

**Curriculum at LAB University of Applied Sciences  
2016-2017**

**Bachelor of Hospitality Management, full-time studies,  
Lappeenranta**

Code	Name	ECTS total
HOTRA16	Bachelor of Hospitality Management, full-time studies, Lappeenranta	210
<b>HOTRA16-1001</b>	<b>BASIC STUDIES</b>	<b>52</b>
<b>HOTRA16-1007</b>	<b>HOSPITALITY AND TOURISM SERVICES</b>	<b>10</b>
KMR0645	Basics in Tourism and Hospitality	5
KLI1047	Introduction to Business Economics	2
KMR0631	Legal Issues in Hospitality Business	3
<b>HOTRA16-1008</b>	<b>RESEARCH COMPETENCY AND IT TOOLS</b>	<b>12</b>
KMR0590	Orientation Studies and Project Management	3
KMR0482	Introduction to Information Systems	3
KMR0483	Office Tools	3
KMR0531	Business Mathematics	3
<b>HOTRA16-1009</b>	<b>PROFESSIONAL LANGUAGE AND COMMUNICATION STUDIES</b>	<b>30</b>
KSU0036H	Finnish Communication at Work	3
KLI1085	Developing Communication Skills	3
KRU0042H	Swedish Communication at Work	3
KRU0055	Public Administration Swedish, Spoken Skills	0
KRU0054	Public Administration Swedish, Written Skills	0
KRU0045	Swedish for Catering and Tourism	3
KEN0076H	English Communication at Work	3
KEN0070	Hospitality English	3
KEN0077	Tourism English	3
KMR0524	Intercultural Communication	3
KVE0027	Russian Language and Culture I	3
KVE0013	Russian Language and Culture II	3
<b>HOTRA16-1002</b>	<b>PROFESSIONAL STUDIES</b>	<b>82</b>
<b>HOTRA16-1010</b>	<b>MARKETING AND SELLING</b>	<b>18</b>
KMR0611	Basics of Marketing	3
KMR0532	Marketing Planning and Research	4
KMR0512	Customer Relations Management	3
KMR0533	Marketing Communications and Personal Selling	5
KMR0642	Business to Business Marketing	3

**HOTRA16-1011 RESTAURANT SERVICES 10**

KMR0534	Meal Production	5
KMR0535	Restaurant Services	2
KMR0650	Serving Legislation and Beverages	3

**HOTRA16-1012 HOTEL AND ACCOMMODATION OPERATIONS 9**

KMR0537	Service Processes in Accommodation Industry	6
KMR0648	Sales and Conference Services	3

**HOTRA16-1013 TOURISM BUSINESS AND EVENTS 9**

KMR0539	Event and Activity Management in Tourism	3
KMR0540	Destination Finland	3
KMR0581	Operational Environment and Distribution Routes in Tourism Industry	3

**HOTRA16-1014 LEADERSHIP AND ENTREPRENEURSHIP 17**

KMR0542	Management and Leadership	4
KMR0592	Human Resources Management	3
KMR0593	Strategic Management	4
KMR0594	Funding a Company	3
KMR0618	Planning Human Resources	3

**HOTRA16-1015 PROFITABLE BUSINESS OPERATION 10**

KMR0547	From Bookkeeping to Financial Statement	3
KMR0443	Costs Management and Profitability	4
KMR0549	Budgeting and Investments	3

**HOTRA16-1016 eBUSINESS 9**

KMR0625	Strategies and Channels	3
KMR0492	eBusiness Management	3
KMR0624	Networking and Social Media in Tourism	3

**HOTRA16-1003 SPECIALISATION OPTION/ADVANCED PROFESSIONAL STUDIES 16****HOTRA16-1017 DEVELOPMENT OF HOTEL AND ACCOMMODATION SERVICES 16**

KMR0511	Productisation and Product Development	3
KMR0644	Hotel Management	4
KMR0634	Development of Hotel's Auxiliary Services	3
KMR0643	Hotelli- ja majoituspalveluiden riskienhallinta	3
KMR0582	Hotel Simulation	3

**HOTRA16-1018 DEVELOPMENT OF RESTAURANT BUSINESS 16**

KMR0595	Managing Restaurant Functions	4
KMR0552	Planning and Organising Restaurant Functions	6
KMR0596	Facility Management	3
KMR0554	Conducting the Sales of Restaurants	3

**HOTRA16-1004 ELECTIVE STUDIES 15**

KVV0323	Basics of Work Life	3
KMR0617	Destination Development	3

KRU0039	Swedish Refresher Course	3
KES0012	Spanish Language and Culture I	3
KES0013	Spanish Language and Culture II	3
KVV0343	Security Course	2
KMR0216	Tourism in the Neighbouring Regions	3
KMR0633	Trends in Accommodation Industry	3
KMR0638	Hotel Systems in Managerial Duties	2
KMR0194	Drinks and Cocktails	3
KMR0451	Typical Elements of Beer and Wines	3
KVV0261	Adventure Cooking in Nature	3
KMR0577	Marriage of Food and Wine	3
KMR0653	Design Management	3
KVV0365	Story Telling	3
<b>HOTRA16-1005 PLACEMENT</b>		<b>30</b>
HOTRAPEHA01	Basic Placement 1	3
HOTRAPEHA02	Basic Placement 2	12
HOTRAAMHA	Professional Placement	15
<b>HOTRA16-1006 THESIS</b>		<b>15</b>
OTHOTLI	Bachelor's Thesis	15

**HOTRA16 Bachelor of Hospitality Management, full-time studies, Lappeenranta: 210 ECTS**

**HOTRA16-1001 BASIC STUDIES: 52 ECTS**

**HOTRA16-1007 HOSPITALITY AND TOURISM SERVICES: 10 ECTS**

**KMR0645 Basics in Tourism and Hospitality: 5 ECTS**

Learning outcomes

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**KLI1047 Introduction to Business Economics: 2 ECTS**

Learning outcomes

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**KMR0631 Legal Issues in Hospitality Business: 3 ECTS**

Learning outcomes

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**HOTRA16-1008 RESEARCH COMPETENCY AND IT TOOLS: 12 ECTS**

**KMR0590 Orientation Studies and Project Management: 3 ECTS**

**Learning outcomes**

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**KMR0482 Introduction to Information Systems: 3 ECTS**

**Learning outcomes**

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**KMR0483 Office Tools: 3 ECTS**

**Learning outcomes**

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**KMR0531 Business Mathematics: 3 ECTS**

**Learning outcomes**

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**HOTRA16-1009 PROFESSIONAL LANGUAGE AND COMMUNICATION STUDIES:  
30 ECTS**

**KSU0036H Finnish Communication at Work: 3 ECTS**

**Learning outcomes**

The student has a good command of the Finnish language in terms of grammar and style, a good command of the language of meetings and negotiations and the ability to write field-specific texts. Proficiency level C1-C2.

**KLI1085 Developing Communication Skills: 3 ECTS**

**Learning outcomes**

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**KRU0042H Swedish Communication at Work: 3 ECTS**

**Learning outcomes**

The student can communicate in Swedish in the most usual situations in working life and at leisure. Proficiency level B1.

## **KRU0055 Public Administration Swedish, Spoken Skills: 0 ECTS**

### **Learning outcomes**

The spoken Swedish language test of public administration is completed during the Swedish Communication at Work course.

## **KRU0054 Public Administration Swedish, Written Skills: 0 ECTS**

### **Learning outcomes**

The written Swedish language test of public administration is completed during the Swedish Communication at Work course.

## **KRU0045 Swedish for Catering and Tourism: 3 ECTS**

### **Learning outcomes**

Students are familiar with the basic skills required at work in Swedish, in addition, they can apply Swedish source material in pursuit of further information and are able to develop their skills in Swedish individually.

## **KEN0076H English Communication at Work: 3 ECTS**

### **Learning outcomes**

The student masters the basics of the industry-specific English language at work. Proficiency level B2.

## **KEN0070 Hospitality English: 3 ECTS**

### **Learning outcomes**

Students are able to use fluent spoken and written English in the hotel industry.

## **KEN0077 Tourism English: 3 ECTS**

### **Learning outcomes**

The student knows how to communicate both in spoken and written form in different customer service situations. He has a good command of the vocabulary needed in special fields of tourism like wellness and nature tourism.

## **KMR0524 Intercultural Communication: 3 ECTS**

### **Learning outcomes**

Students will be able to work with international business colleagues and partners without major cultural conflicts.

## **KVE0027 Russian Language and Culture I: 3 ECTS**

**Learning outcomes**

On completion of this course, students should have gained a command of elementary Russian.

**KVE0013 Russian Language and Culture II: 3 ECTS****Learning outcomes**

To learn basic Russian grammar and be able to communicate in central communication situations in hotel and restaurant business.

**HOTRA16-1002 PROFESSIONAL STUDIES: 82 ECTS****HOTRA16-1010 MARKETING AND SELLING: 18 ECTS****KMR0611 Basics of Marketing: 3 ECTS****Learning outcomes**

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**KMR0532 Marketing Planning and Research: 4 ECTS****Learning outcomes**

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**KMR0512 Customer Relations Management: 3 ECTS****Learning outcomes**

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**KMR0533 Marketing Communications and Personal Selling: 5 ECTS****Learning outcomes**

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**KMR0642 Business to Business Marketing: 3 ECTS****Learning outcomes**

The target of the course is that the students learn and understand the nature of the marketing and purchasing of business-to-business products and services, the main concepts and features of business-to-business marketing and how to create and maintain customer relationships in business-to-business environment.

**HOTRA16-1011 RESTAURANT SERVICES: 10 ECTS**

### **KMR0534 Meal Production: 5 ECTS**

#### **Learning outcomes**

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### **KMR0535 Restaurant Services: 2 ECTS**

#### **Learning outcomes**

Planning for restaurant business operations based on business idea, customer oriented service production, monitoring and evaluating for operations with key figures, quality of performances and materials management functions

### **KMR0650 Serving Legislation and Beverages: 3 ECTS**

#### **Learning outcomes**

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### **HOTRA16-1012 HOTEL AND ACCOMMODATION OPERATIONS: 9 ECTS**

### **KMR0537 Service Processes in Accommodation Industry: 6 ECTS**

#### **Learning outcomes**

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### **KMR0648 Sales and Conference Services: 3 ECTS**

#### **Learning outcomes**

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### **HOTRA16-1013 TOURISM BUSINESS AND EVENTS: 9 ECTS**

### **KMR0539 Event and Activity Management in Tourism: 3 ECTS**

#### **Learning outcomes**

Student recognizes types of events from the point of view of both participants and organizers.  
Student is familiar with activities, organizers of the activities and how to plan those customer oriented

### **KMR0540 Destination Finland: 3 ECTS**

#### **Learning outcomes**

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### **KMR0581 Operational Environment and Distribution Routes in Tourism Industry: 3 ECTS**

Learning outcomes

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**HOTRA16-1014 LEADERSHIP AND ENTREPRENEURSHIP: 17 ECTS**

**KMR0542 Management and Leadership: 4 ECTS**

Learning outcomes

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**KMR0592 Human Resources Management: 3 ECTS**

Learning outcomes

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**KMR0593 Strategic Management: 4 ECTS**

Learning outcomes

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**KMR0594 Funding a Company: 3 ECTS**

Learning outcomes

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**KMR0618 Planning Human Resources: 3 ECTS**

Learning outcomes

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**HOTRA16-1015 PROFITABLE BUSINESS OPERATION: 10 ECTS**

**KMR0547 From Bookkeeping to Financial Statement: 3 ECTS**

Learning outcomes

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**KMR0443 Costs Management and Profitability: 4 ECTS**

Learning outcomes

Ymmärtää sisäisen laskentatoimen merkitys matkailu-, majoitus- ja ravitsemisalalan taloussuunnittelussa, päätöksenteossa ja tarkkailussa. Hallita sisäisen laskentatoimen peruslaskelmat ja niiden analysointi. Perehtyä arvonlisäverotuksen perusteisiin.



### **KMR0549 Budgeting and Investments: 3 ECTS**

#### **Learning outcomes**

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### **HOTRA16-1016 eBUSINESS: 9 ECTS**

### **KMR0625 Strategies and Channels: 3 ECTS**

#### **Learning outcomes**

Students will learn basics of

- Digitalized word and digital channels
- basics of strategy thinking
- importance of strategies
- learn from cases

### **KMR0492 eBusiness Management: 3 ECTS**

#### **Learning outcomes**

The goal is to enhance the understanding of digital/e-business possibilities and Tourism Business integration.

To learn basics about digital tools management.

### **KMR0624 Networking and Social Media in Tourism: 3 ECTS**

#### **Learning outcomes**

To familiarise students with the basics of business networking and central concepts of cooperation and collaborative activity in tourism trade.

Introduces variety of networks and tools for networking.

Students will learn definition and content of social capital related to tourism.

Tools and analytics for building, managing and measuring social capital.

### **HOTRA16-1003 SPECIALISATION OPTION/ADVANCED PROFESSIONAL STUDIES: 16 ECTS**

### **HOTRA16-1017 DEVELOPMENT OF HOTEL AND ACCOMMODATION SERVICES: 16 ECTS**

### **KMR0511 Productisation and Product Development: 3 ECTS**

#### **Learning outcomes**

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## **KMR0644 Hotel Management: 4 ECTS**

### **Learning outcomes**

#### Learning Objectives

The student is able to describe the business concept of an accommodation company. She understands the operating environment of the accommodation industry as well as the related legalities in Finland. The student acts and understands the benefits of sales-oriented operative work and is able to work as a member of a hotel team. She is aware of the duties in typical of accommodation business, and observe required safety and quality standards.

## **KMR0634 Development of Hotel's Auxiliary Services: 3 ECTS**

### **Learning outcomes**

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## **KMR0643 Hotelli- ja majoituspalveluiden riskienhallinta: 3 ECTS**

### **Learning outcomes**

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## **KMR0582 Hotel Simulation: 3 ECTS**

### **Learning outcomes**

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## **HOTRA16-1018 DEVELOPMENT OF RESTAURANT BUSINESS: 16 ECTS**

## **KMR0595 Managing Restaurant Functions: 4 ECTS**

### **Learning outcomes**

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## **KMR0552 Planning and Organising Restaurant Functions: 6 ECTS**

### **Learning outcomes**

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## **KMR0596 Facility Management: 3 ECTS**

### **Learning outcomes**

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## **KMR0554 Conducting the Sales of Restaurants: 3 ECTS**

**Learning outcomes**

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**HOTRA16-1004 ELECTIVE STUDIES: 15 ECTS**

**KVV0323 Basics of Work Life: 3 ECTS**

**Learning outcomes**

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**KMR0617 Destination Development: 3 ECTS**

**Learning outcomes**

Aim for the course is to give overview from the tourism destinations and what could make them succesful. Students will be given knowledge from the key issues of destination eg. destination attractions and elements, stakeholders and operators (public and commercial) development and management issues

**KRU0039 Swedish Refresher Course: 3 ECTS**

**Learning outcomes**

Managing basic structures and vocabulary of the Swedish language.

**KES0012 Spanish Language and Culture I: 3 ECTS**

**Learning outcomes**

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**KES0013 Spanish Language and Culture II: 3 ECTS**

**Learning outcomes**

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**KVV0343 Security Course: 2 ECTS**

**Learning outcomes**

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**KMR0216 Tourism in the Neighbouring Regions: 3 ECTS**

**Learning outcomes**

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**KMR0633 Trends in Accommodation Industry: 3 ECTS**

Learning outcomes

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**KMR0638 Hotel Systems in Managerial Duties: 2 ECTS**

Learning outcomes

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**KMR0194 Drinks and Cocktails: 3 ECTS**

Learning outcomes

To learn to know the functions, machinery, tools and equipment of a modern bar. To learn how to mix different cocktails, both classics and latest trends. Learn to develop new drinks and cocktails for certain customer segment.

**KMR0451 Typical Elements of Beer and Wines: 3 ECTS**

Learning outcomes

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**KVV0261 Adventure Cooking in Nature: 3 ECTS**

Learning outcomes

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**KMR0577 Marriage of Food and Wine: 3 ECTS**

Learning outcomes

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**KMR0653 Design Management: 3 ECTS**

Learning outcomes

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**KVV0365 Story Telling: 3 ECTS**

Learning outcomes

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**HOTRA16-1005 PLACEMENT: 30 ECTS**

**HOTRAPEHA01 Basic Placement 1: 3 ECTS**

Learning outcomes

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**HOTRAPEHA02 Basic Placement 2: 12 ECTS**

Learning outcomes

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**HOTRAAMHA Professional Placement: 15 ECTS**

Learning outcomes

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**HOTRA16-1006 THESIS: 15 ECTS**

**OTHOTLI Bachelor's Thesis: 15 ECTS**

Learning outcomes

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