

CURRICULUM

Bachelor of Hospitality Management, Degree Programme in Tourism and Hospitality Management

The Degree Programme in Tourism is a growing, international field. In future multimedia services are highlighted in tourism, such as virtual environments and tourism in neighbouring regions as well as productizing and service competences. During your studies you create a basis for your career and cooperate with tourism enterprises.

Degree

Degree Title	Bachelor of Hospitality Management
Extent	210 cr / 3.5 years

Typical Tasks for Graduates

Those who have graduated with a Bachelor of Hospitality Management (BAHM) degree are equipped with the skills to work in expert, development, managerial and other responsible tasks in tourism and service field or as an independent entrepreneur. Tourism is a continuously growing field, and thus as a graduate you have versatile work opportunities. Your titles could be, e.g. marketing assistant, programme producer or project coordinator, tourism entrepreneur, supervisor, sales secretary or manager, tourism counsellor or meeting and conference chief. The degree also gives you the competences to apply for professional teacher training.

Implementation of Studies

Your studies consist of contact and on-line studies. Studying is closely connected with working life, and it comprises development tasks in the tourism field and companies, so these tasks are carried out in an authentic working environment. You can do your practical training abroad. A part of the studies can be completed in our international partner institutions. Joint themes of your studies are tourism entrepreneurship and business, quality and safety as well as sustainable development.

Structure and Content of Studies

The degree programme contains common core and complementary studies enhancing your key and specialised competences. The extent of common core studies is 180 cr and that of complementary studies 30 cr. The thesis process is divided into three 5-credit courses. Each course can be completed at different stages of studies. However, the thesis plan needs to be accepted before the implementation phase.

During your studies you have an opportunity to deepen your knowledge in business management in the hotel and restaurant field at Saimaa University of Applied Sciences with whom Karelia University of Applied Sciences has a cooperative agreement.

You learn to plan, implement and market tourism services. You will study the basic skills of accommodation and catering services. You will carry out the Certificate of Hygiene Proficiency, the Certificate of Serving Proficiency and First Aid Course No 1. Your studies include both language, international and entrepreneurial studies. Projects, practical training and the thesis promote networking with professionals in the field during your studies.

The first-year studies familiarise you with the basic elements of tourism and strengthen your skills in tourism. After the second-year studies you are able to foresee future trends in tourism and you learn essential rules of service productisation and marketing. During the third year of studies you will develop as a networking professional and you will be able to profile your expertise in tourism with complementary studies. Leadership skills and the versatile development of the field are the themes of the fourth year.

The following complementary study modules in the Degree Programme in Tourism enhance and deepen the knowledge of the field:

- Expertise Pertaining to Russia
- Productisation and innovation activities
- Multimedia Services
- Developing Competence in Ageing
- Leadership and Managerial Skills
- Business and Entrepreneurship
- International Studies 1
- International Studies 2
- Optional language studies (Spanish, Chinese, French, German, Russian)
- Refresher courses in languages and mathematics (3-9 cr)
- Training programme of Joensuu Sports Academy (3-15 cr)
- Participation in peer tutoring and student union activities (3-15 cr)

If you are already an entrepreneur or thinking of becoming one, some core and complementary studies, international exchange, practical training and thesis can be combined with your business activities or developing your business idea. As an entrepreneur or if you are planning to become one, you have a possibility to get guidance and support in combining studies and entrepreneurship during your studies.

If the studies mentioned above do not match with your professional objectives, you can discuss other alternatives with your teacher tutor or counsellor. The complementary studies are scheduled to take place in the spring semester of the second year and in the autumn semester of the third year. Additionally, complementary studies can be taken during summer months. Participation in Sports Academy training, peer tutoring or student union activities can be spread over several semesters

Service Business Competence | Business Competence | Eastern Business Area Competence | Tourist Services Productisation Competence | Customer Knowhow Competence | Networking Competence | Ethical Competence | Internationalisation Competence | Learning Skills | Innovation Competence | Working Community Competence

4th year

ADVANCING SPECIALIST AND DEVELOPER IN TOURISM

Thesis	15 cr
Regional Development of Tourism	7 cr
Management of Tourism Enterprise	7 cr
Career Planning and Development	1 cr

3rd year

TOURISM NETWORKING SPECIALIST

Complementary Studies	15 cr	Practical Training (Work Placement)	12 cr
Tourism Service Productisation and Marketing (Part 3)	11 cr	Experience Design	5 cr
Svenska för Resebranschen (Swedish for Tourism Industry)	3 cr	Innovative Tourist Service Productisation	10 cr
Career Development	1 cr	Intercultural Studies	3 cr

2nd year

EXPLORING EXPERT IN TOURISM

Trends and Themes in Tourism	9 cr	Complementary Studies	15 cr
Workplace Communication	2 cr	English for Hotel and Tourism Industry	3 cr
Sociala Kontakter (Social Contacts in Swedish)	3 cr	Research Methods	5 cr
How can I help you? (Russian or German for Customer Service)	5 cr	Statistical Methods	2 cr
Profitable Tourism Business	5 cr	Tourism Service Productisation and Marketing (Part 2)	5 cr
Service Knowhow in Tourism	5 cr		
Career Planning and Development	1 cr		

1st year

LEARNER IN THE FIELD OF TOURISM

"Nice to meet you" (Russian or German for Beginners)	5 cr	Practical Training (Work Placement)	18 cr
Introduction to Tourism and Catering (Part 1)	4 cr	Social Contacts and Customer Service (English course)	3 cr
IT and Project Skills in Tourism	3 cr	Tourism Service Productisation and Marketing (Part 1)	4 cr
Professional Mathematics	2 cr	Introduction to Tourism and Catering (Part 2)	4 cr
Knowledge of Alcoholic Beverages	3 cr	Career Planning and Development	1 cr
Hygiene Knowhow	2 cr		
Tourism Business	4 cr		
Introduction to Tourism	4 cr		
Reporting and Written Communication	2 cr		
Career Planning and Development	1 cr		

Competence Requirements

Area of Competence	Description of Competence Bachelor of Hospitality Management, Degree Programme in Tourism and Hospitality Management
Service Business Competence	- can plan and develop service business in a target-oriented way in changing operational environments - understands the prerequisites of a profitable service business, can assess the economic situation of an enterprise, and can make calculations for decision-making - can plan and develop marketing in target-oriented and versatile way - understands the significance of customer-orientation and customer management in marketing - can sell and master different customer situations - can assess and develop quality in service
Tourism Service Productisation Competence	- can implement and develop tourism services in a systematic and target-oriented way - can price products and estimate the profitability - understands prerequisites of a profitable service business, can assess the economic situation of an enterprise, and can make calculations for decision-making - can utilise and create customer-oriented service systems - can market tourism service products - knows the different stages of customer-oriented product development processes
Eastern Business Area Competence	- can utilise the possibilities provided by cross-border cooperation in developing internationally attractive tourism products - understands the significance of different cultural backgrounds as a basis of customer and cooperative relationships - is able to build different cooperation networks
Business Competence	- can justify his/her relationship to entrepreneurship - can establish a company and develop its business activities - can also act independently and responsibly as an employee
Networking Competence	- can evaluate the benefits of networking for one's own business activities - can act in different roles in development projects - can create networks to support one's own activities - is able to establish personal occupational contacts and to work in networks

Ethical Competence	- is able to assume responsibility for one's own actions and their consequences - is able to work according to the code of professional ethics of one's field - is able to take different parties into account - is able to apply the principles of equality - is able to apply the principles of sustainable development
Innovation Competence	- is able to solve problems and develop working methods innovatively - is able to work in projects - is able to carry out research and development projects and to apply existing knowledge and methods of one's field - is able to find customer-oriented, sustainable and profitable solutions
Internationalisation Competence	- has the language competence necessary for the work in the field and its development - is able to cooperate with people from different cultural backgrounds - is able to take into account the opportunities and effects of internationalisation
Learning Skills	- is able to assess and develop one's competences and learning methods - is able to retrieve/ search, process and analyse information critically - can assume responsibility for team learning and knowledge sharing
Work Community Competence	- is able to function as a member of a work community and contribute to its work well-being - is able to function in various communication and interaction situations at work - is able to use information and communication technology in the tasks of one's field - is able to make decisions in new and unforeseen situations - is able to manage one's work and to work independently in tasks requiring expertise - has developed entrepreneurial skills/ abilities - can support and motivate personnel