

BACHELORS DEGREE IN HOSPITALITY MANAGEMENT

The field of Tourism, Catering and Domestic Services offers a Degree Programme in Tourism delivered in Finnish and in English (Degree Programme in Tourism). The Degree Programme in Tourism delivered in Finnish has two alternative majors: Activity Tourism and Tourism Service Production and Development.

Head of School: Heli Itkonen, Official Substitute Päivi Auno until 31.12.2011
 Head of Degree Programme: Mervi Väisänen
 Study Secretary: Eila Happonen

THE 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, in English 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 select their major from two options – Activity Tourism and Tourism Service Production and Development. The Activity Tourism major will be delivered in cooperation with the degree programme in Sports and Leisure Management.

General objectives

Hospitality Management graduates will possess expertise in 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. Students will gain practical experience during their assignments that are carried out in close collaboration with tourism and hospitality businesses and operators.

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 Activity Tourism major students will gain comprehensive knowledge of different forms of exercise-centred activity and nature tourism, wellness tourism as well as 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. Students completing the Activity Tourism major will complete their studies with students from the Sports and Leisure Management degree programme also completing this major.

Those majoring in Tourism Service Production and Development will become competent in the versatile and interesting field of tourism service production and development. They will learn to work in different environments and to take into account the opportunities provided by local culture in the planning of different services for Finnish and international customers alike. Students will also become proficient in organising events while learning to take into account business feasibility and profitability in the planning of different services.

The objectives of the degree programme include the following work based objectives i.e. competences:

| Subject specific competences | Description of the competence |
|------------------------------------|-------------------------------|
| Degree programme in Tourism | |

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| 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, communication).</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 customerships 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> |
| Tourism service environments | <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> |

Annual Themes – Description of Progress in Studies

1st year – Observer of tourism

- conversant with basic concepts
- knowledge of those active in tourism and hospitality
- conversant with basic customer service skills

2nd and 3rd year – Implements and is a competent tourism service provider

- knows the central content of knowledge and research related to the field of tourism
- is able to interface with customers and within different tourism operator environments
- possess the most crucial working methods
- develops as an information retriever and team member

4th year – Developer of tourism or food services

- ability to apply the latest knowledge to develop the field of tourism and tourism products

DEGREE PROGRAMME IN TOURISM 210 CR

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|---|------------------|
| BASIC STUDIES | 60 cr |
| Introduction to Tourism Services | 25 cr |
| Business Competence 1 | 11 cr |
| Communication and Interaction Competence 1 | 24 cr |
| PROFESSIONAL STUDIES | 90 cr |
| A. Activity Tourism Major | 40 cr |
| B. Tourism Service Production and Development | 40 cr |
| Business Competence 2 | 37 cr |
| Communication and Interaction Competence 2 | 13 cr |
| PRACTICAL TRAINING | 30 cr |
| THESIS | 15 cr |
| FREE-CHOICE STUDIES | 15 cr |

DEGREE PROGRAMME IN TOURISM COURSES

Basic Studies 60 cr

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|---|--------------|
| Basics of Tourism Services | 25 cr |
| Introduction to Tourism | 4 cr |
| Tourism Geography of Finland and the World | 3 cr |
| The Accommodation Business | 3 cr |
| Tourism Programme Services | 3 cr |
| Introduction to Food Services and Nutrition | 3 cr |
| Serving and Bar Services | 3 cr |
| Hygiene and Sanitation | 3 cr |
| Safety and First Aid | 3 cr |
| Business Competence 1 | 11 cr |
| Business Activities in the Tourism and Hospitality Sector | 4 cr |
| Introduction to Marketing and Customer Service | 4 cr |
| Business Mathematics | 3 cr |
| Communication and Interaction Competence 1 | 24 cr |
| Finnish Language and Communication | 6 cr |
| Svenska inom turismen 1 | 3 cr |
| Basics of Tourism English | 3 cr |
| Interactive English | 4 cr |
| IT and eCommunication | 5 cr |
| Personal Development Programme | 3 cr |

PROFESSIONAL STUDIES 90 CR

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|---|--------------|
| Activity Tourism Major | 40 cr |
| Basics of Activity Tourism | 5 cr |
| Activity Tourism | 3 cr |
| Sustainable Tourism | 3 cr |
| Forms of Activity Tourism | 10 cr |
| Summer Activities | 4 cr |
| Winter Activities | 4 cr |
| Adventure and Experience in Tourism | 2 cr |
| Forms of Wellness Tourism | 10 cr |
| Wellness Tourism and its Commodification | 5 cr |
| Wellness in Tourism Service Products | 5 cr |
| Local Culture and Food as a Part of Wellness Tourism | 5 cr |
| Food as a Part of Wellness | 2 cr |
| Finnish Culture and Local Competence | 3 cr |
| Activity Tourism Product Development and Business Competence | 5 cr |
| Activity Tourism Product Development and Business Competence | 5 cr |

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| Project Studies Project Studies | 5 cr 5 cr |
| Tourism Service Production and Development Major | 40 cr |
| Cultural Competence Finnish Culture and Local Competence World Cultures Adventures in Food Culture | 9 cr 3 cr 3 cr 3 cr |
| Events Management and Project Activities Events and Project Activities | 9 cr 9 cr |
| Planning and Producing Tourism Services Tourism Service Product Development and Commodification Strategic Planning in Tourism Tour Operating Sustainable Tourism Food Services in Tourism Accommodation Services Tourism Transport Services | 22 cr 4 cr 3 cr 3 cr 3 cr 3 cr 3 cr 3 cr |
| Common Professional Studies | |
| Business Competence 2 Contract and Corporate Law Marketing Communication Negotiative Selling Marketing Tourist Services Introduction to Accounting Management Accounting Leading a Service Company Planning and Developing a Business E Commerce in Tourism Research and Development Activities | 37 cr 3 cr 3 cr 3 cr 3 cr 4 cr 5 cr 5 cr 3 cr 3 cr 5 cr |
| Communication and Interaction Competence 2 Svenska inom turismen 2 Business Communication Skills English Tourism Professionals Academic Writing | 13 cr 3 cr 3 cr 4 cr 3 cr |
| Practical Training Practical Training | 30 cr 30 cr |
| Thesis Thesis | 15 cr 15 cr |
| Free-Choice Studies Free-Choice Studies | 15 cr 15 cr |

COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN TOURISM

BASIC STUDIES

(MMPE0Z) THE PRINCIPLES OF TOURISM SERVICES 25 cr

(MMPE001) Principles of Tourism

Credits: 4 cr Timing: 1st yr

Learning Objectives: Students will know the history and current situation of tourism, while understanding tourism as a phenomenon and its effects on the environment.

Contents: History and basic concepts of tourism
Departure areas, routes and target destinations and factors affecting attraction and non-attraction in tourism
The economic significance of tourism in a region
Tourism and the environment
Current themes in tourism

Learning Methods: Lectures and assignments

Assessment Methods: Assignments, exam and practical training

Bibliography: Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2008)
Further material as indicated by the teacher

(MMPE002) Tourism Geography of Finland and the World

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will be able to form an overview of tourism areas and routes in Finland and the world, as well as the future of tourism.

Previous Learning: Principles of Tourism

Contents: Students will be able to form an overview of tourism areas and routes in Finland and the world, as well as the future of tourism.

Learning Methods: Lectures and assignments

Assessment Methods: Exam and assignments

Bibliography: Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism Principles and Practice (2008)
Vuoristo & Vesterinen: Lumen ja suven maa (2009)
Other material will be given out during lessons

(MMPE003) The Accommodation Business

Learning Methods: Lectures, exercises and food preparation in the teaching kitchen

Bibliography: Kotler, P. Principles of Marketing; Lahtinen & Isoviita. Asiakaspalvelun ja markkinoinnin perusteet.

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

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| Assessment Methods: | Oral presentations, written assignments, continual assessment |
| Bibliography: | Handout |

(MMPG003) Information Technology and E-communication

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|----------|------|---------|--------|
| Credits: | 5 cr | Timing: | 1st yr |
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Learning Objectives: Students will know the main features of presentation graphics, word processing and spreadsheet calculation and how to use them for their work. Students will also be able to use the most common electronic communication tools.

Contents: Secure data processing
Basics of PowerPoint, Word and Excel
Using social media for study and work

Learning Methods: Lectures and exercises

Assessment Methods: Exams, exercises and practice

Bibliography: Leino, Antti. Dialogin aika. Markkinoinnin ja viestinnän digitaaliset mahdollisuudet, 2009.
Other material will be announced by the teacher

(MMPD003) Personal Development Programme

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|----------|------|---------|--------------|
| Credits: | 3 cr | Timing: | 1st - 4th yr |
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Learning Objectives: Students will gain insight into 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 online studies.

Contents: Studying at a UAS
Study skills and learning environment
Student services
Tutor groups
Study planning
Professional development
Moving on to working life

Learning Methods: Lectures, group work, planning and personal progress review discussions and online learning

Assessment Methods: Participation and accomplishment of all assignments

Bibliography: Study guide, e material and study handouts

PROFESSIONAL STUDIES

ACTIVITY TOURISM

Learning Objectives: Students will know the main concepts of summer activities and the structures associated with supply and demand. They will be able to plan and implement summer tourism products.

| | |
|---------------------|---|
| Contents: | Nature and recreational tourism products and destinations Planning summer activity products Organising a summer activity trip Instruction of group |
| Learning Methods: | Contact teaching, introduction to activities, study and company visits |
| Assessment Methods: | Coursework, assignments and exam |
| Bibliography: | To be announced |

(MMAR102) Winter Activities

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|----------|------|---------|--------|
| Credits: | 4 cr | Timing: | 2nd yr |
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Learning Objectives: Students will know the main concepts of winter activities, being able to recognise the structures associated with supply and demand. They will be able to plan and implement a winter tourism product.

| | |
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| Contents: | Nature and recreational tourism products and destinations Planning winter activity products Organising a winter activity trip Instructing the activities Instructing a group |
| Learning Methods: | Contact teaching, introduction to activities, study and company visits |
| Assessment Methods: | Coursework, assignments and exam |
| Bibliography: | To be announced |

(MMAR103) Adventures and Experiences in Tourism

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|----------|------|---------|--------------|
| Credits: | 2 cr | Timing: | 2nd - 3rd yr |
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Learning Objectives: Students will be proficient in adventure education, being able to apply adventure education methods in tourism.

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| Contents: | Adventure activities Basics of adventure education Instructing and group dynamics Safety requirements in adventure education |
| Learning Methods: | Lectures and assignments |
| Assessment Methods: | Active participation and assignments |
| Bibliography: | To be announced |

(MMAR2Z) FORMS OF WELLNESS TOURISM 10 cr

(MMAR201) Wellness Tourism and its Commoditization

Learning Objectives: Students will be proficient in the concepts of project activities and the project process.

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|---------------------|---|
| Previous Learning: | Basics of Tourism or Introduction to Tourism studies |
| Contents: | Concept project Project organisation and finance Project planning Project monitoring and follow-up Project implementation Ending the project |
| Learning Methods: | Lectures and supervised exercises The studies will be partially carried out as RDI studies |
| Assessment Methods: | Project implementation and reporting |
| Bibliography: | Pelin R. Projektihallinnan käsikirja (2004) Silfverberg P. Ideasta projektiksi (2007) Kettunen S. Onnistu projektissa (2003) Kajaanin amk:n projektioppimisen työkalupakki Further material will be announced and given out |

TOURISM SERVICES PRODUCTION AND DEVELOPMENT

(MMAR6Z) CULTURAL COMPETENCE 9 cr

(MMAR302) Finnish Culture and Local Competence

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will possess a basic knowledge of the Finnish way of life and culture, being able to apply culture and local knowledge in tourism.

Contents: The background to Finnishness
National and local culture
The 'local' in tourism product development

Learning Methods: Mainly delivered online

Assessment Methods: Online assignments, product development assignment and exam

Bibliography: Online material and appropriate source literature

(MMAE003) World Cultures

Credits: 3 cr Timing: 3rd yr

Learning Objectives: Students will be conversant with world cultures and subcultures, cultural regions and key cultural syndromes. The course provides the opportunity to apply this knowledge in tourism.

Contents: Cultural diversity
Cultural geography
Cultures and tourism
Key concepts of culture

Ethnic cultures

Learning Methods: Lectures, small group work, presentations and individual portfolio. Teaching language is English.

Assessment Methods: Individual assignment and group work.

Bibliography: Material provided by lecturer

(MMAM007) Food Culture Adventures

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will be able to describe and explain food and drink culture in different countries and eras for use in tourism.

Contents: Food in the history of mankind
Finnish food culture
Recent food culture history
World cuisine
Planning and implementing a food based experience

Learning Methods: Lectures, exercises and work in the learning kitchen.

Assessment Methods: Assignments

Bibliography: To be announced

(MMAR7Z) EVENTS AND PROJECT ACTIVITIES 9 cr

(MMAR701) Events and Project Activities

Credits: 9 cr Timing: 2nd - 3rd yr

Learning Objectives: Students will be competent in managing the event management process being able to carry out a variety of tasks within event production. They will be proficient in the concepts of project work and a project based work approach.

Previous Learning: Basics of Tourism

Contents: Organising meetings, conferences and events
Concept project
Project organisation and finance
Project planning
Project monitoring and follow-up
Project implementation
Ending the project

Learning Methods: Lectures and supervised exercises The course will be partly delivered as RDI studies.

Assessment Methods: Compilation of a project folder and participation in organising an event

Bibliography: Pelin R. Projektihallinnan käsikirja (2004)

Silfverberg P. Ideasta projektiksi (2007)
 Kettunen S. Onnistu projektissa (2003)
 Kajaanin amk:n projektioppimisen työkalupakki
 Further material will be given out and announced

(MMAR8Z) PLANNING AND IMPLEMENTING TOURISM SERVICES 22 cr

(MMAR801) Tourism Product Planning and Development

Credits: 4 cr Timing: 3rd yr

Learning Objectives: Students will know the significance of the product as a competitive advantage based on the needs and expectations of the customer. They will be able to plan, describe and price products and product combinations and to assess the profitability of company product solutions on a yearly basis.

Previous Learning: Marketing Tourism Services

Contents: The concepts of products and experience
 The product development process
 Customer target groups and markets
 Tourism service quality and quality systems
 Pricing and payback logic of a service product

Learning Methods: Blended

Assessment Methods: Assignments, compilation of a company's product plans

Bibliography: Komppula R. & Boxberg M. 2002. Matkailuyrityksen tuotekehitys. Edita. Helsinki. .
 Kotler P., Bowen J., Makens J. 2006. Marketing for Hospitality and Tourism. Pearson Education Inc. Upper Saddle River, NJ, USA. Sopivin osin.
 Borg P., Kivi E& Partti M. 2002. Elämyksestä elinkeinoksi. WSOY. Juva
 Other material to be agreed at the beginning of the course

(MMAF002) Strategic Planning in Tourism

Credits: 3 cr Timing: 3rd or 4th yr

Learning Objectives: Students will be proficient in international, national and regional tourism planning while gaining an overview of the role of tourism in the regional economy. The course covers the interactive nature of regional development and strategic planning procedures.

Previous Learning: Introduction to Tourism Tourism Geography of Finland and the World

Contents: International, national and regional strategic planning in tourism.
 Tourism strategies and their creation
 Recognising regional development requirements and different forms of development work in the tourism and hospitality business.

Learning Methods: Lectures, group work and visiting experts

Assessment Methods: Exam and assignments

Bibliography: Handouts. Further literature to be announced. Current articles relevant to the field of study

(MMAE002) Organising Tours

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

Learning Objectives: Students will be conversant with the basic principles and operational models of tour operating while being able to perceive networks linked with tour operating. Students will be proficient in the basics of acting as a guide.

Previous Learning: Introduction to Tourism

Contents:

- The principles and rules of tour operating
- Legislation
- Different forms of travel
- Recreational tourism
- Business travel
- Tour guide work
- Operational environments

Learning Methods: Blended Course will be partially conducted in English

| | |
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| Assessment Methods: | To be announced |
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Bibliography: To be announced

(MMAR002) Sustainable Tourism

Credits: 3 cr Timing: 2nd yr

Learning Objectives: 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 approaches
- Environmental effects of tourism
- Socio-cultural effects of tourism
- Tourism companies and environmental systems and labels
- The responsible tourist
- Alternative-usual mass tourism
- Ecotourism

Learning Methods: Online studies, independent studies

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| Assessment Methods: | Learning diary, assignments, exam |
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Bibliography: Weaver, D. (2006). Sustainable tourism: Theory and Practice, Elsevier Butterworth-Heinenmann
Further material as indicated by the teacher

(MMAR901) Tourism Food Services

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will know different food service providers and be able to assess whether they are suitable to tourism services.

Contents: Food service providers
Food service quality factors
Food service sourcing

Learning Methods: Lectures, company visits, assignments

Assessment Methods: Assignment

Bibliography: To be announced

(MMAR902) Accommodation Services

Credits: 3 cr **Timing:** 2nd yr

Learning Objectives: Students will gain an overview of an accommodation business' internal and external operational environment. Students will know how to carry out accommodation reservation procedures and the check-in/check-out process. Students will also be proficient in profitability monitoring and pricing. They will also have knowledge of accommodation safety and responsible tourism.

Previous Learning: Accommodation Business

Contents: Marketing accommodation
Accommodation reservation procedures
The Check-in, living and check-out process
Profitability, pricing, monitoring and leadership
Safety
Responsible tourism

Learning Methods: Lectures, assignments and company visits

Assessment Methods: Exam and assignments

Bibliography: Asunta, Brannare-Sorsa, Kairamo, Matero: Majoitus- ja matkailupalvelu
Further literature will be announced

(MMAR903) Transport Services in Tourism

Credits: 3 cr **Timing:** 2nd yr

Learning Objectives: Students will understand the significance of tourist transportation in tourism clusters and will be able to perceive the necessity of transport services to guarantee the availability of tourism services.

Previous Learning: Tourism Basics

Contents: Forms of transport and tourist flow
The significance of tourist transport to the destination
Air transport
Land transport
Water transport

Learning Methods: Blended

Assessment Methods: Assignments and exam

Bibliography: To be announced

(MMAS1Z) BUSINESS COMPETENCE 2 37 cr

(MMAL010) Contract and Commercial Law

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will know the basic principles of contract law and will be proficient in the most common business contracts.

Contents: General contract law regulations
How contracts are made
Representation
Company forms
Tourism law

Learning Methods: Online course and blended methods

Assessment Methods: Assignments and exam

Bibliography: To be announced

(MAAD002) Marketing Communications

Credits: 3 cr Timing: 3rd yr

Learning Objectives: Students will know marketing communication methods, while understanding the significance and effects of marketing communication. Students will be proficient in the different planning phases of marketing communication and will know how to apply them.

Previous Learning: Basics of Marketing and Customer Serviced

Contents: Integrated marketing communication
Advertising
PR work
Sales promotion
Marketing communication plan

Learning Methods: Lectures and assignments

Assessment Methods: Exercises and assignments

Bibliography: To be announced

(MMAS101) Negotiative Selling

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

Learning Objectives: Students will grasp the significance of customer psychology in profitable sales. They

Bibliography: Havunen, R. Uusi näkökulma asiakkaaseen - oivaltamisen kautta tuloksiin, Edita 2000.
Chitwood, R: Huipputason myyntitaito. Asiakaslähtöisen myyntityön 7 vaihetta, Oy Rastor Ab.
Further material as indicated by the teacher

Bibliography: Albanese, P., Boedeker, M., Matkailumarkkinointi
Puustinen A., Rouhiauianen U. Matkailumarkkinoinnin teorioita ja työkaluja
Kotler, P., Bowen, J., Makens, J., Marketing for Hospitality and Tourism, as
appropriate
Further literature and supplementary material to be announced

Contents: Corporate financial operations and accounting

Bookkeeping and financial statements
 The basics of VAT
 Introduction to financial statement analysis

Learning Methods: Lectures, exercises and online studies

Assessment
 Methods: Exam and exercises

Bibliography: Jormakka R. - Koivusalo K. - Lappalainen J. - Niskanen M., Laskentatoimi

(MMAL005) Management Accounting

Credits: 5 cr Timing: 3rd yr

Learning Objectives: Students will understand how accounting supports management decision making and how to do and use financial and profitability calculations and use them in decision making.

Contents: Company economic processes and the role of management accounting
 Profitability calculation
 Budgeting
 Price calculation
 Activity-based accounting

Learning Methods: Lectures, exercises and online studies

Assessment
 Methods: Exam and assignments

Bibliography: Selander K.- Valli R., Hinnointelu ja kannattavuus matkailu- ja ravitsemisalalla
 Jormakka R. - Koivusalo K. - Lappalainen J. - Niskanen M., Laskentatoimi

(MMAL007) Leading a Service Company

Credits: 5 cr Timing: 2nd yr

Learning Objectives: Students will have an overview of leadership and an understanding of the activities carried out by different people in an organisation. Students will know 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
 The individual in an organisation
 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 Methods: Lectures and assignments

Assessment Assignments and exam

Methods:

Bibliography: to be announced

(MMAS102) Planning and Developing a Business

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

Learning Objectives: Students will know the stages and aims of strategic planning, being able to understand how changes in the operational environment affect operational planning and development in a tourism company. Students will know how to compile a business plan.

Contents: Corporate strategic planning process
Business idea, values, vision
Business ideas and clarifying the business idea
Analyses
Calculations
Business plan

Learning Methods: Lectures and assignments. The course will be partly delivered as a part of RDI studies.

Assessment Methods: Business Plan

Bibliography: To be announced

(MMAS103) E-commerce in Tourism

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

Learning Objectives: Students will grasp the significance of IT in the tourism industry and of the Internet as an operational environment for a tourism company. They will be proficient in services and applications appropriate to the tourism industry.

Previous Learning: Tourism Basics, Marketing and Customer Service Basics

Contents: The role of IT and its uses in different areas of the tourism industry.

Learning Methods: Lectures Exercises Online studies

Assessment Methods: Learning assignments

Bibliography: To be announced

(MMAS104) Research and Development Operations

Credits: 5 cr Timing: 3rd - 4th yr

Learning Objectives: Students will understand the basic concepts and structures of science and research, possessing the ability to read development project texts and reports critically, plan and produce study essays, reports and development projects during their studies and at work. Students will be proficient in the most important research methods.

| | |
|---------------------|---|
| Contents: | Research processes and the basics of scientific decision making. Quantitative and qualitative research concepts and basic methods. The link between research and development. |
| Learning Methods: | Lectures, assignments |
| Assessment Methods: | Assignments and exam |
| Bibliography: | To be announced |

(MMAS2Z) COMMUNICATION AND INTERACTION COMPETENCE 2 13 cr

(MMAN001) Swedish: Svenska inom turismen 2

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| Credits: | 3 cr | Timing: | 2nd yr |
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Learning Objectives: 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.

Previous Learning: Svenska inom turismen 1

Contents: Reservation situations
Tourism programmes
Negotiations
Business communication
Job application

Learning Methods: Small group teaching

Assessment Methods: Continual assessment, written exam and oral presentation

Bibliography: Study handout

(MPAA002) Business Communication Skills

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|----------|------|---------|--------|
| Credits: | 3 cr | Timing: | 2nd yr |
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Learning Objectives: Students will be able to communicate orally and in writing as required in tourism situations, using different communication tools

Previous Learning: Basics of Tourism English, Interactive English

Contents: Tourism company communication
(reservations, confirmations, cancellations, alterations, complaints)
Payment transactions
Negotiations

Learning Methods: Small group teaching

Assessment Methods: Continual assessment, oral presentation, written exercises and written exam

Bibliography: Handout

| | |
|-------------------|---|
| Contents: | Planning, organising and implementing long-term nature and exercise tourism products. |
| Learning Methods: | Lectures, Assignments, A hike |
| Bibliography: | To be announced |

Organising watching sessions
International trends

Learning Methods: Lectures, small group teaching, study visits

Assessment Methods: Participation, practice tasks, report

Bibliography: To be announced

(MMWA008) Hunting and Fishing Tourism

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

Learning Objectives: Students will be proficient in the basics of hunting and fishing, being able to perceive them as a part of international nature and activity tourism.

Previous Learning: Introduction to Tourism

Contents: Forms of fishing and hunting tourism, trends, legislation, international hunting and fishing tourism, hunting qualification.

Learning Methods: Lecture and exercises, participation in hunting and fishing events, participation in hunting license theory lessons

Assessment Methods: Participation and assignments Product development assignment

Bibliography: Metsästäjän opas. Alan säädökset. (Hunter's Guide; Hunting legislation)
Course handouts

(MMWA079) Nature and Wilderness Cuisine

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

Learning Objectives: Students will know how to prepare nature-based and wilderness meals in a variety of terrains.

Contents: Raw materials and their preparation
Preparation methods in the field
Equipment and tools
Serving in field conditions
Self-monitoring

Learning Methods: Lectures and food preparation in field conditions

Assessment Methods: Assignments

Bibliography: To be announced

(MMWA089) Adventure Sports and Activities

Credits: 4 cr Timing: 2nd - 3rd yr

Learning Objectives: Students will have canoeing and climbing skills required by instructors of these

activities.

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| Previous Learning: | Adventure and Experiences in Tourism or Adventure Education |
| Contents: | Canoeing and climbing training and Rope and harness climbing instructor and canoeing instructor qualifications. |
| Assessment Methods: | KTO Module 1 KTO Module 2 Canoeing instructor training Rope and harness climbing instructor skills demonstration and assessment |
| Bibliography: | Finland's Climbing Association KTO 1 and 2 Study Handouts, Canoeing Association - Canoeing Syllabus, Canoeing Safety Guide, www.melontaopas.fi |

(MMWA088) Bar Work

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|----------------------|--|---------|--------------|
| Credits: | 3 cr | Timing: | 3rd - 4th yr |
| Learning Objectives: | Students will be able to name the products sold in a licensed restaurant and be able to prepare, serve and sell them. | | |
| Previous Learning: | Serving and Bar Service Course | | |
| Contents: | Customer service Facilities and equipment of a licensed restaurant Beverages and food products Cocktail preparation methods | | |
| Learning Methods: | Lectures, practical exercises and study visits | | |
| Assessment Methods: | Assignments | | |
| Bibliography: | To be announced | | |

(MMWA090) Bar Manager Qualification

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|----------------------|--|---------|--------------|
| Credits: | 3 cr | Timing: | 1st - 4th yr |
| Learning Objectives: | Students will be able to apply licensing legislation when serving alcohol. | | |
| Previous Learning: | Serving and Bar Service - Course | | |
| Contents: | Licensing laws Retail of alcoholic beverages Self-monitoring in alcohol retail | | |
| Learning Methods: | Supervised practical training (1 month full time work) in a licensed restaurant and written report | | |
| Assessment Methods: | Practical training report and training certificate | | |
| Bibliography: | Licensing legislation | | |

(MMWA091) Nordic Kitchen

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|------------|---|
| Assessment | Assignments 1 - 5 using material in Moodle, literature and the culture passport |
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The most common types of grape
 The structure of wine
 Serving and tasting technique
 International wine vocabulary

Learning Methods: Lectures and wine assessment using the senses

Assessment
 Methods: Exam and assignments

Bibliography: Lahdenkauppi, M. ja Rinta-Huumo, A., Juomavalintoja ravintolassa
www.alko.fi
 Other material will announced at the beginning of the course

(MMOA0Z) THESIS 15 cr

(MMOA001) Thesis

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

Learning Objectives: Students will be able to examine an area related to their field in an in depth and critical way. Students will be able to participate in research and development activities and express themselves orally and through writing in a manner appropriate to their professional field.

Previous Learning: Introduction to Research and Development

Contents: Topic analysis
 Thesis plan
 Presentation and defending the thesis against an opponent
 Thesis + thesis workshop
 Presentation seminars
 Maturity test
 Thesis
 Seminars
 Maturity test

Learning Methods: RDI course

Assessment
 Methods: Topic analysis Compilation of thesis plan and its presentation, peer opposition
 Research/development work or project and related reporting (written and spoken presentation) Presentation seminars Maturity test

Bibliography: Hirsjärvi, Remes, Sajavaara, Tutki ja kirjoita
www.kajak.fi/opari (thesis instructions)

(MMHA0Z) PRACTICAL TRAINING 30 cr

(MMHA001) Practical Training

Credits: 30 cr Timing: 3rd yr

Learning Objectives: 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 online.

Assessment Methods: Practical training, reporting and participation in online discussions.