# Curriculum at LAB University of Applied Sciences 2017-2018

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

Code	Name	ECTS total
HOTRA17	Bachelor of Hospitality Management, full-time studies, Lappeenranta	210
HOTRA17-1001	BASIC STUDIES	52
HOTRA17-1007	HOSPITALITY AND TOURISM SERVICES	10
KMR0645	Basics in Tourism and Hospitality	5
KLI1047	Introduction to Business Economics	2
KMR0631	Legal Issues in Hospitality Business	3
HOTRA17-1008	RESEARCH COMPETENCY AND IT TOOLS	12
KMR0590	Orientation Studies and Project Management	3
KMR0482	Introduction to Information Systems	3
KMR0483	Office Tools	3
KMR0531	Business Mathematics	3
HOTRA17-1009	PROFESSIONAL LANGUAGE AND COMMUNICATION STUDIES	30
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
KIVE0002	Russian 1	2
KIVE0004	Russian 2	2
KIVE0006	Venäjä/Russian 3	2
HOTRA17-1002	PROFESSIONAL STUDIES	82
HOTRA17-1010	MARKETING AND SELLING	18
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
HOTRA17-1011	RESTAURANT SERVICES	10
KMR0534	Meal Production	5
KMR0535	Restaurant Services	2
KMR0580	Serving Legislation and Beverages	3
HOTRA17-1012	HOTEL AND ACCOMMODATION OPERATIONS	9
KMR0537	Service Processes in Accommodation Industry	6
KMR0648	Sales and Conference Services	3
HOTRA17-1013	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
HOTRA17-1014	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
HOTRA17-1015	PROFITABLE BUSINESS OPERATION	10
KMR0547	From Bookkeeping to Financial Statement	3
KMR0443	Costs Management and Profitability	4
KMR0549	Budgeting and Investments	3
HOTRA17-1016	eBUSINESS	9
KMR0625	Strategies and Channels	3
KMR0492	eBusiness Management	3
KMR0624	Networking and Social Media in Tourism	3
HOTRA17-1003	SPECIALISATION OPTION/ADVANCED PROFESSIONAL STUDIES	16
HOTRA17-1017	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
HOTRA17-1018	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
HOTRA17-1004	ELECTIVE STUDIES	15
KVV0364	Travel Industry Safety Passport	1

Security Course	2	
Destination Development	3	
Swedish Refresher Course	3	
Tourism in the Neighbouring Regions	3	
Drinks and Cocktails	3	
Typical Elements of Beer and Wines	3	
Adventure Cooking in Nature	3	
Marriage of Food and Wine	3	
Trends in Accommodation Industry	3	
Hotel Systems in Managerial Duties	2	
Espanja/Spanish 2	2	
Espanja/Spanish 1	2	
PLACEMENT	30	
Basic Placement 1	3	
Basic Placement 2	12	
Professional Placement	15	
HOTRA17-1006 THESIS		
Thesis Process	1	
Thesis Methods	1	
Opinnäytetyötekstin tuottaminen	1	
Thesis Plan and Seminars	4	
Thesis Implementation and Report	8	
	Destination Development Swedish Refresher Course Tourism in the Neighbouring Regions Drinks and Cocktails Typical Elements of Beer and Wines Adventure Cooking in Nature Marriage of Food and Wine Trends in Accommodation Industry Hotel Systems in Managerial Duties Espanja/Spanish 2 Espanja/Spanish 1 PLACEMENT Basic Placement 1 Basic Placement 2 Professional Placement THESIS Thesis Process Thesis Methods Opinnäytetyötekstin tuottaminen Thesis Plan and Seminars	

HOTRA17 Bachelor of Hospitality Management, full-time studies, Lappeenranta: 210 ECTS

# HOTRA17-1001 BASIC STUDIES: 52 ECTS

HOTRA17-1007 HOSPITALITY AND TOURISM SERVICES: 10 ECTS

KMR0645 Basics in Tourism and Hospitality: 5 ECTS

Learning outcomes

# KLI1047 Introduction to Business Economics: 2 ECTS

Learning outcomes

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# KMR0631 Legal Issues in Hospitality Business: 3 ECTS

Learning outcomes

# HOTRA17-1008 RESEARCH COMPETENCY AND IT TOOLS: 12 ECTS

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

Learning outcomes

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

Learning outcomes

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# KMR0483 Office Tools: 3 ECTS

Learning outcomes

#### KMR0531 Business Mathematics: 3 ECTS

Learning outcomes

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# HOTRA17-1009 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 writefield-specific texts. Proficiency levell 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 cancommunicate in Swedish in the most usual situations in working life and at leisure.Proficiency levet B1.

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

#### Learning outcomes

Thespoken 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 studentmasters the basics of the industry-specific English language at work. Proficiency levet 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.

# KIVE0002 Russian 1: 2 ECTS

Learning outcomes

#### KIVE0004 Russian 2: 2 ECTS

Learning outcomes

#### KIVE0006 Venäjä/Russian 3: 2 ECTS

Learning outcomes

# HOTRA17-1002 PROFESSIONAL STUDIES: 82 ECTS

#### HOTRA17-1010 MARKETING AND SELLING: 18 ECTS

#### KMR0611 Basics of Marketing: 3 ECTS

Learning outcomes

#### KMR0532 Marketing Planning and Research: 4 ECTS

Learning outcomes

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# KMR0512 Customer Relations Management: 3 ECTS

Learning outcomes

# 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.

# HOTRA17-1011 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

#### KMR0580 Serving Legislation and Beverages: 3 ECTS

Learning outcomes

# HOTRA17-1012 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

# HOTRA17-1013 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

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

Learning outcomes

#### HOTRA17-1014 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

KMR0593 Strategic Management: 4 ECTS

Learning outcomes

#### KMR0594 Funding a Company: 3 ECTS

Learning outcomes

# KMR0618 Planning Human Resources: 3 ECTS

Learning outcomes

# HOTRA17-1015 PROFITABLE BUSINESS OPERATION: 10 ECTS

# KMR0547 From Bookkeeping to Financial Statement: 3 ECTS

Learning outcomes

# KMR0443 Costs Management and Profitability: 4 ECTS

#### Learning outcomes

Ymmärtää sisäisen laskentatoimen merkitys matkailu-, majoitus- ja ravitsemisalan 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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# HOTRA17-1016 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
- learnign from cases

# KMR0492 eBusiness Management: 3 ECTS

#### Learning outcomes

The goal is to enchange 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.

# HOTRA17-1003 SPECIALISATION OPTION/ADVANCED PROFESSIONAL STUDIES: 16 ECTS

# HOTRA17-1017 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 aswell 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

# KMR0643 Hotelli- ja majoituspalveluiden riskienhallinta: 3 ECTS

Learning outcomes

#### KMR0582 Hotel Simulation: 3 ECTS

Learning outcomes

#### HOTRA17-1018 DEVELOPMENT OF RESTAURANT BUSINESS: 16 ECTS

#### KMR0595 Managing Restaurant Functions: 4 ECTS

Learning outcomes

# KMR0552 Planning and Organising Restaurant Functions: 6 ECTS

#### Learning outcomes

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#### KMR0596 Facility Management: 3 ECTS

Learning outcomes

# KMR0554 Conducting the Sales of Restaurants: 3 ECTS

Learning outcomes

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#### HOTRA17-1004 ELECTIVE STUDIES: 15 ECTS

#### KVV0364 Travel Industry Safety Passport: 1 ECTS

Learning outcomes

#### KVV0343 Security Course: 2 ECTS

Learning outcomes

#### **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.

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

Learning outcomes

#### KMR0194 Drinks and Cocktails: 3 ECTS

#### Learning outcomes

To learn to know the functions, machinery, tools and equipment of a modern bar. To learnhow to mix

different cocktails, both classics and latest treds. Learn to develop new drinks and cocktails for certain cusotmer segment.

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

Learning outcomes

KVV0261 Adventure Cooking in Nature: 3 ECTS

Learning outcomes

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KMR0577 Marriage of Food and Wine: 3 ECTS

Learning outcomes

KMR0633 Trends in Accommodation Industry: 3 ECTS

Learning outcomes

KMR0638 Hotel Systems in Managerial Duties: 2 ECTS

Learning outcomes

#### KIES0002 Espanja/Spanish 2: 2 ECTS

Learning outcomes

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KIES0001 Espanja/Spanish 1: 2 ECTS

Learning outcomes

# HOTRA17-1005 PLACEMENT: 30 ECTS

# **HOTRAPEHA01 Basic Placement 1: 3 ECTS**

Learning outcomes

# **HOTRAPEHA02 Basic Placement 2: 12 ECTS**

Learning outcomes

**HOTRAAMHA Professional Placement: 15 ECTS** 

Learning outcomes

HOTRA17-1006 THESIS: 15 ECTS

KMR0689 Thesis Process: 1 ECTS

Learning outcomes

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KMR0690 Thesis Methods: 1 ECTS

Learning outcomes

KMR0691 Opinnäytetyötekstin tuottaminen: 1 ECTS

Learning outcomes

KLI1436 Thesis Plan and Seminars: 4 ECTS

Learning outcomes

**KLI1437 Thesis Implementation and Report: 8 ECTS** 

Learning outcomes