

# DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS

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## DEGREE PROGRAMME IN A NUTSHELL

<b>Degree:</b>	Bachelor of Hospitality Management and the Finnish title of restonomi (AMK)
<b>Degree level:</b>	Bachelor's degree
<b>Extent of the DP:</b>	210 ECTS
<b>Duration of the DP:</b>	3.5 years
<b>Study mode:</b>	Full-time day programme
<b>Assessment:</b>	<ul style="list-style-type: none"><li>• See <a href="#">Degree Regulations</a> &gt;&gt;</li><li>• See <a href="#">Assessment Process</a> &gt;&gt;</li></ul>
<b>Programme requirements:</b>	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
<b>General arrangements for the accreditation of prior learning:</b>	See <a href="#">Haaga-Helia's general arrangements for the accreditation of prior learning</a> >>  Act of Polytechnics 932/2014 25 §
<b>Admission requirements:</b>	<ul style="list-style-type: none"><li>• Before applying see the admission criteria at <a href="http://www.studyinfo.fi">www.studyinfo.fi</a> !</li></ul>
<b>Access to further study:</b>	<ul style="list-style-type: none"><li>• <a href="#">Non-Degree studies in Haaga-Helia</a> &gt;&gt;</li><li>• University studies</li></ul>
<b>Internationalization:</b>	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.

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.

The most appropriate time for student exchange is the second year of study, autumn or spring semester.

**Employment opportunities after graduation:**

Many Hospitality Experience Management 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 Tourism Experience Management specialization find managerial positions in events, fairs, 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 centred 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: Accommodation Business Management, Food & Beverage Business Management and Tourism Business 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 Hospitality, Tourism and Experience 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 Accommodation, Food & Beverage, Tourism and other Business Management 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 and Tourism businesses are in the vibrant sector, 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 in the following job markets: hotels, restaurants, destinations, resorts, attractions, events, festivals, sports, entertainment, media, cruise lines, casinos, airports, spas, wellness, charities, retail, fairs 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 (Hospitality Experience Management or Tourism 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: 1<sup>st</sup> year - operational project; 2<sup>nd</sup> year – supervisory project and 3<sup>rd</sup> 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 hospitality and tourism 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.

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 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.

## **CURRICULUM**

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# STUDENT'S PROFESSIONAL DEVELOPMENT, DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS



## CURRICULA HOTEM

	1st year		2nd year		3rd year	
<b>Stream studies</b> 45 cr	<b>Experience Economy</b> 9cr	Hospitality Experience Management 9 cr	ACC 9 cr	F&B 9 cr	Tourism Experience Management 9 cr + 9 cr	
<b>Business Studies</b> 105 cr	Managerial Accounting 5 cr	Management & Leadership 5 cr	Managerial Accounting 5 cr	Management & Leadership 5 cr		
	Marketing & Sales 5cr	Entrepreneurship & Innovation 5cr	Marketing & Sales 5cr			
	Supporting Management Studies 6 cr	Communication & Languages Xx/23 cr	Communication & Languages Xx/23 cr			Communication & Languages Xx/23 cr
	Personal Development 2 cr	Operational Stream project 3 cr	Personal Development 2 cr	Supervisory Stream project 3 cr		Personal Development 2 cr
<b>In addition to above 24 cr can be chosen to any Business Studies</b>						
<b>Free Electives 15 cr</b>						
<b>Placement 30 cr</b>						
<b>Bachelor Thesis 15 cr</b>						

# 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.

### Structure and extent of the studies

Studies	Credits
Basic studies	60
Professional studies	90
Work placement	30
Bachelor thesis	15
Free elective studies	15
<b>Total</b>	<b>210</b>

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 Hospitality Management Degree (in Finnish Restonomi AMK).

# COURSE LIST, DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS, INCOMING YEAR 2016

1. Year (Alternative studies marked with *)		min. 55
<b>Fundamental Studies - Hospitality and Tourism Experience Management</b>		
Experience Economy in Hospitality and Tourism	ORI1RZ002	9
<b>Hospitality Experience Management Stream</b>		

Food and Beverage Operations (Food & Beverage Stream - H1)	RES1RZ002	9
Accommodation Business Environment (Accommodation Stream - H2)	HOT1RZ001	9
Accommodation and Food & Beverage Environment (Food and Beverage Stream - H1 and Accommodation Stream - H2)	HOT2RZ004	9
<b>Tourism Experience Management Stream</b>		
Global and Local Perspective of Travel and Tourism	TOU1RZ001	9
Guest Experience Management	EXP1RZ004	9
<b>Personal Development Studies</b>		
Personal Development - Planning	SLF1RZ001	2
<b>Leadership and Management Studies</b>		
Understanding Human Behaviour in Hospitality	LEA1RZ001	5
<b>Marketing, Services and Sales Studies</b>		
Marketing and Personal Selling	MAR1RZ002	5
<b>Managerial Accounting Studies</b>		
Financial Accounting	ACC2RZ001	5
<b>Entrepreneurship and Innovation Studies</b>		
From Ideation to Feasible Business	WOR2RZ001	5
<b>Communication and Languages</b>		
Personal Communication Skills	COM1RZ001	3
Kirjallinen viestintä (Finnish students)	COM2RZ001	3
Träna svenska *	SWE8HA001	2
Svenska i hotell-, restaurang- och turismbranschen (Finnish students)	SWE2RZ005	5
Introduction to Finnish language 1 (non-Finnish speakers) *	FIN1RZ004	2

Introduction to Finnish language 2 (non-Finnish speakers) *	FIN1RZ005	3
Basics of Finnish for Hospitality and Tourism (non-Finnish speakers) *	FIN2RZ003	5
<b>Supporting Modules</b>		
Hospitality and Tourism Certifications (2016)	WOR1RZ003	3
Basics of ICT and Mathematics for Managers (2016) *	TOO1RZ003	3
<b>Project</b>		
Operational Project	LEA1RZ002	3
<b>Work Placement</b>		
Work Placement 1	PLA6RZ001	15
<b>2. Year</b> (Alternative studies marked with *)		<b>min. 55</b>
<b>Fundamental Studies - Hospitality and Tourism Experience Management</b>		
Managing Experiences *	EXP1RZ002	9
<b>Hospitality Experience Management Stream</b>		
Controlling Food and Beverage Processes (Food & Beverage Stream - H1) with Supervisory Project <a href="#">LEA1RZ003</a>	RES2RZ001	9
Developing Hospitality Processes (Accommodation Stream - H2) with Supervisory Project <a href="#">LEA1RZ003</a>	HOT2RZ001	9
<b>Tourism Experience Management Stream</b>		
Crafting Travel and Tourism Experience Products (DESTI) with Tourism Destination Project 1 <a href="#">TOU1ZL001</a> or New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business (TRAVE) with Travel Business Project 1 <a href="#">TRA1ZL001</a>	TOU3ZL001	9
	TRA3ZL001	9

Amadeus GDS and Basics of Air Traffic * or The Booming Market Asia *	TRA1RL003 TOU1RL009	5
<b>Personal Development Studies</b>		
Personal Development - Aspiration	SLF1RZ002	2
<b>Leadership and Management Studies</b>		
Leading Teams	LEA2RZ001	5
Managing Service Interaction *	LEA2RZ002	5
<b>Marketing, Services and Sales Studies</b>		
Digital Marketing	MAR2RZ001	5
<b>Managerial Accounting Studies</b> (choose as compulsory ACC2RZ003 or ACC2RZ002)		
Pricing and Revenue Management *	ACC2RZ003	5
Operational Budgeting *	ACC2RZ002	5
<b>Communication and Languages (from Haaga-Helia selection)</b>		
Puheviestintä (Finnish students)	COM2RZ002	3
Finnish for Hospitality and Tourism Industry (non-Finnish speakers)	FIN2RZ001	3
Finnish for Working Purposes 1 (non-Finnish speakers)	FIN1RZ002	3
Finnish for Working Purposes 2 (non-Finnish speakers)	FIN1RZ003	3
English for Business Situations	COM1RZ002	3
<b>Supporting Modules</b>		
Creativity and Innovation in Hospitality	TKI8RZ001	6
Hospitality Law *	LAW1RZ002	5
Research and Innovation Methods	MET1RZ002	3

<b>Project</b>		
Supervisory Project <b>with</b> Controlling Food and Beverage Processes (Food & Beverage Stream - H1) <b>with</b> Developing Hospitality Processes (Accommodation Stream - H2)	LEA1RZ003	3
Tourism Destination Project 1 <b>with</b> Crafting Travel and Tourism Experience Products (DESTI) or Travel Business Project 1 <b>with</b> New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business (TRAVE)	TOU1ZL001  TRA1ZL001	3  3
<b>Work Placement</b>		
Work Placement 2	PLA6RZ002	15
<b>3. Year</b> (Alternative studies marked with *)		<b>min.55</b>
<b>Fundamental Studies - Hospitality and Tourism Experience Management</b>		
Creating Transformative Experiences *	EXP1RZ003	9
<b>Hospitality Experience Management Stream</b>		
Managing Food and Beverage Operations (Food & Beverage Stream - H1) <b>with</b> Managerial Project LEA2RZ005	RES2RZ003	9
Managing Accommodation Business (Accommodation Stream - H2) <b>with</b> Managerial Project LEA2RZ005	HOT2RZ005	9
<b>Tourism Experience Management Stream</b>		
Strategic Alliances at the Destination Level (DESTI) <b>with</b> Tourism Destination Project 2 TOU1ZL002 & Tourism Destination Project 3 TOU1ZL003 or Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business (TRAVE) <b>with</b> Travel Business Project 2 TRA1ZL002 & Travel Business Project 3 TRA1ZL003	TOU3ZL002  TRA3ZL002	9  9
<b>Personal Development Studies</b>		

Personal Development - Career	SLF1RZ003	2
<b>Leadership and Management Studies</b>		
People Implementing Strategies *	LEA2RZ004	5
<b>Marketing, Services and Sales Studies</b>		
Experience Marketing *	MAR2RZ002	5
Integrated Media *	MAR2RZ003	5
Marketing and Sales Management *	MAR2RZ004	5
<b>Managerial Accounting Studies</b>		
Capital Budgeting and Investment Planning *	ACC2RZ004	5
<b>Entrepreneurship and Innovation Studies (from Start-Up School selection)</b>		
<b>Communication and Languages (from Haaga-Helia selection)</b>		
<b>Supporting Modules (from Haaga-Helia selection)</b>		
<b>Project</b>		
Managerial Project (H1 & H2) <b>with</b> Managing Food and Beverage Operations (Food & Beverage Stream - H1) <b>with</b> Managing Accommodation Business (Accommodation Stream - H2)	LEA2RZ005	5
<b>Project 2 &amp; Project 3 (DESTI &amp; TRAVE)</b>		
Tourism Destination Project 2 (DESTI)	TOU1ZL002	3
Tourism Destination Project 3 (DESTI)	TOU1ZL003	2
<b>with</b> Strategic Alliances at the Destination Level		
or		
Travel Business Project 2 (TRAVE)	TRA1ZL002	3
Travel Business Project 3 (TRAVE)	TRA1ZL003	2
<b>with</b> Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business		
<b>Free electives</b> , See the whole <a href="#">Haaga-Helia selection</a> for your options		15

<b>Thesis</b>		
Thesis	THE7RZ001	15
<b>Total</b>		<b>210</b>

# RECOMMENDED STUDY SCHEDULE, DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS

The core content of the degree programme hospitality, tourism and experience management consists of stream subject studies (45 ECTS credits), where the student focuses on achieving the most important professional skills and adopting a professional profile. The stream studies begin immediately during the first academic year. They are also scheduled for the second and third year.

Hospitality experience management stream has two options: Accommodation Business or Food & Beverage Business. This stream is available for 30 students.

Tourism experience management stream also has two options: Accommodation Business or Food & Beverage Management.

Competitive Tourism Destinations and Developing Transportation or Travel Agency and Event Management Business.

Above mentioned studies are available for 20 students, 10 students in each. The studies will be conducted in English with degree programme Matkailun Liikkeenjohdon koulutusohjelma (in English Tourism Management)

In addition to the stream modules, the studies include business modules (105 credits) , including marketing, sales, accounting, management and communications. In addition, the student complete elective studies of 15 credits, thesis 15 cr (beginning in the second or third year) and work placement. A total of 30 credits.

If completed the student will acquire 210 credits and this can be done in 3,5 years.

[HOTEM study plan](#)

## 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.

## CONTACT INFORMATION, DEGREE PROGRAMME IN HOSPITALITY, TOURISM AND EXPERIENCE MANAGEMENT, HAAGA CAMPUS

Haaga-Helia University of Applied Sciences

**Haaga Campus**

Pajuniityntie 11

FI-00320 Helsinki

+358 9 229 611

Pirkko Salo – Degree Programme Director

Email: [Pirkko.Salo \(at\) haaga-helia.fi](mailto:Pirkko.Salo@haaga-helia.fi)

