Curriculum at LAB University of Applied Sciences 2024-2025

Bachelor of Hospitality Management 24S, online studies

Code	Name	1 y	2 y	3 y	4 y	ECTS total
LLPRHOTRA24SV-1001 CORE COMPETENCE						**147**
LLPRHOTRA24SV-1002 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
LLPRHOTRA24SV-1003 Professional Core Competence						**87**
AL00CD71	Research and Development		5			5
AL00CD66	Business Mathematics	4				4
AL00CD59	Digital Tools and Visual Content Editing	7				7
AL00CD60	Professional Branding	3				3
AL00CT70	Management and Leadership	5				5
AL00CB07	Hospitality English		5			5
AL00CI72	Customer Experience development	5				5
AL00CD69	Entrepreneurship, Transforming Innovations into Sustainable Business		4			4
AL00CD68	Anticipating Future Trends and Innovation Process		5			5
AY00CT09	Effective marketing 1	2				2
AY00CT10	Effective marketing 2	3				3
AL00CD64	Financial Accounting		5			5
AL00CY24	Developing tourism business activities		5			5
AL00CD70	Business Law	4				4
AM00CF03	Basics of Service Design	5				5
LLPRHOTRA24SV-1007 Professional Core Competence of Study Paths						**20**
AL00CY22	Developing accommodation business activities		10	5		15
AL00CY23	Developing Restaurant Business Activities		10	5		15
LLPRHOTRA24SV-1004 Practical Training						**30**
HA00CD56	Practical Training	4	4	2		10

Curriculum

HA00BU37	Practical Training 2	2,5	5	2,5		10
HA00BU38	Practical Training 3	2,5	5	2,5		10
LLPRHOTRA24SV-1005 Thesis						**15**
AO00BU39	Thesis Planning		2,5	2,5		5
AO00BU40	Thesis Project			5		5
AO00BU41	Thesis Report			5		5
LLPRHOTRA24SV-1006 COMPLEMENTARY COMPETENCE						**63**
LLPRHOTRA24SV-1016 Marketing						**0**
AL00CI67	Integrated Marketing Communication					0
AL00CI64	Brand Building					0
AL00CI69	Digital marketing planning and management					0
AL00CI75	Sustainability Marketing					0
LLPRHOTRA24SV-1017 Management, HR and Entrepreneurship						**0**
AL00CI98	Manager's Toolkit					0
AL00CJ01	Human Resource Management					0
AL00CY91	Manager in the hospitality industry					0
AL00CI97	Healthy and Responsible Organsation					0
LLPRHOTRA24SV-1020 Service Business						**0**
AL00DA48	Revenue and knowledge management in hospitality business					0
AL00DA49	The future of the hospitality industry					0
AL00DA50	Hospitality sales and key account management					0
AL00DA51	Developing concepts to Service Business					0
LLPRHOTRA24SV-1008 Other studies in LAB (i.e. Language and communication)						**0**
LLPRHOTRA24SV-1009 Other University Level Studies						**0**
LLPRHOTRA24SV-1010 Exchange studies						**0**
LLPRHOTRA24SV-1011 LAB Focus Area Studies						**0**
LLPRHOTRA24SV-1012 Design						**15**
LLPRHOTRA24SV-1013 Wellbeing						**15**
LLPRHOTRA24SV-1014 Innovations						**15**
LLPRHOTRA24SV-1015 Circular Economy						**15**

LLPRHOTRA24SV-1001 CORE COMPETENCE: 147 ECTS

LLPRHOTRA24SV-1002 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.

LLPRHOTRA24SV-1003 Professional Core Competence: 87 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.

AL00CD59 Digital Tools and Visual Content Editing: 7 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
- produce and edit images and videos

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.

AL00CT70 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

AL00CI72 Customer Experience development: 5 ECTS

Learning outcomes
The student is able to

- describe the customer experience framework
- search for reliable information about established procedures and tools, which can be used for customer experience management and development
- select appropriate procedures for the description and development of customer experience

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

AY00CT09 Effective marketing 1: 2 ECTS

Learning outcomes
The student is able to
- understand the importance of marketing in a company's business
- identify customer-oriented business.
- determine the key concepts of marketing and customer-oriented business

AY00CT10 Effective marketing 2: 3 ECTS

Learning outcomes
The student is able to
- identify the phases of a marketing and sales process
- understand the importance of brand building and its role in business
- become aware of the segmentation process and its benefits
- understand the key concepts of digital marketing
- recognize customer needs and understand their significance for the success of a company

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

AL00CY24 Developing tourism business activities: 5 ECTS

Learning outcomes
Student is able to
- outline the different business areas of the tourism industry and the most important operating principles
- understand the formation of demand in various tourism business environments and the production of services suitable for demand
- observe and interpret changes in the global operating environment and tourism trends and their effects on the industry
- examine especially Finland's resources in the production of tourism business services in both domestic and international markets
- identify the qualifications required by professions in the tourism industry and evaluate their own skills for future work tasks

AL00CD70 Business Law: 4 ECTS

Learning outcomes
The student is able to:
- Describe the fundamental aspects of the Finnish legal system, legal entities and legal relationships
- Use legal sources and search engines
- Take into account the main legal risks and opportunities in business planning

AM00CF03 Basics of Service Design: 5 ECTS

Learning outcomes
The student is able to
- use service design terminology, methods and processes in design work
- function as a member of a multidisciplinary team in a goal-oriented way
- apply design thinking to assignments and problem solving
- recognize the importance of foresight in service design
- produce visual presentations of services.

LLPRHOTRA24SV-1007 Professional Core Competence of Study Paths: 20 ECTS

AL00CY22 Developing accommodation business activities: 15 ECTS

Learning outcomes
Student is able to
- describe the business concept of an accommodation company as well as its key features and operating principles
- form an overview of the operating environment of the accommodation industry
- act as a sales-oriented and responsible customer servant in operative work and service roles typical of accommodation business, and observe required safety and quality standards
- model accommodation business from a customer's perspective
- evaluate his or her own learning, strengths and development needs
- analyze the operating environment, anticipate and utilize research information and data
- knows how to apply the principles of revenue management in business
- evaluates, analyzes and applies indicators and metrics
- use revenue management tools segment based key metrics

AL00CY23 Developing Restaurant Business Activities: 15 ECTS

Learning outcomes
The student is able to:
- develope the restaurant's business concepts as well as key characteristics and operating methods in the changing operating environment of the restaurant industry
- work as a restaurant manager developing customer experience and profitable restaurant business activities
- apply digital systems for the restaurant industry in operational management work and operational development
- evaluate their own competence in front-line work as well as their strengths and development areas

LLPRHOTRA24SV-1004 Practical Training: 30 ECTS

HA00CD56 Practical Training: 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 int 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 int 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 int the work done in practical training

LLPRHOTRA24SV-1005 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.

LLPRHOTRA24SV-1006 COMPLEMENTARY COMPETENCE: 63 ECTS

LLPRHOTRA24SV-1016 Marketing: 0 ECTS

AL00CI67 Integrated Marketing Communication: 5 ECTS

Learning outcomes
The student is able to:
- define the main forms, terms and goals of marketing communication
- explain how marketing communication can be used to influence target groups
- describe the role of marketing communication in creating value for brands as well as in creating and maintaining customer relationships
- create an integrated marketing communication plan to achieve targets
- compare the main means of traditional and digital advertising and understand the main terms related to them
- define the possibilities of automation, artificial intelligence and analytics in marketing communication

AL00CI64 Brand Building: 5 ECTS

Learning outcomes
The student is able to:
- understand the importance of a brand to a company's competitiveness and profitability
- describe the various stages of building a brand
- interpret various components as part of a successful brand
- do a starting-point analysis as part of brand building process

- create a plan for building a brand

AL00CI69 Digital marketing planning and management: 10 ECTS

Learning outcomes
The student is able to:
- define the basic concepts of digital marketing
- analyse companies' digital operating environment and create a target group orientated digital marketing plan
- explain the impact of a digital marketing strategy on companies' success
- apply social media as a strategic and tactical tool for various marketing purposes
- measure and analyse digital marketing

AL00CI75 Sustainability Marketing: 5 ECTS

Learning outcomes
The student is able to:
- see sustainability as a competitive advantage in business
- meet customer requirements related to sustainability
- make relevant suggestions how to develop sustainability and sustainability marketing in companies

LLPRHOTRA24SV-1017 Management, HR and Entrepreneurship: 0 ECTS

AL00CI98 Manager's Toolkit: 5 ECTS

Learning outcomes
The student is able to
- select and exploit a variety of managerial tools in order to support the development of the team, as well as their own work
- reflect upon their own well-being and boost it
- assess and develop their communication and interpersonal skills.

AL00CJ01 Human Resource Management: 5 ECTS

Learning outcomes
The student is able to:
- understand the HR professionals job fields and strategic importance of human resource management in an organization
- set relevant questions related to Human Resource Management and find answers to them
- apply the basic processes of human resource management

AL00CY91 Manager in the hospitality industry: 5 ECTS

Learning outcomes
Student is able to
• form an overall understanding of the key tasks of managers in the hospitality industry
• interpret the operating environment of the hospitality industry and understands the effects of changes in the operating environment from the point of view of managerial work

• develops the service and sales culture of the hospitality industry as an inclusive manager

AL00CI97 Healthy and Responsible Organsation: 5 ECTS

Learning outcomes
The student is able to
- look at overall well-being as part of responsible business from the perspective of a company, work community and individuals
- apply the principles of ethical and responsible management in one's own operations, the workplace and the organisation
- ask relevant questions and acquire answers relative to ethical and responsible operation and management.

LLPRHOTRA24SV-1020 Service Business: 0 ECTS

AL00DA48 Revenue and knowledge management in hospitality business: 5 ECTS

Learning outcomes
Student is able to:
- Use revenue and knowledge management strategies to manage profitable hospitality business
- Understand dynamic pricing principles
- Calculate and report performance metrics of the hospitality business
- Analyze the performance metrics and make strategic decisions based on them

AL00DA49 The future of the hospitality industry: 5 ECTS

Learning outcomes
Student is able to:
- reflect megatrends' significance and potential for the hospitality industry
- Understand and develop digital processes and automation for the hospitality business
- Ponder over possibilities in AI, metaverse and robotics in the Hospitality Industry

AL00DA50 Hospitality sales and key account management: 5 ECTS

Learning outcomes
Student is able to:
- Understand B2B and B2C sales principles in Hospitality Industry
- Analyze sales performance metrics and customer strategies
- lead sales culture in hotels and restaurants
- understand the importance of add-on sales in the hospitality industry

AL00DA51 Developing concepts to Service Business: 5 ECTS

Learning outcomes
Student is able to:
- Evaluate and analyze information about the hotel and restaurant industry, changes in the operating environment and current trends and utilize the information in the development of service business

- Plan, implement and develop various profitable hotel and restaurant business models and concepts
- Analyze and evaluate the functionality of concepts in the business environment and understand responsibility as an important part of business

LLPRHOTRA24SV-1008 Other studies in LAB (i.e. Language and communication): 0 ECTS

LLPRHOTRA24SV-1009 Other University Level Studies: 0 ECTS

LLPRHOTRA24SV-1010 Exchange studies: 0 ECTS

LLPRHOTRA24SV-1011 LAB Focus Area Studies: 0 ECTS

LLPRHOTRA24SV-1012 Design: 15 ECTS

LLPRHOTRA24SV-1013 Wellbeing: 15 ECTS

LLPRHOTRA24SV-1014 Innovations: 15 ECTS

LLPRHOTRA24SV-1015 Circular Economy: 15 ECTS