

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

Bachelor of Hospitality Management, 210 ECTS

Bachelor of Hospitality Management

Name and level of education

Bachelor of Hospitality Management and the Finnish title of restonomi (AMK)

Admission requirements and applications

Act of Polytechnics 932/2014 25 §

Before applying see the admission criteria at [Studyinfo](#)

Scope and duration

210 ECTS, 3,5 years

Recognition of learning

See Haaga-Helia's general arrangements for the accreditation here [Recognition of learning](#)

Mode of study

Full-time day programme

Language of tuition

English

Requirements and decrees

Act of Polytechnics 932/2014 25 §

Before applying see the admission criteria at [Studyinfo](#)

Study attainments and assessment

[See Degree Regulations >>](#)

[See Assessment Process >>](#)

Targets and structure

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 two areas: Hospitality Experience Management and Tourism Experience 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 Hospitality Business, 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: 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 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.

Internationalisation

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.

Work placement and cooperation with the business community

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.

Career opportunities

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.

Postgraduate studies

Non-Degree studies in Haaga-Helia >>

University studies

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Degree Programme in Hospitality, Tourism and Experience Management

Tunnus	Nimi	Summa
HOTEM21	Degree Programme in Hospitality, Tourism and Experience Management	195-453
ORIRZHOTEM14-1002	Hospitality and Tourism Experience Economy	9-36
ORI1RZ002	<i>Experience Economy in Hospitality and Tourism</i>	9
EXP1RZ003	<i>Creating Transformative Experiences</i>	9
EXP1RZ002	<i>Managing Experiences</i>	9
EXP1RZ004	<i>Guest Experience Management</i>	9
HOTRZ-1002	Hospitality Experience Management	27
HOT2RZ004	<i>Accommodation and Food and Beverage Environment</i>	9
HOTRZ2-1002	<i>Accommodation Stream</i>	0
HOT2RZ001	Developing Hospitality Processes	9
HOT2RZ006	Managing Dynamic Hospitality Business	9
TOURZ-1002	Tourism Experience Management	32-45
TOU1RZ001	<i>Global and Local Perspectives of Travel and Tourism</i>	9
TOU3ZL001	<i>Crafting Travel and Tourism Experience Products</i>	9
TOU3ZL002	<i>Strategic Alliances at the Destination Level</i>	9
TOU1RL009	<i>The Booming Market Asia</i>	5
TRA3ZL001	<i>New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business</i>	9
TRA3ZL002	<i>Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business</i>	9
TRA1RL003	<i>Amadeus GDS and Basics of Air Traffic</i>	5
SLFRZ-1002	Personal Development	6
SLF1RZ001	<i>Personal Development: Planning</i>	2
SLF1RZ002	<i>Personal Development: Aspiration</i>	2
SLF1RZ003	<i>Personal Development: Career</i>	2
LEARZ-1002	Leadership and Management	10-34
LEA1RZ001	<i>Understanding Human Behaviour in Hospitality</i>	5
LEA2RZ001	<i>Leading Teams</i>	5
LEA8RZ001	<i>Leading Virtual Teams</i>	5
LEA2RZ002	<i>Managing Service Interaction</i>	5
LEA2HA001	<i>Strategic Management and Human Resource Management in Hotel, Restaurant and Tourism Business</i>	5
MARRZ-1002	Marketing, Services and Sales	10-34
YHT1PE004	<i>Sales and Marketing</i>	5
MAR2RZ001	<i>Digital Marketing</i>	5

MAR2RZ002	<i>Experience Marketing</i>	5
ACCRZ-1002	Managerial Accounting	10-34
ACC2RZ001	<i>Financial Accounting</i>	5
ACC2RZ002	<i>Operational Budgeting</i>	5
ACC2RZ003	<i>Pricing and Revenue Management</i>	5
ACC2RZ004	<i>Capital Budgeting and Investment Planning</i>	5
WORRZ-1002	Entrepreneurship and Innovation	5
WOR2RZ001	<i>From Ideation to Feasible Business</i>	5
COMRZ-1002	Communication and Languages	23-62
COM1RZ001	<i>Personal Communication Skills</i>	3
COM1RZ002	<i>English for Business Situations</i>	3
COM2RZ001	<i>Kirjallinen viestintä</i>	3
COM2RZ002	<i>Puheviestintä</i>	3
SWE2RZ005	<i>Svenska i hotell-, restaurang- och turismbranschen</i>	5
FIN1LF101	<i>Finnish for Foreigners 1</i>	5
FIN1LF102	<i>Finnish for Foreigners 2</i>	5
FIN2RZ001	<i>Finnish for Hospitality and Tourism Industry</i>	3
FIN2RZ003	<i>Basics of Finnish for Hospitality and Tourism</i>	5
FIN1RZ002	<i>Finnish for working purposes 1</i>	3
FIN1RZ003	<i>Finnish for working purposes 2</i>	3
OTHRZ-1002	Supporting modules	7-45
SWE8HA001	<i>Träna svenska</i>	2
YHT1PE006	<i>Research and Development</i>	5
ANA001HH1AE	<i>Research and Development Skills</i>	5
WOR1RZ004	<i>Hospitality and Tourism Certifications (2020)</i>	2
LAW1RZ003	<i>Hospitality Law</i>	5
TOO1RZ004	<i>Basics of Mathematics and Excel</i>	3
TOO1RZ005	<i>Basic presentation Skills and tools</i>	3
LEARZ2-1002	Projects	11-50
LEA1RZ002	<i>Operational Project</i>	3
LEA1RZ003	<i>Supervisory Project</i>	3
LEA2RZ005	<i>Managerial Project</i>	5
TOU1ZL001	<i>Tourism Destination Project 1</i>	3
TOU1ZL002	<i>Tourism Destination Project 2</i>	3
TOU1ZL003	<i>Tourism Destination Project 3</i>	2
TRA1ZL001	<i>Travel Business Project 1</i>	3
TRA1ZL002	<i>Travel Business Project 2</i>	3
TRA1ZL003	<i>Travel Business Project 3</i>	2
PLARZ-1002	Work Placements	30-45
PLA6RZ001	<i>Work Placement 1</i>	15
PLA6RZ002	<i>Work Placement 2</i>	15
PLA6RZ003	<i>Work Placement 1</i>	5

PLA6RZ004	Work Placement 1	5
PLA6RZ005	Work Placement 1	5
PLA6RZ006	Work Placement 2	5
PLA6RZ007	Work Placement 2	5
PLA6RZ008	Work Placement 2	5
THE7RZ001-1002	Thesis	0-15
THE7HH801	Thesis Phase 1	0-5
THE7HH802	Thesis Phase 2	0-5
THE7HH803	Thesis Phase 3	0-5
THE7HH804	Maturity Test	0
PASSHOTEM14-1002	Hospitality and Tourism Passports	0
HYG1RZ001	Hygiene Proficiency	0
ALC1RZ002-1002	Licensed premise responsible manager status	0
ALC1RZ002A	Alcohol passport	0
HOTEM21-OTHHA	Vapaa valintaiset	15
BIG8RZ001	Basics of Coding for Hospitality and Tourism Business	5
CUL8HA002	Intercultural Training	3
CUL8RR001	Food and Culture	6
CUL8RZ002	Intercultural Survival Course - case Finland	2
ENV8HA001	Responsible Business Management	3
EXP1RZ005	Creating Transformative Experiences	5
EXP8HA001	Haaga Student Competition Team	3-5
FIN8RZ001	Finnish for spoken situations in hospitality	3
HOT1RL001	Accommodation Operations in Tourism Industry	3
INT8HA001	Developing Intercultural Competence	2
LEA8HR400	Managerial Hospitality Business Simulation Game	5
LEA8RZ001	Leading Virtual Teams	5
ORI1RZ400	Introduction to Experience Economy	5
RES8HA003	Advanced Wine Course (3AMK)	5
RES8RZ003	World of Wines	3
SOC1RZ002	Introduction to Hospitality and Tourism Business	5
TKI8RZ001	Creativity and Innovation in Hospitality	6
PLA8RZ001	Work Placement 3	15

HOTEM21 Degree Programme in Hospitality, Tourism and Experience Management: 453 op**ORIRZHOTEM14-1002 Hospitality and Tourism Experience Economy: 36 op****ORI1RZ002 Experience Economy in Hospitality and Tourism: 9 op****EXP1RZ003 Creating Transformative Experiences: 9 op****EXP1RZ002 Managing Experiences: 9 op****EXP1RZ004 Guest Experience Management: 9 op****HOTRZ-1002 Hospitality Experience Management: 27 op****HOT2RZ004 Accommodation and Food and Beverage Environment: 9 op****HOTRZ2-1002 Accommodation Stream: 0 op****HOT2RZ001 Developing Hospitality Processes: 9 op****Osaamistavoitteet**

Provides the students with a supervisory skillset and develops the proactivity in a customer-driven sales – and service environment. Can tailor hospitality services in a profitable manner.

The module develops the students' skills in team-leading of the accommodation and restaurant departments. Can analyze the business environment, set goals and run an efficient department. Assimilate the process of organizing banquets, catering and meetings for the hospitality industry.

Upon completion of the course, the student is able to:

Supervisory skillset in hospitality business

- ability to analyze the business environment, set goals, and run an efficient department
- can plan and implement daily supervisory management activities
- ability to plan and implement an efficient and flexible work schedule according to current legislation and collective labor agreements, ensuring the profitability of the company

Ability to proactively anticipate and develop customer-driven accommodation and restaurant operations

- student has an insight to the role and challenges of supervising, analyzing and developing accommodation and restaurant sales and customer service processes
- student has a understanding of marketing and sales in the hospitality industry and is able to put these skills to practical use
- can analyze customer relationships from the point of service development

Sisältö

- analyzing the hospitality business environment and the skillset required on a supervisory level
- versatility in hospitality business

- hospitality legislation, collective agreements, work-schedules and work safety
- customer- and sales oriented service processes and their development and design on the operational level
- service development tools
- marketing and sales in the hospitality industry
- logistics

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Hospitality Business Environment and Operational Budgeting and Revenue Forecasting.

Lisätiedot

Recognition of prior learning (RPL)

Recognition of prior learning (RPL) is observed on the course according to separate instructions.

Arviointikriteerit**Arvosana 1**

The student knows the role and skillset of the supervisor in the hospitality environment.

The student can produce a roster and simply give reasons to his decisions referring to the collective agreement.

The student has an understanding of customer- and sales oriented service processes and service development tools.

The student can illustrate means of marketing and sales in the hospitality industry.

Arvosana 3

The student can analyze and discuss the role and skillset of the supervisor in the hospitality environment.

The student can produce a roster and justify reasons to his decisions based on the collective agreement.

The student can examine customer- and sales oriented service processes and apply some service development tools.

The student can identify and discuss means of marketing and sales in the hospitality industry.

Arvosana 5

The student can analyze the role and develop the skillset of the supervisor in the hospitality environment.

The student can produce a roster in an efficient and profitable manner based on the collective agreement.

The student can analyze, develop and pro-actively design customer- and sales oriented service processes using various service development tools.

The student can critically select and develop means of marketing and sales in the hospitality industry.

Hyväksytty, hylätty

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

HOT2RZ006 Managing Dynamic Hospitality Business: 9 op**TOURZ-1002 Tourism Experience Management: 45 op**

TOU1RZ001 Global and Local Perspectives of Travel and Tourism: 9 op

TOU3ZL001 Crafting Travel and Tourism Experience Products: 9 op

TOU3ZL002 Strategic Alliances at the Destination Level: 9 op

TOU1RL009 The Booming Market Asia: 5 op

TRA3ZL001 New Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business: 9 op

TRA3ZL002 Strategic Management of Travel and Tourism Business Operations: Transportation, Travel Agency and Event Management Business: 9 op

TRA1RL003 Amadeus GDS and Basics of Air Traffic: 5 op

SLFRZ-1002 Personal Development: 6 op

SLF1RZ001 Personal Development: Planning: 2 op

SLF1RZ002 Personal Development: Aspiration: 2 op

Osaamistavoitteet

Upon completion of the module, the student is able to

- identify personal abilities, strengths and the factors influencing them
- identify the knowledge and skills that you need to develop to reach your goals
- use positive psychology tools for self-empowerment
- understand the meaning of well-being and develop some tools for coping and well-being

Sisältö

- Positive Psychology tools: PERMA-model by Martin Seligman
- Self-evaluation of your abilities and potential for success
- Self-knowledge and self-efficacy, personal strengths

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The module is suggested to accomplish after the 1st year "Personal Development: Planning module" and is targeted only to HH Degree students (not available for open university students)

SLF1RZ003 Personal Development: Career: 2 op

LEARZ-1002 Leadership and Management: 34 op

LEA1RZ001 Understanding Human Behaviour in Hospitality: 5 op

LEA2RZ001 Leading Teams: 5 op**LEA8RZ001 Leading Virtual Teams: 5 op****Osaamistavoitteet**

Upon completion of the module, the student is able to

- Understands the principles and shared objectives of group and teamwork and is able to work together with others in multidisciplinary virtual teams
- Facilitates teams and team work, especially communication in a virtual environment
- Is capable of collaborative learning and sharing knowledge in teams and working communities
- Takes responsibility of one's own actions and works according to the jointly agreed principles and methods
- Adopts an initiative and proactive approach to work and is capable of problem solving and decision making and respects diverse opinions and views and is able to accept constructive criticism

Sisältö

To achieve the learning objectives and assessment criteria level, the course specifically introduces methods and challenges in a network setting, with participants spread in a large geographical area.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The student has successfully completed the Basic Studies (= the two first semester courses).

Lisätiedot

The course is available as a daytime course spring 2020

Arviointikriteerit**Arvosana 1**

The student

- has basic communication skills to support team work in a virtual environment
- can manage multicultural business communication situations
- can name basic concepts within the framework of leading virtual teams
- is familiar with some basic tools and technologies used in leading virtual teams
- understands the basics of the leading people in a virtual environment
- shows basic skills in building up motivational and productive virtual working environment

Arvosana 3

The student

- has good written communication skills and can relate to multidirectional exchange of ideas in a team setting
- shows ability to support and encourage team activities towards achieving goals and objectives
- can define and interpret concepts related to leading virtual teams
- uses basic tools and technologies in leading virtual teams
- understands how to lead people and teams in a virtual environment
- shows skills in building up motivational and productive virtual working environment

Arvosana 5

The student

- can deal with feedback and criticism, and also uses feedback in improving personal skills and qualities towards better performance in team setting
- has assumed a constructive and responsible role in team work
- supports and encourages problem solving and creative solutions to problems

- shows leadership and responsible behavior towards team and team members
- can implement and utilize all key concepts of leading virtual teams
- knows a variety of tools and technologies and is able to select the most suitable ones and use these in a professional way
- fully understands the elements of leading teams and is able to implement these in an excellent way when leading virtual teams
- shows excellent skills in building up motivational and productive virtual working environment

LEA2RZ002 Managing Service Interaction: 5 op**LEA2HA001 Strategic Management and Human Resource Management in Hotel, Restaurant and Tourism Business: 5 op****Arviointikriteerit**

Arvosana 1

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MARRZ-1002 Marketing, Services and Sales: 34 op**YHT1PE004 Sales and Marketing: 5 op****MAR2RZ001 Digital Marketing: 5 op****MAR2RZ002 Experience Marketing: 5 op****ACCRZ-1002 Managerial Accounting: 34 op****ACC2RZ001 Financial Accounting: 5 op****ACC2RZ002 Operational Budgeting: 5 op****ACC2RZ003 Pricing and Revenue Management: 5 op****ACC2RZ004 Capital Budgeting and Investment Planning: 5 op****WORRZ-1002 Entrepreneurship and Innovation: 5 op****WOR2RZ001 From Ideation to Feasible Business: 5 op****Osaamistavoitteet**

Upon completion of the course, the student is able to

- apply practical knowledge of issues related to establishing a business in Finland

- understand characteristics of an entrepreneur, as well as to make him to consider entrepreneurship as a potential career option
- understand the effectiveness and key figures of the hotel, restaurant and tourism industry and be able to put them into practical use
- know hospitality industry related legislation and its practical implementation
- identify potential customers and segments, understand and anticipate customer expectations and needs

Sisältö

- The characteristics of an entrepreneur and intrapreneur
- Analysis of Finnish business environment, emphasis on hospitality entrepreneurship
- Introduction to forms of business in Finland
- Process of founding a business
- Making a business plan/business model
- Permits/legal issues/investment
- Pitching own business idea
- Business model canvas and its components

Lähtötaso ja sidonnaisuudet muihin opintjaksoihin

No previous studies needed and no binding connections to other courses.

Lisätiedot

This course might involve a project work commissioned by an external company.

Arviointikriteerit**Arvosana 1****Grade 1**

The student's understanding of entrepreneurship key concepts is limited. Student's level of skill in developing and in establishing a business, is below average. Her's/his' knowledge about the basic theoretical frameworks and business model is below average. Student's attitude towards learning through participation in teamwork and conducting assignments, is below average. Her/his capability to analyze organizational practices that facilitate different types of businesses is limited.

Arvosana 3**Grade 3**

The student has good entrepreneurial skills and understands components of establishing own business.

S/he has a good knowledge of the basic theoretical frameworks and business model which is necessary in business set up. S/he has a good attitude towards learning through participation in teamwork and conducting assignments. S/he has a good self- and group critical thinking. S/he can objectively measure the success of business.

Arvosana 5**Grade 5**

The student has excellent entrepreneurial skills in developing and in establishing both an innovative and viable business. S/he has excellent knowledge about the theoretical frameworks, business models and its application in practice. S/he has an excellent attitude towards learning through self-initiative and continuous and supportive participation in teamwork and in conducting assignments. S/he has an excellent measurements skills and analyses of business success.

Hyväksytty, hylätty

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

COMRZ-1002 Communication and Languages: 62 op

COM1RZ001 Personal Communication Skills: 3 op

COM1RZ002 English for Business Situations: 3 op

COM2RZ001 Kirjallinen viestintä: 3 op

Osaamistavoitteet

Opintojakson suoritettuaan opiskelija

- hallitsee prosessikirjoittamisen
- ymmärtää viestinnän vuorovaikutteisuuden
- tuntee yrityksen kirjalliset viestintätilanteet
- osaa kirjoittaa työelämän tekstilajeja
- arvostaa asiatyöä ja virheetöntä ilmaisua

Sisältö

Prosessikirjoittaminen, verkkoviestintä, yrityksen kirjalliset viestintätilanteet, työelämän tekstilajit, asiatyö ja kielenhuolto, oma viestijäkuva, visuaalisuuden merkitys yritysviestinnässä, oman alan ammattilehtiin tutustuminen.

- Asiateksti: sujuva suomenkielinen asiateksti lähdeviitteineen annetusta aiheesta. Vähintään yksi lähde on oltava englanniksi.
- Asiakirjakansio: tarjous, vastaus reklamaatioon, markkinointikirje tai kutsu tapahtumaan, somekampanja annetusta aiheesta.
- Kielenhuollon tentti (Valmistaa kypsyyskokeeseen.)
- Vertaispalaute kotitehtävinä olevista harjoituksista.
- Kotitehtävät tunneilla käytyistä aiheista.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin:

Lukion tai ammattikoulun suomen kielen kurssit, YKI taso 5.

Lisätiedot

Opintojaksolla tehdään harjoituksia ja kirjoitustehtäviä itsenäisesti tai ryhmässä. Opitaan antamaan ja vastaanottamaan palautetta niin keskeneräisestä kuin valmiista tekstistä. Tehtävistä kootaan portfolio, joka koostuu erilaisista työelämän tekstilajeista.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

Arviointikriteerit

Arvosana 1

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Asiakirjakansio: tekstilajipiirteet, asiatyö, huoliteltu kieli, kohderyhmän huomioiminen

Asiateksti suomen kielen sujuvuus, lukijaystävällisyys, tekstin jäsentäminen, virheettömyys

Kielenhuollon tentti: monivalintatentti

Arvosana 1

Pystyy laatimaan joitain työelämän tekstejä.

On tietoinen erilaisista kirjallisen viestinnän tyyleistä.

Tunnistaa erilaisia työelämän kirjallisia viestintätilanteita.

Pyrkii noudattamaan määräaikoja ja ohjeita.

Arvosana 3**Arvosana 3**

Osaa kirjoittaa ja muokata saamansa palautteen perusteella erilaisia työelämän tekstejä.

Kirjoittaa sujuvaa asiatyylistä tekstiä.

Tuntee yrityksen erilaisia kirjallisia viestintätilanteita ja tiedostaa viestinnän vuorovaikutteisuuden merkityksen.

Noudattaa määräaikoja ja ohjeita.

Arvosana 5**Arvosana 5**

Osaa kirjoittaa tyyliltään erilaisia työelämän tekstejä eri kohderyhmille ja muokata niitä itseohjautuvasti ja palautteen perusteella.

Kirjoittaa sujuvaa ja virheetöntä asiatyylistä tekstiä.

Tuntee yrityksen kirjalliset viestintätilanteet ja osaa toimia niissä taitavasti, tilanteen edellyttämällä tavalla.

Noudattaa määräaikoja ja ohjeita, on oma-aloitteinen ja jakaa osaamistaan ja tietoaan muille.

Hyväksytty, hylätty**Hyväksytty**

Kaikki tehtävät tehty ja palautettu

Hylätty

Jokin tai jotkin tehtävät palauttamatta

COM2RZ002 Puheviestintä: 3 op**Osaamistavoitteet**

Osaamistavoitteet

Moduulin suoritettuaan opiskelija

* ymmärtää, että puheviestintä on keskeinen osa ammatillista osaamista ja menestyksellisen toiminnan perusta suomalaisessa elinkeinoelämässä.

* oppii analysoimaan ja kehittämään omia vuorovaikutus- ja esiintymistaitojaan erityisesti suomalaisessa asiakaspalvelu-, asiantuntija- ja esimiestehtävissä.

* hallitsee ryhmässä toimimisen ja henkilökohtaisen vaikuttamisen perusteet.

* oivaltaa hyvän ja vakuuttavan suomen kielen merkityksen johtamisessa ja markkinoinnissa sekä tunnistaa suomalaisen viestintäkulttuurin erityispiirteitä.

Sisältö

Sisältö

- Vakuuttavan esiintymisen perusteet, mm. aseman merkitys, asianhallinta, vuorovaikutteisuus ja persoonallisuus
- Ensivaikutelman merkitys, mm. äänentuotto, nonverbaalinen ja verbaalinen viestintä
- Viestin tavoitteellisuus, kohdentaminen ja mukauttaminen

- Havainnollistaminen, argumentointi, innostaminen
- Vireystilan nousu esiintymisen onnistumisen tukena
- Kuunteleminen, kuuntelemisen tasot ja intensiteetti,
- Palaute ja esimiesviestinnän perusteet

Lisätiedot**Arvosana 1**

Opiskelija pystyy nimeämään ja arvioimaan oman viestintänsä ominaispiirteitä ja tunnistaa viestintäprosessin osatekijät.

Opiskelija osallistuu yhteisön vuorovaikutustilanteisiin, vastaanottaa ja antaa palautetta. Opiskelija tunnistaa yhteisöjen vuorovaikutustilanteiden ominaispiirteet.

Opiskelija tunnistaa viestintätaidot osana ammattitaitoaan.

Arvosana 3

Opiskelija pystyy arvioimaan omaa viestintäosaamistaan ja muodostamaan viestinnällisiä kehittämistavoitteita. Opiskelija ymmärtää viestintätaitojen merkityksen ammatillisessa toiminnassa. Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä tarkoituksenmukaisesti. Opiskelija toimii tavoitteellisesti alan vuorovaikutustilanteissa ja tuntee yhteisön sisäisen ja ulkoisen viestinnän merkityksen.

Opiskelija viestii asiantuntijana jäsentyneesti, ymmärrettävästi ja kiinnostavasti sekä kohdentaa viestinsä vastaanottajan ja tilanteen mukaisesti. Opiskelija perustelee näkemyksensä.

Opiskelija tiedostaa kulttuurien vaikutuksen viestintätilanteissa.

Arvosana 5

Opiskelija haluaa ja osaa kehittää viestinnän taitojaan osana omaa ammattitaitoaan sekä pystyy viestimään tarkoituksenmukaisesti, luovasti ja persoonallisesti suomalaisessa viestintäkulttuurissa. Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä analyttisesti ja pystyy mukauttamaan viestintäänsä tilanteen mukaan.

Opiskelija käyttää viestintätapoja luovasti ja hyödyntää viestintäkanavia tarkoituksenmukaisesti yhteisöjen sisäisissä ja ulkoisissa vuorovaikutustilanteissa.

Opiskelija viestii alansa asiantuntijana jäsentyneesti, ymmärrettävästi, vakuuttavasti ja kiinnostavasti.

Opiskelija argumentoi vakuuttavasti.

Opiskelija tekee joustavasti yhteistyötä kulttuuritaustaltaan erilaisten ihmisten kanssa.

Opiskelija tukee muita viestintätilanteen osapuolia, luo rohkeasevan, luottamusta herättävän ja kannustavan viestinnän ilmapiirin.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

Arviointikriteerit**Arvosana 1****Arvosana 1**

Opiskelija pystyy nimeämään ja arvioimaan oman viestintänsä ominaispiirteitä ja tunnistaa viestintäprosessin osatekijät.

Opiskelija osallistuu yhteisön vuorovaikutustilanteisiin, vastaanottaa ja antaa palautetta. Opiskelija tunnistaa yhteisöjen vuorovaikutustilanteiden ominaispiirteet.

Opiskelija tunnistaa viestintätaidot osana ammattitaitoaan.

Arvosana 3**Arvosana 3**

Opiskelija pystyy arvioimaan omaa viestintäosaamistaan ja muodostamaan viestinnällisiä kehittämistavoitteita. Opiskelija ymmärtää viestintätaitojen merkityksen ammatillisessa toiminnassa.

Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä tarkoituksenmukaisesti. Opiskelija toimii tavoitteellisesti alan vuorovaikutustilanteissa ja tuntee yhteisön sisäisen ja ulkoisen viestinnän merkityksen.

Opiskelija viestii asiantuntijana jäsentyneesti, ymmärrettävästi ja kiinnostavasti sekä kohdentaa viestinsä vastaanottajan ja tilanteen mukaisesti. Opiskelija perustelee näkemyksensä.

Opiskelija tiedostaa kulttuurien vaikutuksen viestintätilanteissa.

Arvosana 5

Arvosana 5

Opiskelija haluaa ja osaa kehittää viestinnän taitojaan osana omaa ammattitaitoaan sekä pystyy viestimään tarkoituksenmukaisesti, luovasti ja persoonallisesti suomalaisessa viestintäkulttuurissa.

Opiskelija kuuntelee, havainnoi ja tulkitsee viestejä analyttisesti ja pystyy mukauttamaan viestintäänsä tilanteen mukaan.

Opiskelija käyttää viestintätapoja luovasti ja hyödyntää viestintäkanavia tarkoituksenmukaisesti yhteisöjen sisäisissä ja ulkoisissa vuorovaikutustilanteissa.

Opiskelija viestii alansa asiantuntijana jäsentyneesti, ymmärrettävästi, vakuuttavasti ja kiinnostavasti. Opiskelija argumentoi vakuuttavasti.

Opiskelija tekee joustavasti yhteistyötä kulttuuritaustaltaan erilaisten ihmisten kanssa.

Opiskelija tukee muita viestintätilanteen osapuolia, luo rohkaisevan, luottamusta herättävän ja kannustavan viestinnän ilmapiirin.

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

SWE2RZ005 Svenska i hotell-, restaurang- och turismbranschen: 5 op

Osaamistavoitteet

Opintojakson suoritettuaan opiskelija

- osaa toimia ruotsin kielellä eri asiakas- ja vuorovaikutustilanteissa
- osaa käyttää ruotsin kieltä oman alan toimintaympäristössä.
- osaa tuottaa alalla tarvittavia yleisiä tekstejä ruotsiksi
- osaa esitellä yrityksen tuotteita ruotsiksi myyvällä ja asiakaslähtoisellä tavalla.
- osaa esitellä itsensä ja osaamisensa sekä kirjallisesti että suullisesti ruotsiksi

Sisältö

- Alan erilaiset asiakas- ja myyntipalvelutilanteet
- Gastronomista terminologiaa ja suomalaisesta keittiöstä kertomista/
- Matkailijan Suomi
- Alan yrityksen, sen toimintojen ja henkilökunnan esittely
- Työelämän tärkeimmät suulliset viestintätilanteet
- Alan ammatillisia tekstejä ja liikeviestintää

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojakson taso on B1. Opiskelijalla tulisi olla sellainen ruotsin kielen lähtötaso, jolla hän kykenee suoriutumaan opintojakson tavoitteista. Mikäli ruotsin tasotesti osoittaa heikompaa lähtötasoa, suositellaan vapaavalintaisen Träna svenska -opintojakson suorittamista.

Lisätiedot

Työelämäyhteydet:

Opintojakson sisällöt ovat työelämlähtöisiä ja -aiheisia.

Kansainvälisyys:

Opintojakson aihepiireissä tutustutaan pohjoismaisiin käytänteisiin, ja opiskelijaa rohkaistaan

lähtemään vaihtoon tai työharjoittelun Pohjoismaihin. Opiskelija oppii pohjoismaisessa kulttuurissa toimimisesta.

Osaamisvastaavat:

Arja Aktan-Helminen, Haaga

Anna Sarajas-Zino, Haaga

Toteuksen osaamisvastaava on toteutusta opettava opettaja, jonka nimen löydät lukujärjestyksestä.

Aikaisemmin hankitun osaamisen tunnistaminen ja tunnustaminen (AHOT):

- Mikäli sinulla on aikaisempia ruotsin korkeakouluopintoja, joita haluat hyväksilukea, ota hyvissä ajoin yhteyttä ennen toteutuksen alkua Haagan kampuksen opinto-ohjaajaasi.

- Mikäli koulusivistyskieleksi tai äidinkieleksi on ruotsi, ota hyvissä ajoin yhteyttä ennen toteutuksen alkua Anna Sarajas-Zinoon (anna.sarajas-zino@haaga-helia.fi)

Arviointikriteerit

Arvosana 1

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 1

Opiskelija osaa tuotoksessaan tyydyttävästi soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän osaa ammattikielen perusteita ja selviää helpoista asiakaspalvelu- ja myyntitilanteista. Tämän lisäksi hän pystyy tuottamaan yksinkertaisia liikeviestinnässä tarvittavia kirjallisia ja suullisia viestejä. Tämän opintojakson suoritettuaan opiskelija omaa julkisyhteisöjen henkilöstöltä vaadittavan tyydyttävän ruotsin kielen kirjallisen ja suullisen tason*.

*Opintojakson arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja opintojakson arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

Arvosana 3

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 3

Opiskelija osaa tuotoksessaan soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän hallitsee ammattikielen sekä asiakaspalvelu- ja myyntitilanteissa tarvittavat ilmaisut. Tämän lisäksi hän hallitsee liikeviestinnässä tarvittavat kirjalliset ja suulliset taidot.*

*Opintojakson arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja opintojakson arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

Arvosana 5

Arviointi

Opintojakso arvioidaan käyttäen asteikkoa kiitettävä (5), erittäin hyvä (4), hyvä (3), tyydyttävä (2), välttävä (1), hylätty (0). Arviointikriteerit on esitetty asteikolla 1 - 3 - 5.

Arvosana 5

Opiskelija osaa tuotoksessaan luontevasti ja monipuolisesti soveltaa ja hyödyntää osaamaansa sanastoa ja lauserakenteita. Hän hallitsee erittäin hyvin ammattikielen sekä asiakaspalvelu- ja myyntitilanteissa tarvittavat ilmaisut. Tämän lisäksi hän hallitsee erittäin hyvin liikeviestinnässä tarvittavat kirjalliset ja suulliset taidot.*

*Opintojakson arvosanat 4-5 antavat ruotsin kielestä hyvät taidot ja opintojakson arvosanat 1-3 tyydyttävät taidot julkisyhteisöjen henkilöstöltä vaadittavasta kielitaidosta (laki 424/2003).

Opintojaksoon sisältyy myös pakollisena oman oppimisen arviointi.

FIN1LF101 Finnish for Foreigners 1: 5 op**Osaamistavoitteet**

You manage orally in routine everyday situations, you know the elementary structures and vocabulary of Finnish language and you can write a short and simple text about yourself. You are familiar with the Finnish culture and customs related to the topics of the course. Your target level on the Common European Framework of Reference for Languages CEFR is A1.

Sisältö

- basics of pronunciation
- greetings, numbers and time expressions
- family
- weather
- everyday life
- basic structures and vocabulary for everyday needs
- basic culture elements

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No prerequisites.

Arviointikriteerit**Arvosana 1**

(Min. 40% competence level)

Developmental competence

Knowledge: Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills: Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence: In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

Arvosana 3

(Min. 70% competence level)
Functionally proficient

Knowledge: Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills: Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence: In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

(Min. 90% competence level)
Mastery

Knowledge: Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills; Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competence: In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

Hyväksytty, hylätty

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).

FIN1LF102 Finnish for Foreigners 2: 5 op

Osaamistavoitteet

Your capacity to talk has further developed, your command of the elementary structures has expanded and your vocabulary for everyday life situations has broadened. You are able to participate in everyday communication and read and write short texts in Finnish. You have gained language and culture basic skills to the extent that you are able to use the surrounding language environment to develop your language skills further. Your target level on the Common European Framework of Reference for Languages CEFR is A2.1.

Sisältö

pronunciation
housing
travelling
food and drink

professions and work
expressing place and direction
basic structures and vocabulary for everyday needs
basic culture elements

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Prerequisite: Finnish for Foreigners 1 or equivalent competence (about 5 cr of previous studies).

Lisätiedot

Course teacher(s)
Hanna Tani, Tuula Jäppinen

Arviointikriteerit**Arvosana 1**

Grade 1 (40 %)

Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.

Arvosana 3

Grade 3 (70 %)

Your knowledge of the language is good in view of the projected learning outcomes of the course.

Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Arvosana 5

Grade 5 (90%)

Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

Hyväksytty, hylätty

Students' performance is graded on the following scale: Excellent (5), Very good (4), Good (3), Satisfactory (2), Fair (1), Fail (0).

FIN2RZ001 Finnish for Hospitality and Tourism Industry: 3 op**FIN2RZ003 Basics of Finnish for Hospitality and Tourism: 5 op****FIN1RZ002 Finnish for working purposes 1: 3 op****FIN1RZ003 Finnish for working purposes 2: 3 op****OTHRZ-1002 Supporting modules: 45 op****SWE8HA001 Träna svenska: 2 op****Osaamistavoitteet**

Opintojakson tavoitteena on palauttaa mieleen ruotsin kielen keskeiset rakenteet, ja luoda edellytykset varsinaisten kieliopintojen aloittamiselle.

Sisältö

- Kieliopin keskeiset rakenteet
- Sanastoharjoituksia

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojakson taso on A2. Opiskelija jolla on ruotsin tasotestistä hylätty suoritus, ohjataan Träna svenska –opintojaksolle.

Lisätiedot

Opintojakson suoritettuaan opiskelija tunnistaa oman viestintäkuvansa ja osaa kehittää sitä.

Opintojakson aihepiireissä tutustutaan pohjoismaisiin käytänteisiin.

Osaamisvastaavat:

Arja Aktan-Helminen, Haaga

Anna Sarajas-Zino, Haaga

Toteuksen osaamisvastaava on toteutusta opettava opettaja, jonka nimen löydät lukujärjestyksestä.

YHT1PE006 Research and Development: 5 op**ANA001HH1AE Research and Development Skills: 5 op****Osaamistavoitteet**

After having completed this course or attained an equivalent competence level, the student Knows how to find relevant information as well as sources and critically assess the trustworthiness of information

Knows how to analytically describe the research process in the appropriate academic style and correctly refer to sources

- Knows how to use suitable methods for the collection and analysis of data concerning working life.
- Knows how to justify one's choices and make concrete and actionable development proposals.
- Knows how to apply ethical principles throughout the research and development process.

Arviointikriteerit

Arvosana 1

The student

- Is able to find sources necessary for development and research work.
- Is able to make a research and development plan.
- Recognizes different research methods and ethical questions related to research work.

Arvosana 3

The student

- Is able to choose and apply suitable methods for obtaining working life information.
- Can analyze information and data, and justify one's choices.
- Can describe the research process and concrete development proposals.

Arvosana 5

The student

- Is able to critically assess the reliability of information, analyses and research.
- Can apply ethical principles throughout one's research and development work.
- Is able to assess development proposals and their implementation in working life.

WOR1RZ004 Hospitality and Tourism Certifications (2020): 2 op

Osaamistavoitteet

Upon completion of the course, the student is able to:

- understand the rules and regulations of alcohol service in restaurants
- understand the importance of food hygiene in the hospitality industry. Student knows basics of microbiology, food poisoning, hygienic working methods, personal hygiene, cleaning, in-house control and legislation

Sisältö

Licensing Regulations [Licensing supervisor status]

- Hygiene Proficiency [Hygiene passport]

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No previous studies needed and no binding connections to other courses.

LAW1RZ003 Hospitality Law: 5 op

TOO1RZ004 Basics of Mathematics and Excel: 3 op

TOO1RZ005 Basic presentation Skills and tools: 3 op

LEARZ2-1002 Projects: 50 op

LEA1RZ002 Operational Project: 3 op

LEA1RZ003 Supervisory Project: 3 op

LEA2RZ005 Managerial Project: 5 op

TOU1ZL001 Tourism Destination Project 1: 3 op

TOU1ZL002 Tourism Destination Project 2: 3 op

TOU1ZL003 Tourism Destination Project 3: 2 op

TRA1ZL001 Travel Business Project 1: 3 op

TRA1ZL002 Travel Business Project 2: 3 op

TRA1ZL003 Travel Business Project 3: 2 op

PLARZ-1002 Work Placements: 45 op

PLA6RZ001 Work Placement 1: 15 op

PLA6RZ002 Work Placement 2: 15 op

PLA6RZ003 Work Placement 1: 5 op

PLA6RZ004 Work Placement 1: 5 op

PLA6RZ005 Work Placement 1: 5 op

PLA6RZ006 Work Placement 2: 5 op

PLA6RZ007 Work Placement 2: 5 op

PLA6RZ008 Work Placement 2: 5 op

THE7RZ001-1002 Thesis: 15 op

THE7HH801 Thesis Phase 1: 5 op

Osaamistavoitteet

Upon completion of the module, the student is able to

- Know different stages of the thesis process
- Know the aim of her/his thesis
- Search for information in a variety of reliable sources.
- Define the key concepts of her/his thesis.
- Create a realistic schedule for her/his thesis
- Know requirements and the basic structure of the thesis.
- plan a research-based development project outline.

Sisältö

- Thesis at Haaga-Helia
- Thesis process and progress in Konto
- Student's role and responsibilities during the thesis process
- Confidentiality in theses
- Content and extent of the thesis
- Content and extent of a research-based development project
- Source information search, reliable information and critical evaluation of them.
- Formal referencing
- Selection criteria for research and innovation methods
- Thesis reporting according to Haaga-Helia reporting guidelines
- Self management during the thesis process.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Studies specified by the degree programme

Arviointikriteerit**Arvosana 1**

See thesis assessment criteria in MyNet

Arvosana 3

See thesis assessment criteria in MyNet

Arvosana 5

See thesis assessment criteria in MyNet

Hyväksytty, hylätty

During the thesis process, progress is graded as pass/fail according to programme-specific objectives.

After the thesis evaluation process is completed, H for "pass" is replaced by the thesis grade.

To pass the module all assignments (incl. research based development project outline = thesis outline) must be submitted and approved.

Research based development project outline is uploaded in Konto and a thesis supervisor has approved it.

THE7HH802 Thesis Phase 2: 5 op**Osaamistavoitteet**

The student knows how to use relevant source material, apply suitable methods and follow reporting guidelines.

Sisältö

2/3 completed thesis, according to programme-specific guidelines and principles

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Thesis phase 1 completed

Arviointikriteerit**Arvosana 1**

See thesis assessment criteria in MyNet

Arvosana 3

See thesis assessment criteria in MyNet

Arvosana 5

See thesis assessment criteria in MyNet

Hyväksytty, hylätty

During the thesis process, progress is graded as pass/fail according to programme-specific objectives.

After the thesis evaluation process is completed, H for "pass" is replaced by the thesis grade.

THE7HH803 Thesis Phase 3: 5 op**Osaamistavoitteet**

The student finishes the thesis according to the Haaga-Helia guidelines and thesis schedule.

Sisältö

- finalizing the thesis
- publishing the thesis

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Thesis phases 1/3 and 2/3 completed. Phase 3/3 cannot be approved before the maturity exam and plagiarism check have been passed.

Arviointikriteerit**Arvosana 1**

See thesis assessment criteria in MyNet

Arvosana 3

See thesis assessment criteria in MyNet

Arvosana 5

See thesis assessment criteria in MyNet

Hyväksytty, hylätty

See thesis assessment criteria in MyNet

THE7HH804 Maturity Test: 0 op**Osaamistavoitteet**

The maturity examination is a learning experience which aims at helping the student polish his/her communication skills. Also, the aim is to present the proficiency of the student as well as the contents of the thesis.

The maturity test demonstrates the student's familiarity and expertise in the subject field of the thesis as well as language competency in Finnish or Swedish, as required in Finnish legislation (A1129/2014, § 8).

The language required for the maturity test is determined by the language the student studied as first language/mother tongue during secondary level education. The maturity test also serves as a demonstration of spoken and written competence in the language in question. The language of the maturity exam is also marked in the degree certificate.

Sisältö

In Haaga-Helia, the maturity test can take one of three forms, as agreed with the thesis advisor: an essay, an item for a staff newsletter or a media release. The maturity test is not the same as an exam answer.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The thesis is completed.

Lisätiedot

See instructions in MyNet

PASSHOTEM14-1002 Hospitality and Tourism Passports: 0 op**HYG1RZ001 Hygiene Proficiency: 0 op****ALC1RZ002-1002 Licensed premise responsible manager status: 0 op****ALC1RZ002A Alcohol passport: 0 op****HOTEM21-OTHHA Vapaa valintaiset: 15 op****BIG8RZ001 Basics of Coding for Hospitality and Tourism Business: 5 op****Osaamistavoitteet**

- understand the possibilities of coding
- be able to read website source code
- be able to communicate plans to coders
- perform market analysis and benchmarking
- understand the capabilities of AI

Sisältö

- website Design-HTML 5 and Java script
- AI & Machine Learning, e.g. Robotics
- business analysis & environment

- market research
- product service development

CUL8HA002 Intercultural Training: 3 op

Osaamistavoitteet

Upon completion of the course, the student

- can list basic definitions of intercultural competences
- understands the added value created by intercultural training
- understands how to use their intercultural experiences for their personal development and career advancement
- is able to represent Haaga-Helia and Finland in a professional and convincing manner
- can apply information learned from study abroad to remaining studies and share the information with fellow students

Sisältö

- Definitions and concepts of intercultural competence
- Understanding and appreciation of different cultural perspectives and values
- Learning about the destination country and its culture
- Formulation and completion of individual development plan
- Sharing and analyzing intercultural experiences focusing on hidden competences

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No previous studies needed. The student has to be selected to student exchange by Haaga-Helia before enrolling to the course.

Lisätiedot

The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

The course content focuses on intercultural issues.

Arviointikriteerit

Arvosana 1

Student can list basic definitions of intercultural competences. Student is able to give simple examples of cultural encounters affecting his/her experiences. Student recognizes the concept of hidden competences. Student defines the basic facts of the destination country and its culture. Student is able to present him/herself, Haaga-Helia and Finland.

Arvosana 3

Student can list various definitions and characteristics of intercultural competences. Student is able to give examples of cultural encounters and suggest alternative communication patterns. Student shows skills in applying the learned concept of hidden competences. Student is able to compare the destination culture with his/her own. Student is able to present him/herself, Haaga-Helia and Finland in a professional manner.

Arvosana 5

Student can list and describe various definitions and characteristics of intercultural competences. Student is able to give examples of cultural encounters and suggest alternative communication patterns and analyze them. Student shows skills in applying the learned concept of hidden

competences and utilizes the knowledge for his/her career advancement. Student is able to compare the destination culture with his/her own and analyze the differences and similarities. Student is able to present him/herself, Haaga-Helia and Finland in a professional and convincing manner.

CUL8RR001 Food and Culture: 6 op

CUL8RZ002 Intercultural Survival Course - case Finland: 2 op

Osaamistavoitteet

After completing the course, the student can

- identify the basic definitions of intercultural communication
- differentiate and examine own cultural background as a component of identity and gain deeper self-awareness
- recognise the impact of cultural background on human interaction and apply skills to tackle challenges in intercultural encounters
- associate intercultural competence as a continuous learning process
- list the main events and features of Finnish history and society
- use simple Finnish words and sentences in everyday situations

ENV8HA001 Responsible Business Management: 3 op

EXP1RZ005 Creating Transformative Experiences: 5 op

Osaamistavoitteet

Upon completion of the module, the student is able to

- know key concepts underpinning the creation of transformative experiences
- explain and map experience and transformation concepts; make concepts tangible
- provide guidelines and plans for implementation of transformative experiences
- apply experience and transformation frameworks to a real case/situation

Sisältö

- Key concepts of Transformational experiences
- Transformational experience tools and frameworks
- Dimensions of transformative experiences and their measurement
- Memorable Experience Design

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Recommended to be studied after the module Experience Economy in Hospitality and Tourism.

Lisätiedot

Course is viewed from the point of view of a company operating globally.

Arviointikriteerit

Arvosana 1

Grade 1

The student can interpret basic concepts of transformative experiences, and identify central tools for

creation of transformational experiences. S/he also apply experience tools in different stages of transformation with assistance. S/he can name various transformative experience related tools and understand their processes.

Arvosana 3**Grade 3**

The student can interpret and justify main concepts of transformative experiences and its central dimensions. She/can independently apply transformative experience tools in different stages of creating transformation. S/he can identify and estimate the usage of transformative experience related tools and apply them in practice.

Arvosana 5**Grade 5**

The student can draw conclusion and justify the usage of genealogy of transformative experience and its central concepts, and creating own transformative framework as an outcome of various tools. S/he can critically apply and manage transformative experience tools in a creation of different stages of transformation. S/he can analyze, estimate and apply different tools in practice and critically assess the outcome of it.

Hyväksytty, hylätty

The module is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

EXP8HA001 Haaga Student Competition Team: 5 op**Osaamistavoitteet**

On completion of the course, the student is able to

- know key trends effecting global hospitality and tourism business
- justify business decisions with the help of managerial accounting
- innovate new hospitality and tourism concepts and experiences for global markets
- develop and apply personal presentation skills in demanding circumstances
- actively contribute to the teamwork and expanding network

Sisältö

- Current business trends
- Managerial accounting
- Managing experience frameworks/modules
- Crafting and developing concepts
- Innovative marketing for global audience
- Personal and team leadership skills
- Operating and networking in global organizational context
- Specific themes based on the challenge provider

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No binding connections to other courses. The course is only offered to Haaga students.

Lisätiedot

Working life connections

The assignments and competitions involve work commissioned by external organizations.

Internationality

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied.

FIN8RZ001 Finnish for spoken situations in hospitality: 3 op**HOT1RL001 Accommodation Operations in Tourism Industry: 3 op****INT8HA001 Developing Intercultural Competence: 2 op****LEA8HR400 Managerial Hospitality Business Simulation Game: 5 op****LEA8RZ001 Leading Virtual Teams: 5 op****Osaamistavoitteet**

Upon completion of the module, the student is able to

- Understands the principles and shared objectives of group and teamwork and is able to work together with others in multidisciplinary virtual teams
- Facilitates teams and team work, especially communication in a virtual environment
- Is capable of collaborative learning and sharing knowledge in teams and working communities
- Takes responsibility of one's own actions and works according to the jointly agreed principles and methods
- Adopts an initiative and proactive approach to work and is capable of problem solving and decision making and respects diverse opinions and views and is able to accept constructive criticism

Sisältö

To achieve the learning objectives and assessment criteria level, the course specifically introduces methods and challenges in a network setting, with participants spread in a large geographical area.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

The student has successfully completed the Basic Studies (= the two first semester courses).

Lisätiedot

The course is available as a daytime course spring 2020

Arviointikriteerit**Arvosana 1**

The student

- has basic communication skills to support team work in a virtual environment
- can manage multicultural business communication situations
- can name basic concepts within the framework of leading virtual teams
- is familiar with some basic tools and technologies used in leading virtual teams
- understands the basics of the leading people in a virtual environment
- shows basic skills in building up motivational and productive virtual working environment

Arvosana 3

The student

- has good written communication skills and can relate to multidirectional exchange of ideas in a team setting
- shows ability to support and encourage team activities towards achieving goals and objectives

- can define and interpret concepts related to leading virtual teams
- uses basic tools and technologies in leading virtual teams
- understands how to lead people and teams in a virtual environment
- shows skills in building up motivational and productive virtual working environment

Arvosana 5

The student

- can deal with feedback and criticism, and also uses feedback in improving personal skills and qualities towards better performance in team setting
- has assumed a constructive and responsible role in team work
- supports and encourages problem solving and creative solutions to problems
- shows leadership and responsible behavior towards team and team members
- can implement and utilize all key concepts of leading virtual teams
- knows a variety of tools and technologies and is able to select the most suitable ones and use these in a professional way
- fully understands the elements of leading teams and is able to implement these in an excellent way when leading virtual teams
- shows excellent skills in building up motivational and productive virtual working environment

ORI1RZ400 Introduction to Experience Economy: 5 op**Osaamistavoitteet**

Upon completion of the module, the student is able to

- understands the hospitality and tourism industry and its main players
- know key concepts and definitions of experience economy
- know experience stakeholders
- understand complexity of experience management
- understand value and progression of value
- understand key conceptual models of experience in hospitality and tourism
- apply experience constructs to real cases
- complete basic experience project plan

Sisältö

- Key concepts of Experience Economy
- Value and the Progression of Value
- Experience realms
- THEME-ing process
- The Experience Pyramid

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

No previous studies needed and no binding connections to other modules

Lisätiedot

Course is viewed from the point of view of a company operating globally.

Arviointikriteerit**Arvosana 1**

The student can interpret basic genealogy of experiences, and identify central concepts relating to value and its progression. S/he also apply experience tools in different stages of experience with assistance. S/he can name various experience related tools and understand their processes.

Arvosana 3

The student can interpret and justify genealogy of experiences and its central concepts relating to value and its progression. She/can independently apply experience tools in different stages of experience. S/he can identify and estimate the usage of experience related tools and apply them in practice.

Arvosana 5

The student can draw conclusion and justify the usage of genealogy of experience and its central concepts. S/he can critically apply and manage experience tools in a creation of different stages of experience. S/he can analyze, estimate and apply different tools in practice and critically assess the outcome of it.

RES8HA003 Advanced Wine Course (3AMK): 5 op**RES8RZ003 World of Wines: 3 op****Osaamistavoitteet**

Upon successful completion of the course, the student

- understands the scope of and is capable of systematic tasting of wines
- understands environmental and human factors in the vineyard and winery which affect the style, quality and price of following wine types: red, white, sparkling and fortified wines
- knows the key factors affecting the style, quality and price of wines in the main wine producing countries and regions
- knows the key factors affecting the style, quality and price of wines made from the principal grape varieties in their most important production areas and regions

Sisältö

- Systematic Approach of Tasting of wines (WSET Level 2)
- Factors affecting the style, quality and price of wines (red, white, sparkling and fortified wines)
- Principal wine of most important wine producing countries and regions (red, white, sparkling and fortified wines)
- Most important wines made from the principal grape varieties used around the world (red and white wines)

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

None

Lisätiedot

This course is developed for any student who finds the world of wines interesting or useful in their career.

The course is a free-choice and directed to those students who's curriculum does not have any wine studies as compulsory topic. This rule excludes HOTRA and RUOKA students from the course. The course is evaluated on a scale excellent (5), very good (4), good (3), satisfactory (2), fair (1), fail (0). The assessment criteria is presented on a scale 1 - 3 - 5.

The course includes hospitality and tourism industry related assignments and case studies.

Course fee is 60 €

Arviointikriteerit**Arvosana 1**

The student can identify, list and repeat the main wine theory concepts and issues.
She/ he present only few arguments based on theoretical framework.
The student has ability to repeat facts but might have missing parts in his/her knowledge.
She/ he doesn't show particular interest towards learning about wine.

Arvosana 3

The student can apply the wine theory concepts and reflect those in text with good arguments.
She/he can combine the key theoretical concepts to the practical level (e.g. tasting notes) on a basic level.
The student shows interest in studying wines of the world.

Arvosana 5

The student can apply the wine theory concepts and reflect them into tasting notes.
She/he can combine the key theoretical concepts to the practical level (e.g. tasting notes) in proper manner.
Student applies sources with width and depth.
The student demonstrates advanced attitude and high interest in learning about the world of wines.

SOC1RZ002 Introduction to Hospitality and Tourism Business: 5 op**TKI8RZ001 Creativity and Innovation in Hospitality: 6 op****PLA8RZ001 Work Placement 3: 15 op**