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Curriculum at Lahti University of Applied Sciences 2016-2017

Bachelor's Degree Programme in Tourism and Hospitality Business Management 16S

The Degree Programme in Tourism and Hospitality Management introduces students to a range of business and employment opportunities in the tourism and leisure industry.

In addition to hotel, restaurant and tourism services, students will develop the ability to leverage other services (cultural, well-being and recreational services; sports, entertainment, events) as part of broader service concepts in tourist destinations, business networks and geographical locations. Students will learn to plan, produce and develop services from a user-oriented approach for different customer segments including individual and corporate customers, domestic and international tourists, local residents, seasonal residents, waterway visitors, etc.

The programme carries 210 ECTS credits, which is divided into 135 ECTS credits' worth of core competence modules and 75 ECTS credits' worth of complementary competence modules, enabling students to customise and align their professional development paths with their personal plans and goals.

The common core competence modules are specifically focused on:

- hospitality and service culture competencies,
- business competence,
- hotel, restaurant, tourism and leisure industry competencies
- the special characteristics of tourism and leisure business
- innovative development of leisure services; digital skills

Studies are implemented as day-time study with added opportunities for anytime/anywhere learning in online environments. The first year includes two work-based learning periods for skills development in the hotel, restaurant or tourism industry. Each student is individually responsible for agreeing on the placement schedules with the workplace organisation in question.

Each student can choose to focus on multi-skilled competence or develop in-depth competence in a specific area of the tourism and leisure industry.

The new Degree Programme in Tourism and Hospitality Management offers practice-based learning. The studies combine the growing possibilities of tourism and leisure business with the requirements of the digital age, while developing a proactive approach to change in this industry.

Code	Name	1 y	2 y	3 y	4 y	ECTS total
LIMAT16-1000 CORE COMPETENCE						135
LIMAT16-1004 Workplace Skills in Tourism and Leisure Industry						20
LI00BC85	Expert Communication	5				5
LI00BD06	Digital Skills	5				5
LI00BC89	Professional Development in Accommodation Industry	10				10

LIMAT16-1005 Hospitality Expertise						10
LI00BC87	Customer Service English	5				5
LI00BC88	Service Concepts and Sales in Leisure Industry	5				5
LIMAT16-1006 Business Revenue Models						20
LI00BC90	The Organisation and Workplace Practices	5				5
LI00BC91	Financial Management	5				5
LI00BD07	Professional Development in Restaurant Industry	10				10
LI00BD08	Professional Development in Tourism Industry:	10				10
LIMAT16-1007 Tourism Entrepreneurship						10
LI00BC93	Entrepreneurship, Networks, Profitability, and Business Law	5				5
LI00AX32	Swedish: Written Communication	1,5				1,5
LI00AX33	Swedish: Oral Communication	1,5				1,5
LI00AX42	Projekt i Norden	2				2
LIMAT16-1008 Leisure Business Development Project						15
LI00BC95	Digital Services Development		5			5
LI00BC96	Responsibility in the Hospitality Industry		5			5
LI00BC97	Customer Experience and Profitability Management		5			5
LIMAT16-1009 Service and Business Redevelopment						15
LI00BD01	Professional Development	2,5	1,5	1,5		5
LI00BD00	Research and Development Competence		5			5
LI00BC99	Foresight			5		5
LIMAT16-1002 Practical Training						30
LIMAT16-1003 Thesis						15
LIMAT16-1001 COMPLEMENTARY COMPETENCE						75

LIMAT16-1000 CORE COMPETENCE: 135 ECTS

Learning outcomes of the study module

Students will be able to:

- describe the principles of hospitality and apply them in tourism and leisure service settings
- describe the key areas of business competence in the hospitality industry
- apply hospitality and leisure business competencies in business planning and operation
- describe and take into account the special characteristics of tourism and leisure business
- develop innovative tourism and leisure services, and
- take into account the opportunities and challenges of digitisation in service and business planning activity

Courses included in the study module

- Workplace Skills in Tourism and Leisure Industry, 10 ECTS (includes Expert Communication, 5 ECTS; Digital Skills, 5 ECTS)
- Hospitality Expertise, 10 ECTS (incl. Customer Service English, 5 ECTS; Service Concepts and Sales in Leisure Industry, 5 ECTS)
- Professional Development in Accommodation/Restaurant/Tourism Industry, 10 ECTS (each student chooses one of the three options)

- Business Revenue Models, 10 ECTS (includes The Organisation and Workplace Practices, 5 ECTS; Financial Management, 5 ECTS)
- Tourism Entrepreneurship (includes Entrepreneurship, Networks, Profitability, and Business Law, 5 ECTS; Swedish: Written Communication, 1.5 ECTS, Swedish: Oral Communication, 1.5 ECTS, Projekt i Norden, 2 ECTS)
- Professional Development in Accommodation/Restaurant/Tourism Industry, 10 ECTS (each student chooses one of the three options)
- Leisure Business Development Project, 15 ECTS (three courses each worth 5 ECTS):
- Digital Services Development, 5 ECTS
- Responsibility in the Hospitality Industry, 5 ECTS
- Customer Experience and Profitability Management, 5 ECTS
- Service and Business Redevelopment, 15 ECTS (three courses each worth 5 ECTS):
- Professional Development, 5 ECTS
- Research and Development Competence, 5 ECTS- Foresight, 5 ECTS
- Work Placement, 30 ECTS
- Thesis, 15 ECTS

LIMAT16-1004 Workplace Skills in Tourism and Leisure Industry: 20 ECTS

Learning outcomes of the study module

Students will be able to:

- find and use information sources related to their field
- communicate according to degree-specific requirements and the professional standards of the field
- apply their communication skills in typical hospitality settings- utilise key features and functions of spreadsheet applications in professional hospitality settings
- use common word processing applications
- produce written and visual presentations for hospitality services
- perform professional hospitality duties

Courses included in the study module

Courses in this module:

- Expert Communication, 5 ECTS
 - Digital Skills, 5 ECTS
 - Professional Development in Accommodation/Restaurant/Tourism Industry (10 ECTS)
- Completed in conjunction with the Hospitality Expertise module (10 ECTS). In addition, the module includes Work-Based Learning (WBL, 10 ECTS). Each student chooses Accommodation, Restaurant or Tourism for the first WBL period.

LI00BC85 Expert Communication: 5 ECTS

Learning outcomes

Students will be able to:

- seek information from various sources
- apply some of the professional concepts and demonstrate their familiarity with the knowledge base of the hospitality industry
- produce text related to the chosen field
- prepare and give an oral presentation
- describe, both orally and in writing, professional situations related to the hospitality industry- define the structure of meetings and negotiations

LI00BD06 Digital Skills: 5 ECTS

Learning outcomes

Students will be able to:

- formulate and produce common calculations related to the hospitality industry by using spreadsheets
- describe key features and functions of spreadsheet software
- use common word processing applications
- describe the working principles of common graphic design tools/software
- produce written and visual presentations for hospitality services- explain commonly used file formats and applications for text-based and visual data

LI00BC89 Professional Development in Accommodation Industry: 10 ECTS

Learning outcomes

Students will be able to

- identify and evaluate different types of business ideas and concepts for the accommodation industry
- describe business chains, classification, price levels and customer groups
- demonstrate an overall understanding of the accommodation business environment and different types of businesses, products and services in this sector
- define key duties and service tasks of personnel working in the accommodation industry
- perform operational duties in a service business, both in sales and customer service roles, with due care for field-specific safety and quality standards - describe a model for the customer service path and the service production process
- evaluate their personal learning process, strengths and areas in need of further development
- explain the importance of the profitability and financial reporting of an accommodation business and assess key business indicators
- sell accommodation services with a proactive and goal-oriented approach
- adhere to the principles of sustainability
- produce professional text
- appraise and choose appropriate communication methods from a selection of customer communication solutions and channels
- use commonly available digital tools
- use key features and functions of spreadsheet applications in professional duties
- deliver internal communications via appropriate workplace communication channels

LIMAT16-1005 Hospitality Expertise: 10 ECTS

Learning outcomes of the study module

The student will be able to

- communicate and interact in English according to the principles of the UAS degree and the practices of one's professional field
- use customer and market information in business evaluation and design
- appraise services and service concepts in the field of accommodation, restaurant and tourism business
- evaluate business potential from the perspective of the user's experience, profitability and added value
- sell accommodation, restaurant and tourism related services

- take into account possibilities, challenges and key channels of omnichannel marketing- work in accommodation, restaurant or tourism related duties

Courses included in the study module

This module consists of three study units:

- Customer Service English, 5 ECTS
 - Service Concepts and Sales in Leisure Industry, 5 ECTS
 - Professional Development in Accommodation/Restaurant/Tourism Industry (10 ECTS)
- Completed in conjunction with the Workplace Skills in Tourism and Leisure Industry module (10 ECTS). In addition, the module includes Work-Based Learning (WBL, 10 ECTS). Each student chooses Accommodation, Restaurant or Tourism for the first WBL period.

LI00BC87 Customer Service English: 5 ECTS**Learning outcomes**

The student will be able to

- describe the main ideas of complex text and discussions in the field of hospitality management
- interact with a degree of fluency and spontaneity with native speakers
- produce clear, detailed text on a wide range of subjects
- explain a viewpoint on a topical issue giving the advantages and disadvantages of various options
- apply for an international job in accommodation, restaurant and tourism business
- deal with customer and market information- visualise a customer's service journey

LI00BC88 Service Concepts and Sales in Leisure Industry: 5 ECTS**Learning outcomes**

The student will be able to

- appraise services and service concepts in the field of accommodation, restaurant and tourism business
- identify added value of services from the user's perspective
- describe the value of user orientation and user involvement in the leisure industry
- describe current trends in the markets and consumer behaviour
- identify different customer and tourist types
- use different development models in evaluating and planning service concepts in the field of accommodation, restaurant and tourism business
- take into account possibilities, challenges and key channels of omnichannel marketing
- target sales and marketing activities according to the customer type or profile
- create active content according to the principles of integrated marketing communication

LIMAT16-1006 Business Revenue Models: 20 ECTS**Learning outcomes of the study module**

Students will be able to:

- describe the principles of management and organisation in the hospitality industry
- take into account the methods and role of workplace communications in their professional practice
- identify the influence of an organisational culture and the organisation's values in business
- define financial/management accounting
- describe the financial conditions, opportunities and challenges of hospitality business
- apply profitability thinking in their professional practice

- compare different business models and revenue models
- perform professional hospitality duties

Courses included in the study module

Courses in this module:

- The Organisation and Workplace Practices, 5 ECTS
- Financial Management, 5 ECTS
- Professional Development in Accommodation/Restaurant/Tourism Industry (10 ECTS) depending on the choice for the first WBL period

Completed in conjunction with the Tourism Entrepreneurship module (10 ECTS). In addition, the module includes Work-Based Learning (WBL, 10 ECTS). Each student chooses Accommodation, Restaurant or Tourism for the second WBL period (depending on the choice for the first period).

LI00BC90 The Organisation and Workplace Practices: 5 ECTS**Learning outcomes**

Students will be able to

- describe different areas of managerial work in the hospitality industry
- explain the methods and role of management and workplace communications
- define the values of an organisation and the characteristics of an organisational culture
- describe the principles of ethical management in the hospitality industry
- describe the operations and structures of an organisation in the hospitality industry
- demonstrate knowledge of key areas of existing employment legislation from the point of view of the hospitality industry
- describe links between communications, cultural differences and organisational structures- choose appropriate channels and forums for workplace communications

LI00BC91 Financial Management: 5 ECTS**Learning outcomes**

Students will be able to

- define financial (external) accounting and management (internal) accounting
- describe the effects of value-added tax in hospitality business- interpret financial statements
- describe the sources of income and expenditure in hospitality business- compare different business models and revenue models
- produce profit margin calculations based on financial indicators, taking into account the special characteristics of hospitality business

LI00BD07 Professional Development in Restaurant Industry: 10 ECTS**Learning outcomes**

Students will be able to

- evaluate the factors of profitable restaurant business, business ideas, concepts, chains, classification, price levels, trends and customer bases
- interpret the financial indicators of a restaurant business and use them to describe profitability and financial performance
- produce food, beverage and service products as a coherent concept of a high standard
- model the customer service path and the service production process
- perform everyday duties in restaurants, customer service positions and active sales roles

- adhere to the principles of sustainability in the restaurant industry
 - sell restaurant services with a proactive and goal-oriented approach
 - appraise different types of customer communication solutions and channels available in the restaurant industry
 - evaluate their personal learning process, strengths and areas in need of further development
 - identify sources of income and expenditure in hospitality business
 - calculate profit margins and understand key indicators
 - use commonly available digital tools
 - deliver internal communications
- choose appropriate methods and channels for workplace communications

LI00BD08 Professional Development in Tourism Industry:: 10 ECTS

Learning outcomes

Students will be able to

- identify and evaluate the factors of a profitable tourism business
- describe business ideas, service concepts, price levels, customer bases and market conditions in the tourism business
- demonstrate a holistic understanding of the tourism business environment at the local, regional, national and global level
- interpret the financial indicators of a tourism business and use them to describe profitability and financial performance
- produce tourism services as a coherent concept of a high standard by utilising different service offerings, such as leisure, sports, well-being, meeting, cultural, events and entertainment services
- perform everyday duties in a tourism business, customer service positions and active sales roles
- model the customer service path and the service production process
- evaluate their personal learning process, strengths and areas in need of further development
- adhere to the principles of sustainability in the tourism industry
- sell tourism services with a proactive and goal-oriented approach
- appraise different types of customer communication solutions and channels available in the tourism industry
- communicate professionally, in accordance with industry practices, both orally and in writing
- choose appropriate methods and channels for workplace communications
- use commonly available IT systems
- self-manage and work with flexibility and initiative- work in a team

The work-based learning organisation must be a commercial service provider (i.e. not an agency or a non-business organisation).

LIMAT16-1007 Tourism Entrepreneurship: 10 ECTS

Learning outcomes of the study module

Students will be able to:

- identify and evaluate business opportunities in the hospitality industry
- describe the starting points and value of networking in business
- evaluate the profitability of a hospitality business
- determine prices for hotel, restaurant and tourism services
- adhere to statutory requirements related to the hospitality business environment
- communicate in Swedish according to degree-specific requirements and the professional standards

of the field

- participate in basic transactions and conversations in Swedish

Courses included in the study module

Courses in this module:

- Entrepreneurship, Networks, Profitability, and Business Law, 5 ECTS
- Swedish: Written Communication, 1.5 ECTS
- Swedish: Oral Communication, 1.5 ECTS
- Projekt i Norden, 2 ECTS
- Professional Development in Accommodation/Restaurant/Tourism Industry (10 ECTS) depending on the choice for the first WBL period

Completed in conjunction with the Business Revenue Models module (10 ECTS). In addition, the module includes Work-Based Learning (WBL, 10 ECTS). Each student chooses Accommodation, Restaurant or Tourism for the second WBL period (depending on the choice for the first period).

LI00BC93 Entrepreneurship, Networks, Profitability, and Business Law: 5 ECTS

Learning outcomes

Students will be able to

- identify different types of business opportunities in the hospitality industry- analyse the viability and novelty of hospitality business ideas
- describe how value is generated in networks
- model business networks
- explain the role of tourism, leisure and hospitality industries in regional development
- evaluate the profitability of a hospitality business
- use pricing methods for hospitality business
- identify different types of income sources
- produce calculations for business planning and performance monitoring purposes
- use and interpret relevant legal resources
- plan business activities by applying the methods of legal risk management
- draw up typical business contracts and commercial documents for different business settings

LI00AX32 Swedish: Written Communication: 1.5 ECTS

Learning outcomes

Students will be able to

- express and explain their views and ideas
- use basic field-specific vocabulary
- give basic information about their education, work experience and work duties, for example in a job interview situation
- write a job application
- source Swedish-language industry information from the internet and other resources- use online dictionaries

LI00AX33 Swedish: Oral Communication: 1.5 ECTS

Learning outcomes

Students will be able to

- express and explain their views and ideas
- use basic field-specific vocabulary
- give basic information about their education, work experience and work duties, for example in a job interview situation
- write a job application
- source Swedish-language industry information from the internet and other resources- use online dictionaries

LI00AX42 Projekt i Norden: 2 ECTS

Learning outcomes

Students will be able to

- carry out basic written and oral transactions related to the field in Swedish
- explain the importance of successful customer communications
- communicate with customers
- source Swedish-language comparison data
- compare external marketing communications- evaluate marketing solutions

LIMAT16-1008 Leisure Business Development Project: 15 ECTS

Learning outcomes of the study module

Students will be able to:

- plan, implement and manage a project
- plan, develop and launch a digital service or concept
- recognise responsibility as a competitive factor in the hospitality and leisure industry
- manage the customer experience
- manage profitability

Courses included in the study module

Courses in this module:

- Digital Services Development, 5 ECTS
- Responsible Service Operation, 5 ECTS
- Customer Experience and Profitability Management, 5 ECTS

Students can link additional complementary competence studies with this module in order to extend or deepen the scope of the development project.

LI00BC95 Digital Services Development: 5 ECTS

Learning outcomes

Students will be able to

- describe digital services as part of a service concept in the hospitality industry
- develop digital services by using user-oriented methods
- evaluate and develop a multichannel customer experience from the point of view of the tourism and leisure industry
- evaluate the added value of digital services to the business and the users
- use research data in development work
- engage users in service development
- brand and launch a digital service

LI00BC96 Responsibility in the Hospitality Industry: 5 ECTS

Learning outcomes

Students will be able to

- evaluate the responsibility of a hospitality business operation
- develop a hospitality business from the point of view of corporate responsibility
- define and take into account life-cycle thinking and ecological/materials efficiency in service development
- evaluate responsibility as a competitive factor in the hospitality industry
- identify key motives for responsible business development- describe the role of formal certification in life-cycle thinking

LI00BC97 Customer Experience and Profitability Management: 5 ECTS

Learning outcomes

Students will be able to

- use different types of channels and methods and take into account different target groups in the sales and marketing activities of a hospitality business
- manage the customer experience
- assess the viability, innovativeness and profitability of new tourism and leisure service concepts
- apply different revenue models in service development
- produce and sell accommodation, restaurant and tourism services with a user-centred approach
- price services profitably
- plan and implement a professional and customer-oriented project

LIMAT16-1009 Service and Business Redevelopment: 15 ECTS

Learning outcomes of the study module

Students will be able to:

- plan, evaluate and develop their own learning
- recognise and choose career paths in their chosen field
- apply research and development methods to contribute to the wider development of the industry
- develop their written and oral communication skills
- apply the concepts and methods of futures studies in their chosen field
- anticipate changes in the business environment and evaluate their impacts on their chosen field

Courses included in the study module

Courses in this module:

- Professional Development, 5 ECTS
- Research and Development Competence, 5 ECTS
- Foresight, 5 ECTS

The module is delivered through individual courses in different stages of the programme. Professional Development (5 ECTS) is distributed over the years of study on a 2+2+1 basis. Research and Development Competence (5 ECTS) equips students for the thesis process. The Foresight course offers insights and methods for proactive development work and forecasting future trends in the tourism and leisure industry.

LI00BD01 Professional Development: 5 ECTS

Learning outcomes

Students will be able to

- plan their learning and participate in collaborative situations related to their studies
- commit to their studies, the work and common objectives of the group, and work as team members
- evaluate themselves as learners and recognise development opportunities
- work in UAS learning environments
- describe their chosen field and its future competence needs and plan their careers accordingly

LI00BD00 Research and Development Competence: 5 ECTS

Learning outcomes

Students will be able to

- apply research data in operational evaluation and development
- apply qualitative and quantitative research methods in research and development
- apply development methods in research and development activity
- develop their written and oral communication skills
- recognise workplace phenomena typical of the industry sector and identify related research and development subjects
- plan their thesis
- determine potential clients for their thesis projects

LI00BC99 Foresight: 5 ECTS

Learning outcomes

Students will be able to

- apply the concepts and principles of futures studies in their chosen field
- describe tools and methods of futures studies
- anticipate changes in the operating environment both at the general level and specific to their chosen field- apply foresight methods in research and development

LIMAT16-1002 Practical Training: 30 ECTS

Learning outcomes of the study module

Students will be able to

- broaden and deepen their professional skills and knowledge in line with their personal goals
- combine theoretical, practical and experiential learning
- work in operational/managerial/developer/expert roles in their chosen fields
- examine and form a holistic understanding of the competencies required by the role and sector in question
- build contacts with employers and market their personal competencies- plan their careers

LIMAT16-1003 Thesis: 15 ECTS

Learning outcomes of the study module

Students will be able to

- identify, define and conceptualise real-world phenomena and formulate them into research and

development subjects

- prepare and plan research and development activities
- perform research, development and planning tasks specific to the field
- use their problem-solving skills, organisational skills, perceptive skills and practical skills and work interactively, consistently and systematically
- apply theoretical knowledge to workplace problems and phenomena and conceptualise them
- critically appraise and develop their personal practice- report on their work both orally and in writing

LIMAT16-1001 COMPLEMENTARY COMPETENCE: 75 ECTS

Learning outcomes of the study module

The degree programme is comprised of common core competence (135 ECTS) and individual complementary competence (75 ECTS).

Students will be able to:

- utilise complementary competencies to build their professional competence profiles
- broaden and/or deepen their expertise and skills
- demonstrate specialist competencies in the hospitality and leisure industry
- recognise and choose career and learning paths

Courses included in the study module

- Student-specific choices (as recorded in the personal study plan, HOPS)
- studies, projects and other contents and work as specified in the personal study plan
- international student exchange
- international intensive courses
- preparatory studies for multicultural work environments (e.g. the Multicultural Competence module offered by the Faculty of Business Studies)
- Common path studies available to Lahti UAS students (e.g. Events Management Competence, Service Design, Circular Economy, Entrepreneurship)
- Extensive business modules from the professional studies offering of the Faculty of Business Studies
- Professional modules offered by other Lahti UAS faculties
- A range of language studies offered by Lahti UAS
- Extensive summer course offerings of Lahti UAS and FUAS
- work duties which can be incorporated into the degree through formal accreditation- other study offerings