

**Curriculum at LAB University of Applied Sciences  
2023-2024**

**Bachelor of Hospitality Management 23S, full-time studies,  
Lappeenranta**

Code	Name	ECTS total
LLPRHOTRA23S	Bachelor of Hospitality Management 23S, full-time studies, Lappeenranta	210
<b>LLPRHOTRA23S-1009 CORE COMPETENCE</b>		<b>140</b>
<b>LLPRHOTRA23S-1001 Common Studies</b>		<b>15</b>
AY00BU33	Developing professional competence 1	1
AY00BU34	Developing professional competence 2	1
AY00BU35	Developing professional competence 3	1
A300CE13	Orientation to Sustainability Thinking	2
KE00BT61	English for Work	4
KR00BU42	Swedish for Work, Spoken	1
KR00BU43	Swedish for Work, Written	1
KS00BT59	Expert Communication Skills	4
<b>LLPRHOTRA23S-1002 Professional Core Competence</b>		<b>80</b>
AL00CD71	Research and Development	5
AL00CD66	Business Mathematics	4
AL00CD75	Digital Tools	5
AL00CD60	Professional Branding	3
AL00CD63	Management and Leadership	5
AL00CB07	Hospitality English	5
AL00CB08	Creating a Service Experience	10
AL00CB09	Producing Service Experience	10
AL00CD64	Financial Accounting	5
AL00CN46	Tourism and hospitality service development project	9
AL00CD67	Profitability and Budgeting	5
AL00CD69	Entrepreneurship, Transforming Innovations into Sustainable Business	4
AL00CD68	Anticipating Future Trends and Innovation Process	5
AL00CD61	Customer Relations and Marketing	5
<b>LLPRHOTRA23S-1007 Practical Training</b>		<b>30</b>
HA00BU36	Practical Training 1	10
HA00BU37	Practical Training 2	10

HA00BU38	Practical Training 3	10
<b>LLPRHOTRA23S-1008 Thesis</b>		<b>15</b>
AO00BU39	Thesis Planning	5
AO00BU40	Thesis Project	5
AO00BU41	Thesis Report	5
<b>LLPRHOTRA23S-1003 COMPLEMENTARY COMPETENCE</b>		<b>70</b>
AL00CB90	Manager in the hospitality industry	5
AL00CB92	Trends in Accommodation Industry	5
AL00CB93	Service Processes in Accommodation Industry	5
AL00CB94	E-business and digital processes in the hotel and accommodation industry	5
AL00CB95	Revenue Management in Hospitality Industry	5
AL00CB96	Hotel Systems in Managerial Duties	2
AL00CB97	Hotel and Restaurant Service Design	5
AL00CB99	Hotel and restaurant personnel planning	5
AL00CB98	Hotel and restaurant software	5
AL00CC12	Meal Production	5
AL00CC13	Restaurant Functions	6
AL00CC14	Trends and Planning Restaurant Functions	5
AL00CN06	Beverages and Bar Work	5
AL00CC17	Typical Elements of Beer and Wines	3
AL00CC18	Adventure Cooking in Nature	3
AL00CC19	Marriage of Food and Wine	3
AL00CN20	Strategic Management and Hotel Simulation	5
AL00CC66	Sustainability in Tourism and Leisure	5
AL00CC23	Experience Design	5
AL00CC24	Holistic Approach to Well-Being Tourism	5
AL00CJ27	Growth Entrepreneurship - Startup Kit	5
<b>LLPRHOTRA23S-1004 Other studies in LAB (i.e. Language and communication)</b>		<b>0</b>
AY00CC41	QuantiLAB	3
AY00CC40	QualiLAB	3
LA00BR31	Working in a Project - DuuniExpo	5
AY00CA99	Working in a Project	5
AY00CC65	Leadership training in Military Service	5
AY00CG55	Developing Your Learning Skills	3
AY00CC26	LAB@key	1
<b>LLPRHOTRA23S-1005 Other University Level Studies</b>		<b>0</b>
<b>LLPRHOTRA23S-1006 Exchange studies</b>		<b>0</b>

### **LLPRHOTRA23S Bachelor of Hospitality Management 23S, full-time studies,**

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**Lappeenranta: 210 ECTS****LLPRHOTRA23S-1009 CORE COMPETENCE: 140 ECTS****LLPRHOTRA23S-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.

## **LLPRHOTRA23S-1002 Professional Core Competence: 80 ECTS**

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## **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

**LLPRHOTRA23S-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 into 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 into 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 into the work done in practical training

## **LLPRHOTRA23S-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.

**LLPRHOTRA23S-1003 COMPLEMENTARY COMPETENCE: 70 ECTS****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

### **AL00CN06 Beverages and Bar Work: 5 ECTS**

#### **Learning outcomes**

Student knows:

- characteristics and origin of most commonly used alcoholic and non-alcoholic beverages
- tools, equipment and machinery needed in beverages' and bar service
- purchasing and storing of beverages and other raw materials needed in licenced restaurants
- serving of alcoholic and non-alcoholic beverages
- preparation and serving of different types of cocktails for different purposes
- pricing of beverages and cocktails
- how to plan beverages list and 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.

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## **LLPRHOTRA23S-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

**LLPRHOTRA23S-1005 Other University Level Studies: 0 ECTS**

**LLPRHOTRA23S-1006 Exchange studies: 0 ECTS**