

**Curriculum at LAB University of Applied Sciences  
2018-2019**

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

Code	Name	ECTS total
HOTRA18	Bachelor of Hospitality Management, full-time studies, Lappeenranta	210
<b>HOTRA18-1001</b>	<b>BASIC STUDIES</b>	<b>56</b>
<b>HOTRA18-1002</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>HOTRA18-1003</b>	<b>RESEARCH COMPETENCY AND IT TOOLS</b>	<b>17</b>
KMR0590	Orientation Studies and Project Management	3
KLI1374	Digital Tools to Start with Your Studies	4
KMR0483	Office Tools	3
KMR0531	Business Mathematics	3
KLI1213	Research Methods	4
<b>HOTRA18-1004</b>	<b>PROFESSIONAL LANGUAGE AND COMMUNICATION STUDIES</b>	<b>29</b>
KISU0011	Written Finnish Communication at Work	2
KISU0010	Spoken Finnish Communication at Work	3
KIRU0004	Swedish at Work (Tourism)	2
KRU0055	Public Administration Swedish, Spoken Skills	0
KRU0054	Public Administration Swedish, Written Skills	0
KIRU0014	Business Swedish 1	3
KIEN0007	English for Professional Development (Tourism)	4
KIEN0013	Meetings and Discussions	3
KIEN0014	Business Writing	3
KMR0524	Intercultural Communication	3
KIVE0016	Venäjälä/Russian 1	2
KIVE0017	Venäjälä/Russian 2	2
KIVE0006	Venäjälä/Russian 3	2
<b>HOTRA18-1005</b>	<b>PROFESSIONAL STUDIES</b>	<b>78</b>
<b>HOTRA18-1006</b>	<b>MARKETING AND SELLING</b>	<b>14</b>
KMR0611	Basics of Marketing	3
KMR0512	Customer Relations Management	3
KMR0533	Marketing Communications and Personal Selling	5

KMR0642	Business to Business Marketing	3
<b>HOTRA18-1007</b>	<b>RESTAURANT SERVICES</b>	<b>10</b>
KMR0534	Meal Production	5
KMR0535	Restaurant Services	2
KMR0580	Serving Legislation and Beverages	3
<b>HOTRA18-1008</b>	<b>HOTEL AND ACCOMMODATION OPERATIONS</b>	<b>9</b>
KMR0537	Service Processes in Accommodation Industry	6
KMR0648	Sales and Conference Services	3
<b>HOTRA18-1009</b>	<b>TOURISM BUSINESS AND EVENTS</b>	<b>9</b>
KMR0539	Event and Activity Management in Tourism	3
KMR0540	Destination Finland	3
KMR0581	Operational Environment and Distribution Routes in Tourism Industry	3
<b>HOTRA18-1010</b>	<b>LEADERSHIP AND ENTREPRENEURSHIP</b>	<b>17</b>
KMR0542	Management and Leadership	4
KMR0592	Human Resources Management	3
KMR0593	Strategic Management	4
KMR0594	Funding a Company	3
KMR0618	Planning Human Resources	3
<b>HOTRA18-1011</b>	<b>PROFITABLE BUSINESS OPERATION</b>	<b>10</b>
KMR0547	From Bookkeeping to Financial Statement	3
KMR0443	Costs Management and Profitability	4
KMR0549	Budgeting and Investments	3
<b>HOTRA18-1012</b>	<b>eBUSINESS</b>	<b>9</b>
KMR0625	Strategies and Channels	3
KMR0492	eBusiness Management	3
KMR0624	Networking and Social Media in Tourism	3
<b>HOTRA18-1013</b>	<b>SPECIALISATION OPTION/ADVANCED PROFESSIONAL STUDIES</b>	<b>16</b>
<b>HOTRA18-1014</b>	<b>DEVELOPMENT OF HOTEL AND ACCOMMODATION SERVICES</b>	<b>16</b>
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
<b>HOTRA18-1015</b>	<b>DEVELOPMENT OF RESTAURANT BUSINESS</b>	<b>16</b>
KMR0595	Managing Restaurant Functions	4
KMR0552	Planning and Organising Restaurant Functions	6
KMR0596	Facility Management	3
KMR0554	Conducting the Sales of Restaurants	3
<b>HOTRA18-1016</b>	<b>ELECTIVE STUDIES</b>	<b>15</b>
KMA0085	Introduction to Mathematics	3

KIRU0008	Swedish Prep Course	3
KIRU0015	Business Swedish 2	3
KIEN0018	English Pronunciation	1
KMR0617	Destination Development	3
KMR0216	Tourism in the Neighbouring Regions	3
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
KMR0633	Trends in Accommodation Industry	3
KMR0638	Hotel Systems in Managerial Duties	2
<b>HOTRA18-1018 PLACEMENT</b>		<b>30</b>
HOTRAPEHA01	Basic Placement 1	3
HOTRAPEHA02	Basic Placement 2	12
HOTRAAMHA	Professional Placement	15
<b>HOTRA18-1020 THESIS</b>		<b>15</b>
AO00BU39	Thesis planning	5
AO00BU40	Thesis project	5
AO00BU41	Thesis report	5

**HOTRA18 Bachelor of Hospitality Management, full-time studies, Lappeenranta: 210 ECTS**

**HOTRA18-1001 BASIC STUDIES: 56 ECTS**

**HOTRA18-1002 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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## **HOTRA18-1003 RESEARCH COMPETENCY AND IT TOOLS: 17 ECTS**

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

#### **Learning outcomes**

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### **KLI1374 Digital Tools to Start with Your Studies: 4 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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### **KLI1213 Research Methods: 4 ECTS**

#### **Learning outcomes**

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## **HOTRA18-1004 PROFESSIONAL LANGUAGE AND COMMUNICATION STUDIES: 29 ECTS**

### **KISU0011 Written Finnish Communication at Work: 2 ECTS**

#### **Learning outcomes**

Proficiency level: C2

The student masters Finnish language as a mother tongue in all professional written communication situations.

### **KISU0010 Spoken Finnish Communication at Work: 3 ECTS**

#### **Learning outcomes**

The student masters the basics of the industry-specific Finnish language at work

## **KIRU0004 Swedish at Work (Tourism): 2 ECTS**

### **Learning outcomes**

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

## **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.

## **KIRU0014 Business Swedish 1: 3 ECTS**

### **Learning outcomes**

Level: B1-B2

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.

## **KIEN0007 English for Professional Development (Tourism): 4 ECTS**

### **Learning outcomes**

Students are able to communicate clearly and effectively in different generic and field-specific work place situations both orally and in writing: find, evaluate and use information effectively and function collaboratively in international working environments..

## **KIEN0013 Meetings and Discussions: 3 ECTS**

### **Learning outcomes**

Students are able to communicate fluently in meetings, negotiations and discussions and they are familiar with meeting documents and proceedings.

## **KIEN0014 Business Writing: 3 ECTS**

### **Learning outcomes**

Proficiency level: B2-C1

Students are able to produce effective business documents using appropriate genres and styles. They can use standard business document templates and apply the terminology used in most

common business documents.

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

#### **Learning outcomes**

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

### **KIVE0016 Venäjä/Russian 1: 2 ECTS**

#### **Learning outcomes**

Proficiency level: A1

Students are able to use basic structures, vocabulary and polite phrases needed in everyday communication.

### **KIVE0017 Venäjä/Russian 2: 2 ECTS**

#### **Learning outcomes**

Proficiency level: A1

Students are able to

- expand the vocabulary they use in everyday situations,
- know the basic Russian grammatical structures and
- apply different features of Russian culture in various communication situations.

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

#### **Learning outcomes**

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### **HOTRA18-1005 PROFESSIONAL STUDIES: 78 ECTS**

### **HOTRA18-1006 MARKETING AND SELLING: 14 ECTS**

### **KMR0611 Basics of Marketing: 3 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.

### **HOTRA18-1007 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**

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### **HOTRA18-1008 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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**HOTRA18-1009 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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**HOTRA18-1010 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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## **HOTRA18-1011 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 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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## **HOTRA18-1012 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.

### **HOTRA18-1013 SPECIALISATION OPTION/ADVANCED PROFESSIONAL STUDIES: 16 ECTS**

### **HOTRA18-1014 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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### **HOTRA18-1015 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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**HOTRA18-1016 ELECTIVE STUDIES: 15 ECTS**

**KMA0085 Introduction to Mathematics: 3 ECTS**

**Learning outcomes**

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**KIRU0008 Swedish Prep Course: 3 ECTS**

**Learning outcomes**

Proficiency level: B1

The student is able to speak and write grammatically and phonetically correct Swedish.

**KIRU0015 Business Swedish 2: 3 ECTS**

**Learning outcomes**

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**KIEN0018 English Pronunciation: 1 ECTS**

**Learning outcomes**

Students are able to pronounce English clearly and easily.

**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

### **KMR0216 Tourism in the Neighbouring Regions: 3 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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### **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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### **HOTRA18-1018 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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**HOTRA18-1020 THESIS: 15 ECTS**

**AO00BU39 Thesis planning: 5 ECTS**

**AO00BU40 Thesis project: 5 ECTS**

**AO00BU41 Thesis report: 5 ECTS**