

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.

Head of School: Heli Itkonen

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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

Common 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**

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	35 cr
Project Management and Organising Events and Journeys	
Project Activities	8 cr
Organising Events	2 cr
Organising Tours	2 cr
Nature, Activity and Culture Tourism	
Nature and Activity Tourism 1	3 cr
Nature and Activity Tourism 2	3 cr
Finnish Culture	3 cr
World Cultures	3 cr
Food Culture Adventures	3 cr
Tourist Service Planning and Development	
Tourist Service Product Development	5 cr
Strategic Planning in Tourism	3 cr
Tourism Food Services Major	35 cr
Tourism Food Services	
Food Services Project Activities	8 cr
Kitchen Operations	
Professional Kitchen Operations	6 cr
Food production Programmes	1 cr
Nutrition and Special Diets	3 cr
Restaurant Operations	
Restaurant Kitchen Operations	6 cr
Food and Drink Culture	3 cr
Food Services Planning and Development	
Logistics Planning	2 cr
Food Service Product development	3 cr
Restaurant and Professional Kitchen Management	3 cr
Common Professional Studies	
Business Activities 2	32 cr
Contract and Corporate Law	5 cr
Marketing Communication	4 cr
Marketing Tourist Services	3 cr
Management Accounting	5 cr
Bookkeeping and Profit Calculation	4 cr
Leading a Service Company	5 cr
Planning and Developing a Business	6 cr

Communication Skills 2 English for Tourism 2 English for Tourism 3 Svenska inom turismen 2	10 cr 3 cr 4 cr 3 cr
Methodological Studies 2 Introduction to Research Methods Statistics Academic Writing	10 cr 4 cr 3 cr 3 cr

COURSE DESCRIPTIONS FOR THE 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, group assignments and practical training		
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 while being able to compare different accommodation alternatives.		
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, study visits and practical training		
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:	Microbes Risks associated with food Personal hygiene Hygienic work methods Cleanliness		

Self-monitoring
Food legislation
Health risks associated with tourism

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: Ensiapuopas. 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 and practical training

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 corporate 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 R&D course 2 cr

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

(MHAA001) Third foreign language

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

Objective: Students will develop foreign language skills in another language in addition to Swedish and English. Studies in a third foreign language can start at beginners' level. At Kajaani University of Applied Sciences it is possible to study 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

TOURISM SERVICES 35 cr

(MMAS0Z) PROJECT MANAGEMENT AND ORGANIZING EVENTS, TRIPS AND TOURS 12 cr

(MMAS001) Project Management

Credits:	8 cr	Timing:	1st -3rd year
Objective:	Students will be proficient in project activities and in project working methods. Additionally they will participate in research and development projects or in projects related to events tourism.		
Prerequisite:	Introduction to Tourism		
Contents:	Project management and practical implementation		
Learning Strategies:	Lectures, assignments and hands-on project work. Part of the studies will be delivered online and partly through organising events via the course.		
Assessment:	Exam, assignments and project implementation, reporting and presentation		
Bibliography:	Pelin R., Projektihallinnan käsikirja (2004) Silfverberg P., Ideasta projektiksi (2007) Lecture handouts		

(MMAS002) Organizing Events

Credits:	2 cr	Timing:	2nd - 3rd yr
Objective:	Students will be proficient in the basics of organising events and meetings and will be able to work in a variety of capacities. Students will gain insight into event and congress tourism in Finland and abroad.		
Prerequisite:	Introduction to Tourism		
Contents:	Theory of organising events, meetings, and conferences and organising an event in practice.		
Learning Strategies:	Lectures and assignments and organising a real event. Partly delivered on line as virtual studies and partly via the Project Work course.		
Assessment:	Exam, assignments, study visits and organisation of a real event, reporting and presentation.		
Bibliography:	Lecture handouts.		

(MMAS003) Organising Trips and Tours

Credits:	2 cr	Timing:	2nd - 3rd yr
Objective:	Students will be conversant with the main principles and operational models of tour operating from the tourist service production and consumption viewpoint. This course acts as an introduction to the tourism event and operating activities that will be carried out during project studies.		
Contents:	Conducted tours Package tours Producer viewpoint: planning, stages of production, networking with those involved		

in the production process.

Consumer viewpoint: product, related service modules, connection with consumers' motives and requirements

Learning Strategies: Blended studies

Assessment: Assignments

Bibliography: To be announced

(MMAD0Z) NATURE, EXERCISE AND CULTURE TOURISM 15 cr

(MMAD001) Nature and Sport 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: Bell et al. 2007. Outdoor Recreation and outdoor tourism.
Hemmi, J. 2005. Matkailu, ympäristö ja luonto, osat 1-2.
Fennell, D. 2002. Ecotourism planning

(MMAD002) Nature and Sport 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

(MMAD003) Introduction to Finnish Culture

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will gain knowledge of the Finnish way of life and history and how to apply this knowledge in tourism.		
Contents:	Background to the Finnish identity National and local culture Important events, people, environments and phenomena. 'Finnishness' in product development.		
Learning Strategies:	Lectures and assignments. The course includes online studies.		
Assessment:	Assignments and exam.		
Bibliography:	Online material		

(MMAE003) World's Cultures

Credits:	3 cr	Timing:	3rd yr
Objective:	Students will be familiar with different cultures and they will understand the importance of cultures within the tourism industry.		
Contents:	Culture and cultural geography Key concepts of the culture Cultural regions and tourism .		
Learning Strategies:	Lectures, small group work, presentations and individual portfolio.		
Assessment:	Individual assignment and group work.		
Bibliography:	Material provided by lecturer		

(MMAM007) Food Culture Adventures

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will gain an in depth overview of food and drink culture in different countries and eras for use in tourism.		
Prerequisite:	Introduction to Food Services and Nutrition		
Contents:	The development of food and drink culture The influence of religion and culture on dining Adventurous food services		
Learning Strategies:	Lectures, exercises and work in the learning kitchen.		
Assessment:	Essay and assignments		
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 the product and customer oriented product development in the continual 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 for a segmented market. Planning distribution and availability		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam, portfolio, 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 and material to be announced at the beginning of the course		

(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. The course covers the interactive nature of regional development and strategic planning procedures.		
Prerequisite:	Forms of Tourism		
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 Strategies:	Lectures, group work and visiting experts		
Assessment:	Exam and assignments		
Bibliography:	Handouts. Further literature to be announced. Current articles relevant to the field of study		

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 and food production processes for corporate dining
Meal and menu planning and standardising
Planning meals and the menu
Meal pricing
Use of machines and devices in the professional kitchen
Food 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

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		
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:	The product development process Developing new food products Methods of sensory evaluation The chemistry of food production		
Learning Strategies:	Lectures and work in the teaching kitchen		
Assessment:	Exam and 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 apply previous knowledge acquired by study and learning in the leadership and management of a restaurant kitchen. They will also learn to plan and produce customer oriented food services that fulfil quality targets in a changing operational environment.		
Prerequisite:	Kitchen and Restaurant Operations, Leading a Service Company		
Contents:	Food service planning, implementation and evaluation		
Learning Strategies:	Lectures and assignments		
Assessment:	Production plans and their implementation		

Bibliography: To be announced

(MMAL0Z) BUSINESS ACTIVITIES 2 32 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 marketing communication (promotion) methods, being able 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: Exam and assignments, compilation of a marketing plan

Bibliography: Anttila, M., Iitanen, K., Markkinointi. as appropriate
Bergström, S., Leppänen, A. Yrityksen asiakasmarkkinointi. as appropriate.
Kotler, P., Bowen, J., Makens, J., Marketing for Hospitality and Tourism. as appropriate
Further literature and material 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. The main focuses of marketing at home and abroad.
Learning Strategies:	Lectures and assignments
Assessment:	Learning diary and assignments
Bibliography:	Albanese, P., Boedeker, M., Matkailumarkkinointi Puustinen A., Rouhiaianen U. Matkailumarkkinoinnin teorioita ja työkaluja Kotler, P., Bowen, J., Makens, J., Marketing for Hospitality and Tourism, as appropriate Further literature and material to be announced

(MMAL005) Management Accounting

Credits:	5 cr	Timing:	3rd yr
Objective:	Students will be conversant with accounting supporting management decision making 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:	Selander K.- Valli R., Hinnointelu ja kannattavuus matkailu- ja ravitsemisalalla 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, 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:	To be announced		

(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		

(MMAPOZ) METHODOLOGICAL STUDIES 2 10 cr

(MMAPO01) 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 numbers 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 possible assignment		
Bibliography:	Karjalainen, L., Tilastomatematiikka, 2004 Heikkilä, T., Tilastollinen tutkimus, 2005		

(MAAH002) Academic Writing

Credits:	3 cr	Timing:	3rd - 4th yr
Objective:	Students will be able to compile their theses using a clear and cohesive style, being able to use sources for their appropriate purposes.		
Contents:	Text compilation guidelines Thesis instructions. Using references. Language accuracy and proof reading		
Learning Strategies:	Small group teaching		
Assessment:	Text analysis and assignments. Work on own thesis		
Bibliography:	Thesis tool kit Hirsjärvi, Remes & Sajavaara, Tutki ja kirjoita		

(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 expertise.

(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		

(MMWA059) Nature and Activity Tourism

Credits:	3 cr	Timing:	2nd or 3rd 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		

(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 structure of tourism, large tourist areas and the main tourist destination countries from Finland. Students will increase their regional knowledge and be able to imagine the world map divided into its different tourist countries and regions.		
Prerequisite:	Introduction to Tourism		
Contents:	The main geographical prerequisites for tourism International regional structure of tourism		

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		

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		

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will get to know the food cultures of different eras and cultures and learn to use them in tourism.		
Contents:	The development of food and drink culture The effects of religion and culture on dining Adventurous food services		
Learning Strategies:	Lectures, group work and learning kitchen work		
Assessment:	Essay and assignments		

Contents: Finnish food habits and health
Health promoting food

Food selections
The challenges for food services

Learning Strategies: Independent study over the summer

Assessment: Essay and book exam

Bibliography: To be announced

(MMWA068) Is Food Culture?

Credits: 3 cr Timing: 2nd yr

Objective: Students will gain an overview of food history in Finland and recognise the challenges for food culture that development has brought about.

Contents: The history of Finnish food
Future viewpoints
Ethics

Learning Strategies: Independent study over the summer

Assessment: Essay and book exam

Bibliography: To be announced

(MMWA066) Cultural Tourism in Finland

Credits: 3 cr Timing: 2nd year

Objective: The Cultural Tourism course is a humanistic and multidisciplinary subject. It approaches tourism from a comprehensive perspective focusing on history, lifestyle, nature and arts and significant events. The course provides students with the skills to apply this knowledge in tourism.

Contents: Finland - from past to this day: Main events in Finnish history.
Finland today: Finnish habits
Local cultures in Finland: national minorities and regional cultures.
Cultural events

Learning Strategies: eLearning in English.

Assessment: Assignments

Bibliography: Course material in the virtual studying environment and internet.

OPTIONAL LANGUAGE STUDIES

The optional language studies can be found in business administration degree section of the study guide in 'Free Choice Studies'.

(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:	3rd yr
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 online.		
Assessment:	Practical training, reporting and participation in online discussions.		