

Curriculum at LAB University of Applied Sciences
2022-2023

23.02.2022

**Bachelor of Hospitality Management 22S, full-time studies,
Lappeenranta**

| Code | Name | 1 y | 2 y | 3 y | 4 y | ECTS total |
|---|--|-----|-----|-----|-----|------------|
| LLPRHOTRA22S-1001 Common studies | | | | | | 15 |
| AY00BU33 | Developing professional competence 1 | 1 | | | | 1 |
| AY00BU34 | Developing professional competence 2 | | 1 | | | 1 |
| AY00BU35 | Developing professional competence 3 | | | 1 | | 1 |
| A300CE13 | Orientation to Sustainability Thinking | | 2 | | | 2 |
| KE00BT61 | English for Work | 4 | | | | 4 |
| KR00BU42 | Swedish for Work, Spoken | 1 | | | | 1 |
| KR00BU43 | Swedish for Work, Written | 1 | | | | 1 |
| KS00BT59 | Expert Communication Skills | 4 | | | | 4 |
| LLPRHOTRA22S-1002 Professional Core Competence | | | | | | 80 |
| AL00CD71 | Research and Development | | | 5 | | 5 |
| AL00CD66 | Business Mathematics | 4 | | | | 4 |
| AL00CD75 | Digital Tools | 5 | | | | 5 |
| AL00CD60 | Professional Branding | 3 | | | | 3 |
| AL00CD63 | Management and Leadership | 5 | | | | 5 |
| AL00CB07 | Hospitality English | | 5 | | | 5 |
| AL00CB08 | Creating a Service Experience | 10 | | | | 10 |
| AL00CB09 | Producing Service Experience | 10 | | | | 10 |
| AL00CD64 | Financial Accounting | 5 | | | | 5 |
| AL00CN46 | Tourism and hospitality service development project | | 9 | | | 9 |
| AL00CD67 | Profitability and Budgeting | | 5 | | | 5 |
| AL00CD69 | Entrepreneurship, Transforming Innovations into Sustainable Business | | 4 | | | 4 |
| AL00CD68 | Anticipating Future Trends and Innovation Process | | 5 | | | 5 |
| AL00CD61 | Customer Relations and Marketing | 5 | | | | 5 |
| LLPRHOTRA22S-1003 Complementary Competence | | | | | | 70 |
| AL00CB87 | Hospitality & Atmosphere Design | | | | | 0 |
| AL00CB90 | Manager in the hospitality industry | | | | | 0 |
| AL00CB92 | Trends in Accommodation Industry | | | | | 0 |
| AL00CB93 | Service Processes in Accommodation Industry | | | | | 0 |
| AL00CB94 | E-business and digital processes in the hotel and | | | | | 0 |

| | | | | | | | |
|--------------------------|---|---|---|-----|-----|--|-----------|
| | accommodation industry | | | | | | |
| AL00CB95 | Revenue Management in Hospitality Industry | | | | | | 0 |
| AL00CB96 | Hotel Systems in Managerial Duties | | | | | | 0 |
| AL00CB97 | Hotel and Restaurant Service Design | | | | | | 0 |
| AL00CB99 | Hotel and restaurant personnel planning | | | | | | 0 |
| AL00CB98 | Hotel and restaurant software | | | | | | 0 |
| AL00CC12 | Meal Production | | | | | | 0 |
| AL00CC13 | Restaurant Functions | | | | | | 0 |
| AL00CC14 | Trends and Planning Restaurant Functions | | | | | | 0 |
| AL00CC16 | Drinks and Coctails | | | | | | 0 |
| AL00CC17 | Typical Elements of Beer and Wines | | | | | | 0 |
| AL00CC18 | Adventure Cooking in Nature | | | | | | 0 |
| AL00CC19 | Marriage of Food and Wine | | | | | | 0 |
| AL00CN20 | Strategic Management and Hotel Simulation | | | | | | 0 |
| AL00CC66 | Sustainability in Tourism and Leisure | | | | | | 0 |
| AL00CC23 | Experience Design | | | | | | 0 |
| AL00CC24 | Holistic Approach to Well-Being Tourism | | | | | | 0 |
| AL00CJ27 | Growth Entrepreneurship - Startup Kit | | | | | | 0 |
| LLPRHOTRA22S-1004 | Other studies in LAB (i.e. Language and communication) | | | | | | 0 |
| AY00CC41 | QuantiLAB | | | | | | 0 |
| AY00CC40 | QualiLAB | | | | | | 0 |
| LA00BR31 | Working in a Project - DuuniExpo | | | | | | 0 |
| AY00CA99 | Working in a Project | | | | | | 0 |
| AY00CC65 | Leadership training in Military Service | | | | | | 0 |
| AY00CG55 | Developing Your Learning Skills | | | | | | 0 |
| AY00CC26 | LAB@key | | | | | | 0 |
| LLPRHOTRA22S-1005 | Other University Level Studies | | | | | | 0 |
| LLPRHOTRA22S-1006 | Exchange studies | | | | | | 0 |
| LLPRHOTRA22S-1007 | Practical Training | | | | | | 30 |
| HA00BU36 | Practical Training 1 | 2 | 4 | 4 | | | 10 |
| HA00BU37 | Practical Training 2 | | 4 | 4 | 2 | | 10 |
| HA00BU38 | Practical Training 3 | | 4 | 4 | 2 | | 10 |
| LLPRHOTRA22S-1008 | Thesis | | | | | | 15 |
| AO00BU39 | Thesis Planning | | | 5 | | | 5 |
| AO00BU40 | Thesis Project | | | 5 | | | 5 |
| AO00BU41 | Thesis Report | | | 2,5 | 2,5 | | 5 |

LLPRHOTRA22S-1001 Common studies: 15 ECTS

AY00BU33 Developing professional competence 1: 1 ECTS**Learning outcomes**

The student is able to

- plan their own learning and cooperate in situations related to their own field of studies
- recognize their own competence and the needs to develop them further and to plan their career path observing them
- act as a group member
- operate in the learning environments of LAB University of Applied Sciences
- picture their own field of studies and its future skills
- give feedback on tuition and services and thus participate in the development of education

AY00BU34 Developing professional competence 2: 1 ECTS**Learning outcomes**

The student is able to

- utilize various learning opportunities in curriculum
- recognize and aim their own competences to be in level with the future career requirements
- create a study plan that supports the future career goal
- give feedback on tuition and services and thus participate in the development of education

AY00BU35 Developing professional competence 3: 1 ECTS**Learning outcomes**

The student is able to

- identify themselves as a learner and develop their own learning skills
- evaluate innovative or alternative future competences required in their own field
- recognize and aim their own competences to be in level with the future career requirements
- masters the professional concepts of their own field and is able to point out their competencies during job recruitment processes
- give feedback on tuition and services and thus participate in the development of education

A300CE13 Orientation to Sustainability Thinking: 2 ECTS**Learning outcomes**

Identify and define central concepts and frameworks related to sustainability. Recognize the interconnectedness of economic, social and environmental sustainability issues. Understand and develop own individual role in driving sustainability.

Evaluation criterias

Level 1

Pass-Fail

KE00BT61 English for Work: 4 ECTS**Learning outcomes**

Proficiency level: B2

The student is able to

- communicate clearly and effectively in different generic and field-specific workplace situations both orally and in writing
- find, evaluate and use information effectively
- function collaboratively in international working environments.

KR00BU42 Swedish for Work, Spoken: 1 ECTS

Learning outcomes

The student is able to

- convey and validate arguments
- use vital field-specific vocabulary
- communicate essential matters about their education, work experience and tasks
- present their field-specific operational environment
- communicate in various working life situations in Swedish.

The student completes the Public Administration Language Test in Swedish.

KR00BU43 Swedish for Work, Written: 1 ECTS

Learning outcomes

The student is able to

- use vital field-specific vocabulary
- communicate essential matters about their education, work experience and tasks
- understand and produce various short texts related to studies and working life
- acquire information on their field in Swedish
- use online dictionaries.

The student completes the Public Administration Language Test in Swedish.

KS00BT59 Expert Communication Skills: 4 ECTS

Learning outcomes

Proficiency level: C2

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

LLPRHOTRA22S-1002 Professional Core Competence: 80 ECTS

AL00CD71 Research and Development: 5 ECTS

Learning outcomes

The student is able to

- obtain, utilise and assess R&D-related information and their sources critically
- follow the rules of ethical principles applied in all research activities
- use the most typical research and development methods of their own field

- write a scientific report and is familiar with the requirements for language and style and how to document the sources

AL00CD66 Business Mathematics: 4 ECTS

Learning outcomes

Student is able to

- understand common mathematical methods used in real business life and when to use them.
- practice critical thinking and handles the problem solving skills.
- find and utilise up to date information.
- find confidence by gaining routine of calculation.

AL00CD75 Digital Tools: 5 ECTS

Learning outcomes

The student is able to

- utilise essential office applications in their studies
- utilise cloud services as part of team work
- function in an online learning environment

AL00CD60 Professional Branding: 3 ECTS

Learning outcomes

The student is able to

- understand the phenomenon of personal branding.
- use different kinds of tools in personal branding
- build a personal brand.
- apply social media in building a personal brand.

AL00CD63 Management and Leadership: 5 ECTS

Learning outcomes

Students knows:

- key management & leadership models and methods.
- the characteristics of modern management & leadership and the importance of the organization of the work community.
- the diverse field of responsibilities of managers and their own role in it.
- basics of labor law

AL00CB07 Hospitality English: 5 ECTS

Learning outcomes

Students are able to

- communicate in a professional manner both orally and in writing in careers in the travel, tourism and hospitality industries
- use and apply industry-specific English vocabulary in a variety of customer service situations
- understand how cultural differences affect global communication and customer service

AL00CB08 Creating a Service Experience: 10 ECTS

Learning outcomes

The student is able to

- form an overview of the tourism and hospitality industry as a whole
- describe the role and importance of different operations and contents of the field in the customer's experience
- illustrate and model a customer's experience
- evaluate and develop one's own service skills and competences in appropriate, field-specific tasks
- operate productively in creation of the customer's experience, as a part of a customer-oriented service entity and its different phases
- explain the key field-specific and work-related laws and regulations and the significance of safety in the industry

AL00CB09 Producing Service Experience: 10 ECTS

Learning outcomes

The student is able to

- specify the business and service concept and its key characteristics and operating principles
- form a holistic overview of the operational environment of the tourism and hospitality industry
- act as a sales-oriented and responsible customer service person in operative work and service roles typical of tourism business, and observe required safety and quality standards
- illustrate the key operations in the tourism, accommodation and restaurant and hospitality and event business
- identify and point out topical issues and development challenges and trends in the field and discuss the economic impact of the industry regionally, nationally and internationally
- model tourism and hospitality business and services from a customer's perspective
- evaluate one's own learning, strengths and development needs

AL00CD64 Financial Accounting: 5 ECTS

Learning outcomes

The student is able to

- take care of the accounting of a small company and draw up the financial statements
- understand the principles of VAT
- recognise how product costs are formed and apply this knowledge in the analysis of company profitability

AL00CN46 Tourism and hospitality service development project: 9 ECTS

Learning outcomes

The student is able to

- develop user-centric, value-added tourism and hospitality services
- design, conceptualize, productize and implement a service in practice
- evaluate and develop customer's experience
- take into account the challenges and possibilities of the operational environment in tourism and hospitality specific service development

- work in a development team

AL00CD67 Profitability and Budgeting: 5 ECTS

Learning outcomes

The student is able to

- produce cost-volume-profit analyses
- identify cost drivers and apply cost data in price setting
- draw up budgets and define the budgeting process

AL00CD69 Entrepreneurship, Transforming Innovations into Sustainable Business: 4 ECTS

Learning outcomes

Student is able to

- understand entrepreneurship through personal development
- find and utilize different customer oriented business opportunities
- evaluate profitability of business idea
- develop business models

AL00CD68 Anticipating Future Trends and Innovation Process: 5 ECTS

Learning outcomes

The student is able to

- anticipate the changes in their own operational environment
- utilise the futures research materials produced by national and international societies in their own field of studies
- use the terminology and methods of futures research in the research and development of their own field

AL00CD61 Customer Relations and Marketing: 5 ECTS

Learning outcomes

The student is able to

- determine the key concepts of marketing and customer-oriented business
- identify the phases of a marketing and sales process
- recognise customer needs and understand their significance for the success of a company

LLPRHOTRA22S-1003 Complementary Competence: 70 ECTS

AL00CB87 Hospitality & Atmosphere Design: 5 ECTS

Learning outcomes

During this course the student focuses on the SCARF model. According to it, social emotions arise from five different elements of social interaction: Status, Certainty, Autonomy, Relatedness and Fairness.

AL00CB90 Manager in the hospitality industry: 5 ECTS**Learning outcomes**

Students knows:

- key management & leadership models and methods.
- the characteristics of modern management & leadership and the importance of the organization of the work community.
- the diverse field of responsibilities of managers and their own role in it.
- basics of labor law

AL00CB92 Trends in Accommodation Industry: 5 ECTS**Learning outcomes**

The student knows and knows prevailing megatrends such as:

- smart cities
- Climate change
- Hybrid trading
- Business empathy
- The meanings of digitalisation and artificial intelligence
- data analysis capabilities

and is able to consider their significance and potential for the hotel and restaurant industry

AL00CB93 Service Processes in Accommodation Industry: 5 ECTS**Learning outcomes**

Students knows:

- how to operate and lead in the company's internal service processes
- identify and interact with the customer in the process
- identify the necessary work steps and resources
- is able to define the customer benefit to be achieved, the customer promise, core, support and additional services, an estimate of the market potential, and a forecast of sales volume

AL00CB94 E-business and digital processes in the hotel and accommodation industry: 5 ECTS**Learning outcomes**

Students knows:

- how to work with the common hotel and restaurant electronic sales and distribution channels
- and is familiar with the principles of modern digital commerce
- guide, familiarize and update their subordinates in the exploitation of digital content
- the laws of digital communication

AL00CB95 Revenue Management in Hospitality Industry: 5 ECTS**Learning outcomes**

The purpose of the course is to make students better prepared and make them more competitive in the real business world environment via teaching them how to effectively manage and optimize company's revenue, make relevant analysis and increase company's profits.

AL00CB96 Hotel Systems in Managerial Duties: 2 ECTS

Learning outcomes

Students knows:

- Key principles of the PMS system
- create reservations for the reservation system
- record the customer's arrival and departure
- prepare and print a hotel invoice
- interpret key figures

AL00CB97 Hotel and Restaurant Service Design: 5 ECTS

Learning outcomes

Students knows:

- principles of service design
- use blue printing as a method tool
- recognizes and understands the importance of a holistic customer experience and is able to utilize it in their work
- analyze and create service touch points along the customer path

AL00CB99 Hotel and restaurant personnel planning: 5 ECTS

Learning outcomes

Introduces the student to personnel planning and payroll management. The student becomes acquainted with the most common collective agreements in the field of tourism and catering and learns to draw up shift lists taking into account the provisions of the collective agreement. The student gets acquainted with the aspects of payroll and learns how to calculate payroll costs.

Collective agreements and personnel planning

The student is familiar with the collective agreements in the field and the rules for working in an employment relationship

Shift list planning

The student understands and is able to implement manual and IT shift planning and preparation. He / she is able to take into account the collective agreements in force, the Working Hours Act and other commonly agreed rules of the game. The student is able to take into account the company's productivity and economic factors when compiling the list and is able to anticipate the need for labor in accordance with forecasts

AL00CB98 Hotel and restaurant software: 5 ECTS

Learning outcomes

The student becomes acquainted with the most commonly used programs in the hotel and restaurant industry, such as:

- booking,
- storage and
- pricing programs and their
- for network applications.

The student understands the benefits of managing programs in the field and is able to apply his / her knowledge in his / her daily operational work.

AL00CC12 Meal Production: 5 ECTS

Learning outcomes

The student is able

- to use digital tools to plan, implement and monitor the profitability of food production
- to design and implement various profitable food products in accordance with the company's business idea
- to recognize stages of food production planning and implementation

AL00CC13 Restaurant Functions: 6 ECTS

Learning outcomes

The student is able to

- evaluate their own customer service expertise and is able to develop themselves as a customer service representative and identify good customer service
- use the most common serving methods and techniques and understand their use in different restaurants
- use alcohol legislation and knows how to serve alcoholic beverages

AL00CC14 Trends and Planning Restaurant Functions: 5 ECTS

Learning outcomes

Student is able to

- design food, beverage and service products for different restaurant concepts and become familiar with the principles of successful business planning
- develop customer-oriented solutions taking into account the development of the industry and current trends

AL00CC16 Drinks and Coctails: 3 ECTS

Learning outcomes

Student knows:

- bar tools, equipment and machinery
- purchasing and storing of alcoholic beverages and other raw materials needed in a bar
- preparation and serving of different types of cocktails for different purposes
- pricing of drinks and cocktails
- how to plan a cocktail list

AL00CC17 Typical Elements of Beer and Wines: 3 ECTS

Learning outcomes

Deepen wine and beer knowledge of what was learned in the course Beverage Law and Beverage Awareness.

- Get acquainted with the construction, acquisition and storage of a selection of wines and beers that are functional and suitable for the business idea.
- Familiarize yourself with beverage pricing practices and the preparation of a beverage list.
- Learn to create a progressive drink list and price it on the principle of revenue management
- Learn to recognize the properties of beer and wine organoleptically and describe them to customers.
- Learn to interpret product descriptions and labels on wine and beer bottles and to narrate the knowledge of beer and wine into a better-selling form

AL00CC18 Adventure Cooking in Nature: 3 ECTS

Learning outcomes

Student is able to

- use regulations and rules for setting up an experience food business concepts for the success of a profitable experience business
- create experience food products in a customer-oriented manner
- design safe experience food products and act in accordance with the principles of sustainable development

AL00CC19 Marriage of Food and Wine: 3 ECTS

Learning outcomes

Aim for the course is to find the harmony between food and wine. Taste as a sense. Important Wine regions, typical grapes and their characters, wine making process.

AL00CN20 Strategic Management and Hotel Simulation: 5 ECTS

Learning outcomes

The student is able to

- understands the key concepts of strategic management and importance in the successful operation of a company or organization.
- form the basis of the strategy - the values, mission and vision of the organization and understand the strategic goals in a competitive environment.
- outline the cause-and-effect relationship of business decisions to the company's performance through business simulation.
- participate in the development of the organization's strategy process.

AL00CC66 Sustainability in Tourism and Leisure: 5 ECTS

Learning outcomes

- apply possibilities of circular economy in development of sustainable tourism, leisure, restaurant, accommodation and event business

- identify new business opportunities
- explain the value of research, development and innovation projects in enhancement of tourism and leisure

AL00CC23 Experience Design: 5 ECTS

Learning outcomes

The student is able to

- design, orchestrate and manage customer's experiences
- create meanings and meaningful contents and solutions in tourism and leisure
- apply design and user-centrism in development of tourism, hospitality and leisure services and business

AL00CC24 Holistic Approach to Well-Being Tourism: 5 ECTS

Learning outcomes

The student is able to

- illustrate well-being in a holistic way
- demonstrate the synergy between well-being and tourism and hospitality business
- measure and evaluate the impact of health and well-being

AL00CJ27 Growth Entrepreneurship - Startup Kit: 5 ECTS

Learning outcomes

The student is able to

- turn a business idea into a startup and growth company.
- utilize teamwork, networks and business services.
- actively operate in the startup ecosystem of his/her geographical and business area.

Contents:

- further development of entrepreneurial skills and a possible business idea (independently, in teams and/or through corporate events)
- participation in the Business Mill and StartHub activities
- networking with entrepreneurial students, companies, business services, funders and other stakeholders
- cooperation in startup ecosystems in the Lahti and Lappeenranta regions.

LLPRHOTRA22S-1004 Other studies in LAB (i.e. Language and communication): 0 ECTS

AY00CC41 QuantiLAB: 3 ECTS

Learning outcomes

Student is able to

- acquire, utilise and evaluate information related to her/his thesis
- follow ethical principles related to research integrity
- use quantitative research methods in her/his thesis

- report about research findings in her/his thesis according to academic reporting principles

AY00CC40 QualiLAB: 3 ECTS

Learning outcomes

Student is able to

- acquire, utilise and evaluate information related to her/his thesis
- follow ethical principles related to research integrity
- use qualitative research methods in her/his thesis
- report about research findings in her/his thesis according to academic reporting principles

LA00BR31 Working in a Project - DuuniExpo: 5 ECTS

Learning outcomes

For 1.-2. year students learning outcomes for early study phase are applied, and for 3.-4. year students learning outcomes for the graduation phase.

Early-skill stage/learning outcomes:

The student is able to:

- use the concepts related to the project topic and theme and shows familiar with the paternity-related project data base
- describe the rationale, needs and criteria for project activities
- work in projects in accordance with the administration
- apply professional methods and working practices related to the project topic
- operate safely, ethically and customer-oriented project
- action required by the project in interactive situations
- operate safely, ethically and customer-oriented project

Graduation competence/learning outcomes:

The student is able to:

- use the concepts related to the project in a coherent and justify their actions on the basis of the knowledge base
- find starting points, needs and criteria for project activities
- to act purposefully, to assess the activity and make suggestions for improvement
- applied to the project a variety of different techniques, methods and ways of working
- operate safely, ethically and customer-oriented
- to act responsibly and in a target group and as otherwise required by the project in interactive situations

AY00CA99 Working in a Project: 5 ECTS

Learning outcomes

For 1.-2. year students learning outcomes for early study phase are applied, and for 3.-4. year students learning outcomes for the graduation phase.

Early-skill stage/learning outcomes:

The student is able to:

- use the concepts related to the project topic and theme and shows familiar with the paternity-related project data base

- describe the rationale, needs and criteria for project activities
- work in projects in accordance with the administration
- apply professional methods and working practices related to the project topic
- operate safely, ethically and customer-oriented project
- action required by the project in interactive situations
- operate safely, ethically and customer-oriented project

Graduation competence/learning outcomes:

The student is able to:

- use the concepts related to the project in a coherent and justify their actions on the basis of the knowledge base
- find starting points, needs and criteria for project activities
- to act purposefully, to assess the activity and make suggestions for improvement
- applied to the project a variety of different techniques, methods and ways of working
- operate safely, ethically and customer-oriented
- to act responsibly and in a target group and as otherwise required by the project in interactive situations

AY00CC65 Leadership training in Military Service: 5 ECTS

Learning outcomes

Leadership skills in military service.

AY00CG55 Developing Your Learning Skills: 3 ECTS

Learning outcomes

Student knows

- his/her metaskills related to learning
- his/her strengths and weaknesses
- how to find tools to improve his/her learning skills

AY00CC26 LAB@key: 1 ECTS

Learning outcomes

Student is able to

- use diverse digital tools and learning environments
- evaluate own professional development

LLPRHOTRA22S-1005 Other University Level Studies: 0 ECTS

LLPRHOTRA22S-1006 Exchange studies: 0 ECTS

LLPRHOTRA22S-1007 Practical Training: 30 ECTS

HA00BU36 Practical Training 1: 10 ECTS

Learning outcomes

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence in the work done in practical training

HA00BU37 Practical Training 2: 10 ECTS**Learning outcomes**

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence in the work done in practical training

HA00BU38 Practical Training 3: 10 ECTS**Learning outcomes**

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence in the work done in practical training

LLPRHOTRA22S-1008 Thesis: 15 ECTS**AO00BU39 Thesis Planning: 5 ECTS****Learning outcomes**

The student is able to:

- describe the objectives and core contents of their thesis
- plan and describe the stages of the thesis process
- take into account the possible research permit and copyright issues.

AO00BU40 Thesis Project: 5 ECTS**Learning outcomes**

The student is able to:

- implement the thesis on the basis of an approved thesis plan.

AO00BU41 Thesis Report: 5 ECTS

Learning outcomes

The student is able to:

- present the results or output of their thesis
- report on their thesis in writing in accordance with the thesis guidelines of LAB University of Applied Sciences
- write a maturity test.