

Haaga-Helia University of Applied Sciences				year
Degree Programme in Hospitality, Tourism and Experience Management (HOTEM)	LINK!			
Name of the student:				
Stream studies		45		
Business studies		105		
Free Electives		15		
Placement		30		
Thesis		15		
TOTAL		210		
	Course code			
Experience Economy studies		9		
Experience Economy in Hospitality and Tourism	ORI1RZ002	9	1	Compulsory
Managing Experiences Virtually	EXP1RZ002	5	2	Alternative
Creating Transformative Experiences virtually	EXP1RZ005	5	3	Alternative
Hospitality Experience Management		36		
Accommodation and Food & Beverage Environment	HOT2RZ004	9	1	Compulsory for the Hospitality Experience Management stream
Food and Beverage Stream		27		
Food and Beverage Operations	RES1RZ002	9	1	Compulsory for the Food and Beverage Stream
Controlling Food and Beverage Processes	RES2RZ001	9	2	Compulsory for the Food and Beverage Stream
Managing Food and Beverage Operations	RES2RZ003	9	3	Compulsory for the Food and Beverage Stream
Accommodation Stream		27		
Accommodation Business Environment	HOT1RZ001	9	1	Compulsory for the Accommodation Stream
Developing Hospitality Processes	HOT2RZ001	9	2	Compulsory for the Accommodation Stream
Managing Accommodation Business	HOT2RZ005	9	3	Compulsory for the Accommodation Stream
Tourism Experience Management		36		
Global and Local Perspectives of Travel and Tourism	TOU1RZ001	9	1	Compulsory for the Tourism Experience Management stream
Developing Transportation, Travel Agency and Event Management Business stream				
New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business	TRA3ZL001	9	2	Compulsory for the students studying with the Developing Transportation, Travel Agency and Event Management Business stream
Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business	TRA3ZL002	9	3	Compulsory for the students studying with the Developing Transportation, Travel Agency and Event Management Business stream
Amadeus GDS and Basics of Air Traffic	TRA1RL003	5	2	Alternative for the students studying with the Developing Transportation, Travel Agency and Event Management Business stream
Competitive Tourism Destinations				
Crafting Travel and Tourism Experience Products	TOU3ZL001	9	2	Compulsory for the students studying with the Competitive Tourism Destinations stream
Strategic Alliances at the Destination Level	TOU3ZL002	9	3	Compulsory for the students studying with the Competitive Tourism Destinations stream
The Booming Market Asia	TOU1RL009	5	2	Alternative for the students studying with the Competitive Tourism Destinations stream
Innovation & Imageering 49 cr				
Accommodation and Food & Beverage Environment		9	1	
Esthetics and service design		5	3	in Breda
Imagineering and business innovation		5	3	in Breda
Trend monitoring and interpretation		5	3	in Breda
Guest Experience Management		9	3	at Haaga
Creativity and Innovation in Hospitality		6	3	at Haaga
Experience Marketing		6	2	at Haaga
Creating Experience Events project		4	2	at Haaga
Double Degree at Breda				
3 year studies		60	3	
Personal Development		6		
Personal Development: Planning	SLF1RZ001	2	1	Compulsory
Personal Development: Aspiration	SLF1RZ002	2	2	Compulsory
Personal Development: Career	SLF1RZ003	2	3	Compulsory
Leadership and Management		10		
Understanding Human Behaviour in Hospitality (also VIRTUAL option)	LEA1RZ001	5	1	Compulsory
Leading Teams	LEA2RZ001	5	2	Compulsory a)
Leading Virtual Teams (VIRTUAL)	LEA8RZ002	5	2	Compulsory b)
Managing Service Interaction	LEA2RZ002	5	3	Alternative
Strategic Management and Human Resources Management	LEA1HA001	5	3	Alternative
Marketing, Services and Sales		10		
Marketing and Personal Selling	MAR1RZ002	5	1	Compulsory
Digital Marketing (VIRTUAL)	MAR2RZ001	5	2	Compulsory
Experience Marketing	MAR2RZ002	6	3	Alternative
Managerial Accounting		10		
Financial Accounting (also VIRTUAL option)	ACC2RZ001	5	1	Compulsory
Pricing and Revenue Management	ACC2RZ003	5	2	Compulsory a)
Operational Budgeting	ACC2RZ002	5	2	Compulsory b)
Capital Budgeting and Investment Planning	ACC2RZ004	5	3	Alternative
Entrepreneurship and Innovation		5		
From Ideation to Feasible Business (also VIRTUAL option)	WOR2RZ001	5	2	Compulsory
Communication and Languages		23		
Personal Communication Skills (also VIRTUAL option)	COM1RZ001	3	1	Compulsory
English for Business Situations	COM1RZ002	3	2	Compulsory
Kirjällinen viestintä	COM2RZ001	3	1	Compulsory for the Finnish students
Puheviestintä	COM2RZ002	3	2	Compulsory for the Finnish students
Träna svenska	SWE8HA001	2	1	Alternative for the Finnish students needing support
Svenska i hotell-, restaurang- och turismbranschen	SWE2RZ005	5	1	Compulsory for the Finnish students
Introduction to Finnish language 1	FIN1RZ004	2	1	Alternative for the non-Finnish speakers
Introduction to Finnish language 2	FIN1RZ005	3	1	Alternative for the non-Finnish speakers
Basics of Finnish for Hospitality and Tourism	FIN2RZ003	5	2	Alternative for the non-Finnish speakers
Finnish for Hospitality and Tourism Industry	FIN2RZ001	3	1	Compulsory for the non-Finnish speakers
Finnish for working purposes 1	FIN1RZ002	3	2	Compulsory for the non-Finnish speakers
Finnish for working purposes 2	FIN1RZ003	3	2	Compulsory for the non-Finnish speakers
Supporting modules		6		
Hospitality and Tourism Certifications (2016)	WOR1RZ003	3	1	Compulsory
Research and Innovation Methods	MET1RZ002	3	2	Compulsory
Basics of ICT and Mathematics for Managers (2016)	TOO1RZ003	3	1	Alternative for those who need support
Basic presentation skills & tools	TOO1RZ005	3	1	Alternative for those who need support
Hospitality Law	LAW1RZ002	5	2	Alternative
Projects		11		
Operational Project	LEA1RZ002	3	1	Compulsory
Supervisory Project	LEA1RZ003	3	2	
Tourism Destination Project 1	TOU1ZL001	3	3	two of these to be completed according to your tourism stream choice!
Tourism Destination Project 2	TOU1ZL002	2	3	
Travel Business Project 1	TRA1ZL001	3	3	
Travel Business Project 2	TRA1ZL002	3	3	
Managerial Project (Accommodation and Food and Beverage streams only!)	LEA2RZ005	5	3	Compulsory
Work Placements		30		30 credits to be completed in total 15 credits left to be earned
Thesis		15		
Thesis Plan	THE7RZ001A	5	3	Compulsory
Theory of Thesis	THE7RZ001B	5	3	Compulsory
Published Thesis	THE7RZ001C	5	3	Compulsory
Free Electives/Free Choice		15		Compulsory during 1-3 years of studies
TOTAL		210		