

BACHELOR'S DEGREE IN TOURISM (2017)

BASIC STUDIES

Principles of Activity Tourism		15 cr
AS00BA92	Principles of Tourism	5 cr
AS00BA93	Principles of Sports	5 cr
AM00BG86	Tourism English	2 cr
YY00BG88	Intercultural Communication	3 cr
Study Skills and Attitudes		15 cr
AT00BH23	Study Skills	5 cr
AT00BH25	Creativity Beyond the Box	4 cr
AT00BH26	Customer Encounters	3 cr
YY00BG72	Business Operations	3 cr
Customer Service		10 cr
AT00BH27	Accommodation Services	5 cr
AT00BH28	Tourism Food Services	5 cr
Responsible Tourism Business		10 cr
AT00BH29	Tourism Operational Environments	5 cr
AM00BG94	Business Communication Skills	5 cr
Working in the Tourism Sector		10 cr
AT00BH30	Finnish language and Working in Finland	5 cr
YY00BG73	Project Management	3 cr
AT00BH31	Topical issue / Project	2 cr

PROFESSIONAL STUDIES

Event and Tourism Product Development		10 cr
AT00BH32	Event Management	5 cr
AT00BH33	Tourism Product Development	5 cr
Customer-oriented Tourism Business Management		15 cr
AT00BH34	Marketing in Tourism	5 cr
AT00BH35	Tourism Business Management	5 cr
AT00BH36	Tourism Transport, Sales and Booking Services	5 cr
International Service Environment		10 cr
AT00BH37	Strategic Planning and Internationalization in Tourism	5 cr
AT00BH38	Swedish (Finnish students) OR Finnish (foreign students)	5 cr 5 cr
Successful Tourism Business		10 cr
AT00BH39	The Profitable Tourism Company	5 cr
AT00BH40	Tourism Sales Processes	5 cr

AT00BH41 AT00BH42	Human Resources in Tourism Responsible Leadership in Tourism Tourism Legislation	10 cr 5 cr 5 cr
SSPR003	Research and Development Operations R&D Studies	5 cr 5 cr
Optional Specialisation/Professional Studies (choose one):		
Principles of Wellbeing Tourism Sustainable Wellbeing Tourism Framework Wellbeing Tourism Project 1 Smart Solutions in Wellbeing Tourism Food and Accommodation in Wellbeing Tourism Wellbeing Exercise and Smart Technology International Wellbeing Tourism Experiential Concepts of Wellbeing Tourism Outdoor Wellbeing Program Services Wellbeing Tourism Project 2 Adventure Tourism (Subject to separate criteria)		35 cr
Principles of Adventure Tourism Sustainable Adventure Tourism Framework Adventure Tourism Project 1 Experiential Concepts of Adventure Tourism Winter Experiences Authentic, Unique Wilderness Services International Adventure Tourism Smart Solutions in Adventure Tourism Outdoor Adventures Adventure Tourism Project 2 Enterprise Studies (Subject to separate criteria)		35 cr
FREE-CHOICE STUDIES PRACTICAL TRAINING THESIS		10 CR 30 CR 15 CR