

**Curriculum at LAB University of Applied Sciences
2025-2026**

**Bachelor of Hospitality Management, Tourism and Event
Management (in Finnish) 25S, full-time studies, Lahti**

Code	Name	1 y	2 y	3 y	4 y	ECTS total
LLTIMATLI25S-1001 CORE COMPETENCE						140
LLTIMATLI25S-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
LLTIMATLI25S-1003 Professional Core Competence						80
AL00CD75	Digital Tools	5				5
AL00CB08	Creating a Service Experience	10				10
AL00CD64	Financial Accounting	5				5
AY00CT09	Effective marketing 1	2				2
AY00CT10	Effective marketing 2	3				3
AL00CD66	Business Mathematics	4				4
AL00CD60	Professional Branding	3				3
AL00CT70	Management and Leadership	5				5
AL00CB09	Producing Service Experience	10				10
AL00CN46	Tourism and hospitality service development project		9			9
AL00CD67	Profitability and Budgeting		5			5
AL00CD68	Anticipating Future Trends and Innovation Process		5			5
AL00CB07	Hospitality English		5			5
AL00CD69	Entrepreneurship, Transforming Innovations into Sustainable Business		4			4
AL00CD71	Research and Development			5		5
LLTIMATLI25S-1004 Thesis						15
AO00BU39	Thesis Planning			5		5
AO00BU40	Thesis Project			5		5
AO00BU41	Thesis Report			2,5	2,5	5

LLTIMATLI25S-1005 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
LLTIMATLI25S-1006 COMPLEMENTARY COMPETENCE						70
LLTIMATLI25S-1015 Tourism & Leisure						0
AL00CC66	Sustainability in Tourism and Leisure					0
AL00CC23	Experience Design					0
AL00CC24	Holistic Approach to Well-Being Tourism					0
AL00CC02	Destination Development + project					0
AL00CC08	Digitalisation in the travel and event business					0
AL00DD91	Special Interest Tourism-opportunities for thematic tourism					0
LLTIMATLI25S-1008 Events						0
AL00CS90	Creating Events					0
AL00CS91	Event Manager					0
AL00CS92	Event projects					0
LA00BR31	Working in a Project - DuuniExpo					0
LLTIMATLI25S-1011 Management, HR and Entrepreneurship						0
LLTIMATLI25S-1010 Digital marketing and customer experience						0
LLTIMATLI25S-1009 Individual courses, which are not included in any of the modules						0
AY00CA99	Working in a Project					0
LLTIMATLI25S-1012 Other studies in LAB (i.e. Language and communication)						0
AY00CC65	Leadership training in Military Service					0
AY00CC26	LAB@key					0
LLTIMATLI25S-1013 Other University Level Studies						0
LLTIMATLI25S-1014 Exchange studies						0

LLTIMATLI25S-1001 CORE COMPETENCE: 140 ECTS

LLTIMATLI25S-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.

LLTIMATLI25S-1003 Professional Core Competence: 80 ECTS**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

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

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

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

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.

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

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

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

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

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

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

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

LLTIMATLI25S-1004 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.

LLTIMATLI25S-1005 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 into the work done in practical training

LLTIMATLI25S-1006 COMPLEMENTARY COMPETENCE: 70 ECTS**LLTIMATLI25S-1015 Tourism & Leisure: 0 ECTS****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

AL00CC02 Destination Development + project: 5 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

AL00CC08 Digitalisation in the travel and event business: 5 ECTS

Learning outcomes

A student can

- use possibilities of digitalisation in leadership, management and implementation
- apply principles of digitalisation and knowledge management
- recognise the possibilities and opportunities in digital processes
- recognise the role of information as a part of the operations and success in an organization

AL00DD91 Special Interest Tourism-opportunities for thematic tourism: 5 ECTS

Learning outcomes

Student is able to

- Perceive different themes and forms of tourism
- Describe customers' motives and their consistence to the contents of the SIT-tourism
- Integrate tourism trends to the forms and contents of the SIT-tourism
- Evaluate personal skills as a producer on different kinds of SIT-tourism forms
- Plan contents for the clients on different themes of SIT-tourism
- Benefit local resources through responsibility and participate on producing different forms of SIT-tourism forms
- Improve personal skills and competences in the field of SIT-tourism

LLTIMATLI25S-1008 Events: 0 ECTS

AL00CS90 Creating Events: 5 ECTS

Learning outcomes

In the World of Events course, you will learn about the planning and implementation of events in a variety of ways:

- get to know the basics of event production with cultural events, fairs and live events.
- gain a basic understanding of the permitting process, event preparation, event execution and event implementation.
- deepen your understanding and knowledge of how to produce events in real events.

Competency objectives:

- student is able to plan and conceptualise an event
- student is able to conceptualise and design an event,
- student is able to productise and implement an event in practice
- student is able to produce and implement the event product and service,
- student is able to take into account the risks and opportunities of the environment in which the event takes place
- work in an event team

The course consists of a knowledge-based part in class and a part related to event management. The theoretical part will cover the processes of event authorisation, different forms of events,

experiential aspects, and the different stages of planning and implementation. During the course, the student will be exposed to event production. Events can be cultural, sports, trade fairs or corporate events.

In addition to this course, students must choose the option Event Projects 5 credits.

AL00CS91 Event Manager: 5 ECTS

Learning outcomes

During the course, you will plan, implement and evaluate an event or one of its components. In the operational part, you will work as the person in charge of an event or of one of its components.

In the Event Manager module you will learn about:

- Planning, implementing and evaluating an event from the point of view of the event organizer

Learning objectives:

- be able to plan and conceptualize an event
- to design and implement an event
- be able to identify the risks and opportunities of the environment in which the event takes place
- be able to manage an event team

AL00CS92 Event projects: 5 ECTS

Learning outcomes

Event projects

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

LLTIMATLI25S-1011 Management, HR and Entrepreneurship: 0 ECTS

LLTIMATLI25S-1010 Digital marketing and customer experience: 0 ECTS

LLTIMATLI25S-1009 Individual courses, which are not included in any of the modules: 0 ECTS

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

LLTIMATLI25S-1012 Other studies in LAB (i.e. Language and communication): 0 ECTS

AY00CC65 Leadership training in Military Service: 5 ECTS

Learning outcomes

Leadership skills in military service.

AY00CC26 LAB@key: 1 ECTS

Learning outcomes

Student is able to

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

LLTIMATLI25S-1013 Other University Level Studies: 0 ECTS

LLTIMATLI25S-1014 Exchange studies: 0 ECTS