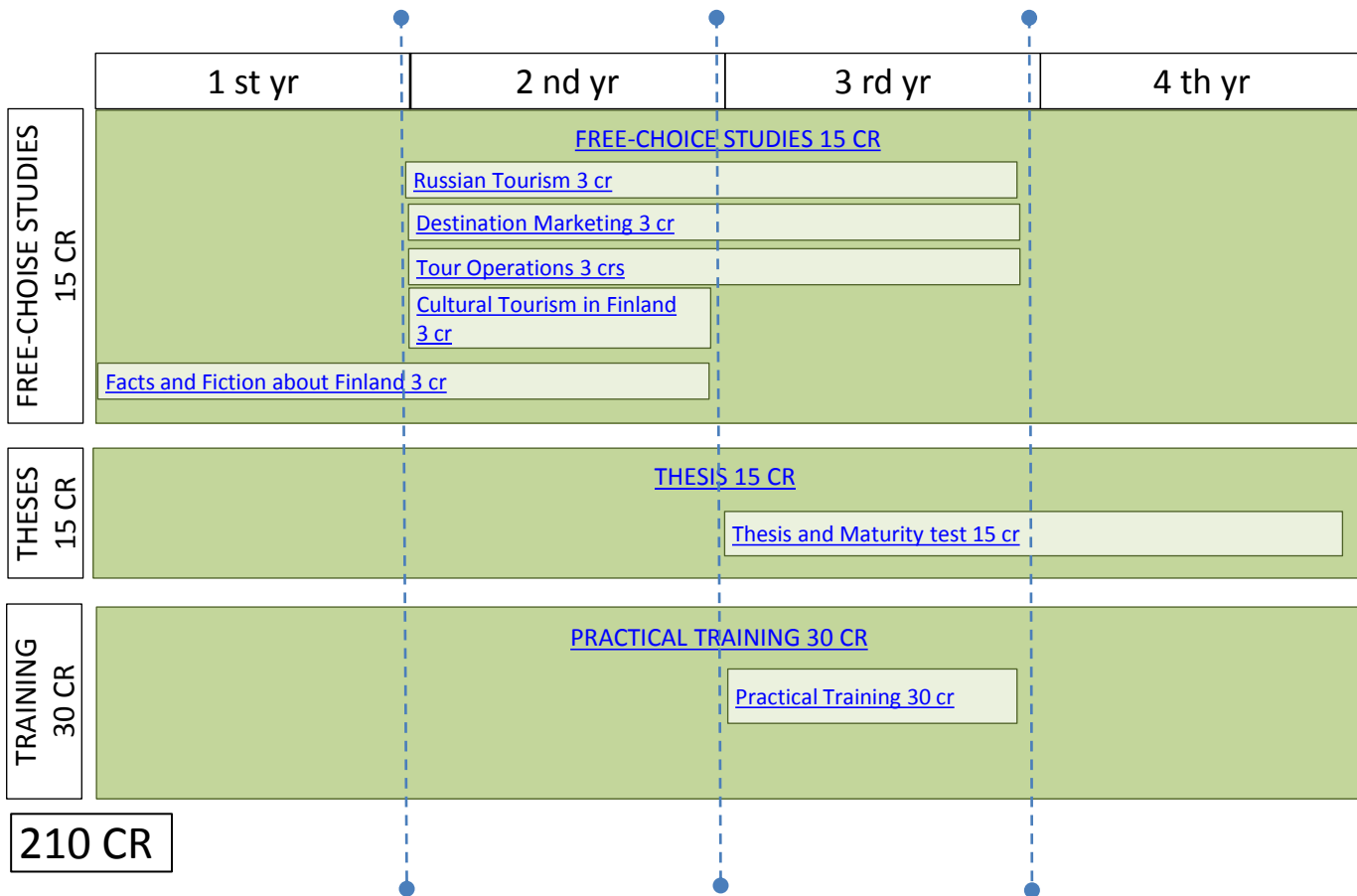


MMT11T Structure of Studies

		1 st yr	2 nd yr	3 rd yr	4 th yr
BASIC STUDIES 75 CR	<u>BASICS IN TOURISM 26 CR</u>				
		<u>Principles of Tourism 6 cr</u>			
		<u>Introduction to Nature and Activity Tourism 5 cr</u>			
		<u>Tourism Product Development I 3 cr</u>			
		<u>Safety and First Aid 3 cr</u>			
		<u>Food Hygiene 3 cr</u>			
		<u>Serving 1,5 cr</u>			
		<u>Hospitality Management 3 cr</u>			
		<u>Bar Services 1,5 cr</u>			
		<u>BUSINESS ACTIVITIES 17 CR</u>			
	<u>Introduction to Marketing 4 cr</u>				
	<u>Introduction to Business Operations 3 cr</u>				
	<u>Introduction to Management Accounting 5 cr</u>				
	<u>Introduction to Management 5 cr</u>				
	<u>COMMUNICATION STUDIES 21 CR</u>				
	<u>Basics of Tourism English 3 cr</u>		<u>Business Communication Skills 3 cr</u>		
	<u>Academic Writing 3 cr</u>				
	Finnish Students				
	<u>Oral Communication and Meeting Skills 3 cr</u>		<u>Swedish: Svenska inom turismen 2 3 cr</u>		
	<u>Written Communication and Business Letter 3 cr</u>				
	<u>Swedish: Svenska inom turismen 1 3 cr</u>				
	Foreign Students				
	<u>Finnish for Foreigners 1 6 cr</u>		<u>Finnish Conversation 3 cr</u>		
	<u>Finnish for Foreigners 2 3 cr</u>				
	<u>METHODOLOGICAL STUDIES 11 OP</u>				
	<u>Business Mathematics 3 cr</u>				
	<u>Office Applications 5 cr</u>				
	<u>Personal Development Programme 3 cr</u>				

	1 st yr	2 nd yr	3 rd yr	4 th yr
PROFESSIONAL STUDIES 75 CR		<u>TOURISM SERVICES 47 CR</u>		
		<u>Project Management 6 cr</u>	<u>Tourism Product Development 2 3 cr</u>	<u>Tourism Planning and Policy 5 cr</u>
		<u>Management of Nature and Activity Services 1 4 cr</u>		
		<u>Transportation and Tourism 4 cr</u>		
		<u>Sustainable Tourism 3 cr</u>		
		<u>Adventure Tourism 3 cr</u>		
		<u>Guiding Skills 3 op</u>		
		<u>Event Management 3 cr</u>		
		<u>World Cultures 3 cr</u>		
	<u>Food and Culture 4 cr</u>			
		<u>Intercultural Communication 3 cr</u>		
		<u>Tourism Economics 3 cr</u>		
		<u>BUSINESS ACTIVITIES 2 21 CR</u>		
		<u>Marketing of Tourism Services 3 cr</u>	<u>Marketing Communications 3 cr</u>	
		<u>Financial Accounting 4 cr</u>		
		<u>Human Resource Management 3 cr</u>		
		<u>Law Studies 5 cr</u>		
		<u>Strategic Management 3 cr</u>		
	<u>METHODOLOGICAL STUDIES 2 7 CR</u>			
		<u>Applied Research Methods 4 cr</u>		
		<u>Statistics 3 cr</u>		



Annual Themes – Study Progress Description

1st year – Observer of Tourism

- The student has the basic information needed to understand the fundamental process of tourism, its structures, and 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.