

Degree Programme in Hotel, Restaurant and Tourism Management

1 Service Skills

Code RSS1RB001

Extent 15 cr

Prerequisites

No

Learning objectives

The student will develop an understanding of tourism, and its impact as an international industry, and an awareness of Finland as a tourism destination. Participants will be taught the concepts of marketing and how to apply them to information dissemination and marketing. In addition students will learn how to prepare and write reports in accordance with good practice and Haaga-Helia guidelines. The use of Microsoft programmes in the assignments will be taught.

Course contents

- Principles of Marketing (RSS1RB001A): concepts of marketing
- Basics of Travel and Tourism Industry (RSS1RB001B): tourism players, Finland as a destination, impact of tourism and sustainable tourism.
- English Written and Oral Communication (RSS1RB001C)
- Computing Skills (RSS1RB001D): basic usage of MS Word, Excel and Power Point
- Basics of Business Mathematics (RSS1RB001E): percentage calculations, interest calculations and basics of statistics

Teaching and learning methods

Lectures, interactive class discussions, exercises, self-directed learning, presentations, examinations and theme assignment as a project work. All courses are linked to the theme assignment.

The teacher with main responsibility for the course

Leena Grönroos

Course materials

Announced separately for each course.

Assessment criteria

Individual evaluation of each study course, grades awarded 1-5.

2 Operational Environment

Code: ROE1RB002

Extent 15 cr

Prerequisites

N/A

Learning objectives

The purpose is to become familiar oneself with the various jobs and tasks in a restaurant environment as part of the industry. The student practises the basics of food production and also studies the basics of food quality and safety. The student learns how to use industry specific databases and information sources. S/he will also extend his/her skills in hospitality related English. Time management and accepting responsibility are also key objectives in the theme.

Course contents

- Basics of Human Behaviour (ROE1RB002A): Organizational behaviour, personality, perception, motivation, the individual in a group
- English for the Hospitality and Tourism Industry (ROE1RB002B): Hospitality related English
- Basics of Food Production (ROE1RB002C): Kitchen operations and related subjects. Food production planning.
- Basics of Restaurant Service (ROE1RB002D): Basics of restaurant services and beverages
- Safety of Food Products (ROE1RB002E): Basics of food quality, safety and content of foods.

Cooperation with the business community and other organisations

The learning tasks are based on working life. Integrated assignments familiarize students with the hospitality industry and includes company visits.

Teaching and learning methods

Lectures, interactive class discussions, exercises, project work, self-directed learning, presentations, field research, company visits, examination. The integrated assignment includes a lunch plan, timetable, table setting plans, work plan and execution (recipes, food production and serving). All courses are linked to the assignment. It is highly recommended that the student actively uses the knowledge from different courses in the assignment.

The teacher with main responsibility for the course

Marjo Misikangas

Course materials

Announced separately for each course

Assessment criteria

Individual evaluation of each study course, grades awarded 1-5.

3 Customer Relationship Management

Code RCR1RB003

Extent 12 cr

Prerequisites

Modules 1, 2 & 4 must be completed

Learning objectives

Utilisation of the customer relationship strategy successful by adding value to the customer segmentation process and assimilating it into the hotel product quality. In addition, a cost

effective understanding of the importance of contracts and customer protection.

Course contents

- **RCR1RB003A** CRM :Development of CRM, Customer strategies and creating value added service, Profitability, Customer satisfaction and measurements, Sales work as process and Different sales styles
- **RCR1RB003C** Accounting and Controlling Accounting basics, Fundamental concepts, VAT calculations, The accounting cycle and Financial Statements and Understanding an Annual Report
- **RCR1RB003D** Commercial Law: Different legal systems, Contract Law in Finland, The sales of goods, Competition ,Marketing Law, Consumer protection, Product liability and Debts and payments
- **RCR1RB003E** Front office operations: front desk as a working environment, customer service at the front desk,security of an accommodation business and Fidelio PMS system

Teaching and learning methods

Lectures, interactive class discussions, exercises, project work, self-directed learning, presentations, field research, company visits, examination. All courses are linked to the assignment. It is highly recommended that the student actively uses the knowledge from different courses in the assignment.

The teacher with main responsibility for the course

Pirkko Salo

Course materials

Announced separately for each course

Assessment criteria

Individual evaluation of each study course, grades awarded 1-5.

4 Work Placement

Code RWP6RB004

Extent 20 cr

Prerequisites

RWP6RB004A should be completed first

RWP6RB004B should be completed during the summer

Learning objectives

The aim of this training period is to acquaint the student with a wide range of operations, customer service situations and work tasks within the industry. This training should widen the student's previous skills and enable them to evaluate the standards, work methods and work task requirements used in the industry. In addition, the training aims at improving the student's competence in observing and assessing his/her own performance.

Practical training should be carried out in a hotel or restaurant or some other branch of the hospitality industry.

Course contents

RWP6RB004A

RWP6RB004B

Teaching and learning methods

Practical training on the training period consists of training in the different sectors in the field of hospitality industry. Each student's previous work experience and their own professional goals are taken in consideration when the practical training programme is made. The student keeps a work and training diary of the training and writes a training report on the basis of the diary entries.

The teacher with main responsibility for the course

Pirkko Salo

Course materials

Announced separately for each course

Assessment criteria

Individual evaluation grades awarded 1-5 in RWP6RB004A and RWP6RB004B (pass/fail)

5 Service Processes

Code RSP1RB005

Extent 15 cr

Learning objectives

After this theme the student understands restaurants processes in sales, food production and restaurant services. The student knows how to manage teams and is familiar with the concept of total quality assurance.

Course contents

- English in Business RSP1RB005A: Communication skills
- Co-operation in the Service Industry RSP1RB005B: Organization, developing, co-operation, managing change
- Comprehensive Quality Assurance RSP1RB005C: Quality as a concept, Quality management
- Restaurant Service Processes RSP1RB005D: Managing Sales and Banqueting, On- and Off Premise Catering
- Food Production Processes RSP1RB005E: Food product development process according to various concepts, menu planning

Teaching and learning methods

Lectures, interactive class discussions, exercises, project work, self-directed learning, presentations, field research, company visits, examination. All courses are linked to the assignment. It is highly recommended that the student actively uses the knowledge from different courses in the assignment.

The teacher with main responsibility for the course

Taru Sipponen

Course materials

Announced separately for each course

Assessment criteria

Each course has an individual grade and for each student. Grade is based on self-evaluation which is done for the Quality course. Weight of the grade differs between courses.

6 Customer Oriented Development

Code: RCO2RB006

Extent 15 cr

Prerequisites

Modules 1-4 must be completed.

Learning objectives

The aim is to introduce students to customer-oriented services as processes and parts of processes. These processes must be analysed and developed from the perspective of customers, service providers and the operational environment.

Course contents

- Services and Marketing (RCO2RB006A): Services processes, Business environment, Marketing Communications
- Cost and Profit planning (RCO2RB006B): Planning of the profitability of a company
- Entrepreneurship (RCO2RB006C): The Role of SME-companies, basics of entrepreneurship
- Nutrition and Special Diets (RCO2RB006E): The impact of nutrition as a factor influencing the well-being of a customer

Cooperation with the business community and other organisations

Learning tasks are based on working life. The integrated assignment includes market and operational environment analysis of a real company.

Teaching and learning methods

Lectures, interactive class discussions, exercises, project work, self-directed learning, presentations, field research, company visits and examination. In the integrated assignment, student groups will plan a food product that would be suitable for the business environment, markets and business operations of the target company. All courses are linked to the assignment. It is highly recommended that the student actively uses the knowledge gained from different courses in the assignment.

The teacher with main responsibility for the course

Marjo Misikangas

Course materials

Announced separately for each course.

Assessment criteria

Individual evaluation of each study course, grades awarded 1-5. The case project influences the evaluation of the four courses included in the theme. Students should concentrate on reasoning the recommendations and suggestions they give in the case project.

7 Profitable Business Unit

Code: RPB2RB007

Extent 15 cr

Prerequisites

Modules 1-4 must be completed.

Learning objectives

The student is familiarized with the procedure for setting up profitable business. The business plan

of a notional firm will be made, including budgets and a plan for Workplace Health Promotion (WHP). Studies will be from the point of view of the accommodation business.

Course content

- Wellbeing at work (RPB2RB007C): Health, well being, motivation, stress, health promotion
- Budgeting and Evaluating Financial Performance (RPB2RB007B): Budgeting and Financial Performance Ratios
- Accommodation Business (RPB2RB007E): History, key ratios, concept, customers, products
- Founding a Company and Starting Business Operations (RPB2RB007A): Making a business plan, founding a company
- Management of Restaurant Operations (RPB2RB007D): Control and supervision of goods, revenue and service, history of restaurant business

Co-operation with the business community and other organisations

The groups will make a business plan for a new restaurant which is situated in a real hotel property in the City of Helsinki. Industry-related permissions, other official notices and WHP must be attached with the business plan.

Teaching and learning methods

Lectures, interactive class discussions, exercises, project work, self-directed learning, presentations, field research, company visits and examination. In the integrated assignment, student groups will make a business plan that would be suitable for the business environment, markets and business operations of the hotel company in the same property. All courses are linked to the assignment. It is highly recommended that the student actively uses the knowledge gained from different courses in the assignment.

The teacher with main responsibility for the course

Pekka Heikkilä

Course materials

Announced separately for each course.

Assessment criteria

Individual evaluation of each study course, grades awarded 1-5. The case project influences the evaluation of the four courses included in the theme. The final report must follow the general formula of an attached business plan with completed official permissions and other official papers.

8 Management of Business Unit

Code RMB2RB008

Extent 15 cr

Learning objectives

The student will have an innovative, critical and developing way of working, he/she knows how to act as a member of a team in various problem solving and decision making situations. The student understands, knows how to analyze and plan the managerial work of a business unit in his/her own industry. The student develops his/her abilities to operate in responsible tasks, he/she will be able to apply the norms of labour law related to the duties of a supervisor in hotel and restaurant business. He/she understand the importance of a supervisory position and its responsibilities, and shows a positive attitude to any cooperation the purpose of which is to enrich the working community.

Course contents

- Managing Teams & Leading People (RMB2RB008A)
- Labour Law (RMB2RB008B)
- Research Methods (RMB2RB008D)
- Management of Tourism Operations (RMB2RB008E)
- Supervising Lodging Operations (RMB2RB008K)
- Travel Management/ Porvoo Unit (RMB2RB008L)

9 Advanced Placement

Code RWP6RB009

Extent 10 cr

Prerequisites

RWP6RB004A & RWP6RB004B should be completed first

Learning objectives

The aim of the advanced training in a company in the field of tourism is that the student develops his or her skills and expertise by working in position of responsibility, or as a supervisor.

In addition, the aim is that while training the student learns about the factors of success for a company in the field of tourism. Working in the field also gives the student the opportunity of weighing and evaluating different career options.

Course contents

RWP6RB009A

Teaching and learning methods

The advanced level training is done in the summer between the second and the third year of study. The student keeps a training diary and writes a report of the training. The report consists of a small-scale analysis of the company, a development plan for a part of the company's operations as well as a description and assessment of one's learning process on the training period. A contact person nominated by the Haaga-Helia visits the company in question during the student's training and has discussions with the student and the training supervisor.

The teacher with main responsibility for the course

Pirkko Salo

Course materials

Announced separately for each course

Assessment criteria

Individual evaluation grades awarded 1-5

10 Strategic Management

Code: RSJ3RLO10

Extent 15 cr

Prerequisites

Modules 1-8 must be completed

Learning objectives

The aim is to enable an understanding of the meaning of strategic management and leadership in a changing business environment, and to recognize strategic decisions made by corporations and companies

Course content

- **Strategic management (RSM3RBO10A):** Strategic management, Corporate Cultures and Values, Analyses as Bases for Strategic Management, Generic Strategies, Resource Based Strategies, Strategy Implementation.
- **Strategic Marketing (RSM3RBO10B):** Marketing Management and Planning, Strategic Positioning, Brand Marketing, Values, Visions and Missions in marketing, marketing Strategies, databases for Marketing, Marketing research.
- **Principles of Economics (RSM3RBO10C):** Enterprises and Consumers as Part of Economics, Utilities Market, Employment, Finance, Finland and Global Economy, Public Spending, Circulation of Economics, Growth of production and Standard of Living, Equilibrium of Economics, Fluctuations, Unemployment and Inflation, Economic Policies.
- **E-business (RSM3RBO10D):** Strategies of e-commerce, E-commerce development, The Establishment and Management of e-commerce. Productivity, Internet and Mobile Services.
- **Managing Hotel Business Operations (RSM3RBO10K)**

Co-operation with the business community and other organizations

Learning tasks and assignments are based on working life. Visiting lecturers from real companies.

Teaching and learning methods

Case assignment, lectures, discussions, exams and exercises.

Teacher in charge of the course

Jouko Karhunen

Course materials

TBA by individual teachers

Assessment criteria

Each part of the course will be graded separately (1-5). The impact of the course assignment vary according to teachers' instructions.

11 Alternative Modules

Hotel Management

Code: RHM4RBO11

Extent: 9 credits

Level

Advanced studies.

Prerequisites

Courses: Supervising Lodging Operations (RMB2RB008K) and Managing Hotel Business Operations (RSM3RBO10K) completed prior to module 11.

Learning objectives

The student will learn the concepts and working models of business concept based product development and the principles of strategic business concept thinking. The student learns to understand the plethora of distribution channels, and learns to implement a distribution channel strategy for an accommodation business. The student understands the various possibilities for managing the interrelationships of hotel departments, and is able to compare the pros and cons of own staff vs. outsourced operations. The student is capable of building a working model for

interdepartmental operations.

Course Contents

Concept-based Product Development (RHM4RBO11A):

- Business concept analysis
- Hospitality forecasts and trends
- Product development

Hotel Distribution Channel Management (RHM4RBO11B):

- Main distribution channels
- Distribution channel strategies

Management of Accommodation Operations (RHM4RBO11C):

- Own staff vs. outsourcing
- Property management
- Organizing housekeeping operations
- Quality and Quality assurance

Teaching and learning methods

Lectures, case-study of an accommodation business, assignments, exam

The teacher with main responsibility for the module
Ari Björkqvist

Course materials

Announced separately for each course

Assessment criteria

Individual evaluation of each study course, grades awarded 1-5. The proportion of the case study for the assessment varies course by course.

12 Profitable Company

Code: RPC3RB012

Extent 12 cr

Prerequisites

Modules 1-4 must be completed.

Learning objectives

The meaning and interdependences of sustainable and responsible business in a complex business is understood.

Course contents

- Human Resources Management RPC3RB012A1
- Business Planning RPC3RB012B
- Capital Budgeting and Taxation RPC3RB012C
- Responsible Business Operations RPC3RB012D

Teaching and learning methods

Lectures, interactive class discussions, exercises, project work, self-directed learning, presentations, field research, company visits and examination. In the integrated assignment, student groups will plan a food product that would be suitable for the business environment, markets and business operations of the target company. All courses are linked to the assignment. It is highly recommended that the student actively uses the knowledge gained from different courses in the assignment.

The teacher with main responsibility for the course

Eija Kjelin

Course materials

Announced separately for each course.

Assessment criteria

Individual evaluation of each study course, grades awarded 1-5. The case project influences the evaluation of the four courses included in the theme. Students should concentrate on reasoning the recommendations and suggestions they give in the case project.