

# Degree Programme in Hotel, Restaurant and Tourism Management, academic year 2006 - 2007

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## The objectives of the programme

The main educational goal of the degree programme in hotel, restaurant and tourism management is to prepare students for management careers in international hospitality. Positions range from advisory jobs to consultancy, product and service development, sales and marketing, education and research. The programme will provide a solid basis for understanding the international working environment. The international hospitality industry needs now and in the future professionals with a life-long learning desire and benchmarking skills.

## The structure of the programme

The English speaking Degree Programme in Hotel, Restaurant and Tourism Management attracts 210 credits (cr). The studies include:

Degree Programme in Hotel, Restaurant and Tourism Management	Credit points
Basic Studies	60
Professional Studies	75
Alternative Modules	15
Elective Studies	15
Work Placement	30
Bachelor's Thesis	15
Total	210

The concentration studies start during the spring of the second year studies and continue in the alternative module in the 3rd year. Four eight-week thematic entities form each academic study year.

The first year studies give the students an understanding of basic business operations in the hospitality industry and concentrate on the individual at work. The thematic studies titles are: Operational Environment, Industry Placement, Customer Relationship Management and Service Skills. The first part of work placement will take place during the second period of the studies and the second during the following summer prior to the second year studies.

The second year studies provide the students with an overall view of the procedures in business units in the international hospitality industry. The thematic titles are Service Processes, Customer-oriented Development, Profitable Business Unit, and Management of a Business Unit. The final work placement is completed during the summer and during the first period of the third year studies.

Year three studies focus on the company as a whole. The thematic titles are: Industry Placement, Strategic Management, Alternative Module and Profitable Company

### **Modes of study**

The programme studies require active attendance and participation in classes. The courses are organised only once during the academic year. Studies consist of lectures in the classroom, individual study, group assignments and team projects. Part of the studies is delivered via virtual learning platform. At the end of each theme there will be a hospitality industry related project.

Example of theme model: Operational Environment

Basics of Food Operations	Theme Assignment
Basics of Restaurant Operations	
Safety of Food Products	
English for the Hospitality and Tourism Industry	
Basics of Human Behaviour	

## The themes of the program

### 1 Service Skills

### 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**

## **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
- Advanced 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****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 (RSJ3RLO10A):** Strategic management, Corporate Cultures and Values, Analyses as Bases for Strategic Management, Generic Strategies, Resource Based Strategies, Strategy Implementation.
- **Strategic Marketing (RSJ3RLO10B):** Marketing Management and Planning, Strategic Positioning, Brand Marketing, Values, Visions and Missions in marketing, marketing Strategies, databases for Marketing, Marketing research.
- **Economics(RSJ3RLO10C):** 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-commerce (RSJ3RLO10D):** Strategies of e-commerce, E-commerce development, The Establishment and Management of e-commerce. Productivity, Internet and Mobile Services.
  - A choice between:
    - **Business Travel (RSJ3RLO10K):** Business Travel, Business Travel Offices, Business Travel Products, Travel management. OR
    - **Meeting Industry (RSJ3RLO10L):** The Organization of Events, Meetings and Congresses, The Feasibility of Travel Enterprises

**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.

## Alternative Modules

### Hotel Management

**Code:** RHM4RBO11

**Extent:** 9 credits

#### Level

Advanced studies.

#### Prerequisites

Courses: Supervising Lodging Operations (RMB2RB008K) and Managing Hotel Business Operations (RSM3RB010K) 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.

**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.