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

Table of Contents

Courses............................................................................................................................................. 1
  1 Haaga General studies...................................................................................................................1
  2 Hospitality management general studies.......................................................................................6
  3 Hospitality management professional studies.............................................................................11
  4 Hotel, restaurant and tourism studies..........................................................................................20
  5 Hotel or tourism concentrated studies........................................................................................23
  6 Work placement ..........................................................................................................................25
  7 Bachelor’s thesis .........................................................................................................................26
Electives studies.............................................................................................................................28

Courses

1 Haaga General studies 30 cr

CIN101 Learning and Personal Development 3cr

Aim:
The course aims to develop the student’s study skills and responsibility as well as the ability to cooperate and take initiative. The course also contributes to the student’s progress towards graduation within the time limits set in the degree regulations and supports career development and the formation of a professional identity.

Content:
• Orientation to studies
• Studying and learning at a polytechnic
• Individual learning programme and development discussions concerning studies
• Information retrieval and networking
• Internationalization path
• Professional growth and career path

Study methods and assessment:
• Participation in the orientation week, other contact lessons and instruction, assignments, completing a career plan.
CBS201  Entrepreneurship  3cr

Aim:
The course aims to give the student an understanding of the principles of entrepreneurship and the significance of entrepreneurship, particularly small and medium-sized companies in Finnish society. The course discusses concepts such as an entrepreneurial approach and intrapreneurship. The student explores entrepreneurship as a career alternative and learns to assess his/her own competencies as a potential entrepreneur.

Content:
- The operating environment and processes of a company
- The significance of entrepreneurship in society
- An entrepreneurial approach and entrepreneurship as a career alternative
- The process of becoming an entrepreneur
- Different forms of entrepreneurship and corporate cooperation

Study methods and assessment:
- Contact lessons
- Assignments
- Exam

CMK101 Principles of Marketing  3cr

Aim
The course explores the basic concepts of marketing. The student understands the significance of segmentation and positioning as the key elements of marketing. The student explores the competitive tools of marketing and customer-based approaches.

Content:
- The development of marketing
- Segmentation and positioning as key elements in marketing decisions
- Product decisions
- Price decisions
- Channel decisions
- Marketing communications decisions

Study methods and assessment:
- Contact lessons
- Assignments
- Exam

CMG101 Wellness at Work  3 cr

Aim
Students will develop an understanding of well-being and Workplace Health Promotion (WHP) at the workplace. Relevant factors will be studied from the point of view of the individual, the workplace and society at large. Students will follow the development of working life and will develop their capabilities in participating in improvements at their workplace. Students will be exposed to newest intellectual and economic development in the field and will be able to maintain their own psychological, physical and social well being in working life.

Content
• Work in the individual’s life
• Meaning of health
• Occupational safety and well being
• Fitness for work
• Work environment and ergonomics
• Individual motivation and stress management at work
• Workplace health promotion and organizing WHP events at the workplace

Reading-materials:
• Students will produce reports and papers on chosen topics based on subject-related sources

Assessment:
• Classroom work
• Workplace and study place health promotion events
• Presented reports
• Individual fitness program

CDP101 Computing Skills 3cr

Aim:
The student is given a broad introduction to the use of computers and s/he learns to manage the essential tool programs needed during the studies. The student learns to manage modern information retrieval and is aware of the basic issues of data protection.

Content:
• The use of computers and resource management
• Information retrieval, Internet and email
• Basics of word processing, spreadsheet programs and presentation graphics
• Information systems and services at HAAGA, data protection

Study methods and assessment:
• Contact lessons, assignments, exam

CRD101 Research Methods 3cr

Aim:
The research methods course is designed to provide students with knowledge and understanding of hospitality and tourism research methods theories and concepts built on prior learning, and to develop a research project/study outline within a tourism and/or hospitality topic. This course explores aspects of tourism and hospitality research methods by logical and rational thought, both in terms of the conceptualisation of issues and empirical investigation. It considers the processes involved in constructing frameworks for the forthcoming research study, particularly in relation to the logic, purpose, and rigour of the research process. Students are provided with the necessary tools to conduct individual research.

Content:
• Research process and topic selection
• Identification of the research problem
• Defining and refining aims and objectives
• Search of the literature and constructing a literature review
• Choosing the methodology and refining the research method
Gathering and analysing data
Construction of chapter and ‘finish writing’
Presentation of research

Course material:
- Lecturer handouts and notes

Assessment and Evaluation:
- 10% Attendance and participation
- 70% Individual assignment
- 20% Individual assignment presentation

CEN131 English Written Communication 3cr

Aim:
To acquire the skills necessary for communicating in writing in an appropriate style and at an appropriate level in all aspects of the professional environment; including personal written communication at all levels, both formal and informal

Content:
- Basic rules of grammar (punctuation, articles, prepositions, verb usage).
- Sentence and paragraph construction.
- Style of writing, appropriateness of style, form and format.
- Planning and organising the presentation of information in reports.

Study material:
- Prepared handouts
- Recommended publications

Study methods and assessment:
- Assignments (essays, dissertations). Class attendance (80%) and punctuality; active participation. The Placement report will be evaluated during this course.

CEN132 English Oral Communication 3cr

Aim:
To acquire the skills necessary for communicating orally in an effective and appropriate style in all aspects of both personal and professional life; to develop and strengthen negotiating and professional skills and to improve the effectiveness of oral communication.

Content:
• The application of oral skills in presentations, business discussions etc in other disciplines.
• Group work/discussions
• Debates, rôlle playing.
• Planning and organising the presentation of information
• Recorded and filmed presentations (Psycho-drama)

Study material:
• Prepared handouts
• Recommended publications

Study methods and assessment:
• Activities requiring oral skills. Class attendance (80%) and punctuality; active participation.

Swedish or Finnish

YSV101 Swedish for Professional Purposes (Finnish students) 3 cr
(Obligatory for students with compulsory education including studies in Swedish completed in Finland.)

Aim:
The student achieves such spoken and written skills that s/he manages in typical work situations in Swedish.

Contents:
• Social contacts in working life
• Presenting companies or other organisations
• Principles of written communication in different situations
• Inter-cultural communication
• Other communication situations in working life

Study material:
• To be announced in the beginning of the course
• Study methods and assessment:
• Contact lessons
• Spoken and written assignments
• Exam

CFI101 Basics of Finnish (Foreign students) 3cr

Aim:
The course is for beginners. During this course you will learn to read, write, speak, and understand basic Finnish. You will learn useful words and phrases, practise pronunciation, and study grammar, for example, different verb and noun forms.

Contents:
• basic structures of Finnish language
• discussions,
• grammar and listening comprehension

Study material:
• Material distributed in class

Study methods and assessment:
• Class attendance (80%) and assignments
• Classroom discussion
• Exercises
• Written examination

Second Foreign Language

YFR/DE
101/105 French or German 1 for Finnish students 3cr
131 Swedish or French 1 (Foreign students) 3cr

2 Hospitality management general studies 30cr

REN102 English for the Hotel, Restaurant and Tourism Industry 3 cr.

Aim:
The student expands his/her language skills by learning gastronomic and other terminology specific to the tourism industry; however, the main focus is on foodservice related vocabulary. The student uses different methods in searching for linguistic information. Special emphasis is put on varieties of English, tolerance of varieties and selecting the right stylistic variety for different situations. The course includes some separate work for Finnish speakers and presentations of culinary cultures.

Contents:
• Special features of menu language
• Extensive professional terminology in the hotel, restaurant and tourism industry
• Language-use situations in the industry varieties of English
• Choosing the right style.

Study material: To be announced.

Study methods and assessment:
• Classroom hours (attendance required)
• Oral and written learning tasks
• Examination

Swedish or Finnish

RSV102 Hospitality and Tourism Swedish (Finnish students) 3cr

(Obligatory for students with compulsory education including studies in Swedish completed in Finland.)
Aim:
The student develops his knowledge of Swedish and shows ability to communicate in various accommodation, foodservice and tourism industry situations both orally and in writing. The student is also able to use the Swedish language in presenting Finland as a tourist destination.

Contents:

Accommodation business terminology: presenting the company, its operations and staff

Customer service situations, room reservations, confirmations, alterations, cancellations, guiding the customer, phone communication

- Presenting a tourism business and its operation
- Customer service and sales situations.
- Gastronomic terminology, names of dishes, cooking methods, menu phrases, differences in Swedish of Sweden and Finland
- Foodservice terminology, presenting the restaurant, its staff and its operations, meals, special diets, drinks, customer service situations.

Study material:
- To be announced in the beginning of the course:

Study methods and assessment:
Active participation (attendance 80%)
Oral and written assignments
Written exam

CFI102 Finnish for Hospitality Industry (Foreign students) 3cr

Second Foreign Language

YFR/DE 102/106 **French** or German 2 for Finnish students 3cr
CSV/FRI132 **Swedish** or French 2 (Foreign students) 3cr
CMG102 Basics in Human Behaviour 3cr

Aim:
The student sees the main processes which influence the behaviour of the individual in the working environment. He/she understands the factors guiding an individual and the fundamentals of the operation of a group. The student is able to make observations about the psychological phenomena of everyday life and apply his/her human relation skills in the school, in the working community and when interacting with cus-
tomers. The student uses this knowledge and skills in the development of his/her own personality and self-image.

Contents:

- Relevant features of contemporary behavioural sciences
- Personality and other individual differences
- Perception
- Motivation
- Individual in a group

Study material:

- Lecture notes

Study methods and assessment:

- Participation in classroom work (min 80%)
- Learning diary
- Written examination

CMG103 Co-operation in the Service Industry 3cr

Aim:
Students will examine the working and structure of everyday micro-organizations and service industry macro organizations. Direction, co-operation and management of daily operations of services will be studied. Students will gain an understanding of basic principles of organization in economic, goal-oriented service operations.

Content:

- Classical models and future developments in organization
- Service organizations in practice, company cases
- Development of organizational thought and research
- Management of change and different organizational cultures
- Leading and developing co-operation
- Communication as a tool of management

Reading:

- Lecture notes, articles and materials as assigned by lecturer

Assessment:

- Written test on literature as pre-course exam
- Participation in class room work (min. 70 % of sessions) and team efforts
- Practical assignment connected to the period theme; practical solutions of organizing problems

Prerequisites:

- CMG101 Well-being at Work and CMG102 Basics in Human Behavior
CTL101 Commercial Law 3cr

Aim: The aim is to give the students an overview of the legal system in Finland and in other legal systems. The focus is on commercial contracts, marketing and consumer protection.

Contents:
- The different legal systems
- Contract Law in Finland
- The sales of goods
- Competition
- Marketing Law
- The consumer protection
- Product liability
- Debts and payments

Reading: To be announced later

Assessment:
- Individual paper
- Exam

CLT102 Labour Law 3cr

Aim: The aim is to give the students practical knowledge in labour relations, social security and the basics of the European law.

Contents:
- The system of collective agreements
- The basic concepts of employment legislation
- Regulations governing working hours in the industry
- Annual holiday regulations
- Labour protection
- Measures of social security
- EU law

Reading: To be announced later

Assessment:
- Individual paper
- Exam

CAC101 Basics of Business Mathematics 3cr
Aim:
The main objective of the course is to introduce the student to business mathematics concepts and improve student’s calculation skills. Exercises in basic statistical methods used in research and theses work are included in the course. In addition, the student will be introduced to special accounting terminology used in the hotel, restaurant and tourism industry.

Contents:
- Percentage calculations with applications
- Financial mathematics including simple and compound interest calculations
- Basics of descriptive statistics

Study material:
- Prepared handouts and recommended reading as appropriate

Study Methods and Assessment:
- Active participation in lectures (80% attendance). Assignments, Mid-course test,
- and final exam.

Prerequisites:
- The course must be completed before all other accounting courses are taken.

CAC102 Accounting and Controlling 3cr

Aim:
The course will first introduce the basic concepts and procedures of accounting. Later on the student will learn to analyse strategically the economic information that corporations display in their Financial Statements. Emphasis will be placed on managerial level ratio analysis and interpretation.

Contents:
- Accounting basics: Overview of accounting systems
- Fundamental concepts: Assets, liabilities, revenues, expenses and transaction mechanisms
- VAT calculations
- The accounting cycle and Financial Statements
- Understanding an Annual Report and analysis of Financial Statements

Study material:
- Prepared handouts

Study methods and assessment:
- Class attendance (80%) and assignments
- Final exam

Prerequisites:
- This course has to be taken before the other accounting courses
CMK102 Customer Relationship Management 3cr

Aim:
The aim of the course is to introduce the student with Customer Relationship Management, CRM, and offer him/her the tools to manage customer relationship as a strategic process. CRM strives – with help of people, technology and processes – to identify, select and acquire new customers and to maintain a steady growth for profitability. Business-to-business customers as well as business-to-consumer customers are identified.

Content:
- Development of CRM
- Customer strategies and creating value added service
- Profitability
- Customer satisfaction and measurements
- Sales work as process
- Different sales styles

Reading:
- Sörgvist, Lars: Kundtillfredställelse och kundmätningar, Studentlitteratur, 2000, 183 s.
- Lecture handouts
- Recent articles in customer relationship management

Assessment:
- Active participation in lectures (80% attendance)
- Customer satisfaction research
- Sales discussion (simulation)

PREREQUISITES
A course in Basics of Marketing is strongly recommended before taking this course

3 Hospitality management professional studies 54 cr

CMG204 Managing Teams, Leading People 3cr

Aim:
Students will understand the role and responsibility of managers in service. The meaning of goals, objectives and planning in results oriented business operations will be examined, along with practises of Management by Objectives (MBO) and Management by Results (MBR). Students will be able to define workable, challenging and measurable goals. At the level of work groups and profit units, the meaning of delegating, direction, co-ordination, control and result follow-up will be examined. Communication and feedback as management tools and frameworks of leadership development will be studied using personal feedback in improving leadership performance. Students will apply motivational theories and approaches in individual and group processes. Problem solving in group situations and everyday operations will be practiced.
Content:
- Basic elements, role, position and responsibility of managerial work
- Practises of Management by Objectives (MBO) and Management by Results (MBR).
- Delegating, sharing responsibility and giving feedback
- Frameworks of leadership and leadership style
- Problem solving in a team setting, teamwork
- Motivating individuals and groups
- Developing personal leadership and managerial abilities, using personal feedback

Reading:
- Lecture handout package
- Nurminen, K. 2002. Leadership – a Northern Perspective. (article, available in Haaga Edulink), other assigned articles

Assessment:
- Participation in class work and team exercises (min. 80 % attendance)
- Report connected to period theme
- Team test in problem solving (based on literature and team effort), in teams of 4-6 participants

Prerequisites:
- CMG101 Wellness at Work and CMG102 Basics of Human Behavior

CMG205 Strategy Into Practise 3cr

Aim:
The student learns the main contemporary strategy approaches. He/she sees the organisation and management of a service company as a system dependent on its surroundings.

Contents:
- Development of strategic management
- Culture and values
- Knowledge and intuition as basis for management decisions
- Basic strategies and resources based strategy
- Strategy implementation

Study material:
- Delivered material

Study methods and assessment:
CMG206 Human Resources Management 3cr

Aim:
The student understands the human resources management (HRM) as a part of the business strategy. The student is able to participate in discussion and development work concerning human resources issues. The aim is to give an overall picture of most relevant HRM processes and thereby construct a solid base for possible further studies in the field.

Contents:
- Human Resources Strategy
- Recruitment and Employee Orientation,
- Performance Management and Personnel Well-Being Management,
- Competence Management

Study material:
- Lecture notes
- Contemporary articles

Study methods and assessment:
- Participation in lectures (min 80%)
- Theme practices
- Written exam

CAC203 Cost and Profit planning 3cr

Aim:
Students will master the traditional cost management techniques and concepts. The student can use Cost Volume Profit analysis in planning the sales and costs of the business unit and knows the basic profitability and productivity ratios in hospitality business. The student can use pricing methods of the business.

Contents:
- Basic cost concepts and techniques
- CVP analysis and planning
- Company-specific profitability calculations: Allocation of costs to departments and to products
- Monitoring profitability and productivity
- Pricing and the price elasticity of the products

Study material:

Study methods and assessment:
- Class attendance (80%) and assignments
- Final exam
Aim:
The student is able to produce profitability calculations at the profit-center level of a hotel, restaurant and tourism business. The student is able to draw up the main budgets of a hotel, restaurant and tourism business and be responsible for the budget monitoring of his/her area. The student can calculate the needed working capital of the business.

Contents:
- Forecasting methods and the planning of profitability
- Optimising the profitability
- Budgeting: profit and loss forecast, cash flow and balance sheet forecast
- Working capital calculations

Study material:

Study methods and assessment:
- Class attendance (80%) and assignments
- Final exam

CAC205 Principles of Economics 3cr

Aim
The Principles of Economics Course represents all-round education reviewing the economy as a whole. The objective of the course is to improve student’s skills in taking advance especially of the macroeconomic communication provided by the media and research institutions. In addition to this, studying basic micro and macro economic ideas and concepts will provide the student with a good background for future business and economics readings.

Contents:
- Households and Firms
- Goods and Services Markets, Market Mechanism
- Labor Markets
- Money Markets
- Foreign Trade
- Public Finances
- Circular Flow Model of the Economy
- Economic Growth
- Business Cycles, Unemployment, Inflation
- Economic Policy

Study Material:
Class notes. Class notes will be handed out and are based on William A. McEachern: ECONOMICS, A Contemporary Introduction, South-Western College Publication, 6th edition.

Study Methods and Assessment:
- Lectures, Discussion, Multiple Choice Exams
- Final Exam
Independent Computer Work, Country Review
80 % attendance required

CAC206 Capital Budgeting and Taxation 3cr
Aim:
Student will be able to make long-term financial calculations by using different techniques of investment calculation. The student knows how to use financial statements in order to manage the operation of a business in company acquisition transactions, as an entrepreneur.

This course includes also the basic norms of income and value added taxation. The student is able to calculate the amount of taxable income of a private person, entrepreneur and different types of companies; as well as the payable income tax. The student also learns how to calculate the amount of payable value added tax. This requires knowledge of the main principles of income and value-added taxation and their application in the hotel, restaurant and tourism operations.

Contents:
- Costs of financing and Investment calculations
- Market value of the business unit
- Income and property taxation of a private person
- Taxation of different types of companies
- Taxation of the company owners
- Value-added taxation in the hotel, restaurant and tourism business.

Study material:

Study methods and assessment:
- Class attendance (80%) and assignments
- Final exam

CBS202 Founding a Company and Starting Business Operations 3cr
Aim:
The aim is to give the student practical knowledge of issues related to establishing a restaurant business in Finland through case studies.

Contents:
The course is structured around the following key areas
- characteristics of self-employment
- types of companies and founding a limited company
- forming a business plan for a restaurant unit (including financial plans)
- taking care of industry-related and other permissions, notices, etc. in order to start up the business.

Study material:
- Handouts and lecture notes
Study methods and assessment:
- Project work (group work) 80 %; Active Participation 20 %

CBS203 Business Planning 3cr
Aim: To be announced later
Contents: To be announced later
Study material: To be announced later
Study methods and assessment: To be announced later

CMK203 Services and Marketing 3cr
Aim: The student will learn the special characteristics of services marketing and see marketing as a process. The process of services will be observed from the consumers’ and the producers’ point of view. The changes in the process must bring value-added rather for the consumer than for the producer.

Contents:
- Services offering
- Consumer based service processes
- Marketing quality
- Marketing communication
- Internal marketing
- Services blueprints

Reading:
- C. Grönroos: palveluiden johtaminen ja markkinointi (2001)
- Hope & Hope: kolmannen aallon kilpailu
- Course material

Assessment:
- Lectures, assignment (Mystery shopping), examination

Pre requisites:
- Basic course in marketing

CMK204 Strategic Marketing 3cr
Aim: The aim of the course is to widen the studets’ view on the meaning and influence of strategies. He/she will also be able to plan marketing strategies supporting the overall strategies of a firm or company.

Contents:
• Marketing management and planning
• Strategic positioning
• Brands
• Values, visions and missions in marketing
• Marketing information and data systems
• Marketing research

Reading:
• TBA

Assessment:
• Lectures, assignment, examination

Prerequisites:
• Basic course in marketing course and Services and marketing course

CDP202 E-commerce 3cr

Aim:

The course provides an introduction to the fundamental concepts of e-commerce and serves as a foundation for students to understand e-commerce application and management in modern hospitality and tourism organization. The emphasis of the course is on the benefits of the e-interface between sectors of the business environment (business-to-consumer, business-to-business, business-to-government). This includes global distribution, lower cost of transactions, better customer service and relationship management, quick comparison shopping, productivity gains and customization.

Content:
• E-commerce strategies
• Development of e-commerce
• Creating and managing e-commerce site
• Profitability

Reading:
• Lecture handouts
• Recent articles in e-commerce and internet marketing

Assessment:
• Active participation in lectures (80% attendance)
• Internet site
• Term paper

PREREQUISITES
A course in Basics of Marketing is strongly recommended before taking this course
CTO201 Basics of the Travel and Tourism Industry 3 cr

AIM:
The course aims to examine the basics of tourism industry. Students are able to recover the key elements of tourism: nature of tourism, demand of tourism, definition of tourist and motives of tourist behaviour. The course introduces students to history of tourism, economic indicators in international tourism and international tourism organisations.

CONTENTS:
- The structure of travel and tourism industry
- The history of tourism
- Tourist motivation and behaviour
- International tourism organisations

STUDY MATERIAL:
- Materials given in class

STUDY METHODS AND ASSESSMENT:
- Class attendance and assignments
- Final exam

CTO202 Management of Tourism Operations 3 cr

Aim:
The aim is to analyse and understand the changing patterns and motives for travel and tourism, and the impacts of tourism on tourists and host population. The aim is also to familiarise the student with the different phases and problems of service product development and operations management of the different providers worldwide.

Contents:
- tourist behaviour
- host-guest relationship
- customer oriented product development
- quality and legal aspects of products
- operations management

Study material:
- Course handout and other material to be announced later

Study methods and assessment:
- Class attendance (80%) and individual assignments
- Classroom discussions
- Case studies of various tourism businesses
- Written examination

CHO201 Front Office Operations 3cr

Aim:
The aim of the course is to provide the student with the basic skills required at the reception, management of customer service operations, front-office operations from the Fidelio PMS point of view, and the basics of security and safety in accommodation business.

Contents:
- front desk as a working environment
- customer service at the front desk
- security of an accommodation business
- Fidelio PMS system

Study material:
- Fidelio PMS
- e-learning material (Edulink)
- other related material

Study methods and assessment:
- Lectures
- PMS practises
- e-learning

CHO202 Accommodation Business 3cr

Aim:
The student will understand the basic concepts and key figures of hotel operations. Furthermore, the aim is to provide the student with capabilities necessary for the understanding of contemporary hotel business.
Contents:
- A short history of the accommodation business
- Accommodation business key ratios
- The concept of accommodation; forms of accommodation
- Customer groups and choice of accommodation unit
- Product and service structures

Study material:
- other related material

Study methods and assessment:
- Lectures
- Group assignments and their presentation
- Exam

**4 Hotel, restaurant and tourism studies 21 cr**

**CRO201 Basics of Restaurant Services 3cr**

**Aim:** The student learns restaurant service methods so that he/she knows how to serve food and beverages in different environments. The student also understands the main concepts, especially the significance of service as a competitive tool.

**Contents:**
- service methods and practices
- understanding customer needs
- furniture, fixtures and dishes
- Restaurant etiquette
- Cash register operations
- Different drinks, their production and uses: beers, wines, spirits and basic mixed drinks

**Study material:**
- Course handout and other material to be announced later
- Legal restrictions of the service of alcoholic beverages

**Study methods and assessment:**
- Class attendance (80%) and individual assignments
- Classroom discussions
- Exercises
- Written examination

**CRO202 Restaurant Sales Processes 3cr**

**Aim:** To be announced later

**Contents:** To be announced later
CRO203 Advanced Restaurant Operations 3cr

Aim: To be announced later

Contents: To be announced later

Study material: To be announced later

Study methods and assessment: To be announced later

CFO201 Basics of Food Production 3cr

Aim:
The course aims to teach the student about the basic principles of food production, about commodities, different ingredients and their use, and also products provided by the food industry and how to use them. The student will get acquainted with different food production methods, the use of machines and equipment in varying situations, and using commodities economically.

The students learn to choose the processing method for particular commodities based on his/her knowledge of how they are affected by processing methods. The student will also learn about the product ranges of different catering facilities (restaurant, cafeterias, staff canteen and centralised kitchen units). The student forms an idea of the restaurant as a complex foodservice unit, where operations are managed economically.

The complexity of foodservice processes requires that the persons responsible for business operations are well proficient in the art of food production in order to be able to manage and develop the foodservice in different circumstances and operational environments.

Contents:
- machines, equipment, kitchen appliances and basic utensils and their use, techniques and possibilities
- uses of ingredients and convenience products and selecting them for different dishes
- basic food production methods and their use in various situations
- combination of meal entities presented in different occasions
- applying and designing à la carte menus and set menus based on different restaurant concepts

Study material:
- Course handout and other material to be announced later

Study methods and assessment:
- Class attendance (80%) and individual assignments
- Written examination

CFO202 Food Production Processes 3cr
Aim: To be announced later

Contents: To be announced later

Study material: To be announced later

Study methods and assessment: To be announced later

CFN201 Safety of Food Products 3cr

Aim:
The student will get acquainted with the composition and properties of foods and with the changes in them during storage and preparation. The course provides the basic knowledge in food quality and safety.

Contents:
- food ingredients
- the properties and composition of foods
- the factors affecting on the self-life of foods
- food quality and safety

Study material:
- materials and texts announced by lecturer

Study methods and assessment:
- contact hours
- other learning tasks
- quizzes or written examination

CFN202 Nutrition and Special Diets 3cr

Aim:
The student understands the impact of nutrition as a factor influencing the well-being of a customer. She/he learns to know the nutrition recommendations and their scientific background. She/he is able to evaluate the nutritional quality of the food. She/he knows the most common special diets and understands the cultural and social factors which influence food consumption patterns.

Contents:
- factors which influence food selection
- nutrition recommendation
- energy and energy-yielding nutrients
- vitamins and minerals
- evaluation of the nutrient content of food
- special diets
- religion, culture and food

Study material:
- text announced by lecturer

Study methods and assessment:
• contact hours
• nutritional evaluation of own dietary habits
• other learning tasks
• written examination

5 Hotel or tourism concentrated studies 15cr

CHO303 Supervising Lodging Operations 3cr

Aim:
The aim is to provide the student with the core supervisory capabilities necessary for the front office operations. The student will be introduced to different departments and their roles within a hotel from the supervisory point of view.

Contents:
• Hotel as a working environment
• Role of the supervisor
• Labour legislation
• Managing labour in hospitality
• Reports as a supervisory tool

Study methods and assessment:
• MaraPlan computer software
• Hospitality labour legislation
• other related material

CHO304 Managing Hotel Business Operations 3cr

Aim:
To provide the students with a managerial overview of the accommodation business and to review some of the key hotel management functions and responsibilities.

Contents:
• Management team responsibility areas
• Capacity management
• Pricing strategies
• Revenue Management

Study material:
• other related material

Study methods and assessment:
• Lectures
• Assignments
• Exam
CHO305 Concept Based Product Development 3cr

Aim:
The aim of the course is to analyse existing accommodation business concepts, and based on this analysis, to review and develop them to cope with the challenges of the years to come. The scope of the course is future-oriented and innovative, and the aim is to build on the student’s ability to develop business concepts of hospitality businesses of tomorrow.

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

Study material:
To be decided

Study methods and assessment:
- Lectures
- study work and analyses
- Product development plan

CHO306 Hotel Distribution Channel Management 3cr

Aim:
The aim of the course is to acquaint the student with main distribution channels, look at them in more detail, and to implement these ideas in connection of a case study. Furthermore, the aim is to provide the student with capabilities to build an accommodation business an optimal distribution channel mix.

Contents:
- Main distribution channels
- Distribution channel strategies
- Case study

Study material:
to be announced

Study methods and assessment:
to be announced

CHO307 Management of Accommodation Operations 3cr

Aim:
The aim is to provide the student with an overview of the interrelationships of various hotel departments and the ability to manage and organize them either by using own staff or by outsourcing. The idea is to introduce the student to this decision-making from the economy and business concept point of view.

Contents:
- Own staff vs. outsourcing
- Property management
- Organizing housekeeping operations
- Quality and Quality assurance
- Managing safety and security in hotels

Study material:
- other related material

Study methods and assessment:
- Lectures
- Assignments
- Exam

6 Work placement 30cr

CPL601 Placement in the Industry 10cr

Aim
The aim is to introduce the student to different entry-level duties in the hospitality and tourism industry. The students expand the skills learned during theory lessons and teach the student to evaluate the standards and requirement levels used in the industry. The student also learns to observe and evaluate his/her own actions.

Contents
The student carries out the work shifts scheduled at the assigned stations as required by the training supervisors. The length of the first placement is eight (8) weeks approx. 300 hours.

Method
The first placement is completed out in the industry in different customer service positions. This is essential for future supervisors to learn and observe various practises in the industry

Assessment
The student's performance evaluation is based on punctuality, reliability, service attitude, initiative, co-operation skills and how the skills improve during the training period. The supervisors will give feedback during the work shifts and at the end of the work period at
each station. The student keeps a training journal and writes a report about the training period.

CPL602    Summer Placement    10cr

Aim
To give the student an opportunity to expand his/her knowledge of the industry and to widen the student's knowledge on a general level in different environments and corporate cultures in the hotel, restaurant and tourism industry.

Contents
Work in a hotel, restaurant, or tourism company chosen by the student, either in Finland or abroad. The student keeps a training journal and writes a report about the training period.

Method
Work as requested by the employer and contract.

Assessment
A training report, evaluated on the base of English skills and report content. Student will receive feedback.

CPL603    Advanced Placement in the Industry    10cr

This placement in a hotel, restaurant or tourism company aims to give the student experience of supervisory work and give him an opportunity to develop his supervisory skills by working as a responsible supervisor him/herself. In addition, the student has an opportunity to learn what are the kinds of attributes make a company successful. Advanced placement in the industry gives the student an opportunity to discover possible future career options.

Contents
Work as a duty-manager, supervisor or team-leader in a Finnish or international hotel, restaurant or tourism company or organisation.

Method
The student finds his/her own placement. The details of the placement are listed on a contract form signed by the student and employer. The Haaga Institute has the right to approve or reject the contract. Work as required by the employer and contract. The student should take on the responsibilities of the supervisor for at least half of the placement. The student keeps a journal during the placement. After the placement the student writes a placement report according to separate instructions.

Assessment
A training report will be graded. The student has to enclose the work certificate with the placement report.

7 Bachelor's thesis  5cr

CRD701    Seminar    3cr
Aim:
Bachelor’s thesis seminar is tailored to help students during the thesis process. Students are required to submit a maximum 1,000 word outline of their proposed thesis to the seminar coordinator. Once a proposal is approved, students are responsible for making contact with lecturers in order to secure supervision. Ideas for theses are fostered through classroom discussion, debate, and reflection centring on issues related to the field of hotel, restaurant and tourism.

Content:
- Thesis definition and research topic selection
- Research problem identification and definition of aim and objectives
- Searching literature and constructing a literature review
- Choosing the methodology and refining the research method

Course material:
- Lecturer handouts and notes

Assessment and Evaluation:
- 100% Presence and participation + Research Proposal

CRD701 Bachelor’s Thesis 12cr

Aim:
The bachelor thesis offers the student an opportunity to complete an intellectual yet practical piece of work through which the material developed in the classroom and extended through in-depth literature research can be related and applied to the type of problem encountered in the commercial world or research area. The thesis should clearly indicate student's own contribution and should demonstrate critical thinking skills, based on well grounded and evaluative documentation. It is recommended the thesis should be started (preparatory/planning mode) during or after the Bachelor’s Thesis Seminar course. Students should only start their thesis after having secured a supervisor.

Content:
- Selected topic in the field of hotel, restaurant and tourism

Course material:
- Literature on the selected topic
- HAAGA Institute Polytechnic. ND. Writing Thesis Guide. HAAGA Institute
Polytechnic. Haaga.

Assessment and Evaluation:
- 100% Thesis (including thesis presentation and maturity test)

**Electives studies** (selection in english) 15cr