

Bachelor of Hospitality Management

- Degree Programme in Tourism

SCHOOL OF TOURISM

DEGREE PROGRAMME IN TOURISM

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Head of the Degree Programme	Mr Mikko Keränen
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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**.

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 in 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 The Student
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 – Study Progress Description

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

1st year – Observer of Tourism	<ul style="list-style-type: none"> ▪ The student has the basic information needed to understand the fundamental process of tourism, its structures, and 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	<ul style="list-style-type: none"> ▪ In 2nd and 3rd year the student will deepen both the theoretical and practical knowledge needed to function in tourism.
4th year - Developer of Tourism	<ul style="list-style-type: none"> ▪ In the 4th year the 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 (75 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 (75 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)

The studies include a minimum of 15 credits of free-choice studies. 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 **spring semester of the 3rd study year**. Practical training can be done either in Finland or a foreign country. Before starting practical training students must have a minimum of 115 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 accomplished towards the end of the student's studies; a minimum of 150 credits must be accomplished before starting work on the thesis.

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 the 2nd year autumn semester is spent in a foreign university or university of applied sciences. Foreign students may choose not to go abroad. To apply for foreign studies the student must have achieved a minimum of 45 credits per academic year. In addition it is required, that the students have good language skills (good skills in English and at least basics in the target country's language if possible) and good grades. Students without prior international experience will be given priority when decisions concerning exchange places are made.

Exchange opportunities will be presented in information meetings. More information can also be found on Kajaani UAS's internet pages. Kajaani UAS's partner institutions in different countries offer studies in English or in other languages. Each student makes a personal study plan with the school's international co-ordinator for the period of foreign studies. Studies completed abroad are approved as part of the degree programme within either further specialisation studies or free-choice studies.

Language Studies

The Degree Programme in Tourism includes 21 credits of compulsory language studies. Language studies should comprise at least studies in Finnish and English. 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 the chosen language (5 cr beginner's course + 3 cr intermediate/advanced studies). Foreign language courses offered at this level are French, Spanish, Italian, Russian, Swedish and German.

Finnish Students

English	9 cr
Finnish	6 cr
Swedish	6 cr

Foreign Students

English	9 cr
Finnish	12 cr

It is recommended that foreign students concentrate on studying Finnish language during the first study year and start another new language during the second year.

THE COURSE STRUCTURE FOR THE DEGREE PROGRAMME IN TOURISM (2011)**BASIC STUDIES**

MTBA2Z	BASICS IN TOURISM	26 CR
MTBA001	Principles of Tourism	6 cr
MTBA002	Introduction to Nature and Activity Tourism	5 cr
MTBA003	Tourism Product Development I	3 cr
MTBA005	Safety and First Aid	3 cr
MTBA006	Food Hygiene	3 cr
MTBA009	Serving	1.5 cr
MTBA010	Bar Services	1.5 cr
MTBA011	Hospitality Management	3 cr
MTBO3Z	BUSINESS ACTIVITIES 1	17 CR
MTBO004	Introduction to Marketing	4 cr
MTBO005	Introduction to Business Operations	3 cr
MTBO003	Introduction to Management Accounting	5 cr
MTBO006	Introduction to Management	5 cr
MTBC4Z	COMMUNICATION STUDIES	21 CR
	<i>Common courses:</i>	
MTBC004	Basics of Tourism English	3 cr
MTBC008	Academic Writing	3 cr
MTBC005	Business Communication Skills	3 cr
	<i>Finnish students:</i>	
MTBC001	Oral Communication and Meeting Skills (in Finnish)	3 cr
MTBC002	Written Communication and Business Letters (in Finnish)	3 cr
MTBC003	Svenska inom turismen 1	3 cr
MTBC009	Svenska inom turismen 2	3 cr
	<i>Foreign Students:</i>	
MTBC006	Finnish for Foreigners 1	6 cr
MTBC007	Finnish for Foreigners 2	3 cr
MTBC010	Finnish Conversation	3 cr
MTBM4Z	METHODOLOGICAL STUDIES 1	11 CR
MTBM001	Business Mathematics	3 cr
MTBM002	Office Applications	5 cr
MTBM003	Personal Development Programme	3 cr

PROFESSIONAL STUDIES

MTPT6Z	TOURISM SERVICES	47 CR
MTPT019	Project Management	6 cr
MTPT001	Management of Nature and Activity Services	4 cr
MTPT016	Transportation and tourism	4 cr
MTPT003	Sustainable Tourism	3 cr
MTPT005	Adventure Tourism	3 cr
MTPT017	Guiding Skills	3 cr
MTPT007	Event Management	3 cr
MTPT018	World cultures	3 cr
MTPT009	Food and Culture	4 cr
MTPT010	Intercultural Communication	3 cr
MTPT011	Tourism Planning and Policy	5 cr
MTPT012	Tourism Product Development 2	3 cr
MTPT015	Tourism Economics	3 cr
MTPO7Z	BUSINESS ACTIVITIES 2	21 CR
MTPO001	Marketing of Tourism Services	3 cr
MTPO002	Marketing Communications	3 cr
MTPO009	Financial Accounting	4 cr
MTPO008	Human Resource Management	3 cr
MTPO005	Law Studies	5 cr
MTPO007	Strategic Management	3 cr
MTPM8Z	METHODOLOGICAL STUDIES 2	7 CR
MTPM003	Applied Research Methods	4 cr
MTPM004	Statistics	3 cr
FREE-CHOICE STUDIES		15 CR
PRACTICAL TRAINING		30 CR
THESIS		15 CR

COURSE DESCRIPTIONS FOR THE DEGREE PROGRAMME IN TOURISM

BASIC STUDIES

(MTBA2Z) BASICS IN TOURISM 26 cr

(MTBA001) Principles of Tourism

Credits: 6 cr Timing: 1st yr

Learning Objectives: 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 attractions
The Socio-cultural impact of tourism
Ecology and tourism
The future of tourism

Learning Methods: Lectures, small group work, workshop

Assessment Methods: Exam, course work, assignments, continual assessment and exercises

Bibliography: Course book: Cooper, Fletcher, Gilbert, Shepherd & Wanhill: Tourism, Principles and Practice (2008)
Charles R, Goeldner J.R, Brent R: Tourism, Principles, Practices, Philosophies (2006)
Further reading/material will be provided by lecturer

(MTBA002) Introduction to Nature and Activity Tourism

Credits: 5 cr Timing: 1st yr

Learning Objectives: 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 sport tourism
Nature and sport tourism in Finland
Markets and demand
Tourism and nature conservation
Legal issues
Destinations and venues
Wildlife tourism
Facility site management
Map reading

Learning Methods: Lectures, group work, excursions. Visits to genuine activity sites will be included whenever possible.

Assessment Methods: Exam, assignments, course work and presentations

Contents:

- Food microbiology
- Food poisoning
- Hygiene practices
- Personal hygiene
- Cleaning
- In-house control
- Legislation relating to food hygiene

Learning Methods: Lectures, discussions, individual and group exercises

Assessment
Methods: Exam and exercises

Bibliography: Reading list/material provided by lecturer

(MTBA009) Serving

Credits: 1.5 cr Timing: 1st yr

Learning Objectives: Students will become proficient in the basic principles of serving.

Contents: Basic serving methods and techniques

Learning Methods: Lectures and serving in the learning restaurant

Assessment
Methods: Exam

Bibliography: To be announced

(MTBA010) Bar Services

Credits: 1.5 cr Timing: 2nd yr

Learning Objectives: Students will becoming proficient in the law concerning the sale of alcoholic beverages.

Contents: Alcohol legislation

Learning Methods: Lectures, individual and group work

Assessment
Methods: Exam

Bibliography: To be announced

(MTBA011) Hospitality Management

Credits: 3 cr Timing: 1st yr

Learning Objectives: The aim of the course is to raise awareness of the hospitality industry's versatility. Students can distinguish between different types of accommodation and will get to know various other hospitality organisations like cruise liners.

Contents: Structure and types of accommodation
Hotel classifications
Hotel ownership and management
Hotel operations management
Hotel reservation system
Cruise liners
Recreation and leisure organisations

Learning Methods: Lectures, independant studies, group work, workshops, presentations, company visits

Assessment Methods: Exam, assignments, course work, presentations

Bibliography: Ninemeier, Perdue, 2008. Discovering hospitality and tourism. Pearson Education, New Jersey.
Further material provided by lecturer

(MTBO3Z) BUSINESS ACTIVITIES 1 17 cr

(MTBO004) Introduction to Marketing

Credits: 4 cr Timing: 1st yr

Learning Objectives: The student will understand what marketing and what is the role of different parts of the marketing mix. The student will understand the fundamentals of modern marketing thinking, the societal level of marketing and customer focus.

Contents: Marketing with key concepts, marketing mix; product, price, place, promotion. Customer focus. Marketing in tourism.

Learning Methods: Lectures, group work, class discussions

Assessment Methods: Exam, written assignment and group work

Bibliography: 1) Kotler & all. Marketing - an introduction
2) Kotler, Bowen & Makens. Marketing for Hospitality and Tourism

(MTBO005) Introduction to Business Operations

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will have a holistic view of business. They will understand, in general, all business aspects, and connections between business functions.

Contents: Business concepts, business environment, Interest groups, legal forms of ownership, management, overview of business functions (operations, human resources, Marketing, Finance, accounting), money and financial markets.

Learning Methods: Lectures, group work, case studies and exercises

Assessment Methods: Active participation, Final examination

Bibliography: Nickels, McHugh, Understanding Business (8th edition)

(MTBO003) Introduction to Management Accounting

Credits: 5 cr Timing: 1st yr

Learning Objectives: Students will know 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 Methods: Lectures and exercises

Assessment Methods: Exercises and exams

Bibliography: To be announced

(MTBO006) Introduction to Management

Credits: 5 cr Timing: 1st yr

Learning Objectives: The course introduces the student to organization and management from an individual, group and organisational perspective, with the focus on human behavior and organizational structures and processes.

Contents: Foundations of management
 Cognitive processes of organizational behavior
 Dynamics of organizational behavior
 Organization design, change and innovation
 Managing and leading for high performance

Learning Methods: Lectures, case studies, and project assignments

Assessment Methods: Mid-term tests and Final Exam

Bibliography: Hill and MacShane, Principles of Management

(MTBC4Z) COMMUNICATION STUDIES 21 cr

(MTBC004) Basics of Tourism English

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students improve their oral and written communication skills and tourism vocabulary through a wide range of settings and situations in the English-speaking world.

Previous Learning: Proficiency test

Contents: Grammar surgery
 Personnel and functions of a tourism company
 Customer service (bookings, advice on destinations etc.)
 Negotiations
 Application writing
 Report writing

Learning Methods: Small group sessions incl. pair and group work, oral, written and listening tasks

Assessment Methods: Continual assessment, oral presentation on a tourism company or product, writing a job application, exam

Bibliography: Handouts

(MTBC008) Academic Writing

Credits: 3 cr Timing: 1st yr

Learning Objectives: The student will improve his/her professional writing skills

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

Learning Methods: Small group sessions

Assessment Methods: Continuous assessment, assignments, written exam

Bibliography: Compiled study material

(MTBC005) Business Communication Skills

Credits: 3 cr Timing: 1st yr

Learning Objectives: To learn to communicate orally and in writing in tourism using different communication channels

Contents: Communication in a tourism company (reservations, confirmations, cancellations, changes)
Routine correspondence
Payment and collection letters
Negotiations

Learning Methods: Small group sessions

Assessment Methods: Oral and written tasks, written exam

Bibliography: To be announced

(MTBC001) Oral Communication and Meeting Skills

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

Learning Objectives: Students will learn to express themselves and to operate in a goal oriented manner in different communication situations. The course also covers different negotiation and meeting procedures.

Contents: Analysing different forms of oral communication performances
Stage-fright
Use of voice

Academic and speeches for specific situations
 Influence and justification
 Different forms of group communication
 Negotiation and meeting techniques
 Documents

Learning Methods: Classroom teaching, exercises

Assessment Methods: Exam and assignments

Bibliography: Repo-Nuutinen: Viestintätaito

(MTBC002) Written Communication and Business Letters

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

Learning Objectives: 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 Methods: Contact teaching, assignments

Assessment Methods: Exam and assignments

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

(MTBC003) Swedish: Svenska inom turismen 1

Credits: 3 cr Timing: 1st yr

Learning Objectives: Students will develop their spoken and written skills so that they can cope in tourism and hospitality customer service situations, and present a company and its services and facilities

Previous Learning: Participation in proficiency test

Contents: Grammar revision
 Presenting a tourism company's and a restaurant's operations and staff
 Tourism and hospitality customer service and sales situations

Learning Methods: Small group teaching

Assessment Methods: Continual assessment and oral presentation and written exams

Bibliography: Jokisalo-Minni: Flexservice

(MTBC009) Swedish: Svenska inom turismen 2

(MTBC007) Finnish for Foreigners 2

Bibliography: Pulkkinen P, Holopainen M.,Keinänen K., Business Mathematics (2006)

Contents: Basics of project management

Project planning
 Practical work in projects
 Project documentation

Learning Methods: Lectures, project work and reporting in small groups or individually

Assessment Methods: Continual assessment, project work and final portfolio

Bibliography: Reading/material will be provided by lecturer
 Project Management Institute 2004, A guide to the project management body of knowledge. 3rd Ed., Pennsylvania.

(MTPT001) Management of Nature and Activity Services 1

Credits: 4 cr Timing: 2nd yr

Learning Objectives: Students will understand the scope and evolution of nature and activity tourism management. This course will also provide students with a wide range of skills and knowledge needed when planning and managing services in nature and activity tourism.

Contents: Possible contents:
 Nature familiarization
 Tourism program planning
 Outdoor skills
 Outdoor environment
 Sport tourism
 Safety issues in outdoor activities
 Land management
 Parks and wildlife management
 Impacts of nature and activity tourism

Learning Methods: Lectures and excursions, visits to companies and sites. There will be a field trip to an important nature tourism destination in Finland.

Assessment Methods: Active participation in lectures and excursions, group work, reports and presentations.

Bibliography: Reading list/material provided by lecturer

(MTPT016) Transportation and Tourism

Credits: 4 cr Timing: 3rd yr

Learning Objectives: The students will understand the role of transportation in tourism

Contents: Tourism/transport relationship
 Transport networks and flows
 Ground transport
 Marine transport
 Air transport
 Management of Transport flows
 Future trends in transport and tourism

Learning Methods: Lectures and seminar

Assessment Methods: Essay, presentation, assignments

Bibliography: Duval 2007. Tourism and Transport
Hanlon 2007. Global airlines
Wensveen 2008. Air Transportation

(MTPT003) Sustainable Tourism

Credits: 3 cr Timing: 2nd yr

Learning Objectives: Students will gain basic knowledge of sustainable tourism theory and practice and how it is used and integrated in the business environment.

Learning Methods: Online course

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

(MTPT005) Adventure Tourism

Credits: 3 cr Timing: 2nd yr

Learning Objectives: 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
Demand/supply of adventure tourism
Experimental learning/Adventure education
Adventure experience

Learning Methods: Lectures, excursions, group exercises, workshop

Assessment Methods: Active participation, assignments, presentation and group exercise

(MTPT017) Guiding Skills

Credits: 3 cr Timing: 2nd yr

Learning Objectives: To provide students with the skills needed in the tourism guiding business.

Contents: Guide as mediator
Experiences
Elements of guiding
Culture tours
Historical tours
Wildlife & safaris
Concept of socio-cultural animation

Learning Methods: to be announced in the course plan

Assessment Methods: to be announced in the course plan

Bibliography: to be announced in the course plan

Assessment Methods: Exam and exercises

Bibliography: Reading list/material provided by lecturer

(MTPT010) Intercultural Communication

Credits: 3 cr Timing: 2nd yr

Learning Objectives: 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: Inter-cultural communication
Identity
Language and culture
Cultural values and communication
Intercultural competence

Learning Methods: Lectures, small group work and independent studies using Moodle.

Assessment Methods: Continual assessment, presentation and independent assignment.

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

(MTPT011) Tourism Planning and Policy

Credits: 5 cr Timing: 4th yr

Learning Objectives: 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 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 Methods: Lectures and small group work

Assessment Methods: Exam, continual assessment and exercises

(MTPT012) Tourism Product Development 2

Credits: 3 cr Timing: 3rd yr

Learning Objectives: 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.

Previous Learning:	Product Development 1., Marketing of Tourism Services.
Contents:	Tourism products and product lines, planning, pricing, distribution and promotion
Learning Methods:	Lectures, Group works
Assessment Methods:	Exercises
Bibliography:	Will be agreed in the beginning of the course

(MTPT015) Tourism Economics

Credits:	3 cr	Timing:	2nd-3rd yr
Learning Objectives:	The objective of the course is to provide an overview of economic analysis and how it is used in the context of tourism.		
Previous Learning:	Introduction to Business Activities		
Contents:	Applications of economic analysis to the tourism context The micro foundations of tourism demand The theory of tourism supply and its market structure Basics of Macroeconomics		
Learning Methods:	Lectures, course assignments and presentations.		
Assessment Methods:	Exam, assignments and presentations.		
Bibliography:	Tribe, J. 2005. The economics of recreation, leisure & tourism, 3rd edition. Vanhove, N. 2005. The Economics of Tourism destinations		

(MTPO7Z) BUSINESS ACTIVITIES 2 21 cr

(MTPO001) Marketing of Tourism Services

Credits:	3 cr	Timing:	2nd yr
Learning Objectives:	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 Methods:	Lectures, small group work, study visits		
Assessment Methods:	Exam, exercises		
Bibliography:	Kotler P., Bowen J. and Makens J. Marketing for Hospitality and Tourism		

(MTPO002) Marketing Communications

Credits:	3 cr	Timing:	3rd yr
Learning Objectives:	Students will learn to evaluate and implement different promotion tools as part of an		

integrated marketing mix.

Previous Learning: Tourism Product Development 1, Marketing of Tourism Services

Contents: Advertising
PR
SP
Personal selling
Next year's marketing planning

Learning Methods: Lectures, small group work, study visits

Assessment Methods: Individual and small group assignments, Next year's marketing plan

Bibliography: Kotler P., Bowen J. and Makens J. Marketing for Hospitality and Tourism

(MTPO009) Financial Accounting

Credits: 4 cr Timing: 2nd yr

Learning Objectives: The course will provide an introduction to financial accounting and the preparation of financial statements. Students will be acquainted with financial analysis, its techniques and usage in evaluating companies' financial performance and position.

Previous Learning: Introduction to business operations.

Contents: The role of financial accounting, and usages of the financial statement.
The accounting cycle and double-entry bookkeeping.
Entries adjustments and the preparation of financial statements.
Financial analysis and the use of ratios and other techniques to interpret business performance from financial statements.

Learning Methods: Lectures, exercises, assignments and presentations.

Assessment Methods: Financial accounting examination and analysis assignments

Bibliography: Material will be provided by lecturer.

(MTPO008) Human Resource Management

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

Learning Objectives: 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 Methods: Lectures, discussions, case study

Assessment Methods: Assignment and home exam

Bibliography: Managing Human Resources by Wayne F. Cascio (McGraw-Hill) - Compulsory Reading, Human Resource Management for the hospitality and tourism industries

(MTPO005) Law Studies

Credits: 5 cr Timing: 2nd yr

Learning Objectives: 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 Methods: Lectures, exercises, case studies

Assessment Methods: Exercises and exam

Bibliography: To be announced

(MTPO007) Strategic Management

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

Learning Objectives: This course is designed to develop students' understanding of the global business process. In addition, students will be introduced to both the framework and strategies of business operations, whilst considering competitiveness on a global level and forms of business cooperation across national boundaries, business practices and current trends in the global business arena.

Previous Learning: Introduction to Management

Contents: Strategic analysis
Strategic formulation
Strategic implementation

Learning Methods: Lectures, case studies, presentations and research assignments

Assessment Methods: Participation, Assignments and Final exam

Bibliography: Dess, Lumpkin, Eisner, Strategic Management (text and cases)

(MTPM8Z) METHODOLOGICAL STUDIES 2 7 cr

Learning Objectives: To gain a broad overview of tourist operations Finland and other countries to Russia.

Contents:	Russian tourism destinations and attractions
Learning Methods:	Course orientations and closing seminar in the class. Group assignments on agreed themes A 5 day fact finding trip to St. Petersburg. Cost of the trip on student's own expenses appr. 150 euros.
Assessment Methods:	Portfolio containing learning diary and assignments
Bibliography:	Reading list/material provided by lecturer

(MTW009) Destination Marketing

Credits:	3 cr	Timing:	2nd-3rd yr
Learning Objectives:	Becoming a recognized, desired destination is a demanding marketing challenge. During the course students will approach the marketing of countries, regions and places from different angles.		
Contents:	Marketing of countries, regions and places from theoretical and practical angles.		
Bibliography:	To be announced		

(MTW040) Tour Operations

Credits:	3 cr	Timing:	2nd - 3rd yr
Learning Objectives:	Students will be conversant with tour operating and what it involves from the point of view of the consumer and service provider.		
Contents:	Theoretical back ground of tour operating Destination Mangemnt Tourism attraction factors and trends		
Learning Methods:	Lectures Tasks and exercises Field trip to Greece, Turkey or another significant holiday destination. Students must cover a part of the cost of the field trip themselves, amount will be announced later. Estimated cost of the trip for students 250-300 euros.		
Assessment Methods:	A research report on a pre-agreed topic, completed in groups and presented during a seminar. Learning diary.		
Bibliography:	To be announced		

(MMWA066) Cultural Tourism in Finland

Credits:	3 cr	Timing:	2nd year
Learning Objectives:	This course introduces students to the principles and issues of cultural tourism from a multidisciplinary perspective. It approaches tourism from a holistic perspective focusing on Finnish culture and cultural tourism policy in Finland. Students will be able to apply this knowledge in tourism in Finland.		
Contents:	The concept of cultural tourism. Finnish Culture Cultural tourism policy in Europe and in Finland		

The future of the cultural Tourism in Finland
The cultural motivation

Learning Methods: Online studies in English

Assessment
Methods: Independent study.

Bibliography: Course material in the online study environment and the internet.

(KBW234) Facts and Fiction about Finland

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

Learning Objectives: Students will know facts about Finland, the Finnish way of life, everyday life and celebrations.

Contents: Facts and figures about Finland
Celebrations and festivals
Food culture, songs, greetings and conversation culture, characters in Finnish fiction

Learning Methods: Conversations, presentations, active participation in different situations

Assessment
Methods: Active participation in the course and assigned situations and events

Bibliography: Will be announced in the course plan

(MTT10Z) THESIS 15 cr

(MTT001) Thesis and Maturity Test

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

Learning Objectives: 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.

Previous Learning: Applied Research Methods, Statistics

Contents: Seminar presentations of chosen thesis subject and participation in seminars
Assessment of other students' thesis and acting as opponent for other students' work
After the thesis topic has been accepted students will be nominated a thesis supervisor.
Compilation of subject analysis and research plan after which the 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 yr

Learning Objectives: Students will have the opportunity to familiarise themselves with the jobs and duties of their chosen field as well as 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 in moodle that will be presented during the practical training seminars.

Assessment Practical training, reports and documentation
Methods: