

Degree Programme in Hospitality, Tourism and Experience Management, Haaga campus

New Degree Programme starting at Haaga Campus Fall 2014.

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Degree Programme in a Nutshell

Degree:	Bachelor of Hospitality Management and the Finnish title of restonomi (AMK)
Degree level:	Bachelor's degree
Extent of the DP:	210 ECTS
Duration of the DP:	3.5 years
Study mode:	Full-time day programme
Assessment:	See Degree Regulations >> See Assessment Process >>
Programme requirements:	3,5 years studies (the studies will be contacted in Study Modules: some in class, on-job learning or virtually), work placement, bachelor's thesis & maturity test
General arrangements for the accreditation of prior learning:	See Haaga-Helia's general arrangements for the accreditation of prior learning >> Act of Polytechnics 9.5.2003/351 20§ Act of Polytechnics 9.5.2003/351 20§
Admission requirements:	Before applying see the admission criteria at www.studyinfo.fi !
Access to further study:	Non-Degree studies in Haaga-Helia >> University studies
Internationalization:	<p>A culturally diverse student body will impact the internationalization of the student experience and facilitate the development of an appreciation of cultural differences and intercultural sensibility.</p> <p>Learning outcomes are facilitated by the European and global business environments through international case studies and learning materials. Some of the modules are jointly designed and taught with partner schools abroad.</p>
Employment opportunities after graduation:	Many Hotel and Restaurant specialization graduates go on to run independent businesses, while others score management positions in restaurants, hotels, motels, resorts, spas, or any other residential or food service businesses. Graduates of Experience and Tourism specialization find managerial positions in events, airlines, cruise ships and other tour and travel companies.
Cooperation with working life and with other associates:	International and national alliances with hospitality companies (e.g. hotel chains, holiday resorts and airlines) and educational partnerships provide the opportunity to increase the international knowledge and experiences for the students. This is feasible in provision of internship or study project work across borders.

The degree programme in Hospitality, Tourism and Experience Management provides students competency in the field of tourism, catering and domestic services. Hospitality, tourism and experience (elämys in Finnish; upplevelse in Swedish) are some of the world's most dynamic and leading socio-economic sectors. Examples of experiences are cultural events, music

festivals, sport activities, art performances, and social celebrations. The overall objective of the programme is to provide hospitality, tourism and experience mind-set for students being able to develop, create and design experiences whilst connecting them with business opportunities.

The programme is truly international in its curriculum, teacher profiles and industry networks and also a diverse student body from over fifty countries. The programme provides students with numerous learning opportunities that assist them to prepare for management careers in Finland and abroad. The programme takes a student centered competency based approach to learning with modular curriculum that facilitates the development of the knowledge, skills and attitudes critical to succeed in an ever increasing competitive environment. It enables students to bridge theory and practice by providing them with a strong balance of conceptual and experiential learning opportunities: local and international internships, projects and other activities that address real-life challenges. Students can gain expertise in four areas: Experience Management, Hotel Management, Restaurant Management, and Tourism Management.

In each of the selectable specialization areas, students will learn to process ideas and apply knowledge in a work environment while maintaining responsible business awareness. They are able to set up business strategies and design innovative hospitality, tourism and experience concepts within fast changing international networked environment. The student will have the aptitude to handle different tasks in supervisory, managerial, consulting, planning and development positions.

Profile of the Degree Programme in Hospitality, Tourism and Experience Management

Degree Programme in the Hotel, Restaurant and Tourism Management has four corner-stones of studies: working-life orientation, business management, aesthetics and internationality. They are integrated into all study modules.

Working-life orientation

Studies are firmly linked to working-life in combination of theory and practice. The working life orientation provides the student with a good and realistic insight into the industry and creates a solid basis for the career path. The research and development methodology creates chances for innovative job opportunities already during the studies. Research & Development and the innovative approach is part of the learning through working-life. It trains the students' skills to seek and apply information in a critical and analytical manner.

Business management

Students improve their managerial aptitude via studies in leadership and management; accounting; marketing, services and sales; entrepreneurship and innovation; and communication. They will learn to understand the economic thinking behind all business operations. The holistic managerial perspective will increase the skills for developing business operations.

Aesthetic nature

Competitive and growth potential within the industry are inter-related with aesthetics and experience. A graduate in hospitality, tourism and experience management has developed the analytical and practical skills required to create aesthetic, desirable and memorable services/experiences, products, communications and circumstances, which differ from those of competitors. The study program introduces students to service design, food design, experience design and concept design of this vibrant industry. In terms of service design students have a firm grip on customer processes and learn to understand the added value of aesthetics and experience to both the customer and the business.

Internationality

Studies embrace language and culture courses, which contribute to international skills. In addition to Finland's second language (Swedish) all students study at least one other foreign language. Students are members of an international and multicultural university of applied sciences. Haaga-Helia University of Applied Sciences/ Haaga campus also conducts teaching in co-operation with universities abroad and is an active member of many international organizations. Students have opportunities to take part in student exchange in Europe, Asia and South or North-America. Student may complete international studies in e.g.:

- double degree programs
- student exchange programs
- work placements abroad
- study trips
- international studies in Finland or abroad.

Key learning outcomes of the Degree Programme

The student will develop a solid understanding of customer-oriented and profitable operation within the various sectors of hospitality, tourism and experience management. The student learns how to put skills into practical use to boost business within the hotel, restaurant, tourism and experience industry and other areas. The studies will provide the student with an extensive professional outlook and logical skills.

The programme offers students with grounds for supervisory and managerial responsibilities. Hospitality, Tourism and Experience are vibrant sectors, and have been identified as the economies of the future. The dynamic nature of these sectors and their daily evolution, contribute for existing and new businesses to present employment and career opportunities for qualified graduates.

Graduates are expected to be change-makers (aka 'champion' of change), and either work for private or public creative organizations in junior and middle management positions or start their own business. Every day hundreds of businesses go looking for a 'champion' - someone who has the competencies and confidence to make things happen. When you graduate, you are expected to be one of those champions.

Graduates of this programme are expected to find employment and develop a career in management positions, as entrepreneurs, specialists, or in sales or Research & Development in the following job markets: hotel, restaurants, destinations, resorts, attractions, events, festivals, sports, entertainment, media, cruise lines, casinos, airports, spas, wellness, charities, retail, and alike.

Professional Growth

The student's professional growth is process towards developing expertise through the study modules. Each academic year has priorities that support the student's professional growth and students are encouraged to reflect on their own professional orientation.

Depending on the path chosen (Hotel Management, Restaurant Management, Tourism Management or Experience Management) student will professionally grow in individual subject modules and develop an expertise in the field. Accent is also given to personal development, whose pillars stand on planning, aspiration and career parts, equally spread throughout three academic years.

Business modules will concentrate on developing following areas: leadership and management; marketing, services and sales; managerial accounting; entrepreneurship and innovation. In addition to this, personal business communication, languages and supporting modules (such as basics of mathematics, labour law, hospitality industry certifications etc.) will be customized to each student depending on their background, aspirations and will to grow.

Programme will also consist of real life projects, developed together with companies and spread over three years: 1st year - operational project; 2nd year – supervisory project and 3rd year – managerial project. This will ensure that students will be able to develop the expertise not only through their work placements, but also through the study modules with the help of industry professionals and teachers.

Annual Themes

At the beginning of the studies the emphasis is on the development of basic professional skills and understanding the vibrant business environment. During the first academic year students will learn the basic operational skills and expertise required by the hotel, restaurant, tourism and experience industry, depending which path they decide to take. The theory base is supported by professional work placement in the chosen field. The theme of the first year is **operations and business environment**.

In the second year the emphasis is on understanding business processes and innovations. The student will learn practical management skills in service interactions and be able to professionally develop in the chosen path. The theme of the second year is **business processes and innovations**. The student will combine and implement the studied theory base in the advanced work placement.

In the third year studies are focused on leadership and organizational strategic management. Students will acquire industry-related special skills via optional advanced level studies where they would be encouraged through managerial project to innovate and develop businesses. In the bachelor thesis the student shows his/her aptitude for conceptual learning and understanding complicated phenomena in a way which will be beneficial for a company or an organization within the industry. The third year study theme is **management**.

Curriculum

[Student's Professional Development >>](#)

[Structure, Content and Extent of the Degree Programme >>](#)

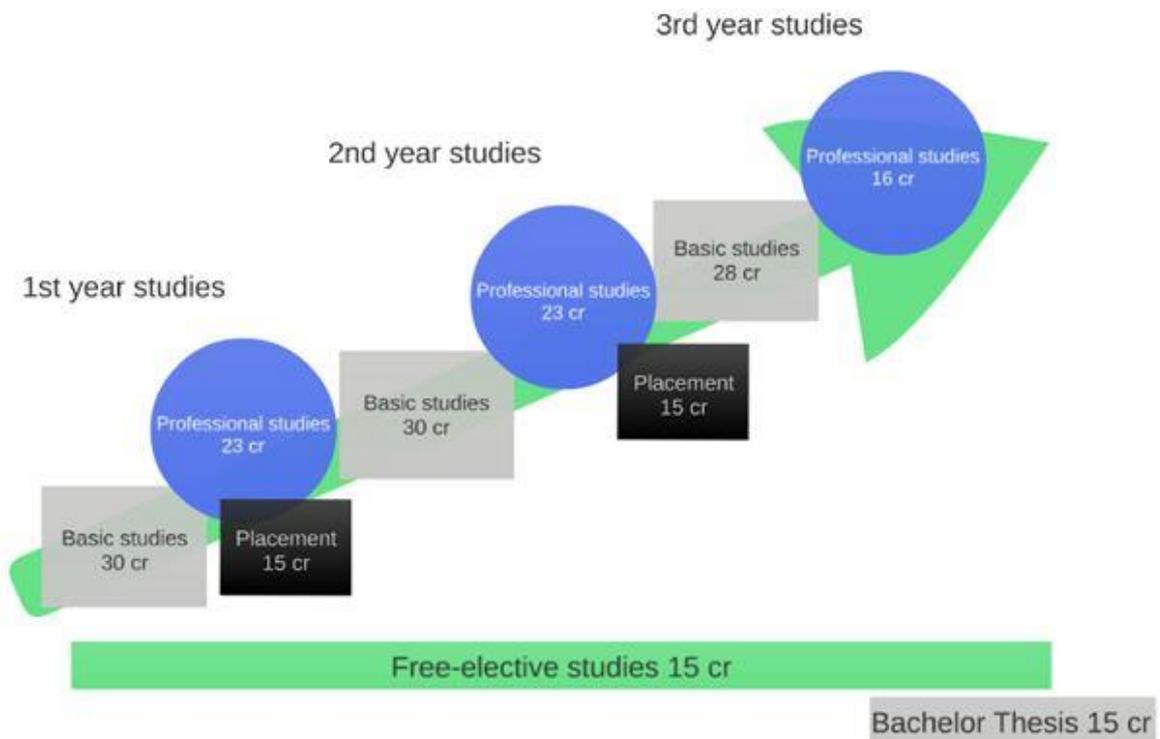
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Student's professional development, Degree Programme in Hospitality, Tourism and Experience Management, Haaga campus



Structure, Content and Extent of the Degree Programme, Degree Programme in Hospitality, Tourism and Experience Management, Haaga campus

This competency-based programme bridges theory-practice and international working placements (internships) are an integral part of it. Competency refers to a combination of knowledge, skills and attitudes a student hold. Every programme at HAAGA-HELIA offers a different set of opportunities for personal and professional development via competencies. Our students will be able to develop 'generic competences' and 'core competences'. Generic competences are common to all graduates of HAAGA-HELIA. Core competencies are distinctive as they are high competencies activities that the industry recognizes as differentiating a student from this degree programme from any other programme, and therefore provide a competitive advantage.

The following competences for graduating students are defined by the Finnish national network of Universities of Applied Sciences. Generic competences are common for all graduates of Universities of Applied Sciences. Subject specific competences refer to graduates of Hospitality, Tourism and Experience Management programme.

Generic competences

- Learning and self development competence
- Communication and collaboration
- International and cultural competence
- Research and development competence
- Aesthetics, ethics and environment
- Technology and systems
- Development and creativity
- Information literacy

Subject specific competences

- Hospitality attitude and customer mindset
- Global and local industry and business know – how
- Management and leadership
- Services, marketing and sales
- Security, safety and quality
- Entrepreneurship and innovation

Students have the opportunity to use their creativity, passion, and knowledge to help solve global industry challenges and make a difference in the world. The programme encourages students to start developing a personal leadership-style and take into consideration cross cultural influences in management. Through a modular curriculum of interdisciplinary subjects this innovative programme give emphasis to multifaceted management and change by developing management competencies to deal with new contexts and new perspectives.

Get to know DP in Hospitality, Tourism and Experience Management [competence profile](#) in detail.

Structure and extent of the studies

Studies	Credits
Basic studies	60
Professional studies	90
Work placement	30
Bachelor thesis	15
Free elective studies	15

Total	210
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The degree program in Hospitality, Tourism and Experience Management takes 3,5 years. The extent of the studies is 210 credits. Graduates from the program are entitled to the Bachelor of Hotel, Restaurant and Tourism Management Degree.

Course list, Degree Programme in Hospitality, Tourism and Experience Management, Haaga campus

Studies	Code	Credits
1. Year		68
Fundamental Studies - Hospitality and Tourism Experience Management		
Experience Economy in Hospitality and Tourism	ORI1RZ002	9
Managing Experiences	EXP1RZ002	9
Creating Transformative Experiences	EXP1RZ003	9
Professional studies - Hospitality Experience Management		
Accommodation Business Environment (incoming year 2014)	HOT1RZ001	9
Restaurant Operations (incoming year 2014)	RES1RZ001	9
Hotel and Restaurant Business Environment (incoming year 2015)	HOT2RZ003	9
Professional studies - Tourism Experience Management		
Global and Local Perspective of Travel and Tourism	TOU1RZ001	9
Crafting Travel and Tourism Experience Products (incoming year 2014)	TOU3ZL001	9
Producing and Staging Experiences (incoming year 2014)	EXP1RZ001	9
Personal Development Studies		
Personal Development - Planning	SLF1RZ001	2
Leadership and Management Studies		
Understanding Human Behaviour in Hospitality	LEA1RZ001	5
Marketing, Services and Sales Studies		
Customer Service and Personal Selling	MAR1RZ001	5
Managerial Accounting Studies		
Financial Accounting	ACC2RZ001	5
Communication and Languages		
Personal Communication Skills	COM1RZ001	3

Kirjallinen viestintä (Finnish students)	COM2RZ001	3
Puheviestintä	COM2RZ002	3
Svenska i hotell-, restaurang- och turismbranchen	SWE2RZ005	5
Introduction to Finnish language 1	FIN1RZ004	2
Introduction to Finnish language 2	FIN1RZ005	3
Basics of Finnish for Hospitality and Tourism	FIN2RZ003	5
Supporting Modules		
Hospitality and Tourism Certifications	WOR1RZ001	4
Basics of ICT and Mathematics for Managers	TOO1RZ002	5
Träna Svenska	SVG8RL020V	2
Project		
Operational Project	LEA1RZ002	3
Work Placement		
Work Placement 1	PLA6RZ001	15
2. Year		68
Professional Studies - Hospitality Experience Management		
Developing Hospitality Processes (Hotel stream)	HOT2RZ001	9
Controlling Food and Beverage Processes (Restaurant stream)	RES2RZ001	9
Professional Studies - Tourism Experience Management		
Designing Tourism Services (incoming year 2014)	TOU2RZ001	9
Crafting Travel and Tourism Experience Products (incoming year 2015, Travel, Transport & Event Services stream)	TOU3ZL001	9
Strategic Alliances at the Destination Level (Tourism Destinations stream)	TOU3ZL002	9
Scripting and Performing Experiences	EXP2RZ001	9
Personal Development Studies		
Personal Development - Aspiration	SLF1RZ002	2

Leadership and Management Studies		
Leading Teams	LEA2RZ001	5
Managing Service Interaction	LEA2RZ002	5
Marketing, Services and Sales Studies		
Digital Marketing	MAR2RZ001	5
Managerial Accounting Studies		
Pricing and Revenue Management	ACC2RZ003	5
Operational Budgeting	ACC2RZ002	5
Entrepreneurship and Innovation Studies		
From Ideation to Feasible Business	WOR2RZ001	5
Communication and Languages (from Haaga-Helia selection)		
Supporting Modules		
Hospitality Law	LAW1RZ002	5
Research and Innovation Methods	MET1RZ002	3
Project		
Supervisory Project	LEA1RZ003	3
Work Placement		
Work Placement 2	PLA6RZ002	15
3. Year		74
Professional Studies - Hospitality Experience Management		
Managing Hotel Business (Hotel stream)	HOT2RZ002	9
Managing Restaurants (Restaurant stream)	RES2RZ002	9
Professional Studies - Tourism Experience Management		
Strategic Partnerships in Tourism Destination (incoming year 2014)	TOU2RZ002	9
Creating and Designing Experiences	EXP2RZ002	9

Personal Development Studies		
Personal Development - Career	SLF1RZ003	2
Leadership and Management Studies		
People Implementing Strategies	LEA2RZ004	5
Marketing, Services and Sales Studies		
Experience Marketing	MAR2RZ002	5
Marketing and Sales Management	MAR2RZ004	5
Managerial Accounting Studies		
Capital Budgeting	ACC2RZ004	5
Entrepreneurship and Innovation Studies		
Business Innovation and Development	WOR2RZ002	5
Communication and Languages (from Haaga-Helia selection)		
Supporting Modules (from Haaga-Helia selection)		
Free electives		15
Thesis		
Thesis	THE7RZ001	15
Total		210

Recommended Study Schedule, Degree Programme in Hospitality, Tourism and Experience Management, Haaga campus

Degree Programme in Hospitality, Tourism and Experience Management study schedule (HOTEM)				
	<i>Hotel Path</i>	<i>Restaurant Path</i>	<i>Tourism Path</i>	<i>Experience Path</i>
<i>1st Academic Year</i>	Fundamental Studies & Supporting Modules			
	Professional Studies	Work placement	Operations and Business Environment	
	Operations and Business Environment		Professional Studies	Work placement
	Work placement	Professional Studies	Work placement	Professional Studies
	Entrepreneurship and Innovation Studies			
	Personal Development Studies - Planning			
	Operational Project			
	<i>Total Credits</i>	68	68	68
<i>2nd Academic Year</i>	Processes and Innovations Studies	Professional Studies	Processes and Innovations Studies	Professional Studies
		Work Placement	Professional Studies	Processes and Innovations Studies
	Professional Studies	Processes and Innovations Studies		
	Work Placement	Processes and Innovations Studies	Work Placement	
	Personal Development - Aspiration			
	Supporting Modules			
	Supervisory Project			
	<i>Total credits</i>	68	68	68
<i>3rd Academic</i>	Management Studies	Professional Studies	Management Studies	Professional Studies
		Thesis	Professional Studies	Thesis
	Thesis	Management Studies	Thesis	Management Studies
	Professional Studies	Management Studies		

<i>Year</i>	Personal Development - Career			
	Supporting Modules			
<i>Total credits</i>	59	59	59	59
Second Foreign Language 6 cr (German, French, Spanish or Russian) Haagaa unit				
Free Electives 15 cr (During 2nd & 3rd Year studies, previous studies in Universities, Summer studies, or studies during the exchange period)				
Thesis 15 cr (seminar 3 cr - 1 opponent, 4 listening & own presentation + 12cr actual thesis - min. 3 months work)				

Contact information, Degree Programme in Hospitality, Tourism and Experience Management, Haaga campus

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Learning Environment of the Degree Programme in Hospitality, Tourism and Experience Management, Haaga campus

The learning, teaching and pedagogical approaches in the programme have been constructed in an innovative manner. Students are challenged to improve and develop businesses providing experiences, especially in hotels, restaurants and tourism businesses. Modules of the programme will be conducted via one or more of these learning approaches:

- **Blended learning** – which involves a mixture of classroom learning with delivery media, experiential instructional methods, and web-based technologies
- **Project –based learning** – using “real life” projects
- **On-the-job-learning** – which occurs while students engage in their daily work (learn by doing) and later on reflecting on their experiences
- **On-line learning** – using online resources to facilitate information sharing outside of constraints on time or place
- **Entrepreneurial or Cooperative learning** – which occurs while students engage in the development of their own business

These forms of learning bring diversity that is an important part of HAAGA-HELIA's learning experience. Students work in small teams and develop innovative solutions for industry-based ‘real’ problems/opportunities. Students will be able to understand how to assess customer value and how to gain competitive advantage through it whilst balancing economic gains with ethics and ecology. The ability to succeed in teamwork with a multicultural group of students is a key component of the program's measure of success.