaksolla käytetään hotelli-, ravintola- ja matkailualan todellisuuteen pohjaavia, liiketoimintalähtöisiä laskentatilanteita.

Teaching methods and instruction

Intensiivikurssi, jossa opetus eskittyy intensiiviviikolla. Opetus on yhdistelmä luokkaopetusta ja harjoitustehtävien tekemistä itsenäisesti. (not translated)

Learning material and recommended literature

Oppimateriaali kootaan kurssin Moodle sivuille.

Opintojakson tavoitteena on tutustuttaa osallistujat Excelin mahdollisuuksiin operatiivisen laskennan apuvälineenä. Opintojakson materiaalina käytetään hotelli-, ravintola- ja matkailualan todellisuuteen pohjaavia, liiketoimintalähtöisiä laskentatilanteita.

Sisältö

- Funktiot
- Kelpoisuustarkistukset
- Suojaaminen
- Suurten tietomäärien käsittely
- Mallityökirja
- Linkitykset
- Tiedon tuonti Exceliin
- Pivot taulukot (not translated)

Teachers

Hanna Moisio, Katja Rumpunen

Working life connections

Excelin soveltamisharjoitukset liittyvät työelämästä otettuihin esimerkkeihin. (not translated)

Campus

Haaga Campus

Exam dates and re-exam possibilities

Tentti on kurssin päätteeksi intensiiviviikolla. Uusinnat Haaga-Helian uusintakäytäntöjen mukaan. (not translated)

Teaching language

Finnish

Internationality

Osa esimerkeistä ja harjoituksista liittyy kansainvälisiin käytäntöihin esimerkiksi valuuttakurssimuunnokset. (not translated)

Timing

22.03.2021 - 26.03.2021

Enrollment

04.01.2021 - 19.03.2021

Groups

- 02HAAGAVV
- ONLINE

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTRA Degree Programme in Hotel and Restaurant Management, HOTEEM Degree Programme in Hospitality, Tourism and Experience Management, RUOKAT Degree Programme in Culinary Management, MATKA Degree Programme in Tourism Management

Virtual proportion

3 cr

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

- Experience Economy in Hospitality and Tourism ORI1RZ002-3005 24.08.2020-18.12.2020 9 cr (EXCH, ...)-

Learning objectives

On completion of the course, the student is able to

- know key concepts/definitions of Experience Economy and its derivatives and apply it to real cases
- understand key conceptual models of Experience Economy and Tourism industry
- know concepts/definitions of Tourism and Hospitality industry
- understand Tourism as a global industry and know Tourism stakeholders
- know key operations, operators, stakeholders of Food and Beverage services

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Contents

Contents

- Genealogy of the Experience Economy and key concepts
- Value and the Progression of Value
- Experience realms
- THEME-ing process
- The Experience Pyramid
- Hospitality as a concept
- Tourism as a concept and stakeholders of the business
- Statistics of global Tourism industry
- Tourist typology
- Impacts of Tourism
- Terminology, characteristics and stakeholders of Food and Beverage services
- Types of Food and Beverage services
- Food and Beverage operations

Assessment criteria

Assessment criteria - grade 1

Grade 1

- sufficiently knows key concepts/definitions of Experience Economy/ Tourism/F&B and its derivatives
- sufficiently knows Experience/ Tourism/F&B stakeholders
- sufficiently understands value and progression of value
- sufficiently understands key conceptual models of Experience in hospitality and tourism
- is sufficiently able to apply Experience constructs to real cases

Assessment criteria - grade 3

Grade 3

- knows key concepts/definitions of Experience Economy/ Tourism/F&B and its derivatives
- knows Experience/ Tourism/F&B stakeholders

- understands value and progression of value
- understands key conceptual models of Experience in hospitality and tourism
- is able to apply Experience constructs to real cases

Assessment criteria - grade 5

Grade 5

- knows very well key concepts/definitions of Experience Economy/ Tourism/F&B and its derivatives
- knows very well Experience/ Tourism/F&B stakeholders
- understands very well value and progression of value
- understands very well key conceptual models of Experience in hospitality and tourism
- is very able to apply Experience constructs to real cases

Further information

Contact lessons: 96-hours of contact teaching and directed learning

Individual, pair and team assignments: 86-hours

Independent studies: 70-hours

Assessing one's own learning is a compulsory part of the course: 1-hour

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied.

Teaching methods and instruction

Key concepts of Experience Economy: progression of economic value, experience realms and pyramid

- THEME-ing process
- Basics of events and their creation
- Tourism as a concept and stakeholder of the business
- Statistics of global Tourism Industry
- Tourist typology
- Impacts of Tourism
- History of Food and Beverage industry
- Terminology, characteristics and stakeholders of Food and Beverage services
- The future of F&B industry
- Hospitality in F&B industry
- Types of food and beverage services and operations
- Introduction to Accommodation Business
- Types of Accommodation Businesses

Interactive lectures

Group works and presentations

Workshops

Industry visits

Vising lecturers

Learning material and recommended literature

See the list in Moodle

Teachers

Riina Iloranta, Pekka Lampi, Violeta Salonen

Working life connections

The course involves company visits, visitor lectures and a project work commissioned by an external company

Campus

Haaga Campus

Exam dates and re-exam possibilities

To be announced when the course starts

Teaching language

English

Internationality

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied:

International examples and comparison

International lecturers

Timing

24.08.2020 - 18.12.2020

Learning assignments

Industry newsflash

Visit and observe report

Exam in tourism

Viaporin Kekri - event and report

Enrollment

17.08.2020 - 28.08.2020

Content scheduling

Period 1:

Monday's 11:30 – 13:45 G316

Friday's 11:30 – 13:45 G316 (with the exception of 23.8 when the classroom is G318)

Period 2:

Tuesday's 11:30 – 13:45 G314

Wednesday's 08:30 – 10:45 G314

Intensive week: 14.10 – 18.10 – no lessons

Note: Sometimes lessons might be merged with RZ19ST, industry dates and visiting lecturer's might be out of the lecture time, double check calendar for correct times and dates.

Groups

- EXCH

- RZ20SC1

Alternative learning methods

RPL procedure is to be discussed individually

Written and oral verbal feedback from the teachers

Discussions with fellow students

Mode of delivery

Contact teaching

Seats

15 - 60

Further information

Grading:

Viaporin Kekri - event and report 40%

Exam 30%

Visit and observe - report 20%

Presentation News Flash 10%

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 9 cr

Unit

EHT/Haaga

- Experience Economy in Hospitality and Tourism ORI1RZ002-3006 24.08.2020-18.12.2020 9 cr (EXCH, ...)-

Learning objectives

On completion of the course, the student is able to

- know key concepts/definitions of Experience Economy and its derivatives and apply it to real cases
- understand key conceptual models of Experience Economy and Tourism industry
- know concepts/definitions of Tourism and Hospitality industry
- understand Tourism as a global industry and know Tourism stakeholders
- know key operations, operators, stakeholders of Food and Beverage services

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Contents

Contents

- Genealogy of the Experience Economy and key concepts
- Value and the Progression of Value
- Experience realms
- THEME-ing process
- The Experience Pyramid
- Hospitality as a concept
- Tourism as a concept and stakeholders of the business
- Statistics of global Tourism industry
- Tourist typology
- Impacts of Tourism
- Terminology, characteristics and stakeholders of Food and Beverage services
- Types of Food and Beverage services
- Food and Beverage operations

Assessment criteria

Assessment criteria - grade 1

Grade 1

- sufficiently knows key concepts/definitions of Experience Economy/ Tourism/F&B and its derivatives
- sufficiently knows Experience/ Tourism/F&B stakeholders
- sufficiently understands value and progression of value
- sufficiently understands key conceptual models of Experience in hospitality and tourism
- is sufficiently able to apply Experience constructs to real cases

Assessment criteria - grade 3

Grade 3

- knows key concepts/definitions of Experience Economy/ Tourism/F&B and its derivatives
- knows Experience/ Tourism/F&B stakeholders

- understands value and progression of value
- understands key conceptual models of Experience in hospitality and tourism
- is able to apply Experience constructs to real cases

Assessment criteria - grade 5

Grade 5

- knows very well key concepts/definitions of Experience Economy/ Tourism/F&B and its derivatives
- knows very well Experience/ Tourism/F&B stakeholders
- understands very well value and progression of value
- understands very well key conceptual models of Experience in hospitality and tourism
- is very able to apply Experience constructs to real cases

Further information

Contact lessons: 96-hours of contact teaching and directed learning

Individual, pair and team assignments: 86-hours

Independent studies: 70-hours

Assessing one's own learning is a compulsory part of the course: 1-hour

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied.

Teaching methods and instruction

Key concepts of Experience Economy: progression of economic value, experience realms and pyramid

- THEME-ing process
- Basics of events and their creation
- Tourism as a concept and stakeholder of the business
- Statistics of global Tourism Industry
- Tourist typology
- Impacts of Tourism
- History of Food and Beverage industry
- Terminology, characteristics and stakeholders of Food and Beverage services
- The future of F&B industry
- Hospitality in F&B industry
- Types of food and beverage services and operations
- Introduction to Accommodation Business
- Types of Accommodation Businesses

Interactive lectures

Group works and presentations

Workshops

Industry visits

Vising lecturers

Learning material and recommended literature

See the list in Moodle

Teachers

Riina Iloranta, Pekka Lampi, Violeta Salonen

Working life connections

The course involves company visits, visitor lectures and a project work commissioned by an external company

Campus

Haaga Campus

Exam dates and re-exam possibilities

To be announced when the course starts

Teaching language

English

Internationality

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied:

International examples and comparison

International lecturers

Timing

24.08.2020 - 18.12.2020

Learning assignments

Industry newsflash

Visit and observe report

Exam in tourism

Viaporin Kekri - event and report

Enrollment

17.08.2020 - 28.08.2020

Content scheduling

Period 1

Wednesdays 14.00 - 16.45 Classroom G314

Fridays 14.00 - 16.45 Classroom G314

Period 2

Tuesdays 8.30 - 10.45 Classroom G306

Thursdays 11.30 - 13.45 Classroom G306

Groups

- EXCH
- RZ20SC2

Alternative learning methods

RPL procedure is to be discussed individually

Written and oral verbal feedback from the teachers

Discussions with fellow students

Mode of delivery

Contact teaching

Seats

15 - 60

Further information

Grading:

Viaporin Kekri - event and report 40%

Exam 30%

Visit and observe - report 20%

Presentation News Flash 10%

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 9 cr

Unit

EHT/Haaga

- Experience Economy in Hospitality and Tourism ORI1RZ003-3005 01.08.2020-31.07.2021 5 cr (NSTOP, ...)-

Learning objectives

Upon completion of the module, the student is able to

- understands the hospitality and tourism industry and its main players
- know key concepts and definitions of experience economy
- know experience stakeholders
- understand complexity of experience management
- understand value and progression of value
- understand key conceptual models of experience in hospitality and tourism
- apply experience constructs to real cases
- complete basic experience project plan

Starting level and linkage with other courses

No previous studies needed and no binding connections to other modules

Contents

- Key concepts of Experience Economy
- Value and the Progression of Value
- Experience realms
- THEME-ing process
- The Experience Pyramid

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student can interpret basic genealogy of experiences, and identify central concepts relating to value and its progression. S/he also apply experience tools in different stages of experience with assistance. S/he can name various experience related tools and understand their processes.

Assessment criteria - grade 3

Grade 3

The student can interpret and justify genealogy of experiences and its central concepts relating to value and its progression. She/can independently apply experience tools in different stages of experience. S/he can identify and estimate the usage of experience related tools and apply them in practice.

Assessment criteria - grade 5

Grade 5

The student can draw conclusion and justify the usage of genealogy of experience and its central concepts. S/he can critically apply and manage experience tools in a creation of different stages of experience. S/he can analyze, estimate and apply different tools in practice and critically assess the outcome of it.

Further information

Course is viewed from the point of view of a company operating globally.

Teachers

Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

01.08.2020 - 31.07.2021

Enrollment

15.06.2020 - 15.06.2021

Groups

- NSTOP
- AVOVÄYLÄ
- VIR
- EXCH

Mode of delivery

Distance learning

Seats

15 - 40

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Experience Marketing H0T3RH005-3003 29.03.2021-21.05.2021 6 cr (RZ18ST, ...)-

Learning objectives

Upon completion of the course, the student is able to

- understand alternative methods of marketing, e.g. guerrilla marketing, event marketing, content marketing, movie marketing, product placement, game marketing, music marketing, sponsorship
- evaluate the value of alternative marketing approaches
- plan and execute experiential marketing campaign
- apply sensory marketing to experiential marketing campaign
- evaluate experiential marketing campaign through various tools

Starting level and linkage with other courses

Recommended to be studied after the course Marketing and Personal Selling.

Contents

- Genealogy of the concept of marketing
- New forms of marketing (Experience Marketing)
- Experience strategic marketing
- Experience marketing mix
- Experience operational marketing
- Experience marketing plan
- Sensory perception
- Evaluation of the experience marketing plan

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student can interpret alternative methods of marketing. S/he can sufficiently evaluate the value of alternative marketing approaches. S/he can understand the planning process and sufficiently execute experiential marketing campaign. Student can apply sensory marketing to the project and sufficiently evaluate the campaign through various tools provided.

Assessment criteria - grade 3

Grade 3

The student can interpret and justify alternative methods of marketing. S/he can evaluate the value of alternative marketing approaches. S/he can plan the process and execute experiential marketing campaign. Student can apply sensory marketing to the project and evaluate the campaign through various tools provided.

Assessment criteria - grade 5

Grade 5

The student can justify alternative methods of marketing. S/he can draw conclusions about the value of alternative marketing approaches. S/he can critically plan and lead the process as well as outstandingly

execute experiential marketing campaign. Student can develop sensory marketing experience as a part of the project and critically evaluate the campaign through various tools provided.

Further information

Industry visits, industry guest lectures and industry project

Teachers

Anna-Liisa Aarti, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

29.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 26.03.2021

Groups

- RZ18ST
- RZ18SH
- EXCH
- ONLINE

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

6 cr

Evaluation scale

H-5

Credits

- 6 cr

Unit

EHT/Haaga

• **Financial Accounting ACC2RZ001-3008 26.10.2020-18.12.2020 5 cr (EXCH, ...)-**

Learning objectives

The course will introduce the basic concepts and procedures of financial accounting. The student will learn to analyse strategically the financial information that companies display in their Financial Statements. Emphasis will be placed on managerial level ratio analysis and interpretation. This course also includes the basic norms of income- and value added taxation.

All the material handled is based on industry cases to reach the financial thinking behind all business operations. Financial reports will be used as managerial tools.

On successful completion of this course, the student is able to

Calculate revenues and expenses based on operations

Make calculations how operational income is generated

Calculate the cash flows based on operations, investments and financing

Produce and analyze the financial statements: The Income Statement, The Balance Sheet and The Statement of Cash Flows

Calculate the working capital tied in business

Calculate company value added tax and income tax

Starting level and linkage with other courses

Prerequisites: Basics of Business Mathematics

Contents

Accounting basics: Overview of accounting systems

Fundamental concepts: Revenue, Costs, Assets, Equity, Liabilities

The accounting cycle and Financial Statements: Income statement, Balance sheet, Statement of Cash Flows

Uniform System of Accounts for the Lodging Industry

Gross Profit and inventories

Working capital

Ratio analysis

VAT calculations

Assessment criteria

Assessment criteria - grade 1

The student masters the essential aspects of producing and analysing financial reports and calculations included in course contents. With given instructions, the student has the ability to perform basic tasks, but needs a lot of guidance.

Assessment criteria - grade 3

The student masters the essential aspects of producing and analysing financial reports and calculations included in course contents. With given instructions, the student will be able to perform basic tasks.

Assessment criteria - grade 5

The student masters the essential aspects of producing and analysing financial reports and calculations included in course contents independently. The student has the ability to apply the knowledge and skills learned in management position.

Teaching methods and instruction

48 contact hours

87 hours independent study and assignments

Learning material and recommended literature

Schmidgall, R. 2009.(or later) Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA, Chapters 1. – 5.

Materials for lessons in Moodle

Teachers

Pekka Heikkilä

Working life connections

Hospitality industry standards and KPIs of Financial Accounting are applied

Visiting speaker from industry

Campus

Haaga Campus

Exam dates and re-exam possibilities

Exam (part 1) Tue 19.11.

Exam (part 2) Wed 11.12.

Re-exams on two following re-exam dates after this implementation

Teaching language

English

Internationality

International standards of Financial Accounting are applied

Timing

26.10.2020 - 18.12.2020

Learning assignments

Assignments will be given during the lessons

Enrollment

17.08.2020 - 30.10.2020

Content scheduling

Week1: Income Statement

Week2: Balance Sheet

Week3: Statement of Cash Flows (direct method and indirect method)

Week4: Ratio analysis / Exam 2

Week5: Working capital

Week6: Value added tax / Income taxation

Week 7: Repeat, presentations of group works

Week 8: Repeat, presentations of group works /Exam 2

Groups

- EXCH
- RZ20SC1

Alternative learning methods

RPL (Recognition of Prior Learning): procedure is to be discussed individually

Based on feedback, the learning method is to make assignments based on practical industry cases.

Mode of delivery

Contact teaching

Seats

15 - 30

Further information

Examinations 80%

Group assignment 20%

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- **Financial Accounting ACC2RZ001-3009 29.03.2021-21.05.2021 5 cr (EXCH, ...)-**

Learning objectives

The course will introduce the basic concepts and procedures of financial accounting. The student will learn to analyse strategically the financial information that companies display in their Financial Statements. Emphasis will be placed on managerial level ratio analysis and interpretation. This course also includes the basic norms of income- and value added taxation.

All the material handled is based on industry cases to reach the financial thinking behind all business operations. Financial reports will be used as managerial tools.

On successful completion of this course, the student is able to

Calculate revenues and expenses based on operations

Make calculations how operational income is generated

Calculate the cash flows based on operations, investments and financing

Produce and analyze the financial statements: The Income Statement, The Balance Sheet and The Statement of Cash Flows

Calculate the working capital tied in business

Calculate company value added tax and income tax

Starting level and linkage with other courses

Prerequisites: Basics of Business Mathematics

Contents

Accounting basics: Overview of accounting systems

Fundamental concepts: Revenue, Costs, Assets, Equity, Liabilities

The accounting cycle and Financial Statements: Income statement, Balance sheet, Statement of Cash Flows

Uniform System of Accounts for the Lodging Industry

Gross Profit and inventories

Working capital

Ratio analysis

VAT calculations

Assessment criteria

Assessment criteria - grade 1

The student masters the essential aspects of producing and analysing financial reports and calculations included in course contents. With given instructions, the student has the ability to perform basic tasks, but needs a lot of guidance.

Assessment criteria - grade 3

The student masters the essential aspects of producing and analysing financial reports and calculations included in course contents. With given instructions, the student will be able to perform basic tasks.

Assessment criteria - grade 5

The student masters the essential aspects of producing and analysing financial reports and calculations included in course contents independently. The student has the ability to apply the knowledge and skills learned in management position.

Teaching methods and instruction

48 contact hours

87 hours independent study and assignments

Learning material and recommended literature

Schmidgall, R. 2009.(or later) Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Accosiation, USA, Chapters 1. – 5.

Materials for lessons in Moodle

Teachers

Pekka Heikkilä

Working life connections

Hospitality industry standards and KPIs of Financial Accounting are applied

Campus

Haaga Campus

Exam dates and re-exam possibilities

Exam (part 1) on Wed 21.4.2021

Exam (part 2) on Wed 19.5.2021

Re-exams on two following re-exam dates after this implementation

Teaching language

English

Internationality

International standards of Financial Accounting are applied

Timing

29.03.2021 - 21.05.2021

Learning assignments

Assignments will be given during the lessons

Enrollment

04.01.2021 - 26.03.2021

Content scheduling

Week1: Income Statement

Week2: Balance Sheet

Week3: Statement of Cash Flows (direct method and indirect method)

Week4: Ratio analysis / Exam 2

Week5: Working capital

Week6: Value added tax / Income taxation

Week 7: Repeat, presentations of group works

Week 8: Repeat, presentations of group works /Exam 2

Groups

- EXCH
- RZ20SH
- RZ20ST
- ONLINE

Alternative learning methods

RPL (Recognition of Prior Learning): procedure is to be discussed individually

Based on feedback, the learning method is to make assignments based on practical industry cases.

Mode of delivery

Contact teaching

Seats

15 - 30

Further information

Examinations 100%

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Finnish for Hospitality and Tourism Industry FIN2RZ003-3003 29.03.2021-21.05.2021 5 cr (RZ20SH, ...)-

Learning objectives

This course develops student's ability to understand and use Finnish language further and activates the language skills learned earlier. The purpose is that students will be encouraged and able to use Finnish in everyday situations.

Upon successful completion of the course, the student is able to

- communicate in simple everyday situations requiring exchange of information on familiar matters
- understand conversations on basic, everyday subjects
- know the main difference between spoken and written Finnish
- deal with simple situations likely to arise when traveling
- tell about his/her home and his/her job
- tell about his/her hobbies and free time
- express his/her feelings.

Starting level and linkage with other courses

Introduction to the Finnish Language 1 (FIN1RZ004), Introduction to the Finnish Language 2 (FIN1RZ005)

Upon successful completion of the course, the student should be on their own way to level A2 in most of the language skill areas - speaking, listening, reading and writing. Level descriptions can be found at http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Global_scale/globalscale.pdf

Contents

This course increases student's knowledge of Finnish language and culture. The purpose is for students to achieve basic language skills that enable them to cope in everyday situations and participate in everyday communication. Themes handled during this course are everyday life, home and traveling, food and drinks, celebrating different holidays in Finland and elsewhere, work and free time. The grammar studied during this course:

- Consonant gradation and other changes (in the stem) of nouns and verbs
- Local cases of nouns (Where? Where from? Where to?)
- T-plural
- Pronouns
- Partitive plurals
- Ordinary numbers
- Postpositions
- Basics of the object
- Some word types

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student knows some of the basic Finnish vocabulary, and is able to understand some basics in texts and spoken Finnish in everyday situations. He/she knows a few basic differences between spoken and written Finnish.

The student can somewhat use the vocabulary and grammar handled during the course. He/she has limited capability to interact in simple everyday situations.

The student has limited motivation to take responsibility for his/her learning process. He/she is able to deal with some of the communicative situations handled during the course.

Assessment criteria - grade 3

Grade 3

The student knows and understands basic Finnish vocabulary and understands basics in texts and spoken Finnish in everyday situations. He/she knows differences between spoken and written Finnish.

The student can use the vocabulary and grammar handled during the course. He/she is capable to interact in simple everyday situations.

The student is motivated to take responsibility for his/her learning process. He/she can somewhat master the communicative situations handled during the course.

Assessment criteria - grade 5

Grade 5

The student knows and understands basic Finnish language well. He/she understands basic texts and spoken Finnish in everyday situations very well. He/she knows the main differences between spoken and written Finnish.

The student can very well use the vocabulary and grammar handled during the course. He/she is fully capable and confident to interact in simple everyday situations.

The student is fully motivated to take responsibility for his/her learning and participates actively. He/she can master the communicative situations handled during the course.

Further information

Teacher responsible

Laura Uusitalo

Teachers

Laura Uusitalo

Campus

Pasila Campus

Teaching language

Finnish

Timing

29.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 26.03.2021

Groups

- RZ20SH
- RZ20ST

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Finnish for Hospitality and Tourism Industry FIN2RZ001-3003 24.08.2020-16.10.2020 3 cr (RZ19ST, ...)-

Learning objectives

Learning outcomes

The course introduces the foreign students to the Finnish language and its grammar needed in hospitality and tourism industry. Upon successful completion of the course the student can tell about his/her job in Finnish and deal with simple situations likely to arise when traveling, or working in assistant tasks within hospitality and tourism industry.

The course is targeted to hospitality management students

Starting level and linkage with other courses

The course is targeted to hospitality management students

Prerequisites:

Basics of Finnish for Hospitality and Tourism or equivalent level in the proficiency test.

Contents

Vocabulary and phrases in hospitality and tourism industry (dishes, menus, kitchen verbs, booking terminology, simple e-mails to and from customers)

Basics of the object

Plural partitive in all noun types

Basics of the conditional mood

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student has a passable command of standard oral and written Finnish on general topics. The student is able to communicate in some of the situations he/she is likely to encounter.

Assessment criteria - grade 3

Grade 3

The student has a satisfactory command of standard oral and written Finnish on general topics. The student is able to communicate in many of the situations he/she is likely to encounter.

Assessment criteria - grade 5

Grade 5

The student has a satisfactory understanding of standard oral and written Finnish on hospitality and tourism topics. He/She is able to communicate at least passably in most situations he/she is likely to encounter.

Further information

Teacher responsible

Laura Uusitalo

Teaching methods and instruction

- contact sessions and homework
- individual assignments
- see details in Moodle

Learning material and recommended literature

- course book:

Sonja Gehring & Sanni Heinzmann: Suomen mestari 1, Finn Lectura, chapters 8 - 9

- other material available in Moodle

Teachers

Laura Uusitalo

Campus

Pasila Campus

Exam dates and re-exam possibilities

- final exam Wed 13.10.2020

- Re-exams:

If a student does not come to the final exam or does not pass it, there are two possibilities to re-take the exam:

- 3.12.2020 / at 5 - 8 pm in Haaga Campus. Registration: see the detailed instructions in MyNet.

- the date tbc March.2021 / at 5 - 8 pm in Haaga Campus. See more info in MyNet.

The re-examination has to be taken within six months after the course has ended. The listening task cannot be retaken.

Teaching language

English

Internationality

multicultural student group

Timing

24.08.2020 - 16.10.2020

Learning assignments

learning diary, see details in Moodle

Enrollment

15.06.2020 - 28.08.2020

Content scheduling

1 September - 16 October 2020,
Tuesdays 9:00 - 10:30 (virtual) AND Thursdays 9:30 - 10:30 (Pasila PA/1007)
further details in Moodle

Groups

- RZ19ST
- RZ19SH

Mode of delivery

Contact teaching

Seats

15 - 30

Further information

final exam 60 %

active participation and the assignment 40 %

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

- Finnish for spoken situations in hospitality FIN8RZ001-3002 26.10.2020-18.12.2020 3 cr (02HAAGAVV, ...)-

Learning objectives

The student:

- gains self-confidence to be relaxed and to converse more spontaneously in Finnish
- improves pronunciation and listening skills
- begins to understand also non-formal spoken Finnish, especially in basic situations at work in hospitality and tourism industry
- demonstrates an ability to express oneself more effectively in social situations

Starting level and linkage with other courses

Basics of Finnish for Hospitality and Tourism, Finnish for Hospitality and Tourism, Finnish for Working Purposes 1, Finnish for Working Purposes 2

or strong A2 (See detailed level descriptions of language competence at:

http://www.coe.int/t/dg4/education/elp/elp-reg/Source/Global_scale/globalscale.pdf.)

Contents

The course activates and enhances oral skills in Finnish, also in spoken Finnish, as well gives practice in Finnish conversation by focusing on situations likely to appear at work.

- personal pronouns and verb conjugation in spoken Finnish
- form of passive
- numbers and prices in spoken Finnish
- possessive structure in spoken Finnish
- conditional forms in service situations

Assessment criteria

Assessment criteria - grade 1

Grade 1 (50 %)

The student has limited understanding of spoken everyday Finnish and ability to express himself/herself in the most common social situations.

The student is able to participate in the interactive class discussion. With his/her vocabulary it is possible to prepare and give a very short presentation.

He/she can manage basic communication situations with basic competence in Finnish. The student can somehow interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

Assessment criteria - grade 3

Grade 3 (70 %)

The student understands partly spoken everyday Finnish and has ability to express himself/herself in the most common social situations.

The student participates in the interactive class discussion rather well. His/her vocabulary is wide enough for preparing and giving very basic presentations.

He/she can manage basic communication situations appropriately in Finnish. The student can interact in a simple way provided the other person talks quite slowly and clearly and is prepared to help.

Assessment criteria - grade 5

grade 5 (90 %)

The student understands spoken everyday Finnish quite well and has a good ability to express himself/herself in the most common social situation.

The student participates in the interactive class discussion without big difficulties. His/her vocabulary is wide enough for preparing and giving some presentations about familiar subjects.

He/she can manage basic communication situations well in Finnish. The student can relatively well interact in a simple way provided the other person talks quite slowly and clearly and is prepared to help.

Further information

The course type is planned by
Taija Hämäläinen, Pasila and
Laura Uusitalo, Pasila

Teacher responsible:
Laura Uusitalo, Pasila

Teachers

Laura Uusitalo

Campus

Pasila Campus

Teaching language

English

Timing

26.10.2020 - 18.12.2020

Enrollment

15.06.2020 - 30.10.2020

Groups

- 02HAAGAVV
- EXCH

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

- Finnish for working purposes 1 FIN1RZ002-3003 18.01.2021-19.03.2021 3 cr (EXCH, ...)-

Learning objectives

Learning objectives

Upon successful completion of the course, the student

- can tell about his/her past and introduce his/her own culture or other topics of interest
- is able to make a presentation in Finnish
- has got improved vocabulary within the customer service communication, and also the knowledge of Finnish grammar
- is able to communicate with working colleagues in Finnish

Starting level and linkage with other courses

The course is targeted to hospitality management students who have completed

Finnish for Hospitality and Tourism Industry (FIN2RZ001)

or the documented skills on level A.2.1 for example in the Finnish Level Test in Haaga-Helia (see Common European Framework of Reference for Languages)

Contents

Contents

- Conditional mood
- Past tense: forms and use
- Writing and reading emails in Finnish
- Getting acquainted with current topics by using Internet in Finnish

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student

has a passable command of standard oral and written Finnish on hospitality and tourism topics.
is able to communicate in some of the situations he/she is likely to encounter.

Assessment criteria - grade 3

Grade 3

The student

has a satisfactory command of standard oral and written Finnish on hospitality and tourism topics
is able to communicate in many of the situations he/she is likely to encounter.

Assessment criteria - grade 5

Grade 5

The student

has a good command of standard oral and written Finnish on hospitality and tourism topics.
is able to communicate in most situations he/she is likely to encounter.

Further information

Teacher responsible

Laura Uusitalo

Teachers

Laura Uusitalo

Campus

Pasila Campus

Teaching language

English

Timing

18.01.2021 - 19.03.2021

Enrollment

04.01.2021 - 15.01.2021

Content scheduling

- keväällä 2021 jaksossa 3 (18.1. - 19.3.2021)
- kaksi kertaa viikossa Pasilan kampuksella huoneessa PA/1007
- keskiviikkoisin kello 15:00 - 16:30 ja torstaisin kello 11:00 - 12:45.
- Ensimmäinen tapaaminen torstaina 21.1.2021!

Groups

- EXCH
- RZ19ST
- RZ19SH

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

Learning objectives

Upon successful completion of the course, the student

- has learned how to serve customers within hospitality and tourism
- has basic understanding of formal telephone conversations in Finnish
- is familiar with current topics in the hospitality and tourism field through (simplified) newspaper articles, tv and radio and other up-to-date sources (Internet)

~can understand job advertisements of his/her own field in Finnish

~knows how to write CV and job application in Finnish

Starting level and linkage with other courses

The course is targeted to hospitality management students

Prerequisites:

Finnish for Working Purposes 1 or equivalent level in the proficiency test.

Contents

Contents

- Hospitality and tourism related grammar and vocabulary
- Texts and conversation about current topics
- Studies, work experience
- CV
- Job interview
- Presentation or oral summary

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student has a passable command of standard oral and written Finnish on general and some field-specific topics.

The student is able to communicate in some situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish with the little help of a native speaker.

Assessment criteria - grade 3

Grade 3

The student has a satisfactory command of standard oral and written Finnish on general and some field-specific topics.

The student is able to communicate in many situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

Assessment criteria - grade 5

Grade 5

The student has a good command of standard oral and written Finnish on general and some field-specific topics.

The student is able to communicate in most situations he/she is likely to encounter. He/she is able to search for and apply for a job in Finnish independently.

Further information

Teacher responsible

Laura Uusitalo

Teachers

Laura Uusitalo

Campus

Pasila Campus

Teaching language

English

Timing

29.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 26.03.2021

Groups

- EXCH
- RZ19ST
- RZ19SH

Mode of delivery

Contact teaching

Seats

15 - 40

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

- From Ideation to Feasible Business WOR2RZ001-3007 18.01.2021-19.03.2021 5 cr (RZ20ST, ...)-

Learning objectives

Upon completion of the course, the student is able to

- apply practical knowledge of issues related to establishing a business in Finland
- understand characteristics of an entrepreneur, as well as to make him to consider entrepreneurship as a potential career option
- understand the effectiveness and key figures of the hotel, restaurant and tourism industry and be able to put them into practical use
- know hospitality industry related legislation and its practical implementation
- identify potential customers and segments, understand and anticipate customer expectations and needs

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Contents

- The characteristics of an entrepreneur and intrapreneur
- Analysis of Finnish business environment, emphasis on hospitality entrepreneurship
- Introduction to forms of business in Finland
- Process of founding a business
- Making a business plan/business model
- Permits/legal issues/investment
- Pitching own business idea
- Business model canvas and its components

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student's understanding of entrepreneurship key concepts is limited. Student's level of skill in developing and in establishing a business, is below average. Her's/his' knowledge about the basic theoretical frameworks and business model is below average. Student's attitude towards learning through participation in teamwork and conducting assignments, is below average. Her/his capability to analyze organizational practices that facilitate different types of businesses is limited.

Assessment criteria - grade 3

Grade 3

The student has good entrepreneurial skills and understands components of establishing own business. S/he has a good knowledge of the basic theoretical frameworks and business model which is necessary in business set up. S/he has a good attitude towards learning through participation in teamwork and conducting assignments. S/he has a good self- and group critical thinking. S/he can objectively measure the success of business.

Assessment criteria - grade 5

Grade 5

The student has excellent entrepreneurial skills in developing and in establishing both an innovative and viable business. S/he has excellent knowledge about the theoretical frameworks, business models and its application in practice. S/he has an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments. S/he has an excellent measurements skills and analyses of business success.

Further information

This course might involve a project work commissioned by an external company.

Teachers

Sonja Etelävuori, Pekka Lampi

Campus

Haaga Campus

Teaching language

English

Timing

18.01.2021 - 19.03.2021

Enrollment

04.01.2021 - 15.01.2021

Groups

- RZ20ST
- VIR
- EXCH
- MALTA2021K

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

○ 5 cr

Unit

Restonomi

- From Ideation to Feasible Business WOR2RZ001-3008 29.03.2021-21.05.2021 5 cr (RZ20SH, ...)-

Learning objectives

Upon completion of the course, the student is able to

- apply practical knowledge of issues related to establishing a business in Finland
- understand characteristics of an entrepreneur, as well as to make him to consider entrepreneurship as a potential career option
- understand the effectiveness and key figures of the hotel, restaurant and tourism industry and be able to put them into practical use
- know hospitality industry related legislation and its practical implementation
- identify potential customers and segments, understand and anticipate customer expectations and needs

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Contents

- The characteristics of an entrepreneur and intrapreneur
- Analysis of Finnish business environment, emphasis on hospitality entrepreneurship
- Introduction to forms of business in Finland
- Process of founding a business
- Making a business plan/business model
- Permits/legal issues/investment
- Pitching own business idea
- Business model canvas and its components

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student's understanding of entrepreneurship key concepts is limited. Student's level of skill in developing and in establishing a business, is below average. Her's/his' knowledge about the basic theoretical frameworks and business model is below average. Student's attitude towards learning through participation in teamwork and conducting assignments, is below average. Her/his capability to analyze organizational practices that facilitate different types of businesses is limited.

Assessment criteria - grade 3

Grade 3

The student has good entrepreneurial skills and understands components of establishing own business. S/he has a good knowledge of the basic theoretical frameworks and business model which is necessary in business set up. S/he has a good attitude towards learning through participation in teamwork and conducting assignments. S/he has a good self- and group critical thinking. S/he can objectively measure the success of business.

Assessment criteria - grade 5

Grade 5

The student has excellent entrepreneurial skills in developing and in establishing both an innovative and viable business. S/he has excellent knowledge about the theoretical frameworks, business models and its application in practice. S/he has an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments. S/he has an excellent measurements skills and analyses of business success.

Further information

This course might involve a project work commissioned by an external company.

Teachers

Sonja Etelävuori, Pekka Lampi

Campus

Haaga Campus

Teaching language

English

Timing

29.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 26.03.2021

Groups

- RZ20SH
- EXCH
- ONLINE

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• From Ideation to Feasible Business WOR2RZ001-3009 01.08.2020-15.05.2021 5 cr (NSTOP, ...)

Learning objectives

Upon completion of the course, the student is able to

- apply practical knowledge of issues related to establishing a business in Finland
- understand characteristics of an entrepreneur, as well as to make him to consider entrepreneurship as a potential career option
- understand the effectiveness and key figures of the hotel, restaurant and tourism industry and be able to put them into practical use
- know hospitality industry related legislation and its practical implementation
- identify potential customers and segments, understand and anticipate customer expectations and needs

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Contents

- The characteristics of an entrepreneur and intrapreneur
- Analysis of Finnish business environment, emphasis on hospitality entrepreneurship
- Introduction to forms of business in Finland
- Process of founding a business
- Making a business plan/business model
- Permits/legal issues/investment
- Pitching own business idea
- Business model canvas and its components

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student's understanding of entrepreneurship key concepts is limited. Student's level of skill in developing and in establishing a business, is below average. Her's/his' knowledge about the basic theoretical frameworks and business model is below average. Student's attitude towards learning through participation in teamwork and conducting assignments, is below average. Her/his capability to analyze organizational practices that facilitate different types of businesses is limited.

Assessment criteria - grade 3

Grade 3

The student has good entrepreneurial skills and understands components of establishing own business. S/he has a good knowledge of the basic theoretical frameworks and business model which is necessary in business set up. S/he has a good attitude towards learning through participation in teamwork and conducting assignments. S/he has a good self- and group critical thinking. S/he can objectively measure the success of business.

Assessment criteria - grade 5

Grade 5

The student has excellent entrepreneurial skills in developing and in establishing both an innovative and viable business. S/he has excellent knowledge about the theoretical frameworks, business models and its application in practice. S/he has an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments. S/he has an excellent measurements skills and analyses of business success.

Further information

This course might involve a project work commissioned by an external company.

Teachers

Pekka Lampi

Campus

Haaga Campus

Teaching language

English

Timing

01.08.2020 - 15.05.2021

Enrollment

15.06.2020 - 15.06.2021

Groups

- NSTOP
- AVOVÄYLÄ
- VIR
- EXCH

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

○ 5 cr

Unit

EHT/Haaga

- From Ideation to Feasible Business WOR2RZ001-3013 24.05.2021-31.07.2021 5 cr (KESÄ2021, ...)-

Learning objectives

Upon completion of the course, the student is able to

- apply practical knowledge of issues related to establishing a business in Finland
- understand characteristics of an entrepreneur, as well as to make him to consider entrepreneurship as a potential career option
- understand the effectiveness and key figures of the hotel, restaurant and tourism industry and be able to put them into practical use
- know hospitality industry related legislation and its practical implementation
- identify potential customers and segments, understand and anticipate customer expectations and needs

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Contents

- The characteristics of an entrepreneur and intrapreneur
- Analysis of Finnish business environment, emphasis on hospitality entrepreneurship
- Introduction to forms of business in Finland
- Process of founding a business
- Making a business plan/business model
- Permits/legal issues/investment
- Pitching own business idea
- Business model canvas and its components

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student's understanding of entrepreneurship key concepts is limited. Student's level of skill in developing and in establishing a business, is below average. Her's/his' knowledge about the basic theoretical frameworks and business model is below average. Student's attitude towards learning through participation in teamwork and conducting assignments, is below average. Her/his capability to analyze organizational practices that facilitate different types of businesses is limited.

Assessment criteria - grade 3

Grade 3

The student has good entrepreneurial skills and understands components of establishing own business. S/he has a good knowledge of the basic theoretical frameworks and business model which is necessary in business set up. S/he has a good attitude towards learning through participation in teamwork and conducting assignments. S/he has a good self- and group critical thinking. S/he can objectively measure the success of business.

Assessment criteria - grade 5

Grade 5

The student has excellent entrepreneurial skills in developing and in establishing both an innovative and viable business. S/he has excellent knowledge about the theoretical frameworks, business models and its application in practice. S/he has an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments. S/he has an excellent measurements skills and analyses of business success.

Further information

This course might involve a project work commissioned by an external company.

Teachers

Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

24.05.2021 - 31.07.2021

Enrollment

14.04.2021 - 21.05.2021

Groups

- KESÄ2021
- ONLINE

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Global and Local Perspectives of Travel and Tourism TOU1RZ001-3003 18.01.2021-19.03.2021 9 cr (EXCH, ...)-

Learning objectives

Learning outcomes

On successful completion of this course, the student:

- knows tourism geography and its key concepts and models
- understands tourism and travel competitiveness as an economic contributor
- understands structure, services and key functions of a tourism destination
- is familiar with transportation industry, its business environment, and understands their development as well as factors influencing them
- is familiar with travel agency industry, its business environment, and understands their development as well as factors influencing them

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses. In addition to this course the course Operational Project LEA1RZ002 (3 cr) is mandatory.

Contents

Contents

- Origin and destination geography
- Destination analysis model
- Competitiveness of tourism
- Current issues and future trends shaping travel and tourism
- Operators and networks of transportation and travel agency industries
- Sustainable destination
- Service encounter and customer experience
- Travel and tourism information resources

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student has a modest understanding of diversity and potential of the travel and tourism industry.

The student shows limited industry knowhow.

The student can repeat some travel and tourism information, theories, models and sources.

Assessment criteria - grade 3

Grade 3

The student has a good understanding of diversity and potential of the travel and tourism industry.

The student shows industry knowhow quite well.

The student has a quite comprehensive ability to utilize travel and tourism information, theories, models and sources.

Assessment criteria - grade 5

Grade 5

The student has an excellent understanding of diversity and potential of the travel and tourism

industry.

The student shows thorough industry knowhow.

The student has a strong ability to utilize travel and tourism information, theories, models, and sources.

Teachers

Salla Ursin, Mia Tarhanen

Campus

Haaga Campus

Teaching language

English

Timing

18.01.2021 - 19.03.2021

Enrollment

04.01.2021 - 15.01.2021

Groups

- EXCH
- RZ20ST

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 9 cr

Unit

EHT/Haaga

- Guest Experience Management EXP1RZ004-3005 08.02.2021-21.05.2021 9 cr (RZ18ST, ...)-

Learning objectives

Upon completion of the course, the student is able to

- Understand the guest experience process/journey
- Understand various dimensions of the guest experience
- understand methods to research the various dimensions of the guest experience
- Develop and execute guest experience research
- Apply and analyze guest experience research results to operational management

Starting level and linkage with other courses

Recommended to be studied after the course Experience economy in Hospitality and Tourism.

Contents

- Conceptualizing guest experiences
- Consuming or Experiencing tourisms; process
- The guest in the experience economy in HOTEM
- Guest experience expectations
- Guest motivations
- Sensory guest experiences
- Emotions and guest experience
- Guest experiences and satisfaction
- Memorable guest experience
- Creation of customer journey map
- Customer centricity management
- Guest experiences and authenticity
- The guest experience of tomorrow

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student sufficiently understands guest experience conceptualization. S/he sufficiently understands the role of guests in the experience economy. The student sufficiently understands the various dimensions of guest experience – e.g. expectations, delight, memorable, self-digital representation, authentic, etc. S/he is sufficiently capable of writing and presenting a guest experience management research. The student is sufficiently capable of taking responsibility for development of other individuals as well as for assessment and development of his/her own competences.

Assessment criteria - grade 3

Grade 3

The student can interpret and understand guest experience conceptualization. S/he can identify the role of the guests in the experience economy. S/he can interpret various dimensions of guest experience and is capable of writing and presenting guest experience management research. S/he is

capable of taking responsibility for development of other individuals as well as for assessment and development of his/her own competences.

Assessment criteria - grade 5

Grade 5

The student can draw conclusions on guest experience conceptualization. S/he can justify the role of the guests in the experience economy. S/he can analyze various dimensions of guest experience management and is outstandingly capable of writing and presenting guest experience management research. S/he is taking the lead for development of other individuals as well as for critical assessment and development of his/her own competences.

Further information

Industry visits, industry guest lectures and industry project.

Teachers

Thomas Kingelin, Pekka Lampi, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

08.02.2021 - 21.05.2021

Enrollment

04.01.2021 - 05.02.2021

Groups

- RZ18ST
- RZ18SH
- EXCH
- MALTA2021K
- ONLINE

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

9 cr

Evaluation scale

H-5

Credits

○ 9 cr

Unit

Restonomi

• Guest Experience Management EXP1RZ004-3004 18.01.2021-19.03.2021 9 cr (BREDA2020K, ...)-

Learning objectives

Upon completion of the course, the student is able to

- Understand the guest experience process/journey
- Understand various dimensions of the guest experience
- understand methods to research the various dimensions of the guest experience
- Develop and execute guest experience research
- Apply and analyze guest experience research results to operational management

Starting level and linkage with other courses

Recommended to be studied after the course Experience economy in Hospitality and Tourism.

Contents

- Conceptualizing guest experiences
- Consuming or Experiencing tourisms; process
- The guest in the experience economy in HOTEEM
- Guest experience expectations
- Guest motivations
- Sensory guest experiences
- Emotions and guest experience
- Guest experiences and satisfaction
- Memorable guest experience
- Creation of customer journey map
- Customer centricity management
- Guest experiences and authenticity
- The guest experience of tomorrow

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student sufficiently understands guest experience conceptualization. S/he sufficiently understands the role of guests in the experience economy. The student sufficiently understands the various dimensions of guest experience – e.g. expectations, delight, memorable, self-digital representation, authentic, etc. S/he is sufficiently capable of writing and presenting a guest experience management research. The student is sufficiently capable of taking responsibility for development of other individuals as well as for assessment and development of his/her own competences.

Assessment criteria - grade 3

Grade 3

The student can interpret and understand guest experience conceptualization. S/he can identify the role of the guests in the experience economy. S/he can interpret various dimensions of guest experience and is capable of writing and presenting guest experience management research. S/he is

capable of taking responsibility for development of other individuals as well as for assessment and development of his/her own competences.

Assessment criteria - grade 5

Grade 5

The student can draw conclusions on guest experience conceptualization. S/he can justify the role of the guests in the experience economy. S/he can analyze various dimensions of guest experience management and is outstandingly capable of writing and presenting guest experience management research. S/he is taking the lead for development of other individuals as well as for critical assessment and development of his/her own competences.

Further information

Industry visits, industry guest lectures and industry project.

Teachers

Riina Iloranta, Pasi Tuominen, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

18.01.2021 - 19.03.2021

Enrollment

04.01.2021 - 15.01.2021

Groups

- BREDA2020K
- EXCH

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 9 cr

Unit

EHT/Haaga

- Haaga Student Competition Team EXP8HA001-3003 24.08.2020-21.05.2021 5 cr (02HAAGAVV)-

Learning objectives

On completion of the course, the student is able to

- know key trends effecting global hospitality and tourism business
- justify business decisions with the help of managerial accounting
- innovate new hospitality and tourism concepts and experiences for global markets
- develop and apply personal presentation skills in demanding circumstances
- actively contribute to the teamwork and expanding network

Starting level and linkage with other courses

No binding connections to other courses. The course is only offered to Haaga students.

Contents

- Current business trends
- Managerial accounting
- Managing experience frameworks/modules
- Crafting and developing concepts
- Innovative marketing for global audience
- Personal and team leadership skills
- Operating and networking in global organizational context
- Specific themes based on the challenge provider

Further information

Working life connections

The assignments and competitions involve work commissioned by external organizations.

Internationality

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied.

Teachers

Heikki Ursin, Anna-Liisa Aarti

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 21.05.2021

Enrollment

03.08.2020 - 03.05.2021

Groups

- 02HAAGAVV

Mode of delivery

Contact teaching

Seats

0 - 12

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management, HOTRA Degree Programme in Hotel and Restaurant Management, MATKA Degree Programme in Tourism Management, RUOKAT Degree Programme in Culinary Management

Credits

- 5 cr

Unit

EHT/Haaga

- Hospitality Law LAW1RZ002-3003 18.01.2021-19.03.2021 5 cr (EXCH, ...)-

Teachers

Janne Jokinen

Campus

Haaga Campus

Teaching language

English

Timing

18.01.2021 - 19.03.2021

Enrollment

04.01.2021 - 15.01.2021

Groups

- EXCH
- RZ19SH
- RZ19ST
- ONLINE

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Hospitality and Tourism Certifications (2020) WOR1RZ004-3001 26.10.2020-18.12.2020 2 cr (RZ20SC2, ...)-

Learning objectives

Upon completion of the course, the student is able to:

- understand the rules and regulations of alcohol service in restaurants
- understand the importance of food hygiene in the hospitality industry. Student knows basics of microbiology, food poisoning, hygienic working methods, personal hygiene, cleaning, in-house control and legislation

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Contents

Licensing Regulations [Licensing supervisor status]

- Hygiene Proficiency [Hygiene passport]

Teachers

Jouko Mykkänen, Eeva Pajakkala

Campus

Haaga Campus

Teaching language

English

Timing

26.10.2020 - 18.12.2020

Enrollment

17.08.2020 - 30.10.2020

Groups

- RZ20SC2
- RZ20SC1

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 2 cr

Unit

EHT/Haaga

- Hygiene Proficiency HYG1RZ001-3003 24.08.2020-14.05.2021 (RZ20SC1, ...)-

Teachers

Eeva Pajakkala

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 14.05.2021

Enrollment

03.08.2020 - 03.05.2021

Groups

- RZ20SC1
- RZ20SC2
- RZ20SH
- RZ20ST

Mode of delivery

Contact teaching

Seats

15 - 100

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Unit

EHT/Haaga

- Intercultural Survival Course - case Finland CUL8RZ002-3001 16.12.2020-14.01.2021 2 cr (RZ20SC2, ...)-

Learning objectives

After completing the course, the student can

- identify the basic definitions of intercultural communication
- differentiate and examine own cultural background as a component of identity and gain deeper self-awareness
- recognise the impact of cultural background on human interaction and apply skills to tackle challenges in intercultural encounters
- associate intercultural competence as a continuous learning process
- list the main events and features of Finnish history and society
- use simple Finnish words and sentences in everyday situations

Teachers

Maarit Haukka, Katri Salmi

Campus

Haaga Campus

Teaching language

English

Timing

16.12.2020 - 14.01.2021

Groups

- RZ20SC2
- RZ20SC1
- INT
- VIR
- EXCH

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

2 cr

Credits

○ 2 cr

Unit

EHT/Haaga

• Intercultural Training CUL8HA002-3008 29.03.2021-31.03.2022 3 cr (02HAAGAVV)-

Learning objectives

Upon completion of the course, the student

- can list basic definitions of intercultural competences
- understands the added value created by intercultural training
- understands how to use their intercultural experiences for their personal development and career advancement
- is able to represent Haaga-Helia and Finland in a professional and convincing manner
- can apply information learned from study abroad to remaining studies and share the information with fellow students

Starting level and linkage with other courses

No previous studies needed. The student has to be selected to student exchange by Haaga-Helia before enrolling to the course.

Contents

- Definitions and concepts of intercultural competence
- Understanding and appreciation of different cultural perspectives and values
- Learning about the destination country and its culture
- Formulation and completion of individual development plan
- Sharing and analyzing intercultural experiences focusing on hidden competences

Assessment criteria

Assessment criteria - grade 1

Student can list basic definitions of intercultural competences. Student is able to give simple examples of cultural encounters affecting his/her experiences. Student recognizes the concept of hidden competences. Student defines the basic facts of the destination country and its culture. Student is able to present him/herself, Haaga-Helia and Finland.

Assessment criteria - grade 3

Student can list various definitions and characteristics of intercultural competences. Student is able to give examples of cultural encounters and suggest alternative communication patterns. Student shows skills in applying the learned concept of hidden competences. Student is able to compare the destination culture with his/her own. Student is able to present him/herself, Haaga-Helia and Finland in a professional manner.

Assessment criteria - grade 5

Student can list and describe various definitions and characteristics of intercultural competences. Student is able to give examples of cultural encounters and suggest alternative communication patterns and analyze them. Student shows skills in applying the learned concept of hidden competences and utilizes the knowledge for his/her career advancement. Student is able to compare the destination

culture with his/her own and analyze the differences and similarities. Student is able to present him/herself, Haaga-Helia and Finland in a professional and convincing manner.

Further information

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

The course content focuses on intercultural issues.

Teachers

Arja Aktan-Helminen, Katri Salmi

Campus

Haaga Campus

Teaching language

English

Timing

29.03.2021 - 31.03.2022

Enrollment

04.01.2021 - 26.03.2021

Groups

- 02HAAGAVV

Mode of delivery

Contact teaching

Degree Programmes

HOTRA Degree Programme in Hotel and Restaurant Management, HOTEEM Degree Programme in Hospitality, Tourism and Experience Management, RUOKAT Degree Programme in Culinary Management, MATKA Degree Programme in Tourism Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

- Introduction to Experience Economy ORI1RZ400-3001 18.01.2021-19.03.2021 5 cr (AVOINAMK, ...)-

Learning objectives

Upon completion of the module, the student is able to

- understands the hospitality and tourism industry and its main players
- know key concepts and definitions of experience economy
- know experience stakeholders
- understand complexity of experience management
- understand value and progression of value
- understand key conceptual models of experience in hospitality and tourism
- apply experience constructs to real cases
- complete basic experience project plan

Starting level and linkage with other courses

No previous studies needed and no binding connections to other modules

Contents

- Key concepts of Experience Economy
- Value and the Progression of Value
- Experience realms
- THEME-ing process
- The Experience Pyramid

Assessment criteria

Assessment criteria - grade 1

The student can interpret basic genealogy of experiences, and identify central concepts relating to value and its progression. S/he also apply experience tools in different stages of experience with assistance. S/he can name various experience related tools and understand their processes.

Assessment criteria - grade 3

The student can interpret and justify genealogy of experiences and its central concepts relating to value and its progression. She/can independently apply experience tools in different stages of experience. S/he can identify and estimate the usage of experience related tools and apply them in practice.

Assessment criteria - grade 5

The student can draw conclusion and justify the usage of genealogy of experience and its central concepts. S/he can critically apply and manage experience tools in a creation of different stages of experience. S/he can analyze, estimate and apply different tools in practice and critically assess the outcome of it.

Further information

Course is viewed from the point of view of a company operating globally.

Teachers

Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

18.01.2021 - 19.03.2021

Enrollment

04.01.2021 - 15.01.2021

Groups

- AVOINAMK
- VIR

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Introduction to Hospitality and Tourism Business SOC1RZ002-3003 18.08.2020-30.07.2021 5 cr (NSTOP, ...)-

Learning objectives

Upon the completion of the course, the student

- is familiar with key concepts and business environment of hospitality and tourism industry
- is familiar with customers, products and services regarding to the industry
- is familiar with basic sales and marketing themes of the business
- is familiar with impacts and sustainability issues of tourism and hospitality business
- recognizes job descriptions, skills and competences required for building a hospitality and tourism career path

Starting level and linkage with other courses

None

Contents

- Systematic approach to hospitality and tourism industry
- Basic definitions and concepts
- Hospitality and tourism as a business; organizations and companies
- Global tourism flows
- Sustainable tourism
- Tourist typology
- Marketing and selling of hospitality and tourism products and services
- Hospitality and tourism positions and careers

Assessment criteria

Assessment criteria - grade 1

A student is able to

- Portray the knowledge of basic terminology of hospitality and tourism business
- describe most important tourism flows
- name skills and competences required for hospitality and tourism career
- give a few ideas on sales and marketing in the industry
- give some examples of how she will conduct her/his behavior in a sustainable way

Assessment criteria - grade 3

Grade 3

A student is able to

- define basic definitions and introduce global tourism flows
- explain most parts of the travel and tourism cluster and sees some work opportunities there
- locate impacts of tourism in the categories and give versatile examples
- describe some sales and marketing models and apply customer segmentation thinking there
- can give some examples of how the industry can operate in a sustainable way

Assessment criteria - grade 5

Grade 5

A student is able to

- portray profound knowledge on basic definitions and global tourism flows, and is able to discuss the use of definitions
 - describe the travel and tourism cluster and its content very well and sees versatile career opportunities there
 - locate impacts of tourism in official categories and is able to discuss examples from different viewpoints
 - describe and categorize modern sales and marketing models and practices combined with customer segmentation
 - describe how the industry can operate in a sustainable way
-

Teachers

Mia Tarhanen

Campus

Haaga Campus

Teaching language

English

Timing

18.08.2020 - 30.07.2021

Enrollment

01.10.2020 - 21.05.2021

Groups

- o NSTOP
- o AVOVÄYLÄ
- o KESÄ2020
- o VIR
- o EXCH

Mode of delivery

Distance learning

Seats

15 - 40

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Introduction to Hospitality and Tourism Business SOC1RZ002-3004 24.05.2021-31.07.2021 5 cr (KESÄ2021, ...)-

Learning objectives

Upon the completion of the course, the student

- is familiar with key concepts and business environment of hospitality and tourism industry
- is familiar with customers, products and services regarding to the industry
- is familiar with basic sales and marketing themes of the business
- is familiar with impacts and sustainability issues of tourism and hospitality business
- recognizes job descriptions, skills and competences required for building a hospitality and tourism career path

Starting level and linkage with other courses

None

Contents

- Systematic approach to hospitality and tourism industry
- Basic definitions and concepts
- Hospitality and tourism as a business; organizations and companies
- Global tourism flows
- Sustainable tourism
- Tourist typology
- Marketing and selling of hospitality and tourism products and services
- Hospitality and tourism positions and careers

Assessment criteria

Assessment criteria - grade 1

A student is able to

- Portray the knowledge of basic terminology of hospitality and tourism business
- describe most important tourism flows
- name skills and competences required for hospitality and tourism career
- give a few ideas on sales and marketing in the industry
- give some examples of how she will conduct her/his behavior in a sustainable way

Assessment criteria - grade 3

Grade 3

A student is able to

- define basic definitions and introduce global tourism flows
- explain most parts of the travel and tourism cluster and sees some work opportunities there
- locate impacts of tourism in the categories and give versatile examples
- describe some sales and marketing models and apply customer segmentation thinking there
- can give some examples of how the industry can operate in a sustainable way

Assessment criteria - grade 5

Grade 5

A student is able to

- portray profound knowledge on basic definitions and global tourism flows, and is able to discuss the use of definitions
 - describe the travel and tourism cluster and its content very well and sees versatile career opportunities there
 - locate impacts of tourism in official categories and is able to discuss examples from different viewpoints
 - describe and categorize modern sales and marketing models and practices combined with customer segmentation
 - describe how the industry can operate in a sustainable way
-

Teachers

Mia Tarhanen

Campus

Haaga Campus

Teaching language

English

Timing

24.05.2021 - 31.07.2021

Enrollment

14.04.2021 - 21.05.2021

Groups

- o KESÄ2021
- o ONLINE

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- o 5 cr

Unit

EHT/Haaga

• **JA Start Up (Junior Achievement) ENT8LH101-3003 01.08.2020-31.07.2021 10 cr (02HAAGAVV)-**

Learning objectives

Entrepreneurship is about creating possibilities and solutions in uncertain conditions. It is innovative actions resulting in new and improved companies. In many occupations entrepreneurship is the main form of working. The aim of the program is to offer students practical experiences of entrepreneurship and a chance to apply their knowledge in an authentic business environment. After the course students have gained personal experience in creating and testing business ideas and establishing a business.

Starting level and linkage with other courses

No prerequisites. The course can be linked to the entrepreneurship specialization studies in GloBBA or to free-choice studies. The course suits for all students who are interested in entrepreneurship. This course can partly replace the basic Entrepreneurship course in GloBBA degree programme.

Contents

JA (Junior Achievement) Start Up (<http://nystartup.fi/>) is an educational program where students establish their own JA Company, which operates on real money, for one term or one calendar year. The company will function as a test lab for students' ideas, provide a possibility to put working life skills into practice, and give students' an idea of what it is like to work in a small private company. In addition, students can grow their networks by connecting with other JA students.

The program is suitable for all students despite the field of study. Basic knowledge in business is an advantage but the program is based on multidisciplinary and learning by doing together. Students do not have to have a business idea at the beginning. More important is that the student has a will and enthusiasm to create new and learn by doing.

The students form small teams and establish their companies for one term or one academic year. A Student Company operates like any actual company, offering its products and services to clients. JA Start Up gives an excellent opportunity to students to test their ideas and develop business skills. Student Companies' are not liable to VAT as long as the net revenue of operations stays under 8.500. JA Start Up Program is a program for all Universities and Universities of Applied Sciences in Finland. The Program ends to a national competition, where the students compete on the best business idea and the best JA Company is chosen. The winning company gets to participate in JA-YE Europe Enterprise Challenge for university and college-level student companies.

The course is a part of the European JA Start Up Program and similar courses are arranged throughout Europe. In Finland the program is coordinated by Junior Achievement – Young Enterprise Finland (Nuori yrittäjyys ry), which is a non-governmental organization. More information available at: www.nuoriyrittajyys.fi. In the metropolitan area the course is conducted in cooperation with other universities and universities of applied sciences and the student teams will be multidisciplinary.

The content is adjusted according to the students and teams. In general the course consists of:

- start camp
- reflecting on a business idea
- development of business ideas

- developing a business model and testing the business idea
- creating a business plan
- companies in operations
- coaching sessions and team meetings with other universities or universities of applied sciences
- regional fairs
- preparing for the JA Start Up competition (eg. elevator speech/pitching)
- selection to JA Start Up Finals (Finnish championship)
- NY Start Up Finals

Assessment criteria

Assessment criteria - grade 1

- knows what entrepreneurial procedures and methods are.
- knows the phases of ideation and business development and is able to work in a team.
- follows his/her development in a learning diary.
- can list the skills required for an entrepreneur and knows the challenges that starting and developing a business includes.
- is able to develop a business model and understands the importance of a business plan.

Assessment criteria - grade 3

- has a good knowledge and understanding of business ideation, business planning and establishing a business.
- is able to work as an active member in a team.
- has a good conception of what is needed to start one's own business.
- follows his/her development analytically in a learning diary.
- can act in an entrepreneurial way when needed and observes opportunities in his/her surroundings.
- is able to create a good business model and outline a business plan.

Assessment criteria - grade 5

- has an excellent knowledge and understanding of business ideation, business planning and establishing a business.
- is able to work constructively and innovatively as a team leader and a team member.
- follows analytically his/her development in a learning diary and aims consciously at constant development.
- is able to make use of different opportunities in his/her surroundings.
- recognises and assesses the entrepreneurial skill requirements well and behaves in an entrepreneurial way himself/herself.
- knows which challenges there are to establish a business and can creatively solve problems.
- is able to plan, develop and assess an operating business by using a business model and he/she can outline a feasible business plan.

Further information

The course cooperates with other universities and universities of applied sciences in the metropolitan area. Therefore it is not possible to agree on the guest lectures and company visits very early. The national and international competitions are organised by JA Finland and JA-YE Europe.

Best team takes part in the JA Start Up national competition. The winning company gets to participate in JA-YE Europe Enterprise Challenge for university and college-level student companies. paras tiimi pääsee Suomen Mestaruus -kilpailuihin.

Teachers

Juuso Kokko, Mariitta Rauhala

Campus

Haaga Campus

Teaching language

Finnish

Timing

01.08.2020 - 31.07.2021

Enrollment

01.08.2020 - 05.07.2021

Groups

- 02HAAGAVV

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTRA Degree Programme in Hotel and Restaurant Management, HOTEEM Degree Programme in Hospitality, Tourism and Experience Management, RUOKAT Degree Programme in Culinary Management, MATKA Degree Programme in Tourism Management

Evaluation scale

H-5

Credits

- 10 cr

Unit

EHT/Haaga

• Kirjallinen viestintä COM2RZ001-3004 18.01.2021-19.03.2021 3 cr (RZ20SH, ...)-

Learning objectives

Opintojakson suoritettuaan opiskelija

- hallitsee prosessikirjoittamisen
- ymmärtää viestinnän vuorovaikutteisuuden
- tuntee yrityksen kirjalliset viestintätilanteet
- osaa kirjoittaa työelämän tekstilajeja
- arvostaa asiatyylä ja virheetöntä ilmaisua (not translated)

Starting level and linkage with other courses

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin:

Lukion tai ammattikoulun suomen kielen kurssit, YKI taso 5. (not translated)

Contents

Prosessikirjoittaminen, verkkoviestintä, yrityksen kirjalliset viestintätilanteet, työelämän tekstilajit, asiatyylä ja kielenhuolto, oma viestijäkuvä, visuaalisuuden merkitys yritysviestinnässä, oman alan ammattilehtiin tutustuminen.

- Asiateksti: sujuva suomenkielinen asiateksti lähdeviitteineen annetusta aiheesta. Vähintään yksi lähde on oltava englanniksi.
- Asiakirjakansio: tarjous, vastaus reklamaatioon, markkinointikirje tai kutsu tapahtumaan, somekampanja annetusta aiheesta.
- Kielenhuollon tentti (Valmistaa kypsyyskokeeseen.)
- Vertaispalaute kotitehtävinä olevista harjoituksista.
- Kotitehtävät tunneilla käydyistä aiheista. (not translated)

Assessment criteria

Assessment criteria - grade 1

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Asiakirjakansio: tekstilajipiirteet, asiatyylä, huoliteltu kieli, kohderyhmän huomioiminen

Asiateksti suomen kielen sujuvuus, lukijaystävällisyys, tekstin jäsentäminen, virheettömyys

Kielenhuollon tentti: monivalintatentti

Arvosana 1

Pystyy laatimaan joitain työelämän tekstejä.

On tietoinen erilaisista kirjallisen viestinnän tyyleistä.

Tunnistaa erilaisia työelämän kirjallisia viestintätilanteita.

Pyrkii noudattamaan määräaikoja ja ohjeita. (not translated)

Assessment criteria - grade 3

Arvosana 3

Osaa kirjoittaa ja muokata saamansa palautteen perusteella erilaisia työelämän tekstejä.

Kirjoittaa sujuvaa asiatyylistä tekstiä.

Tuntee yrityksen erilaisia kirjallisia viestintätilanteita ja tiedostaa viestinnän vuorovaikutteisuuden merkityksen.

Noudattaa määräaikoja ja ohjeita. (not translated)

Assessment criteria - grade 5

Arvosana 5

Osaa kirjoittaa tyyliään erilaisia työelämän tekstejä eri kohderyhmille ja muokata niitä itseohjautuvasti ja palautteen perusteella.

Kirjoittaa sujuvaa ja virheetöntä asiatyylistä tekstiä.

Tuntee yrityksen kirjalliset viestintätilanteet ja osaa toimia niissä taitavasti, tilanteen edellyttämällä tavalla.

Noudattaa määräaikoja ja ohjeita, on oma-aloitteinen ja jakaa osaamistaan ja tietoaan muille. (not translated)

Further information

Opintojaksolla tehdään harjoituksia ja kirjoitustehtäviä itsenäisesti tai ryhmässä. Opitaan antamaan ja vastaanottamaan palautetta niin keskeneräisestä kuin valmiista tekstistä. Tehtävistä kootaan portfolio, joka koostuu erilaisista työelämän tekstilajeista.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi. (not translated)

Teachers

Katriina Kolu

Campus

Haaga Campus

Teaching language

Finnish

Timing

18.01.2021 - 19.03.2021

Enrollment

04.01.2021 - 15.01.2021

Groups

- RZ20SH
- RZ20ST
- ONLINE

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

• **Leading Teams LEA2RZ001-3006 29.03.2021-21.05.2021 5 cr (RZ19SH, ...)-**

Learning objectives

On successful completion of this course, the student:

- Understands the principles and shared objectives of group and teamwork and is able to work together with others in multidisciplinary teams
- Facilitates teams and team work
- Is capable of collaborative learning and sharing knowledge in teams and working communities
- Takes responsibility of one's own actions and works according to the jointly agreed principles and methods
- Adopts an initiative and proactive approach to work and is capable of problem solving and decision making at one's work
- Respect diverse opinions and views and is able to accept constructive criticism

Starting level and linkage with other courses

Operational Project - 1st year Management studies before taking this course.

Contents

1. Group dynamics
2. Leadership styles and related models, measuring personal qualities
3. Valuable roles for team interaction
4. Problem solving tools
5. Dialogue and feedback in enriching team experience
6. Setting goals and objectives in performance management
7. Showing respect for diversity in the team

Assessment criteria

Assessment criteria - grade 1

Student is familiar with principles of management and leadership and basic dynamics in team work. Student shows capability of working and sharing knowledge in teams.

Assessment criteria - grade 3

Students shows skills in applying the learning from the course in solving problems in a team setting. Student gives and receives feedback for improvement purposes.

Assessment criteria - grade 5

Student shows ability and skills in planning, organizing and developing effort in a team setting. Student is able to work and to support effort in multidisciplinary and multicultural teams. Student shows analytical, critical and constructive attitude towards problem solving, understands and can cope with cultural and linguistic diversity in working life teams.

Further information

The course may also be taken virtually (Fall 2019: 2nd Period). Leading Virtual Teams, code LEA8RZ001-3003 (mind the 8 in the code, in stead of 2)

Teaching methods and instruction

The learning goals of this module can be reached in the lectures and related assignments.

Learning material and recommended literature

Material given in the course

Teachers

Wallace Reynolds, Outi Rekola

Working life connections

Cases-problem solving from working life situations. Possible visitors from internationally operating companies and HH affiliate schools from abroad.

Campus

Haaga Campus

Exam dates and re-exam possibilities

Team test at end of period.

Individual exam (alternative) can be taken on general exam days.

Teaching language

English

Internationality

The course is conducted in international classes in English. Possible visitors from internationally operating companies and HH affiliate schools from abroad.

Timing

29.03.2021 - 21.05.2021

Learning assignments

Examination, assignments, and a personal report/essay

Enrollment

04.01.2021 - 26.03.2021

Content scheduling

Contact lessons in Period 4. / 2021

Groups

- RZ19SH
- EXCH
- RZ19ST
- ONLINE

Alternative learning methods

Prior Learning Exam and/or learning assignment(s); please, contact lectures.

Mode of delivery

Distance learning

Seats

15 - 30

Further information

Individual exam and assignment. Group assignments during the course.

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• **Leading Virtual Teams LEA8RZ001-3004 26.10.2020-18.12.2020 5 cr (AVOVÄYLÄ, ...)-**

Learning objectives

Upon completion of the module, the student is able to

- Understands the principles and shared objectives of group and teamwork and is able to work together with others in multidisciplinary virtual teams
- Facilitates teams and team work, especially communication in a virtual environment
- Is capable of collaborative learning and sharing knowledge in teams and working communities
- Takes responsibility of one's own actions and works according to the jointly agreed principles and methods
- Adopts an initiative and proactive approach to work and is capable of problem solving and decision making and respects diverse opinions and views and is able to accept constructive criticism

Starting level and linkage with other courses

The student has successfully completed the Basic Studies (= the two first semester courses).

Contents

To achieve the learning objectives and assessment criteria level, the course specifically introduces methods and challenges in a network setting, with participants spread in a large geographical area.

Assessment criteria

Assessment criteria - grade 1

The student

- has basic communication skills to support team work in a virtual environment
- can manage multicultural business communication situations
- can name basic concepts within the framework of leading virtual teams
- is familiar with some basic tools and technologies used in leading virtual teams
- understands the basics of the leading people in a virtual environment
- shows basic skills in building up motivational and productive virtual working environment

Assessment criteria - grade 3

The student

- has good written communication skills and can relate to multidirectional exchange of ideas in a team setting
- shows ability to support and encourage team activities towards achieving goals and objectives
- can define and interpret concepts related to leading virtual teams
- uses basic tools and technologies in leading virtual teams
- understands how to lead people and teams in a virtual environment
- shows skills in building up motivational and productive virtual working environment

Assessment criteria - grade 5

The student

- can deal with feedback and criticism, and also uses feedback in improving personal skills and qualities towards better performance in team setting

- has assumed a constructive and responsible role in team work
- supports and encourages problem solving and creative solutions to problems
- shows leadership and responsible behavior towards team and team members
- can implement and utilize all key concepts of leading virtual teams
- knows a variety of tools and technologies and is able to select the most suitable ones and use these in a professional way
- fully understands the elements of leading teams and is able to implement these in an excellent way when leading virtual teams
- shows excellent skills in building up motivational and productive virtual working environment

Further information

The course is available as a daytime course spring 2020

Teaching methods and instruction

E-learning lessons, e-materials and e-meetings

Individual and team assignments

Independent studies

The assessment of one's own learning 1 h

Learning material and recommended literature

All material used (on Moodle) and produced on-line

Articles and sources provided/suggested (check from Moodle)

Leading Virtual Teams <https://haaga-helia.finna.fi/Record/3amk.88205> (2016)

Teachers

Riikka Hynninen, Outi Rekola

Working life connections

Visiting experts from the industry (on-line/recorded webinar)

Case studies

Team participants (at least part of them) be active in working life

Campus

Haaga Campus

Exam dates and re-exam possibilities

Moodle exam on key concepts and possibility of a re-exam once

Teaching language

English

Internationality

Teams include exchange students and/or students working or studying abroad

Timing

26.10.2020 - 18.12.2020

Enrollment

15.06.2020 - 30.10.2020

Content scheduling

Period 2

Groups

- AVOVÄYLÄ
- 3AMK
- VIR
- EXCH

You will receive feedback from team members and lecturers during the course and also, in connection to evaluation.

In the virtual course, feedback is gathered to improve further execution of the course. Feedback from earlier execution of the Leading Virtual Teams LEA8RZ001 -courses has been used in developing the team task, the individual tasks and the peer evaluation of team members.

Mode of delivery

Distance learning

Seats

15 - 40

Further information

See above: Learning assignments 1-3 will be graded using a points distribution.

Week assignments max. 60 points

On-line exam max. 40 points

Maximum total is 100 points. Evaluation - grading:

Grade 5 = 90-100 pts

Grade 4 = 80-89 pts

Grade 3 = 70-79 pts

Grade 2 = 60-69 pts

Grade 1 = 50-59 pts

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- **Managerial Project LEA2RZ005-3005 18.01.2021-21.05.2021 5 cr (RZ18SH, ...)**

Learning objectives

Upon completion of the course, the student is able to

- to apply his/her expertise in the field of hospitality to a project to be constructed
- to work with the representatives of project stakeholders
- to recognize versatile project working methods
- to use project management skills as a part of the development project
- to evaluate the results of the project

Starting level and linkage with other courses

Recommended to be studied after the course Supervisory Project.

Contents

- Project-oriented business development in the hospitality industry
- Cooperation with stakeholders of the industry
- Goal-oriented execution of the project
- Project communication and teamwork
- Project assessment criteria

Assessment criteria

Assessment criteria - grade 1

Student is able to name different project methods

Student is participating in the project team work

Assessment criteria - grade 3

Student is able to work as a responsible team member

Student is able to use his/her in hospitality business knowledge in project implementation

Student is able to analyse results of the project

Assessment criteria - grade 5

Student shows project management and team leadership skills

Student is able to combine his/her hospitality business expertise to each phase of the business development project

Student is able to formulate an assessment criteria for implementation and results of the project

Further information

Working life connections

Course will include a hospitality industry-based project.

Internationality

Project is focused on international managerial organizations in hospitality business

Teachers

Terhi Oksanen-Alén, Anna-Liisa Aarti

Campus

Haaga Campus

Teaching language

English

Timing

18.01.2021 - 21.05.2021

Enrollment

04.01.2021 - 15.01.2021

Groups

- RZ18SH
- EXCH
- ONLINE

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- **Managing Dynamic Hospitality Business HOT2RZ006-3001 18.01.2021-21.05.2021 9 cr (RZ18SH, ...)-**

Learning objectives

Upon completion of the course, the student is able to

- recognize, analyze and apply various hospitality business models and concepts
- critically identify, measure and apply the new trends in the dynamic hospitality industry
- understand the relevance of e-commerce and digital marketing, and can make use of new and different sales- and distribution channels
- demonstrate skills in managing demand and supply
- implement a feasibility study of hotel investment project and to conduct basic financial analyses with effect of risk included using Excel spreadsheet
- demonstrate management level team skills

Starting level and linkage with other courses

Starting level and linkage with other courses

Recommended to be studied after the course Developing Hospitality Processes and Financial Accounting.

Contents

Contents

- Various hospitality business models and concepts
- Trends in the dynamic industry
- Different sales- and distribution channels
- Managing supply and demand through revenue management
- Feasibility study including forecasted income statement and cash flow analysis
- Methods to evaluate financial feasibility of hotel investment projects

Assessment criteria

Assessment criteria - grade 1

The student can name new hospitality business models and concepts. Can discuss the concepts of supply and demand and can explain the methods used to evaluate financial feasibility of hotel investment projects.

Assessment criteria - grade 3

The student can identify and suggest new hospitality business models and concepts. Has abilities in managing supply and demand and can produce a simple feasibility study to a hotel investment project using given instructions.

Assessment criteria - grade 5

The student can develop and argue for new hospitality business models and concepts.. Can manage supply and demand and critically use information for business decisions and development. Student is capable to carry out a limited feasibility study and critically discuss it with financiers.

Further information

Level: Professional studies

Type: Compulsory

Internationality

Course content is viewed both globally and locally.

Working life connections

This course involves industry based learning and cooperation with the hospitality industry.

Teaching methods and instruction

Online lectures, contact hours, group work and independent study

Learning material and recommended literature

Material posted on Moodle.

Teachers

Nina Niemi, Anna-Liisa Aarti, Pekka Heikkilä

Campus

Haaga Campus

Exam dates and re-exam possibilities

Feasibility study and Pricing and managing demand exams 40/100 points.

Teaching language

English

Timing

18.01.2021 - 21.05.2021

Learning assignments

Group work 20/100 points.

Individual assignments 40/100 points.

Enrollment

04.01.2021 - 15.01.2021

Content scheduling

According to schedule.

Groups

- RZ18SH
- EXCH
- ONLINE

Mode of delivery

Contact teaching

Seats

15 - 30

Further information

Evaluation table for the final grade:

S1 = 45 - 54 p

S2 = 55 - 64 p

G3 = 65 - 74 p

G4 = 75 - 84 p

E5 = 85 - 100 p

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 9 cr

Unit

EHT/Haaga

• **Managing Experiences EXP1RZ002-3003 29.03.2021-21.05.2021 9 cr (RZ19SH, ...)-**

Learning objectives

On completion of the course, the student is able to

- know key concepts underpinning the management of experience
- familiar with guests, contexts, the experience provider and providing insights
- explain and map Experience concepts; make concepts tangible
- provide guidelines and plans for implementation of Experiences
- develop and apply experience management frameworks to a real case

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses.

Contents

- Experience fundamentals
- Managing experience frameworks/modules
- Service-dominant logic and experience-dominant logic
- Servicescape and experiencescape
- Authenticity in Experiences
- Stories and transmedia storytelling
- Multiverse
- Experience quality
- Mass customization
- Understanding guests
- Scanning the environment
- Design thinking
- The future of managing Experiences

Assessment criteria

Assessment criteria - grade 1

Grade 1

The student can interpret key concepts underpinning the management of experience. S/he can identify guests, contexts, the experience provider and providing insights. S/he can explain and map the experience concepts and sufficiently make concepts tangible. S/he can sufficiently provide guidelines and plans for implementation of experiences. S/he can sufficiently develop and apply experience management frameworks to a real case. S/he is sufficiently able to evaluate own/peer performance within the Experience project context.

Assessment criteria - grade 3

Grade 3

The student can interpret key concepts underpinning the management of experience. S/he can identify guests, contexts, the experience provider and providing insights. S/he can explain and map well the experience concepts and make concepts tangible. S/he can provide guidelines and plans for

implementation of experiences. S/he can develop and apply experience management frameworks to a real case. S/he is able to evaluate own/peer performance within the Experience project context.

Assessment criteria - grade 5

Grade 5

The student can very well interpret key concepts underpinning the management of experience. S/he can outstandingly identify guests, contexts, the experience provider and providing insights. S/he can critically explain and map the experience concepts and make concepts tangible. S/he can very well provide guidelines and plans for implementation of experiences. S/he can critically develop and apply experience management frameworks to a real case. S/he is very much able to evaluate own/peer performance within the Experience project context.

Further information

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied.

Teachers

Mario Passos Ascencao, Pekka Lampi, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

29.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 26.03.2021

Groups

- RZ19SH
- EXCH
- RZ19ST
- ONLINE

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

9 cr

Evaluation scale

H-5

Credits

- 9 cr

Unit

EHT/Haaga

• **Managing Service Interaction LEA2RZ002-3004 29.03.2021-21.05.2021 5 cr (EXCH, ...)-**

Learning objectives

On successful completion of this course, the student:

- cultivates culture and climate of trust
- can take aesthetic and ethical leadership perspective into account when building services
- can proactively develop relationships and trust
- is able to work in diverse and cross-cultural environment

Starting level and linkage with other courses

Recommended to be studied after the course Understanding Human Behavior in Hospitality.

Contents

The course addresses the following topics:

Service Profit Chain

Organisational culture, service culture and service climate

Values, norms, rituals, myths and stories

Service interaction and service work

Enhancing e.g. trust and respect

Cultural diversity and culture of inclusion

Management and Leadership

Assessment criteria

Assessment criteria - grade 1

The student describes some of the organizational culture approaches. S/he identifies cultural issues and their implications in the workplace.

Assessment criteria - grade 3

The student can demonstrate connections between organizational culture and service interaction. S/he can interpret some elements in organizational culture and understands the limitations of that approach. S/he can choose and construct suitable tactics for leadership in diverse and inclusive working communities. S/he recognizes ethical responsibilities of leadership.

Assessment criteria - grade 5

he student is able to compare different approaches to organizational cultures. S/he is able to point out different leadership approaches and their possible implications on culture and interaction. S/he can analyze the workplace context in order to support and enable fruitful service interaction.

Teachers

Aarni Tuomi, Pasi Tuominen

Campus

Haaga Campus

Teaching language

English

Timing

29.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 26.03.2021

Groups

- EXCH
- RZ19SH
- RZ19ST
- ONLINE

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• Marketing and Personal Selling MAR1RZ002-3006 29.03.2021-21.05.2021 5 cr (EXCH, ...)-

Learning objectives

On successful completion of this course, the student:

- understands the role of marketing and personal selling in hospitality/tourism organisation
- understands the key concepts in a customer-oriented marketing; customer value creation, segmentation, positioning, marketing mix; customer relationship marketing
- understands what are the personal skills a successful sales person possesses and knows how to develop those skills
- has a basic understanding of how culture affects communication in a sales situation
- knows how to create and give an effective sales presentation
- is able to handle personal selling situations which are typical in the hospitality/tourism industry

Starting level and linkage with other courses

No starting level requirements

Contents

The course addresses the following topics:

1. Customer service experience creation in marketing
2. Consumer and organisational buying
3. expanded marketing mix
4. dimensions of the marketing environment
5. Sales process, sales presentation and negotiation

Assessment criteria

Assessment criteria - grade 1

Student knows the key concepts of marketing and sales, but needs to develop the general view and the big picture for hospitality and tourism industry

Student understands how marketing affects customer satisfaction

Student knows the components of good customer service

Student understands that cultural factors have influence on how individuals behave in interpersonal communication situations

Assessment criteria - grade 3

Student knows the key concepts well and can explain how the theories and models function and the tools are used.

Student has a general view of marketing and sales

Student can complete given tasks and assignments independently.

Student applies knowledge in hands-on marketing and sales situations.

Student is able to critique your own practice and identify ways to improve.

The student is able to perform in a typical sales negotiation situation in the field of hospitality/tourism

Assessment criteria - grade 5

Student has a strong command of the key and related concepts in marketing and sales
Student can critically evaluate theories, models and tools.
Student can demonstrate explicit knowledge of marketing and sales, and how it relates to other disciplines.
Student apply knowledge in demanding business related situations.
Student can prioritize and critically select tools and methods for solving complex problems in marketing and sales situations.
Student can perform independently and is able and actively willing to help others develop and pass on your skills.

Teaching methods and instruction

Team assignments

Personal sales assignments

Exam

Learning material and recommended literature

Kotler, Philip et al. Marketing for hospitality and tourism <http://ezproxy.haaga-helia.fi:2048/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781292156163>

Teachers

Tommi Immonen

Working life connections

Cases and visiting lecturers. Student teams work on sales related assignments presented by local companies.

Campus

Haaga Campus

Exam dates and re-exam possibilities

Exam is at the end of the course.

Teaching language

English

Timing

29.03.2021 - 21.05.2021

Learning assignments

Given during classes.

Enrollment

04.01.2021 - 26.03.2021

Content scheduling

Spring 2020

Groups

- EXCH
- ONLINE
- RZ20SH
- RZ20ST

Alternative learning methods

Contact teacher Tommi Immonen.

Mode of delivery

Distance learning

Seats

15 - 30

Further information

All written reports and exam.

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• Marketing and Personal Selling MAR1RZ002-3007 18.01.2021-19.03.2021 5 cr (EXCH, ...)-

Learning objectives

On successful completion of this course, the student:

- understands the role of marketing and personal selling in hospitality/tourism organisation
- understands the key concepts in a customer-oriented marketing; customer value creation, segmentation, positioning, marketing mix; customer relationship marketing
- understands what are the personal skills a successful sales person possesses and knows how to develop those skills
- has a basic understanding of how culture affects communication in a sales situation
- knows how to create and give an effective sales presentation
- is able to handle personal selling situations which are typical in the hospitality/tourism industry

Starting level and linkage with other courses

No starting level requirements

Contents

The course addresses the following topics:

1. Customer service experience creation in marketing
2. Consumer and organisational buying
3. expanded marketing mix
4. dimensions of the marketing environment
5. Sales process, sales presentation and negotiation

Assessment criteria

Assessment criteria - grade 1

Student knows the key concepts of marketing and sales, but needs to develop the general view and the big picture for hospitality and tourism industry

Student understands how marketing affects customer satisfaction

Student knows the components of good customer service

Student understands that cultural factors have influence on how individuals behave in interpersonal communication situations

Assessment criteria - grade 3

Student knows the key concepts well and can explain how the theories and models function and the tools are used.

Student has a general view of marketing and sales

Student can complete given tasks and assignments independently.

Student applies knowledge in hands-on marketing and sales situations.

Student is able to critique your own practice and identify ways to improve.

The student is able to perform in a typical sales negotiation situation in the field of hospitality/tourism

Assessment criteria - grade 5

Student has a strong command of the key and related concepts in marketing and sales
Student can critically evaluate theories, models and tools.
Student can demonstrate explicit knowledge of marketing and sales, and how it relates to other disciplines.
Student apply knowledge in demanding business related situations.
Student can prioritize and critically select tools and methods for solving complex problems in marketing and sales situations.
Student can perform independently and is able and actively willing to help others develop and pass on your skills.

Teaching methods and instruction

Team assignments

Personal sales assignments

Exam

Learning material and recommended literature

Kotler, Philip et al. Marketing for hospitality and tourism <http://ezproxy.haaga-helia.fi:2048/login?url=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781292156163>

Teachers

Tommi Immonen

Working life connections

Cases and visiting lecturers. Student teams work on sales related assignments presented by local companies.

Campus

Haaga Campus

Exam dates and re-exam possibilities

Exam is at the end of the course.

Teaching language

English

Timing

18.01.2021 - 19.03.2021

Learning assignments

Given during classes.

Enrollment

04.01.2021 - 15.01.2021

Content scheduling

Spring 2020

Groups

- EXCH
- ONLINE
- RZ20SH
- RZ20ST

Alternative learning methods

Contact teacher Tommi Immonen.

Mode of delivery

Contact teaching

Seats

15 - 40

Further information

All written reports and exam.

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Multiculturalism and intercultural competence CUL8HA003-3002 24.08.2020-14.05.2021 5 cr (02HAAGAVV, ...)-

Contents

Tämä itsenäisesti suoritettava opiskelupaketti restonomiopiskelijoille voi olla laajuudeltaan 1, 3 tai 5 op. Jos valitset laajimman vaihtoehdon, teet kaikki tehtävät. Tehtävänä on kirjallisuuteen perustuva pohdinta ja tuotoksena raportti. Jäljempänä annettuja ohjeellisia sivumääriä ei ole tarkoitettu yhteenlaskettaviksi, vaan 5 op suorituksen raportti on korkeintaan 15 sivun mittainen. Esimerkkiorganisaatio voi olla aiempi tai nykyinen työpaikkasi, ja voit halutessasi käyttää siitä vain muotoa Yritys X.

Laadi raportti Haaga-Helian raportointiohjeen mukaan ja mainitse kaikki käyttämäsi lähteet, myös sähköiset. Jaa raportti lukuihin ja tarvittaessa alalukuihin. Huomioi tämän ohjeen osat: eri vaihtoehtojen tehtävänanto kohdissa A, B ja C sekä yleiset ohjeet pohdintaan lopussa. Käytä sisältöä kuvaavia otsikoita. Tallenna raportti omalla nimelläsi ja päivämäärällä ja palauta se Urkund-järjestelmän kautta: Merkitse vastaanottajan osoitteeksi anna.sarajaszino.HH@analysis.urkund.com. Urkundin käytön tarkemmat ohjeet löydät MyNetista kohdassa Opinnäytetyö, amk. Saat raportista arvosanan ja sähköpostiisi henkilökohtaisen palautteen kolmen viikon kuluessa. (not translated)

Teaching methods and instruction

Tämä itsenäisesti suoritettava opiskelupaketti restonomiopiskelijoille voi olla laajuudeltaan 1, 3 tai 5 op. Jos valitset laajimman vaihtoehdon, teet kaikki tehtävät. Tehtävänä on kirjallisuuteen perustuva pohdinta ja tuotoksena raportti. Jäljempänä annettuja ohjeellisia sivumääriä ei ole tarkoitettu yhteenlaskettaviksi, vaan 5 op suorituksen raportti on korkeintaan 15 sivun mittainen. Esimerkkiorganisaatio voi olla aiempi tai nykyinen työpaikkasi, ja voit halutessasi käyttää siitä vain muotoa Yritys X.

Laadi raportti Haaga-Helian raportointiohjeen mukaan ja mainitse kaikki käyttämäsi lähteet, myös sähköiset. Jaa raportti lukuihin ja tarvittaessa alalukuihin. Huomioi tämän ohjeen osat: eri vaihtoehtojen tehtävänanto kohdissa A, B ja C sekä yleiset ohjeet pohdintaan lopussa. Käytä sisältöä kuvaavia otsikoita. Tallenna raportti omalla nimelläsi ja päivämäärällä ja palauta se Urkund-järjestelmän kautta: Merkitse vastaanottajan osoitteeksi anna.sarajaszino.HH@analysis.urkund.com. Urkundin käytön tarkemmat ohjeet löydät MyNetista kohdassa Opinnäytetyö, amk. Saat raportista arvosanan ja sähköpostiisi henkilökohtaisen palautteen kolmen viikon kuluessa. Vastuuopettaja: Anna Sarajas-Zino (not translated)

Learning material and recommended literature

Katso kohdasta: "Oppimistehtävät" (not translated)

Teachers

Anna Sarajas-Zino

Working life connections

Tehtävä perustuu esimerkkiorganisaatioon, joka voi olla aiempi tai nykyinen työpaikkasi, ja voit halutessasi käyttää siitä vain muotoa Yritys X. (not translated)

Campus

Haaga Campus

Exam dates and re-exam possibilities

Ei tenttiä vaan itsenäisesti suoritettava opiskelupaketti. (not translated)

Teaching language

Finnish

Internationality

Tämän opintojakson tavoite on syventää opiskelijan kansainvälisyysosaamista. Monikulttuurisuus ja kulttuurienvälinen osaaminen -opintojakso antaa opiskelijalle mahdollisuuden tutustua alan kirjallisuuteen ja eri teorioihin ja sitä kautta laajentaa kansainvälisyysosaamistaan. (not translated)

Timing

24.08.2020 - 14.05.2021

Learning assignments

Vaihtoehto A, 1 opintopisteen suoritus: Monikulttuurisuus ja asiakkaat.

Raportin pituus 5-7 sivua. Kirjallisuus:

Nieminen, Marjut (2014). Monikulttuurinen asiakastyö. Tietosanoma, Helsinki. (Saatavilla Haagan kirjastossa painettuna.)

<http://www.yhdenvertaisuus.fi/>

Lisäksi valitsemasi muut mahdolliset lähteet, esimerkkiyrityksen verkkosivut jne.

- Arvioi lähdekirjan ja www.yhdenvertaisuus.fi -sivuston perusteella esimerkkiorganisaation asiakastyötä ja erittele sekä onnistumisia että kehittämiskohteita.
- Kuvaa haasteellisia tilanteita, joissa itse olet ollut asiakaspalvelijan ja/tai esimiehen roolissa. Mitä olet oppinut niistä?
- Millaisia työkaluja kirja antaa eri kulttuurien kohtaamiseen? Mainitse esimerkkejä.
- Miten esimerkkiorganisaatiossa näkyy asiakaspalvelijoiden monikulttuurisuus? Arvioi kirjan sisältöä tästä näkökulmasta.
- Miten voisitte työyhteisössänne hyödyntää www.yhdenvertaisuus.fi -verkkosivuja?

Vaihtoehto B, 3 opintopisteen suoritus: (edellisen lisäksi) Kulttuurinen monimuotoisuus liike-elämässä.

Raportin pituus 8-10 sivua.

Kirjallisuus:

Nieminen, Marjut (2014). Monikulttuurinen asiakastyö. Tietosanoma.

Hampden-Turner, C., Trompenaars, F., Lewis, D. R. (2000). Building cross-cultural competence. How to create wealth from conflicting values. Yale University Press. (Saatavilla HAAGA-HELIA:n kirjastossa e-kirjana.) 2

Lewis Richard D. (2005). When Cultures Collide: Leading Across Cultures (3rd Edition). Nicholas Brealey Publishing. (Saatavilla HAAGA-HELIA:n kirjastossa e-kirjana.)

<http://www.yhdenvertaisuus.fi/>

<http://blogs.helsinki.fi/koulutuksesta-tyoelamaan/files/2010/11/Nakokulmia-monikulttuuriseen-esimiestyohon-ja-hlostojohtamiseen-Palmenian-julkaisu-2010.pdf>

sekä valitsemasi muut mahdolliset lähteet, yrityksen verkkosivut jne.

- Pohdi missä määrin kulttuurierojen ymmärtäminen on mahdollista monikulttuurisessa organisaatiossa ja monikansallisissa yrityksissä.
- Onko kaikkien henkilöstöä koskevien kulttuurierojen huomioiminen välttämätöntä työpaikalla? Perustele pohdintasi.
- Miten tunteet näkyvät työyhteisössäsi? Liittyykö siihen monikulttuurisuuteen perustuvia eroja?
- Millaisia haasteita liittyy aikäsäilyksen eroihin?
- Kuvaa hierarkiakäsitteeseen suhtautumisen eroja ja sitä millaisia tilanteita niistä seuraa.
- Kuvaa esimerkkiorganisaation yrityskulttuuria lähdekirjojen teoriaan pohjautuen.
- Kuvaa konfliktitilanteiden rakentavaa ratkaisemista Hampden-Turnerin ym. mukaan.
- Analysoi organisaationne johtamiskulttuuria ja jäsennä sitä Lewisin mukaan.
- Miten monikulttuurisuus näkyy esimerkkiorganisaatiossa strategiatasolla?

Vaihtoehto C, 5 opintopisteen suoritus: erityisesti esimiesasemassa jo toimiville. Raportin pituus korkeintaan 15 sivua. Edellisten lisäksi

- kuvaa omaa rooliasi organisaation päätöksenteossa ja johtamisessa sekä sitä miten monikulttuurisuuskysymykset liittyvät siihen.
- laadi esimerkkiorganisaatiolle monikulttuurisuusstrategia ja perustele se.
- kerro millaisia käytännön toimenpiteitä strategian käyttöönotto edellyttäisi.

Lisämateriaalia strategian laatimisen tueksi:

Sippola, Aulikki (2008). Monimuotoistuva työyhteisö haastaa henkilöstöjohtamisen. Työ- ja elinkeinoministeriö. <http://www.tem.fi/files/18863/sippola.pdf>

Kaikkien kolmen suoritushaasteen osalta olennaista on seuraavanlainen pohdinta:

- miten monikulttuurisuus huomioidaan esimerkkiorganisaatiossa kollega- ja esimiestasolla?
- mitä positiivista monikulttuurisuus tuo organisaatioon ja millaisia kehittämiskohteita siihen liittyy?
- miten yhdenvertaisuus liittyy monikulttuurisuuteen?
- miten voit itse edesauttaa monikulttuurisuuden ja yhdenvertaisuuden toteutumista?
- mitä suoranaista virheistä voi oppia tai on jo opittu?
- kuinka monikulttuurisuus- ja viestintäosaaminen liittyvät toisiinsa?
- miten esimiesasemassa voit hyödyntää tämän kirjallisuuden kautta oppimaasi?
- millainen tietämys sinulla oli monikulttuurisuudesta ennen tätä suoritusta ja kuinka se kehittyi lukemasi ja pohdintasi kautta? (not translated)

Enrollment

03.08.2020 - 03.05.2021

Content scheduling

Toteutusaika 24.08.2020 - 14.05.2021 (not translated)

Groups

- 02HAAGAVV
- ONLINE

Mode of delivery

Distance learning

Seats

1 - 30

Further information

Oppimistehtävä arvioidaan asteikolla 1-5. (not translated)

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Ny Start up korkeakoulu: Part 1 Let´s Innovate ENT8LH400-3001 01.08.2020-31.07.2021 5 cr (02HAAGAVV)-

Teachers

Juuso Kokko, Mariitta Rauhala

Campus

Haaga Campus

Teaching language

Finnish

Timing

01.08.2020 - 31.07.2021

Groups

- 02HAAGAVV

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTRA Degree Programme in Hotel and Restaurant Management, HOTEEM Degree Programme in Hospitality, Tourism and Experience Management, RUOKAT Degree Programme in Culinary Management, MATKA Degree Programme in Tourism Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Ny Start up korkeakoulu: Part 2 Let´s Do Business ENT8LH401-3001 01.08.2020-31.07.2021 5 cr (02HAAGAVV)-

Teachers

Juuso Kokko, Mariitta Rauhala

Campus

Haaga Campus

Teaching language

Finnish

Timing

01.08.2020 - 31.07.2021

Groups

- 02HAAGAVV

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTRA Degree Programme in Hotel and Restaurant Management, HOTEEM Degree Programme in Hospitality, Tourism and Experience Management, RUOKAT Degree Programme in Culinary Management, MATKA Degree Programme in Tourism Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- **Operational Budgeting ACC2RZ002-3005 18.01.2021-19.03.2021 5 cr (EXCH, ...)-**

Learning objectives

The course introduces how to use managerial accounting techniques to make and monitor operational budgets in hotel, restaurant and tourism business and how to use the operational budgets as management tools. The student will also learn how basic operational profitability and productivity ratios are used in the hospitality business. Use of spreadsheets when making the budgets will be handled.

On successful completion of this course, the student is able to

To apply Cost-Volume-Profit analysis

To use methods of forecasting sales and expenses

Make the main operational budgets

Make the variance analysis of budgets

Use the industry operational profitability and productivity ratios as management tools and put them in practical use

Utilize the spreadsheets when making financial calculations.

Starting level and linkage with other courses

Prerequisites: Financial accounting

Contents

Basic cost concepts

Cost-Volume-Profit analysis

Forecasting methods

Sales budget

Planning and budgeting of expenses

Budgeted Income Statement

Variance analysis

Efficient use of labour force

Assessment criteria

Assessment criteria - grade 1

The student masters the basic aspects of operational accounting techniques included in course contents. With given instructions, the student has the ability to perform basic tasks, but needs a lot of guidance.

Assessment criteria - grade 3

The student masters the essential aspects of operational accounting techniques included in course contents. With given instructions, the student will be able to perform basic tasks.

Assessment criteria - grade 5

The student masters the aspects of operational accounting techniques included in course contents. The student has the ability to apply the knowledge and skills learned in management position.

Teaching methods and instruction

Teaching is based on distance learning by Zoom: 48 contact hours and 84 hours independent study.

Learning material and recommended literature

Schmidgall, R. 2009 (or later). Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA. Chapters: 6-9 and 10

Other study material in Moodle

Teachers

Pekka Heikkilä

Working life connections

Students are encouraged to actively present their own thoughts and knowledge from their working experiences. All the assignments are working life related and based on practical cases.

Campus

Haaga Campus

Exam dates and re-exam possibilities

Four home-assignments during the course will include practical budgeting cases and will be done using excel. Every home-assignment gives maximum 24 points, total maximum $4 * 24 \text{ p} = 96 \text{ p}$.

Two re-exam possibilities: following two general exams

Teaching language

English

Internationality

International reporting standards of the hospitality industry are applied in assignments.

Timing

18.01.2021 - 19.03.2021

Learning assignments

Individual assignments will be given during the lessons.

Enrollment

04.01.2021 - 15.01.2021

Content scheduling

Weeks 1 and 2: Forecasting methods / Sales budget

Weeks 3 and 4: Basic cost concepts / Cost-Volume-Profit analysis

Weeks 5 and 6: Operational budgets / Operational ratios

Weeks 7 and 8: Cash budgeting

Groups

- EXCH

- RZ19SH

Alternative learning methods

RPL (Recognition of Prior Learning): procedure is to be discussed individually

Based on feedback, the learning method is to make assignments based on practical industry cases.

Mode of delivery

Contact teaching

Seats

15 - 30

Further information

Student is evaluated by home-assignments made by Excel showing:

Student's skills to produce forecasts

Student's skills to apply CVP technique in solving managerial accounting problems,

Student's skills to apply operational and cash budgets included in course contents and handle them as management tools

Evaluation table:

S1 (45-54,9%) 43 - 52 p

S2 (55-64,9%) 53 - 61 p

G3 (65-74,9%) 62 - 71 p

G4 (75-84,9%) 72 - 81 p

E5 (85-100%) 82 - 96 p

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Operational Budgeting ACC2RZ002-3006 24.08.2020-16.10.2020 5 cr (EXCH, ...)-

Learning objectives

The course introduces how to use managerial accounting techniques to make and monitor operational budgets in hotel, restaurant and tourism business and how to use the operational budgets as management tools. The student will also learn how basic operational profitability and productivity ratios are used in the hospitality business. Use of spreadsheets when making the budgets will be handled.

On successful completion of this course, the student is able to

To apply Cost-Volume-Profit analysis

To use methods of forecasting sales and expenses

Make the main operational budgets

Make the variance analysis of budgets

Use the industry operational profitability and productivity ratios as management tools and put them in practical use

Utilize the spreadsheets when making financial calculations.

Starting level and linkage with other courses

Prerequisites: Financial accounting

Contents

Basic cost concepts

Cost-Volume-Profit analysis

Forecasting methods

Sales budget

Planning and budgeting of expenses

Budgeted Income Statement

Variance analysis

Efficient use of labour force

Assessment criteria

Assessment criteria - grade 1

The student masters the basic aspects of operational accounting techniques included in course contents. With given instructions, the student has the ability to perform basic tasks, but needs a lot of guidance.

Assessment criteria - grade 3

The student masters the essential aspects of operational accounting techniques included in course contents. With given instructions, the student will be able to perform basic tasks.

Assessment criteria - grade 5

The student masters the aspects of operational accounting techniques included in course contents. The student has the ability to apply the knowledge and skills learned in management position.

Teaching methods and instruction

Teaching is based on contact lessons every other week (starting from calendar week 35) and distance learning by Zoom every other week (starting from calendar week 35): 24 contact hours, 111 hours independent study.

Learning material and recommended literature

Schmidgall, R. 2009 (or later). Hospitality Industry Managerial Accounting. Educational Institute of the American Hotel & Motel Association, USA. Chapters: 6-9 and 10

Other study material in Moodle

Teachers

Pekka Heikkilä

Working life connections

Students are encouraged to actively present their own thoughts and knowledge from their working experiences . All the assignments are working life related and based on practical cases.

Campus

Haaga Campus

Exam dates and re-exam possibilities

Four home-exams during the course will include practical budgeting cases and will be done using excel. Two re-exam possibilities: following two general exams

Teaching language

English

Internationality

International reporting standards of the hospitality industry are applied in assignments.

Timing

24.08.2020 - 16.10.2020

Learning assignments

Individual assignments will be given during the lessons.

Enrollment

15.06.2020 - 28.08.2020

Content scheduling

Weeks 1 and 2: Forecasting methods / Sales budget

Weeks 3 and 4: Basic cost concepts / Cost-Volume-Profit analysis

Weeks 5 and 6: Operational budgets / Operational ratios

Weeks 7 and 8: Cash budgeting

Groups

- EXCH
- RZ19ST

Alternative learning methods

RPL (Recognition of Prior Learning): procedure is to be discussed individually

Based on feedback, the learning method is to make assignments based on practical industry cases.

Mode of delivery

Contact teaching

Seats

15 - 30

Further information

Participation in classroom teaching (at least 80% attendance)

Examinations 100%, made by Excel showing:

Student's skills to produce forecasts

Student's skills to apply CVP technique in solving managerial accounting problems,

Student's skills to apply operational and cash budgets included in course contents and handle them as management tools

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- **Operational Project LEA1RZ002-3007 29.03.2021-21.05.2021 3 cr (EXCH, ...)-**

Learning objectives

The aim of the course is to introduce the student to job performance and co-operation in a project setting. After completing the course requirements, the student will

be familiar with project work and will have worked in a project group

understand the significance of details in a successful customer service process

be able to work in a self-directed way in his/her project group

have acquired an aptitude for managerial work in multicultural work environments

be familiar with practices of working life in project/process management and is able to operate in work communities

be able to execute operational level project work

Starting level and linkage with other courses

Experience Economy in Hospitality and Tourism (9 credit course) to be taken before.

Contents

Introduction to project management

Introduction to process management

Project plan design

Role of interpersonal skills in project work

Project organisations, organisational theories

Plan and execute a operational project in a specific industry context

Assessment criteria

Assessment criteria - grade 1

Recognizes project plan elements and duties & responsibilities and roles for project manager and for team members.

Assessment criteria - grade 3

Can design project plan for a small scope project, using adequate methods and tools. Recognizes risks and some method of managing risk. Can act as a productive member in a project group.

Assessment criteria - grade 5

Shows ability to act as project manager and to administer project tool towards achieving goals. Can assess risk and evaluate success. Is able to use project management methods in improving business operations.

Further information

The course is conducted in the HOTEM -program with a mix of international students and exchange students. If possible, course assignment will be conducted in co-operation with the hospitality and/or tourism industry as a development project according to the student's choice of orientation.

Teaching methods and instruction

Contact lessons Spring 2019 / 3rd period

Learning material and recommended literature

Melton, T. & Iles-Smith, P. 2009. Managing Project Delivery: Maintaining Control and Achieving Success. Butterworth-Heinemann. Amsterdam, the Netherlands. [Location: Haaga - Call Number: 65.01. MELTON]

OR

Gray, C. F. & Larson, E W. Project Management: The Managerial Process. McGraw-Hill. Boston, IL.

Other materials as indicated by the instructors

Teachers

Pekka Lampi

Working life connections

This module involves a project work commissioned by the school, instructor or by an external company.

Campus

Haaga Campus

Exam dates and re-exam possibilities

Book exam at 2nd half of period.

Teaching language

English

Internationality

Project work in multicultural teams, possible visitors from other learning institutions or the hospitality industry.

Timing

29.03.2021 - 21.05.2021

Learning assignments

This module involves a project work commissioned by the school, instructor or by an external company. Either a plan for a future project (including a feasibility assessment) or a final report from a finished project (including an evaluation of project results).

Enrollment

04.01.2021 - 26.03.2021

Content scheduling

Periods 3 and 4 / Spring 2019: Contact lessons Per. 3. Wednesdays 11:15-13:45 Room HA/314 Kämp Group,, Per. 4. Fridays 9-11:45 Room HA/314 Kämp Group

Groups

- EXCH
- RZ20SH

- RZ20ST
- ONLINE

Alternative learning methods

The learning goals of this module can be reached in the following ways, for example:

a. Lectures and related assignments as full-time studies

OR

b. Participation in a working life project or another project

OR

c. Exam and/or learning assignment(s)

Assessing one's own learning is a compulsory part of the module.

Mode of delivery

67% Contact teaching, 33% Distance learning

Seats

15 - 30

Further information

In class exercises, examination & project work/report

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

1 cr

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

- **Operational Project LEA1RZ002-3008 29.03.2021-21.05.2021 3 cr (EXCH, ...)-**

Learning objectives

The aim of the course is to introduce the student to job performance and co-operation in a project setting. After completing the course requirements, the student will

be familiar with project work and will have worked in a project group

understand the significance of details in a successful customer service process

be able to work in a self-directed way in his/her project group

have acquired an aptitude for managerial work in multicultural work environments

be familiar with practices of working life in project/process management and is able to operate in work communities

be able to execute operational level project work

Starting level and linkage with other courses

Experience Economy in Hospitality and Tourism (9 credit course) to be taken before.

Contents

Introduction to project management

Introduction to process management

Project plan design

Role of interpersonal skills in project work

Project organisations, organisational theories

Plan and execute a operational project in a specific industry context

Assessment criteria

Assessment criteria - grade 1

Recognizes project plan elements and duties & responsibilities and roles for project manager and for team members.

Assessment criteria - grade 3

Can design project plan for a small scope project, using adequate methods and tools. Recognizes risks and some method of managing risk. Can act as a productive member in a project group.

Assessment criteria - grade 5

Shows ability to act as project manager and to administer project tool towards achieving goals. Can assess risk and evaluate success. Is able to use project management methods in improving business operations.

Further information

The course is conducted in the HOTEM -program with a mix of international students and exchange students.If possible, course assignment will be conducted in co-operation with the hospitality and/or tourism industry as a development project according to the student's choice of orientation.

Teaching methods and instruction

The learning goals of this module can be reached in the following ways, for example:

a. Lectures and related assignments as full-time studies

OR

b. Participation in a working life project or another project

OR

c. Exam and/or learning assignment(s)

Assessing one's own learning is a compulsory part of the module.

Learning material and recommended literature

Will be given during the course

Teachers

Pekka Lampi

Working life connections

This module involves a project work commissioned by the school, instructor or by an external company.

Campus

Haaga Campus

Exam dates and re-exam possibilities

No exam

Teaching language

English

Internationality

Project work in multicultural teams, possible visitors from other learning institutions or the hospitality industry.

Timing

29.03.2021 - 21.05.2021

Learning assignments

This module involves individual exercises and a project work commissioned by the Haaga-Helia UAS, the instructor, the students or by an external company.

Enrollment

04.01.2021 - 26.03.2021

Content scheduling

Period 5 Spring 2020

Groups

- EXCH
- RZ20SH
- RZ20ST

Alternative learning methods

The learning goals of this module can be reached in the following ways, for example:

a. Lectures and related assignments as full-time studies

OR

b. Participation in a working life project or another project

OR

c. Exam and/or learning assignment(s)

Assessing one's own learning is a compulsory part of the module.

Mode of delivery

67% Contact teaching, 33% Distance learning

Seats

15 - 30

Further information

Individual exercises 50%

Project work/report 50%

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

1 cr

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

• Personal Communication Skills COM1RZ001-3007 24.08.2020-16.10.2020 3 cr (EXCH, ...)-

Learning objectives

After successful completion of this course:

Students will gain the confidence to handle a variety of communication situations in a typical working environment.

Students will become familiar with the Haaga-Helia reporting guidelines

Students will understand the importance of structure, style and content skills for professional and academic writing.

Contents

The course addresses the following topics:

Barriers to personal communication

Personal writing style

Common writing problems/issues

Writing style, structure and content

Essay writing outline format

Haaga-Helia reporting guidelines

Presentation skills

Assessment criteria

Assessment criteria - grade 1

Homework and final papers completed and uploaded to Moodle.

Assessment criteria - grade 3

Assigned homework papers written in logical ,understandable form and submitted on time. Active class participation in group and pair discussions. Final paper includes use of 1 reference. Attends 1 on 1 session.

Assessment criteria - grade 5

Assigned papers written with clear, simple and short sentences with equally spaced paragraphs. Final papers includes 1 or more references, with corresponding citations in texts, all formatted according to H-H reporting guidelines. Eager and consistent participation in class discussion and activities. Non use of mobile devices, except for instructed projects. Homework exercises done on time and done according to written instructions. Attend 1 on 1 session with outline or more of paper.

Teaching methods and instruction

Interactive lectures

Group work and presentations

Visiting lecturers

Learning material and recommended literature

Learning material provided by Lecturer and made available in Moodle

Teachers

Wallace Reynolds

Working life connections

Personal communication skills learned in course can be immediately used in working life.

Campus

Haaga Campus

Exam dates and re-exam possibilities

No exams

Teaching language

English

Internationality

In this course learning activities include a global perspective and internationally recognized concepts and resources are implemented.

Timing

24.08.2020 - 16.10.2020

Learning assignments

To be announced when class starts

Enrollment

17.08.2020 - 28.08.2020

Content scheduling

Wednesday's 8-10:45 A423

Note: Sometimes lessons might be in a computer room. Check moodle for correct times and dates.

Groups

- EXCH
- RZ20SC1

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

• Personal Communication Skills COM1RZ001-3008 24.08.2020-16.10.2020 3 cr (EXCH, ...)-

Learning objectives

After successful completion of this course:

Students will gain the confidence to handle a variety of communication situations in a typical working environment.

Students will become familiar with the Haaga-Helia reporting guidelines

Students will understand the importance of structure, style and content skills for professional and academic writing.

Contents

The course addresses the following topics:

Barriers to personal communication

Personal writing style

Common writing problems/issues

Writing style, structure and content

Essay writing outline format

Haaga-Helia reporting guidelines

Presentation skills

Assessment criteria

Assessment criteria - grade 1

Homework and final papers completed and uploaded to Moodle.

Assessment criteria - grade 3

Assigned homework papers written in logical ,understandable form and submitted on time. Active class participation in group and pair discussions. Final paper includes use of 1 reference. Attends 1 on 1 session.

Assessment criteria - grade 5

Assigned papers written with clear, simple and short sentences with equally spaced paragraphs. Final papers includes 1 or more references, with corresponding citations in texts, all formatted according to H-H reporting guidelines. Eager and consistent participation in class discussion and activities. Non use of mobile devices, except for instructed projects. Homework exercises done on time and done according to written instructions. Attend 1 on 1 session with outline or more of paper.

Teaching methods and instruction

Interactive lectures

Group work and presentations

Visiting lecturers

Learning material and recommended literature

Learning material provided by lecturer and made available on Moodle

Teachers

Wallace Reynolds

Working life connections

Personal communication situations from the work life are incorporated into the teaching lessons of the course

Campus

Haaga Campus

Exam dates and re-exam possibilities

No examinations

Teaching language

English

Internationality

In this course learning activities include a global perspective and internationally recognized concepts and resources are weaved into the lesson plan.

Timing

24.08.2020 - 16.10.2020

Learning assignments

To be announced first day of class and posted on Moodle.

Enrollment

17.08.2020 - 28.08.2020

Content scheduling

Wednesday's 11-13:45

Note: Sometimes lessons might be held in a computer room. Check moodle for exact times and dates.

Groups

- EXCH
- RZ20SC2

Students are given a link on moodle so they can give feedback on the course.

Mode of delivery

Contact teaching

Seats

15 - 30

Further information

In class projects and group assignments.

In class and out of class written assignments.

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

• **Personal Development: Aspiration SLF1RZ002-3005 09.11.2020-18.12.2020 2 cr (RZ19SH)-**

Learning objectives

Upon completion of the module, the student is able to

- identify personal abilities, strengths and the factors influencing them
- identify the knowledge and skills that you need to develop to reach your goals
- use positive psychology tools for self-empowerment
- understand the meaning of well-being and develop some tools for coping and well-being

Starting level and linkage with other courses

The module is suggested to accomplish after the 1st year "Personal Development: Planning module" and is targeted only to HH Degree students (not available for open university students)

Contents

- Positive Psychology tools: PERMA-model by Martin Seligman
- Self-evaluation of your abilities and potential for success
- Self-knowledge and self-efficacy, personal strengths

Teaching methods and instruction

Learning methods

The learning goals of this module can be reached in the following ways:

a. In this module, three main learning methods are used: (1) contact teaching; (2) directed learning; and (3) self-directed learning.

Learning material and recommended literature

Moodle-material

Teachers

Ulla Ijäs, Emilia Sarkia

Working life connections

Working life connections

Students will take part in a lecture a local community member and graduate of Haaga-Helia.

Campus

Haaga Campus

Teaching language

English

Internationality

In this module, it is ensured that the learning activities include a global/international perspective. The Facilitator(s) infuses international elements into the learning content and international resources are used in the module readings. The teaching and learning methods used are appropriate to a culturally diverse student population.

Timing

09.11.2020 - 18.12.2020

Learning assignments

Learning exercises and assignments in the Moodle

Enrollment

15.06.2020 - 30.10.2020

Groups

- RZ19SH

Mode of delivery

Contact teaching

Seats

15 - 30

Further information

Assessment: Pass/fail

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 2 cr

Unit

EHT/Haaga

• **Personal Development: Aspiration SLF1RZ002-3006 09.11.2020-18.12.2020 2 cr (RZ19ST)-**

Learning objectives

Upon completion of the module, the student is able to

- identify personal abilities, strengths and the factors influencing them
- identify the knowledge and skills that you need to develop to reach your goals
- use positive psychology tools for self-empowerment
- understand the meaning of well-being and develop some tools for coping and well-being

Starting level and linkage with other courses

The module is suggested to accomplish after the 1st year "Personal Development: Planning module" and is targeted only to HH Degree students (not available for open university students)

Contents

- Positive Psychology tools: PERMA-model by Martin Seligman
- Self-evaluation of your abilities and potential for success
- Self-knowledge and self-efficacy, personal strengths

Teaching methods and instruction

Learning methods

The learning goals of this module can be reached in the following ways:

a. In this module, three main learning methods are used: (1) contact teaching; (2) directed learning; and (3) self-directed learning.

Learning material and recommended literature

Moodle-material

Teachers

Ulla Ijäs, Emilia Sarkia

Working life connections

Working life connections

Students will take part in a lecture a local community member and graduate of Haaga-Helia.

Campus

Haaga Campus

Teaching language

English

Internationality

In this module, it is ensured that the learning activities include a global/international perspective. The Facilitator(s) infuses international elements into the learning content and international resources are used in the module readings. The teaching and learning methods used are appropriate to a culturally diverse student population.

Timing

09.11.2020 - 18.12.2020

Learning assignments

Learning exercises and assignments in the Moodle

Enrollment

15.06.2020 - 30.10.2020

Groups

- RZ19ST

Mode of delivery

Contact teaching

Seats

15 - 30

Further information

Assessment: Pass/fail

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 2 cr

Unit

EHT/Haaga

• **Personal Development: Career SLF1RZ003-3005 26.10.2020-18.12.2020 2 cr (EXCH, ...)-**

Learning objectives

Upon completion of the course, the student is able to:

- recognize the development and professional competence gained through studies and personal experiences
- perceive his/her own value base and justify own choices
- possess modern job seeking skills (eg. electronic tools). Knows how to make own potential and skills visible
- specify own career plan and plan the potential life path

Starting level and linkage with other courses

The course is suggested to accomplish after the 2nd year "Personal Development: Aspiration course" and is targeted only to HH Degree students (not available for open university students).

Contents

- Positive psychology tools for developing own personality, values and self-knowledge
- Current career plan
- Modern job searching methods

Further information

Teachers responsible:

Kristiina Adamsson, Haaga

Teachers

Kristiina Adamsson, Ulla Ijäs

Campus

Haaga Campus

Teaching language

English

Timing

26.10.2020 - 18.12.2020

Enrollment

15.06.2020 - 30.10.2020

Groups

- EXCH
- RZ18SH

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 2 cr

Unit

EHT/Haaga

• **Personal Development: Career SLF1RZ003-3006 26.10.2020-18.12.2020 2 cr (EXCH, ...)-**

Learning objectives

Upon completion of the course, the student is able to:

- recognize the development and professional competence gained through studies and personal experiences
- perceive his/her own value base and justify own choices
- possess modern job seeking skills (eg. electronic tools). Knows how to make own potential and skills visible
- specify own career plan and plan the potential life path

Starting level and linkage with other courses

The course is suggested to accomplish after the 2nd year "Personal Development: Aspiration course" and is targeted only to HH Degree students (not available for open university students).

Contents

- Positive psychology tools for developing own personality, values and self-knowledge
- Current career plan
- Modern job searching methods

Further information

Teachers responsible:

Kristiina Adamsson, Haaga

Teachers

Ulla Ijäs, Kristiina Adamsson

Campus

Haaga Campus

Teaching language

English

Timing

26.10.2020 - 18.12.2020

Enrollment

15.06.2020 - 30.10.2020

Groups

- EXCH
- RZ18ST

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 2 cr

Unit

EHT/Haaga

- Personal Development: Planning SLF1RZ001-3005 24.08.2020-19.03.2021 2 cr (RZ20SC1, ...)-

Learning objectives

On completion of the course, the student

- understands the role of studies in Haaga-Helia
- recognizes his/her personal & professional strengths and psychological capital
- understands his/her role in the field of hospitality /tourism

Contents

Starting level and linkage with other courses

None. This course is targeted only to HH Degree students (not available for open university students).

Working life connections

Students will take part in learning activities about selected local and/or global partner organisations or local community members.

Internationality

In this course, it is ensured that the learning activities include a global/international perspective. The Facilitator(s) infuses international elements into the learning content and international resources are used in the course readings. The teaching and learning methods used are appropriate to a culturally diverse student population. International guest-speakers and industry partner are involved into the learning.

Contents

- Self-knowledge and self-efficacy / psychological capital / personal strengths
- recognize his/her duties and role as a student in Haaga-Helia
- Is familiar the learning environment in Haaga-Helia

Student creates:

- Individually builds his/her "Personal Study Plan" for the complete studies (3,5 years)
- Takes part to the "Tutor Discussion"

Teaching methods and instruction

The teaching and learning methods used are appropriate to a culturally diverse student population.

International guest-speakers and industry partner are involved into the learning.

The learning goals of this course can be reached in the following ways:

a. Lectures and self-studies

Assessing one's own learning is a compulsory part of the course.

Teachers

Taina Pallonen

Working life connections

Students will take part in learning activities about selected local and/or global partner organisations or local community members.

Campus

Haaga Campus

Teaching language

English

Internationality

In this course, it is ensured that the learning activities include a global/international perspective. The Facilitator(s) infuses international elements into the learning content and international resources are used in the course readings.

Timing

24.08.2020 - 19.03.2021

Learning assignments

Student creates:

- Individually builds his/her "Personal Study Plan" for the complete studies (3,5 years)
- Takes part to the "Tutor Discussion"

Self-knowledge and self-efficacy / personal strengths

- Is familiar the learning environment in Haaga-Helia

Enrollment

03.08.2020 - 28.08.2020

Groups

- o RZ20SC1
- o RZ20SH

Alternative learning methods

Recognition of prior learning ; none

Mode of delivery

50% Contact teaching, 50% Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

R&D proportion

1 cr

Virtual proportion

1 cr

Evaluation scale

H-5

Credits

○ 2 cr

Unit

EHT/Haaga

- Personal Development: Planning SLF1RZ001-3006 24.08.2020-19.03.2021 2 cr (RZ20SC2, ...)-

Learning objectives

On completion of the course, the student

- understands the role of studies in Haaga-Helia
- recognizes his/her personal & professional strengths and psychological capital
- understands his/her role in the field of hospitality /tourism

Contents

Starting level and linkage with other courses

None. This course is targeted only to HH Degree students (not available for open university students).

Working life connections

Students will take part in learning activities about selected local and/or global partner organisations or local community members.

Internationality

In this course, it is ensured that the learning activities include a global/international perspective. The Facilitator(s) infuses international elements into the learning content and international resources are used in the course readings. The teaching and learning methods used are appropriate to a culturally diverse student population. International guest-speakers and industry partner are involved into the learning.

Contents

- Self-knowledge and self-efficacy / psychological capital / personal strengths
- recognize his/her duties and role as a student in Haaga-Helia
- Is familiar the learning environment in Haaga-Helia

Student creates:

- Individually builds his/her "Personal Study Plan" for the complete studies (3,5 years)
- Takes part to the "Tutor Discussion"

Teaching methods and instruction

Learning targets of this course can be reached in the following ways:

Lectures and self-studies

Assessing one's own learning is a compulsory part of the course.

Teachers

Taina Pallonen

Working life connections

Students will take part in learning activities about selected local and/or global partner organizations or local community members.

Campus

Haaga Campus

Teaching language

English

Internationality

In this course, it is ensured that the learning activities include a global/international perspective. The Facilitator(s) infuses international elements into the learning content and international resources are used in the course readings. The teaching and learning methods used are appropriate to a culturally diverse student population. International guest-speakers and industry partner are involved into the learning.

Timing

24.08.2020 - 19.03.2021

Learning assignments

- Self-knowledge and self-efficacy, personal strengths
- recognize his/her duties and role as a student in Haaga-Helia
- Is familiar the learning environment in Haaga-Helia
- Individually builds his/her "Personal Study Plan" for the complete studies (3,5 years)
- Takes part to the "Tutor Discussion"

Enrollment

03.08.2020 - 28.08.2020

Groups

- o RZ20SC2
- o RZ20ST

Mode of delivery

50% Contact teaching, 50% Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

R&D proportion

1 cr

Virtual proportion

1 cr

Evaluation scale

H-5

Credits

- 2 cr

Unit

EHT/Haaga

• Pricing and Revenue Management ACC2RZ003-3005 29.03.2021-21.05.2021 5 cr (RZ19SH, ...)-

Learning objectives

The objective is to provide understanding and tools of pricing and revenue management. Enhance student's capabilities to use these methodologies to drive the efficiency, profitability and competitiveness of a service company. The course supports practical business management skills in an international setting with its holistic view to the hospitality and travel industries.

Upon completion of the course, the student is able to

- understand the characteristics of the service industry and the criteria for use of revenue management
- identify and analyze important KPIs (key performance indicators) and measurements of revenue management
- understand and apply different models and tools of pricing and revenue management
- distinguish between strategic and tactical pricing and revenue management
- plan and apply a revenue management project for a service provider

Starting level and linkage with other courses

Recommended to be studied after the course of Fundamentals of Hospitality, Tourism and Experience, and Financial Accounting.

Contents

- the purpose of the use of pricing and revenue management in the service industry
- internal and external measurements of revenue management
- different pricing models and tools
- forecasting revenue and operational expenses through managing supply and demand, pricing, capacity and distribution channels
- plan and apply a revenue project for a service provider

Assessment criteria

Assessment criteria - grade 1

The student understands the basic principles of pricing and revenue management and can list the essential KPIs. Knows the difference between strategic and tactical pricing and revenue management. Can identify the basic needs, elements and tools to be used in the revenue project.

Assessment criteria - grade 3

The students understands and can apply the basic principles of pricing and revenue management and can benefit from the essential KPIs. Can discuss the difference between strategic and tactical pricing and revenue management. Can identify the basic needs and select elements and tools to be used in the revenue project.

Assessment criteria - grade 5

The students can apply and develop the principles of pricing and revenue management. The student can analyse the essential KPIs and develop the business based the analysis. Can discuss the difference between strategic and tactical pricing and revenue management and implement these. Can

independently plan and apply a revenue project based on needs, elements and tools of pricing and revenue management.

Teaching methods and instruction

Online teaching and team-work/individual work in Zoom.

Independent reading

Team-work

Learning material and recommended literature

Course material:

Tranter, K., Stuart-Hill, T. & Parker, J. 2008. An Introduction to Revenue Management for the Hospitality Industry. Published in print and as e-publication. Emphasis on chapters 1, 3, 4, 5, 6, 7, 8 and 9. Also found in the library in print version (10 books)

Articles and publications provided during the course.

Teachers

Nina Niemi, Pekka Heikkilä

Working life connections

Benchmarking and case studies

STR reports

Campus

Haaga Campus

Exam dates and re-exam possibilities

Midterm Quiz, have to be made by April 25th 2021 / 20 points

Teaching language

English

Internationality

Benchmarking

Timing

29.03.2021 - 21.05.2021

Learning assignments

4 home assignments of calculations (30 points)

Course assignment (50 points)

Enrollment

04.01.2021 - 26.03.2021

Content scheduling

According to set-up in Moodle

Groups

- RZ19SH
- EXCH
- ONLINE

Alternative learning methods

Work&Study

Mode of delivery

Distance learning

Seats

15 - 40

Further information

Evaluation table: 40-54 p. = 1, 55-66 p. = 2, 67-78 p. = 3, 79-90 p. = 4, 91-100 p. = 5.

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• Pricing and Revenue Management ACC2RZ003-3006 26.10.2020-18.12.2020 5 cr (EXCH, ...)-

Learning objectives

The objective is to provide understanding and tools of pricing and revenue management. Enhance student's capabilities to use these methodologies to drive the efficiency, profitability and competitiveness of a service company. The course supports practical business management skills in an international setting with its holistic view to the hospitality and travel industries.

Upon completion of the course, the student is able to

- understand the characteristics of the service industry and the criteria for use of revenue management
- identify and analyze important KPIs (key performance indicators) and measurements of revenue management
- understand and apply different models and tools of pricing and revenue management
- distinguish between strategic and tactical pricing and revenue management
- plan and apply a revenue management project for a service provider

Starting level and linkage with other courses

Recommended to be studied after the course of Fundamentals of Hospitality, Tourism and Experience, and Financial Accounting.

Contents

- the purpose of the use of pricing and revenue management in the service industry
- internal and external measurements of revenue management
- different pricing models and tools
- forecasting revenue and operational expenses through managing supply and demand, pricing, capacity and distribution channels
- plan and apply a revenue project for a service provider

Assessment criteria

Assessment criteria - grade 1

The student understands the basic principles of pricing and revenue management and can list the essential KPIs. Knows the difference between strategic and tactical pricing and revenue management. Can identify the basic needs, elements and tools to be used in the revenue project.

Assessment criteria - grade 3

The students understands and can apply the basic principles of pricing and revenue management and can benefit from the essential KPIs. Can discuss the difference between strategic and tactical pricing and revenue management. Can identify the basic needs and select elements and tools to be used in the revenue project.

Assessment criteria - grade 5

The students can apply and develop the principles of pricing and revenue management. The student can analyse the essential KPIs and develop the business based the analysis. Can discuss the difference between strategic and tactical pricing and revenue management and implement these. Can

independently plan and apply a revenue project based on needs, elements and tools of pricing and revenue management.

Teachers

Anna-Liisa Aarti, Pekka Heikkilä

Campus

Haaga Campus

Teaching language

English

Timing

26.10.2020 - 18.12.2020

Enrollment

15.06.2020 - 30.10.2020

Groups

- EXCH
- RZ19ST

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Professional Current Events OTH8HH005-3004 19.10.2020-21.05.2021 1 cr (NSTOP, ...)-

Learning objectives

Opintojakson suoritettuaan opiskelija

- on saanut uutta tietoa tai syventänyt aiempaa osaamistaan valitsemastaan teemasta ja /tai
- tuntee alan uusia ilmiöitä ja/tai
- on hankkinut osaamista joltain erityisalueelta ja/tai
- osaa itsenäisesti osoittaa aktiivisuutensa antamalla työpanoksensa tapahtumiin.

After completing the course the student

- has gained new information or deepened previous knowledge on a topic selected by the student and/or
- is familiar with new phenomena in the professional field and/or
- has gained new expertise in a specialist field and/or
- independently and actively gives his/her input to events (not translated)

Starting level and linkage with other courses

Ei ennakkovaatimuksia. Opintojakso täydentää muita ammattiopintoja.

No prerequisites. The course complements other professional studies. (not translated)

Contents

- osallistuminen työpaikan koulutustilaisuuksiin tai
- oma-aloitteinen osallistuminen ajankohtaisteemoihin liittyviin tapahtumiin tai
- aktiivisuus opintoja tukevissa tapahtumissa

- participation in training in student's work place
- independent participation in events dealing with current affairs or
- activeness in events supporting studies (not translated)

Teaching methods and instruction

The course is to be studied independently. The student participates in one large or several smaller professional occasions and events either as a student or as an organizer / content producer. The student is responsible for keeping track of each event and hours and reflecting upon experiences gained.

(Please note Taina Pallonen is the contact person for HOTEEM students)

Responsible person

Anu Järvinen

Learning material and recommended literature

according to the event

Teachers

Anu Järvinen, Taina Pallonen

Campus

Malmi Campus

Exam dates and re-exam possibilities

no exams

Teaching language

Finnish

Timing

19.10.2020 - 21.05.2021

Learning assignments

The report must be written according to the Haaga-Helia "Guidelines for preparing written assignments". The report must be returned in Moodle.

Enrollment

09.10.2020 - 21.05.2021

Content scheduling

nonstop;

your course will be marked in 3 weeks after you have returned your report

Groups

- NSTOP
- LHIPAVV
- LHMAVV
- LHPAVV
- 02HAAGAVV
- LHIMAVV

Mode of delivery

Distance learning

Seats

1 - 100

Further information

Based on the student's report the course is evaluated as pass/fail. You may be asked to complete your report. 27 h of work equals one study credit. 1 hour is for writing the report. The maximum amount of credits is 5 ECTS. See specific instructions in Moodle.

Degree Programmes

HELI Degree Programme in Business Management, HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

1 cr

Evaluation scale

H-5

Credits

- 1 cr

Unit

Business Programmes

- Published Thesis THE7RZ001C-3004 24.08.2020-27.12.2020 5 cr (RZ18ST, ...)-

Learning objectives

Upon completion of the course, the student is able to

- choose the most suited research and project management method and apply it in the thesis project
- report the implementation process and its outcome
- evaluate the success of the thesis project

Starting level and linkage with other courses

To be studied after the thesis plan and Theory of thesis.

Contents

- Reporting in accordance with Haaga-Helia reporting and referencing guidelines
- Presenting the thesis
- Publication process
- Maturity test

Assessment criteria

Assessment criteria - grade 1

See Haaga-Helia's thesis assessment criteria: <https://student.home.haaga-helia.fi/group/pakki/opinnaytetyon-arviointi-amk#1>

Assessment criteria - grade 3

See Haaga-Helia's thesis assessment criteria: <https://student.home.haaga-helia.fi/group/pakki/opinnaytetyon-arviointi-amk#1>

Assessment criteria - grade 5

See Haaga-Helia's thesis assessment criteria: <https://student.home.haaga-helia.fi/group/pakki/opinnaytetyon-arviointi-amk#1>

Teachers

Saija Laitinen, Eeva Pajakkala

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 27.12.2020

Enrollment

15.06.2020 - 28.08.2020

Groups

- RZ18ST
- RZ18SH

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• Puheviestintä COM2RZ002-3005 26.10.2020-18.12.2020 3 cr (RZ19SH)-

Learning objectives

Osaamistavoitteet

Moduulin suoritettuaan opiskelija

* ymmärtää, että puheviestintä on keskeinen osa ammatillista osaamista ja menestyksellisen toiminnan perusta suomalaisessa elinkeinoelämässä.

* oppii analysoimaan ja kehittämään omia vuorovaikutus- ja esiintymistaitojaan erityisesti suomalaisessa asiakaspalvelu-, asiantuntija- ja esimiestehtävissä.

* hallitsee ryhmässä toimimisen ja henkilökohtaisen vaikuttamisen perusteet.

* oivaltaa hyvän ja vakuuttavan suomen kielen merkityksen johtamisessa ja markkinoinnissa sekä tunnistaa suomalaisen viestintäkulttuurin erityispiirteitä. (not translated)

Contents

Sisältö

- Vakuuttavan esiintymisen perusteet, mm. aseman merkitys, asianhallinta, vuorovaikutteisuus ja persoonallisuus
- Ensivaikutelman merkitys, mm. äänentuotto, nonverbaalinen ja verbaalinen viestintä
- Viestin tavoitteellisuus, kohdentaminen ja mukauttaminen
- Havainnollistaminen, argumentointi, innostaminen
- Vireystilan nousu esiintymisen onnistumisen tukena
- Kuunteleminen, kuuntelemisen tasot ja intensiteetti,
- Palaute ja esimiesviestinnän perusteet (not translated)

Assessment criteria

Assessment criteria - grade 1

Arvosana 1

Opiskelija pystyy nimeämään ja arvioimaan oman viestintänsä ominaispiirteitä ja tunnistaa viestintäprosessin osatekijät.

Opiskelija osallistuu yhteisön vuorovaikutustilanteisiin, vastaanottaa ja antaa palautetta. Opiskelija tunnistaa yhteisöjen vuorovaikutustilanteiden ominaispiirteet.

Opiskelija tunnistaa viestintätaidot osana ammattitaitoaan. (not translated)

Assessment criteria - grade 3

Arvosana 3

Opiskelija pystyy arvioimaan omaa viestintäosaamistaan ja muodostamaan viestinnällisiä kehittämistavoitteita. Opiskelija ymmärtää viestintätaitojen merkityksen ammatillisessa toiminnassa.

Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä tarkoituksenmukaisesti. Opiskelija toimii tavoitteellisesti alan vuorovaikutustilanteissa ja tuntee yhteisön sisäisen ja ulkoisen viestinnän merkityksen.

Opiskelija viestii asiantuntijana jäsenyöneesti, ymmärrettävästi ja kiinnostavasti sekä kohdentaa viestinsä vastaanottajan ja tilanteen mukaisesti. Opiskelija perustelee näkemyksensä.

Opiskelija tiedostaa kulttuurien vaikutuksen viestintätilanteissa. (not translated)

Assessment criteria - grade 5

Arvosana 5

Opiskelija haluaa ja osaa kehittää viestinnän taitojaan osana omaa ammattitaitoaan sekä pystyy viestimään tarkoituksenmukaisesti, luovasti ja persoonallisesti suomalaisessa viestintäkulttuurissa. Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä analyyttisesti ja pystyy mukauttamaan viestintäänsä tilanteen mukaan.

Opiskelija käyttää viestintätapoja luovasti ja hyödyntää viestintäkanavia tarkoituksenmukaisesti yhteisöjen sisäisissä ja ulkoisissa vuorovaikutustilanteissa.

Opiskelija viestii alansa asiantuntijana jäsenyneesti, ymmärrettävästi, vakuuttavasti ja kiinnostavasti.

Opiskelija argumentoi vakuuttavasti.

Opiskelija tekee joustavasti yhteistyötä kulttuuritaustaltaan erilaisten ihmisten kanssa.

Opiskelija tukee muita viestintätilanteen osapuolia, luo rohkaisevan, luottamusta herättävän ja kannustavan viestinnän ilmapiirin.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi. (not translated)

Further information

Arvosana 1

Opiskelija pystyy nimeämään ja arvioimaan oman viestintänsä ominaispiirteitä ja tunnistaa viestintäprosessin osatekijät.

Opiskelija osallistuu yhteisön vuorovaikutustilanteisiin, vastaanottaa ja antaa palautetta. Opiskelija tunnistaa yhteisöjen vuorovaikutustilanteiden ominaispiirteet.

Opiskelija tunnistaa viestintätaidot osana ammattitaitoaan.

Arvosana 3

Opiskelija pystyy arvioimaan omaa viestintäosaamistaan ja muodostamaan viestinnällisiä kehittämistavoitteita. Opiskelija ymmärtää viestintätaitojen merkityksen ammatillisessa toiminnassa.

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Opiskelija tiedostaa kulttuurien vaikutuksen viestintätilanteissa.

Arvosana 5

Opiskelija haluaa ja osaa kehittää viestinnän taitojaan osana omaa ammattitaitoaan sekä pystyy viestimään tarkoituksenmukaisesti, luovasti ja persoonallisesti suomalaisessa viestintäkulttuurissa. Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä analyyttisesti ja pystyy mukauttamaan viestintäänsä tilanteen mukaan.

Opiskelija käyttää viestintätapoja luovasti ja hyödyntää viestintäkanavia tarkoituksenmukaisesti yhteisöjen sisäisissä ja ulkoisissa vuorovaikutustilanteissa.

Opiskelija viestii alansa asiantuntijana jäsenyneesti, ymmärrettävästi, vakuuttavasti ja kiinnostavasti.

Opiskelija argumentoi vakuuttavasti.

Opiskelija tekee joustavasti yhteistyötä kulttuuritaustaltaan erilaisten ihmisten kanssa.

Opiskelija tukee muita viestintätilanteen osapuolia, luo rohkaisevan, luottamusta herättävän ja kannustavan viestinnän ilmapiirin.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi. (not translated)

Learning material and recommended literature

Kielijelppi

Kielikompassi

sekä luentomateriaali (not translated)

Teachers

Päivi Mattsoff

Campus

Haaga Campus

Exam dates and re-exam possibilities

Keskiviikko, 4.12. klo 8.15 – 10.45, L403

Yhteisöllinen tentti, opetusaika 15 minuuttia

1 Puheviestintä (myös: puheviestintäosaaminen ja -taidot)

2 Esiintyminen (myös: esiintymisjännitys)

3 Ryhmä ja ryhmäviestintä

4 Neuvottelu (not translated)

Teaching language

Finnish

Timing

26.10.2020 - 18.12.2020

Enrollment

15.06.2020 - 30.10.2020

Content scheduling

Aikataulu ja summittainen tuntisuunnitelma

Keskiviikko 23.10. klo 8.00 – 10.45, L403

Moduulin osaamistavoitteet ja toiminta, puheviestinnän perusteita, esimiesviestintä, asiakaspalveluviestintä, vakuuttavuus, viestijäkuva

Kirjoita noin yhden sivun mittainen pohdinta omasta viestijäkuvasi ja palauta Moodleen viimeistään 30.10.

Keskiviikko 30.10. klo 8.15 – 10.45, L403

Ensivaikutelma (sanat, eleet ja ilmeet, ääni)

Havainnollistaminen

Harjoitus 1: Valmistaudu esittelemään itsesi ja havainnollista esitystäsi PowerPointillä. Esittäytymisen

pituus on 2 minuuttia.

Keskiviikko 6.11 klo 8.15 – 10.45, L403

Vaikuttaminen, puheenvuorot ja palaute

Harjoitus 2: Valmistaudu pitämään viiden minuutin puheenvuoro, jonka tavoitteena on innostaa meitä matkustamaan kotipaikkakunnallesi. Kohderyhmänä on ryhmäläisesi ja opettaja. Havainnollista, mutta pakko ei ole käyttää PP:tä.

Harjoitus 3: Palautteen antamisen harjoittelua

Keskiviikko 13.11. klo 8.15- 10.45, L403

Vaikuttaminen, puheenvuorot ja palaute

Harjoitus 2: Valmistaudu pitämään viiden minuutin puheenvuoro, jonka tavoitteena on innostaa meitä matkustamaan kotipaikkakunnallesi. Kohderyhmänä on ryhmäläisesi ja opettaja. Havainnollista, mutta pakko ei ole käyttää PP:tä.

Harjoitus 3: Palautteen antamisen harjoittelua

Keskiviikko 20.11. klo 8.15 – 10.45, L403

Vaikuttaminen, puheenvuorot ja palaute

Spontaanit puheenvuorot

Ex-tempore-, rakennemallipuheenvuoroja

Harjoitus 4: Ei ennakkovalmistautumista kotona

Harjoitus 5: Palaute

Keskiviikko 27.11. klo 8.15 – 10.45, L403

Ryhmäviestintä

Ensivaikutelma, kuunteleminen, asianajo, argumentointi

Keskiviikko 4.12. klo 8.15 – 10.45, L403

Yhteisöllinen tentti, opetusaika 15 minuuttia

1 Puheviestintä (myös: puheviestintäosaaminen ja -taidot)

2 Esiintyminen (myös: esiintymisjännitys)

3 Ryhmä ja ryhmäviestintä

4 Neuvottelu (not translated)

Groups

- RZ19SH

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

• Puheviestintä COM2RZ002-3006 18.01.2021-19.03.2021 3 cr (RZ19ST)-

Learning objectives

Osaamistavoitteet

Moduulin suoritettuaan opiskelija

* ymmärtää, että puheviestintä on keskeinen osa ammatillista osaamista ja menestyksellisen toiminnan perusta suomalaisessa elinkeinoelämässä.

* oppii analysoimaan ja kehittämään omia vuorovaikutus- ja esiintymistaitojaan erityisesti suomalaisessa asiakaspalvelu-, asiantuntija- ja esimiestehtävissä.

* hallitsee ryhmässä toimimisen ja henkilökohtaisen vaikuttamisen perusteet.

* oivaltaa hyvän ja vakuuttavan suomen kielen merkityksen johtamisessa ja markkinoinnissa sekä tunnistaa suomalaisen viestintäkulttuurin erityispiirteitä. (not translated)

Contents

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- Kuunteleminen, kuuntelemisen tasot ja intensiteetti,
- Palaute ja esimiesviestinnän perusteet (not translated)

Assessment criteria

Assessment criteria - grade 1

Arvosana 1

Opiskelija pystyy nimeämään ja arvioimaan oman viestintänsä ominaispiirteitä ja tunnistaa viestintäprosessin osatekijät.

Opiskelija osallistuu yhteisön vuorovaikutustilanteisiin, vastaanottaa ja antaa palautetta. Opiskelija tunnistaa yhteisöjen vuorovaikutustilanteiden ominaispiirteet.

Opiskelija tunnistaa viestintätaidot osana ammattitaitoaan. (not translated)

Assessment criteria - grade 3

Arvosana 3

Opiskelija pystyy arvioimaan omaa viestintäosaamistaan ja muodostamaan viestinnällisiä kehittämistavoitteita. Opiskelija ymmärtää viestintätaitojen merkityksen ammatillisessa toiminnassa.

Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä tarkoituksenmukaisesti. Opiskelija toimii tavoitteellisesti alan vuorovaikutustilanteissa ja tuntee yhteisön sisäisen ja ulkoisen viestinnän merkityksen.

Opiskelija viestii asiantuntijana jäsenyöneesti, ymmärrettävästi ja kiinnostavasti sekä kohdentaa viestinsä vastaanottajan ja tilanteen mukaisesti. Opiskelija perustelee näkemyksensä.

Opiskelija tiedostaa kulttuurien vaikutuksen viestintätilanteissa. (not translated)

Assessment criteria - grade 5

Arvosana 5

Opiskelija haluaa ja osaa kehittää viestinnän taitojaan osana omaa ammattitaitoaan sekä pystyy viestimään tarkoituksenmukaisesti, luovasti ja persoonallisesti suomalaisessa viestintäkulttuurissa. Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä analyyttisesti ja pystyy mukauttamaan viestintäänsä tilanteen mukaan.

Opiskelija käyttää viestintätapoja luovasti ja hyödyntää viestintäkanavia tarkoituksenmukaisesti yhteisöjen sisäisissä ja ulkoisissa vuorovaikutustilanteissa.

Opiskelija viestii alansa asiantuntijana jäsenyneesti, ymmärrettävästi, vakuuttavasti ja kiinnostavasti.

Opiskelija argumentoi vakuuttavasti.

Opiskelija tekee joustavasti yhteistyötä kulttuuritaustaltaan erilaisten ihmisten kanssa.

Opiskelija tukee muita viestintätilanteen osapuolia, luo rohkaisevan, luottamusta herättävän ja kannustavan viestinnän ilmapiirin.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi. (not translated)

Further information

Arvosana 1

Opiskelija pystyy nimeämään ja arvioimaan oman viestintänsä ominaispiirteitä ja tunnistaa viestintäprosessin osatekijät.

Opiskelija osallistuu yhteisön vuorovaikutustilanteisiin, vastaanottaa ja antaa palautetta. Opiskelija tunnistaa yhteisöjen vuorovaikutustilanteiden ominaispiirteet.

Opiskelija tunnistaa viestintätaidot osana ammattitaitoaan.

Arvosana 3

Opiskelija pystyy arvioimaan omaa viestintäosaamistaan ja muodostamaan viestinnällisiä kehittämistavoitteita. Opiskelija ymmärtää viestintätaitojen merkityksen ammatillisessa toiminnassa.

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Opiskelija tiedostaa kulttuurien vaikutuksen viestintätilanteissa.

Arvosana 5

Opiskelija haluaa ja osaa kehittää viestinnän taitojaan osana omaa ammattitaitoaan sekä pystyy viestimään tarkoituksenmukaisesti, luovasti ja persoonallisesti suomalaisessa viestintäkulttuurissa. Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä analyyttisesti ja pystyy mukauttamaan viestintäänsä tilanteen mukaan.

Opiskelija käyttää viestintätapoja luovasti ja hyödyntää viestintäkanavia tarkoituksenmukaisesti yhteisöjen sisäisissä ja ulkoisissa vuorovaikutustilanteissa.

Opiskelija viestii alansa asiantuntijana jäsenyneesti, ymmärrettävästi, vakuuttavasti ja kiinnostavasti.

Opiskelija argumentoi vakuuttavasti.

Opiskelija tekee joustavasti yhteistyötä kulttuuritaustaltaan erilaisten ihmisten kanssa.

Opiskelija tukee muita viestintätilanteen osapuolia, luo rohkaisevan, luottamusta herättävän ja kannustavan viestinnän ilmapiirin.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi. (not translated)

Teachers

Päivi Mattsoff

Campus

Haaga Campus

Teaching language

Finnish

Timing

18.01.2021 - 19.03.2021

Enrollment

04.01.2021 - 15.01.2021

Groups

- RZ19ST

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

- **Qualitative Research and Innovation Methods MET1RZ006-3003 29.03.2021-21.05.2021 5 cr (EXCH, ...)-**

Teaching methods and instruction

This course offers a hands-on opportunity for bachelor students to experience the practice of qualitative research. It will address the nature of qualitative research in hospitality, with ample opportunities to discuss the implications of the choices made in designing, implementing and reporting on the findings of a 'mock' or 'real' project. It is designed to help students to develop skills to collect qualitative data during dissertation projects. In this module, it is ensured that the learning activities include a global/international perspective. The Facilitator(s) infuses international elements into the learning content and international resources are used in the module readings. The teaching and learning methods used are appropriate to a culturally diverse student population.

At the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- a) Manage a qualitative research project and the team's performance;
- b) Be responsible for own study and working within a project;
- c) Ensure the exercising of ethical and social principles within the hospitality industry;

Learning material and recommended literature

- a) Carson, D. J., Gilmore, A., Perry, C., and Gronhaug, K. (2001). *Qualitative Marketing Research*. London, UK: SAGE Publications.
- b) Creswell, J. W. (2013). 3rd ed. *Qualitative Inquiry and Research Design: Choosing Among Five Traditions*. Thousand Oaks, CA, USA: SAGE Publications.
- c) Creswell, J. W. (2014). 4th ed. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. London, UK: SAGE Publications.
- d) Denzin, N. K. & Lincoln, Y. S. 2017. *The SAGE Handbook of Qualitative Research*. 5th Edition. London, UK: SAGE Publications.

e) Hine, D., & Carson, D. (Eds.). (2007). Innovative Methodologies in Enterprise Research. Cheltenham, UK: Edward Elgar.

Teachers

Vesa Heikkinen, Aarni Tuomi

Campus

Haaga Campus

Teaching language

English

Timing

29.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 05.02.2021

Groups

- EXCH
- MALTA2021K
- ONLINE

Mode of delivery

Contact teaching

Seats

15 - 40

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

R&D proportion

2 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

Restonomi

- **Research and Innovation Methods MET1RZ400-3001 26.10.2020-18.12.2020 5 cr (RZ19SH, ...)-**

Teaching methods and instruction

Online teaching sessions in Zoom

Learning material and recommended literature

LAB8. Toolkit 42. URL: <https://www.lab8.fi/tool-factory/>. Accessed 28th of May.

Partly: Saunders, M., Lewis, P. & Thornhill, A. 2016. Research methods for business students. 7th ed. Harlow: Pearson Education.

Other material provided by teachers

Teachers

Kristiina Adamsson, Eeva Pajakkala

Working life connections

Research and development methods co-operates with Hungry for Finland project of Haaga-Helia.

Campus

Haaga Campus

Exam dates and re-exam possibilities

Online exam during the course, re-exam during the period 3/2021 and 4/2021

Teaching language

English

Internationality

The course is conducted in HOTEEM-programs with a mix of international students and exchange students. International sources are used in literature.

Timing

26.10.2020 - 18.12.2020

Learning assignments

Group Assignment: Research of Domestic Travel in Finland is commissioned by Hungry for Finland project, 70%, 70 points

Individual: Exam, 30%, 30 points

Enrollment

15.06.2020 - 30.10.2020

Content scheduling

Mon 26th of Oct Kick off! (Eeva and Krisse)

Guest speaker: Mrs Katarina Wakonen, Manager, Research, Global Insight. Introducing research by Visit Finland. Orientation to Research Methods. What is research? Criteria for Research

Thu 29th of Oct Research Process, Research Planning. Group working: Research outline for group assignment: Domestic Traveling in Finland, (Krisse)

Mon 2nd of Nov Literature search and library sources / Katri Hollo. Source criticism. Theoretical framework (Eeva)

Thu 5th of Nov: Deadline for Research plan and short presentations. Ethical issues in research and development – individual learning.

Mon 9th of Nov Introduction to Quantitative Research Methods

Thu 12nd of Nov Webropol and creating questionnaire

Mon 16th of Nov Introduction to Qualitative Research Methods. Constructing interview,

Thu 19th of Nov Interviewing drill, reporting in Haaga-Helia,

Mon 23rd of Nov Data collecting week, independent group work

Thu 26th of Nov Data Collecting week, independent group work

Mon 30th of Nov Data analyzing reporting, visualization: figures, tables etc.

Thu 3rd of Nov Writing report, teacher available online

Mon 7th of Dec Inspiration LAB8 by Haaga-Helia: Guest speaker

Thu 10th of Dec Presentations: Innovation, ideation and development methods

Groups

- RZ19SH
- RZ19ST

Mode of delivery

Distance learning

Seats

15 - 30

Further information

Group assignment 70 % of the grade

Exam 30 % of the grade

Grade 1:

Student is able to search for reliable literature sources for research and development project. S/he is able to create a research and development project plan. S/he recognizes different kind of research methods and knows basic principles of research ethics.

Grade 3:

Student knows how to choose and implement research and development methods. Student is able to analyse the data and justify choices. Student is able to describe stages of the research project and give practical development ideas based on the research results.

Grade 5: Student is able to evaluate the trustworthiness of the sources and research reports. S/he applies research ethics principles to research and development project. Student is able to evaluate development ideas and their implementations in the work life.

Feedback: Continuous feedback during the course. Written Feedback on the research report is based on the given assessment criteria. Written feedback is only given for the reports submitted on time.

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Responsible Business (Virtual non-stop) WOR8RZ001-3006 24.05.2021-31.07.2021 5 cr (VIRTUAL, ...)-

Learning objectives

Opintojakson suoritettuaan opiskelija

- tuntee vastuullisen liiketoiminnan eri osa-alueet ja toimijatasot
- tunnistaa eri toimialojen merkittävimpiä vaikutuksia toimintaympäristöön ja yhteiskuntaan
- ymmärtää yritys vastuun osana tuloksellista liiketoimintaa
- tuntee omaan ammattiosaamiseensa liittyviä kestävä kehityksen mukaisia periaatteita ja työ- & toimintatapoja
- osaa peruseriaatteen vastuullisen liiketoiminnan johtamisesta ja tärkeimmistä työkaluista (not translated)

Starting level and linkage with other courses

Ei lähtötaaso vaatimuksia tai sidonnaisuuksia. (not translated)

Contents

- Yritysvastuun läpileikkaus
- Yhteiskuntavastuun ulottuvuudet: Taloudellinen vastuu
- Yhteiskuntavastuun ulottuvuudet: Sosiaalinen vastuu
- Yhteiskuntavastuun ulottuvuudet: Ekologinen vastuu
- Toimitusketjun vastuullisuus
- Vastuullisuuden toteuttaminen
- Vastuullisuusviestintä
- Vastuullinen kuluttaminen (not translated)

Assessment criteria

Assessment criteria - grade 1

Arvosana 1

Opiskelija nimeää joitakin vastuulliseen liiketoimintaan vaikuttavia tekijöitä

Opiskelija tuntee joitakin osin yritys vastuun vaikuttavuutta

Opiskelija määrittelee vastuullisuuden osa-alueet toteavasti

Opiskelija nimeää erilaisia yritys vastuun toteuttamistapoja ja työkaluja

Opiskelija kuvailee vastuulliseen kuluttamiseen sisältyviä asioita (not translated)

Assessment criteria - grade 3

Arvosana 3

Opiskelija selittää vastuulliseen liiketoimintaan vaikuttavia tekijöitä ja antaa esimerkkejä ilmiöiden välisistä riippuvuussuhteista.

Opiskelija vertailee joitakin osin yritys vastuun vaikuttavuutta eri toimialoilla

Opiskelija esittelee toimitusketjujen sidonnaisuutta yritys vastuuseen

Opiskelija kuvailee esimerkkien avulla vastuullisuuden osa-alueita

Opiskelija esittelee sujuvasti vastuulliseen kuluttamiseen sisältyvää kysyntää ja tarjontaa

Opiskelija kertoo esimerkkejä, miten yritys vastuuta toteutetaan ja työkaluja hyödynnetään (not translated)

Assessment criteria - grade 5

Arvosana 5

Opiskelija arvioi vastuulliseen liiketoimintaan vaikuttavia tekijöitä eri näkökulmista.

Opiskelijalla on perusteltuja näkemyksiä yritys vastuusta

Opiskelija ehdottaa ideoita uusiksi toimintatavoiksi eri toimijoiden välillä ja yli toimialarajojen

Opiskelija ideoi, miten vastuullista kuluttamista voisi tuoda uudella tavalla eri kohderyhmille

Opiskelija arvioi eri yritysten toimintatapoja vastuullisuuden näkökulmasta ja ehdottaa relevantteja kehitysehdotuksia (not translated)

Teachers

Mia Tarhanen

Campus

Haaga Campus

Teaching language

Finnish

Timing

24.05.2021 - 31.07.2021

Enrollment

14.04.2021 - 21.05.2021

Groups

- VIRTUAL
- KESÄ2021
- CAMPUS21KESÄ

Mode of delivery

Contact teaching

Seats

15 - 50

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• Responsible Business Management ENV8HA001-3003 24.08.2020-30.07.2021 3 cr (NSTOP, ...)-

Learning objectives

After completing the course the student will acknowledge the key components of responsible business management and the key factors influencing the responsibility within the business. Furthermore the student will gain understanding of the necessity of the responsible business management for the profitability of an organization. After completing the course, the student will possess the ability to evaluate own actions, and professional persona in comparison to responsible business management standards.

Starting level and linkage with other courses

None

Contents

- Introduction to corporate responsibility
- Integrating environment and human resources into corporate strategy
- Communicating responsibility
- Living and leading responsible business
- CSR programs

Assessment criteria

Assessment criteria - grade 1

Grade 1

Portrays the knowledge of responsible business management.

Shows capabilities of using the terminology of responsible business management and creating shared value

Is able to present (oral or written) the key aspects of responsible business management.

Assessment criteria - grade 3

Grade 3

Portrays the knowledge of responsible business management.

Shows capabilities of using the terminology of responsible business management and creating shared value

Is able to present (oral or written) the key aspects of responsible business management.

Express the knowledge of the possibilities for organisations in advancing the responsible business management.

Provides feedback with arguments.

Assessment criteria - grade 5

Grade 5

Portrays profound knowledge of responsible business management.

Shows advanced capabilities of using the terminology of responsible business management and creating shared value

Is able to fluently present (oral or written) the key aspects of responsible business management.

Express the knowledge of the possibilities for organisations in advancing the responsible business management.

Provides feedback with arguments

Teachers

Mia Tarhanen

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 30.07.2021

Enrollment

15.06.2020 - 15.06.2021

Content scheduling

The course will be available latest Sep 2nd 2019

Groups

- NSTOP
- AVOVÄYLÄ
- 02HAAGAVV
- EXCH

Mode of delivery

Distance learning

Seats

15 - 25

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

3 cr

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

- Responsible Business Management ENV8HA001-3005 24.05.2021-31.07.2021 3 cr (KESÄ2021, ...)-

Learning objectives

After completing the course the student will acknowledge the key components of responsible business management and the key factors influencing the responsibility within the business. Furthermore the student will gain understanding of the necessity of the responsible business management for the profitability of an organization. After completing the course, the student will possess the ability to evaluate own actions, and professional persona in comparison to responsible business management standards.

Starting level and linkage with other courses

None

Contents

- Introduction to corporate responsibility
- Integrating environment and human resources into corporate strategy
- Communicating responsibility
- Living and leading responsible business
- CSR programs

Assessment criteria

Assessment criteria - grade 1

Grade 1

Portrays the knowledge of responsible business management.

Shows capabilities of using the terminology of responsible business management and creating shared value

Is able to present (oral or written) the key aspects of responsible business management.

Assessment criteria - grade 3

Grade 3

Portrays the knowledge of responsible business management.

Shows capabilities of using the terminology of responsible business management and creating shared value

Is able to present (oral or written) the key aspects of responsible business management.

Express the knowledge of the possibilities for organisations in advancing the responsible business management.

Provides feedback with arguments.

Assessment criteria - grade 5

Grade 5

Portrays profound knowledge of responsible business management.

Shows advanced capabilities of using the terminology of responsible business management and creating shared value

Is able to fluently present (oral or written) the key aspects of responsible business management.

Express the knowledge of the possibilities for organisations in advancing the responsible business management.

Provides feedback with arguments

Teachers

Mia Tarhanen

Campus

Haaga Campus

Teaching language

English

Timing

24.05.2021 - 31.07.2021

Enrollment

14.04.2021 - 21.05.2021

Groups

- KESÄ2021
- ONLINE

Mode of delivery

Contact teaching

Seats

15 - 25

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

- STAR Certification in Hotel Industry Analytics CER8RB001-3003 26.10.2020-18.12.2020 2 cr (EXCH, ...)-

Learning objectives

The "Certification in Hotel Industry Analytics" is the leading hotel-related certification for university students graduating from Hospitality and Tourism programs. This recognition provides evidence of a thorough knowledge of the foundational metrics, definitions, formulas, and methodologies that are used by the hotel industry. Recipients have proven that they can "do the math" and interpret the results. They have demonstrated an ability to analyze various types of hotel industry data and to make strategic inferences based upon that analysis. Certification also confirms a comprehensive understanding of benchmarking and performance reports. Recipients have a grasp of the current landscape of the hotel industry, including relevant current events. Achieving this distinction announces that these students have a place among the best graduates in their profession and opens the doors to future career opportunities. Recipients receive a certificate and are able to sue the CHIA designation on their business cards and resumes.

Contents

Hotel Industry Analytical Foundations

Hotel Math Fundamentals, the metrics used by the Hotel Industry

Property Level Benchmarking (STAR Reports)

Hotel Industry Performance Reports

Application Exercises and CHIA (Certified Hotel Industry Analytics) Exam

Further information

The cost of the course, including the exam (+ 1 re-exam), is 35€/student

Teachers

Nina Niemi

Campus

Haaga Campus

Teaching language

English

Timing

26.10.2020 - 18.12.2020

Enrollment

15.06.2020 - 30.10.2020

Groups

- EXCH
- 02HAAGAVV

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 2 cr

Unit

EHT/Haaga

- Scientific reading and writing COM8HA002-3002 22.03.2021-26.03.2021 2 cr (02HAAGAVV, ...)-

Contents

Opi lukemaan ja kirjoittamaan tieteellisiä tekstejä!

Haluatko oppia lukemaan tieteellisiä artikkeleita ja tutkimuksia? Koetko erityisesti englanninkieliset tieteelliset tekstit haastavina lukea ja ymmärtää?

Kurssilla perehdytään tieteellisten tekstien rakenteeseen ja ominaispiirteisiin. Saat käytännön vinkkejä helpottamaan tieteellisten tekstien ymmärtämistä. Kurssilla kerrataan myös tehokasta tiedonhakua, lähdeviitekäytäntöjä ja lähdekritiikkiä. Kurssi tukee erityisesti opinnäytetyöprosessin aloittamisessa. (not translated)

Teachers

Katriina Kolu

Campus

Haaga Campus

Teaching language

Finnish

Timing

22.03.2021 - 26.03.2021

Enrollment

04.01.2021 - 19.03.2021

Groups

- 02HAAGAVV
- ONLINE

Mode of delivery

Distance learning

Seats

15 - 39

Degree Programmes

HOTRA Degree Programme in Hotel and Restaurant Management, HOTEEM Degree Programme in Hospitality, Tourism and Experience Management, RUOKAT Degree Programme in Culinary Management, MATKA Degree Programme in Tourism Management

Virtual proportion

2 cr

Evaluation scale

H-5

Credits

- 2 cr

Unit

EHT/Haaga

- **Strategic Management and Human Resource Management in Hotel, Restaurant and Tourism Business LEA2HA001-3016 24.08.2020-16.10.2020 5 cr (3AMK, ...)-**

Learning objectives

The student can evaluate different strategic choices and offer development proposals in company strategies and their implementation practices in relation to analysis of industry environment. Furthermore, s/he can evaluate HR processes and practices and how well they are vertically and horizontally aligned. S/he reflects the various ways of engaging people. Based on those notions, s/he can make justified development proposals. S/he can from various viewpoints explain the criteria of strategic HRM.

Starting level and linkage with other courses

Recommended for 3rd year students.

Contents

Participative strategy process

- Analyzing external environment
- Creating competitive advantage with people
- Strategic human resource management
- HRM processes
- Managing Performance
- HR's role for successful CSR
- Enhancing organizational engagement

Assessment criteria

Assessment criteria - grade 1

The student knows core strategy concepts and the phases of a strategy process. S/he recognizes the nature of industry in hospitality and tourism. S/he is able to describe the main processes in HRM and identifies the roles and objectives of a line manager both in strategy work and in HRM. S/he knows different ways and situations to engage employees.

Assessment criteria - grade 3

The student can explain the principles and phases both in a participatory and in a rational strategy process. S/he applies the core strategy concepts and is able to use some analysis methods in detecting trends and changes in industry environment. S/he can explain how employee engagement is reached and the meaning of it in strategy work. S/he can identify various linkages between business strategy and the HRM practices.

Grade

Assessment criteria - grade 5

The student can evaluate different strategic choices and offer development proposals in company strategies and their implementation practices in relation to analysis of industry environment. Furthermore, s/he can evaluate HR processes and practices and how well they are vertically and horizontally aligned. S/he reflects the various ways of engaging people. Based on those notions,

s/he can make justified development proposals. S/he can from various viewpoints explain the criteria of strategic HRM.

Further information

The learning goals of this course can be reached in the following ways:

Involvement into participative lectures, a team assignment, Strategy test and HRM assignment. Independent learning and assessing one's own learning are expected.

The course is suggested to take in 2nd or 3rd year.

Teachers

Riikka Hynninen, Eija Kjelin

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 16.10.2020

Enrollment

15.06.2020 - 28.08.2020

Groups

- 3AMK
- RZ18ST
- RZ18SH
- VIR
- EXCH

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

○ 5 cr

- Superior - Good Communication in Employment Relationship LEA8RL002-3003 24.05.2021-28.05.2021 5 cr (02HAAGAVV)-

Learning objectives

Opintojakson käytyään opiskelija tuntee esimiesmiestyössä tarvittavaa lainsäädäntöä ja osaa soveltaa sitä erityisesti työhyvinvointiin ja työssäjaksamiseen liittyvissä käytännön tilanteissa. Opiskelija hallitsee esimies-alaisviestintään liittyviä keinoja. (not translated)

Starting level and linkage with other courses

Opintojaksolla ei ole edeltävyysehtoja eikä sidonnaisuuksia muihin opintojaksoihin. (not translated)

Contents

Opintojakson tarkoituksena on tutustua erityisesti esimiehen kannalta keskeiseen työlainsäädäntöön, sen tulkintaan ja soveltamiseen käytännön vuorovaikutustilanteissa. Aihetta lähestytään pääosin tapausanalyysien avulla. Käsiteltäviä aiheita ovat muun muassa

- Työelämän lainsäädäntö erityisesti johtamiselle ja esimiestyölle asettavien velvoitteiden osalta
- Työelämän muutospaineet: miten väki pysyy töissä terveinä ja motivoituneina
- Esimiestyön kulmakivet viestinnän keinoin (vuorovaikutus, keskustelu, kysely, kuuntelu, palaute, viestin mukauttaminen, yhteistyö, arvostus ja kunnioitus) (not translated)

Assessment criteria

Assessment criteria - grade 1

Arvosana 1: Välttävä

Tunnistaa työhyvinvointiin ja työyhteisöviestintään liittyviä ongelmia sekä osaa löytää ratkaisuja joihinkin ongelmiin. (not translated)

Assessment criteria - grade 3

Arvosana 3: Hyvä

Tuntee esimiestyön kannalta oleellista työhyvinvointiin ja viestintään liittyvää lainsäädäntöä. Hallitsee esimiestyön juridisviestinnällisiä perusteita. Pystyy antamaan ja vastaanottomaan palautetta sekä hallitsee vuorovaikutustaitojen perusteet. (not translated)

Assessment criteria - grade 5

Arvosana 5: Kiitettävä

Hallitsee hyvin esimiestyön kannalta oleellista työhyvinvointiin ja viestintään liittyvää lainsäädäntöä sekä osaa soveltaa sitä päivittäisessä esimiestyössä. Tuntee useita tapoja tukea henkilöstön henkistä jaksamista. Hallitsee erinomaisesti vuorovaikutustaidot ja pystyy kriittisesti analysoimaan omaa johtamistaan ja sen vaikutuksia. (not translated)

Further information

Huom!

Osallistuminen edellyttää lähiopetukseen ja ryhmätöihin osallistumista maskin kanssa

Aika ja paikka

pe 5.3.2021 klo 13.00 – 18.00 Pasila
la 6.3.2021 klo 10.00 – 14.00 Pasila
pe 12.3.2021 klo 13.00 – 18.00 Pasila
la 13.3. 2021 klo 10.00 – 14.00 Pasila
tenttipäivä ilmoitetaan myöhemmin (materiaalit käytettävissä)

Taustaa

Lainsäädännössä edellytetään hyvää esimiestaitoa, joka myötävaikuttaa hyvän työilmapiirin syntymiseen ja tukee työntekijöiden henkistä työhyvinvointia. Hyvään esimiestaitoon kuuluu vuorovaikutteisuus, keskusteleminen, kuunteleminen sekä aktiivinen ja jatkuva palaute, viestin mukauttaminen (kommunikatiivinen kompetenssi) sekä yhteistyöstä kumpuava arvostus ja kunnioitus. Tämän ohella hyvän esimiehen tulee tuntee työlainsäädännön keskeiset säännöt ja ottaa ne huomioon toimissaan. (not translated)

Teachers

Kirsi Ola, Päivi Mattsoff

Campus

Haaga Campus

Teaching language

Finnish

Timing

24.05.2021 - 28.05.2021

Enrollment

04.01.2021 - 26.02.2021

Content scheduling

Huom!

Osallistuminen edellyttää lähiopetukseen ja ryhmitöihin osallistumista maskin kanssa

Aika ja paikka

pe 5.3.2021 klo 13.00 – 18.00 Pasila
la 6.3.2021 klo 10.00 – 14.00 Pasila
pe 12.3.2021 klo 13.00 – 18.00 Pasila
la 13.3. 2021 klo 10.00 – 14.00 Pasila

tenttipäivä ilmoitetaan myöhemmin (materiaalit käytettävissä) (not translated)

Groups

- 02HAAGAVV

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTRA Degree Programme in Hotel and Restaurant Management, HOTEEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- **Supervisory Project LEA1RZ003-3004 24.08.2020-16.10.2020 3 cr (VIR, ...)**

Learning objectives

Upon completion of the course, the student will

- be familiar with project work and will have worked in a project group
- understand the significance of details in a successful customer service process
- be able to work in a self-directed and responsible way in his/her project group
- understand and support managerial work in multicultural work environments
- recognize practices of working life in project/process management and is able to critically analyze project execution against set goals

Starting level and linkage with other courses

Starting level and linkage with other courses

Recommended to be studied after the course Operational Project.

Contents

- Project plan design
- Tools for planning and follow-up
- Role of interpersonal skills in project work
- Utilizing skills and knowledge in project groups
- Project organisations, organisational theories
- Integrating approaches to hospitality industry development

Assessment criteria

Assessment criteria - grade 1

The student can identify key elements of project management. S/he can operate one project management program assisted. S/he identifies different approaches to hospitality industry development.

Assessment criteria - grade 3

The student can produce a project plan and a final report. S/he can plan and evaluate the use of resources in a successful project. S/he can make a preliminary budget for a project.

Assessment criteria - grade 5

The student can critically evaluate results and execution of a project. S/he can independently manage and report projects with set goals. S/he can analyze benefits against costs in a hospitality project.

Further information

Working life connections

This course involves a project work commissioned by an external company or the learning institute.

Internationality

The course is conducted in HOTEEM-program with a mix of international students and exchange students.

Teaching methods and instruction

Lectures and related assignments

Participation in working life project

Learning assignment

Learning material and recommended literature

Moodle page

Lecture materials

Teachers

Terhi Oksanen-Alén, Sakari Ketolainen

Working life connections

Project with Hotel Lilla Roberts

Guest lecturer

Campus

Haaga Campus

Exam dates and re-exam possibilities

-

Teaching language

English

Internationality

The course is conducted in HOTEEM-program with a mix of international students and exchange students

Timing

24.08.2020 - 16.10.2020

Learning assignments

Learning diary

Project assignment

Enrollment

15.06.2020 - 28.08.2020

Content scheduling

-

Groups

- VIR
- RZ19SH
- EXCH

Alternative learning methods

-

Project groups get feedback from commissioner

Mode of delivery

Distance learning

Seats

15 - 30

Further information

Learning diary 40%

Project assignment 60%

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

R&D proportion

2 cr

Virtual proportion

3 cr

Evaluation scale

H-5

Credits

- 3 cr

Unit

EHT/Haaga

- Svenska i hotell, restaurang och turismbranschen (intensive) SWE8HA005-3006 22.03.2021-21.05.2021 5 cr (02HAAGAVV, ...)-

Teachers

Anna Sarajas-Zino

Campus

Haaga Campus

Teaching language

Finnish

Timing

22.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 19.02.2021

Groups

- 02HAAGAVV
- ONLINE

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Svenska i hotell, restaurang och turismbranschen (intensive) SWE8HA005-3005 26.10.2020-18.12.2020 5 cr (02HAAGAVV)-

Teachers

Arja Aktan-Helminen

Campus

Haaga Campus

Teaching language

Finnish

Timing

26.10.2020 - 18.12.2020

Enrollment

15.06.2020 - 30.10.2020

Groups

- 02HAAGAVV

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Svenska i hotell-, restaurang- och turismbranschen SWE2RZ005-3005 26.10.2020-18.12.2020 5 cr (RZ20SC1)-

Learning objectives

Opintojakson suoritettuaan opiskelija

- osaa toimia ruotsin kielellä eri asiakas- ja vuorovaikutustilanteissa
- osaa käyttää ruotsin kieltä oman alan toimintaympäristössä.
- osaa tuottaa alalla tarvittavia yleisiä tekstejä ruotsiksi
- osaa esitellä yrityksen tuotteita ruotsiksi myyvällä ja asiakaslähtöisellä tavalla.
- osaa esitellä itsensä ja osaamisensa sekä kirjallisesti että suullisesti ruotsiksi (not translated)

Starting level and linkage with other courses

Opintojakson taso on B1. Opiskelijalla tulisi olla sellainen ruotsin kielen lähtötaso, jolla hän kykenee suoriutumaan opintojakson tavoitteista. Mikäli ruotsin tasotesti osoittaa heikompaa lähtötasoa, suositellaan vapaavalintaisen Träna svenska -opintojakson suorittamista. (not translated)

Contents

- Alan erilaiset asiakas- ja myyntipalvelutilanteet
- Gastronomista terminologiaa ja suomalaisesta keittiöstä kertomista
- Matkailijan Suomi
- Alan yrityksen, sen toimintojen ja henkilökunnan esittely
- Työelämän tärkeimmät suulliset viestintätilanteet
- Alan ammatillisia tekstejä ja liikeviestintää (not translated)

Assessment criteria

Assessment criteria - grade 1

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 1

Opiskelija osaa tuotoksessaan tyydyttävästi soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän osaa ammattikielen perusteita ja selviää helpoista asiakaspalvelu- ja myyntitilanteista. Tämän lisäksi hän pystyy tuottamaan yksinkertaisia liikeviestinnässä tarvittavia kirjallisia ja suullisia viestejä. Tämän opintojakson suoritettuaan opiskelija omaa julkisyhteisöjen henkilöstöltä vaadittavan tyydyttävän ruotsin kielen kirjallisen ja suullisen tason*.

*Opintojakson arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja opintojakson arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi. (not translated)

Assessment criteria - grade 3

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 3

Opiskelija osaa tuotoksessaan soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän hallitsee ammattikielen sekä asiakaspalvelu- ja myyntitilanteissa tarvittavat ilmaisut. Tämän lisäksi hän hallitsee liikeviestinnässä tarvittavat kirjalliset ja suulliset taidot.*

*Opintojakson arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja opintojakson arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi. (not translated)

Assessment criteria - grade 5

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 5

Opiskelija osaa tuotoksessaan luontevasti ja monipuolisesti soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän hallitsee erittäin hyvin ammattikielen sekä asiakaspalvelu- ja myyntitilanteissa tarvittavat ilmaisut. Tämän lisäksi hän hallitsee erittäin hyvin liikeviestinnässä tarvittavat kirjalliset ja suulliset taidot.*

*Opintojakson arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja opintojakson arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi. (not translated)

Further information

Työelämäyhteydet:

Opintojakson sisällöt ovat työelämälähtöisiä ja -aiheisia.

Kansainvälisyys:

Opintojakson aihepiireissä tutustutaan pohjoismaisiin käytänteisiin, ja opiskelijaa rohkaistaan lähtemään vaihtoon tai työharjoittelun Pohjoismaihin. Opiskelija oppii pohjoismaisessa kulttuurissa toimimisesta.

Vastuuopettajat

Arja Aktan-Helminen, Haaga

Anna Sarajas-Zino, Haaga (not translated)

Teachers

Anna Sarajas-Zino

Campus

Haaga Campus

Teaching language

English

Timing

26.10.2020 - 18.12.2020

Enrollment

17.08.2020 - 30.10.2020

Groups

- RZ20SC1

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Svenska i hotell-, restaurang- och turismbranschen SWE2RZ005-3006 26.10.2020-18.12.2020 5 cr (RZ20SC2)-

Learning objectives

Opintojakson suoritettuaan opiskelija

- osaa toimia ruotsin kielellä eri asiakas- ja vuorovaikutustilanteissa
- osaa käyttää ruotsin kieltä oman alan toimintaympäristössä.
- osaa tuottaa alalla tarvittavia yleisiä tekstejä ruotsiksi
- osaa esitellä yrityksen tuotteita ruotsiksi myyvällä ja asiakaslähtöisellä tavalla.
- osaa esitellä itsensä ja osaamisensa sekä kirjallisesti että suullisesti ruotsiksi (not translated)

Starting level and linkage with other courses

Opintojakson taso on B1. Opiskelijalla tulisi olla sellainen ruotsin kielen lähtötaso, jolla hän kykenee suoriutumaan opintojakson tavoitteista. Mikäli ruotsin tasotesti osoittaa heikompaa lähtötasoa, suositellaan vapaavalintaisen Träna svenska -opintojakson suorittamista. (not translated)

Contents

- Alan erilaiset asiakas- ja myyntipalvelutilanteet
- Gastronomista terminologiaa ja suomalaisesta keittiöstä kertomista
- Matkailijan Suomi
- Alan yrityksen, sen toimintojen ja henkilökunnan esittely
- Työelämän tärkeimmät suulliset viestintätilanteet
- Alan ammatillisia tekstejä ja liikeviestintää (not translated)

Assessment criteria

Assessment criteria - grade 1

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 1

Opiskelija osaa tuotoksessaan tyydyttävästi soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän osaa ammattikielen perusteita ja selviää helpoista asiakaspalvelu- ja myyntitilanteista. Tämän lisäksi hän pystyy tuottamaan yksinkertaisia liikeviestinnässä tarvittavia kirjallisia ja suullisia viestejä. Tämän opintojakson suoritettuaan opiskelija omaa julkisyhteisöjen henkilöstöltä vaadittavan tyydyttävän ruotsin kielen kirjallisen ja suullisen tason*.

*Opintojakson arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja opintojakson arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi. (not translated)

Assessment criteria - grade 3

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 3

Opiskelija osaa tuotoksessaan soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän hallitsee ammattikielen sekä asiakaspalvelu- ja myyntitilanteissa tarvittavat ilmaisut. Tämän lisäksi hän hallitsee liikeviestinnässä tarvittavat kirjalliset ja suulliset taidot.*

*Opintojakson arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja opintojakson arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi. (not translated)

Assessment criteria - grade 5

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 5

Opiskelija osaa tuotoksessaan luontevasti ja monipuolisesti soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän hallitsee erittäin hyvin ammattikielen sekä asiakaspalvelu- ja myyntitilanteissa tarvittavat ilmaisut. Tämän lisäksi hän hallitsee erittäin hyvin liikeviestinnässä tarvittavat kirjalliset ja suulliset taidot.*

*Opintojakson arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja opintojakson arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi. (not translated)

Further information

Työelämäyhteydet:

Opintojakson sisällöt ovat työelämälähtöisiä ja -aiheisia.

Kansainvälisyys:

Opintojakson aihepiireissä tutustutaan pohjoismaisiin käytänteisiin, ja opiskelijaa rohkaistaan lähtemään vaihtoon tai työharjoitteluun Pohjoismaihin. Opiskelija oppii pohjoismaisessa kulttuurissa toimimisesta.

Vastuuopettajat

Arja Aktan-Helminen, Haaga

Anna Sarajas-Zino, Haaga (not translated)

Teachers

Arja Aktan-Helminen

Campus

Haaga Campus

Teaching language

English

Timing

26.10.2020 - 18.12.2020

Enrollment

17.08.2020 - 30.10.2020

Groups

- RZ20SC2

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Theory of Thesis THE7RZ001B-3004 24.08.2020-27.12.2020 5 cr (RZ18SH, ...)-

Learning objectives

Upon completion of the course, the student is able to:

- utilize a variety of information sources and assess existing information critically
- choose the most suited research and project management method and apply it in the thesis project

Starting level and linkage with other courses

Recommended to be studied after the course Research and Innovation Methods.

Contents

- Carrying out the thesis project under the supervision of the thesis advisor, and in themed workshops, if necessary (research methods, text guidance, information search, reporting)
- Reporting in accordance with Haaga-Helia reporting and referencing guidelines

Teachers

Saija Laitinen, Eeva Pajakkala

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 27.12.2020

Enrollment

15.06.2020 - 28.08.2020

Groups

- RZ18SH
- RZ19ST

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• Thesis Phase 1 THE7HH801-3002 26.10.2020-18.12.2020 5 cr (RZ18ST, ...)-

Learning objectives

Upon completion of the module, the student is able to

- Know different stages of the thesis process
- Know the aim of her/his thesis
- Search for information in a variety of reliable sources.
- Define the key concepts of her/his thesis.
- Create a realistic schedule for her/his thesis
- Know requirements and the basic structure of the thesis.
- plan a research-based development project outline.

Starting level and linkage with other courses

Studies specified by the degree programme

Contents

- Thesis at Haaga-Helia
- Thesis process and progress in Konto
- Student's role and responsibilities during the thesis process
- Confidentiality in theses
- Content and extent of the thesis
- Content and extent of a research-based development project
- Source information search, reliable information and critical evaluation of them.
- Formal referencing
- Selection criteria for research and innovation methods
- Thesis reporting according to Haaga-Helia reporting guidelines
- Self management during the thesis process.

Assessment criteria

Assessment criteria - grade 1

See thesis assessment criteria in MyNet

Assessment criteria - grade 3

See thesis assessment criteria in MyNet

Assessment criteria - grade 5

See thesis assessment criteria in MyNet

Teaching methods and instruction

- Lectures
- Assignments
- Personal guidance

- Individual working

Full time studies: weekly contact lessons, approximately 16 hours within 8 weeks

Learning material and recommended literature

Thesis page on MyNet

Handouts in Moodle

Teachers

Riina Iloranta, Eeva Pajakkala, Violeta Salonen

Working life connections

Students are strongly encouraged to find a commissioning organization that has a need for an RDI project as part of their organizational process or service development.

The thesis project supports student's professional development.

Campus

Haaga Campus

Exam dates and re-exam possibilities

Online exam in Moodle during the course

Teaching language

English

Internationality

International sources are used in the thesis.

Commissioning party may be an international company or an organization.

Timing

26.10.2020 - 18.12.2020

Learning assignments

Thesis subject plan

Pre-test for the thesis process

Thesis outline

Thesis assessment assignment

Enrollment

15.06.2020 - 30.10.2020

Content scheduling

Starting level and linkage with other courses:

The thesis phase 1 is studied after the module Research and innovation methods

Groups

- RZ18ST
- RZ18SH

Alternative learning methods

a. Full time studies: weekly contact lessons, approximately 16 hours within 8 weeks

Mode of delivery

80% Contact teaching, 20% Distance learning

Seats

15 - 40

Further information

To pass the module all assignments (inc. thesis outline) must be submitted and approved.
Thesis outline is uploaded in Konto and a thesis supervisor has approved it.

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

1 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• Thesis Phase 1 THE7HH801-3003 18.01.2021-19.03.2021 5 cr (RZ18ST, ...)-

Learning objectives

Upon completion of the module, the student is able to

- Know different stages of the thesis process
- Know the aim of her/his thesis
- Search for information in a variety of reliable sources.
- Define the key concepts of her/his thesis.
- Create a realistic schedule for her/his thesis
- Know requirements and the basic structure of the thesis.
- plan a research-based development project outline.

Starting level and linkage with other courses

Studies specified by the degree programme

Contents

- Thesis at Haaga-Helia
- Thesis process and progress in Konto
- Student's role and responsibilities during the thesis process
- Confidentiality in theses
- Content and extent of the thesis
- Content and extent of a research-based development project
- Source information search, reliable information and critical evaluation of them.
- Formal referencing
- Selection criteria for research and innovation methods
- Thesis reporting according to Haaga-Helia reporting guidelines
- Self management during the thesis process.

Assessment criteria

Assessment criteria - grade 1

See thesis assessment criteria in MyNet

Assessment criteria - grade 3

See thesis assessment criteria in MyNet

Assessment criteria - grade 5

See thesis assessment criteria in MyNet

Teachers

Riina Iloranta, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

18.01.2021 - 19.03.2021

Enrollment

04.01.2021 - 15.01.2021

Groups

- RZ18ST
- RZ18SH

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• Thesis Phase 1 THE7HH801-3004 29.03.2021-21.05.2021 5 cr (RZ18ST, ...)-

Learning objectives

Upon completion of the module, the student is able to

- Know different stages of the thesis process
- Know the aim of her/his thesis
- Search for information in a variety of reliable sources.
- Define the key concepts of her/his thesis.
- Create a realistic schedule for her/his thesis
- Know requirements and the basic structure of the thesis.
- plan a research-based development project outline.

Starting level and linkage with other courses

Studies specified by the degree programme

Contents

- Thesis at Haaga-Helia
- Thesis process and progress in Konto
- Student's role and responsibilities during the thesis process
- Confidentiality in theses
- Content and extent of the thesis
- Content and extent of a research-based development project
- Source information search, reliable information and critical evaluation of them.
- Formal referencing
- Selection criteria for research and innovation methods
- Thesis reporting according to Haaga-Helia reporting guidelines
- Self management during the thesis process.

Assessment criteria

Assessment criteria - grade 1

See thesis assessment criteria in MyNet

Assessment criteria - grade 3

See thesis assessment criteria in MyNet

Assessment criteria - grade 5

See thesis assessment criteria in MyNet

Teachers

Riina Iloranta, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

29.03.2021 - 21.05.2021

Enrollment

04.01.2021 - 26.03.2021

Groups

- RZ18ST
- RZ18SH
- ONLINE

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Thesis Phase 3 THE7HH803-3002 18.01.2021-21.05.2021 5 cr (RZ18ST, ...)-

Learning objectives

The student finishes the thesis according to the Haaga-Helia guidelines and thesis schedule.

Starting level and linkage with other courses

Thesis phases 1/3 and 2/3 completed. Phase 3/3 cannot be approved before the maturity exam and plagiarism check have been passed.

Contents

- finalizing the thesis
- publishing the thesis

Assessment criteria

Assessment criteria - grade 1

See thesis assessment criteria in MyNet

Assessment criteria - grade 3

See thesis assessment criteria in MyNet

Assessment criteria - grade 5

See thesis assessment criteria in MyNet

Teachers

Riina Iloranta, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

18.01.2021 - 21.05.2021

Enrollment

01.02.2021 - 01.03.2021

Groups

- RZ18ST
- RZ18SH
- ONLINE

Mode of delivery

Distance learning

Seats

15 - 40

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- Thesis plan THE7RZ001A-3004 24.08.2020-27.12.2020 5 cr (RZ18ST, ...)-

Learning objectives

Upon completion of the course, the student is able to

- understand the thesis process
- plan a research or development project

Starting level and linkage with other courses

Recommended to be studied after the course Research and Innovation Methods. The student needs to have a preliminary idea or plan about a thesis topic and has completed the thesis pre-test virtual home examination.

Contents

- Making a thesis plan
- Making a schedule for the thesis
- Reading and analyzing a thesis from the same industry.
- Home exam

Teachers

Riina Iloranta, Saija Laitinen, Eeva Pajakkala, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 27.12.2020

Enrollment

15.06.2020 - 28.08.2020

Groups

- RZ18ST
- RZ18SH

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• Träna svenska SWE8HA001-3022 26.10.2020-18.12.2020 2 cr (RL20SG)-

Learning objectives

Opintojakson tavoitteena on palauttaa mieleen ruotsin kielen keskeiset rakenteet, ja luoda edellytykset varsinaisten kieliopin aloittamiselle. (not translated)

Starting level and linkage with other courses

Opintojakson taso on A2. Opiskelija jolla on ruotsin tasotestistä hylätty suoritus, ohjataan Träna svenska –opintojaksolle. (not translated)

Contents

- Kieliopin keskeiset rakenteet
- Sanastoharjoituksia (not translated)

Further information

Opintojakson suoritettuaan opiskelija tunnistaa oman viestintäkuvansa ja osaa kehittää sitä.

Opintojakson aihepiireissä tutustutaan pohjoismaisiin käytänteisiin.

Vastuuopettajat:

Arja Aktan-Helminen, Haaga

Anna Sarajas-Zino, Haaga (not translated)

Teaching methods and instruction

Opintojakson suoritustapa ja opintojaksolla noudatettavia peruseriaatteita:

- Aktiivinen osallistuminen opetukseen.
- Poissaoloja ei voi korvata lisätehtävillä, opiskelijan vastuulla on hankkia mahdollisesti tunneilla jaettu lisämateriaali sekä selvittää kavereilta seuraavan kerran kotitehtävät.
- Kirja (Skål och välkommen) ja opetuksessa jaettu muu materiaali tulee olla oppitunnilla mukana.

Opintojakson sisältö

- Ruotsin kielen keskeiset rakenteet
- Työelämälähtöinen sanasto (not translated)

Learning material and recommended literature

Oppikirja:

Skål och välkommen (Minna Jääskeläinen & Annika Salervo, SanomaPro). Kirja on opintojaksolla pakollinen.

Opettajan jakama lisämateriaali. (not translated)

Teachers

Arja Aktan-Helminen

Working life connections

Opintojakson sisällöt ovat työelämälähtöisiä ja –aiheisia. (not translated)

Campus

Haaga Campus

Exam dates and re-exam possibilities

Tenttien ajankohdat löydät Moodle-sivulta opintojakson alettua. (not translated)

Teaching language

Finnish

Internationality

Opintojakson aihepiireissä tutustutaan pohjoismaisiin käytänteisiin ja opiskellaan kohdekielen kulttuuria. Opintojaksolla rohkaistaan opiskelijoita hakeutumaan vaihtoon ja kerrotaan mahdollisuuksista kotikansainvälistymiseen. (not translated)

Timing

26.10.2020 - 18.12.2020

Learning assignments

Oppimistehtävistä löydät tarkempaa tietoa Moodle-sivulta opintojakson alettua. (not translated)

Content scheduling

Opintojakson aikataulun ja luokkatilan löydät tämän sivun vasemmasta laidasta "Rytmitys- ja tilatoiveet ja ajoitus" - otsikon alta.

Tarkempi aikataulu on Moodle-sivulla opintojakson alettua. (not translated)

Groups

- o RL20SG

Alternative learning methods

Oppimistapa a:

Lähiopetus ja siihen liittyvät tehtävät ja tentti päivä- tai monimuotototeutuksena.

Oppimistapa b:

(Tämän vaihtoehdon valitseminen edellyttää keskustelua opintojakson opettajien kanssa ennakkoon.)

Kirjallinen (tentti) ja suullinen näyttö (not translated)

Mode of delivery

Contact teaching

Seats

15 - 30

Further information

Opintojakso arvioidaan asteikolla hyväksytty/hylätty.

Hyväksytty suoritus:

Opiskelija osaa ruotsin kielen perusrakenteita ja -sanastoa. Hän kykenee muodostamaan helppoja lauseita ja fraaseja sekä tunnistaa keskeiset ruokasanat ruotsiksi. Hän selviytyy helpoista

vuorovaikutustilanteista, kuten kahvilassa ja kaupassa asioimisesta. Hän osaa myös kertoa itsestään ja perheestään. (not translated)

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 2 cr

Unit

EHT/Haaga

- Understanding Human Behaviour in Hospitality LEA1RZ001-3006 18.01.2021-19.03.2021 5 cr (EXCH, ...)-

Learning objectives

On successful completion of this course, the student:

1. Is curious and proud as a professional.
2. Adapts reflecting and positive conception of human nature.
3. Has capacity for adaptability, flexibility and empathy in customer and employee situations and various human interactions.
4. Understands that hospitality and experiences are one of the central values and success factors of the business.
5. Understands meaning and methods of combining people and business

Contents

Course contents

The course addresses the following topics:

Exploring different views to behaviour and human nature

The importance of understanding behaviour in hospitality

Psychological capital as a resource in work

Constructing self

Social perception

Individuals in groups and interaction

Assessment criteria

Assessment criteria - grade 1

The student is able to refer to some of the relevant models, ideas and theories of Human Behavior in context of their own life or hospitality.

Assessment criteria - grade 3

In addition to the previous s/he is able to combine models for hospitality practice.

Assessment criteria - grade 5

In addition to the previous s/he is able in reflecting the theories in hospitality practice in a critical manner.

Teachers

Emilia Sarkia, Outi Rekola

Campus

Haaga Campus

Teaching language

English

Timing

18.01.2021 - 19.03.2021

Enrollment

04.01.2021 - 15.01.2021

Groups

- EXCH
- RZ20SH
- RZ20ST

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- **Understanding Human Behaviour in Hospitality LEA1RZ001-3007 26.10.2020-18.12.2020 5 cr (RZ20SC2, ...)-**

Learning objectives

On successful completion of this course, the student:

1. Is curious and proud as a professional.
2. Adapts reflecting and positive conception of human nature.
3. Has capacity for adaptability, flexibility and empathy in customer and employee situations and various human interactions.
4. Understands that hospitality and experiences are one of the central values and success factors of the business.
5. Understands meaning and methods of combining people and business

Contents

Course contents

The course addresses the following topics:

Exploring different views to behaviour and human nature

The importance of understanding behaviour in hospitality

Psychological capital as a resource in work

Constructing self

Social perception

Individuals in groups and interaction

Assessment criteria

Assessment criteria - grade 1

The student is able to refer to some of the relevant models, ideas and theories of Human Behavior in context of their own life or hospitality.

Assessment criteria - grade 3

In addition to the previous s/he is able to combine models for hospitality practice.

Assessment criteria - grade 5

In addition to the previous s/he is able in reflecting the theories in hospitality practice in a critical manner.

Teaching methods and instruction

Teaching and learning methods:

- assignments
- Online lectures
- Group discussions in forum
- Students' content production and reflections
- (Exam)

Teachers

Riikka Hynninen, Outi Rekola

Campus

Haaga Campus

Teaching language

English

Timing

26.10.2020 - 18.12.2020

Enrollment

17.08.2020 - 30.10.2020

Groups

- RZ20SC2
- RZ20SC1
- VIR
- EXCH

Mode of delivery

Distance learning

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• Work Placement 1 PLA6RZ005-3003 24.08.2020-21.05.2021 5 cr

Learning objectives

The objective of the basic placement is to acquaint the student with industry-related operations, customer service and tasks.

- The placement will enhance previous know-how and allow the student to evaluate the relevant standards; working methods and his/her own eligibility in the industry.
- The student will also develop self-evaluation and observation skills.

Starting level and linkage with other courses

Starting level and linkage with other courses

None

Contents

- During the first academic year, this training period can be divided to three parts. 125 hours (5 cr)
- The curriculum integrates a period of 125 hours week to allow students to get experience in hospitality industry.

Previous experience and professional goals of the trainee are considered in each placement plan.

- Placement sites range from restaurants, meeting and sales services, restaurant kitchens and hotel receptions to service and maintenance jobs
- The student is required to keep a journal of his/her placement
- They must either participate in a web-based placement discussion or write a placement report based on the journal.
- The requirements for the employer offering the practical training placement are that they nominate a supervisor for the student and reserve a necessary amount of time for introducing the student to, and guiding the student in, their work.
- The student keeps a work and training diary of the training and writes a training report on the basis of the diary entries.
- A training contract is made for the basic training between the company offering the placement and the Haaga-Helia UAS. The student usually does not receive any wages
- A training contract is made between the provider of the practical training placement and the Haaga-Helia UAS.

Teachers

Anna Sarajas-Zino, Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 21.05.2021

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• **Work Placement 1 PLA6RZ004-3003 24.08.2020-21.05.2021 5 cr**

Contents

- During the first academic year this training period can be divided to three parts. 125 hours is about (5 cr)
- Previous experience and professional goals of the trainee are considered in each placement plan.
- Placement sites range from restaurants, meeting and sales services, events, restaurant kitchens and hotel receptions to service and maintenance jobs
- The student is required to keep a journal of his/her placement
- They must either participate in a web-based placement discussion or write a placement report based on the journal.
- The requirements for the employer offering the practical training placement are that they nominate a supervisor for the student and reserve a necessary amount of time for introducing the student to, and guiding the student in, their work.
- The student keeps a work and training diary of the training and writes a training report on the basis of the diary entries..
- A training contract is made for the basic training between the company offering the placement and the Haaga-Helia UAS. The student usually does not receive any wages
- A training contract is made between the provider of the practical training placement and the Haaga-Helia UAS.

Teachers

Anna Sarajas-Zino, Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 21.05.2021

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• **Work Placement 1 PLA6RZ003-3003 24.08.2020-21.05.2021 5 cr**

Learning objectives

- The objective of the basic placement is to acquaint the student with industry-related operations, customer service and tasks.
- The placement will enhance previous know-how and allow the student to evaluate the relevant standards; working methods and his/her own eligibility in the industry.
- The student will also develop self-evaluation and observation skills.

Starting level and linkage with other courses

Starting level and linkage with other courses

None

Contents

- During the first academic year this training period can be divided to three parts. 125 hours is about (5 cr)
- Previous experience and professional goals of the trainee are considered in each placement plan.
- Placement sites range from restaurants, meeting and sales services, events, restaurant kitchens and hotel receptions to service and maintenance jobs
- The student is required to keep a journal of his/her placement
- They must either participate in a web-based placement discussion or write a placement report based on the journal.
- The requirements for the employer offering the practical training placement are that they nominate a supervisor for the student and reserve a necessary amount of time for introducing the student to, and guiding the student in, their work.
- The student keeps a work and training diary of the training and writes a training report on the basis of the diary entries..
- A training contract is made for the basic training between the company offering the placement and the Haaga-Helia UAS. The student usually does not receive any wages
- A training contract is made between the provider of the practical training placement and the Haaga-Helia UAS.

Teachers

Anna Sarajas-Zino, Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 21.05.2021

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• **Work Placement 1 PLA6RZ001-3003 24.08.2020-14.05.2021 15 cr (RZ20SC1, ...)-**

Learning objectives

- The objective of the basic placement is to acquaint the student with industry-related operations, customer service and tasks.
- The placement will enhance previous know-how and allow the student to evaluate the relevant standards; working methods and his/her own eligibility in the industry.
- The student will also develop self-evaluation and observation skills.

Starting level and linkage with other courses

Type: Compulsory

Starting level and linkage with other courses

None

Contents

- During the first academic year, the student is required to complete a minimum of 375 hours of basic training.
- Previous experience and professional goals of the trainee are considered in each placement plan.
- Placement sites range from restaurants, meeting and sales services, restaurant kitchens and hotel receptions to service and maintenance jobs
- The student is required to keep a journal of his/her placement
- The requirements for the employer offering the practical training placement are that they nominate a supervisor for the student and reserve a necessary amount of time for introducing the student to, and guiding the student in, their work.
- The student keeps a work and training diary of the training and writes a training report on the basis of the diary entries. The length of report is about 8-10 pages.
- A training contract is made for the basic training between the company offering the placement and the Haaga-Helia UAS. The student usually does not receive any wages
- A training contract is made between the provider of the practical training placement and the Haaga-Helia UAS.

Further information

Working life connections and internationality

Placement jobs are located in hotel, restaurant and tourism businesses in Finland and abroad.

Teachers

Anna Sarajas-Zino, Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 14.05.2021

Enrollment

03.08.2020 - 03.05.2021

Groups

- RZ20SC1
- RZ20SC2
- RZ20SH
- RZ20ST

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 15 cr

Unit

EHT/Haaga

• **Work Placement 2 PLA6RZ006-3003 24.08.2020-21.05.2021 5 cr-**

Learning objectives

- Placement in a hotel, restaurant or tourism company aims to give the student experience of supervisory work and give them an opportunity to develop their supervisory skills by working as a responsible supervisor him/herself
- In addition, the student has an opportunity to learn the attributes which make a company successful
- Advanced placement in the Industry gives the student an opportunity to discover possible future career options. Work as a duty-manager, supervisor or team-leader in a Finnish or international hotel, restaurant or tourism company or organization.
- The placement will enhance previous know-how and allow the student to evaluate the relevant standards; working methods and their own eligibility in the industry
- The student will also develop self-evaluation and observation skills.

Starting level and linkage with other courses

Starting level and linkage with other courses

Work placement 1

Contents

- During the second or third academic year the student is required to complete a advanced training
- Training can be divided parts 5 credit=125 hours
- Advanced training period can be combination of project and work
- Previous experience and professional goals of the trainee are considered in each individual placement plan.
- The requirements for the employer offering the practical training placement are that they nominate a supervisor for the student and reserve a necessary amount of time for introducing and guiding the student to, and guiding the student in, their work.
- Placement sites range from restaurants, meeting and sales services, restaurant kitchens and hotel receptions to travel business
- A training contract is made between the company offering the placement and Haaga-Helia UAS.

Teachers

Anna Sarajas-Zino, Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 21.05.2021

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• **Work Placement 2 PLA6RZ007-3003 24.08.2020-21.05.2021 5 cr-**

Learning objectives

- Placement in a hotel, restaurant or tourism company aims to give the student experience of supervisory work and give them an opportunity to develop their supervisory skills by working as a responsible supervisor him/herself
- In addition, the student has an opportunity to learn the attributes which make a company successful
- Advanced placement in the Industry gives the student an opportunity to discover possible future career options. Work as a duty-manager, supervisor or team-leader in a Finnish or international hotel, restaurant or tourism company or organization.
- The placement will enhance previous know-how and allow the student to evaluate the relevant standards; working methods and their own eligibility in the industry
- The student will also develop self-evaluation and observation skills.

Starting level and linkage with other courses

Starting level and linkage with other courses

Work placement 1

Contents

During the second or third academic year the student is required to complete advanced training

- Training can be divided parts 5 credit=125 hours

Advanced training period can be combination of project and work

- Previous experience and professional goals of the trainee are considered in each individual placement plan.
- The requirements for the employer offering the practical training placement are that they nominate a supervisor for the student and reserve a necessary amount of time for introducing and guiding the student to, and guiding the student in, their work.
- Placement sites range from restaurants, meeting and sales services, restaurant kitchens and hotel receptions to travel business
- A training contract is made between the company offering the placement and Haaga-Helia UAS.

Teachers

Anna Sarajas-Zino, Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 21.05.2021

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

• **Work Placement 2 PLA6RZ008-3003 24.08.2020-21.05.2021 5 cr**

Learning objectives

- Placement in a hotel, restaurant or tourism company aims to give the student experience of supervisory work and give them an opportunity to develop their supervisory skills by working as a responsible supervisor him/herself
- In addition, the student has an opportunity to learn the attributes which make a company successful
- Advanced placement in the Industry gives the student an opportunity to discover possible future career options. Work as a duty-manager, supervisor or team-leader in a Finnish or international hotel, restaurant or tourism company or organization.
- The placement will enhance previous know-how and allow the student to evaluate the relevant standards; working methods and their own eligibility in the industry
- The student will also develop self-evaluation and observation skills.

Starting level and linkage with other courses

Starting level and linkage with other courses

Work placement 1

Contents

- During the second or third academic year the student is required to complete advanced training
- Training can be divided parts 5 credit=125 hours Advanced training period can be combination of project and work
- Previous experience and professional goals of the trainee are considered in each individual placement plan.
- The requirements for the employer offering the practical training placement are that they nominate a supervisor for the student and reserve a necessary amount of time for introducing and guiding the student to, and guiding the student in, their work.
- Placement sites range from restaurants, meeting and sales services, restaurant kitchens and hotel receptions to travel business
- A training contract is made between the company offering the placement and Haaga-Helia UAS. The student usually does not receive any wages.

Teachers

Anna Sarajas-Zino, Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 21.05.2021

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 5 cr

Unit

EHT/Haaga

- **Work Placement 2 PLA6RZ002-3003 24.08.2020-21.05.2021 15 cr (RZ20SC1, ...)-**

Learning objectives

- Placement in a hotel, restaurant or tourism company aims to give the student experience of supervisory work and give them an opportunity to develop their supervisory skills by working as a responsible supervisor him/herself
- In addition, the student has an opportunity to learn the attributes which make a company successful
- Advanced placement in the Industry gives the student an opportunity to discover possible future career options. Work as a duty-manager, supervisor or team-leader in a Finnish or international hotel, restaurant or tourism company or organization.
- The placement will enhance previous know-how and allow the student to evaluate the relevant standards; working methods and their own eligibility in the industry
- The student will also develop self-evaluation and observation skills.

Starting level and linkage with other courses

Starting level and linkage with other courses

Work placement 1

Contents

- During the second or third academic year the student is required to complete a minimum of 375 hours of advanced training
- Advanced training period can be combination of project and work
- Previous experience and professional goals of the trainee are considered in each individual placement plan.
- The requirements for the employer offering the practical training placement are that they nominate a supervisor for the student and reserve a necessary amount of time for introducing and guiding the student to, and guiding the student in, their work.
- Placement sites range from restaurants, meeting and sales services, restaurant kitchens and hotel receptions to travel business
- A training contract is made between the company offering the placement and Haaga-Helia UAS. The student usually does not receive any wages.

Working life connections and internationality

Placement jobs are located in hotel, restaurant and tourism businesses in Finland and abroad.

Learning methods

Further information

Level: Advanced work placement

Type: Compulsory

Teachers

Anna Sarajas-Zino, Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

24.08.2020 - 21.05.2021

Enrollment

03.08.2020 - 03.05.2021

Groups

- RZ20SC1
- RZ20SH

Mode of delivery

Contact teaching

Seats

15 - 30

Degree Programmes

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Evaluation scale

H-5

Credits

- 15 cr

Unit

EHT/Haaga