

**Curriculum at LAB University of Applied Sciences  
2020-2021**

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

Code	Name	1 y	2 y	3 y	4 y	ECTS total
<b>HOMA20SLPR-1001 BASIC STUDIES</b>						<b>60</b>
<b>HOMA20SLPR-1002 BASICS OF HOTEL, RESTAURANT AND TOURISM SERVICES</b>						<b>18</b>
KMR0605	Hotel Operations	5				5
KMR0606	Restaurant Functions	5				5
KMR0497	Basics of Tourism	3				3
KMR0607	Basics of Business	5				5
<b>HOMA20SLPR-1003 OPERATIONAL TOOLS</b>						<b>13</b>
KMR0610	Orientation and Project Skills	4				4
KMA0117	Business Mathematics		3			3
KLI1146	Basic IT Tools	3				3
KLI1147	IT Tools for Business	3				3
<b>HOMA20SLPR-1004 COMMUNICATION SKILLS</b>						<b>23</b>
KIEN0007	English for Professional Development (Tourism)	4				4
KIEN0014	Business Writing		3			3
KIEN0015	Effective Presentations	2				2
KIKU0002	Intercultural Communication and Management		4			4
KSU0070	Finnish Culture and Language 1	5				5
KSU0071	Finnish Culture and Language 2	5				5
KISU0010	Spoken Finnish Communication at Work	3				3
KISU0011	Written Finnish Communication at Work	2				2
KR00BU42	Swedish for work, spoken	1				1
KR00BU43	Swedish for work, written	1				1
KIRU0014	Business Swedish 1	3				3
<b>HOMA20SLPR-1005 ELECTIVE LANGUAGE</b>						<b>6</b>
<b>HOMA20SLPR-1006 PROFESSIONAL STUDIES</b>						<b>90</b>
<b>HOMA20SLPR-1007 MANAGEMENT ACCOUNTING</b>						<b>10</b>
KMR0420	Cost and Profitability Accounting		4			4
KMR0608	Budgeting and Investments		3			3
KMR0426	Analysis of Financial Statement			3		3
<b>HOMA20SLPR-1008 MANAGING PEOPLE AND ORGANISATIONS</b>						<b>12</b>

KTE1634	Management and Leadership		3			3
KLI0353	Human Resource Management		3			3
KVV0309	Entrepreneurship and Business Plan			3		3
AL00CC61	Strategic Management and Hotel Simulation					0
<b>HOMA20SLPR-1009 MARKETING</b>						<b>25</b>
KLI1255	Principles of Marketing	3				3
KMR0612	Marketing Communications and Sales		5			5
KMR0516	Planning Marketing		3			3
KMR0613	Marketing Research and Research Methods		5			5
KMR0642	Business to Business Marketing			3		3
KMR0615	Productisation and Product Development			3		3
KLI1053	Managing Customer Relationship			3		3
<b>HOMA20SLPR-1010 eBUSINESS</b>						<b>9</b>
KMR0625	Strategies and Channels		3			3
KMR0492	eBusiness Management		3			3
KMR0624	Networking and Social Media in Tourism			3		3
<b>HOMA20SLPR-1011 HOTEL BUSINESS</b>						<b>10</b>
KMR0574	Meetings and Banqueting	3				3
KMR0410	Revenue Management		3			3
KMR0644	Hotel Management			4		4
<b>HOMA20SLPR-1012 RESTAURANT BUSINESS</b>						<b>12</b>
KMR0567	Restaurant Sales and Services	4				4
KMR0566	International Restaurants and Cuisines		4			4
KMR0599	Restaurant Management			4		4
<b>HOMA20SLPR-1013 TOURISM BUSINESS</b>						<b>12</b>
KMR0437	Event Tourism		3			3
KMR0617	Destination Development		3			3
KMR0519	Visions of the Future and Global Travelling			3		3
KMR0647	Activities in Tourism			3		3
<b>HOMA20SLPR-1014 ADVANCED PROFESSIONAL STUDIES</b>						<b>0</b>
<b>HOMA20SLPR-1015 ELECTIVE STUDIES</b>						<b>15</b>
KMR0585	Labour Legislation in Finland	2				2
KVV0286	The Use and Service of Alcoholic Beverages	3				3
KP00BX57	Espanja/Spanish 1	2				2
KP00BX58	Espanja/Spanish 2	2				2
KP00BX59	Espanja/Spanish 3					0
KISA0001	Saksa/German 1	2				2
KISA0003	Saksa/German 2	2				2
KD00BX46	Saksa/German 3					0
KIVE0016	Venäjä/Russian 1		2			2

KIVE0017	Venäj�/Russian 2		2			2
KIFI0003	Finnish for Working Life		5			5
KIRU0008	Swedish Prep Course	3				3
KR00BZ43	Business Swedish 2		3			3
<b>HOMA20SLPR-1016 PLACEMENT</b>						<b>30</b>
HOMAPEHA01	Basic Placement 1	3				3
HOMAPEHA02	Basic Placement 2		12			12
HOMAAMHA	Professional Placement			15		15
<b>HOMA20SLPR-1017 THESIS</b>						<b>15</b>
KLI1433	Thesis Process			1,5		1,5
KLI1434	Thesis Methods			1,5		1,5
KLI1402	Thesis Plan and Seminars			4		4
KLI1403	Thesis Implementation and Report			4	4	8

## **HOMA20SLPR-1001 BASIC STUDIES: 60 ECTS**

### **HOMA20SLPR-1002 BASICS OF HOTEL, RESTAURANT AND TOURISM SERVICES: 18 ECTS**

#### **KMR0605 Hotel Operations: 5 ECTS**

##### **Learning outcomes**

To understand the structure of accommodation business and to learn how a hotel is functioning. The student learns the work of a hotel receptionist and learns to use a PMS system.

#### **KMR0606 Restaurant Functions: 5 ECTS**

##### **Learning outcomes**

Student understand different business ideas and types for restaurant and understand the relationship between market, concept and menu

#### **KMR0497 Basics of Tourism: 3 ECTS**

##### **Learning outcomes**

The objective of the course is that a student will get acquainted with travel and tourism as a global, multi-form industry: one will be familiar with basic definitions and with the travel and tourism cluster, being able to understand different occupations

#### **KMR0607 Basics of Business: 5 ECTS**

##### **Learning outcomes**

The goal for the student is to acquire an overall view of business operations in a company. The student should understand the differences and similarities of doing business in tourism and

hospitality and in other fields of business.

## **HOMA20SLPR-1003 OPERATIONAL TOOLS: 13 ECTS**

### **KMR0610 Orientation and Project Skills: 4 ECTS**

#### **Learning outcomes**

The student knows the structure and learning methods of his own degree programme and operations of LAB as an entity. He knows about placement and internationalization possibilities of LAB and recognizes how he can develop his competences and create his own study path. The student knows how he is guided in his studies in its different phases. He has got to know his own study group and has found his place in it.

The student knows the basics about project management and project-based learning as well as teamwork.

### **KMA0117 Business Mathematics: 3 ECTS**

#### **Learning outcomes**

The goal for the student is to acquire the solving skills of mathematical problems needed in working life. The student should understand the applications of business mathematics and their special mathematical characteristics. The most common and therefore the most important topics should be learnt so well that student can handle them always. The other topics should be recognized and they should be solved with additional information after the course.

### **KLI1146 Basic IT Tools: 3 ECTS**

#### **Learning outcomes**

The student masters PowerPoint and Excel versatily and understands to take into account the purpose of use.

### **KLI1147 IT Tools for Business: 3 ECTS**

#### **Learning outcomes**

Student will learn to manage business calculations and data with office tools. Student can calculate business tasks with spreadsheets. Student can insert, manage and search business data with database tools.

## **HOMA20SLPR-1004 COMMUNICATION SKILLS: 23 ECTS**

### **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..

## **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.

## **KIEN0015 Effective Presentations: 2 ECTS**

### **Learning outcomes**

Proficiency level: B2-C1

Students are able to prepare more effectively for a presentation, be more confident in front of a group of people, and develop the skills to engage and persuade an audience. They will also learn how to plan, develop, and deliver an effective and persuasive presentation by using variable delivery techniques..

## **KIKU0002 Intercultural Communication and Management: 4 ECTS**

### **Learning outcomes**

Students are able to understand and tolerate cultural differences and their impact especially on business cultures. They learn to analyze cultures and cultural differences in management styles theoretically, and learn how to live and work as global citizens in diverse working environments.

## **KSU0070 Finnish Culture and Language 1: 5 ECTS**

### **Learning outcomes**

The student can speak and write Finnish in everyday situations.

## **KSU0071 Finnish Culture and Language 2: 5 ECTS**

### **Learning outcomes**

The student can manage in everyday situations in Finnish.

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

### **Learning outcomes**

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

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

**KR00BU42 Swedish for work, spoken: 1 ECTS**

**KR00BU43 Swedish for work, written: 1 ECTS**

**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.

**HOMA20SLPR-1005 ELECTIVE LANGUAGE: 6 ECTS**

**HOMA20SLPR-1006 PROFESSIONAL STUDIES: 90 ECTS**

**HOMA20SLPR-1007 MANAGEMENT ACCOUNTING: 10 ECTS**

**KMR0420 Cost and Profitability Accounting: 4 ECTS**

**Learning outcomes**

The students will familiarize themselves with the basic calculation of management accounting and their utilization in planning corporate economy in tourism and hospitality industry.

**KMR0608 Budgeting and Investments: 3 ECTS**

**Learning outcomes**

To familiarize the students with budgeting and financial planning, decision-making and monitoring. Getting to know short-term financial planning and investment decisions.

**KMR0426 Analysis of Financial Statement: 3 ECTS**

**Learning outcomes**

For the students to be familiar with the contents of financial statement and for the students to be able to read statement. Getting to know how to evaluate financial operations preconditions of a company by means of analysing the financial statement.

**HOMA20SLPR-1008 MANAGING PEOPLE AND ORGANISATIONS: 12 ECTS**

**KTE1634 Management and Leadership: 3 ECTS**

**Learning outcomes**

To learn and become acquainted with the managerial principles, models and tasks in an organisation

as well as features of successful leadership.

### **KLI0353 Human Resource Management: 3 ECTS**

#### **Learning outcomes**

To get to know the principles, tasks and meaning of human resources management in business operations.

### **KVV0309 Entrepreneurship and Business Plan: 3 ECTS**

#### **Learning outcomes**

Entrepreneurship education transforms an idea to reality. The course aims enhancing skills in business management, student's personal abilities to succeed as an innovator, reformer and developer of different kind of businesses. Entrepreneurial approach will be covered by business plan process helping to develop and manage business activities as an entrepreneur. Help students create an idea and turn it into a business plan. Students are able to write an own business plan.

### **AL00CC61 Strategic Management and Hotel Simulation: 3 ECTS**

### **HOMA20SLPR-1009 MARKETING: 25 ECTS**

### **KLI1255 Principles of Marketing: 3 ECTS**

#### **Learning outcomes**

Purpose is to give basic understanding and knowledge of marketing process in the company.

### **KMR0612 Marketing Communications and Sales: 5 ECTS**

#### **Learning outcomes**

Learn about professional marketing communications and sales, and their linkage to the company strategy.

Learn planning of successful marketing communications strategy, get knowledge of marketing communication and the different features of marketing communications tools. Learn about personal selling and the selling process. Steps of a typical selling process.

### **KMR0516 Planning Marketing: 3 ECTS**

#### **Learning outcomes**

To learn the basics of marketing planning and understand the role of marketing strategy in successful marketing operations.

### **KMR0613 Marketing Research and Research Methods: 5 ECTS**

#### **Learning outcomes**

Planning and implementing marketing research from research problem to reporting.

## **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.

## **KMR0615 Productisation and Product Development: 3 ECTS**

### **Learning outcomes**

Student understands what productization and product development means and knows why these are done. Student knows how to apply some of the methods for productization and development in simple product development projects.

## **KLI1053 Managing Customer Relationship: 3 ECTS**

### **Learning outcomes**

The student is able to structure the phases of the customer relationships and plan the sales and marketing activities accordingly. This means defining and acquiring the relevant customer information, assessing the customer and the phase of the relationship, setting goals for the relationship and planning, implementing and monitoring the activities and results. The student is aware of CRM-systems and their suitability for different purposes.

## **HOMA20SLPR-1010 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.

## **HOMA20SLPR-1011 HOTEL BUSINESS: 10 ECTS**

### **KMR0574 Meetings and Banqueting: 3 ECTS**

#### **Learning outcomes**

Students learn how to plan meetings/conferences, rooms and facilities for meetings/conferences, working process for implementing meetings/conferences.

Students learn how to plan banquets/function catering, rooms and facilities for banquets/function catering, work process for implementing banquets/function catering.

### **KMR0410 Revenue Management: 3 ECTS**

#### **Learning outcomes**

The student will learn the basics and importance of Revenue Management in Tourism Industry.

### **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.

## **HOMA20SLPR-1012 RESTAURANT BUSINESS: 12 ECTS**

### **KMR0567 Restaurant Sales and Services: 4 ECTS**

#### **Learning outcomes**

Entrepreneurship in every day functions. Providing customer oriented profitable service. Boosting up the business.

### **KMR0566 International Restaurants and Cuisines: 4 ECTS**

#### **Learning outcomes**

Student learns about food cultures from different parts of the world by combining theory and practical work in the kitchen and in the restaurant. Student learns to develop and organize menu and product planning based on international business ideas. Student learns the principals of designing food

events for special- interest groups

### **KMR0599 Restaurant Management: 4 ECTS**

#### **Learning outcomes**

##### Learning Objectives

The aim of the course is to give students the current information on the field of food, beverage and service product design. The students understand entrepreneurship and its responsibilities in the business. He will learn to make responsible decisions, taking into account the views of the management company's product range and its profitable and high-quality supply of channels. He understands the importance of the aesthetic in product design in the production of the products and the customer service the whole insightful.

### **HOMA20SLPR-1013 TOURISM BUSINESS: 12 ECTS**

### **KMR0437 Event Tourism: 3 ECTS**

#### **Learning outcomes**

To know which meaning events have in the field of tourism. Student will understand impacts of event and how to plan event and what are the stakeholders needed to organise an event.

### **KMR0617 Destination Development: 3 ECTS**

#### **Learning outcomes**

Aim for the course is to give overview from the tourism destinations and what could make them successful. 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

### **KMR0519 Visions of the Future and Global Travelling: 3 ECTS**

#### **Learning outcomes**

To gain ability to follow changes and trends and collect current information on tourism industry.

### **KMR0647 Activities in Tourism: 3 ECTS**

#### **Learning outcomes**

Aim for the course is to introduce range of activities which have impact on travel motivations and travel experiences. Activities in tourism are described on the context of different destinations and their resources. Students will understand the meaning of nature tourism, rural tourism and SIT (Special Interest Tourism). Micro- and SME- business as a part of tourism activities.

### **HOMA20SLPR-1014 ADVANCED PROFESSIONAL STUDIES: 0 ECTS**

### **HOMA20SLPR-1015 ELECTIVE STUDIES: 15 ECTS**

## **KMR0585 Labour Legislation in Finland: 2 ECTS**

### **Learning outcomes**

Labour Legislation in Finland, 2.00 op, To become acquainted with the basics of labour legislation in Finland and to learn the most important Acts applying to the employment relationship between the employer and the employee: To know how to use the Finlex database to find information from the Finnish legislation: To become acquainted with the use of information concerning the labour legislation provided by authorities.

## **KVV0286 The Use and Service of Alcoholic Beverages: 3 ECTS**

### **Learning outcomes**

Learn about alcoholic beverages' characteristics, raw materials, preparation methods and how to use and serve them.

## **KP00BX57 Espanja/Spanish 1: 2 ECTS**

### **Learning outcomes**

Proficiency level: A1

Students are able to use simple structures and vocabulary in presentations both in the studies and in the world of work and to introduce themselves both orally and in writing

## **KP00BX58 Espanja/Spanish 2: 2 ECTS**

### **Learning outcomes**

Proficiency level: A1

Students are able to use basic structures and vocabulary related to both studies and work, to describe the use of time, a place, to ask for directions, and to communicate in restaurants.

## **KP00BX59 Espanja/Spanish 3: 2 ECTS**

### **Learning outcomes**

Proficiency level: A1

Students are able to use structures and vocabulary needed in communication situations both at work and in everyday life and to relate events from the recent past both orally and in writing.

## **KISA0001 Saksa/German 1: 2 ECTS**

### **Learning outcomes**

Proficiency level: A1

The student is able to communicate in simple phrases both orally and in writing.

## **KISA0003 Saksa/German 2: 2 ECTS**

### **Learning outcomes**

Proficiency level: A1

Students are able to

- understand spoken language related to topics discussed during the course,
- use simple sentences to talk about topics of the course,
- write short and simple texts related to topics discussed during the course and
- use polite phrases and expressions typical of the German communication culture.

## **KD00BX46 Saksa/German 3: 2 ECTS**

### **Learning outcomes**

Proficiency level: A1

The student is able to communicate orally and in writing in situations covered during the course.

## **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.

## **KIFI0003 Finnish for Working Life: 5 ECTS**

### **Learning outcomes**

Proficiency level: A2

Students are able to act in Finnish in the most common situations related to job search and working life.

## **KIRU0008 Swedish Prep Course: 3 ECTS**

**Learning outcomes**

Proficiency level: B1

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

**KR00BZ43 Business Swedish 2: 3 ECTS****HOMA20SLPR-1016 PLACEMENT: 30 ECTS****HOMAPEHA01 Basic Placement 1: 3 ECTS****Learning outcomes**

Learning the basics of working in a restaurant offering daily meals and café services.

**HOMAPEHA02 Basic Placement 2: 12 ECTS****Learning outcomes**

Learning the basics of working in a tourism and hospitality company chosen by the student.

**HOMAAMHA Professional Placement: 15 ECTS****Learning outcomes**

Familiarisation of management tasks on the chosen field of specialization within tourism and hospitality.

**HOMA20SLPR-1017 THESIS: 15 ECTS****KLI1433 Thesis Process: 1.5 ECTS****Learning outcomes**

Student will learn the requirements and steps in the thesis process.

**KLI1434 Thesis Methods: 1.5 ECTS****Learning outcomes**

Student will learn the requirements and steps in the thesis process.

**KLI1402 Thesis Plan and Seminars: 4 ECTS****Learning outcomes**

Students complete the thesis plan and the seminar presentation. They are also acting as opponent in some other student's thesis seminar. Attendance as an audience in minimum two other thesis seminars.

## **KLI1403 Thesis Implementation and Report: 8 ECTS**

### **Learning outcomes**

Student complete and document the thesis process according to the thesis plan.