

Curriculum at Lahti University of Applied Sciences
2017-2018

Bachelor's Degree Programme in Tourism and Hospitality Business Management

Code	Name	1 y	2 y	3 y	4 y	ECTS total
LIMATK17-1000 CORE COMPETENCE						135
LIMATK17-1001 Common Core Competence						25
LA00BE73	English for Work	3				3
LA00BE74	Swedish language, Oral Communication	1				1
LA00BE75	Swedish language, Written Communication	2				2
LA00BE76	Professional communication	4				4
LA00BE77	Developing professional competence 1	2				2
LA00BQ87	Developing professional competence 2		2			2
LA00BQ88	Developing professional competence 3			1		1
LA00BE78	Research and Development		5			5
LA00BE79	Anticipating Future Trends			5		5
LIMATK17-1002 Professional core competence						110
LIMATK17-1006 Hospitality competence						15
LI00BD06	Digital Skills	5				5
LI00BJ89	Marketing and sales in leisure business	5				5
LI00BJ85	Service Concepts in Tourism and Hospitality Management	5				5
LIMATK17-1008 Business competence in tourism industry						15
LI00BF74	Managerial work	5				5
LI00BF73	Accounting	5				5
LI00BJ86	Tourism entrepreneurship and contract legislation	5				5
LIMATK17-1010 Leisure business development project						15
LI00BJ87	Development of Digital Tourism Services		5			5
LI00BJ88	Responsible Tourism and Hospitality Business		5			5
LI00BC97	Customer experience and profitability management		5			5
LIMATK17-1011 Professional development in tourism and restaurant industry						0
LI00BC89	Professional development in accommodation industry	10				10
LI00BD07	Professional development in restaurant industry	10				10
LI00BD08	Professional development in tourism industry:	10				10
LIMATK17-1003 Practical Training						30
LA00BO03	Practical Training			10		10

LA00BO04	Practical Training 2			10		10
LA00BO05	Practical Training 3			10		10

LIMATK17-1004 Thesis 15

LA00BN99	Thesis planning			5		5
LA00BO00	Thesis research and writing			5		5
LA00BO01	Thesis publication			5		5

LIMATK17-1005 COMPLEMENTARY COMPETENCE 75

LIMATK17-1000 CORE COMPETENCE: 135 ECTS

LIMATK17-1001 Common Core Competence: 25 ECTS

LA00BE73 English for Work: 3 ECTS

Learning outcomes

The student is able to

- recognise the different sources and tools to help them improve their English skills
- gain confidence and manage in written and oral communication situations required in professional studies and in the work life
- describe their education and qualifications
- understand the terminology and concepts of their own field

LA00BE74 Swedish language, Oral Communication: 1 ECTS

Learning outcomes

The student is able to

- express and justify their opinions
- use the key terminology of their own field
- tell about their education, work experience and duties e.g. in job-seeking situations
- present a company of their own trade

LA00BE75 Swedish language, Written Communication: 2 ECTS

Learning outcomes

The student is able to

- use the key terminology of their own field
- tell about their education, work experience and duties e.g. in job-seeking situations
- write a job application
- obtain information related to their own field of studies in Swedish e.g. on the Internet
- use online dictionaries

LA00BE76 Professional communication: 4 ECTS

Learning outcomes

The student is able to

- plan and produce grammatically correct texts
- write an article or an essay that fulfils the criteria of a scientific text related to their own field of studies
- perform actively in professional group communication situations
- retrieve information from a variety of sources and evaluate it critically

LA00BE77 Developing professional competence 1: 2 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 Lahti UAS
- picture their own field of studies and its future skills
- give feedback on tuition and services and thus participate in the development of education

LA00BQ87 Developing professional competence 2: 2 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

LA00BQ88 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

LA00BE78 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

LA00BE79 Anticipating Future Trends: 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

LIMATK17-1002 Professional core competence: 110 ECTS

LIMATK17-1006 Hospitality competence: 15 ECTS

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
- produce written and visual presentations for hospitality services- explain commonly used file formats and applications for text-based and visual data

LI00BJ89 Marketing and sales in leisure business: 5 ECTS

Learning outcomes

The student is able to

- describe the value of user and customer centeredness in the leisure business
- identify current consumer behaviour trends in the hospitality industry
- target sales and marketing according to a customer type and profile
- note the channels, opportunities and challenges of multichannel marketing and sales in the hospitality industry

LI00BJ85 Service Concepts in Tourism and Hospitality Management: 5 ECTS

Learning outcomes

The student is able to

- appraise services, service encounters and service concepts in the leisure industry
- describe the role and value of personalized customer service
- identify the added value of a service from the user's perspective
- use different development models in designing a service concept

LIMATK17-1008 Business competence in tourism industry: 15 ECTS

LI00BF74 Managerial work: 5 ECTS

Learning outcomes

The student is able to

- recognise the key prospects of HRM and labour legislation
- find solutions for successful team operation
- communicate effectively in a workplace community

LI00BF73 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

LI00BJ86 Tourism entrepreneurship and contract legislation: 5 ECTS

Learning outcomes

The student is able to

- identify business opportunities in the accommodation, restaurant and tourism industries based on market and competitive conditions
- describe how networks can be used to create value
- plan and illustrate distinctive and customer-centred business
- utilise and interpret relevant legal sources
- plan a company's business by means of legal risk management
- draw up typical business contracts and documents in varied operating environments

LIMATK17-1010 Leisure business development project: 15 ECTS

LI00BJ87 Development of Digital Tourism Services: 5 ECTS

Learning outcomes

The student is able to

- develop value-added digital services in the leisure industry and tourism and hospitality management
- evaluate and develop an omnichannel customer experience
- evaluate the possibilities and challenges of digitalization in the leisure industry

LI00BJ88 Responsible Tourism and Hospitality Business: 5 ECTS

Learning outcomes

The student is able to

- apply corporate social responsibility approach to leisure industry related service development
- evaluate and develop the responsibility of tourism and hospitality operations

- critically reflect on communication practices of sustainability and responsibility

LI00BC97 Customer experience and profitability management: 5 ECTS

Learning outcomes

The student is able to

- use different channels and means, and take different target groups into account in sales and marketing
- manage customer experience
- price leisure services
- act appropriately in service development work

LIMATK17-1011 Professional development in tourism and restaurant industry: 20 ECTS

Courses included in the study module

Choose two courses from the module.

LI00BC89 Professional development in accommodation industry: 10 ECTS

Learning outcomes

The 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

LI00BD07 Professional development in restaurant industry: 10 ECTS

Learning outcomes

The student is able to

- describe the business concept of a restaurant as well its key features and operating principles
- form an overview of the operating environment of the restaurant industry
- act as a sales-oriented and responsible customer servant in operative work and service roles typical of restaurant business, and observe required safety and quality standards
- model restaurant business from a customer's perspective
- evaluate his or her own learning, strengths and development needs

LI00BD08 Professional development in tourism industry:: 10 ECTS

Learning outcomes

The student is able to

- describe the business concept of a tourism company as well as its key features and operating principles

- form an overview of the operating environment of the tourism industry
- act as a sales-oriented and responsible customer servant in operative work and service roles typical of tourism business, and observe required safety and quality standards
- model tourism business from a customer's perspective
- evaluate his or her own learning, strengths and development needs

LIMATK17-1003 Practical Training: 30 ECTS

LA00BO03 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 in the work done in practical training

LA00BO04 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

LA00BO05 Practical Training 3: 10 ECTS

Learning outcomes

The student is able to

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

LIMATK17-1004 Thesis: 15 ECTS

LA00BN99 Thesis planning: 5 ECTS

Learning outcomes

The student is able to

- apply the acquired theoretical knowledge to the problems and phenomena of the working life
- solve problems, organise and perceive wholes
- work interactively, tenaciously and systematically
- work according to the practices of their own line of trade
- gather information and evaluate sources critically - report their work orally, in writing and visually

LA00BO00 Thesis research and writing: 5 ECTS**Learning outcomes**

The student is able to

- apply the acquired theoretical knowledge to the problems and phenomena of the working life
- solve problems, organise and perceive wholes
- work interactively, tenaciously and systematically
- work according to the practices of their own line of trade
- gather information and evaluate sources critically - report their work orally, in writing and visually

LA00BO01 Thesis publication: 5 ECTS**Learning outcomes**

The student is able to

- apply the acquired theoretical knowledge to the problems and phenomena of the working life
- solve problems, organise and perceive wholes
- work interactively, tenaciously and systematically
- work according to the practices of their own line of trade
- gather information and evaluate sources critically - report their work orally, in writing and visually

LIMATK17-1005 COMPLEMENTARY COMPETENCE: 75 ECTS**Courses included in the study module**

You can find Complementary competence courses from separate "Complementary competence courses taught in English, Bachelor's Degree, 17S-" Curriculum.

In addition, you can choose Professional Core Competence courses of other Bachelor's Degree Programmes as Complementary competence courses.