

SERVICES / BACHELORS DEGREE IN HOSPITALITY MANAGEMENT

The School of Tourism offers a Degree Programme in Tourism delivered in Finnish and an International Degree Programme in Tourism, delivered in English. The Degree Programme in Tourism delivered in Finnish has two alternative majors: Tourism Services or Tourism Food Services.

Address: Kajaanin ammattikorkeakoulu/

Postal Address: PL 52, 87101 Kajaani

Visit Address: Opintie 3 (OPPI 7)

Tel: + 358 8 618 991

Fax: + 358 8 6189 9252

Head of School:

Heli Itkonen puh. + 358 8 6189 9447, Mobile + 358 44 7101 447

email: heli.itkonen@kajak.fi

Address: Kuntokatu 5

Head of Degree Programmes:

Pekka Oikarinen (Degree programmes delivered in Finnish), Mobile + 358 44 7101 399

Tel: + 358 8 6189 9460

email: pekka.oikarinen@kajak.fi

Address: Opintie 3 (OPPI 7)

Mikko Keränen (Tourism), mobile + 358 44 7101 620

Tel: + 358 8 6189 9460

email: mikko.keranen@kajak.fi

Address: Opintie 3 (OPPI 7)

Study Secretary:

Eila Happonen

Tel. + 358 8 6189 9610

Fax: + 358 8 6189 9626

email: eila.happonen@kajak.fi

Address: Ketunpolku 3, 87100 Kajaani

DEGREE PROGRAMME IN TOURISM

The Degree Programme in Tourism leads to a University of Applied Sciences' Bachelors Degree qualification in Hospitality Management. The name of the qualification is restonomi (AMK) in Finnish, Bachelor of Hospitality Management. The degree programme is worth 210 credits and it should take 3.5 years to complete with a maximum completion time of 4.5 years. There are 40 study places on this degree programme. The degree programme comprises basic studies, professional studies, free-choice studies, practical training, and thesis. During their professional studies students must select their major from two options – tourism services or tourism food services.

General objectives

Degree Programme in Tourism graduates will possess expertise in tourism services or tourism food services and be capable of co-operation and work within a variety of fields. The underlying theme of the programme is the development of creativity, entrepreneurship, international competences and self-awareness.

In order to develop tourism, graduates must also possess knowledge of production and distribution channels and skills in product development, marketing, finances and leadership. Tourism services consist of many different parts such as accommodation, food, transport, programme, conference and congress management services.

In the Tourism Services major Students will gain comprehensive knowledge of nature and activity tourism as well how to manage and organize different kinds of events and meetings. Students will deepen their know-how by planning, carrying out and assessing tourism products. They are also provided with the opportunity to collaborate with tourism businesses during course-work and practical assignments. The studies also emphasise product development and marketing skills as well as cultural awareness required in international business.

Those majoring in Food Services will gain insight into how to organise food services in different operational environments. The degree programme schools students in how to use local ingredients and food traditions to create distinctive modern products while providing them with a keen awareness of economic factors affecting food service production.

The objectives of the degree programme include the following competences:

Subject specific competences Degree programme in Tourism	Description of the competence
Service-mindedness	<p>understands that hospitality is one of the central values and success factors of the sector.</p> <p>can provide healthy, safe and profitable services which promote customers' wellbeing.</p> <p>can take aesthetic and ethical perspectives into account when providing services (premises, service products, communications).</p> <p>is familiar with the principles of consumer behaviour and can make use of them in developing services.</p>
Service systems	<p>can plan, produce and develop services to suit the needs of the operating environment.</p>

	<p>can define, manage and evaluate service processes (product planning, profitability, and organisation, management and development of work)</p> <p>can develop services using product development and commodification methods</p> <p>is aware of the safety requirements for the sector and can apply them to his/her own work.</p>
Service management	<p>knows and understands company strategies and can make use of them in managing service operations.</p> <p>can plan, implement and evaluate his/her own and the department's daily supervisory management activities.</p> <p>can organise a work community and make use of the skills of individuals, teams and communities.</p>
Business know-how	<p>can analyse customer relationships from the point of view of service development.</p> <p>understands the main concepts of business and has internalised the principles of a commercial approach.</p> <p>can predict the effect of alternative operating methods on financial results and competitiveness.</p> <p>can apply the principles of entrepreneurship, both as an entrepreneur and as an employee.</p> <p>can operate in, make use of and develop various kinds of networks.</p>
Service environments for tourism	<p>can develop service environments and networks related to leisure and business travel.</p> <p>understands the significance of internationalisation, globalisation and different cultures for services and their development.</p> <p>can work in various international operating environments.</p> <p>can benefit from applying the characteristics of national cultures in developing tourism.</p> <p>can develop regional strengths and improve regional influence in tourism.</p>
Tourism Food Services Environments	<p>can evaluate the effects of acquisitions and service production on service users, the environment and society</p> <p>is able to take economic, social, ecological and cultural responsibility when leading and producing food services</p> <p>understands the significance of internationalisation, globalisation and different cultures on service culture and the development of the industry</p> <p>is aware of the significance of operations in regional development</p>

Annual Themes – Description of Progress in Studies

Each study year has its own theme which describes the main focus of the courses.

1st year – Observer of tourism

conversant with basic concepts

knowledge of those active in tourism and hospitality

conversant with basic skills

2nd and 3rd year – Implementation of tourism or food services

tourism or food services knowledge base

knowledge of the most important working methods

development of information retrieval and teamwork skills

4th year – Developer of tourism or food services

ability to apply the latest knowledge develop the field of tourism

DEGREE PROGRAMME IN TOURISM 210 CR

BASIC STUDIES	63 cr
Introduction to Tourism and Hospitality Management	28 cr
Business Activities 1	7 cr
Communication Skills 1	17 cr
Methodological Studies 1	11 cr
PROFESSIONAL STUDIES	87 cr
Tourism Services Major	
Tourism Services	35 cr
Tourism Food Services Major	
Tourism Food Services	35 cr
Shared Professional Studies	
Business Activities 2	34 cr
Communication Skills 2	10 cr
Methodological Studies 2	7 cr
PRACTICAL TRAINING	30 cr
THESIS	15 cr
FREE-CHOICE STUDIES	15 cr

For optional language studies see the Bachelor of Business Administration, Business Administration Degree Programme starting from page 86.

DEGREE PROGRAMME IN TOURISM COURSES

Basic Studies 63 cr

Basics of Tourism and Hospitality Management Introduction to Tourism The Accommodation Business Introduction to Food Services and Nutrition Serving and Bar Services Hygiene and Sanitation Safety and First Aid	27 cr 6 cr 5 cr 5 cr 4 cr 4 cr 4 cr
Business Activities 1 Business Activities in the Tourism and hospitality Sector Introduction to Marketing and Customer Service	8 cr 4 cr 4 cr
Communication Skills 1 Finnish Language and Communication Svenska inom turismen 1 English for Tourism 1 Third Foreign Language	17 cr 6 cr 3 cr 3 cr 5 cr
Methodological Studies 1 IT Business Mathematics Personal Development Programme	11 cr 5 cr 3 cr 3 cr

PROFESSIONAL STUDIES 87 CR

Tourism Services Major Tourism Services Project Management and Organising Events Nature, Activity and Culture Tourism Nature and Activity Tourism 1 Nature and Activity Tourism 2 Finnish Culture Tour Operating Guiding Organising a Journey World Cultures	35 cr 9 cr 3 cr 3 cr 3 cr 3 cr 3 cr 3 cr
Tourism Food Services Major Tourism Food Services Food Services Project Activities Kitchen Operations Professional Kitchen Operations Food production Programmes Nutrition and Special Diets Restaurant Operations Restaurant Kitchen Operations Food and Drink Culture Food Services Planning and Development Logistics Planning Food Service Product development Restaurant and Professional Kitchen Management	35 cr 8 cr 6 cr 1 cr 3 cr 6 cr 3 cr 2 cr 3 cr 3 cr
Shared Professional Studies Business Activities 2 Contract and Corporate Law Marketing Communication Marketing Planning and Research Tourism Product Development Management Accounting Bookkeeping and Profit Calculation Leading a Service Company Planning and Developing a Business	35 cr 5 cr 4 cr 3 cr 3 cr 5 cr 4 cr 5 cr 6 cr
Communication Skills 2 English for Tourism 2 English for Tourism 3 Svenska inom turismen 2	10 cr 3 cr 3 cr 4 cr
Methodological Studies 2 Introduction to Research Methods Statistics	7 cr 4 cr 3 cr

COURSE DESCRIPTIONS OF DEGREE PROGRAMME IN TOURISM

BASIC STUDIES

(MMPA0Z) **BASICS OF TOURISM AND HOSPITALITY MANAGEMENT 27 cr**

(MMPA001) **Principles of Tourism**

Credits:	6 cr	Timing:	1st yr
Objective:	Students will gain a general overview of the history of tourism, the present day situation and future trends. Students will understand the social issues involved in tourism and how it affects the environment.		
Contents:	Basic concepts, requirements and history of tourism Tourism attraction issues Tourism as a livelihood in Finland and around the world A portrait of a tourist Tourism promotion and control The regional structure of tourism in Finland The environment and tourism The regional economic significance of tourism The future of tourism		
Learning Strategies:	Lectures and group assignments		
Assessment:	Exam and assignments		
Bibliography:	Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism Principles and Practice (2006) Further study handouts		

(MMPA002) **The Accommodation Business**

Credits:	5 cr	Timing:	1st yr
Objective:	This course provides insight into different forms of accommodation service and provides students with an overview of the basic operations of the accommodation business and the principles of profitability.		
Contents:	The structure of the accommodation industry and forms of accommodation business The basic operations of an accommodation business Reservation programmes (Hotellix) The main figures in accommodation business profitability Security and safety risks in the accommodation business		
Learning Strategies:	Lectures, group work and study visits		
Assessment:	Exam, assignments and work in the field of accommodation		
Bibliography:	Asunta T., Brännare-Sorsa R., Kairamo H., Matero S., Majoitus- ja matkailupalvelu (2005)		

(MMPA003) Introduction to Food Services and Nutrition

Credits:	5 cr	Timing:	1st yr
Objective:	Students will gain an overall understanding of the stages food service production and of different forms of implementation. Students will understand the significance of food as part of tourism and hospitality as well as learning to consider the different food related requirements of tourists.		
Contents:	The stages of the food service process The main tasks of food preparation Meal and menu planning Food product knowledge Adjusting recipes An introduction to nutrition The most common special diets		
Learning Strategies:	Lectures, assignments, food preparation in the learning kitchen and introduction to food service operational environments		
Assessment:	Exam and learning assignments		
Bibliography:	To be announced		

(MMPA004) Serving and Bar Services

Credits:	4 cr	Timing:	1st yr
Objective:	This course introduces students to the principles of waiting at table and serving the most common strong alcoholic drinks. Students will also become conversant with licensing legislation.		
Contents:	The most common serving techniques and methods The basics of catering Alcohol licensing legislation and the tobacco law Product awareness for strong alcoholic drinks Serving in house control		
Learning Strategies:	Lectures, assignments and introduction to food service operational environments		
Assessment:	Exam and learning assignments		
Bibliography:	To be announced		

(MMPA005) Hygiene and Sanitation

Credits:	4 cr	Timing:	1st yr
Objective:	Students will understand the significance of hygiene and sanitation in the provision of high quality hospitality and tourism services. They will know how to minimise hygiene risks.		
Contents:	Hygiene competence requirements Compilation of own self-monitoring/in-house control plan		
Learning Strategies:	Lectures, assignments and introduction to food service operational environments		

Assessment: Exam and learning assignments

Bibliography: to be announced

(MMPA006) Safety and First Aid

Credits: 3 cr Timing: 1st yr

Objective: Students will be able to operate in first aid situations and assess and evaluate safety factors in conjunction with quality.

Contents: First aid in different situations
Being prepared for fire extinguishing
Safety in tourism services

Learning Strategies: Lectures, assignments and discussion

Assessment: Quizzes, first aid practice, extinguishing practice

Bibliography: Ensiaupuopas. 2006. SPR, Duodecim. Kuluttajaviraston ohjeet ohjelmapalvelujen tuottajille.

(MMPB0Z) BUSINESS ACTIVITIES 1 8 cr

(MMPB001) Business Activities in the Tourism and Hospitality Sector

Credits: 4 cr Timing: 1st yr

Objective: Students will be conversant with the basic concepts of running a business and economic thinking. They will also gain insight into the operational processes and environments involved in tourism and hospitality.

Contents: Basic concepts of business operations
The functional processes of a business
External, internal and individual enterprise thinking
Interest groups and stakeholders in tourism and hospitality
Networking / partnership and collaborative thinking

Learning Strategies: Lectures and group assignments

Assessment: Exam and assignments

Bibliography: Kinkki S., Isokangas J. Yrityksen perustoiminnot (2006)

(MMPB002) Introduction to Marketing and Customer Service

Credits: 4 cr Timing: 1st yr

Objective: Students will be conversant with basic marketing concepts while understanding the operational significance and special features of service company marketing. They will also be aware of customer service in terms of competitive advantage.

Contents: Customer oriented marketing thinking and the basic concepts of marketing
Introduction to consumer behaviour and how to produce services
Information, skills, attitudes and operational models for customer service situations

Learning Strategies: Lectures, contact teaching and assignments

Assessment: Assignments and exam

Bibliography: To be announced

(MMPC0Z) COMMUNICATION SKILLS 1 17 cr

(MMPC001) Finnish Language and Communication

Credits: 6 cr Timing: 1st yr

Objective: Students will learn to express themselves in different communication situations while being aware of procedures used in meetings and communications. This course also trains students to write in a manner appropriate to their chosen profession. They will also be conversant with the principles of academic writing and business correspondence.

Contents: Stage fright
Use of voice
Speeches for academic and other situations
Giving and justifying your opinion
Different forms of group communication
negotiations and meetings
Documents and reporting
Academic writing, references and sources
Punctuation and grammar
Document standards, basic business correspondence
Email

Learning Strategies: Contact teaching, assignments and practical exercises

Assessment: Exam, assignments and practical oral and written reporting. Written communication will be completed as a separate part of the course

Bibliography: Repo-Nuutinen: Viestintätaito
Kortetjärvi-Nurmi, Kuronen, Ollikainen: Yrityksen viestintä

(MMPC002) Swedish: Svenska inom turismen 1

Credits: 3 cr Timing: 1st yr

Objective: This course develops students' spoken and written skills so that they can deal with nordic visitors, work in tourism and hospitality customer service and present a company and its services and facilities as well as being able to discuss to a certain extent current events.

Prerequisite: Proficiency test

Contents: Grammar revision
Everyday speaking situations
Presenting a tourism company's and a restaurant's operations and staff
Tourism and hospitality customer service and sales situations
Finnish food culture
Awareness of Finland and one's own province

Learning Strategies: Small group teaching

Assessment: Continual assessment and a written exam

Bibliography: Jokisalo-Minni: Flexservice

(MMPC003) English for Tourism 1

Credits: 3 cr Timing: 1st yr

Objective: Students will be able to deal with foreign visitors in tourism customer service situations and to apply for a job and practical training place abroad.

Prerequisite: Participation in proficiency test

Contents: Grammar revision, job application, presenting a tourist company's operations and personnel, tourism customer service situations

Learning Strategies: Small group teaching

Assessment: Continual assessment, oral presentation, written exam

Bibliography: Handout

(MMPC004) Third foreign language

Credits: 5 cr Timing: 1st - 4th yr

Objective: Students will develop skills in a third foreign language in addition to English and Swedish. The languages offered are Spanish, Italian, French, German or Russian.

(MMPD0Z) METHODOLOGICAL STUDIES 1 11 cr

(MMPD001) Data Processing

Credits: 5 cr Timing: 1st yr

Objective: Students will gain basic internet and email skills. They will also be proficient in the use of presentation graphics, word processing and the most common spreadsheet calculation functions for use in their work.

Contents: Email
Internet
Presentation graphics, word processing and spreadsheet calculation

Learning Strategies: Lectures and assignments, part of the assignments will be completed during the practical sessions in the fourth period.

Assessment: Exam and assignment

Bibliography: To be announced

(MMPD002) Business Mathematics

Credits: 3 cr Timing: 1st yr

Objective: Students will be conversant with the required basic mathematics skills required in business.

Prerequisite:	Proficiency test
Contents:	Revision of basic mathematics and improving mathematical proficiency Profit margins and VAT Indexes, Currencies Interest and compound interest calculation and application Credit Business functions
Learning Strategies:	Lectures and exercises
Assessment:	Exam and exercises
Bibliography:	Karjalainen, L., Optimi -matematiikkaa talouselämän ammattilaisille, 2005

(MMPD003) Personal Development Programme

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	Students will gain insight in the UAS and the field they have chosen to study, as well as learning to use student services. They will also learn how to plan their studies, evaluate what they have learnt as well as gaining the tools to monitor their own professional development. The programme also covers how to accomplish project and virtual studies.		
Contents:	Studying at a UAS Study skills and learning environment Student services Tutor groups Study planning Professional development Moving on to working life Introduction to project work		
Learning Strategies:	Lectures, group work, planning and personal progress review discussions and web-based learning		
Assessment:	Participation and accomplishment of all assignments		
Bibliography:	Study guide, e material and study handouts		

COMPULSORY PROFESSIONAL STUDIES

TOURISM SERVICES 35 cr

(MMAC0Z) PROJECT WORK AND ORGANISING EVENTS 9 cr

(MMAC001) Project Work and Organising Events

Credits:	9 cr	Timing:	1.-3. year
Objective:	Students will gain experience and knowledge of project work and procedure by participating in various research and event tourism projects.		

Contents: Project concept and organisation
 Compiling a project plan
 Monitoring and ending the project
 Organising meetings, congresses and events

Learning Strategies: Lectures, course-work assignments and participation in practical project work

Assessment: Exam and implementation of a project, reporting and presentation.

Bibliography: Pelin R., Projektihallinnan käsikirja (2004)
 Silfverberg P., Ideasta projektiksi (2007)
 Kauhanen J., Juurakko A., Kauhanen V.,
 Muu luennoilla ja virtuaaliopinnoissa määrättävä materiaali.

(MMAD0Z) NATURE, EXERCISE AND CULTURE TOURISM 9 cr

(MMAD001) Nature and Exercise Tourism 1

Credits: 3 cr Timing: 2nd yr

Objective: Students will be conversant with the basic concepts of nature and exercise tourism as well as with the structure of supply and demand. They will be able to plan and create winter nature and exercise tourism products.

Contents: The concepts of nature and exercise tourism
 The special features of supply and demand
 Planning and creating winter products

Learning Strategies: Lectures, group work, study visit

Assessment: Participation, course work based on lectures

Bibliography: Hemmi, J. 2005. Matkailu, ympäristö ja luonto, osat 1-2
 Sievänen, T. (toim.) Luonnon virkistyskäyttö
 Fennell, D. 2002. Ecotourism planning

(MMAD002) Nature and Exercise Tourism 2

Credits: 3 cr Timing: 2nd yr

Objective: Students will deepen their knowledge of planning and creating nature and exercise tourism products. They will be aware of the most important trends that will affect nature and exercise tourism in the future.

Prerequisite: Nature and Exercise Tourism 1

Contents: Planning and creating nature and exercise products for the summer
 Nature and exercise tourism in research and future trends

Learning Strategies: Lectures, coursework, study visit

Assessment: Participation, coursework based on lectures

Bibliography: Hemmi, J. 2005. Matkailu, ympäristö ja luonto
 Saarinen & Hall. 2003. Nature Based Tourism

Contents: World cultural districts
Variables that describe the differences in culture. A short history of leisure and tourism and the cultural features of tourism.

Learning Strategies: Lectures and assignments, taught in English

Assessment: Assignments and portfolio

Bibliography: To be announced

(MMAF0Z) TOURISM SERVICES PLANNING AND DEVELOPMENT 8 cr

(MMAF001) Tourism Product Development

Credits: 5 cr Timing: 3rd yr

Objective: Students will be aware of the competitive advantage of product development and customer oriented in the development of a tourist company. They will be able to plan and price different tourist services, products and product combinations.

Prerequisite: Marketing Tourism Services

Contents: Tourism products and planning, creating and pricing combined products and package deals

Learning Strategies: Lectures and assignments

Assessment: Portfolio, learning diary and assignments

Bibliography: Verhelä, P., Lackman, P., Matkailun ohjelmapalvelut
Borg, P., Kivi, E., Partti, M., Elämyksestä elinkeinoksi
Boxberg & Komppula. Matkailuyrityksen tuotekehtiys.
Kotler, Bowen & Makens. Marketing for Hospitality and Tourism.
Further reading to be announced

(MMAF002) Strategic Planning in Tourism

Credits: 3 cr Timing: 4th yr

Objective: Students will gain an in depth overview of international, national and regional tourism planning while gaining an overview of the role of tourism in the regional economy.

Prerequisite: Forms of Tourism

Contents: Tourism strategies and how to compile them. International, national and regional strategic planning in tourism.

Learning Strategies: Lectures, group work and visiting experts

Assessment: Exam and assignments

Bibliography: Handouts

TOURISM FOOD SERVICES 35 cr**(MMAG0Z) FOOD SERVICE PROJECT ACTIVITIES 8 cr****(MMAG001) Food Service Projects**

Credits:	8 cr	Timing:	1st - 3rd yr
Objective:	Students will become proficient in project work by carrying out various commissioned assignments from working life.		
Contents:	Planning, implementing and evaluating an event Different types of project work Catering		
Learning Strategies:	Lectures, assignments and participation in practical project work		
Assessment:	Exam, project reporting and presentation		
Bibliography:	To be announced		

(MMAH0Z) KITCHEN OPERATIONS 10 cr**(MMAH001) Working in a Professional Kitchen**

Credits:	6 cr	Timing:	2nd yr
Objective:	Students will become familiar with large-scale food production. They will also learn how to plan and produce meal combinations that fulfil quality standards, for different dining party customer groups.		
Prerequisite:	Introduction to Food Services and Nutrition		
Contents:	Food preparation methods for corporate dining Meal and menu planning Planning the standard menu Meal pricing Use of machines and devices in the professional kitchen Quality requirements and factors		
Learning Strategies:	Lectures and work in the professional kitchen.		
Assessment:	Exam and assignments		
Bibliography:	to be announced		

(MMAH002) Food Production Programmes

Credits:	1 cr	Timing:	2nd year
Objective:	Students will be proficient in the use of different food production programmes.		
Contents:	Food production control programmes Use of the Aterix food programme		
Learning Strategies:	Small group teaching		

Assessment: Exam and assignment

Bibliography: To be announced

(MMAH003) Nutrition and Special Diets

Credits: 3 cr Timing: 2nd yr

Objective: Students will understand the importance of food to well-being and also how to apply nutritional recommendations in practice. Students will also know how to plan and produce special diets according to quality targets.

Prerequisite: Introduction to Food Services and Nutrition

Contents: Nutritional recommendations and their use
Preparation of special diets
Product awareness

Learning Strategies: Lectures, assignments and food preparation in the learning kitchen

Assessment: Exam and assignments

Bibliography: To be announced

(MMAJ0Z) RESTAURANT OPERATIONS 9 cr

(MMAJ001) Restaurant Kitchen Operations

Credits: 6 cr Timing: 2nd yr

Objective: Students will gain insight into restaurant culture, restaurant food preparation, aesthetics and presentation.

Prerequisite: Introduction to Food Services and Nutrition Professional Kitchen Operations

Contents: The history of restaurant food in Finland
Typical restaurant meals and their preparation methods
Special ingredients
Portion and dish planning
Recipe cards

Learning Strategies: Lectures and work in the student restaurant

Assessment: Exam and assignments

Bibliography: Viitasaari, A. 2006. Ravintolaruokien historiaa.
Other reading to be announced

(MMAJ002) Food and Drink

Credits: 3 cr Timing: 2nd yr

Objective: Students will get to know the food culture of different countries and international food trends. They will also gain insight into the wines typical of different wine growing areas.

Contents: The cuisine of different countries
Wine areas and the most common grape varieties
Serving and tasting technique
Combining food and wine

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: To be announced

(MMAK0Z) FOOD SERVICE PLANNING AND PRODUCT DEVELOPMENT 8 cr

(MMAK001) Logistical Planning

Credits: 2 cr Timing: 3rd yr

Objective: Students will gain an insight in the materials used in the food service industry and service procurement methods.

Prerequisite: Kitchen and Restaurant Operations

Contents: Procurement legislation
ABC analysis
Procurement procedure
Stock control

Learning Strategies: Lectures, assignments and study visits

Assessment: Exam

Bibliography: To be announced

(MMAK002) Food Service Product Development

Credits: 3 cr Timing: 3rd yr

Objective: Students will know the different stages of product development and they will also learn how to develop a variety of food products.

Prerequisite: Kitchen and Restaurant Operations

Contents: Finnish food
The product development process
Developing new food products
Methods of sensory evaluation
Chemical changes during the food preparation process

Learning Strategies: Lectures and work in the student kitchen

Assessment: Product development assignment

Bibliography: To be announced

(MMAK003) Restaurant and Professional Kitchen Management

Credits:	3 cr	Timing:	3rd yr
Objective:	Students will learn how to plan and produce foods services that fulfil quality targets, for group dining and restaurant clients.		
Prerequisite:	Kitchen and Restaurant Operations		
Contents:	Customer oriented food production planning, implementation and evaluation Management		
Learning Strategies:	Lectures and supervision discussions		
Assessment:	Production plans and their implementation		
Bibliography:	To be announced		

(MMAL0Z) BUSINESS ACTIVITIES 2 35 cr**(MMAL001) Contract and Corporate Law**

Credits:	5 cr	Timing:	2nd yr
Objective:	Students will gain in depth knowledge of the basic principles of contract law and the most important types of business contract.		
Contents:	The legal system Contracts and how to make them Authorisation, commercial representation Contract of employment Compensation Forms of company Tourism law		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam and assignments		
Bibliography:	To be announced		

(MMAL002) Promotion Skills

Credits:	4 cr	Timing:	3rd yr
Objective:	Students will be conversant with promotion methods, being to plan a company's promotion and to estimate promotion costs.		
Prerequisite:	Marketing of Tourism Services		
Contents:	Advertising Relationship and PR activities Sales promotion Personal sales		
Learning Strategies:	Lectures and assignments		

Assessment:	Portfolio, learning diary, assignments, marketing plan
Bibliography:	Anttila, M., Iitanen, K., Markkinointi. Soveltuvien osien. Bergström, S., Leppänen, A. Yrityksen asiakasmarkkinointi. Soveltuvien osien. Kotler, P., Bowen, J., Makens, J., Marketing for Hospitality and Tourism. Soveltuvien osien Further literature and material to be announced

(MMAL003) Marketing Planning and Research

Credits:	3 cr	Timing:	3rd yr
Objective:	Students will gain knowledge of market research as an information gathering method for the purposes of decision making and will learn how to compile different types of marketing plans.		
Contents:	Marketing research and other corner stones of marketing planning The marketing planning process and compiling a marketing plan		
Learning Strategies:	Lectures and assignments		
Assessment:	Exams and set assignments		
Bibliography:	To be announced		

(MMAL004) Marketing of Tourism Services

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will gain knowledge of the special features of marketing tourist services and basic competition methods, the significance of the product itself, pricing and availability and distribution channels.		
Prerequisite:	Introduction to Marketing and Customer Services		
Contents:	Basic competition methods: product, price, availability, distribution channels. Marketing abroad.		
Learning Strategies:	Lectures and assignments		
Assessment:	Portfolio, learning diary		
Bibliography:	Albanese, P., Boedeker, M., Matkailumarkkinointi Kotler, P., Bowen, J., Makens, J., Marketing for Hospitality and Tourism, soveltuvien osien. Further literature and material to be announced		

(MMAL005) Management Accounting

Credits:	5 cr	Timing:	3rd yr
Objective:	Students will be conversant with management accounting and how to do and use financial and profitability calculations.		
Contents:	Company economic processes and operational planning Profitability calculation		

Pricing
 VAT in the tourism and hospitality industry
 Budgeting
 Investment calculations
 Activity-based accounting

Learning Strategies: Lectures and exercises

Assessment: Exam and assignments

Bibliography: Nieminen G., Ravintola-alan laskentatoimi

(MMAL006) Bookkeeping and Financial Statements

Credits: 4 cr Timing: 2nd yr

Objective: Students will gain an overview of a company's financial operations via bookkeeping. They will also be conversant with the basic principles and methods of double entry bookkeeping, as the different stages of the accounting period and how to interpret financial statements and related material. This course also covers the basic principles of VAT.

Contents: Business financial operations and accounting
 Bookkeeping and financial statements
 Introduction to financial statement analysis
 Introduction to VAT

Learning Strategies: Lectures and exercises

Assessment: Exam and exercises

Bibliography: Tomperi, S., Käytännön kirjanpito - oppikirja
 Tomperi, S. & Keskinen, V., Käytännön kirjanpito - harjoituskirja

(MMAL007) Leading a Service Company

Credits: 5 cr Timing: 2nd yr

Objective: This course provides an overview of leadership and an understanding of the activities carried out by different people in an organisation. Students will gain knowledge of the procedures used to regulate staff resources, to ensure competence and skills needed in the business and to maintain job motivation.

Contents: The roles and tasks of a leader
 Leadership models
 Organisational structures
 Job motivation
 Groups and teams in an organisation
 Organisation culture
 Human resource planning and recruitment
 Job orientation and instruction
 Organising and shaping work
 Staff development
 Incentives

Learning Strategies: Lectures and assignments

Assessment: Assignments and exam

Bibliography: to be announced

(MMAL008) Planning and Developing a Business

Credits: 6 cr Timing: 3rd - 4th yr

Objective: Students will be familiar with the stages and aims of strategic planning in business, while understanding the effect of changes in the operational environment on the planning and development of operations in a tourism business. Students will know how to develop the business/work community and be able to apply such methods to their own operations.

Contents: Corporative strategic planning
A learning organisation
Managing change

Learning Strategies: Lectures and assignments

Assessment: Interim pass (3 cr) Business plan Interim pass 2 (3 cr) assignments

Bibliography: Kamensky,M., Strateginen Johtaminen
Sarala,Sarala.,Oppiva Organisaatio

(MMAN0Z) COMMUNICATION SKILLS 2 10 cr

(MMAN001) Swedish: Svenska inom turismen 2

Credits: 3 cr Timing: 2nd yr

Objective: Students will be capable of dealing with tourism written and spoken communication situations. They will be proficient in dealing with tourism routine correspondence and they will practise negotiating in a variety of business situations.

Prerequisite: Svenska inom turismen 1

Contents: Business communication
Gastronomy
Tourism programmes
Negotiations
Job application

Learning Strategies: Small group teaching

Assessment: Continual assessment, written and spoken exam

Bibliography: Study handout

(MMAN002) English for Tourism 2

Credits: 3 cr Timing: 2nd yr

Objective: Students will be able to communicate using spoken and written English using different communication equipment in different tourism situations.

Prerequisite:	English for Tourism 1
Contents:	Tourism business communication (reservations, confirmations, cancellations, alterations) Routine correspondence, payments Negotiations
Learning Strategies:	Small group teaching
Assessment:	Spoken and written exercises, written exam
Bibliography:	Study handout/WebCT

(MMAN003) English for Tourism 3

Credits:	4 cr	Timing:	3rd yr
Objective:	Students will deepen their written and spoken proficiency in English, being able to describe Finland's tourist attractions and to read and write academic texts concern the field of tourism.		
Prerequisite:	English for Tourism 2		
Contents:	Finland as a tourist destination, current texts and articles on tourism, academic writing		
Learning Strategies:	Small group teaching		
Assessment:	Spoken and written assignments, written exam		
Bibliography:	Study handout		

(MMA00Z) METHODOLOGICAL STUDIES 2 7 cr

(MMA001) Introduction to Research

Credits:	4 cr	Timing:	2nd yr
Objective:	Students will be conversant with the basic principles and concepts of the research process and the qualitative research method		
Contents:	Basic research concepts, the research process, qualitative research, a theme interview, activity-based research		
Learning Strategies:	Lectures, assignments		
Assessment:	Assignments, exam		
Bibliography:	Hirsjärvi, Remes, Sajavaara, Tutki ja kirjoita Hirsjärvi, Hurme, Tutkimushaastattelu Eskola, Suoranta, Johdatus laadulliseen tutkimukseen Airaksinen, Vilkkä, Toiminnallinen opinnäytetyö		

(MMA002) Statistics

Credits:	3 cr	Timing:	3rd yr
----------	------	---------	--------

Objective:	Students will be conversant with the handling of statistical material, the characteristics of distribution, the most common statistical methods, statistical tests, use of the SPSS statistics programme and interpretation of results.
Prerequisite:	Introduction to Research
Contents:	The processing and interpretation of material for quantitative research: Basic concepts and tables Statistical characteristics Correlation: cross-tabling, correlation analysis and regression analysis Test theory and statistical methods Use of statistics programme
Learning Strategies:	Lectures and exercises
Assessment:	Exam, exercises and assignment
Bibliography:	Karjalainen, L., Tilastomatematiikka, 2004 Heikkilä, T., Tilastollinen tutkimus, 2005

(VAPAAZ) FREE-CHOICE STUDIES 15 cr

Students can freely select 15 cr of studies that will support their professional development, from their own field/degree programme or from another degree programme in their own university of applied sciences, from another university of applied sciences or science university. Students will achieve wide-ranging business expertise.

(MMWA011) Wildlife Watching

Credits:	3 cr	Timing:	2nd - 3rd yr spring
Objective:	This course provides a glimpse of wildlife watching as a form of tourism, concentrating on large predator and bird watching in order to build product packages.		
Prerequisite:	Introduction to Tourism, Introduction to Nature and Activity Tourism		
Contents:	Knowledge and identification of species Large predator watching Bird watching Legal issues Organising watching sessions International trends		
Learning Strategies:	Lectures, small group teaching, study visits		
Assessment:	Participation, practice tasks, report		
Bibliography:	To be announced		

(MMWA012) Wilderness Cuisine

Credits:	3 cr	Timing:	2nd or 3rd yr
----------	------	---------	---------------

Objective:	Students will be able to plan, prepare and serve food in the wilderness.
Prerequisite:	Introduction to Tourism, Introduction to Nature and Exercise Tourism
Contents:	Catering in the wilderness Food preparation equipment in the field The tripper and food Preparing camp food Self monitoring
Learning Strategies:	Lectures and exercises
Assessment:	Participation and assignments
Bibliography:	To be announced

(MMWA008) Hunting and Fishing Tourism

Credits:	3 cr	Timing:	2nd or 3rd yr
Objective:	Students will learn about fishing and hunting tourism.		
Prerequisite:	Introduction to Tourism Introduction to Nature and Activity Tourism		
Contents:	Forms of fishing and hunting tourism, trends, legislation, hunting qualification.		
Learning Strategies:	Lecture and exercises, participation in hunting and fishing events		
Assessment:	Participation and assignments		
Bibliography:	To be announced		

(MMWA009) Adventure Education

Credits:	3 cr	Timing:	2nd or 3rd yr
Objective:	Students will deepen their knowledge of adventure education enabling them to apply adventure education methods.		
Prerequisite:	Introduction to Tourism, Adventure Tourism		
Contents:	Group dynamics, maintaining the spirit of the group The theory of adventure education Adventure activities		
Learning Strategies:	Lectures and exercises. Weekend camp		
Assessment:	Active participation, assignment		
Bibliography:	To be announced		

(MMWA010) International Tourism Geography

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	This course emphasises the global nature of tourism as a livelihood, the regional		

Contents:

- The main geographical prerequisites for tourism
- International regional structure of tourism
- Large tourist areas and tourism countries
- Sustainable development in tourism

Assessment: Assignments as virtual studies and book exam

(MMWA013) Doorman Training Course

Objective: This training course provides those who pass it with the opportunity to apply for a doorman/bouncer card.

Learning Strategies: 24 H / lectures + 16 H practical training and exercises

Bibliography: Ministry of the Interior training handout

(MMWA017) Tourism Industry in Russia

Objective: This course introduces students to tourism from Russia to Finland and visa versa.

Learning Strategies: Classroom teaching, group work

Assessment: Portfolio containing a learning diary and assignments

Bibliography: To be announced

(MMWA018) History of Tourism

Objective: Students will be conversant with the history of tourism to the present day.

Prerequisite:	Forms of Tourism or Introduction to Tourism
Contents:	Different eras in tourism history.
Learning Strategies:	Independent web studies
Assessment:	Assignments as virtual studies
Bibliography:	Kostiainen A., Ahtola J., Koivunen L., Korpela K ja Syrjämaa T. Matkailijan ihmeellinen maailma. Matkailun historia vanhalta ajalta omaan aikaamme (2004) Further reading to be announced at the outset of the course

(MPWA003) Bakery and Confectionery Products

Credits:	3 cr	Timing:	2nd or 3rd yr
Objective:	Students will be able to prepare the most common bakery and confectionary products.		
Contents:	Finnish and international food and bakery product culture Different product groups The special ingredients used in bakeries and confectionery products		
Learning Strategies:	lectures, work in the learning kitchen and study visits		
Assessment:	Assignments		
Bibliography:	To be announced		

(MMWA044) Beers and Ciders

Credits:	3 cr	Timing:	1st - 4th year
Objective:	Students will get to know different types of beer and cider from different countries and they will learn how to evaluate their features and use for the benefit of the food service industry.		
Contents:	Production techniques Legislation Types of beer and cider The structure of beer and cider Service and tasting technique		
Learning Strategies:	Lectures and small group work		
Assessment:	Assignments		
Bibliography:	Handouts		

(MPWA001) Theme Cuisine

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will learn how to plan and prepare adventurous food services based on different themes.		

Prerequisite:	Restaurant Activities
Contents:	Planning and setting up a theme day appropriate to the season
Learning Strategies:	Lectures and practical work
Assessment:	Assignments
Bibliography:	To be announced

(MPWA002) Festive and Game Specialities

Credits:	3 cr	Timing:	2nd or 3rd yr
Objective:	Students will gain knowledge of food prepared from game and learn how to plan and prepare food and drinks for celebrations.		
Prerequisite:	Restaurant Activities		
Contents:	Handling game and game preparation methods Finnish festive traditions		
Learning Strategies:	Lectures and practical work in the learning kitchen		
Assessment:	Assignments		
Bibliography:	To be announced		

(MPWA004) Vegetarian Dishes

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	Students will learn how to prepare different kinds of vegetarian dishes and how to assess their nutritional value and sensory quality.		
Prerequisite:	Nutrition, Special Diets		
Contents:	Vegetarian diets Preparing vegetarian dishes Product awareness		
Learning Strategies:	Lectures, assignments and food preparation in the learning kitchen		
Assessment:	assignments		
Bibliography:	To be announced		

(MMWA059) Nature and Activity Tourism

Credits:	3 cr	Timing:	2nd or 3 rd yr
Objective:	To provide the skills to plan and carry out long-term nature and exercise tourism products		
Prerequisite:	Nature and Exercise Tourism 1		

Contents: Planning, organising and implementing long-term nature and exercise tourism products.

Learning Strategies: Lectures Assignments A hike

Bibliography: To be announced

(MMOA0Z) THESIS 15 cr

(MMOA001) Thesis

Credits: 15 cr Timing: 3rd - 4th yr

Objective: The thesis allows students to study an area related to their studies in an in depth and critical way. It can be completed in the form of research, a development project or activity and should support students' professional development while serving the needs of working life. Students will also participate in seminars where they can present their subject under research and outcomes as well as assessing other students' work. Students will also complete a maturity test.

Prerequisite: Introduction to Research Work Statistics

Contents: Students will take part in seminars where they can present their own work, assess the work of others and act as opponents for other students presenting their work. After the subject of the thesis has been approved a supervisor is assigned to oversee its completion. The final thesis is completed and then presented during a seminar session after the student has compiled a subject analysis and a research plan. The maturity sample is written after the thesis has been presented.

Bibliography: Hirsjärvi, Remes, Sajavaara, Tutki ja kirjoita
Opinnäytetyöohjeet

(MMHA0Z) PRACTICAL TRAINING 30 cr

(MMHA001) Practical Training

Credits: 30 cr Timing:

Objective: Students will gain experience of work tasks related to their chosen professional field while learning to develop and assess their work and their work environment. Students must find their own practical training place in a company or public organisation abroad or in Finland.

Contents: Practical training seminars before and after the practical training period
Practical training in a tourism, hospitality (food) or domestic services business
Practical training reports and tasks and participation in discussion using WebCT
More specific instructions and necessary forms can be found on WebCT that will be introduced during the practical training seminar.

Assessment: Practical training, reporting and participation in WebCT discussions.

DEGREE PROGRAMME IN TOURISM

Address Kajaani University of Applied Sciences
School of Tourism
Postal address: P.O.Box 52, 87101 Kajaani
Visiting address: Opintie 3 (OPPI 7)
Tel. (08) 6189 91
Fax (08) 6189 9252

Head of School Ms Heli Itkonen
Tel. 08- 6189 9447, GSM 044 7101 447
Email: heli.itkonen@kajak.fi

Head of the Degree Programme
Mr Mikko Keränen
Tel. 08 – 6189 9460
Email: mikko.keranen@kajak.fi

International Study Office
Ms Kirsi Sievers
Visiting address: Ketunpolku 3 (Tieto 3), 87100 Kajaani
Tel. 08 – 6189 9616
Email: kirsi.sievers@kajak.fi

Objective of the Degree programme

The objective of the Degree Programme in Tourism is to provide both Finnish and international students with a high quality, practical yet academic training in tourism management. The programme emphasises the development of skills needed in managing activity and nature tourism services. In addition, a wide range of related subjects such as marketing, financing, accommodation services, business activities, product development and human resource management are also covered. Language studies also play a major role. Upon completion of the required 210 credits within three and a half years, graduates are awarded a **Bachelor of Hospitality Management (BHM)**.

Learning Environment

The learning environment at Kajaani University of Applied Sciences actively encourages the achievement of the stated objective by providing:

- A programme that is both responsive and flexible to the needs of students
- A programme that is both challenging yet supportive
- A truly international atmosphere, achieved through the Kajaani UAS' extensive links with partner colleges abroad
- Co-operation with a network of local businesses and other tourism interest groups
- Professional highly qualified staff with experience in the tourism sector

Learning Strategies

Because of the nature of the programme, the learning strategies employed to achieve its objectives are varied; depending on the subject they may include: lectures, field trips, outings, seminars, individual tutorials, workshops, case study, group work, project work, research and video conferencing.

The language of instruction is English and the courses are taught by Kajaani University of Applied Sciences' own academic staff and a resource of guest lecturers from various partner institutions in Europe, plus business professionals drawn from firms who are involved in international business and who maintain contacts with

Kajaani University of Applied Sciences. Through the use of various tutorial approaches, sessions are designed to ensure that students can fully exercise their creative potential and that critical learning is facilitated. This is why interactive learning, team-based course work and small group sessions form an important element of the learning process of the Degree Programme in Tourism.

Competences

Degree programme in tourism covers five main competences which are:

Subject specific competences Degree programme in Tourism	Description of the competence The Student
Service-mindedness	<ul style="list-style-type: none"> understands that hospitality is one of the central values and success factors of the sector. can provide healthy, safe and profitable services which promote customers' wellbeing. can take aesthetic and ethical perspectives into account when providing services (premises, service products, communications). is familiar with the principles of consumer behaviour and can make use of them in developing services.
Service systems	<ul style="list-style-type: none"> can plan, produce and develop services to suit the needs of the operating environment. can define, manage and evaluate service processes (product planning, profitability, and organisation, management and development of work) can develop services using product development and commodification methods is aware of the safety requirements for the sector and can apply them to his/her own work.
Service management	<ul style="list-style-type: none"> knows and understands company strategies and can make use of them in managing service operations. can plan, implement and evaluate his/her own and the department's daily supervisory management activities. can organise a work community and make use of the skills of individuals, teams and communities.
Business know-how	<ul style="list-style-type: none"> can analyse customer relationships from the point of view of service development. understands the main concepts of business and has internalised the principles of a commercial approach. can predict the effect of alternative operating methods on financial results and competitiveness. can apply the principles of entrepreneurship, both as an entrepreneur and as an employee. can operate in, make use of and develop various kinds of networks.
Service environments for tourism	<ul style="list-style-type: none"> can develop service environments and networks related to leisure and business travel. understands the significance of internationalisation, globalisation and different cultures for services and their development. can work in various international operating environments. can benefit from applying the characteristics of national cultures in developing tourism. can develop regional strengths and improve regional influence in tourism.

Annual Themes – Description of Progress in Studies

Each study year has its own theme which describes the main focus of the courses.

1st year – Observer of tourism

- The student has the basic information needed to understand the fundamental process of tourism, its structures, impact on society in economic, social and ecological terms.
- The student gains knowledge of the theoretical models applied in tourism.
- The students will gain the necessary computer skills and methodological tools needed for data collection, analysis and reporting.

2nd and 3rd year – Applicator

- In 2nd and 3rd year the student will deepen both the theoretical and practical knowledge needed to function in tourism.

4th year – Developer of tourism

- In the 4th year the student has competences to develop and analyse tourism products and services. The student is able to develop business activities by implementing the latest findings in the field.

Structure of the Programme

Basic Studies (70 cr)

Basic studies are compulsory studies and should be completed mainly during the first year of study. These courses include basic courses in tourism and business activities and methodological as well language studies.

Professional Studies (80 cr)

These courses are carried out from the second year onwards and they include special study modules covering different areas of tourism. The aim of professional studies is to equip students with both the theoretical and practical knowledge needed to function in tourism.

Free-choice Studies (15 cr)

Free-choice studies are included in professional studies. The aim is to provide the student with the opportunity to deepen and widen knowledge related to his or her own professional field. These can be chosen from the degree programme or from another degree programmes in the same school or from another university of applied sciences, university or elsewhere by prior agreement. The head of degree programme approves optional studies chosen by students.

Practical Training (30 cr)

An essential part of studies is a five-month-long practical training period, which takes place during the 3rd study year in spring term. Practical training can be done either in Finland or a foreign country. Finnish students must complete either practical training or a semester of their studies abroad. Before starting practical training students must have a minimum of 75 credits. The purpose of practical training is to offer students the possibility to put into practice the knowledge acquired from their professional studies by carrying out practical tasks in companies.

Thesis and Maturity Test (15 cr)

The purpose of the thesis is to demonstrate students' ability to adapt knowledge and skills acquired during professional studies. This can be accomplished in the form of project work, research work or applied research. It is recommended that the thesis be completed in co-operation with a tourism company or in co-operation with other interest groups. Preparation of the thesis is usually accomplished towards the end of studies during the final year.

The maturity test is done after completing the thesis. The test demonstrates students' language skills and how familiar they are with the chosen subject of their thesis. Finnish students write the test in Finnish and foreign students in English. The test is completed under supervision with questions provided by the thesis/project supervisor.

Foreign Studies

For Finnish students it is recommended that one of the 2nd year semesters is spent in a foreign university or polytechnic. Also international students can do part of their studies in exchange. Partner institutions and opportunities will be presented in information meetings, and more information is also available in the Kajaani UAS internet and intranet pages. Kajaani UAS' partner institutions in different countries offer studies in English or in other languages. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. Each student makes a personal study plan with the school's international co-ordinator for their period of foreign studies. Studies completed abroad are approved as part of the degree programme.

Language Studies

The Degree Programme in Tourism includes 21 credits of compulsory language studies. Language studies should comprise at least Finnish and English studies. Finnish students also have two compulsory Swedish courses. It is highly recommended that students choose one language as part of their free-choice studies. These studies should include at least 8 credits in order to achieve a good level of the chosen language (5 cr beginner's course + 3 cr intermediate/advanced studies).

Finnish Students

English	9 cr
Finnish	6 cr
Swedish	6 cr

Foreign Students

English	9 cr
Finnish	12 cr

Foreign language courses offered at this level are French, Spanish, Italian, Russian, Swedish and German.

CREDIT STRUCTURE 210 CR

BASIC STUDIES Basics in Tourism Business Activities 1 Methodological Studies 1 Communication Studies 1	70 cr 32 cr 12 cr 11 cr 15 cr
PROFESSIONAL STUDIES Tourism Services Business Activities 2 Methodological Studies 2 Communication Studies2	80 cr 41 cr 26 cr 7 cr 6 cr
FREE-CHOICE STUDIES PRACTICAL TRAINING THESIS AND MATURITY TEST	15 cr 30 cr 15 cr

THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN TOURISM

BASIC STUDIES

Basics of Tourism	32 cr
Principles of Tourism	6 cr
Introduction to Nature and Activity Tourism	5 cr
Tourism Product Development 1	3 cr
Project Management	6 cr
Safety and First Aid	3 cr
Food Hygiene	3 cr
Serving and Bar Services	3 cr
Accommodation Services	3 cr
Business Activities 1	12 cr
Introduction to Marketing and Customer Service	4 cr
Introduction to Business Activities	3 cr
Introduction to Management Accounting	5 cr
Methodological Studies 1	11 cr
Personal Development Programme	3 cr
Office applications	5 cr
Business Mathematics	3 cr
Communication Studies 1	15 cr
<u>Finnish Students</u>	
Finnish: Oral Communication and Meeting Skills	3 cr
Finnish: Written Communication and Business Letters	3 cr
Swedish: Svenska inom turismen 1	3 cr
English: Basics of Tourism English	3 cr
English: Business Communication Skills	3 cr
<u>Foreign Students</u>	
Finnish for Foreigners 1	6 cr
Finnish for Foreigners 2	3 cr
English: Basics of Tourism English	3 cr
English: Business Communication Skills	3 cr

PROFESSIONAL STUDIES

Tourism Services	41 cr
Management of Nature and Sport Services 1	4 cr
Management of Nature and Sport Services 2	4 cr
Sustainable Tourism	3 cr
Tourism Economics	3 cr
Adventure Tourism	3 cr
Instructing Indoor and Outdoor Activities	3 cr
Event Management	3 cr
Cultural Tourism in Finland	3 cr
Food and Culture	4 cr
Intercultural Communication	3 cr
Tourism Planning and Policy	3 cr
Tourism Product Development 2	3 cr
Business Activities 2	26 cr
Marketing of Tourism Services	3 cr
Marketing Communications	3 cr
Bookkeeping and Financial Statements	5 cr
Human Resource Management	5 cr
Law Studies	5 cr
Corporate Planning and Development	5 cr
Methodological Studies 2	7 cr
Applied Research Methods	3 cr
Statistics	4 cr
Communication Studies 2	6 cr
<u>Finnish Students</u>	
Swedish: Svenska inom turismen 2	3 cr
English: Academic Writing	3 cr
<u>Foreign Students</u>	
Finnish Conversation	3 cr
English: Academic Writing	3 cr
Practical Training	30 cr
Thesis and Maturity Test	15 cr
Free-Choice Studies	15 cr

COURSE DESCRIPTIONS OF DEGREE PROGRAMME IN TOURISM

BASIC STUDIES

(MTBA1Z) BASICS IN TOURISM 32 cr

(MTBA001) Principles of Tourism

Credits:	6 cr	Timing:	
Objective:	Students will gain knowledge of the principles of tourism in Finland and abroad		
Contents:	An introduction to tourism Consumer behaviour and tourism demand Models and patterns of tourism demand Classification of tourism Tourism attraction The Socio-cultural impact of tourism Ecology and tourism The future of tourism		

Learning Strategies: Lectures and small group work

Assessment: Exam, continual assessment and exercises

Bibliography: Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2002)
 Charles R, Goeldner J.R, Brent R: Tourism, Principles, Practices, Philosophies (2003)
 Further reading/material will be provided by lecturer

(MTBA002) Introduction to Nature and Activity Tourism

Credits:	5 cr	Timing:	1st year
Objective:	Students will understand the importance and complexity of nature and activity tourism and learn to identify the numerous aspects of managing successful services and products in these fields of tourism.		
Contents:	Principles of nature and activity tourism Tourism and nature conservation Legal issues Destinations and venues Nature and sport tourism markets		

Learning Strategies: Lectures and excursions. Visits to genuine activity sites will be included whenever possible.

Bibliography: Newsome,D., Moore, S.A. and Dowling, R. K. 2002. Natural Area Tourism
 Saarinen,J. & Hall, C.M. 2004. Nature Based Tourism Research in Finland: Local Contexts, Global Issues
 Standeven & De Knop. 1999. Sport Tourism
 Ritchie, B.W. & Adair,D.(eds.) 2004. Sport Tourism, Interrelationships, Impacts and Issues.

(MTBA003) Tourism Product Development I

Credits:	3 cr	Timing:	1st year
Objective:	Students will understand functions and aspects of initial and ongoing product development as a basic part profitable tourism business development.		
Contents:	Tourism products and features Planning and development process Pricing		
Learning Strategies:	Lectures Group works Study visits		
Assessment:	Portfolio including a learning diary and group assignments		
Bibliography:	Kotler P., Bowen J. and Makens J. 1999. Marketing for Hospitality and Tourism Additional study materials will be agreed during the course orientation		

(MTBA004) Project Management

Credits:	6 cr	Timing:	1st and 2nd year
Objective:	Introduction to project work and management		
Contents:	Basics of project work Project planning Practical work in a project Reporting		
Learning Strategies:	Lectures, project work and reporting in small groups		
Assessment:	Continual assessment and project work		
Bibliography:	Reading/material will be provided by lecturer		

(MTBA005) Safety and First Aid

Credits:	3 cr	Timing:	1st year
Objective:	Students will know what to do in a situation requiring them to provide first aid and they will also be able to check for and assess risks. The course is divided into a safety and a first aid part.		
Contents:	First aid: Red Cross of Finland emergency aid qualification EA (first aid) 1 and EA (first aid) 2, extinguishing fires Safety: Safety at work, risk assessment and risk management in program services		
Learning Strategies:	Lectures, course and group work, exercises		
Assessment:	Test, first aid practice, fire extinguishing practice. Students will have the opportunity to pass the Finnish Red Cross EA (first aid) 1 and EA (first aid) 2 qualifications.		
Bibliography:	Reading list and handouts provided by lecturer. The Finnish Consumer Agency's Guidelines for the promotion of safety in Program Services, Publication series 11/2003 Finnish Consumer Agency		

(MTBA006) Food Hygiene

Credits:	3 cr	Timing:	1st year
Objective:	Students will understand the importance of hygiene for safe food services and travelling		
Contents:	Food microbiology Food poisoning Hygiene practices Personal hygiene Cleaning In-house control Legislation relating to food hygiene		
Learning Strategies:	Lectures, discussions, individual and group exercises		
Assessment:	Exam and exercises		
Bibliography:	Reading list/material provided by lecturer		

(MTBA008) Accommodation Services

Credits:	3 cr	Timing:	1st year
Objective:	Students will be familiar with different types of accommodation and they will understand the importance of accommodation services within the tourism industry. The course includes an introduction to reservation systems		
Contents:	Different forms of accommodation services Basic operations Reservation systems		
Learning Strategies:	Lectures, small group work, presentations, study visits		
Assessment:	Exam, exercises		
Bibliography:	Reading list/material provided by lecturer		

(MTBO2Z) BUSINESS ACTIVITIES 1 12 cr**(MTBO001) Introduction to Marketing and Customer Service**

Credits:	4 cr	Timing:	1st year of studies
Objective:	Students will understand the principles of marketing and the importance of customer service. There is a focus on hospitality and tourism.		
Contents:	Introduction to the principles of marketing e.g. customer service; market segmenting, targeting and positioning; the marketing mix, consumer buying behaviour		
Learning Strategies:	Lectures & small group work		
Assessment:	Exam, exercises, presentations, reports		
Bibliography:	Kotler, et.al., Marketing for Hospitality and Tourism. Pearson Education 2006		

(MTBO002) Introduction to Business Activities

Credits:	3 cr	Timing:	1st year
Objective:	Students will gain knowledge of the principles of tourism business activities		
Contents:	Business entrepreneurship Basic premises of business operations Business process Operational environment of a company Interest groups Review of marketing, management accounting and organisation of a company Company structures		
Learning Strategies:	Lectures and small group work		
Assessment:	Exam, continual assessment and exercises		
Bibliography:	Kinkki Seppo, Isokangas Jouko, Yrityksen perustoiminnot - Basic Business operations pp. 311-448 Further reading/material provided by lecturer		

(MTBO003) Introduction to Management Accounting

Credits:	5 cr	Timing:	1st year
Objective:	Students will understand the meaning of profitability and learn how to make calculations required by managers for planning, decision-making and control.		
Contents:	General terms and aims in management accounting Profitability calculations Cost-volume-profit analysis Pricing calculations Short-term calculations, planning and controlling methods Long-term calculations: investments Budgeting Activity Based Costing		
Learning Strategies:	Lectures, exercises, management accounting software		
Assessment:	Exercises and exams		
Bibliography:	To be announced		

(MTBM4Z) METHODOLOGICAL STUDIES 1 11 cr**(MTBM001) Business mathematics**

Credits:	3 cr	Timing:	1 st year
Objective:	To provide students with a sound command of business mathematics skills and the ability to apply them in different areas of business life		
Contents:	Review of the basic mathematical operations needed in business mathematics Percentage calculation and its economic applications Index Currency calculation		

Simple interest calculation and its applications
Compound interest
Credit
Economic functions

Learning Strategies: Lectures and exercises

Assessment: Exam and exercises

Bibliography: Pulkkinen P, Holopainen M., Keinänen K., Business Mathematics

(MTBM002) Office Applications

Credits: 5 cr Timing: 1st year

Objective: The student will be able to use a microcomputer as a common tool in everyday working life.

Contents: E-mail
Internet
Hardware and operating systems
Presentation graphics
Word processing
Spreadsheets
Computing today

Learning Strategies: Practical exercises and individual use of computer

Assessment: Exam and practical exercises

Bibliography: Material provided by the lecturer

(MTBM003) Personal Development Programme

Credits: 3 cr Timing: 1st year

Objective: The aim of this programme is to provide students with the tools, which will ensure a successful commencement of their studies leading to success in future careers, by enabling students to identify their personal learning characteristics, whilst at the same time introducing specific study skills. The program aims to facilitate the individual development of students.

Contents: Initial assessment week (Boot Camp)
Personal SWOT
Learning styles
Introduction to Reflective Practice
Creative thinking/Problem solving
Presentation Skills
Personal Branding
Portfolio Development

Learning Strategies: Lectures, Activities, Individual tutorials, Practical Work

Assessment: Portfolio -- Course work of completed tasks throughout the program

Bibliography: Selected readings, handouts related to subject areas.

Different forms of group communication
 Negotiation and meeting techniques
 Documents

Learning Strategies: Classroom teaching, exercises

Assessment: Exam and assignments

Bibliography: Repo-Nuutinen: Viestintätaito

(MTBC002) Written Communication and Business Letters

Credits: 3 cr Timing: 1st yr (for Finnish speaking students)

Objective: Students will learn to write in a manner appropriate to their chosen profession and be able to compile standard business letters.

Contents: The principles of written communication
 An introduction to language maintenance
 Process writing and document standards
 Basic business letters
 E-mail communication

Learning Strategies: Contact teaching, assignments

Assessment: Exam and assignments

Bibliography: Kortetjärvi-Nurmi, Kuronen, Ollikainen, Yrityksen viestintä

(MTBC003) Swedish for Tourism 1

Credits: 3 cr Timing: 1st year

Objective: Students will develop their language skills to be able to cope in tourism and catering customer service situations and to present a company and its services and facilities as well as the special features of Finnish cuisine in Swedish. Students will also be able to present Finland as a tourist destination and discuss current affairs to a certain extent using the Swedish language

Prerequisite: Participation in proficiency test

Contents: Everyday spoken Swedish
 Hotel and restaurant customer service
 Finnish food culture and gastronomic terminology
 The differences between Finnish Swedish and Swedish Swedish
 Finland in Swedish
 Current affairs

Learning Strategies: Small group teaching

Assessment: Continual assessment and written and oral exam

Bibliography: Handout provided by lecturer

(MTBC006) Finnish for Foreigners 1

Credits:	6 cr	Timing:	1 st year
Objective:	To teach students the skills needed in everyday communication in Finnish and to familiarise students with the Finns, their customs, the country and society.		
Contents:	Pronunciation, syllable division and other general language points Greeting and introductions Language skills, working, living, studying Numerals: time, prices, banking Asking simple questions and understanding instructions Travelling Food, making orders at a restaurant Shopping The school system Basic geography of Finland Finnish cuisine		
Learning Strategies:	Communicative and practical approach and group work		
Assessment:	Class work and written or/and oral exam		
Bibliography:	Hämäläinen, Aletaan Facts about Finland Kenttälä, Kieli käyttöön		

(MTBC007) Finnish for Foreigners 2

Credits:	3 cr	Timing:	2nd year
Objective:	To improve communication skills in the Finnish language		
Prerequisite:	Finnish for Foreigners 1		
Contents:	This course builds on the knowledge gained in Finnish for Foreigners 1.		
Learning Strategies:	Small group sessions		
Assessment:	Coursework, active participation, written and oral tests		
Bibliography:	Kangasniemi, Suomen kielen tikapuut jatkotaso 1 Hämäläinen, Jatketaan		

COMPULSORY PROFESSIONAL STUDIES

(MTPT5Z) TOURISM SERVICES 41 cr

(MTPT013) Management of Nature and Sports Services 1

Credits:	4 cr	Timing:	2nd year
Objective:	Students will understand the scope and evolution of nature and sports tourism management. This course will also provide students with a wide range of skills and knowledge which is needed when planning and managing services in nature and sports tourism. The course is divided in two parts to provide outdoor experiences during different seasons.		
Prerequisite:	Introduction to Nature and Activity Tourism		

Contents:	Outdoor skills Outdoor environment Sports Safety issues in outdoor activities Land management Parks and wildlife management
Learning Strategies:	Lectures and excursions, visits to companies and sites. There will be field trips to important nature tourism regions in Finland.
Assessment:	Active participation in lectures, excursions, field trips, group work, written reports, and oral presentations.
Bibliography:	Reading list/ material provided by lecturer.

(MTPT014) Management of Nature and Sports Services 2

Credits:	4 cr	Timing:	3rd year
Objective:	Students will understand the scope and evolution of nature and sports tourism management. This course will also provide students with a wide range of skills and knowledge which is needed when planning and managing services in nature and sports tourism. The course is divided in two parts to provide outdoor experiences during different seasons.		
Prerequisite:	Introduction to Nature and Activity Tourism		
Contents:	Outdoor skills Impacts of nature and tourism Research on nature and sports tourism		
Learning Strategies:	Lectures and excursions, visits to companies and sites. There will be field trips to important nature tourism regions in Finland.		
Assessment:	Active participation in lectures, excursions, field trips, group work, written reports and oral presentation		
Bibliography:	Reading list provided by lecturer.		

(MTPT003) Sustainable Tourism

Credits:	3 cr	Timing:	2nd year
Objective:	Students will gain basic knowledge of sustainable tourism theory and practice and how it is used and integrated in the business environment.		
Contents:	Sustainable tourism and organisations Tourism management implications - economic, environmental and sociocultural issues. Alternative tourism Conventional mass tourism Strategic roles: opportunities and obstacles within facilitation sectors Role of attractions within sustainability Quality control - Eco labels, codes of conduct and certification of accreditation. Destinations and spatial strategies - zoning and redevelopment. Strategies for visitor management. Environmental costs and benefits.		

instruct others themselves.

Contents: Instructing aims and content
Sports and exercise planning, implementation and assessment
Teaching methods
Safety in physical education

Learning Strategies: Lectures, assignments, organising a sports day/excursion

Assessment: Exam or set tasks

Bibliography: Reading list and material provided by lecturer

(MTPT007) Event Management

Credits: 3 cr Timing: 2nd - 3rd year

Objective: The event management course provides an in depth overview of events and related industries. This course covers a wide range of events e.g. sporting, cultural, arts and entertainment etc. and congresses and fairs.

Contents: Management of events
Event tourism
Congresses
Fairs

Learning Strategies: Lectures, case-study exercises, group work

Assessment: Practical observations and skill competence, individual and group presentations, Seminar paper on nominated topics

Bibliography: Watt, D.C.2001. Event Management in Leisure and Tourism

(MTPT008) Cultural Tourism in Finland

Credits: 3 cr Timing: 1st or 2nd year

Objective: Finnish history to this day and provides students with the skills to apply this knowledge in tourism.

Contents: National and local culture
Significant events, personalities, settings and consequences

Learning Strategies: Lectures and group work

Assessment: Course work assignments and exam

Bibliography: Reading list/material provided by lecturer

(MTPT009) Food and Culture

Credits: 4 cr Timing: 1st or 2nd year

Objective: Students will understand the significance of healthy food for wellbeing as well as gaining knowledge of the most common special diets. Students will be conversant with different food services in tourism.

Contents: Basics of nutrition
Special diets
Basics of food services
Menu planning for different events

Learning Strategies: Lectures, discussions, individual and group exercises, kitchen work

Assessment: Exam and exercises

Bibliography: Reading list/material provided by lecturer

(MTPT010) Intercultural Communication

Credits: 3 cr Timing: 2nd year

Objective: The course aims to provide students with a theoretical and experimental framework for intercultural communication from an interdisciplinary perspective and to increase their problem solving skills and communication skills with people from different cultural backgrounds in national, international and multicultural settings of study and work.

Contents: Internationalisation and cultural identity
Culture is communication...Nationality
Communication is culture
Inter-cultural communication
Finnish and Nordic communication
Intercultural encounters:
Dimensions used when comparing communication across cultures

Learning Strategies: The course is based on face-to-face tuition, self-directed autonomous learning based on a hypermedia program, and project work emphasising co-operative learning

Assessment: Continuous assessment, oral presentation & report

Bibliography: Lewis, R.D. When cultures collide, changing successfully across culture

(MTPT011) Tourism Planning and Policy

Credits: 5 cr Timing: 3rd year

Objective: This course provides an introduction to the concepts of tourism planning and policy globally and in Finland. Students will gain an understanding of the purpose of tourism as well as planning and investigating some broad approaches to planning and policy.

Contents: Policy
Planning
Economic impacts of tourism
Urban, rural and natural areas in tourism planning
Special interest tourism
Environmental impacts of tourism
Management policy and planning issues

Learning Strategies: Lectures and small group work

Assessment: Exam, continual assessment and exercises

Bibliography: Hall M.C, Jenkins, Kearsley G, Tourism, Planning and Policy (1997)

Other materials provided by lecturer

(MTPT012) Tourism Product Development 2

Credits:	3 cr	Timing:	3rd year
Objective:	Students will understand the role of developing product lines for improved profitability in tourism. Students will be able to plan, price and promote different types of tourism product lines.		
Prerequisite:	Product Development 1. Marketing of Tourism Services.		
Contents:	Tourism products and product lines, planning, pricing, distribution and promotion		
Learning Strategies:	Lectures Group works		
Assessment:	Exercises		
Bibliography:	Will be agreed in the beginning of the course		

(MTPO6Z) BUSINESS ACTIVITIES 2 26 cr

(MTPO001) Marketing of Tourism Services

Credits:	3 cr	Timing:	2nd year
Objective:	Students will understand the special features of marketing tourism services and the role of product, image, price and distribution channels in tourism marketing.		
Contents:	Product, pricing and distribution channels		
Learning Strategies:	Lectures, small group work, study visits		
Assessment:	Exam, exercises		
Bibliography:	Kotler P., Bowen J. and Makens J. Marketing for Hospitality and Tourism		

(MTPO002) Marketing Communications

Credits:	3 cr	Timing:	3rd year
Objective:	Students will learn to evaluate and implement different promotion tools as part of an integrated marketing mix.		
Contents:	Advertising PR SP Personal selling Marketing planning		
Learning Strategies:	Lectures, small group work, study visits		
Assessment:	Coursework and exercises		
Bibliography:	Kotler P., Bowen J. and Makens J. Marketing for Hospitality and Tourism		

(MTPO003) Bookkeeping and Financial Statements

Credits:	5 cr	Timing:	2nd year
Objective:	The course will provide an introduction to the management of financial accounting in Finland and also a comparison between Finnish and foreign financial statements. Students will gain an understanding of financial analysis and its techniques and usage in estimating company financial performance and position.		
Prerequisite:	Business Operations		
Contents:	The role of accounting in business Double-entry bookkeeping Financial statements: preparing, reading and understanding Analysing companies Cash flow statements Ratios and their interpretation TA-model		
Learning Strategies:	Lectures, case studies, exercises, e-learning		
Assessment:	Case-studies, exam		
Bibliography:	To be announced		

(MTPO004) Human Resource Management

Credits:	5 cr	Timing:	4th year
Objective:	This course covers the information needed to understand the Human Resource Management aspect of an organisation. It will develop an understanding of the skills needed for the formulation and implementation of HRM strategies while providing the basic information necessary to understand the function of management and leadership in an organisation.		
Contents:	Introduction to HRM Introduction to Leadership and Organisation Management and Leadership as part of an organisation Human resource planning Recruitment and selection Orientation, training and development Employee Relations Performance Management Remuneration and reward International dimension of HRM		
Learning Strategies:	Lectures and exercises		
Assessment:	Class attendance (exercises, and discussions) 20% Presentation and report 30% Exam based on course content 50%		
Bibliography:	Eugene McKenna & Nic Beech, Human Resource Management: A Concise analysis, Prentice Hall, 2002. Beardwell, I., Holden, L., Human Resource management: A Contemporary Perspective, Pitman Publishing, 1997. Hesselbein, F., Goldsmith, M., Beckhard, R. (ed.), The Leader Of The Future Ainger, A., Kaura, R., Ennals, R., Business Success Through Human Centred Systems Tyson, S., Jackson, T., The Essence Of Organisational Behaviour.		

(MTPO005) Law Studies

Credits:	5 cr	Timing:	2nd year
Objective:	The course will provide students with a general knowledge of the legal framework of business operations with special focus on contract and trade laws.		
Contents:	Sources of law Law of obligations Contract law Business law Labour law Legislation in tourism		
Learning Strategies:	Lectures, exercises, case studies		
Assessment:	Exercises and exam		
Bibliography:	To be announced		

(MTPO006) Corporate Planning and Development

Credits:	5 cr	Timing:	4th year
Objective:	Students will understand the significance of business planning in a changing operational environment.		
Contents:	The business operational environment Corporate planning and strategic leadership		
Learning Strategies:	Lectures and course work		
Assessment:	Classwork, group work and assignment		
Bibliography:	Reading list/handouts provided by lecturer		

(MTPM8Z) METHODOLOGICAL STUDIES 2 7 cr**(MTPM001) Applied Research Methods**

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	This course will provided students with a thorough understanding of research methods and their application in tourism processes, their relevance in business decision making and it also provides a basis for the study of relevant qualitative and quantitative analysis procedures.		
Prerequisite:	Basic Studies		
Contents:	The research process and central methods The research problem and questionnaire design Qualitative and action research Overview of analysis procedures		
Learning Strategies:	Lectures, case studies, exercises and research project		
Assessment:	Research Project		

Bibliography: To be announced

(MTPM002) Statistics

Credits: 4 cr Timing: 2nd year

Objective: The general aim of this course is to improve the student's understanding of theoretical research and practical problem solving, and how to collect information and how systematic the collection of information should be as well as the use of primary and secondary data. On completing this course students will be able to use statistical parameters, the most common statistical methods, the foundation of hypotheses testing and interpretation of results.

Prerequisite: Proficiency tests or recognised refresher course pass, Basis of Research

Contents: Uni-bidimensional distribution tables and statistical parameters
Graphical presentation of parameters
Dependency: correlation and regression analysis
Hypothesis testing and general tests
The use of data analysis by doing exercises with software packages

Learning Strategies: Lectures, classroom practical exercises and the individual use of the SPSS -program

Assessment: Exam and exercises

Bibliography: To be announced

(MTPC7Z) COMMUNICATION STUDIES 2 6 cr

(MTPC002) Academic Writing

Credits: 3 cr Timing: 2nd year

Objective: To improve the students' professional writing skills

Contents: Grammar surgery
Punctuation
Coherence
Style and appropriateness
Reporting
Summarising
Table of contents
Quoting, reference list

Learning Strategies: Small group sessions

Assessment: Continuous assessment, assignments, written exam

Bibliography: To be announced

(MTPC001) Swedish for Tourism

Credits: 3 cr Timing: 2nd year

Objective: Students will be able to cope with written and spoken tourism and hospitality communication situations in Swedish. They will be able to handle routine

correspondence and negotiations in different business situations.

Contents: Business communication
Gastronomy
Negotiations
Job application

Learning Strategies: Small group teaching

Assessment: Continual assessment and written and oral exam

Bibliography: Handout provided by lecturer

(MTPC003) Finnish Conversation

Credits: 3 cr Timing: 3rd year

Objective: To improve students' oral communication skills in the Finnish language.

Prerequisite: Finnish for Foreigners I-II

Contents: Discourses - different vocational subjects

Learning Strategies: Small group sessions

Assessment: Active participation in class activities

Bibliography: To be announced

(MTW11Z) FREE-CHOICE STUDIES 15 cr

(MTW001) Wildlife Watching

Credits: 3 cr Timing: 2nd - 3rd year

Objective: This course emphasizes wildlife watching as a type of tourism. It particularly focuses on certain species like bears and old growth forest birds. All of these species are important in tourism or they have a great potential to become important in wildlife observation tourism. One of the main aims of the course is to learn how to manage wildlife watching services.

Contents: Ethical Issues in wildlife watching
Mammal species in wildlife watching
Birds in wildlife watching
Plants in wildlife watching
Management of wildlife watching services

Learning Strategies: Lectures, excursions and group work.

Assessment: Active participation in lectures, excursions and group work. Written report and oral presentation

Bibliography: Reading list/material provided by lecturer

(MTW002) Fishing and Hunting Tourism

Credits:	3 cr	Timing:	2nd - 3rd year
Objective:	To provide the students with the knowledge and skills to manage products in fishing and hunting services. This course is based on practical know-how and involves learning and testing different forms of fishing and hunting.		
Contents:	Ethical issues in fishing and hunting Fish species suitable for fishing tourism Different forms of fishing Legislation Hunting tourism Game species		
Learning Strategies:	Lectures and excursions.		
Assessment:	Active participation in lectures and excursions. A written product plan and oral presentation.		
Bibliography:	Reading list/material provided by lecturer		

(MTW005) Russian Tourism

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	To gain a broad overview of tourist operations and from Finland and other countries to Russia.		
Contents:	Russian tourism destinations and attractions A 5 day study trip to Russia, cost to A 5-7 day study trip to Russia, cost to students appr. 100 euros		
Learning Strategies:	Course orientations and closing seminar in the class. Group assignments on agreed themes A 5 day fact finding trip to St. Petersburg. Cost of the trip to students appr. 150 €.		
Assessment:	Portfolio containing learning diary and assignments		
Bibliography:	Reading list/material provided by lecturer		

(MTW007) History of Tourism

Credits:	3 cr	Timing:	
Objective:	This course develops an understanding of the history of travel as a recreational pastime in different parts of the world, beginning with the ancient Greeks and ending with 20th-century global tourism markets. Students will explore trends and changes in tourists and the tourism sector.		
Prerequisite:	Principles of Tourism		
Contents:	Grand tour Rise of Mass Tourism Tourist gaze Cultural changes and new structures in tourism		

Learning Strategies: Book exam/ report

Bibliography: Selected reading

(MTW009) Destination Marketing

Credits: 3 cr Timing:

Objective: Becoming a recognized, desired destination is a demanding marketing challenge. During the course we will approach the marketing of countries, regions and places from different angles.

Contents: Marketing of countries, regions and places from theoretical and practical angles.

Learning Strategies: Lectures, group work, exercises

Assessment: Portfolio including learning diary and group exercises

Bibliography: To be announced

(MTW013) Management Procedures and Strategies

Credits: 5 cr Timing: 2nd - 4th year

Objective: Students will understand and be able to apply a strategic business control system.

Prerequisite: Leadership

Contents: Use of the balanced scorecard, scores and assessment, information gathering and implementation

Learning Strategies: Independent study

Assessment: Book exam or long essay

Bibliography: Kaplan, Norton, The Balanced Scorecard
Aaker D., Developing Business Strategies

(MTW012) New Trends in Leadership and Management

Credits: 5 cr Timing: 2nd - 4th year

Objective: Knowledge capital providing a competitive edge will be emphasised during this course, while providing students with a grounding in quality leadership, activity-based management in business leadership and the significance of leadership and management in the implementation of an organisation's basic operations.

Prerequisite: Leadership

Contents: Knowledge capital, quality leadership, activity-based management and accounting, leading and leadership

Learning Strategies: Independent work

Assessment: Book exam or long essay

Bibliography: Students will choose three books from the following list for the book exam:
 Ståhle, Grönroos, Dynamic Intellectual Capital
 Juran's Quality Handbook (luvut 1 - 17, 35 ja 36)
 Cookins G., Activity Based Cost Management
 Pirnes U., Enhancing Leadership. The Dynamics of Leadership

(MTW015) Risk Management

Credits: 3 cr **Timing:** 2nd - 4th yr

Objective: Students will be conversant with the concept of risk management and the risk management process. They will be able to identify, assess and manage business risks. Students will complete a risk management plan of a real or fictitious company according to the instructions given on the course pages.

Contents: Risk management, the risk management process. Identification, assessment and management of business risk.

Assessment: Web course

(MTW014) Organizational Psychology

Credits: 3 cr **Timing:** 2nd - 4th year

Objective: This course provides in depth knowledge of organisational behaviour.

Prerequisite: Leadership

Contents: The role and responsibility of leadership in conflict situations, dealing with problems in the work community, work satisfaction, encouragement, reward and skills development.

Learning Strategies: Independent work

Assessment: Book exam or long essay

Bibliography: To be announced

Language Studies

Language studies offered are listed under the Free-choice Studies in the Degree Programme in International Business.

(MTT10Z) THESIS 15 cr

(MTT001) Thesis and Maturity Test

Credits: 15 cr **Timing:** 3rd - 4th year

Objective: The thesis provides an opportunity to study a problem or scheme in depth and from a critical standpoint. It can be accomplished in the form of a piece of research, development project or applied research. The thesis must be of use in working life and it should promote the professional orientation of the students. Students will also participate in seminars where they will present their research topic and results as well as assessing other students' work. Students must also complete a maturity test.

Prerequisite:	Applied Research Methods, Statistics
Contents:	Seminar presentations of chosen thesis subject and participation in seminars Assessment of other students' thesis and acting opponent for other students' work After the thesis topic has been accepted students will be nominated a thesis supervisor. Subject analysis and research plan after which thesis can be completed and then presented during the seminar. The maturity test is completed after the thesis has been presented.
Bibliography:	Reading list/handouts provided by lecturer

(MTH09Z) PRACTICAL TRAINING 30 cr

(MTH001) Practical Training

Credits:	30 cr	Timing:	3rd year
Objective:	Students will have the opportunity to familiarise themselves with the jobs and duties of their chosen field as well learning to develop and assess their own work and working environment. Students should apply for training places themselves in a domestic or foreign company or public organisation.		
Contents:	Seminars before and after the practical training period. Practical training period in a tourism/hospitality company/public organisation Training reports and assignments More detailed instructions and forms are available on the webct that will be presented during the practical training seminars.		
Assessment:	Practical training and reports		