

SERVICES / BACHELORS DEGREE IN HOSPITALITY MANAGEMENT

Three degree programmes are currently offered in the School of Tourism: the Degree Programme in Tourism, the Degree Programme in Hospitality Management and the International Degree Programme in Tourism, delivered in English.

Address: Kajaanin ammattikorkeakoulu/
Postal Address: PL 52, 87101 Kajaani
Visit Address: Ketunpolku 4, 87100 Kajaani
Tel: + 358 8 618 991
Fax: + 358 8 6189 9252

Head of School:
Heli Itkonen puh. + 358 8 6189 9447, Mobile + 358 44 7101 447
email: heli.itkonen@kajak.fi
Address: Kuntokatu 5

Head of Degree Programmes:
Pekka Oikarinen (Degree programmes delivered in Finnish)
Tel: + 358 8 6189 9460
email: pekka.oikarinen@kajak.fi
Address: Ketunpolku 4

Mikko Keränen (Tourism)
Tel: + 358 8 6189 9460
email: mikko.keranen@kajak.fi
Address: Ketunpolku 4

Study Secretary:
Eila Happonen
Fax: + 358 8 6189 9626
email: eila.happonen@kajak.fi
Address: Ketunpolku 3, 87100 Kajaani

DEGREE PROGRAMME IN TOURISM

The Degree Programme in Tourism leads to a Polytechnic Bachelors Degree qualification in Hospitality Management. The name of the qualification is *restonomi* (AMK) in Finnish, Bachelor of Hospitality Management. The degree programme is worth 210 credits and it should take 3.5 years to complete with a maximum completion time of 4.5 years. There are 40 study places on this degree programme. The degree programme comprises basic studies, professional studies, free-choice studies, practical training, and thesis.

General objectives

Degree Programme in Tourism graduates will possess expertise in tourism services and be capable of co-operation and work within a variety of fields. The underlying theme of the programme is the development of creativity, entrepreneurship, international competences and self-awareness.

In order to develop tourism, graduates must also possess knowledge of production and distribution channels and skills in product development, marketing, finances and leadership. Tourism services consist of many different parts such as accommodation, food, transport, programme, conference and congress management services.

Students will gain comprehensive knowledge of nature and activity tourism as well how to manage and organize different kinds of events and meetings. Students will deepen their know-how by planning, carrying out and assessing tourism products. They are also provided with the opportunity to collaborate with tourism businesses during course-work and practical assignments. The Degree Programme in Tourism also emphasises product development and marketing skills as well as cultural awareness required in international business.

The objectives of the degree programme include the following competences:

Subject specific competences Degree programme in Tourism	Description of the competence
Service-mindedness	<p>understands that hospitality is one of the central values and success factors of the sector.</p> <p>can provide healthy, safe and profitable services which promote customers' wellbeing.</p> <p>can take aesthetic and ethical perspectives into account when providing services (premises, service products, communications).</p> <p>is familiar with the principles of consumer behaviour and can make use of them in developing services.</p>
Service systems	<p>can plan, produce and develop services to suit the needs of the operating environment.</p> <p>can define, manage and evaluate service processes (product planning, profitability, and organisation, management and development of work)</p> <p>can develop services using product development and commodification methods</p>

	is aware of the safety requirements for the sector and can apply them to his/her own work.
Service management	<p>knows and understands company strategies and can make use of them in managing service operations.</p> <p>can plan, implement and evaluate his/her own and the department's daily supervisory management activities.</p> <p>can organise a work community and make use of the skills of individuals, teams and communities.</p>
Business know-how	<p>can analyse customer relationships from the point of view of service development.</p> <p>understands the main concepts of business and has internalised the principles of a commercial approach.</p> <p>can predict the effect of alternative operating methods on financial results and competitiveness.</p> <p>can apply the principles of entrepreneurship, both as an entrepreneur and as an employee.</p> <p>can operate in, make use of and develop various kinds of networks.</p>
Service environments for tourism	<p>can develop service environments and networks related to leisure and business travel.</p> <p>understands the significance of internationalisation, globalisation and different cultures for services and their development.</p> <p>can work in various international operating environments.</p> <p>can benefit from applying the characteristics of national cultures in developing tourism.</p> <p>can develop regional strengths and improve regional influence in tourism.</p>

Annual Themes – Description of Progress in Studies

Each study year has its own theme which describes the main focus of the courses.

1st year – Observer of tourism

conversant with basic concepts

knowledge of those active in tourism

conversant with basic skills

2nd and 3rd year – Tourism actor

tourism knowledge base

knowledge of the most important working methods

development of information retrieval and teamwork skills

4th year – Developer of tourism

ability to apply the latest knowledge develop the field of tourism

DEGREE PROGRAMME IN TOURISM 210 CR

BASIC STUDIES

63 cr

Introduction to Tourism and Hospitality Management

28 cr

Business Activities 1

7 cr

Communication Skills 1

17 cr

Methodological Studies 1

11 cr

PROFESSIONAL STUDIES

87 cr

Tourism Services

32 cr

Business Activities 2

39 cr

Communication Skills 2

9 cr

Methodological Studies 2

7 cr

PRACTICAL TRAINING

30 cr

THESIS

15 cr

FREE-CHOICE STUDIES

15 cr

For optional language studies see the Bachelor of Business Administration, Business Administration Degree Programme starting from page 82.

Basic Studies 63 cr

Basics of Tourism and Hospitality Management	28 cr
Forms of Tourism	3 cr
Accommodation Services	3 cr
Attraction Factors in Tourism	3 cr
Introduction to Food Services and Nutrition	3 cr
Serving and Bar Services	4 cr
Hygiene and Sanitation	4 cr
Safety and First Aid	3 cr
Basics of Nature and Activity Tourism	5 cr
Business Activities 1	7 cr
Business Activities in the Tourism and hospitality Sector	3 cr
Introduction to Marketing and Customer Service	4 cr
Communication Skills 1	17 cr
Oral Communication and Meeting Skills	3 cr
Written Communication and Business Letters	3 cr
Svenska inom turismen 1	3 cr
English for Tourism	3 cr
Third Foreign Language	5 cr
Methodological Studies 1	11 cr
Data Processing	5 cr
Business Mathematics	3 cr
Personal Development Programme	3 cr

PROFESSIONAL STUDIES 87 CR

Tourism Services	32 cr
Project Management in Tourism	6 cr
Tourism Planning	3 cr
Nature and Activity Tourism 1	4 cr
Nature and Activity Tourism 2	4 cr
Adventure Tourism	3 cr
Event Management	3 cr
Food Culture Adventure	3 cr
Introduction to Finnish Culture	3 cr
Introduction to World Cultures	3 cr
Business Activities 2	39 cr
Marketing of Tourism Services	3 cr
Promotion Skills	3 cr
Tourism Product Development 1	3 cr
Tourism Product Development 2	3 cr
Bookkeeping and Financial Statements	4 cr
Management Accountant	6 cr
Contract and Corporate Law	5 cr
Management and Leadership	3 cr
Personnel Management	3 cr
Business Planning in a Changing World	3 cr
Business Organisational Development	3 cr
Communication Skills 2	9 cr
English for Tourism 2	3 cr
English for Tourism 3	3 cr
Svenska inom turismen 2	3 cr
Methodological Studies 2	7 cr
Introduction to Research Methods	3 cr
Statistics	4 cr

COURSE DESCRIPTIONS OF DEGREE PROGRAMME IN TOURISM

BASIC STUDIES

(MMPM0Z) INTRODUCTION TO TOURISM AND HOSPITALITY MANAGEMENT 28 cr

(MMPM001) Forms of Tourism

Credits:	3 cr	Timing:	1st yr
Objective:	Students will gain a general overview of the history, current issues and the future of tourism, while being aware of the effects of tourism on society and the environment.		
Contents:	Basic concepts, history and requirements of tourism Tourism as a form of livelihood in Finland and the world Portrait of a tourist Tourism promotion and management		
Learning Strategies:	Lectures and group assignments		
Assessment:	Exam and assignments		
Bibliography:	Vuoristo K-V., Matkailun muodot (2002) Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2005) Handouts		

(MMPM002) Accommodation Services

Credits:	3 cr	Timing:	1st yr
Objective:	Students will be able to compare how to provide different forms of accommodation, while being aware of the basic functions of accommodation and profit-oriented working.		
Contents:	The structure of the accommodation business and different forms of accommodation business The basic functions of the accommodation business Reservation software (Hotellinx) The central parameters of profitability in accommodation Safety risks in accommodation		
Learning Strategies:	Lectures, group work and study visits		
Assessment:	Exam and course-work assignments		
Bibliography:	Asunta T., Brännare-Sorsa R., Kairamo H., Matero S., Majoitus- ja matkailupalvelu (2005)		

(MMPM003) Attraction Factors in Tourism

Credits:	3 cr	Timing:	1st yr
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Objective:	Students will gain knowledge of the different forms of attraction in tourism according to regional structural differences and taking into account the economic significance of tourism in the region.
Prerequisite:	Forms of Tourism
Contents:	Tourism attractions and attraction complexes The morphology, development and life cycle of a tourist centre The regional structure of tourism in Finland: tourism areas, their attractions and the economic significance of tourism in the region.
Learning Strategies:	Lectures and group assignments
Assessment:	Exam and course-work assignments
Bibliography:	Vuoristo K-V., Vesterinen N., Lumen ja suven maa (2002) Handouts

(MMPM004) Introduction to Food Services and Nutrition

Credits:	3 cr	Timing:	1st yr
Objective:	This course emphasises the significance of food as an important part of tourism services and the various requirements that tourists have concerning food.		
Contents:	The different stages of the food services process Catering in different tourism related situations. Food as a source of energy and nutrition The most common special diets		
Learning Strategies:	Lectures, exercises and food preparation in the teaching kitchen		
Assessment:	Exam and course-work assignments		
Bibliography:	To be announced		

(MMPM005) Serving and Bar Services

Credits:	4 cr	Timing:	1st yr
Objective:	Students will learn the basics of service and restaurant service. They will be conversant with current alcohol laws and the most common alcoholic drinks and their preparation.		
Contents:	The basic methods and techniques of service An introduction to serving to order Alcohol legislation Preparing cocktails Product awareness Tobacco Law		
Learning Strategies:	Lectures, serving exercises in the learning restaurant		
Assessment:	exam and course-work assignments		
Bibliography:	Handout		

(MMPV0Z) COMMUNICATION SKILLS 1 17 cr**(MMPV001) Oral Communication and Meeting Skills**

Credits: 3 cr Timing: 1st yr

Objective: Students will learn to express themselves and to operate in goal-oriented manner in different communication situations while gaining knowledge of negotiation and meeting skills.

Contents: Analysis of speeches and presentations
Stage fright
Use of voice
Speeches and talks
Influencing and justification
Different forms of group communication
Negotiation and meeting techniques
Documents

Learning Strategies: Contact teaching, exercises

Assessment: Exam and exercises

Bibliography: Repo-Nuutinen: Viestintätaito

(MMPV002) Written Communication and Business Letters

Credits: 3 cr Timing: 1st yr

Objective: Students will learn to write in the manner required of their chosen profession and be able to compile standard business letters.

Contents: The general principles of written communication, accuracy, process writing and standard documents, basic business letters and e-mail.

Learning Strategies: Contact teaching, assignments

Assessment: Exam and assignments

Bibliography: Kortetjärvi-Nurmi, Kuronen, Ollikainen, Yrityksen viestintä

(MMPV003) Swedish: Svenska inom turismen 1

Credits: 3 cr Timing: 1st yr

Objective: Students will develop their spoken and written Swedish skills so as to be able to deal with Nordic guests, work in tourism and hospitality customer service situations, give company presentations including services and equipment demonstrations, give presentations of Finland as a tourist destination and make conversation about current affairs.

Prerequisite: Proficiency test

Contents: Presentation of a tourism company and restaurant operations and staff
Customer service and sales situations
Meeting and spa services
Knowledge of Finland and one's own region

Gastronomy (Names of food, ingredients, food preparation methods, equipment and menus)
 Finnish cuisine
 Differences between Finnish Swedish and Swedish

Learning Strategies: Small group teaching

Assessment: Continual assessment, written and/or spoken exam

Bibliography: To be announced

(MMPV004) English for Tourism 1

Credits: 3 cr Timing: 1st year

Objective: The student will be able to attend to foreign customers in tourism services and to apply for a job and practical training abroad.

Prerequisite: Participation in proficiency test

Contents: Grammar surgery, job application, functions of a tourism company, staff in tourism, customer service

Learning Strategies: Small group sessions

Assessment: Continuous assessment, oral presentation, written exam

Bibliography: Handout

(MMPV005) Third foreign language

Credits: 5 cr Timing:

Objective: Students will develop their language skills in one other language in addition to Swedish and English. Students can start from the beginning and it is possible to study Spanish, Italian, French, German or Russian as your third foreign language.

(MMPT0Z) METHODOLOGICAL STUDIES 1 11 cr

(MMPT001) Data Processing

Credits: 5 cr Timing: 1st yr

Objective: This course provides students with the basic necessary skills in use of the internet and e-mail, word processing, spreadsheet accounting and presentation graphics.

Contents: Internet
 E-mail
 Word processing
 Presentation graphics
 Spreadsheet accounting

Learning Strategies: Small group teaching

Assessment: Exam, assignments

Bibliography: To be announced

(MMPT002) Business Mathematics

Credits:	3 cr	Timing:	1st yr
Objective:	Students will have the mathematical skills required in business and be able to use and apply them.		
Prerequisite:	Proficiency test		
Contents:	Revision and of basic mathematical skills and preparation for further learning: Provision and value added tax Indexes Currencies Interest and compound interest calculations Credit Business functions		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam and assignments		
Bibliography:	Karjalainen, L., Optimi -matematiikkaa talouselämän ammattilaisille, 2005		

(MMPT003) Personal Development Programme

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	Students will become familiar with the polytechnic, their chosen field of study and student services. They will learn to plan their studies, assess their own learning while gaining the tools to monitor their own professional development.		
Contents:	Studying at the polytechnic, study skills and learning environments Student services Grouping Planning your studies Professional development Transfer to working life		
Learning Strategies:	Lectures, group work, planning and personal progress sessions and e-learning		
Assessment:	Participation and completion of all set tasks		
Bibliography:	Study Guide and e-material		

PROFESSIONAL STUDIES**(MMAM0Z) TOURISM SERVICES 32 cr****(MMAM001) Project Management in Tourism**

Credits:	6 cr	Timing:	2nd yr
Objective:	Students will gain experience and knowledge of project work and procedure by participating in various research and event tourism projects.		
Contents:	project concept and organisation Compiling a project plan		

Credits:	4 cr	Timing:	3rd yr
Objective:	Students will gain further in depth knowledge of planning and setting-up nature and activity tourism products, they will gain the skills required to plan, set up and assess different types of nature and activity tourism events and products.		
Prerequisite:	Introduction to Tourism Introduction to Nature and Activity Tourism Nature and Activity Tourism I		
Contents:	Planning and implementing nature and activity tourism products Product evaluation Research		
Learning Strategies:	Lectures, group work and participation in setting up products		
Assessment:	Participation, assignments, exam		
Bibliography:	To be announced		

(MMAM005) Adventure Tourism

Credits:	3 cr	Timing:	2nd yr
Objective:	This course introduces students to adventure tourism products and theory.		
Prerequisite:	Introduction to Tourism		
Contents:	Adventure tourism Adventure activities Introduction to adventure education and pedagogy Extreme tourism		
Learning Strategies:	Lectures and assignments		
Assessment:	Participation, practice tasks, report		
Bibliography:	Degerman, P. & Pohjola, P., 2002. Sinustako seikkailija? Hemmi, J. 2005. Matkailu, ympäristö ja luonto Lehtonen, T., 1998. Elämän seikkailu Priest, S. & Gass, M.A., 1997. Effective Leadership in Adventure Programming Swarbrooke et al. 2003. Adventure Tourism Verhelä, P. & Lackman, P., 2003. Matkailun ohjelmapalvelut		

(MMAM006) Event Management

Credits:	3 cr	Timing:	2nd yr
Objective:	This course provides skills in arranging events and meetings and enables students to function in the varied roles required of event management. Students will also gain knowledge of organising events and congresses in Finland and around the world.		
Prerequisite:	Introduction to Tourism		
Contents:	Event and congress management Congress tourism in Finland		
Learning Strategies:	Lectures and assignments, study visits, participation in organising and managing an event		

Assessment:	Participation and practice tasks, report, exam
Bibliography:	Aarrejärvi, L., 2003. Kokoukset ja kongressit#järjestäjän käsikirja Kauhanen et al., 2002. Yleisö tapahtuman suunnittelu ja toteutus Rautiainen, M. & Siiskonen, M., 2003. Kokous- ja kongressipalvelut Tyni, M. 2005. Itäsuomalaisten tapahtumien ominaispiirteitä.

(MMAM007) Food Culture Adventures

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will gain an in depth overview of food and drink culture in different countries and eras for use in tourism.		
Prerequisite:	Introduction to Food Services and Nutrition		
Contents:	The development of food and drink culture The influence of religion and culture on dining Adventurous food services		
Learning Strategies:	Lectures, exercises and food preparation in the learning kitchen.		
Assessment:	Assignments		
Bibliography:	To be announced		

(MMAM008) Introduction to Finnish Culture

Credits:	3 cr	Timing:	2nd yr
Objective:	This course provides students with an overview of Finnish history to the present day for use in tourism.		
Contents:	The background to the Finnish identity National and local culture Important events, people, environments and interesting occurrences.		
Learning Strategies:	Lectures, e-learning and group work		
Assessment:	Assignments and e-essay		
Bibliography:	To be announced		

(MMAM009) Introduction to World Cultures

Credits:	3 cr	Timing:	3rd yr
Objective:	Students will gain knowledge of the main world cultures, cultural regions and key cultural dimensions. Cultural impacts on co-operation and tourism in Europe and in Finland will also be covered.		
Contents:	World cultural districts Key cultural dimensions and variables A brief history of tourism and leisure in Europe and in Finland		
Learning Strategies:	Lectures and assignments, e-learning. Teaching in English.		

Assessment: Assignments and exam

Bibliography: To be announced

(MMAY0Z) BUSINESS ACTIVITIES 2 39 cr

(MMAY001) Marketing of Tourism Services

Credits: 3 cr Timing: 2nd yr

Objective: This course provides in depth knowledge of the special features of marketing tourism services, the main forms of competition in marketing, the significance of product, price and availability and tourism services distribution channels.

Prerequisite: Introduction to Marketing and Customer Service

Contents: Basic means of competing: product, price and availability
Distribution channels

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: Albanese, P., Boedeker, M., Matkailumarkkinointi
Kotler, P., Bowen, J., Makens, J., Marketing for Hospitality and Tourism, soveltuv

(MMAY002) Promotion Skills

Credits: 3 cr Timing: 3rd yr

Objective: Students will gain knowledge of different means of promotion and marketing communication, enabling them to estimate the costs of promotion and to plan company promotion.

Prerequisite: Introduction to Marketing and Customer Service

Contents: Advertising
Personal sales
Sales promotion
Relationship and briefing operations
Next year's marketing plan

Learning Strategies: Lectures, assignments and company visits

Assessment: Assignments, compiling a promotion plan, lecture diary

Bibliography: Anttila, M., Iitanen, K., Markkinointi. Soveltuv osin.
Bergström, S., Leppänen, A. Yrityksen asiakasmarkkinointi. Soveltuv osin.
Kotler, P., Bowen, J., Makens, J., Marketing for Hospitality and Tourism.
Soveltuv osin.

(MMAY003) Tourism Product Development 1

Credits: 3 cr Timing: 2nd yr

Objective: This course emphasises the significance of the product as the main means of

Bibliography: Verhelä, P., Lackman, P., Matkailun ohjelmapalvelut
Borg, P., Kivi, E., Partti, M., Elämyksestä elinkeinoksi

Bibliography: Boxberg & Komppula. Matkailuyrityksen tuotekehtiys.
Kotler, Bowen & Makens. Marketing for Hospitality and Tourism.

Bibliography: Tomperi, S., Käytännön kirjanpito - oppikirja
Tomperi, S. & Keskinen, V., Käytännön kirjanpito - harjoituskirja

(MMAY006) Management Accounting

Credits:	6 cr	Timing:	3rd yr
Objective:	Students will be conversant with accounting supporting management decision making processes and the use of profitability and budget finance calculations.		
Contents:	The financial planning in a company Profitability calculations Pricing Value added taxation in tourism and hospitality Budgeting Profitability of investments Action-based cost accounting		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam and exercises		
Bibliography:	Nieminen G., Ravintola-ala laskentatoimi		

(MMAY007) Contract and Corporate Law

Credits:	5 cr	Timing:	2nd yr
Objective:	Students will be conversant with the basic principles of contract law and the most common types of business contracts.		
Contents:	The legal system Contracts and how to make them Authority Trade representation Compensation Company forms Tourism law		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam and assignments		
Bibliography:	To be announced		

(MMAY008) Management and Leadership

Credits:	3 cr	Timing:	2nd yr
Objective:	This course provides an overview of leadership and the management tasks of an organisation.		
Contents:	Organisation theory and leadership models Groups and teams at work Motivation Organisation cultures, values and ethics		
Learning Strategies:	Lectures and assignments		
Assessment:	Assignments and exam		

Bibliography: Laurent, Päivittäisjohtaminen matkailu- ja ravintola-alalla
Viitala, Henkilöstöjohtaminen (soveltuvin osin)

(MMAY009) Personnel Management

Credits: 3 cr Timing: 2nd yr

Objective: Students will be conversant with the different areas of service industry personnel management.

Prerequisite: Management and Leadership

Contents:

- Planning, volume and recruiting human resources
- Orientation and on-the-job guidance
- Staff development and training
- Reward and incentive
- Occupational safety and legal issues

Learning Strategies: Lectures and assignments

Assessment: Exam and assignment

Bibliography: Viitala, Henkilöstöjohtaminen
Vaahtio, Rekrytointi menestystekijänä
Majoitus- ja ravitsemisalan työehtosopimus

(MMA Y010) **Business Planning in a Changing World**

Credits: 3 cr Timing: 4th yr

Objective: Students will understand the effects of regional and national economic development on tourism and hospitality businesses while being aware of the stages and objectives of company strategic planning.

Prerequisite: Management and Leadership, Management Accounting, Marketing of Tourism Services

Contents: Tourism environmental analysis
Company strategic planning
Compiling a business plan

Learning Strategies: Lectures and assignments

Assessment: Assignments, business plan

Bibliography: Kamensky, M., Strateginen johtaminen

(MMAY011) Business Organisational Development

Credits: 3 cr Timing: 4th yr

Objective: This course provides knowledge of development models for the whole work community for application in working life.

Prerequisite: Management and Leadership, Personnel Management

Contents:	A learning organisation Leading change Team learning
Learning Strategies:	Lectures and assignments
Assessment:	Exam and assignments
Bibliography:	Sarala, Sarala, Oppiva organisaatio: oppimisen, laadun ja tuottavuuden yhdistäminen

(MMAV0Z) COMMUNICATION SKILLS 2 9 cr

(MMAV003) Swedish: Svenska inom turismen 2

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will be able to deal effectively with written and spoken tasks in Swedish in tourism related situations - e.g. routine correspondence and negotiations.		
Prerequisite:	Svenska inom turismen I		
Contents:	Business Communication		
Learning Strategies:	Small group teaching		
Assessment:	Continual assessment, written and spoken exam		
Bibliography:	Handout		

(MMAV001) English for Tourism 2

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will be able to use spoken and written English fluently in different tourism related situations using different communication tools.		
Prerequisite:	English for Tourism 1		
Contents:	Tourism company communication (reservations, confirmations, cancellations, alterations) Routine letters, payments Negotiations		
Learning Strategies:	Small group teaching		
Assessment:	Spoken and written exercises		
Bibliography:	Handout/WebCt		

(MMAV002) English for Tourism 3

Credits:	3 cr	Timing:	3rd yr
Objective:	Students will deepen their spoken and written English language skills enabling them to describe Finland as a tourist destination and to read and write texts related to their		

field.

Prerequisite: English for Tourism 2

Contents: Finland as a tourist destination, current texts and articles on tourism, academic writing.

Learning Strategies: Small group teaching

Assessment: Spoken and written exercises, written exam

Bibliography: Handout

(MMAT0Z) METHODOLOGICAL STUDIES 2 7 cr

(MMAT001) Introduction to Research Methods

Credits: 3 cr Timing: 2nd yr

Objective: Students will be conversant with the main points of the research process and the basic concepts of research as well as gaining knowledge of qualitative research methods.

Contents: Basic concepts of research
The research process
Qualitative research
Theme interview
Activity-based research

Learning Strategies: Lectures, exercises

Assessment: Assignments, exam

Bibliography: Hirsjärvi, S., Remes, P., Sajavaara, P., Tutki ja kirjoita
Hirsjärvi, S. & Hurme, H., Tutkimushaastattelu
Eskola, J. & Suoranta, J., Johdatus laadulliseen tutkimukseen
Airaksinen, T. & Vilkkä, H., Toiminnallinen opinnäytetyö
Further reading to be announced

(MMAT002) Statistics

Credits: 4 cr Timing: 3rd yr

Objective: Students will learn how to process statistical material, distribution parameters, the most common statistical methods, statistical texts and how to use SPSS software and to interpret results.

Contents: Processing and interpreting statistical material:
Basic concepts and tables
Statistical parameters
Correlation: cross-tabling, correlation analysis and regression analysis

Learning Strategies: Lectures and assignments

Assessment: Exam, exercises and assignments

Bibliography: Karjalainen, L., Tilastomatematiikka, 2004

Heikkilä, T., Tilastollinen tutkimus, 2005

(VAPAAZ) FREE-CHOICE STUDIES 15 cr

Students can freely select 15 cr of studies that will support their professional development, from their own field/degree programme or from another degree programme in their own university of applied sciences, from another university of applied sciences or science university. Students will achieve wide-ranging business expertise.

(MMWA011) Wildlife Watching

Credits:	3 cr	Timing:	2nd - 3rd yr spring
Objective:	This course provides a glimpse of wildlife watching as a form of tourism, concentrating on large predator and bird watching in order to build product packages.		
Prerequisite:	Introduction to Tourism, Introduction to Nature and Activity Tourism		
Contents:	Knowledge and identification of species Large predator watching Bird watching Legal issues Organising watching sessions International trends		
Learning Strategies:	Lectures, small group teaching, study visits		
Assessment:	Participation, practice tasks, report		
Bibliography:	To be announced		

(MMWA012) Wilderness Cuisine

Credits:	3 cr	Timing:	2nd or 3rd yr
Objective:	Students will be able to plan, prepare and serve food in the wilderness.		
Prerequisite:	Introduction to Tourism, Introduction to Nature and Exercise Tourism		
Contents:	Catering in the wilderness Food preparation equipment in the field The tripper and food Preparing camp food Self monitoring		
Learning Strategies:	Lectures and exercises		
Assessment:	Participation and assignments		
Bibliography:	To be announced		

(MMWA008) Hunting and Fishing Tourism

Credits:	3 cr	Timing:	2nd or 3rd yr
Objective:	Students will learn about fishing and hunting tourism.		
Prerequisite:	Introduction to Tourism Introduction to Nature and Activity Tourism		
Contents:	Forms of fishing and hunting tourism, trends, legislation, hunting qualification.		
Learning Strategies:	Lecture and exercises, participation in hunting and fishing events		
Assessment:	Participation and assignments		
Bibliography:	To be announced		

(MMWA009) Adventure Education

Credits:	3 cr	Timing:	2nd or 3rd yr
Objective:	Students will deepen their knowledge of adventure education enabling them to apply adventure education methods.		
Prerequisite:	Introduction to Tourism, Adventure Tourism		
Contents:	Group dynamics, maintaining the spirit of the group The theory of adventure education Adventure activities		
Learning Strategies:	Lectures and exercises. Weekend camp		
Assessment:	Active participation, assignment		
Bibliography:	To be announced		

(MMWA010) International Tourism Geography

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	This course emphasises the global nature of tourism as a livelihood, the regional structure of tourism, large tourist areas and the main tourist destination countries from Finland. Students will increase their regional knowledge and be able to imagine the world map divided into its different tourist countries and regions.		
Prerequisite:	Forms of Tourism or Introduction to Tourism		
Contents:	The main geographical prerequisites for tourism International regional structure of tourism Large tourist areas and tourism countries Sustainable development in tourism		
Learning Strategies:	Lectures and small group exercises		

Assessment: Exam and assignments

Bibliography: Vuoristo K-V., Matkailun maailma; Kansainvälisen matkailun maantiede (2003)
Handouts

(MMWA013) Doorman Training Course

Credits: 3 cr Timing: 1st - 4th yr

Objective: This training course provides those who pass it with the opportunity to apply for a doorman/bouncer card.

Contents: Ministry of the Interior training material
Visiting experts. Practical exercises.

Learning Strategies: 24 H / lectures + 16 H practical training and exercises

Assessment: Exam and exercises

Bibliography: Ministry of the Interior training handout

(MMWA017) Tourism Industry in Russia

Credits: 3 cr Timing: 1st - 4th yr

Objective: This course introduces students to tourism from Russia to Finland and visa versa.

Contents:

- Customer segments and profiles
- Tourist destinations
- Product development and marketing opportunities

Learning Strategies: Classroom teaching, group work

Assessment: Portfolio containing a learning diary and assignments

Bibliography: To be announced

(MMWA018) History of Tourism

Credits: 3 cr Timing: 1st - 4th yr

Objective: Students will be conversant with the history of tourism to the present day.

Prerequisite: Forms of Tourism or Introduction to Tourism

Contents: Different eras in tourism history.

Learning Strategies: Book exam and assignment

Bibliography: Kostiainen A., Ahtola J., Koivunen L., Korpela K ja Syrjämaa T. Matkailijan
ihmeellinen maailma. Matkailun historia vanhalta ajalta omaan aikaamme (2004)

(MMWA019) The Ten-finger Method and Word Follow -up Course

Credits: 3 cr Timing: 1st - 4th yr

Objective:	Students will be proficient in the use of the ten-finger system and word processing features.
Contents:	Fingering exercises Revision of the central features of Word and its special features - group correspondence, address labels, columns, indexes and graphics
Learning Strategies:	Small group teaching
Assessment:	Exam and Assignments
Bibliography:	Handouts Kärkkäinen, H., Schroderus, H., Tehoa tekstinkäsittelyyn

(MMWA020) Picture Manipulation

Credits:	3 cr	Timing:	1st - 4th yr
Objective:	Students will gain basic knowledge of picture manipulation.		
Contents:	taking pictures and the central features of editing Plain selection Drawing tools Levels Masks Different types of image documents		
Learning Strategies:	Small group teaching		
Assessment:	Exam and assignments		
Bibliography:	To be announced		

(MMWA022) Effective Use of InDesign and Publisher

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	Students will have wide-ranging knowledge of how to use Indesign and Publisher software effectively enabling them to produce newspaper notices, adverts and publications of different forms and size.		
Contents:	Editing and makeup, text borders, graphics Templates, models Tables Publication glossaries, references and table of contents Publication makeup into other than A4 size		
Learning Strategies:	Small group teaching		
Assessment:	Exam, assignments, distance learning tasks		
Bibliography:	Handouts		

(MMWA023) Statistical Research

Credits:	3 cr	Timing:	2nd - 4th yr
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Objective:	Students will be conversant with the processing, analysis and result reporting of quantitative statistical material while learning new statistical methods to get results.
Prerequisite:	Statistics
Contents:	Statistical part of the thesis/whole piece of research: Entering material and processing (SPSS) Statistical methods (SPSS) Interpretation of outcomes Presenting results orally and in written report form.
Learning Strategies:	Lectures, exercises
Assessment:	Assignments, exam
Bibliography:	Handout

(MMWA045) Financial Mathematics

Credits:	3 cr	Timing:	2nd - 4th yr
Objective:	Students will be conversant with investment calculation, different forms of funding and investment calculations and how to determine annual percentage rates of interest.		
Prerequisite:	Business Mathematics		
Contents:	Investment procedures Interpreting and comparing results of different investment procedures Forms of funding Annual percentage rates of interest Investment calculations Determining investment annual percentage rates of interest Continuous compound interest calculation and payment flow Calculations using Excel		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam and assignments		
Bibliography:	Karjalainen, L., Optimi -matematiikkaa talouselämän ammattilaisille, 2005		

(MPWA003) Bakery and Confectionery Products

Credits:	3 cr	Timing:	2nd or 3rd yr
Objective:	Students will be able to prepare the most common bakery and confectionary products.		
Contents:	Finnish and international food and bakery product culture Different product groups The special ingredients used in bakeries and confectionery products		
Learning Strategies:	lectures, work in the learning kitchen and study visits		
Assessment:	Assignments		
Bibliography:	To be announced		

(MMWA044) Beers and Ciders

Credits:	3 cr	Timing:	1st - 4th year
Objective:	Students will get to know different types of beer and cider from different countries and they will learn how to evaluate their features and use for the benefit of the food service industry.		
Contents:	Production techniques Legislation Types of beer and cider The structure of beer and cider Service and tasting technique		
Learning Strategies:	Lectures and small group work		
Assessment:	Assignments		
Bibliography:	Handouts		

(MMWA031) German in Tourism

Credits:	3 cr	Timing:	1st, 2nd, 3rd and 4th yr
Objective:	Students will be able to cope in customer service situations such as accommodation and catering services, give a talk in German on the services and facilities provided by an accommodation or catering business and on their own region and Finland. The course covers basic gastronomic vocabulary, menus and Finnish cuisine in German.		
Prerequisite:	Anfängerstufe Deutsch im Beruf II or proficiency test		
Contents:	Everyday German and polite phrases Hotel and restaurant customer service situations Telephoning Gastronomic terminology Finland in German German etiquette		
Learning Strategies:	Small group teaching		
Assessment:	Continuous assessment and written exam		
Bibliography:	Handout		

(MMOA0Z) THESIS 15 cr**(MMOA001) Thesis**

Credits:	15 cr	Timing:	3rd - 4th yr
Objective:	The thesis allows students to study an area related to their studies in an in depth and critical way. It can be completed in the form of research, a development project or activity and should support students' professional development while serving the needs of working life. Students will also participate in seminars where they can present their subject under research and outcomes as well as assessing other		

students' work. Students will also complete a maturity test.

Prerequisite: Introduction to Research Work Statistics

Contents: Students will take part in seminars where they can present their own work, assess the work of others and act as opponents for other students presenting their work. After the subject of the thesis has been approved a supervisor is assigned to oversee its completion. The final thesis is completed and then presented during a seminar session after the student has compiled a subject analysis and a research plan. The maturity sample is written after the thesis has been presented.

Bibliography: Hirsjärvi, Remes, Sajavaara, Tutki ja kirjoita
Opinnäytetyöohjeet

(MMHA0Z) PRACTICAL TRAINING 30 cr

(MMHA001) Practical Training

Credits: 30 cr Timing:

Objective: Students will gain experience of work tasks related to their chosen professional field while learning to develop and assess their work and their work environment. Students must find their own practical training place in a company or public organisation abroad or in Finland.

Contents: Practical training seminars before and after the practical training period
Practical training in a tourism, hospitality (food) or domestic services business
Practical training reports and tasks and participation in discussion using WebCT
More specific instructions and necessary forms can be found on WebCT that will be introduced during the practical training seminar.

Assessment: Practical training, reporting and participation in WebCT discussions.

DEGREE PROGRAMME IN HOSPITALITY MANAGEMENT

The Degree Programme in Hospitality Management leads to a Polytechnic Bachelors Degree qualification in Hospitality Management. The name of the qualification is restonomi (AMK) in Finnish, Bachelor of Hospitality Management. The degree programme is worth 210 credits and it should take 3.5 years to complete with a maximum completion time of 4.5 years. There are 20 study places on this degree programme. The degree programme comprises **basic studies, professional studies, free-choice studies, practical training, and thesis.**

GENERAL OBJECTIVES

Degree Programme in Hospitality Management graduates will possess expertise in food services and be capable of co-operation and work within a variety of fields. The underlying theme of the programme is the development of creativity, entrepreneurship, international competences and self-awareness.

Students will acquire the basic skills required to organize food services in different settings and operational environments as part of a tourism product. The degree programme schools students in how to use local ingredients and food traditions to create distinctive modern products while providing them with a keen awareness of economic factors affecting food service production.

The objectives of the degree programme include the following competences:

Subject specific competences Degree programme in Hospitality Management	Description of the competence
Service-mindedness	<ul style="list-style-type: none"> § understands that hospitality is one of the central values and success factors of the sector. § can provide healthy, safe and profitable services which promote customers' wellbeing. § can take aesthetic and ethical perspectives into account when providing services (premises, service products, communications). § is familiar with the principles of consumer behaviour and can make use of them in developing services.
Service systems	<ul style="list-style-type: none"> § can plan, produce and develop services to suit the needs of the operating environment. § can define, manage and evaluate service processes (product planning, profitability, and organisation, management and development of work) § can develop services using product development and commodification methods § is aware of the safety requirements for the sector and can apply them to his/her own work.
Service management	<ul style="list-style-type: none"> § knows and understands company strategies and can make use of them in managing service operations. § can plan, implement and evaluate his/her own and the department's daily supervisory management activities. § can organise a work community and make use of the skills of individuals, teams and communities.

Business know-how	§ can analyse customer relationships from the point of view of service development. § understands the main concepts of business and has internalised the principles of a commercial approach. § can predict the effect of alternative operating methods on financial results and competitiveness. § can apply the principles of entrepreneurship, both as an entrepreneur and as an employee. § can operate in, make use of and develop various kinds of networks.
Service environments for hospitality management	§ is able to evaluate the effect of hospitality service production and creation on the user, the environment and on society § is able to bear the economic, social, cultural and ecological responsibility of hospitality service production and management. § understands the significance of internationalisation, globalisation and different cultures for services and their development. § can benefit from applying the characteristics of national cultures in developing tourism. § Will be aware of their own activities in terms of the development of the local region

Annual Themes –Description of Progress in Studies

Each study year has its own theme which describes the main focus of the courses.

1st year – Observer of hospitality services

- conversant with basic concepts
- knowledge of those active in tourism
- conversant with basic skills

2nd and 3rd year –Hospitality services actor

- hospitality services knowledge base
- knowledge of the most important working methods
- development of information retrieval and teamwork skills

4th year – Developer of hospitality services

- ability to apply the latest knowledge develop the field of hospitality services

DEGREE PROGRAMME IN HOSPITALITY MANAGEMENT 210 CR

BASIC STUDIES	67 cr
Basics of Tourism and Hospitality Management	36 cr
Business Activities 1	7 cr
Communication Skills 1	12 cr
Methodological Studies 1	12 cr
PROFESSIONAL STUDIES	83 cr
Food Services	36 cr
Business Activities 2	31 cr
Communication Skills 2	9 cr
Methodological Studies 2	7 cr
PRACTICAL TRAINING	30 cr
THESIS	15 cr
FREE-CHOICE STUDIES	15 cr

For optional language studies see the Bachelor of Business Administration, Business Administration Degree Programme starting from page 82.

DEGREE PROGRAMME IN HOSPITALITY MANAGEMENT STUDY MODULES

BASIC STUDIES 67 CR

BASIC STUDIES

Basics of Tourism and Hospitality Management Principles of Tourism Accommodation Services Basics of Food Preparation Catering Processes and Food Science Hygiene and Sanitation Nutrition Serving and Bar Services Professional Kitchen Operations	36 cr 3 cr 3 cr 7 cr 3 cr 4 cr 3 cr 4 cr 9 cr
Business Activities 1 Introduction to Marketing and Customer Service Business Activities in the Tourism and Food Services Sector	7 cr 4 cr 3 cr
Communication Skills 1 Oral Communication and Meeting Skills Written Communication and Business Letters Svenska inom turismen 1 English for Tourism 1	12 cr 3 cr 3 cr 3 cr 3 cr
Methodological Studies 1 IT applications for Catering Business Mathematics Personal Development Programme	12 cr 6 cr 3 cr 3 cr

PROFESSIONAL STUDIES 83 CR

Food Services Special Diets Restaurant Activities World Cuisines Introduction to Wines Catering to order Catering at Events Logistics and Kitchen Planning Food Chemistry and Quality Control Product Development Wilderness Cuisine	36 cr 3 cr 5 cr 5 cr 3 cr 3 cr 5 cr 3 cr 3 cr 3 cr 3 cr
Business Activities 2 Services Marketing Promotion Skills Bookkeeping and Financial Statements Management Accounting Contract and Corporate Law Leadership Personnel Management Business Planning in a Changing World Business Organisational Development	31 cr 3 cr 3 cr 4 cr 6 cr 3 cr 3 cr 3 cr 3 cr 3 cr
Communication Skills 2 Svenska inom turismen 2 English for the Catering Industry 1 English for the Catering Industry 2	9 cr 3 cr 3 cr 3 cr
Methodological Studies 2 Introduction to Research Statistics	7 cr 3 cr 4 cr

COURSE DESCRIPTIONS OF DEGREE PROGRAMME IN HOSPITALITY MANAGEMENT

BASIC STUDIES

(MPPM0Z) **BASICS OF TOURISM AND HOSPITALITY MANAGEMENT 36 cr**

(MPPM001) **Principles of Tourism**

Credits:	3 cr	Timing:	1st yr
Objective:	Students will gain a general overview of the history, current issues and the future of tourism, while being aware of the effects of tourism on society and the environment.		
Contents:	Basic concepts, history and requirements of tourism Tourism as a form of livelihood in Finland and the world Portrait of a tourist Tourism promotion and management		
Learning Strategies:	Lectures and group assignments		
Assessment:	Exam and assignments		
Bibliography:	Vuoristo K-V., Matkailun muodot (2002) Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2005) Handouts		

(MPPM002) **Accommodation Services**

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will be able to compare how to provide different forms of accommodation, while being aware of the basic functions of accommodation and profit-oriented working.		
Contents:	The structure of the accommodation business and different forms of accommodation business The basic functions of the accommodation business Reservation software (Hotellinx) The central parameters of profitability in accommodation Safety risks in accommodation		
Learning Strategies:	Lectures, group work and study visits		
Assessment:	Exam and course-work assignments		
Bibliography:	Asunta T., Brännare-Sorsa R., Kairamo H., Matero S., Majoitus- ja matkailupalvelu (2005)		

(MPPM003) **Basics of Food Preparation**

Credits:	7 cr	Timing:	1st yr
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Objective:	Students will gain comprehensive skills in food preparation and serving as well as learning how to make use of basic food recipes.
Contents:	Occupational safety and hygiene in the kitchen Organising the work place and work ergonomics Machines, equipment and small tools Food preparation methods and service The most common types of food and the correct way to handle ingredients Economy and adapting recipes
Learning Strategies:	Lectures, exercises and food preparation in the learning kitchen
Assessment:	Assignments and set task
Bibliography:	Will be announced at the outset of the course

(MPPM004) Catering Processes and Food Science

Credits:	3 cr	Timing:	1st yr
Objective:	Students will gain an extensive overview of the different stages of food services production and of existing types of food services while also learning to recognise, use and compare common ingredients.		
Contents:	The stages of the food service process Different forms of food service production. Food stuff groups Recognition of food stuffs and their use		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam and assignments		
Bibliography:	To be announced		

(MPPM005) Hygiene and Sanitation

Credits:	4 cr	Timing:	
Objective:	This course emphasises the health risks involved in tourism and underlines the importance of hygiene and cleanliness in high quality food and accommodation provision. Students will learn the correct procedure for minimising hygiene risks and how to organise cleaning services.		
Contents:	Hygiene legislation and official inspections Self-monitoring Microbes and how they multiply How to handle and store food correctly Different forms of food poisoning Personal hygiene Cleaning kitchen and accommodation facilities		
Learning Strategies:	Lectures, assignments and study visits		
Assessment:	Exam and assignments		
Bibliography:	To be announced		

(MPPM006) Nutrition

Credits: 3 cr Timing: 1st yr

Objective: Students will understand the significant effects of nutrition on a person's physical and mental well-being and the opportunities for mass nutritional education in group catering. Students will also be aware of the aims and contents of nutritional recommendations for Finns for practical use.

Contents:

- Factors effecting choice of food
- The health and morbidity of the Finnish population
- Nutritional recommendations and their application
- Nutrients and how they effect the body
- Thw nutritional requirements of different age groups

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: To be announced

(MPPM007) Serving and Bar Services

Credits: 4 cr Timing: 1st yr

Objective: Students will learn the basics of service and restaurant service. They will be conversant with current alcohol laws and the most common alcoholic drinks and their preparation.

Contents:

- The basic methods and techniques of service
- An introduction to serving to order
- Alcohol legislation
- Preparing cocktails
- Product awareness
- Tobacco and smoking laws

Learning Strategies: Lectures, waiting at table in the learning restaurant

Assessment: Exam and assignments

Bibliography: Määttä, S., Nuutila, J. & Saranpää, T. Juhlal palvelu, suunnittele ja toteuta. Handout

(MPPM008) Professional Kitchen Operations

Credits: 9 cr Timing: 1st yr

Objective: Students will learn how to produce large amounts of food according to current quality specifications for different mass catering customer groups.

Prerequisite: Basics of Food Preparation

Contents:

- Food preparation in a professional kitchen
- Meal planning
- Planning a standard recipe
- Pricing meals
- Use of devices and equipment in a professional kitchen

Supervision

Learning Strategies: Lectures, supervision discussions and practical work in professional kitchens

Assessment: Food production plans and exam

Bibliography: To be announced

(MPPY0Z) BUSINESS ACTIVITIES 1 7 cr

(MPPY001) Introduction to Marketing and Customer Service

Credits: 4 cr Timing: 1st yr

Objective: This course covers basic marketing concepts and the significance of marketing in business while emphasising the special features of service company marketing and marketing as a means of competing for business.

Contents: Customer-oriented marketing thinking and basic concepts of marketing.
An introduction to consumer behaviour and how to provide services
The skills, knowledge and behavioural models required in customer service.
Communication skills.

Learning Strategies: Lectures, contact teaching and assignments.

Assessment: Exam and assignments

Bibliography: Bergstöm, S., Leppänen, A., Yrityksen asiakasmarkkinointi
Ylikoski, Järvinen & Rosti. Hyvä asiakaspalvelu.

(MPPY002) Business Activities in the Tourism and Hospitality Sector

Credits: 3 cr Timing: 1st yr

Objective: Students will be conversant with the basic concepts of running a business and financial thinking. They will have a keen understanding of the operational processes and environment of the tourism and hospitality business.

Contents: The basic concepts of business activities
How a business operates
External, internal and voluntary entrepreneurship
Tourism and hospitality business interest groups
Networking/partnership thinking

Learning Strategies: Lectures, group work

Assessment: Exam and assignments

Bibliography: Kinkki S., Yrityksen perustoiminnot (2004)
Pesonen I., Mönkkönen T., Hokkanen T., Menestytä matkailuyritys (2002)
Handouts

(MPPV0Z) COMMUNICATION SKILLS 1 12 cr

(MPPV001) Oral Communication and Meeting Skills

Credits:	3 cr	Timing:	1st yr
Objective:	Students will learn to express themselves and to operate in goal-oriented manner in different communication situations while gaining knowledge of negotiation and meeting skills.		
Contents:	Analysis of speeches and presentations Stage fright Use of voice Speeches and talks Influencing and justification Different forms of group communication Negotiation and meeting techniques Documents		
Learning Strategies:	Contact teaching, exercises		
Assessment:	Exam and exercises		
Bibliography:	Repo-Nuutinen: Viestintätaito		

(MPAV001) Written Communication and Business Letters

Credits:	3 cr	Timing:	1st yr
Objective:	Students will learn to write in the manner required of their chosen profession and be able to compile standard business letters.		
Contents:	The general principles of written communication, accuracy, process writing and standard documents, basic business letters and e-mail.		
Learning Strategies:	Contact teaching, assignments		
Assessment:	Exam and assignments		
Bibliography:	Kortetjärvi-Nurmi, Kuronen, Ollikainen, Yrityksen viestintä		

(MPPV002) Swedish: Svenska inom turismen 1

Credits:	3 cr	Timing:	1st yr
Objective:	Students will develop their spoken and written Swedish skills enabling them to work in tourism and hospitality customer service situations, give company presentations including services and equipment and Finnish food specialities, give presentations of Finland as a tourist destination and make conversation about current affairs.		
Prerequisite:	Participation in proficiency test		
Contents:	Everyday Swedish Hotel and restaurant customer service Finnish food culture and gastronomic terminology Differences between Finnish Swedish and Swedish Swedish Finland info Current events		
Learning Strategies:	Small group teaching		
Assessment:	Continual assessment and written and spoken exam		

Bibliography: To be announced

(MPPV003) English for Tourism 1

Credits: 3 cr Timing: 1st yr

Objective: The student will be able to attend to foreign customers in tourism services and to apply for a job and practical training abroad.

Prerequisite: Participation in proficiency test

Contents: Grammar surgery, job application, functions of a tourism company, staff in tourism, customer service

Learning Strategies: Small group teaching (contact teaching 40 - 80 hours) oral and written exercises

Assessment: Continual assessment, oral presentation, written exam

Bibliography: Handout

(MPPT0Z) METHODOLOGICAL STUDIES 1 12 cr

(MPPT001) IT-Applications for Catering

Credits: 6 cr Timing: 1st yr

Objective: Students will be able to use the internet and e-mail, while being conversant with word processing, spreadsheet accounting, presentation graphics food production management software for use in their work.

Contents: Internet
E-mail
word processing
Presentation graphics
Spreadsheet accounting
Food production management software and their features
Use of Aterix software

Learning Strategies: Small group teaching

Assessment: exam, assignments

Bibliography: To be announced

(MPPT002) Business Mathematics

Credits: 3 cr Timing: 1st yr

Objective: Students will have the mathematical skills required in business and be able to use and apply them.

Prerequisite: Proficiency test

Contents: Revision and of basic mathematical skills and preparation for further learning:
Provision and value added tax
Indexes

Currencies
Interest and compound interest calculations
Credit
Business functions

Learning Strategies: Lectures and exercises

Assessment: Exam and assignments

Bibliography: Karjalainen, L., Optimi -matematiikkaa talouselämän ammattilaisille, 2005

(MPPT003) Personal Development Programme

Credits: 3 cr Timing: 1st - 4th yr

Objective: Students will become familiar with the polytechnic, their chosen field of study and student services. They will learn to plan their studies, assess their own learning while gaining the tools to monitor their own professional development.

Contents: Studying at the polytechnic, study skills and learning environments
Student services
Grouping
Planning your studies
Professional development
Transfer to working life

Learning Strategies: Lectures, group work, planning and personal progress sessions and e-learning

Assessment: Participation and completion of all set tasks

Bibliography: Study Guide and e-material

PROFESSIONAL STUDIES

(MPAR0Z) FOOD SERVICES 36 cr

(MPAR001) Special Diets

Credits: 3 cr Timing: 2nd yr

Objective: Students will be aware of the needs of clients following a special diet enabling them to plan and prepare meals according to current quality standards.

Prerequisite: Nutrition

Contents: The most common special diet
Preparing food and product awareness for special diets
Quality objectives for special diets

Learning Strategies: Lectures, assignments and food preparation in the learning kitchen

Assessment: Exam and assignments

Bibliography: To be announced

(MPAR002) Restaurant Activities

Credits:	5 cr	Timing:	2nd yr
Objective:	Students will gain experience of food preparation in a restaurant environment, while getting to know the food culture, food preparation, food aesthetics and food service of the restaurant.		
Prerequisite:	Basics of Food Preparation and Professional Kitchen Operations		
Contents:	Typical restaurant meals and food preparation methods Meal and portion planning Portion card Regional foods		
Learning Strategies:	Lectures and work in the learning restaurant		
Assessment:	Exam and assignments		
Bibliography:	Hämäläinen, J. & Lehtovaara, T. Ravintolakokin käsikirja		

(MPAR003) Kitchens of the World

Credits:	5 cr	Timing:	2nd yr
Objective:	Students will get to know the food cultures of different countries and international food trends.		
Prerequisite:	Basics of Food Preparation and Professional Kitchen Operations		
Contents:	History of culinary skills European, Asian, American and African cuisine		
Learning Strategies:	Lectures and work in the learning restaurant		
Assessment:	Portfolio and assignments		
Bibliography:	To be announced		

(MPAR004) Introduction to Wines

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will get to know the wines of different countries and combining meals and wine.		
Contents:	Wine making areas The most common types of grape The structure of wine Service and tasting techniques Wine legislation Choosing an appropriate wine to accompany a meal International wine terminology		
Learning Strategies:	Lectures and wine tasting and assessment		
Assessment:	Exam and assignment		

Bibliography: Lecture handout

(MPAR005) Catering to Order

Credits: 3 cr Timing: 1st yr

Objective: Students will gain knowledge of different factors to take into account when planning and implementing catering to order.

Prerequisite: Table Service and Bar Service

Contents: Planning and carrying out catering to order
Profitability calculations

Learning Strategies: Lectures, assignments and work practice exercises

Assessment: Exam and assignment

Bibliography: Määttä, S., Nuutila, J. ja Saranpää, T., Juhlapalvelu, suunnittele ja toteuta

(MPAR006) Catering at Events

Credits: 5 cr Timing: 2nd yr

Objective: Students will learn how to carry out project work by completing tasks commissioned by companies, private individuals or public organisations.

Prerequisite: Service to Order

Contents: The main principles of project-based activity
Structure of the project plan
Planning and implementing food services as one part of a wider project.

Learning Strategies: Practical project work

Assessment: Project reports and presentation

Bibliography: To be announced

(MPAR007) Logistics and Kitchen Planning

Credits: 3 cr Timing: 2nd yr

Objective: Students will understand kitchen planning as a whole, being able to outline the demands made on planning due to physical and economic resources. Students will also gain knowledge of the acquisition process of hospitality materials and services.

Contents: Interpreting building drawings
Planning and repairing kitchen and dining facilities
Building legislation
Acquisition legislation
Acquisition methods
Logistics and storage

Learning Strategies: Lectures and study visits

Assessment: Exam and assignments

Bibliography: To be announced

(MPAR008) Food Chemistry and Quality Control

Credits: 3 cr Timing: 3rd yr

Objective: Students will understand the chemical and physical reactions that occur in food for use in practical food preparation. They will also be aware of sensory food assessment methods enabling them to assess food quality. This course also covers the most common food services quality control systems.

Contents: The chemical makeup of food stuffs
Chemical and physical reactions occurring during food preparation and their effects on food quality.
Sensory assessment methods
Food services quality control systems

Learning Strategies: Lectures, assignments and practical work in the learning kitchen.

Assessment: Exam and assignments

Bibliography: Parkkinen, K., Rautavirta, K. Utelias kokki. Elintarviketietoa ruoanvalmistajalle.

(MPAR009) Product Development

Credits: 3 cr Timing: 3rd yr

Objective: Students will get to know the different stages of product development and learn to develop new food products.

Prerequisite: Food Chemistry and Quality Control

Contents: The product development process
Developing a new food product

Learning Strategies: Lectures and practical work in the learning kitchen

Assessment: Product development in co-operation with a company

Bibliography: To be announced

(MPAR010) Wilderness Cuisine

Credits: 3 cr Timing: 3rd yr

Objective: Students will gain the necessary skills to plan and prepare food in the wilderness or on the move.

Prerequisite: Introduction to Tourism

Contents: Preparing and serving food in the field
Food preparation equipment in the field
Self-monitoring

Learning Strategies: Lectures and practice tasks

Assessment: Participation and assignments

Bibliography: To be announced

(MPAY0Z) BUSINESS ACTIVITIES 2 31 cr

(MPAY001) Services Marketing

Credits: 3 cr Timing: 2nd yr

Objective: This course provides in depth knowledge of the special features of marketing services, the main forms of competition in marketing, the significance of product, price and availability and tourism services distribution channels.

Prerequisite: Introduction to Marketing and Customer Service

Contents: Basic means of competing: product, price and availability

Learning Strategies: Lectures and assignments

Assessment: Exam and assignments

Bibliography: Anttila, M., Iltanen, K., Markkinointi, soveltuvien osien
Kotler, P., Bowen, J., Makens, J., Marketing for Hospitality and Tourism, soveltuvien osien

(MPAY002) Promotion Skills

Credits: 3 cr Timing: 3rd yr

Objective: Students will gain knowledge of different means of promotion and marketing communication, enabling them to estimate the costs of promotion and to plan company promotion.

Prerequisite: Introduction to Marketing and Customer Service

Contents: Advertising
Personal sales
Sales promotion
Relationship and briefing operations

Learning Strategies: Lectures, assignments

Assessment: Assignments, compiling a promotion plan, lecture diary

Bibliography: Bergström & Leppänen. Yrityksen asiakasmarkkinointi. Soveltuvien osien.
Anttila, Iltanen, Markkinointi, soveltuvien osien,
Kotler, P., Bowen, J., Makens, J., Marketing for Hospitality and Tourism, soveltuvien osien

(MPAY003) Bookkeeping and Financial Statements

Credits: 4 cr Timing: 2nd yr

Objective:	Students will learn how to describe the financial operations of a company using bookkeeping and they will be conversant with the principles, methods and of double-entry bookkeeping and the different tasks of the accounting period, as well as financial statement material. Additionally the course includes an introduction to VAT.
Contents:	The financial operations and accounting of a company Bookkeeping and financial statements Introduction to financial statement analysis Value added tax basics
Learning Strategies:	Lectures and assignments
Assessment:	Exam and assignments
Bibliography:	Tomperi, S., Käytännön kirjanpito - oppikirja Tomperi, S. & Keskinen, V., Käytännön kirjanpito - harjoituskirja

(MPAY004) Management Accounting

Credits:	6 cr	Timing:	3rd yr
Objective:	Students will be conversant with accounting supporting management decision making processes and the use of profitability and budget finance calculations.		
Contents:	Financial planning in a company Profitability calculations Pricing Value added taxation in tourism and hospitality Budgeting Profitability of investments Action-based cost accounting		
Learning Strategies:	Lectures and exercises		
Assessment:	Exam and exercises		
Bibliography:	Nieminen G., Ravintola-alan laskentatoimi		

(MPAY005) Contract and Corporate Law

Credits:	3 cr	Timing:	3rd yr
Objective:	Students will be conversant with the basic principles of contract law and the most common types of business contracts.		
Contents:	The legal system Contracts and how to make them Authority Compensation Company forms		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam and assignments		
Bibliography:	To be announced		

(MPAY006) Management and Leadership

Credits:	3 cr	Timing:	2nd yr
Objective:	This course provides an overview of leadership and the management tasks in an organisation.		
Contents:	Organisation theory and leadership models Groups and teams at work Motivation Organisation cultures, values and ethics		
Learning Strategies:	Lectures and assignments		
Assessment:	Assignments and exam		
Bibliography:	Laurent, Päivittäisjohtaminen matkailu- ja ravintoala-alalla Viitala, henkilöstöjohtaminen (soveltuvien osin)		

(MPAY007) Personnel Management

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will be conversant with the different areas of service industry personnel management.		
Prerequisite:	Management and Leadership		
Contents:	Planning, volume and recruiting human resources Orientation and on-the-job guidance Staff development and training Reward and incentive Occupational safety and legal issues		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam and assignment		
Bibliography:	Viitala, Henkilöstöjohtaminen Vaahio, Rekrytointi menestystekijänä Majoitus- ja ravitsemisalan työehtosopimus		

(MPAY008) Business Planning in a Changing World

Credits:	3 cr	Timing:	4th yr
Objective:	Students will understand the effects of regional and national economic development on the service industry while being aware of the stages and objectives of company strategic planning.		
Prerequisite:	Management and Leadership, Management Accounting, Services Marketing		
Contents:	Service industry environmental analysis Company strategic planning Compiling a business plan		
Learning Strategies:	Lectures and assignments		

Assessment:	Assignments, business plan
Bibliography:	Kamensky, M., Strateginen johtaminen

(MPAY009) Business Organisational Development

Credits:	3 cr	Timing:	4th yr
Objective:	This course provides knowledge of development models for the whole work community for application in working life.		
Prerequisite:	Management and Leadership, Personnel Management		
Contents:	A learning organisation Leading change Team learning		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam and assignments		
Bibliography:	Sarala, Sarala, Oppiva organisaatio: oppimisen, laadun ja tuottavuuden yhdistäminen		

(MPAV0Z) COMMUNICATION SKILLS 2 9 cr

(MPAV006) Swedish: Svenska inom turismen 2

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will be able to cope with spoken and written communicative tasks in tourism and hospitality related situations using the Swedish language. This course covers routine correspondence, negotiation skills and nordic business culture.		
Prerequisite:	Svenska inom turismen I		
Contents:	Enquiries Offers Orders Confirmations Cancellations and alterations Payment transactions Dealing with complaints Tourist programmes Negotiations Job applications Goodwill correspondence		
Learning Strategies:	Small group teaching		
Assessment:	Continual assessment, written and spoken exam		
Bibliography:	Handout		

(MPAV004) English for Catering Industry 1

Credits:	3 cr	Timing:	2nd yr
Objective:	This course enables students to communicate orally and in writing in food services situations using different means of communication.		
Prerequisite:	English for Tourism 1		
Contents:	Food services business communication (reservations, confirmations, cancellations, alternations). Routine correspondence, payment transactions, negotiations		
Learning Strategies:	Small group teaching		
Assessment:	Spoken and written exercises		
Bibliography:	Handout		

(MPAV005) English for Catering Industry 2

Credits:	3 cr	Timing:	3rd yr
Objective:	This course provides in depth spoken and written English language skills enabling students to describe the cuisine of Finland and to write professional texts.		
Prerequisite:	English for Catering Industry 1		
Contents:	Finland's cuisine, current articles and texts on food services Academic writing		
Learning Strategies:	Small group teaching		
Assessment:	Spoken and written assignments, written exam		
Bibliography:	Handout		

(MPAT0Z) METHODOLOGICAL STUDIES 2 7 cr

(MPAT001) Introduction to Research

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will be conversant with the main points of the research process and the basic concepts of research as well as gaining knowledge of qualitative research methods.		
Contents:	Basic concepts of research The research process Qualitative research Theme interview Activity-based research		
Learning Strategies:	Lectures, exercises		
Assessment:	Assignments, exam		
Bibliography:	Hirsjärvi, S., Remes, P., Sajavaara, P., Tutki ja kirjoita Hirsjärvi, S. & Hurme, H. Tutkimushaastattelu		

Eskola, J. & Suoranta, J. Johdatus laadulliseen tutkimukseen
 Airaksinen, T. & Vilkkä, H. Toiminnallinen opinnäytetyö
 Further reading to be announced

(MPAT002) Statistics

Credits:	4 cr	Timing:	3rd yr
Objective:	Students will learn how to process statistical material, distribution parameters, the most common statistical methods, statistical texts and how to use SPSS software and to interpret results.		
Contents:	Processing and interpreting statistical material: Basic concepts and tables Statistical parameters Correlation: cross-tabling, correlation analysis and regression analysis Test theory and statistical tests Use of statistics programme Individual assignment		
Learning Strategies:	Lectures and assignments		
Assessment:	Exam, exercises and assignments		
Bibliography:	Karjalainen, L., Tilastomatematiikka, 2004 Heikkilä, T., Tilastollinen tutkimus, 2005		

(VAPAAZ) FREE-CHOICE STUDIES 15 cr

Students can freely select 15 cr of studies that will support their professional development, from their own field/degree programme or from another degree programme in their own university of applied sciences, from another university of applied sciences or science university. Students will achieve wide-ranging business expertise.

(MPWA001) Theme Cuisine

Credits:	3 cr	Timing:	2nd yr
Objective:	Students will learn how to plan and prepare adventurous food services based on different themes.		
Prerequisite:	Restaurant Activities		
Contents:	Planning and setting up a theme day appropriate to the season		
Learning Strategies:	Lectures and practical work		
Assessment:	Assignments		
Bibliography:	To be announced		

(MPWA002) Festive and Game Specialities

Credits:	3 cr	Timing:	2nd or 3rd yr
Objective:	Students will gain knowledge of food prepared from game and learn how to plan and prepare food and drinks for celebrations.		
Prerequisite:	Restaurant Activities		
Contents:	Handling game and game preparation methods Finnish festive traditions		
Learning Strategies:	Lectures and practical work in the learning kitchen		
Assessment:	Assignments		
Bibliography:	To be announced		

(MPWA004) Vegetarian Dishes

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	Students will learn how to prepare different kinds of vegetarian dishes and how to assess their nutritional value and sensory quality.		
Prerequisite:	Nutrition, Special Diets		
Contents:	Vegetarian diets Preparing vegetarian dishes Product awareness		
Learning Strategies:	Lectures, assignments and food preparation in the learning kitchen		
Assessment:	assignments		
Bibliography:	To be announced		

(MPOA0Z) THESIS 15 cr

(MPOA001) Thesis

Credits:	15 cr	Timing:	3rd - 4th yr
Objective:	The thesis allows students to study an area related to their studies in an in depth and critical way. It can be completed in the form of research, a development project or activity and should support students' professional development while serving the needs of working life. Students will also participate in seminars where they can present their subject under research and outcomes as well as assessing other students' work. Students will also complete a maturity test.		
Prerequisite:	Introduction to Research Work Statistics		
Contents:	Students will take part in seminars where they can present their own work, assess the work of others and act as opponents for other students presenting their work. After the subject of the thesis has been approved a supervisor is assigned to oversee its completion. The final thesis is completed and then presented during a seminar session after the student has compiled a subject analysis and a research plan. The maturity sample is written after the thesis has been presented.		

Bibliography: Hirsjärvi, Remes, Sajavaara, Tutki ja kirjoita
Opinnäytetyöohjeet

(MPHA0Z) PRACTICAL TRAINING 30 cr

(MPHA001) Practical Training

Credits: 30 cr Timing: 3rd yr

Objective: Students will gain experience of work tasks related to their chosen professional field while learning to develop and assess their work and their work environment. Students must find their own practical training place in a company or public organisation abroad or in Finland.

Contents: Practical training seminars before and after the practical training period
Practical training in a tourism, hospitality (food) or domestic services business
Practical training reports and tasks and participation in discussion using WebCT
More specific instructions and necessary forms can be found on WebCT that will be introduced during the practical training seminar.

Assessment: Practical training, reporting and participation in WebCT discussions.

DEGREE PROGRAMME IN TOURISM

Address Kajaani University of Applied Sciences
School of Tourism
Postal address: P.O.Box 52, 87101 Kajaani
Visiting address: Ketunpolku 4, 87100 Kajaani
Tel. (08) 6189 91
Fax (08) 6189 9252

Head of School Ms Heli Itkonen
Tel. 08- 6189 9447, GSM 044 7101 447
Email. heli.itkonen@kajak.fi

Head of the Degree Programme
Mr Mikko Keränen
Tel. 08 – 6189 9460
Email. mikko.keranen@kajak.fi

International Study Office
Visiting address: Ketunpolku 3 (Tieto 3), 87100 Kajaani
Tel. 08 – 6189 9616
Email. admissions@kajak.fi

Objective of the Degree programme

The objective of the Degree Programme in Tourism is to provide both Finnish and international students with a high quality, practical yet academic training in tourism management. The programme emphasises the development of skills needed in managing activity and nature tourism services. In addition, a wide range of related subjects such as marketing, financing, accommodation services, business activities, product development and human resource management are also covered. Language studies also play a major role. Upon completion of the required 210 credits within three and a half years, graduates are awarded a **Bachelor of Hospitality Management (BHM)**.

Learning Environment

The learning environment at Kajaani University of Applied Sciences actively encourages the achievement of the stated objective by providing:

- A programme that is both responsive and flexible to the needs of students
- A programme that is both challenging yet supportive
- A truly international atmosphere, achieved through the Kajaani UAS' extensive links with partner colleges abroad
- Co-operation with a network of local businesses and other tourism interest groups
- Professional highly qualified staff with experience of the tourism sector

Learning Strategies

Because of the nature of the programme, the learning strategies employed to achieve its objectives are varied; depending on the subject they may include: lectures, field trips, outings, seminars, individual tutorials, workshops, case study, group work, project work, research and video conferencing.

The language of instruction is English and the courses are taught by Kajaani University of Applied Sciences' own academic staff and a resource of guest lecturers from various partner institutions in Europe, plus business professionals drawn from firms who are involved in international business and who maintain contacts with Kajaani University of Applied Sciences. Through the use of various tutorial approaches, sessions are designed to

ensure that students can fully exercise their creative potential and that critical learning is facilitated. This is why interactive learning, team-based course work and small group sessions form an important element of the learning process of the Degree Programme in Tourism.

Competences

Degree programme in tourism covers five main competences which are:

Subject specific competences Degree programme in Tourism	Description of the competence
Service-mindedness	<ul style="list-style-type: none"> ▪ understands that hospitality is one of the central values and success factors of the sector. ▪ can provide healthy, safe and profitable services which promote customers' wellbeing. ▪ can take aesthetic and ethical perspectives into account when providing services (premises, service products, communications). ▪ is familiar with the principles of consumer behaviour and can make use of them in developing services.
Service systems	<ul style="list-style-type: none"> ▪ can plan, produce and develop services to suit the needs of the operating environment. ▪ can define, manage and evaluate service processes (product planning, profitability, and organisation, management and development of work) ▪ can develop services using product development and commodification methods ▪ is aware of the safety requirements for the sector and can apply them to his/her own work.
Service management	<ul style="list-style-type: none"> ▪ knows and understands company strategies and can make use of them in managing service operations. ▪ can plan, implement and evaluate his/her own and the department's daily supervisory management activities. ▪ can organise a work community and make use of the skills of individuals, teams and communities.
Business know-how	<ul style="list-style-type: none"> ▪ can analyse customer relationships from the point of view of service development. ▪ understands the main concepts of business and has internalised the principles of a commercial approach. ▪ can predict the effect of alternative operating methods on financial results and competitiveness. ▪ can apply the principles of entrepreneurship, both as an entrepreneur and as an employee. ▪ can operate in, make use of and develop various kinds of networks.
Service environments for tourism	<ul style="list-style-type: none"> ▪ can develop service environments and networks related to leisure and business travel. ▪ understands the significance of internationalisation, globalisation and different cultures for services and their development. ▪ can work in various international operating environments. ▪ can benefit from applying the characteristics of national cultures in developing tourism. ▪ can develop regional strengths and improve regional influence in tourism.

Annual Themes – Description of Progress in Studies

Each study year has its own theme which describes the main focus of the courses.

1st year – Observer of tourism

- The student has the basic information needed to understand the fundamental process of tourism, its structures, impact on society in economic, social and ecological terms.
- The student gains knowledge of the theoretical models applied in tourism.
- The students will gain the necessary computer skills and methodological tools needed for data collection, analysis and reporting.

2nd and 3rd year – applicator

In 2nd and 3rd year student will deepen both the theoretical and practical knowledge needed to function in tourism.

4th year – developer of tourism

- In the 4th year student has competences to develop and analyse tourism products and services. The student is able to develop business activities by implementing the latest findings in the field

Structure of the Programme

Basic Studies (70 cr)

Basic studies are compulsory studies and should be completed mainly during the first year of study. These courses include basic courses in tourism and business activities and methodological as well language studies.

Professional Studies (80 cr)

These courses are carried out from the second year onwards and they include special study modules covering different areas of tourism. The aim of professional studies is to equip students with both the theoretical and practical knowledge needed to function in tourism.

Free-choice Studies (15 cr)

Free-choice studies are included in professional studies. The aim is to provide the student with the opportunity to deepen and widen knowledge related to his or her own professional field. These can be chosen from the degree programme or from another degree programmes in the same school or from another university of applied sciences, university or elsewhere by prior agreement. The head of degree programme approves optional studies chosen by students.

Practical Training (30 cr)

An essential part of studies is a five-month-long practical training period, which takes place during the 3rd study year in spring term. Practical training can be done either in Finland or a foreign country. Finnish students must complete either practical training or a semester of their studies abroad. Before starting practical training students must have a minimum of 75 credits. The purpose of practical training is to offer students the possibility to put into practice the knowledge acquired from their professional studies by carrying out practical tasks in companies.

Thesis and Maturity Test (15 cr)

The purpose of the thesis is to demonstrate students' ability to adapt knowledge and skills acquired during professional studies. This can be accomplished in the form of project work, research work or applied research. It is recommended that the thesis be completed in co-operation with a tourism company or in co-operation with other interest groups. Preparation of the thesis is usually accomplished towards the end of studies during the final year.

The maturity test is done after completing the thesis. The test demonstrates students' language skills and how familiar they are with the chosen subject of their thesis. Finnish students write the test in Finnish and foreign students in English. The test is completed under supervision with questions provided by the thesis/project supervisor.

Foreign Studies

For Finnish students it is recommended that one of the 2nd year semesters is spent in a foreign university or polytechnic. Also international students can do part of their studies in exchange. Partner institutions and opportunities will be presented in information meetings, and more information is also available in the Kajaani UAS internet and intranet pages. Kajaani UAS' partner institutions in different countries offer studies in English or in other languages. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. Each student makes a personal study plan with the school's international co-ordinator for their period of foreign studies. Studies completed abroad are approved as part of the degree programme.

Language Studies

The Degree Programme in Tourism includes 21 credits of compulsory language studies. Language studies should comprise at least Finnish and English studies. Finnish students also have two compulsory Swedish courses. It is highly recommended that students choose one language as part of their free-choice studies. These studies should include at least 8 credits in order to achieve a good level of chosen language (5 cr beginner's course + 3 cr intermediate/advanced studies).

Finnish Students

English	9 cr
Finnish	6 cr
Swedish	6 cr

Foreign Students

English	9 cr
Finnish	12 cr

Foreign language courses offered at this level are French, Spanish, Italian, Russian, Swedish and German.

CREDIT STRUCTURE 210 CR

BASIC STUDIES Basics in Tourism Business Activities 1 Methodological Studies 1 Communication Studies 1	70 cr 32 cr 12 cr 11 cr 15 cr
PROFESSIONAL STUDIES Tourism Services Business Activities 2 Methodological Studies 2 Communication Studies2	80 cr 41 cr 26 cr 7 cr 6 cr
FREE-CHOICE STUDIES PRACTICAL TRAINING THESIS AND MATURITY TEST	15 cr 30 cr 15 cr

THE COURSE CONTENT FOR THE DEGREE PROGRAMME IN TOURISM

BASIC STUDIES

Basics of Tourism	32 cr
Principles of Tourism	6 cr
Introduction to Nature and Activity Tourism	5 cr
Tourism Product Development 1	3 cr
Project Management	6 cr
Safety and First Aid	3 cr
Food Hygiene	3 cr
Serving and Bar Services	3 cr
Accommodation Services	3 cr
Business Activities 1	12 cr
Introduction to Marketing and Customer Service	4 cr
Introduction to Business Activities	3 cr
Introduction to Management Accounting	5 cr
Methodological Studies 1	11 cr
Personal Development Programme	3 cr
Office applications	5 cr
Business Mathematics	3 cr
Communication Studies 1	15 cr
<u>Finnish Students</u>	
Finnish: Oral Communication and Meeting Skills	3 cr
Finnish: Written Communication and Business Letters	3 cr
Swedish: Svenska inom turismen 1	3 cr
English: Basics of Tourism English	3 cr
English: Business Communication Skills	3 cr
<u>Foreign Students</u>	
Finnish for Foreigners 1	6 cr
Finnish for Foreigners 2	3 cr
English: Basics of Tourism English	3 cr
English: Business Communication Skills	3 cr

PROFESSIONAL STUDIES

Tourism Services	41 cr
Management of Nature and Sport Services 1	4 cr
Management of Nature and Sport Services 2	4 cr
Sustainable Tourism	3 cr
Nature and Environment	3 cr
Adventure Tourism	3 cr
Instructing Indoor and Outdoor Activities	3 cr
Event Management	3 cr
Cultural Tourism in Finland	3 cr
Food and Culture	4 cr
Intercultural Communication	3 cr
Tourism Planning and Policy	3 cr
Tourism Product Development 2	3 cr
Business Activities 2	26 cr
Marketing of Tourism Services	3 cr
Marketing Communications	3 cr
Bookkeeping and Financial Statements	5 cr
Human Resource Management	5 cr
Law Studies	5 cr
Corporate Planning and Development	5 cr
Methodological Studies 2	7 cr
Applied Research Methods	3 cr
Statistics	4 cr
Communication Studies 2	6 cr
<u>Finnish Students</u>	
Swedish: Svenska inom turismen 2	3 cr
English: Academic Writing	3 cr
<u>Foreign Students</u>	
Finnish Conversation	3 cr
English: Academic Writing	3 cr
Practical Training	30 cr
Thesis and Maturity Test	15 cr
Free-Choice Studies	15 cr

COURSE DESCRIPTIONS OF DEGREE PROGRAMME IN TOURISM

BASIC STUDIES

(MTBA1Z) BASICS IN TOURISM 32 cr

(MTBA001) Principles of Tourism

Credits:	6 cr	Timing:
Objective:	Students will gain knowledge of the principles of tourism in Finland and abroad	
Contents:	An introduction to tourism Consumer behaviour and tourism demand Models and patterns of tourism demand Classification of tourism Tourism attraction The Socio-cultural impact of tourism Ecology and tourism The future of tourism	

Learning Strategies: Lectures and small group work

Assessment: Exam, continual assessment and exercises

Bibliography: Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2002)
 Charles R, Goeldner J.R, Brent R: Tourism, Principles, Practices, Philosophies (2003)
 Further reading/material will be provided by lecturer

(MTBA002) Introduction to Nature and Activity Tourism

Credits:	5 cr	Timing:	1st year
Objective:	Students will understand the importance and complexity of nature and activity tourism and learn to identify the numerous aspects of managing successful services and products in these fields of tourism.		
Contents:	Principles of nature and activity tourism Tourism and nature conservation Legal issues Destinations and venues Nature and sport tourism markets		

Learning Strategies: Lectures and excursions. Visits to genuine activity sites will be included whenever possible.

Bibliography: Newsome,D., Moore, S.A. and Dowling, R. K. 2002. Natural Area Tourism
 Saarinen,J. & Hall, C.M. 2004. Nature Based Tourism Research in Finland: Local Contexts, Global Issues
 Standeven & De Knop. 1999. Sport Tourism
 Ritchie, B.W. & Adair,D.(eds.) 2004. Sport Tourism, Interrelationships, Impacts and Issues.

(MTBA003) Tourism Product Development I

Credits:	3 cr	Timing:	1st year
Objective:	Students will understand ongoing product development as a basic function of profitable business development. Students will be able to plan and price different types of tourism products.		
Contents:	Tourism products Planning Pricing		
Learning Strategies:	Lectures, small group work, study visits		
Assessment:	Exercises and coursework assessment		
Bibliography:	Kotler P., Bowen J. and Makens J. 1999. Marketing for Hospitality and Tourism		

(MTBA004) Project Management

Credits:	6 cr	Timing:	1st and 2nd year
Objective:	Introduction to project work and management		
Contents:	Basics of project work Project planning Practical work in a project Reporting		
Learning Strategies:	Lectures, project work and reporting in small groups		
Assessment:	Continual assessment and project work		
Bibliography:	Reading/material will be provided by lecturer		

(MTBA005) Safety and First Aid

Credits:	3 cr	Timing:	1st year
Objective:	Students will know what to do in a situation requiring them to provide first aid and they will also be able to check for and assess risks.		
Contents:	Red Cross of Finland emergency aid qualification EA (first aid) 1 and EA (first aid) 2 Extinguishing fires The Consumer Protection Office's safety instructions for service providers		
Learning Strategies:	Lectures, course work and discussion		
Assessment:	Test, first aid practice, fire extinguishing practice. Students will have the opportunity to pass the Finnish Red Cross EA (first aid) 1 and EA (first aid) 2 qualifications.		
Bibliography:	Reading list and handouts provided by lecturer.		

(MTBA006) Food Hygiene

Credits:	3 cr	Timing:	1st year
Objective:	Students will understand the importance of hygiene for safe food services and travelling		
Contents:	Food microbiology Food poisoning Hygiene practices Personal hygiene Cleaning In-house control Legislation relating to food hygiene		
Learning Strategies:	Lectures, discussions, individual and group exercises		
Assessment:	Exam and exercises		
Bibliography:	Reading list/material provided by lecturer		

(MTBA008) Accommodation Services

Credits:	3 cr	Timing:	1st year
Objective:	Students will be familiar with different types of accommodation and they will understand the importance of accommodation services within the tourism industry. The course includes an introduction to reservation systems		
Contents:	Different forms of accommodation services Basic operations Reservation systems		
Learning Strategies:	Lectures, small group work, study visits		
Assessment:	Exam, exercises		
Bibliography:	Reading list/material provided by lecturer		

(MTBO2Z) BUSINESS ACTIVITIES 1 12 cr

(MTBO001) Introduction to Marketing and Customer Service

Credits:	4 cr	Timing:	1st year of studies
Objective:	Students will understand the principles of marketing and the importance of customer service. This course also covers consumer buying behavior.		
Contents:	Introduction to the principles of marketing Customer service Marketing Mix Consumer buying behavior		
Learning Strategies:	Lectures & small group work.		
Assessment:	Exam, exercises		
Bibliography:	Kotler, Introduction to Marketing & Hospitality, 2007		

(MTBO002) Introduction to Business Activities

Credits:	3 cr	Timing:	1st year
Objective:	Students will gain knowledge of the principles of tourism business activities		
Contents:	Business entrepreneurship Basic premises of business operations Business process Operational environment of a company Interest groups Review of marketing, management accounting and organisation of a company Company structures		
Learning Strategies:	Lectures and small group work		
Assessment:	Exam, continual assessment and exercises		
Bibliography:	Kinkki Seppo, Isokangas Jouko, Yrityksen perustoiminnot # Basic Business operations pp. 311-448 Further reading/material provided by lecturer		

(MTBO003) Introduction to Management Accounting

Credits:	5 cr	Timing:	1st year
Objective:	Students will understand the meaning of profitability and learn how to make calculations required by managers for planning, decision-making and control.		
Contents:	General terms and aims in management accounting Profitability calculations Cost-volume-profit analysis Pricing calculations Short-term calculations, planning and controlling methods Long-term calculations: investments Budgeting Activity Based Costing		
Learning Strategies:	Lectures, exercises, management accounting software		
Assessment:	Exercises and exams		
Bibliography:	To be announced		

(MTBM4Z) METHODOLOGICAL STUDIES 1 11 cr**(MTBM001) Business mathematics**

Credits:	3 cr	Timing:	1 st year
Objective:	To provide students with a sound command of business mathematics skills and the ability to apply them in different areas of business life		
Contents:	Review of the basic mathematical operations needed in business mathematics Percentage calculation and its economic applications Index Currency calculation		

Simple interest calculation and its applications
Compound interest
Credit
Economic functions

Learning Strategies: Lectures and exercises

Assessment: Exam and exercises

Bibliography: Pulkkinen P, Holopainen M., Keinänen K., Business Mathematics

(MTBM002) Office Applications

Credits: 5 cr Timing: 1st year

Objective: The student will be able to use a microcomputer as a common tool in everyday working life.

Contents: E-mail
Internet
Hardware and operating systems
Presentation graphics
Word processing
Spreadsheets
Computing today

Learning Strategies: Practical exercises and individual use of computer

Assessment: Exam and practical exercises

Bibliography: Material provided by the lecturer

(MTBM003) Personal Development Programme

Credits: 3 cr Timing: 1st year

Objective: The aim of this programme is to provide students with the tools, which will ensure a successful commencement of their studies leading to success in future careers, by enabling students to identify their personal learning characteristics, whilst at the same time introducing specific study skills. The program aims to facilitate the individual development of students.

Contents: Initial assessment week (Boot Camp)
Personal SWOT
Learning styles
Introduction to Reflective Practice
Creative thinking/Problem solving
Presentation Skills
Personal Branding
Portfolio Development

Learning Strategies: Lectures, Activities, Individual tutorials, Practical Work

Assessment: Portfolio -- Course work of completed tasks throughout the program

Bibliography: Selected readings, handouts related to subject areas.

Negotiation and meeting techniques
Documents

Learning Strategies: Classroom teaching, exercises

Assessment: Exam and assignments

Bibliography: Repo-Nuutinen: Viestintätaito

(MTBC002) Written Communication and Business Letters

Credits: 3 cr Timing: 1st yr (for Finnish speaking students)

Objective: Students will learn to write in a manner appropriate to their chosen profession and be able to compile standard business letters.

Contents: The principles of written communication
An introduction to language maintenance
Process writing and document standards
Basic business letters
E-mail communication

Learning Strategies: Contact teaching, assignments

Assessment: Exam and assignments

Bibliography: Kortetjärvi-Nurmi, Kuronen, Ollikainen, Yrityksen viestintä

(MTBC003) Swedish for Tourism 1

Credits: 3 cr Timing: 1st year

Objective: Students will develop their language skills to be able to cope in tourism and catering customer service situations and to present a company and its services and facilities as well as the special features of Finnish cuisine in Swedish. Students will also be able to present Finland as a tourist destination and discuss current affairs to a certain extent using the Swedish language

Prerequisite: Participation in proficiency test

Contents: Everyday spoken Swedish
Hotel and restaurant customer service
Finnish food culture and gastronomic terminology
The differences between Finnish Swedish and Swedish Swedish
Finland in Swedish
Current affairs

Learning Strategies: Small group teaching

Assessment: Continual assessment and written and oral exam

Bibliography: Handout provided by lecturer

(MTBC006) Finnish for Foreigners 1

Credits:	6 cr	Timing:	1 st year
Objective:	To teach students the skills needed in everyday communication in Finnish and to familiarise students with the Finns, their customs, the country and society.		
Contents:	Pronunciation, syllable division and other general language points Greeting and introductions Language skills, working, living, studying Numerals: time, prices, banking Asking simple questions and understanding instructions Travelling Food, making orders at a restaurant Shopping The school system Basic geography of Finland Finnish cuisine		
Learning Strategies:	Communicative and practical approach and group work		
Assessment:	Class work and written or/and oral exam		
Bibliography:	Hämäläinen, Aletaan Facts about Finland Kenttälä, Kieli käyttöön		

(MTBC007) Finnish for Foreigners 2

Credits:	3 cr	Timing:	2nd year
Objective:	To improve communication skills in the Finnish language		
Prerequisite:	Finnish for Foreigners 1		
Contents:	This course builds on the knowledge gained in Finnish for Foreigners 1.		
Learning Strategies:	Small group sessions		
Assessment:	Coursework, active participation, written and oral tests		
Bibliography:	Kangasniemi, Suomen kielen tikapuut jatkotaso 1 Hämäläinen, Jatketaan		

PROFESSIONAL STUDIES

(MTPT5Z) TOURISM SERVICES 41 cr

(MTPT013) Management of Nature and Sports Services 1

Credits:	4 cr	Timing:	2nd year
Objective:	Students will understand the scope and evolution of nature and sports tourism management. This course will also provide students with a wide range of skills and knowledge which is needed when planning and managing services in nature and sports tourism. The course is divided in two parts to provide outdoor experiences during different seasons.		
Prerequisite:	Introduction to Nature and Activity Tourism		

Contents:	Outdoor skills Outdoor environment Sports Safety issues in outdoor activities Land management Parks and wildlife management
Learning Strategies:	Lectures and excursions, visits to companies and sites. There will be field trips to important nature tourism regions in Finland.
Assessment:	Active participation in lectures, excursions, field trips, group work, written reports, and oral presentations.
Bibliography:	Reading list/ material provided by lecturer.

(MTPT014) Management of Nature and Sports Services 2

Credits:	4 cr	Timing:	3rd year
Objective:	Students will understand the scope and evolution of nature and sports tourism management. This course will also provide students with a wide range of skills and knowledge which is needed when planning and managing services in nature and sports tourism. The course is divided in two parts to provide outdoor experiences during different seasons.		
Prerequisite:	Introduction to Nature and Activity Tourism		
Contents:	Outdoor skills Impacts of nature and tourism Research on nature and sports tourism		
Learning Strategies:	Lectures and excursions, visits companies and sites. There will be field trips to important nature tourism regions in Finland.		
Assessment:	Active participation in lectures, excursions, field trips, group work, written reports and oral presentation		
Bibliography:	Reading list provided by lecturer.		

(MTPT003) Sustainable Tourism

Credits:	3 cr	Timing:	2nd year
Objective:	Students will gain basic knowledge of sustainable tourism theory and practice and how it is used and integrated in the business environment.		
Contents:	Sustainable tourism and organisations Tourism management implications - economic, environmental and sociocultural issues. Alternative tourism Conventional mass tourism Strategic roles: opportunities and obstacles within facilitation sectors Role of attractions within sustainability Quality control - Eco labels, codes of conduct and certification of accreditation. Destinations and spatial strategies - zoning and redevelopment. Strategies for visitor management. Environmental costs and benefits.		

Learning Strategies: Lectures, group work, oral and written course work

Assessment: Active participation in lectures, exam and assignments

Bibliography: Weaver, D. (2006) Sustainable Tourism: Theory and Practice, Elsevier
Butterworth-Heinenmann

(MTPT004) Nature and Environment

Credits: 3 cr Timing: 2nd year

Objective: This course provides an introduction to natural history: flora and fauna, species identification, ecosystem relationships, and nature interpretation in a tourism context. The nature of Finland is emphasized during this course.

Contents: Species identification
Flora & fauna
Nature interpretation

Learning Strategies: Lectures and excursions. Visits to real activity sites will also be included whenever possible.

Assessment: Active participation in lectures, group work, excursions and exam.

Bibliography: Reading list/material provided by lecturer

(MTPT005) Adventure Tourism

Credits: 3 cr Timing:

Objective: The course provides the academic and practical knowledge needed in adventure tourism. There is a strong emphasis on experimental learning that includes topics such as team building skills and group leadership.

Contents: Management of adventure tourism
Experimental learning
Adventure experience

Learning Strategies: Lectures, seminars, excursions, group exercises, workshops, site visits to companies.

Assessment: Active participation in lectures, excursions, site visits, group exercises and workshops, written report and group presentation.

Bibliography: Swarbrooke, Beard, Leckie & Pomfret. 2003. Adventure tourism.
Martin, Cashel, Wagstaff & Breunig. 2006. Outoodr leadership.

(MTPT006) Instructing Indoor and Outdoor Activities

Credits: 3 cr Timing: 2nd year

Objective: This course provides the knowledge and skills required for course and lesson planning for outdoor and indoor activities and instructing people of different age groups. Students will also learn the educative, mental and skill based objectives of exercise.

Contents: Instructing aims and content

Sports and exercise planning, implementation and assessment
 Teaching methods
 Safety in physical education
 Organising a sports day

Learning Strategies: Lectures, assignments, organising a sports day

Assessment: Exam or set tasks

Bibliography: Reading list and material provided by lecturer

(MTPT007) Event Management

Credits: 3 cr Timing: 2nd - 3rd year

Objective: The event management course provides an in depth overview of events and related industries. This course covers a wide range of events e.g. sporting, cultural, arts and entertainment etc. and congresses and fairs.

Contents: Management of events
 Event tourism
 Congresses
 Fairs

Learning Strategies: Lectures, case-study exercises, group work

Assessment: Practical observations and skill competence, individual and group presentations, Seminar paper on nominated topics

Bibliography: Watt, D.C.2001. Event Management in Leisure and Tourism

(MTPT008) Cultural Tourism in Finland

Credits: 3 cr Timing: 1st or 2nd year

Objective: Finnish history to this day and provides students with the skills to apply this knowledge in tourism.

Contents: National and local culture
 Significant events, personalities, settings and consequences

Learning Strategies: Lectures and group work

Assessment: Course work assignments and exam

Bibliography: Reading list/material provided by lecturer

(MTPT009) Food and Culture

Credits: 4 cr Timing: 1st or 2nd year

Objective: Students will understand the significance of healthy food for wellbeing as well as gaining knowledge of the most common special diets. Students will be conversant with different food services in tourism.

Contents: Basics of nutrition

Special diets
 Basics of food services
 Menu planning for different events

Learning Strategies: Lectures, discussions, individual and group exercises, kitchen work

Assessment: Exam and exercises

Bibliography: Reading list/material provided by lecturer

(MTPT010) Intercultural Communication

Credits: 3 cr Timing: 2nd year

Objective: The course aims to provide students with a theoretical and experimental framework for intercultural communication from an interdisciplinary perspective and to increase their problem solving skills and communication skills with people from different cultural backgrounds in national, international and multicultural settings of study and work.

Contents: Internationalisation and cultural identity
 Culture is communication...Nationality
 Communication is culture
 Inter-cultural communication
 Finnish and Nordic communication
 Intercultural encounters:
 Dimensions used when comparing communication across cultures

Learning Strategies: The course is based on face-to-face tuition, self-directed autonomous learning based on a hypermedia program, and project work emphasising co-operative learning

Assessment: Continuous assessment, oral presentation & report

Bibliography: Lewis, R.D. When cultures collide, changing successfully across culture

(MTPT011) Tourism Planning and Policy

Credits: 5 cr Timing: 3rd year

Objective: This course provides an introduction to the concepts of tourism planning and policy globally and in Finland. Students will gain an understanding of the purpose of tourism as well as planning and investigating some broad approaches to planning and policy.

Contents: Policy
 Planning
 Economic impacts of tourism
 Urban, rural and natural areas in tourism planning
 Special interest tourism
 Environmental impacts of tourism
 Management policy and planning issues

Learning Strategies: Lectures and small group work

Assessment: Exam, continual assessment and exercises

Bibliography: Hall M.C, Jenkins, Kearsley G, Tourism, Planning and Policy (1997)
 Other materials provided by lecturer

(MTPT012) Tourism Product Development 2

Credits:	3 cr	Timing:	3rd year
Objective:	Students will understand the role of developing product lines for improved profitability in tourism. Students will be able to plan, price and promote different types of tourism product lines.		
Prerequisite:	Product Development 1. Marketing of Tourism Services.		
Contents:	Tourism product lines, planning, pricing and promoting		
Learning Strategies:	Lectures, small group work, study visits		
Assessment:	Exercises		
Bibliography:	Kotler P., Bowen J. and Makens J. Marketing for Hospitality and Tourism		

(MTPO6Z) BUSINESS ACTIVITIES 2 26 cr**(MTPO001) Marketing of Tourism Services**

Credits:	3 cr	Timing:	2nd year
Objective:	Students will understand the special features of marketing tourism services and the role of product, image, price and distribution channels in tourism marketing.		
Contents:	Product, pricing and distribution channels		
Learning Strategies:	Lectures, small group work, study visits		
Assessment:	Exam, exercises		
Bibliography:	Kotler P., Bowen J. and Makens J. Marketing for Hospitality and Tourism		

(MTPO002) Marketing Communications

Credits:	3 cr	Timing:	3rd year
Objective:	Students will learn to evaluate and implement different promotion tools as part of an integrated marketing mix.		
Contents:	Advertising PR SP Personal selling Marketing planning		
Learning Strategies:	Lectures, small group work, study visits		
Assessment:	Coursework and exercises		
Bibliography:	Kotler P., Bowen J. and Makens J. Marketing for Hospitality and Tourism		

(MTPO003) Bookkeeping and Financial Statements

Credits:	5 cr	Timing:	2nd year
Objective:	The course will provide an introduction to the management of financial accounting in Finland and also a comparison between Finnish and foreign financial statements. Students will gain an understanding of financial analysis and its techniques and usage in estimating company financial performance and position.		
Prerequisite:	Business Operations		
Contents:	The role of accounting in business Double-entry bookkeeping Financial statements: preparing, reading and understanding Analysing companies Cash flow statements Ratios and their interpretation TA-model		
Learning Strategies:	Lectures, case studies, exercises, e-learning		
Assessment:	Case-studies, exam		
Bibliography:	To be announced		

(MTPO004) Human Resource Management

Credits:	5 cr	Timing:	4th year
Objective:	This course covers the information needed to understand the Human Resource Management aspect of an organisation. It will develop an understanding of the skills needed for the formulation and implementation of HRM strategies while providing the basic information necessary to understand the function of management and leadership in an organisation.		
Contents:	Introduction to HRM Introduction to Leadership and Organisation Management and Leadership as part of an organisation Human resource planning Recruitment and selection Orientation, training and development Employee Relations Performance Management Remuneration and reward International dimension of HRM		
Learning Strategies:	Lectures and exercises		
Assessment:	Class attendance (exercises, and discussions) 20% Presentation and report 30% Exam based on course content 50%		
Bibliography:	Eugene McKenna & Nic Beech, Human Resource Management: A Concise analysis, Prentice Hall, 2002. Beardwell, I., Holden, L., Human Resource management: A Contemporary Perspective, Pitman Publishing, 1997. Hesselbein, F., Goldsmith, M., Beckhard, R. (ed.), The Leader Of The Future Ainger, A., Kaura, R., Ennals, R., Business Success Through Human Centred Systems Tyson, S., Jackson, T., The Essence Of Organisational Behaviour.		

(MTPO005) Law Studies

Credits:	5 cr	Timing:	2nd year
Objective:	The course will provide students with a general knowledge of the legal framework of business operations with special focus on contract and trade laws.		
Contents:	Sources of law Law of obligations Contract law Business law Labour law Legislation in tourism		
Learning Strategies:	Lectures, exercises, case studies		
Assessment:	Exercises and exam		
Bibliography:	To be announced		

(MTPO006) Corporate Planning and Development

Credits:	5 cr	Timing:	4th year
Objective:	Students will understand the significance of business planning in a changing operational environment.		
Contents:	The business operational environment Corporate planning and strategic leadership		
Learning Strategies:	Lectures and course work		
Assessment:	Classwork, group work and assignment		
Bibliography:	Reading list/handouts provided by lecturer		

(MTPM8Z) METHODOLOGICAL STUDIES 2 7 cr**(MTPM001) Applied Research Methods**

Credits:	3 cr	Timing:	2nd - 3rd yr
Objective:	This course will provided students with a thorough understanding of research methods and their application in tourism processes, their relevance in business decision making and it also provides a basis for the study of relevant qualitative and quantitative analysis procedures.		
Prerequisite:	Basic Studies		
Contents:	The research process and central methods The research problem and questionnaire design Qualitative and action research Overview of analysis procedures		
Learning Strategies:	Lectures, case studies, exercises and research project		
Assessment:	Research Project		

Bibliography: To be announced

(MTPM002) Statistics

Credits: 4 cr Timing: 2nd year

Objective: The general aim of this course is to improve the student's understanding of theoretical research and practical problem solving, and how to collect information and how systematic the collection of information should be as well as the use of primary and secondary data. On completing this course students will be able to use statistical parameters, the most common statistical methods, the foundation of hypotheses testing and interpretation of results.

Prerequisite: Proficiency tests or recognised refresher course pass, Basis of Research

Contents: Uni-bidimensional distribution tables and statistical parameters
Graphical presentation of parameters
Dependency: correlation and regression analysis
Hypothesis testing and general tests
The use of data analysis by doing exercises with software packages

Learning Strategies: Lectures, classroom practical exercises and the individual use of the SPSS -program

Assessment: Exam and exercises

Bibliography: To be announced

(MTPC7Z) COMMUNICATION STUDIES 2 6 cr

(MTPC002) Academic Writing

Credits: 3 cr Timing: 2nd year

Objective: To improve the students' professional writing skills

Contents: Grammar surgery
Punctuation
Coherence
Style and appropriateness
Reporting
Summarising
Table of contents
Quoting, reference list

Learning Strategies: Small group sessions

Assessment: Continuous assessment, assignments, written exam

Bibliography: To be announced

(MTPC001) Swedish for Tourism

Credits: 3 cr Timing: 2nd year

Objective: Students will be able to cope with written and oral tourism and hospitality work assignments using different communication facilities in Swedish. They will be able

to handle routine correspondence and negotiations at work according to Nordic business cultural norms.

Contents: Inquiries
Offers
Orders
Confirmations
Cancellations and changes
Payments
Answering complaints
Travel programs
Negotiation situations
Job applications
Good will correspondence

Learning Strategies: Small group teaching

Assessment: Continual assessment and written and oral exam

Bibliography: Handout provided by lecturer

(MTPC003) Finnish Conversation

Credits: 3 cr Timing: 3rd year

Objective: To improve students' oral communication skills in the Finnish language.

Prerequisite: Finnish for Foreigners I-II

Contents: Discourses - different vocational subjects

Learning Strategies: Small group sessions

Assessment: Active participation in class activities

Bibliography: To be announced

(MTW11Z) FREE-CHOICE STUDIES 15 cr

(MTW001) Wildlife Watching

Credits: 3 cr Timing: 2nd - 3rd year

Objective: This course emphasizes wildlife watching as a type of tourism. It particularly focuses on certain species like bears and old growth forest birds. All of these species are important in tourism or they have a great potential to become important in wildlife observation tourism. One of the main aims of the course is to learn how to manage wildlife watching services.

Contents: Ethical Issues in wildlife watching
Mammal species in wildlife watching
Birds in wildlife watching
Plants in wildlife watching
Management of wildlife watching services

Learning Strategies: Lectures, excursions and group work.

Assessment: Active participation in lectures, excursions and group work. Written report and oral presentation

Bibliography: Reading list/material provided by lecturer

(MTW002) Fishing and Hunting Tourism

Credits: 3 cr Timing: 2nd - 3rd year

Objective: To provide the students with the knowledge and skills to manage products in fishing and hunting services. This course is based on practical know-how and involves learning and testing different forms of fishing and hunting.

Contents: Ethical issues in fishing and hunting
Fish species suitable for fishing tourism
Different forms of fishing
Legislation
Hunting tourism
Game species

Learning Strategies: Lectures and excursions.

Assessment: Active participation in lectures and excursions. A written product plan and oral presentation.

Bibliography: Reading list/material provided by lecturer

(MTW005) Russian Tourism

Credits: 3 cr Timing: 2nd - 3rd yr

Objective: To gain a broad overview of tourist operations from Russia to Finland and from Finland to Russia.

Contents: Tourism destinations
Product development and marketing opportunities
A 5-7 day study trip to Russia, cost to students appr. 100 euros

Learning Strategies: Small group teaching, contact teaching, 5 - 7 day study visit to Petroskoi and St Petersburg

Assessment: Portfolio containing learning diary and assignments

Bibliography: Reading list/material provided by lecturer

(MTW007) History of Tourism

Credits: 3 cr Timing:

Objective: This course develops an understanding of the history of travel as a recreational pastime in different parts of the world, beginning with the ancient Greeks and ending with 20th-century global tourism markets. Students will explore trends and changes in tourists and the tourism sector.

Prerequisite:	Principles of Tourism
Contents:	Grand tour Rise of Mass Tourism Tourist gaze Cultural changes and new structures in tourism
Learning Strategies:	Book exam/ report
Bibliography:	Selected reading

(MTW008) Tourism Economics

Credits:	3 cr	Timing:	
Objective:	The objective of the course is to provide an overview of economic analysis and how it is used in the context of tourism.		
Contents:	Applications of economic analysis to the tourism context. The microfoundations of tourism demand The theory of tourism supply and its market structure. Basics of macroeconomics		
Learning Strategies:	independent study		
Assessment:	Book exam / report		
Bibliography:	Tribe, J. 2005. The Economics of Recreation, Leisure and Tourism		

(MTW009) Destination Marketing

Credits:	3 cr	Timing:	
Objective:	Becoming a recognized, desired destination is a demanding marketing challenge. During the course we will approach the marketing of countries, regions and places from different angles.		
Contents:	Marketing of countries, regions and places from theoretical and practical angles.		
Learning Strategies:	Lectures, group work, exercises		
Assessment:	Portfolio including learning diary and group exercises		
Bibliography:	To be announced		

(MTW013) Management Procedures and Strategies

Credits:	5 cr	Timing:	2nd - 4th year
Objective:	Students will understand and be able to apply a strategic business control system.		
Prerequisite:	Leadership		
Contents:	Use of the balanced scorecard, scores and assessment, information gathering and implementation		

Learning Strategies: Independent study

Assessment: Book exam or long essay

Bibliography: Kaplan, Norton, The Balanced Scorecard
Aaker D., Developing Business Strategies

(MTW012) New Trends in Leadership and Management

Credits: 5 cr Timing: 2nd - 4th year

Objective: Knowledge capital providing a competitive edge will be emphasised during this course, while providing students with a grounding in quality leadership, activity-based management in business leadership and the significance of leadership and management in the implementation of an organisation's basic operations.

Prerequisite: Leadership

Contents: Knowledge capital, quality leadership, activity-based management and accounting, leading and leadership

Learning Strategies: Independent work

Assessment: Book exam or long essay

Bibliography: Students will choose three books from the following list for the book exam:
Ståhle, Grönroos, Dynamic Intellectual Capital
Juran's Quality Handbook (luvut 1 - 17, 35 ja 36)
Cookins G., Activity Based Cost Management
Pirnes U., Enhancing Leadership. The Dynamics of Leadership

(MTW015) Risk Management

Credits: 3 cr Timing: 2nd - 4th yr

Objective: Students will be conversant with the concept of risk management and the risk management process. They will be able to identify, assess and manage business risks. Students will complete a risk management plan of a real or fictitious company according to the instructions given on the course pages.

Contents: Risk management, the risk management process. Identification, assessment and management of business risk.

Assessment: Web course

(MTW014) Organizational Psychology

Credits: 3 cr Timing: 2nd - 4th year

Objective: This course provides in depth knowledge of organisational behaviour.

Prerequisite: Leadership

Contents: The role and responsibility of leadership in conflict situations, dealing with problems in the work community, work satisfaction, encouragement, reward and skills development.

Learning Strategies: Independent work

Assessment: Book exam or long essay

Bibliography: To be announced

Language Studies

Language studies offered are listed under the Free-choice Studies in the Degree Programme in International Business.

(MTT10Z) THESIS 15 cr

(MTT001) Thesis and Maturity Test

Credits: 15 cr Timing: 3rd - 4th year

Objective: The thesis provides an opportunity to study a problem or scheme in depth and from a critical standpoint. It can be accomplished in the form of a piece of research, development project or applied research. The thesis must be of use in working life and it should promote the professional orientation of the students. Students will also participate in seminars where they will present their research topic and results as well as assessing other students' work. Students must also complete a maturity test.

Prerequisite: Applied Research Methods, Statistics

Contents: Seminar presentations of chosen thesis subject and participation in seminars
Assessment of other students' thesis and acting opponent for other students' work
After the thesis topic has been accepted students will be nominated a thesis supervisor.
Subject analysis and research plan after which thesis can be completed and then presented during the seminar. The maturity test is completed after the thesis has been presented.

Bibliography: Reading list/handouts provided by lecturer

(MTH09Z) PRACTICAL TRAINING 30 cr

(MTH001) Practical Training

Credits: 30 cr Timing: 3rd year

Objective: Students will have the opportunity to familiarise themselves with the jobs and duties of their chosen field as well learning to develop and assess their own work and working environment. Students should apply for training places themselves in a domestic or foreign company or public organisation.

Contents: Seminars before and after the practical training period.
Practical training period in a tourism/hospitality company/public organisation
Training reports and assignments
More detailed instructions and forms are available on the webct that will be presented during the practical training seminars.

Assessment: Practical training and reports