Bachelor studies from August 2022 onwards ≡

- Education in Finnish
- Education in English
- Business, Administration and Law
- Information and Communication Technologies
- Service Industry
  - [COACH Sports Coaching and Management](#)
  - [EXPER Hospitality and Tourism Experience Management](#)
  - [STEM Sustainable Tourism and Event Management](#)

EXPER Hospitality and Tourism Experience Management
Bachelor of Hospitality Management, 210 ECTS

Bachelor of Hospitality Management

- Programme
- Curricula
- Implementations

Please select the curriculum by the start year of studies and track.

- 2023 - 2024
- 2022 - 2023

- **[EXPER22 Hospitality and Tourism Experience Management, Daytime Learning, Haaga Campus](#)**
- [EXPER Hospitality and Tourism Experience Management, Daytime Learning, Haaga Campus, Autumn 23](#)

- **[EXPER22 Hospitality and Tourism Experience Management, Daytime Learning, Haaga Campus](#)**
- [EXPER Hospitality and Tourism Experience Management, Daytime Learning, Haaga Campus, Autumn 22](#)
- [EXPER Hospitality and Tourism Experience Management, Daytime Learning, Haaga Campus, Spring 23](#)

Academic year 2023 - 2024

- Alcohol passport HOS003RE1AE-3006 14.08.2023-17.05.2024 (REE1HA1, ...)   +
  Learning objectives
  Students knows issues related to alcohol sales and service in restaurants in accordance with valid rules and laws.
  Acquires status of responsible manager of alcohol sales in restaurant.
  As proof of competence and approved performance, the student receives an official certificate, known as Alcohol Passport.
  Starting level and linkage with other courses
  None (not translated)
  Contents
  Guidelines for alcohol service.
  Different types of licenses and licensed areas .

  Teachers

  Jouko Mykkänen

  Campus

  Haaga Campus

  Teaching language

  English

  Timing

  14.08.2023 - 17.05.2024

Enrollment

14.08.2023 - 18.08.2023

Groups
- REE1HA1
- BLENDED
- ONLINE

Seats

15 - 60

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Unit

Bachelor of Hospitality Management

- Artificial Intelligence and Service Robotics in Hospitality Business HOS017AS2AE-3001 15.01.2024-15.03.2024 5 cr
(RE4HA3, ...)   +

Learning objectives
*Is able to identify realistic opportunities for applying AI and service robotics in hospitality business
*Is able to critically assess the operational, managerial and ethical implications of automating specific hospitality tasks
*Is able to build a realistic business case and strategic roadmap for leveraging AI and service robots in hospitality in the short- and long-term

Contents
*Introduction to artificial intelligence (AI) and service robotics in hospitality business
*From Human-Computer Interaction to Human-AI Interaction: theories underpinning the field
*Building a business case for applying AI and service robotics in hospitality business
*Strategic and operational implications of using AI and service robotics in hospitality
*AI ethics

Assessment criteria
Assessment criteria - grade 1
The student is able to recognise and understand the major turning points in AI and service robotics theory and practice and how they relate to hospitality business. The student is able to describe the key elements needed for building a successful AI and service robotics business case.

Assessment criteria - grade 3
The student is able to analyse the different turning points in AI and service robotics theory and practice, including how they relate to hospitality business. The student is able to develop a compelling AI and service robotics business case, with some consideration for AI ethics.

Assessment criteria - grade 5
The student is able to critique the overall development of AI and robotics in general and in relation to hospitality business. The student is able to build a strong business case for using AI and service robotics in different hospitality business contexts, also critically considering the broader implications of technology use (e.g. AI ethics).

Teachers

Jouko Loijas, Thomas Kingelin, Aarni Tuomi

Campus

Haaga Campus

Teaching language

English

Timing

15.01.2024 - 15.03.2024

Groups
- RE4HA3
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Basic Work Placement PLA021HH1AE-3003 21.08.2023-17.05.2024 10 cr (REE2HA1)   +
  Learning objectives
  After the work placement, students are able to
  • identify and evaluate their own professional strengths and areas for development from the perspective of expertise in their field
  • act in accordance with the rules of the work community
  • evaluate the activities of the organisation and, if necessary, make justified development proposals
  • continuously develop and update skills required at work as well as study and career plans
  Starting level and linkage with other courses
  Professional studies or equivalent competences.
  Contents
  Work placement can be completed in a suitable Finnish or international company, public entity or other suitable organisation, such as various associations or non-profit organisations. The student can also work as an entrepreneur in his/her own company. Work placement can also be completed abroad.

Teachers

Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

21.08.2023 - 17.05.2024

Enrollment

14.08.2023 - 01.03.2024

Groups
- REE2HA1

Seats

1 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 10 cr

Unit

Bachelor of Hospitality Management

- Basics of Financial Management ECO001HH1AE-3015 25.03.2024-17.05.2024 5 cr (CONTACT, ...)   +
  Learning objectives
  After having completed this course or attained an equivalent competence level, the student:
  Can calculate and apply simple and compound interest calculations in various business cases,
  Knows how to analyze the income statement, balance sheet, and cost structure, and understands their cause-effect relationships
  Knows how to calculate key figures based on the financial information of a company and how to interpret them.
  Introduction to "3 P" model: profit, people and planet" with focus on the profit side of this.

Knows the basics of cost-volume-profit analysis
Knows basic pricing models and is able to apply VAT (value-added tax) in pricing.
The course includes various examples and business case of international companies.
Contents
Business Mathematics, simple and compound interest calculations
Basics of Financial Accounting: Financial statements, Balance Sheet, and Income statement
Basics of Managerial Accounting: Cost behavior, Cost Volume Profit, Break-even point, and related calculations
Principles of pricing and VAT.
Assessment criteria
Assessment criteria - grade 1
1. The student is able to calculate basic simple and compound interest exercises. Is able to describe cost and profitability concepts and categories.
Assessment criteria - grade 3
3. The student is able to select and apply the correct interest calculation method. Is able to describe the core principles of management and financial accounting. Is able to describe the effects of business transactions on the company's income statement, balance sheet and profitability. Is able to independently calculate the key figures of the income statement and balance sheet.
Assessment criteria - grade 5
5. The student Is able to apply simple and compound interest independently in various business cases. Is able to analyze and interpret the income statement and balance sheet as well as key figures based on them. Is able to make decisions based on financial information as well as combine theoretical and practical information. Is able to apply VAT (value-added tax) in simple pricing.

Teachers

Pekka Heikkilä

Campus

Haaga Campus

Teaching language

English

Timing

25.03.2024 - 17.05.2024

Groups
- CONTACT
- REE2HA1
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Brush up Business Mathematics ANA002HH1AE-3006 21.08.2023-13.10.2023 3 cr (REE1HA1, ...)   +
Learning objectives
After having completed this course or attained an equivalent competence level, the student:
- utilise equations and proportionality in problem solving
- apply percentage calculations in basic calculations in their own field
- use Excel efficiently in calculations
Starting level and linkage with other courses
The student will need to take Mathematics Placement test before taking this course.
This course has to be completed before the key competence course Basics of Financial Management.
This course is part of Haaga-Helia Key Competences.
Contents
- linear equations
- direct and inverse proportionality
- basic percentage calculations
- change and comparison in percents

- base value
- percentage point
- equations with powers
- use of Excel in mathematics

Teachers

Timi Kohonen

Campus

Porvoo Campus

Teaching language

English

Timing

21.08.2023 - 13.10.2023

Enrollment

12.06.2023 - 18.08.2023

Groups
- REE1HA1
- REE2PC1
- ONLINE
- REE2HA1

Seats

15 - 60

Degree Programme

EXPER Hospitality and Tourism Experience Management

Virtual proportion

3 cr

Evaluation scale

H-5

Credits
- 3 cr

Unit

Bachelor of Hospitality Management

- Creative Hospitality and Tourism TOU005AS2AE-3002 25.03.2024-17.05.2024 5 cr (RZ21SH, ...)   +
Learning objectives
Upon completion of the course, the student is able to:
* Assess key concepts related to creativity in the context of hospitality and tourism
* Explain the innovation process including the innovation value chain and commercializing the concept created through innovation process
* Build an environment for creativity to flourish in hospitality and tourism organisations
* Apply imagination and display creative confidence to practice and present creative innovation concept
* To demonstrate and apply an array of serious play methods;
Starting level and linkage with other courses
No previous studies are needed and no binding connections to other courses. This course is part of EXPER path studies.
Contents
* Creativity and innovation key concepts and derivatives (e.g. play, serious play)
* Ten faces of innovation and the multifold art of innovation
* Creativity and Innovation in Hospitality and tourism organizations
* Taxonomy of innovation in organizations in the Experience Economy
* The 4Ps of Creativity 6. Creativity and the role of the Leader
* The Creative Problem Solving (CPS) process and tools
* Future of creativity in hospitality and tourism
Assessment criteria
Assessment criteria - grade 1
The student can sufficiently distinguish the various creativity and innovation related key concepts. The student can sufficiently

explain the innovation process including the innovation value chain and commercializing the concept created through innovation process. The student can sufficiently manage the creativity and innovations in hospitality and tourism organizations effectively and apply the knowledge in practice. The student can sufficiently analyze trends and recognize consumer trends in hospitality and tourism. The student can sufficiently apply creative thinking to practice and present creative innovation concept.

Assessment criteria - grade 3

The student can distinguish the various creativity and innovation related key concepts. The student can explain the innovation process including the innovation value chain and commercializing the concept created through innovation process. The student can manage the creativity and innovations in hospitality and tourism organizations effectively and apply the knowledge in practice. The student can analyze trends and recognize consumer trends in hospitality and tourism. The student can apply creative thinking to practice and present creative innovation concept.

Assessment criteria - grade 5

The student can distinguish well the various creativity and innovation related key concepts. The student can explain and evaluate the innovation process including the innovation value chain and commercializing the concept created through innovation process. The student can manage well the creativity and innovations in hospitality and tourism organizations effectively and apply the knowledge in practice. The student can analyze trends, recognize and elaborate consumer trends in hospitality and tourism. The student can apply well creative thinking to practice and present creative innovation concept.

Further information

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied.

Teachers

Aarni Tuomi, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

25.03.2024 - 17.05.2024

Groups
- RZ21SH
- RZ21ST
- REE3HA1
- CONTACT
- MALTA2024K
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Creative Hospitality and Tourism TOU005AS2AE-3001 23.10.2023-15.12.2023 5 cr (REE3HA1, ...)   +

Learning objectives

Upon completion of the course, the student is able to:

* Assess key concepts related to creativity in the context of hospitality and tourism
* Explain the innovation process including the innovation value chain and commercializing the concept created through innovation process
* Build an environment for creativity to flourish in hospitality and tourism organisations
* Apply imagination and display creative confidence to practice and present creative innovation concept
* To demonstrate and apply an array of serious play methods;

Starting level and linkage with other courses

No previous studies are needed and no binding connections to other courses. This course is part of EXPER path studies.

Contents

* Creativity and innovation key concepts and derivatives (e.g. play, serious play)
* Ten faces of innovation and the multifold art of innovation

* Creativity and Innovation in Hospitality and tourism organizations
* Taxonomy of innovation in organizations in the Experience Economy
* The 4Ps of Creativity 6. Creativity and the role of the Leader
* The Creative Problem Solving (CPS) process and tools
* Future of creativity in hospitality and tourism

Assessment criteria

Assessment criteria - grade 1

The student can sufficiently distinguish the various creativity and innovation related key concepts. The student can sufficiently explain the innovation process including the innovation value chain and commercializing the concept created through innovation process. The student can sufficiently manage the creativity and innovations in hospitality and tourism organizations effectively and apply the knowledge in practice. The student can sufficiently analyze trends and recognize consumer trends in hospitality and tourism. The student can sufficiently apply creative thinking to practice and present creative innovation concept.

Assessment criteria - grade 3

The student can distinguish the various creativity and innovation related key concepts. The student can explain the innovation process including the innovation value chain and commercializing the concept created through innovation process. The student can manage the creativity and innovations in hospitality and tourism organizations effectively and apply the knowledge in practice. The student can analyze trends and recognize consumer trends in hospitality and tourism. The student can apply creative thinking to practice and present creative innovation concept.

Assessment criteria - grade 5

The student can distinguish well the various creativity and innovation related key concepts. The student can explain and evaluate the innovation process including the innovation value chain and commercializing the concept created through innovation process. The student can manage well the creativity and innovations in hospitality and tourism organizations effectively and apply the knowledge in practice. The student can analyze trends, recognize and elaborate consumer trends in hospitality and tourism. The student can apply well creative thinking to practice and present creative innovation concept.

Further information

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied.

Teachers

Aarni Tuomi, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

23.10.2023 - 15.12.2023

Enrollment

12.06.2023 - 20.10.2023

Groups
- REE3HA1
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Customer Experience and Sales SAL001HH1AE-3020 21.08.2023-13.10.2023 5 cr (REE3HA1, ...)   +

Learning objectives

After having completed this course or attained an equivalent competence level, the student:
• is able to define sales processes and basic concepts
• identifies customer needs and development targets

• identifies and describes the stages of a sales process and can sell their own ideas
• operates in a service-oriented manner and provides solutions to customer needs and understands the influence of culture in the sales process
• is able to evaluate the factors influencing the customer experience, including ethics, sustainability and global megatrends.
Starting level and linkage with other courses
This class is part of the Haaga-Helia key competences.
Contents
This class is structured around the following themes:
- The sales function, sales roles and responsibilities, B2C vs. B2B
- Sales process and typical sales cycle
- FAB-analysis
- Customer Experience and purchase process
- Key elements of a successful sales interaction
Assessment criteria
Assessment criteria - grade 1
Student:
• can define sales-related concepts and processes and name sales-related goals. Identifies internal and external customers.
• can describe the stages of a sales encounter and the factors that affect the customer experience.
Assessment criteria - grade 3
Student:
• can formulate goals related to sales and customer encounters.
• can collect information related to the customer experience from various data sources and channels. Understands the importance of long-term and profitable customer relationships in business.
• can act in a service-oriented and customer-oriented manner in a sales situation.
• can also evaluate the factors influencing the customer experience from the perspective of sustainable development and culture.
• can present their own ideas.
Assessment criteria - grade 5
Student:
• can evaluate sales and customer interaction goals.
• can analyse customer needs to develop customer experience.
• can act purposefully in a sales situation and produce various solutions to customers' needs.
• can also evaluate the factors influencing the customer experience from the perspectives of ethics, sustainable development and global megatrends.
• can present his/her own solutions professionally.

Teachers

Johanna Förnäs

Campus

Haaga Campus

Teaching language

English

Timing

21.08.2023 - 13.10.2023

Enrollment

12.06.2023 - 18.08.2023

Groups
- REE3HA1
- CONTACT
- EXCH
Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr
Unit

Bachelor of Hospitality Management

- **Customer Insight and Marketing MAR001HH1AE-3017 25.03.2024-17.05.2024 5 cr (CONTACT, ...)**   +

Learning objectives

After having completed this course or attained an equivalent competence level, the student
- Can define basic concepts and processes of marketing
- Can describe customer-centric orientation, brand and service promises
- Knows how to utilise different sources and channels to find information that supports global customer understanding
- Can describe customer needs and customer journeys
- Can recognise the importance of cultural background in developing customer insights
- Knows how to recognise competitive means of marketing and can apply them in an ethical, responsible and sustainable manner

Contents

- Comprehensive understanding of consumer behavior and customer-related data to draw customer insights
- Comprehensive and in-depth coverage of the Marketing Mix/4Ps (Product, Price, Place, Promotion), and extended to the 7Ps (People, Physical Evidence & Processes) to develop a holistic marketing strategy

Assessment criteria

Assessment criteria - grade 1

Knows the basic concepts, processes and the main goals of marketing. Understands the importance of customer focus in operations. Can describe the competitive means and customer needs in marketing. Can name global sources and channels from which customer related information is available.

Assessment criteria - grade 3

Can formulate marketing goals and understand the importance of branding and the service promise. Can compare competitive means of marketing and understands their connection to marketing and sales goals. Understands the principles of sustainable development, and the influence of culture on marketing and sales. Can collect information that supports customer insights from various sources. Can develop solutions to customer needs and communicate his or her own ideas.

Assessment criteria - grade 5

Can justify the advantages and challenges of different means of competition and apply them to achieve marketing and sales goals. Is able to analyse the implementation of the principles of sustainable development in marketing. Understands the influence of culture in marketing and sales. The student is able to analyse customer needs and use marketing measures to develop added value for the customer and to communicate his/her own solutions professionally.

Teachers

Riitta Räisänen

Campus

Haaga Campus

Teaching language

English

Timing

25.03.2024 - 17.05.2024

Groups
- CONTACT
- REE2HA1
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- **Distribution Environment of Travel and Transportation Business TOU015AS2AE-3001 15.01.2024-15.03.2024 5 cr (RE4HA1, ...)**   +

Learning objectives

Upon completion of this study-module, the student is able to describe distribution channels in travel and transportation business.The student is able to describe the distribution ecosystems and networks in travel and transpotation business. He/ She is

able to analyze customer needs and customer behaviour trends as well as sales opporunities in travel and transportation business. The student understands the interrelationship of distribution, sales, revenue management and profitable business, and understands the meaning of distribution for customer experience

Contents

Distribution channels and Global Distribution Systems (GDS) and NDS, Distribution landscape and networks, Trends and customer behaviour,Distribution and revenue management,Customer journey and customer experience

Assessment criteria

Assessment criteria - grade 1

The student lists the sales and distribution channels of travel and transportation products. S/he understands the customer needs and the structure of customer journey. S/he is able to name the main business networking channels and different parties in international travel and transportation business environment. The student names the main methods of revenue management.

Assessment criteria - grade 3

The student is able to differentiate relevant distribution ecosystems and networks and is able to analyze those. S/he recognizes the changes of customer behavior and understands the effect on new products. S/he is able to compare the profitability and quality of travel and transportation products. The student is able to choose different distribution channels for different customer groups and understands the meaning of distribution for customer experience.

Assessment criteria - grade 5

The student is able to analyze the needs of global travel and transportation environment and detects new sales opportunities. S/he understands the interrelated nature of distribution, sales, revenue management and profitable business, and uses it as a foundation for creating new development ideas. The student is able to analyze sales and distribution channels and other technological solutions. S/he evaluates the profitability and quality of travel and transportation products and gives justified ideas for improvement.

Teachers

Kati Naumanen, Ulla Kuisma

Campus

Haaga Campus

Teaching language

English

Timing

15.01.2024 - 15.03.2024

Groups
- RE4HA1
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Entrepreneurship and Business Operations ENT001HH1AE-3030 25.03.2024-17.05.2024 5 cr (CONTACT, ...)   +

Learning objectives

After having completed this course or attained an equivalent competence level, the student can:

- act entrepreneurially alone and in multicultural groups,
- describe ways of becoming an entrepreneur, entrepreneurship modes and company forms,
- analyze entrepreneurship from perspectives of individual, organization and operating environment,
- utilize the knowledge base, taking into account sustainability,
- describe the business using BMC as a tool,
- evaluate various business opportunities as well as
- analyze own and company networks.

Contents

Entrepreneurship in society

Entrepreneuship opportunities
Entrepreneur's networks
Becoming an entrepreneur
Me and entrepreneurship
Operating environment and economic models
Strategy and sustainability
Business model
Assessment criteria
Assessment criteria - grade 1
Student
- participates in tasks
- can describe entrepreneurship
- is familiar with basic theories of business
Assessment criteria - grade 3
In addition to the previous part, students
- can evaluate their own potential as entrepreneurs
- can evaluate business opportunities, ways of becoming an entrepreneur and company forms
- can identify and create own network and
- are well acquainted with the knowledge base of business and the connections between sustainable development and business.
Assessment criteria - grade 5
In addition to the previous part
- evaluate the challenges and opportunities of entrepreneurship and
- analyze and evaluate business opportunities, strategic choices and business models.

Teachers

Jaana Laaksonen

Campus

Haaga Campus

Teaching language

English

Timing

25.03.2024 - 17.05.2024

Groups
- CONTACT
- MALTA2024K
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Entrepreneurship and Business Operations ENT001HH1AE-3015 21.08.2023-13.10.2023 5 cr (REE3HA1, ...)   +
Learning objectives
After having completed this course or attained an equivalent competence level, the student can:

- act entrepreneurially alone and in multicultural groups,
- describe ways of becoming an entrepreneur, entrepreneurship modes and company forms,
- analyze entrepreneurship from perspectives of individual, organization and operating environment,
- utilize the knowledge base, taking into account sustainability,
- describe the business using BMC as a tool,
- evaluate various business opportunities as well as
- analyze own and company networks.
Contents

Entrepreneurship in society
Entrepreneuship opportunities
Entrepreneur's networks
Becoming an entrepreneur
Me and entrepreneurship
Operating environment and economic models
Strategy and sustainability
Business model
Assessment criteria
Assessment criteria - grade 1
Student
- participates in tasks
- can describe entrepreneurship
- is familiar with basic theories of business
Assessment criteria - grade 3
In addition to the previous part, students
- can evaluate their own potential as entrepreneurs
- can evaluate business opportunities, ways of becoming an entrepreneur and company forms
- can identify and create own network and
- are well acquainted with the knowledge base of business and the connections between sustainable development and business.
Assessment criteria - grade 5
In addition to the previous part
- evaluate the challenges and opportunities of entrepreneurship and
- analyze and evaluate business opportunities, strategic choices and business models.

Teachers

Johanna Förnäs

Campus

Haaga Campus

Teaching language

English

Timing

21.08.2023 - 13.10.2023

Enrollment

12.06.2023 - 18.08.2023

Groups
- REE3HA1
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Experience Design Processes and Tools TOU003AS2AE-3006 25.03.2024-17.05.2024 5 cr (REE3HA1, ...)   +

Learning objectives
Upon completion of the module, the student is able to:
* Develop a strong understanding of experience design processes for experiences and transformations;
* Apply and evaluate an experience design process to a specific business context;
* Apply and judge methods and tools for the design of meaningful experience.
* Is able to build prototypes and visualise high concepts

Starting level and linkage with other courses
No previous studies needed and no binding connections to other courses.
Contents
* Experience design process
* Experience design methods and tools
* Guest experience and experiencing process
* Guest values and meaning making
* Guest emotions
* Experiencescape co-creation
* Experience prototype
* Inclusive design
Assessment criteria
Assessment criteria - grade 1
Sufficiently evaluate experience design process. Sufficiently identify experience design methods and tools. Sufficiently explain guest experience and experiencing process. Sufficiently articulate guest values and meaning making. Sufficiently discuss about guest emotions. Sufficiently identify experiencescape co-creation. Sufficiently apply experience prototype.
Assessment criteria - grade 3
Can evaluate experience design process. Can identify experience design methods and tools. Can explain guest experience and experiencing process. Can articulate guest values and meaning making. Can discuss about guest emotions. Can identify experiencescape co-creation. Can apply experience prototype.
Assessment criteria - grade 5
Can evaluate well experience design process. Can identify and use experience design methods and tools. Can explain and design guest experience and experiencing process. Can articulate and present guest values and meaning making. Can critically discuss about guest emotions. Can identify and plan experiencescape co-creation. Can plan and prepare experience prototype.

Teachers

Pasi Tuominen, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

25.03.2024 - 17.05.2024

Groups
- REE3HA1
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Experience Design Processes and Tools TOU003AS2AE-3004 23.10.2023-15.12.2023 5 cr (REE3HA1, ...)   +

Learning objectives
Upon completion of the module, the student is able to:
* Develop a strong understanding of experience design processes for experiences and transformations;
* Apply and evaluate an experience design process to a specific business context;
* Apply and judge methods and tools for the design of meaningful experience.
* Is able to build prototypes and visualise high concepts
Starting level and linkage with other courses
No previous studies needed and no binding connections to other courses.
Contents
* Experience design process

* Experience design methods and tools
* Guest experience and experiencing process
* Guest values and meaning making
* Guest emotions
* Experiencescape co-creation
* Experience prototype
* Inclusive design
Assessment criteria
Assessment criteria - grade 1
Sufficiently evaluate experience design process. Sufficiently identify experience design methods and tools. Sufficiently explain guest experience and experiencing process. Sufficiently articulate guest values and meaning making. Sufficiently discuss about guest emotions. Sufficiently identify experiencescape co-creation. Sufficiently apply experience prototype.
Assessment criteria - grade 3
Can evaluate experience design process. Can identify experience design methods and tools. Can explain guest experience and experiencing process. Can articulate guest values and meaning making. Can discuss about guest emotions. Can identify experiencescape co-creation. Can apply experience prototype.
Assessment criteria - grade 5
Can evaluate well experience design process. Can identify and use experience design methods and tools. Can explain and design guest experience and experiencing process. Can articulate and present guest values and meaning making. Can critically discuss about guest emotions. Can identify and plan experiencescape co-creation. Can plan and prepare experience prototype.

Teachers

Pasi Tuominen, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

23.10.2023 - 15.12.2023

Enrollment

12.06.2023 - 20.10.2023

Groups
  o REE3HA1
  o CONTACT
  o EXCH
Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
  o 5 cr
Unit

Bachelor of Hospitality Management

- Experience and Transformative Economies in Hospitality and Tourism TOU004AS2AE-3002 25.03.2024-17.05.2024 5 cr
  (REE3HA1, ...)   +
Learning objectives
Upon completion of the module, the student is able to:
* Evaluate key concepts/definitions of Experience Economy and its derivatives and apply it to various types of businesses
* Recognise key conceptual models of Experience Economy
* Identify perception of value from guest's perspective
* Assess key concepts underpinning the creation of transformative experiences
* Diagnose guests physical and digital experiences
* Recognize the main legal framework regulating the experience economy business and knows the core legal content of marketing and data protection rules

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses. This course is part of EXPER path studies.

Contents

* Geneology of the Experience Economy and key concepts
* Value and the progression of Economic value
* Experience realms
* THEME-ing process
* The Experience Pyramid
* Key concepts of Transformational experiences
* Types of transformations
* Tools and methods for creating transformative experiences
* Trends in experience and transformation economies
* Main legal framework regulating Experience Economy business (incl. e.g. package travel legislation, consumer safety, marketing, data protection)

Assessment criteria

Assessment criteria - grade 1

1. Sufficiently evaluates key concepts and definitions of experience economy
2. Sufficiently recognises the value and the progression of economic value
3. Sufficiently identifies experience realms and THEME-ing process
4. Sufficiently analyses the experience pyramid
5. Sufficiently reviews key concepts of transformational experiences
6. Sufficiently summarizes types of transformations
7. Sufficiently applies transformational tools and methods
8. Sufficiently recognizes the main legal framework regulating business activities in experience economy and is able to identify some marketing and data protection rules.

Assessment criteria - grade 3

1. Can evaluate key concepts and definitions of experience economy
2. Recognises the value and the progression of Economic value
3. Identifies Experience realms and THEME-ing process
4. Is able to analyse how to interpret the experience pyramid
5. Reviews key concepts of transformational experiences
6. Summarises types of transformations
7. Identifies and implements the usage of transformative experience related tools and methods and apply them in practice.
8. Knows the main legal framework as well as core marketing and data protection rules regulating business activities in experience economy, finds appropriate legal sources and is able to apply them to basic practical situations.

Assessment criteria - grade 5

1. Can draw conclusions and justify the usage of definitions of experience economy
2. Integrates well experience economy and the progression of economic value
3. Justifies well experience realms and THEME-ing process
4. Can implement the experience pyramid in practice
5. Can critically apply key concepts of transformational experiences
6. Can analyze different types of transformations
7. Can very well evaluate the usage of transformative experience related tools and methods and apply them in practice
8. Has a good understanding on the main legal framework as well the core marketing and data protection rules regulating business activities in experience economy, is able to find a broad variety of legal sources and apply them to customary practical situations. The student understands the significant effect of regulations on business activities.

Further information

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied.

Teachers

Pia Vapaavuori, Mario Passos Ascencao, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

25.03.2024 - 17.05.2024

Groups
- REE3HA1
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Experience and Transformative Economies in Hospitality and Tourism TOU004AS2AE-3001 23.10.2023-15.12.2023 5 cr
  (REE3HA1, ...)   +

Learning objectives

Upon completion of the module, the student is able to:

* Evaluate key concepts/definitions of Experience Economy and its derivatives and apply it to various types of businesses
* Recognise key conceptual models of Experience Economy
* Identify perception of value from guest's perspective
* Assess key concepts underpinning the creation of transformative experiences
* Diagnose guests physical and digital experiences
* Recognize the main legal framework regulating the experience economy business and knows the core legal content of marketing and data protection rules

Starting level and linkage with other courses

No previous studies needed and no binding connections to other courses. This course is part of EXPER path studies.

Contents

* Geneology of the Experience Economy and key concepts
* Value and the progression of Economic value
* Experience realms
* THEME-ing process
* The Experience Pyramid
* Key concepts of Transformational experiences
* Types of transformations
* Tools and methods for creating transformative experiences
* Trends in experience and transformation economies
* Main legal framework regulating Experience Economy business (incl. e.g. package travel legislation, consumer safety, marketing, data protection)

Assessment criteria

Assessment criteria - grade 1

1. Sufficiently evaluates key concepts and definitions of experience economy
2. Sufficiently recognises the value and the progression of economic value
3. Sufficiently identifies experience realms and THEME-ing process
4. Sufficiently analyses the experience pyramid
5. Sufficiently reviews key concepts of transformational experiences
6. Sufficiently summarizes types of transformations
7. Sufficiently applies transformational tools and methods
8. Sufficiently recognizes the main legal framework regulating business activities in experience economy and is able to identify some marketing and data protection rules.

Assessment criteria - grade 3

1. Can evaluate key concepts and definitions of experience economy
2. Recognises the value and the progression of Economic value
3. Identifies Experience realms and THEME-ing process
4. Is able to analyse how to interpret the experience pyramid
5. Reviews key concepts of transformational experiences
6. Summarises types of transformations
7. Identifies and implements the usage of transformative experience related tools and methods and apply them in practice.
8. Knows the main legal framework as well as core marketing and data protection rules regulating business activities in experience economy, finds appropriate legal sources and is able to apply them to basic practical situations.

Assessment criteria - grade 5

1. Can draw conclusions and justify the usage of definitions of experience economy
2. Integrates well experience economy and the progression of economic value
3. Justifies well experience realms and THEME-ing process
4. Can implement the experience pyramid in practice
5. Can critically apply key concepts of transformational experiences
6. Can analyze different types of transformations
7. Can very well evaluate the usage of transformative experience related tools and methods and apply them in practice
8. Has a good understanding on the main legal framework as well the core marketing and data protection rules regulating business activities in experience economy, is able to find a broad variety of legal sources and apply them to customary practical situations. The student understands the significant effect of regulations on business activities.

Further information

In this course learning activities include a global perspective and internationally recognized resources and concepts are applied.

Teachers

Pia Vapaavuori, Mario Passos Ascencao, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

23.10.2023 - 15.12.2023

Enrollment

12.06.2023 - 20.10.2023

Groups
- REE3HA1
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Finnish Language and Culture 1 FIN001AS2AE-3014 23.10.2023-15.12.2023 5 cr (CONTACT, ...)   +

Learning objectives
After successfully completing the course, the student
* can introduce oneself, give basic information about oneself and ask simple questions
* can understand and use basic expressions and simple sentences in routine everyday situation
* is able to deal with some everyday social situations and handle simple shopping situations
* is aware of the basic characteristics of the Finnish language, culture and habits
* is able to use the surrounding language environment to develop one's language skills.
The target level on the Common European Framework of Reference for Languages CEFR is A1.
Starting level and linkage with other courses
No prerequisites.
Contents
• basics of pronunciation
• greetings
• numbers and time expressions
• family
• weather
• everyday life
• basic structures and vocabulary for everyday needs
Assessment criteria
Assessment criteria - grade 1
(Min. 40% competence level)
Developmental competence

Knowledge: Your knowledge of the language is satisfactory in view of the projected learning outcomes of the course.

Skills: Your skills allow you to complete the given tasks and assignments with assistance. You need to develop how to apply your knowledge.

Competence: In view of the projected learning outcomes, you have a basic knowledge of the language and you demonstrate a limited ability to apply your skills, but you have difficulty to manage without assistance.
Assessment criteria - grade 3

(Min. 70% competence level)
Functionally proficient

Knowledge: Your knowledge of the language is good in view of the projected learning outcomes of the course.

Skills: Your skills allow you complete the given tasks and assignments independently. You are able to apply your knowledge in practical situations, considering the projected learning outcomes of the course. You can critique your own abilities and identify ways to improve.

Competence: In view of the projected learning outcomes, you have a basic to good knowledge of the language and you demonstrate sufficient ability to apply your skills. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.

Assessment criteria - grade 5
(Min. 90% competence level)
Mastery

Knowledge: Your knowledge of the language is excellent in view of the projected learning outcomes of the course.

Skills; Your skills allow you to apply your knowledge in demanding situations, considering the projected learning outcomes of the course. You can independently find ways to develop your skills and to cope in spontaneous situations.

Competence: In view of the projected learning outcomes, you have detailed and explicit knowledge in the language and you apply your skills with natural proficiency. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

Teachers

Laura Uusitalo

Campus

Haaga Campus

Teaching language

English

Timing

23.10.2023 - 15.12.2023

Enrollment

14.08.2023 - 20.10.2023

Groups
- CONTACT
- REE1HA1
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- FoodTech and the Future of Food Production and Consumption HOS018AS2AE-3001 15.01.2024-15.03.2024 5 cr (RE4HA3, ...)   +

Learning objectives
*Is able to identify and critically discuss key technological trends and new production techniques impacting the future of food
*Is able to critically assess the viability of leveraging emerging technology in building new food-related products and value propositions in the context of hospitality business
*Is able to evaluate different food technologies' broader impacts on the local and global food supply chain

Contents
*Contemporary trends and innovations in food production
*Contemporary trends and innovations in food consumption
*Building new food-related products and value propositions in hospitality business
*FoodTech as par of local and global food supply chains
*Future of food
Assessment criteria
Assessment criteria - grade 1
The student is able to recognise key developments in how food is produced and consumed. The student is able to discuss the viability of leveraging emerging technology in building new food-related products and value propositions in the context of hospitality business. The student understands the basic connection between food technology and the global and local food supply chain.
Assessment criteria - grade 3
The student is able to analyse key developments in how food is produced and consumed. The student is able to argue for the viability of leveraging emerging technology in building new food-related products and value propositions in the context of hospitality business. The student is able to analyse the connection between food technology and the global and local food supply chain.
Assessment criteria - grade 5
The student is able to critique key developments in how food is produced and consumed. The student is able to develop new ways for leveraging emerging technology in building new food-related products and value propositions in the context of hospitality buisness. The student is able to develop innovative ideas for using food technology as part of the global and local food supply chain.

Teachers

Ville Parkkinen, Aarni Tuomi

Campus

Haaga Campus

Teaching language

English

Timing

15.01.2024 - 15.03.2024

Groups
- RE4HA3
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Hygiene Pass HOS004RE1AE-3005 14.08.2023-17.05.2024 (REE1HA1, ...)   +

Learning objectives
The student completes the course of study with a hygiene passport, which is required in the food industry.
Students receive a Hygiene Passport when they pass a written Hygiene Skills Test.
Starting level and linkage with other courses
This course is for Bachelor of Hospitality Management Student only.
Contents
Carrying out a hygiene competence certificate supervised by the Finnish Food Authority

Teaching methods and instruction

Independent study
Hygiene passport test

Learning material and recommended literature

Self-study material in Moodle

Teachers

Mirjami Willman, Birgitta Nelimarkka, Jaana Laaksonen, Saija Laitinen

Campus

Haaga Campus

Exam dates and re-exam possibilities

Hygiene passport tests are organized during the autumn and spring semester.
Tests are organized at the following times during the autumn:
2.10. klo 14.00 classroom L302
30.10. klo 10.00 classroom L302
20.11. klo 9.00 classroom L302

Registration for the test in Moodle no later than 3 business days before the test.
Payment (€10) via Lyyti before participating in the test. Information and link for payment are found in Moodle.

Teaching language

English

Timing

14.08.2023 - 17.05.2024

Enrollment

14.06.2023 - 14.06.2023

Groups
  o REE1HA1
  o BLENDED
  o ONLINE
Alternative learning methods

If you already have the Finnish Hygiene Passport, you can get the credit to Peppi by presenting the hygiene passport. You need the card or the paper certificate from the Hygiene Passport. The credit is recorded in Study Services, whose information point is located in the Haaga library.

Seats

15 - 60

Further information

The test consist of 40 true/false statements. In order to pass the test, you must have at least 34 correct answers.

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Unit

Bachelor of Hospitality Management

- ICT Competencies ICB001HH1AE-3017 23.10.2023-15.12.2023 5 cr (CONTACT, ...)   +
Learning objectives
The student who completes this course or has acquired equivalent competence is able to:
• Use Office Applications to succeed in individual- and teamwork in Haaga-Helia studies.
• Apply data security and protection practices in own work and studies.
• Use modern collaboration tools appropriately.
• Create accessible Office documents.
Starting level and linkage with other courses
Prerequiste Digital skills (1 cr) or comparable knowledge.

This course belongs to Haaga-Helia Key Competencies for all degrees.
Contents
Collaboration tools (M365: Microsoft Teams and OneDrive)
Data security and data protection
Word processing (Word)
Spreadsheet (Excel)
Presentation graphics (PowerPoint)
Assessment criteria
Assessment criteria - grade 1
Student
- Can create, edit, and save files using Office tools
- Is able to share files with different permissions
- Masters basic concepts of data security and data protection
Assessment criteria - grade 3
Student
- Knows how to independently use office tools to speed up work tasks.
- Is able to act securely while respecting data protection.
- Knows the basic concepts of systems and web applications.
Assessment criteria - grade 5
Student
- Is able to apply tools for practical tasks.
- Knows the risks of your network environment and knows how to protect your files and folders.
- Know the basics of systems and application procedures.
Further information
The course material is based on English versions of Microsoft Office Word, Excel ja PowerPoint applications.

To complete the course assignments, you must install Microsoft Office Word, Excel and PowerPoint applications on your computer, their browser based online versions are not sufficient.

Course material is for Windows versions of apps, Mac users are not supported.

Teaching methods and instruction

This course is a part of all Haaga-Helia's degrees and the student can participate in any implementation. This implementation is aimed at students of Aviation Business degree. This means that the contents of materials and exercises are degree-specific. The competence goals and assessment criteria are identical for every implementation.

The course is conducted in contact learning in class
-Lectures about theory
-Exercises and guidance in class
-Final assignments

Learning material and recommended literature

Course material will be published in Moodle-learning platform

Teachers

Tommi Immonen, Marika Elovaara

Working life connections

The course gives the needed essential digital skills to using Microsoft 365 program for today's work life.
Microsoft 365 is a product family of productivity software, collaboration and cloud-based services.

Campus

Haaga Campus

Exam dates and re-exam possibilities

To be announced

Teaching language

English

Timing

23.10.2023 - 15.12.2023

Enrollment

14.08.2023 - 20.10.2023

Groups
- CONTACT
- REE1HA1
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Introduction to Digital Learning Environments STU002HH1AE-3017 14.08.2023-08.09.2023 1 cr (REE1HA1, ...)   +

Learning objectives
Students who have completed this course or have acquired equivalent competence will be able to:
- use the Haaga-Helia network and remote access securely
- use Haaga-Helia's Moodle and e-learning environments
- use Peppi
- use Haaga-Helia student pages
- use the Haaga-Helia Office 365 environment and its various services, and
- use Haaga-Helia email

In addition, the student will identify the skills needed for independent virtual learning online.
Starting level and linkage with other courses
No pre-requisites.
The course teaches the necessary IT skills to enable the student to use Haaga-Helia's IT systems, which is why the completion of this course is essential for all subsequent courses.
Contents
Computer network and remote access
Peppi
Haaga-Helia student pages
Email and calendar
Office 365
Moodle

Teachers

Outi Valkki

Campus

Haaga Campus

Teaching language

English

Timing

14.08.2023 - 08.09.2023

Enrollment

14.08.2023 - 18.08.2023

Groups
- REE1HA1
- VIRTUAL

Seats

25 - 150

Degree Programme

EXPER Hospitality and Tourism Experience Management

Virtual proportion

1 cr

Evaluation scale

H-5

Credits
- 1 cr

Unit

Bachelor of Hospitality Management

- Introduction to Studies STU001HH1AE-3018 21.08.2023-13.10.2023 1 cr (CONTACT, ...)   +

Learning objectives

After having completed this or a corresponding course the student

- can interpret and utilize degree regulations in his/her studies
- can use library services, student wellbeing services, FSHS (Finnish Student Health Service) and international services.
- recognizes the special characteristics of studying at university of applied sciences
- is familiar with the structure of ISP and is able to update it, and identifies the basis of planning studies
- is able to search for work placement related information
- recognizes the basics and characteristics of his/her field
- appreciates and accepts the rules and conditions of his/her studies

Starting level and linkage with other courses

No prerequisites.

This course is included in Keys to Studies and Career which is one of the Haaga-Helia key competences.

Teachers

Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

21.08.2023 - 13.10.2023

Enrollment

14.08.2023 - 18.08.2023

Groups
- CONTACT
- REE1HA1

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 1 cr

Unit

Bachelor of Hospitality Management

- Managing Customer Experience in Hotels and Restaurants HOS020AS3AE-3001 25.03.2024-17.05.2024 5 cr (REE4HA1, ...)

Learning objectives   +

After having completed this course, the student:

understands the importance of continuous development of the service experience in hotels and restaurants. can analyse the

customer journey and its touchpoints.
Understands the great diversity among the customers and their needs.
can apply research data and methods in developing the customer experience. knows how to turn experiences into business opportunities.
Contents
Creating and developing profitable service and product selection in the hotels and restaurants using elements of experience.
The possibilities of using customer profiles in creating customer experiences.
The principals and methods of leading with knowledge in hospitality.
Assessment criteria
Assessment criteria - grade 1
understands the importance of continuous development of the service experience in hotels and restaurants.
Understands the great diversity among the customers and their needs.
Understands the meaning of research data and methods in developing the customer experience and how to turn experiences into business opportunities.
Assessment criteria - grade 3
Can analyse the customer journey and diversity in hotels and restaurants.
Can apply research data and methods in developing the customer experience. Can apply customer experiences and analyse their profitability.
Assessment criteria - grade 5
Can evaluate the importance of continuous development of the service experience in hotels and restaurants.
Can evaluate and create the customer journey and its touchpoints.
Is able to evaluate diversity among the customers and their needs and exploit
research data and methos in developing the customer experience. Can create profitable customer experiences.

Teachers

Outi Rekola, Katja Laitinen

Campus

Haaga Campus

Teaching language

English

Timing

25.03.2024 - 17.05.2024

Groups
- REE4HA1
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Managing Sustainable Operations in Hotels and Restaurants HOS021AS3AE-3001 25.03.2024-17.05.2024 5 cr (REE4HA1, ...)   +

Learning objectives
After having completed this course, the student:

can develop the operating- and service model of the hotel or restaurant according to criteria and objectives in sustainability.
knows how to analyse, implement, develop and measure sustainable customer- and employee experiences, products and service-processes in various service environments.
Contents
Methods of developing social, economical and enviromental sustainability in hotels and restaurants.
Exploring sustainable innovations in the industry.
Assessment criteria

Assessment criteria - grade 1

Understands the operating- and service models of different hotels or restaurants according to criteria and objectives in sustainability.

Recognizes the methods of how to implement, develop and measure sustainable customer- and employee experiences, products and service-processes.

Assessment criteria - grade 3

can analyze the operating- and service models of hotels or restaurants according to criteria and objectives in sustainability.

Can analyse, implement and measure sustainable customer- and employee experiences, products and service-processes in various service environments.

Assessment criteria - grade 5

can evaluate and develop the operating- and service models of the hospitality industry according to criteria and objectives in sustainability.

Can create methods how to analyse, implement, develop and measure sustainable customer- and employee experiences, products and service-processes in various service environments.

Teachers

Outi Rekola, Katja Laitinen

Campus

Haaga Campus

Teaching language

English

Timing

25.03.2024 - 17.05.2024

Groups
- REE4HA1
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Mathematics Placement Test ANA000HH1AE-3006 14.08.2023-18.08.2023 (REE1HA1, ...)   +

Teachers

Pekka Heikkilä

Campus

Haaga Campus

Teaching language

English

Timing

14.08.2023 - 18.08.2023

Enrollment

14.08.2023 - 18.08.2023

Groups

- REE1HA1
- VIRTUAL

Seats

15 - 100

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Unit

Bachelor of Hospitality Management

- Orientation to Work Placement PLA001RE1AE-3002 14.08.2023-21.05.2024 (CONTACT, ...) +

Teachers

Nina Niemi, Jaana Laaksonen, Päivi Forsblom, Outi Rekola, Sakari Ketolainen

Campus

Haaga Campus

Teaching language

English

Timing

14.08.2023 - 21.05.2024

Enrollment

14.08.2023 - 18.08.2023

Groups
- CONTACT
- REE1HA1
- BLENDED
- REE1PC1

Seats

15 - 50

Degree Programme

EXPER Hospitality and Tourism Experience Management, STEM Sustainable Tourism and Event Management

Evaluation scale

H-5

Unit

Bachelor of Hospitality Management

- Passion for People - Opportunities and Possibilities of Hotel and Restaurant Industry HOS019AS3AE-3001 25.03.2024-17.05.2024 5 cr (REE4HA1, ...) +

Learning objectives
After having completed this course, the student:

can analyse the future of international business outlook and trends as part of service operations as well as work opportunities.
understands that working in hotels and restaurants is genuine people business; daily encounters, passionate interactions and personalized customer experiences.
learns about the great opportunities and possibilities that the various and diverse hotel- and restaurant industry offer as a life-long profession.
Contents
Career opportunities in hotels and restaurants.
Trends and future of hospitality industry.
Cooperation and collaboration in the industry: international hotel and restaurant schools, different organizations and companies.
Assessment criteria

Assessment criteria - grade 1
Understands the future of hospitality and trends as part of service operations as well as work opportunities.
Understands that working in hotels and restaurants is genuine people business.
Recognizes various working opportunities in the industry.
Assessment criteria - grade 3
Can analyze the future of hospitality and trends as part of service operations as well as work opportunities.
Can analyze the importance of skilled and committed employees in creating value in hospitality industry.
Assessment criteria - grade 5
Can evaluate the future international business outlooks and trends as part of service operations as well as work opportunities.
Can evaluate the importance of skilled and committed employees in creating value in hospitality industry.

Teachers

Outi Rekola, Katja Laitinen

Campus

Haaga Campus

Teaching language

English

Timing

25.03.2024 - 17.05.2024

Groups
  - REE4HA1
  - CONTACT
  - EXCH
Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
  - 5 cr
Unit

Bachelor of Hospitality Management

- Pro-Active Management in the Experience Economy SER002RE1AE-3001 15.01.2024-15.03.2024 5 cr (REE4HA1, ...) +
Learning objectives
After having completed this course or attained an equivalent competence level, the student:
Recognizes the meaning of strategy work in a company and in one´s own role
Recognizes the key concepts of strategic management and strategic methods and strategy tools
Anticipates the future trends
Uses analyses and key indicators in decision making and drawing conclusions
Develops performance and competitive factors of a company
Starting level and linkage with other courses
No previous studies needed and no binding connections to other courses
Contents
Participative strategy work in hospitality and tourism business
Key concepts of strategic management and strategy work
Analysis and usage of external and internal information
Recognition and analysis of key indicators
Knowledge management and pro-active business management
Assessment criteria
Assessment criteria - grade 1
Recognizes concepts of strategic management and strategy work and explain the meaning of key indicators and analyses.
Assessment criteria - grade 3
Applies the methods of strategy work and interpret key indicators and analyses. In addition, is able to make conclusions based on collected information
Assessment criteria - grade 5
Analyse the strategy of the company and to give justified development ideas for the strategic choices and performance of the company.

Teachers

Aija Juvonen

Campus

Haaga Campus

Teaching language

English

Timing

15.01.2024 - 15.03.2024

Groups
- REE4HA1
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Professional Communication COM001HH1AE-3022 21.08.2023-13.10.2023 5 cr (CONTACT, ...)   +

Learning objectives
After having completed this course or attained an equivalent competence level, the student:
• communicates responsibly orally and in writing, according to the demands of situation and the target groups
• is able to use professionally different communication methods, channels and platforms
• identifies own competence level and is able to market own competencies convincingly
• is able to interact with others, give and receive feedback with respect in various intercultural environments
• is able to critically evaluate different communication sources, their operating practices and motives as well as the different responsibilities connected to the information they convey.
Assessment criteria
Assessment criteria - grade 1
Student:
• can communicate appropriately orally and in writing according to the situation
• knows different professional communication channels and platforms.
Assessment criteria - grade 3
Student:
• produces communication content that fulfills task requirements with regard to the target group in various cultural environments
• confidently uses communication channels and platforms
• can identify own strengths and areas for development in interpersonal communication situations.
Assessment criteria - grade 5
Student
• produces professional communication content in accurate English for multiple channels, with consideration to different cultural perspectives
• is able to critically assess contents and make use of different communication channels and platforms
• performs professionally and responsibly in demanding communication situations.

Teachers

Wallace Reynolds

Campus

Haaga Campus

Teaching language

English

English

Timing

21.08.2023 - 13.10.2023

Enrollment

14.08.2023 - 18.08.2023

Groups
- CONTACT
- REE1HA1
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Professional Communication COM001HH1AE-3024 21.08.2023-01.12.2023 5 cr (FH23S, ...)   +

Learning objectives
After having completed this course or attained an equivalent competence level, the student:
• communicates responsibly orally and in writing, according to the demands of situation and the target groups
• is able to use professionally different communication methods, channels and platforms
• identifies own competence level and is able to market own competencies convincingly
• is able to interact with others, give and receive feedback with respect in various intercultural environments
• is able to critically evaluate different communication sources, their operating practices and motives as well as the different responsibilities connected to the information they convey.

Assessment criteria
Assessment criteria - grade 1
Student:
• can communicate appropriately orally and in writing according to the situation
• knows different professional communication channels and platforms.

Assessment criteria - grade 3
Student:
• produces communication content that fulfills task requirements with regard to the target group in various cultural environments
• confidently uses communication channels and platforms
• can identify own strengths and areas for development in interpersonal communication situations.

Assessment criteria - grade 5
Student
• produces professional communication content in accurate English for multiple channels, with consideration to different cultural perspectives
• is able to critically assess contents and make use of different communication channels and platforms
• performs professionally and responsibly in demanding communication situations.

Teachers

Anna Kimberley

Campus

Haaga Campus

Teaching language

English

Timing

21.08.2023 - 01.12.2023

Enrollment

01.01.2023 - 01.01.2023

Groups
- FH23S
- VIRTUAL
- NONSTOP

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Virtual proportion

5 cr

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Professional English ENG001HH1AE-3095 21.08.2023-13.10.2023 5 cr (CONTACT, ...)   +

Learning objectives

After completing this course or acquiring corresponding learning elsewhere the student

- Can describe themselves and their competence in a positive, sales-oriented way in English.
- Knows the most central terminology of their field in English and is able to learn more independently.
- Can present an organization in their field, the industry and its operations in English.
- Can speak English in typical work-related situations in their field.
- Knows principles of multicultural communication and can adapt their communication in work-related situations according to those principles.
- Can evaluate their language and culture related competence and assess possible needs for development.

Starting level and linkage with other courses

Depending on the result of the level test possibly Remedial studies.

The CEFR level of the course is B2.

Assessment criteria

Assessment criteria - grade 1

Grading criteria

1 level= The student
- Knows how to describe the key points of themselves and their competence in a limited manner.
- Knows some of the most central terminology of their field in English and knows how to learn more.
- Can present the basic key points of an organization in their field, the industry and its operation in English.
- Can speak English in some of the typical work-related situations in their field.
- Knows principles of multicultural communication at a basic level and can adapt their communication in work-related situations according to those principles to some extent.
- Can evaluate their language and culture related competence and assess possible needs for development. Limited language competence has an effect on reaching goals; the language skills are enough to manage simple situations but lead to misunderstandings at times.
- The student has been active in their studies to some extent and followed instructions.

Assessment criteria - grade 3

Grading criteria

3 level= The student
- Knows how to describe the key points of themselves and their competence in English.
- Knows the most central terminology of their field in English and knows how to learn more.
- Can present the key points of an organization in their field, the industry and its operation in English without preparing in advance.
- Can speak English in most of the typical work-related situations in their field.
- Knows the principles of multicultural communication well and can usually adapt their communication in work-related situations according to those principles.
- Can evaluate their language and culture related competence and assess possible needs for development. The language competence makes reaching their goals challenging at times but is adequate for most situations and possible misunderstandings can be cleared.
- The student has been quite active in their studies and has followed given instructions most of the time.

Assessment criteria - grade 5

Grading criteria

5 level= The student
- Knows how to describe themselves and their competence in a versatile and skillful manner in English.
- Knows the central terminology of their field in English very well and knows how to learn more.

- Can present an organization in their field, the industry and its operation in English in a versatile and sophisticated manner.
- Can speak English in work-related situations in their field fluently.
Knows the principles of multicultural communication well and can adapt their communication in work-related situations fluently according to those principles.
- Can evaluate their language and culture related competence and assess possible needs for development.
- The student has been active in their studies and has followed given instructions consistently.

Teachers

Wallace Reynolds

Campus

Haaga Campus

Teaching language

English

Timing

21.08.2023 - 13.10.2023

Enrollment

12.06.2023 - 18.08.2023

Groups
- CONTACT
- REE1HA1
- REE2HA1
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Professional Work Placement PLA021HH2AE-3001 01.08.2023-31.07.2024 10 cr (NONSTOP, ...)   +

Learning objectives
After the work placement, students are able to
• identify and evaluate their own professional strengths and areas for development from the perspective of expertise in their field
• act in accordance with the rules of the work community
• evaluate the activities of the organisation and, if necessary, make justified development proposals
• continuously develop and update skills required at work as well as study and career plans
Starting level and linkage with other courses
Professional studies or equivalent competences.
Contents
Work placement can be completed in a suitable Finnish or international company, public entity or other suitable organisation, such as various associations or non-profit organisations. The student can also work as an entrepreneur in his/her own company. Work placement can also be completed abroad.

Teachers

Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

01.08.2023 - 31.07.2024

Enrollment

12.06.2023 - 01.04.2024

Groups
- NONSTOP
- REE3HA1

Seats

1 - 60

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 10 cr

Unit

Bachelor of Hospitality Management

- Profitability Planning ECO001RE1AE-3001 15.01.2024-15.03.2024 5 cr (REE4HA1, ...)   +

Learning objectives
A student who has completed this course or acquired equivalent competence is familiar with the following activities of the hospitality, restaurant and tourism business:
- Calculate the key operational indicators of the activity
- Take into account the factors affecting profitability (pricing, demand analysis, cost structure)
- Make and interpret profitability calculations of product, customer group and profit center
- Use the principles of activity-based costing
- Basics of operational budgeting
- Utilize Excel spreadsheets in profitability planning

Starting level and linkage with other courses
Basics of Financial Management have to be completed before this course.

Contents
Key Performance Indicators (KPIs)
Impact of pricing on demand and profitability
Product group specific profitability calculation
Profit unit specific profitability calculations
Activity-based costing in profitability planning
Basics of operational budgeting

Assessment criteria
Assessment criteria - grade 1
The student recognizes key elements of performance and is able to draw up a company's profitability plan, he/she is mastered in the basic use of spreadsheets in profitability planning. He/she is able to name the basic factors for the company's financial success.

Assessment criteria - grade 3
The student is able to independently prepare the company's basic operational budgets, taking into account the key performance factors, and masters the basic use of spreadsheets in profitability planning. He/she is able to calculate profitability indicators and to analyze the factors that led to the company's financial success by customer groups and operations.

Assessment criteria - grade 5
The student is able to independently prepare the company's basic operational budgets, taking into account the key performance factors, and masters the basic use of spreadsheets in profitability planning. He/she is able to calculate profitability indicators and to analyze the factors that led to the company's financial success by customer groups and operations. He/she is also able to develop the business using the contents of this course.

Teachers

Pekka Heikkilä

Campus

Haaga Campus

Teaching language

English

Timing

15.01.2024 - 15.03.2024

Groups
- REE4HA1
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Speed Up Your Career with Alumni STU009HH1AE-3004 15.01.2024-17.05.2024 1 cr (CONTACT, ...)   +

Learning objectives

After having completed this course or attained an equivalent competence level, the student

- can clarify and strengthen one's expert identity
- can build a professional network
- understands the value of experience and implicit knowledge at work
- can reflect on one's expectations and targets related to roles at work
- can see his/her future at work, career and life in general

Contents

The mentoring program is a development process between the mentee (Haaga-Helia student) and the mentor (alumni). Mentoring is about learning together, sharing experiences and knowledge through interaction. The aim is to support the student's professional growth, graduation and employment. The individual goals of the mentoring program arise from the personal needs of the mentee.

The mentoring program consists of two-way mentoring meetings between the mentor and the mentee, as well as joint group meetings and self-study materials in Moodle. The content of mentoring meetings can be related to, for example, career planning, challenges in working life, challenges in the final stages of study, self-development or deepening expertise. The initial group meeting reviews the goals and rules of mentoring, draws up a mentoring agreement, shares experiences of the mentoring process and develops interaction skills.

Teaching methods and instruction

The mentoring program is a developmental process between the mentee (Haaga-Helia student) and the mentor (alumni). Mentoring is about learning together, sharing experiences and knowledge through interaction. The aim is to support the student's professional growth, graduation and employment. The individual goals of the mentoring program arise from the personal needs of the mentee.

As the aim of the programme is to find a dedicated mentor for the participants, those who are accepted for the course must answer the pre-application questionnaire by 8 January at the latest. A link will be sent by email. The course is recommended to be taken towards the end of your studies.

The mentoring program consists of mentoring meetings between the mentor and the mentee, as well as joint group meetings and self-study materials in Moodle. The content of mentoring meetings can be related to, for example, career planning, challenges in working life, challenges in the final stages of study, self-development or deepening expertise. The initial group meeting reviews the objectives and rules of the mentoring process, draws up a mentoring agreement, shares experiences of the mentoring process and develops interaction skills.

NOTE! The course is open to all degree students, regardless of campus, programme or orientation. Master's students can enrol, but the credits are not included in the degree.

Learning material and recommended literature

Material is found in Moodle.

Teachers

Elina El Amrani

Working life connections

The course is implemented in a work-oriented manner in cooperation with Haaga-Helia's alumni, who act as mentors in the program.

Campus

Pasila Campus

Exam dates and re-exam possibilities

There is no exam included in the implementation.

Teaching language

English

Internationality

A similar mentoring programme will be organised in Finnish. It is called Uralle vauhtia alumnien avulla, STU009HH1A-3005.

Timing

15.01.2024 - 17.05.2024

Learning assignments

Once you have been accepted for the course, you will receive an email with a link to a pre-assessment questionnaire, which you must answer in time in order to participate. Mentoring pairs will be formed on the basis of the questionnaire.

During the course, you will return the mentoring contract and the learning diary in the form of a short report.

Content scheduling

Group meetings 3 x 2 h = 6 h
Mentoring meetings 5 x 2 h = 10 h
Independent study 10 h
Assessment of own learning 1 h

Attendance at group meetings is mandatory. Distance learning is not possible during group meetings. It is especially important to attend the first group meeting, as this is the first time you will meet your mentor.

Groups
  - CONTACT
  - BLENDED
Seats

15 - 50

Further information

Participation in group meetings (pass / fail)
Mentoring agreement (pass / to be to be completed / fail)
Learning diary (pass / to be to be completed / fail)

Degree Programme

EXPER Hospitality and Tourism Experience Management, DIGIBBA Digital Business Innovations, ITBBA Business Information Technology, SPOCMA Degree Programme in Sports Coaching and Management, INTBBA International Business

Evaluation scale

H-5

Credits
  - 1 cr
Unit

Bachelor of Business Administration (ENG)

- Speed Up Your Career with Alumni STU009HH1AE-3003 21.08.2023-15.12.2023 1 cr (CONTACT, ...)   +
Learning objectives
After having completed this course or attained an equivalent competence level, the student

- can clarify and strengthen one's expert identity

- can build a professional network
- understands the value of experience and implicit knowledge at work
- can reflect on one's expectations and targets related to roles at work
- can see his/her future at work, career and life in general

Contents

The mentoring program is a development process between the mentee (Haaga-Helia student) and the mentor (alumni). Mentoring is about learning together, sharing experiences and knowledge through interaction. The aim is to support the student's professional growth, graduation and employment. The individual goals of the mentoring program arise from the personal needs of the mentee.

The mentoring program consists of two-way mentoring meetings between the mentor and the mentee, as well as joint group meetings and self-study materials in Moodle. The content of mentoring meetings can be related to, for example, career planning, challenges in working life, challenges in the final stages of study, self-development or deepening expertise. The initial group meeting reviews the goals and rules of mentoring, draws up a mentoring agreement, shares experiences of the mentoring process and develops interaction skills.

Teaching methods and instruction

The mentoring programme aims at the professional growth and the strengthening of professional relationships of the student (mentee).

The value of mentoring lies in particular in the fact that the mentee is assigned a personal mentor (a Haaga-Helia alumni) who guides and supports the mentee in challenges. Mentoring is about learning together, sharing experiences and knowledge through interaction.

The mentee self defines the objectives for the process. The objectives may be related to career planning, finding a concrete internship or job, challenges in the working life or in the final phase of studies, self-development or deepening expertise.

The mentoring programme consists of one-to-one mentoring meetings between mentor and mentee, joint group meetings and self-study materials in Moodle. In the kick off meeting, the objectives and ground rules of mentoring are discussed, a mentoring contract is drawn up and interpersonal skills are developed.

NOTE! The course is open to all degree students, regardless of campus, programme or orientation. Master students can enrol, but the credits are not included in the degree.

Learning material and recommended literature

Material is found in Moodle.

Teachers

Elina El Amrani

Working life connections

The course is implemented in a work-oriented manner in cooperation with Haaga-Helia's alumni, who act as mentors in the program.

Campus

Pasila Campus

Exam dates and re-exam possibilities

There is no exam included in the implementation.

Teaching language

English

Internationality

The mentoring programme is also taught in Finnish.

Timing

21.08.2023 - 15.12.2023

Learning assignments

After acceptance to the course, you will receive a webropol questionnaire, which is a prerequisite for participation. Mentoring pairs will be formed on the basis of the questionnaire.

During the course, you will return a learning diary in the form of a short report.

Enrollment

12.06.2023 - 18.08.2023

Content scheduling

Group meetings 3 x 2 h = 6 h
Mentoring sessions with the mentor minimum 5 x 1,5 h = 7,5 h
Independent study 2,5 h
Assessment of own learning 2,5 h

Meetings, where attendance at the school is compulsory:
Kick-off meeting 30th August at 16.30-18.30 Pasila, class 8202
Interim meeting 25th October at 16.30-18.30 Pasila, class 8202
Closure meeting 13th December at 16.30-18.30 Pasila, class 8202

Meetings between mentee and mentor are agreed by themselves. They can be done remotely or by meeting at a place agreed by you.

Groups
  - CONTACT
  - BLENDED
Seats

15 - 50

Further information

Participation in mentoring meetings (pass/fail)
Participation in group meetings (pass/fail)
Learning diary (pass/fail)

Degree Programme

EXPER Hospitality and Tourism Experience Management, DIGIBBA Digital Business Innovations, ITBBA Business Information Technology, SPOCMA Degree Programme in Sports Coaching and Management, INTBBA International Business

Credits
  - 1 cr
Unit

Bachelor of Business Administration (ENG)

- Study Skills STU003HH1AE-3010 23.10.2023-15.12.2023 1 cr (CONTACT, ...)   +
Learning objectives
After having completed this course or a corresponding course, the student:
- is able to study in a university of applied sciences
- recognizes the benefits of group work and project-like work
- recognizes the basics of effective reading and note-taking techniques
- identifies and develops study skills and understands their importance for studies
- appreciates the importance of peer support as a facilitator of study progress
Starting level and linkage with other courses
No prerequisites.
This course is included in Keys to Studies and Career which is one of the Haaga-Helia key competences.

Teachers

Taina Pallonen

Campus

Haaga Campus

Teaching language

English

Timing

23.10.2023 - 15.12.2023

Enrollment

14.08.2023 - 20.10.2023

Groups
- CONTACT
- REE1HA1

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 1 cr

Unit

Bachelor of Hospitality Management

- Sustainable Experience Economy TOU001RE1AE-3002 25.03.2024-17.05.2024 5 cr (CONTACT, ...)   +

Learning objectives
After having completed this course or attained an equivalent competence level, the student
• Understands the basic concepts and theories of experience economy.
• Knows the basics of sustainable business operations and recognizes the objectives and steps of Sustainable Travel Finland -programme
• Understands the importance of corporate responsibility and sustainability in business operations
• Recognizes relevant legal concepts and regulations applicable in the hospitality industry and is able to search and use legal information from reliable legal sources
• Is able to outline the basic contractual principles and assess basic contractual liabilities
• Knows the basics of consumer protection rules regulating consumer contracts as well as the core rules regulating employment contracts

Contents
Experience economy ecosystem
Core components of corporate responsibility
Principles of Sustainable Travel Finland -programme
Basic legal concepts
Introduction to legal environment of the hospitality industry
Basics of contract, consumer protection and employment law

Assessment criteria
Assessment criteria - grade 1
The student
Recognizes the key concepts and principles of experience economy.
Is able to describe main principles of sustainability and sustainable operations in business
Recognizes core legal concepts and rules regulating the hospitality field and related essential legal sources.

Assessment criteria - grade 3
The student
Understands the relevance of experience economy in tourism and hospitality businesses
Is able to evaluate and execute sustainability principles in business operations
Understands the basics of corporate responsibility and how to implement them in practice
Recognizes typical legal questions relevant for hospitality field, finds suitable legal sources and is able to apply them to basic practical situations.

Assessment criteria - grade 5
The students
Understands the relevance of experience economy in development of tourism and hospitality businesses
Is able to analyse any development needs for sustainability in a company's business operations.
Recognizes typical legal questions relevant for the hospitality field, is able to find broad variety of legal sources and apply them independently to customary situations faced by businesses in the hospitality field.

Teachers

Pia Vapaavuori, Salla Ursin

Campus

Haaga Campus

Teaching language

English

Timing

25.03.2024 - 17.05.2024

Groups
- CONTACT
- REE2HA1
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Sustainable Experience Economy TOU001RE1AE-3005 21.08.2023-13.10.2023 5 cr (CONTACT, ...)   +

Learning objectives
After having completed this course or attained an equivalent competence level, the student
• Understands the basic concepts and theories of experience economy.
• Knows the basics of sustainable business operations and recognizes the objectives and steps of Sustainable Travel Finland - programme
• Understands the importance of corporate responsibility and sustainability in business operations
• Recognizes relevant legal concepts and regulations applicable in the hospitality industry and is able to search and use legal information from reliable legal sources
• Is able to outline the basic contractual principles and assess basic contractual liabilities
• Knows the basics of consumer protection rules regulating consumer contracts as well as the core rules regulating employment contracts

Contents
Experience economy ecosystem
Core components of corporate responsibility
Principles of Sustainable Travel Finland -programme
Basic legal concepts
Introduction to legal environment of the hospitality industry
Basics of contract, consumer protection and employment law

Assessment criteria
Assessment criteria - grade 1
The student
Recognizes the key concepts and principles of experience economy.
Is able to describe main principles of sustainability and sustainable operations in business
Recognizes core legal concepts and rules regulating the hospitality field and related essential legal sources.

Assessment criteria - grade 3
The student
Understands the relevance of experience economy in tourism and hospitality businesses
Is able to evaluate and execute sustainability principles in business operations
Understands the basics of corporate responsibility and how to implement them in practice
Recognizes typical legal questions relevant for hospitality field, finds suitable legal sources and is able to apply them to basic practical situations.

Assessment criteria - grade 5
The students
Understands the relevance of experience economy in development of tourism and hospitality businesses
Is able to analyse any development needs for sustainability in a company's business operations.
Recognizes typical legal questions relevant for the hospitality field, is able to find broad variety of legal sources and apply them independently to customary situations faced by businesses in the hospitality field.

Teachers

Sari Korhonen, Salla Ursin

Campus

Haaga Campus

Teaching language

English

Timing

21.08.2023 - 13.10.2023

Enrollment

12.06.2023 - 18.08.2023

Groups
- CONTACT
- REE2HA1
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Teamwork and Project Management HRL001HH1AE-3015 23.10.2023-15.12.2023 5 cr (CONTACT, ...)   +

Learning objectives
After having completed this course or attained an equivalent competence level, the student:

- identifies the principles and challenges of multi-cultural teamwork
- recognizes different tools and practices of project management
- develops teamwork and works purposefully in diverse teams
- takes advantage of good practice in project work
- sees opportunities and advantages of diversity in project teams
- collaborates inclusively, ethically, sustainably and responsibly in multi-cultural teams

Starting level and linkage with other courses
No prerequisites.

Contents
- principles of efficient teamwork
- team roles, team development and team structure
- advantages of and challenges in multi-cultural teams
- principles of project management
- project planning and executing
- evaluation of project completion

Assessment criteria
Assessment criteria - grade 1
The student can describe group dynamics and the basics of project management. He/she understands the challenges related to multi-cultural team work. He/she is able to conduct appointed tasks in a project under guidance.

Assessment criteria - grade 3
The student can analyse group dynamics and is able to apply project management tools in their own tasks. S/he participates actively in multi-cultural team work with taking responsibility for reaching the goals in the project realisation. S/he is able to give and receive both team and peer feedback as well to conduct self-assessment. S/he is able to set objectives and work in a team as agreed.

Assessment criteria - grade 5
The student can plan, execute and evaluate team work and projects and set development objectives both personally and for a team. S/he can take advantage of multi-cultural teams and is able to analyse the team effectiveness and performance. The student is able to use feedback for reflecting and analysing both a team's work and their own actions.

Teaching methods and instruction

Contact lessons in Haaga Campus (Pajuniityntie 11)
Study project in week 48

Learning material and recommended literature

Course material is presented in Moodle in the beginning of the implementation

Teachers

Wallace Reynolds, Outi Rekola

Wallace Reynolds, Outi Rekola

Working life connections

Course material and assignments are reflected to Hospitality industry.

Campus

Haaga Campus

Exam dates and re-exam possibilities

No Exam

Teaching language

English

Timing

23.10.2023 - 15.12.2023

Learning assignments

Team assignment: Study project (Christmas event in Haaga Campus)
-planning
-implementation
-evalation

Individual assignments

Enrollment

14.08.2023 - 20.10.2023

Content scheduling

Contact lessons in Haaga Campus (Pajuniityntie 11)
2. Period 2023
Wed 14.00-16.45
Fri 11.30-13.45

Groups
- CONTACT
- REE1HA1
- EXCH

Seats

15 - 40

Further information

Students' performance is graded on the following scale:
• Excellent (5)
• Very good (4)
• Good (3)
• Satisfactory (2)
• Fair (1)
• Fail (0).

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Teamwork and Project Management HRL001HH1AE-3016 04.09.2023-01.12.2023 5 cr (FH23S, ...)   +
Learning objectives

After having completed this course or attained an equivalent competence level, the student:

- identifies the principles and challenges of multi-cultural teamwork
- recognizes different tools and practices of project management
- develops teamwork and works purposefully in diverse teams
- takes advantage of good practice in project work
- sees opportunities and advantages of diversity in project teams
- collaborates inclusively, ethically, sustainably and responsibly in multi-cultural teams

Starting level and linkage with other courses

No prerequisites.

Contents

- principles of efficient teamwork
- team roles, team development and team structure
- advantages of and challenges in multi-cultural teams
- principles of project management
- project planning and executing
- evaluation of project completion

Assessment criteria

Assessment criteria - grade 1

The student can describe group dynamics and the basics of project management. He/she understands the challenges related to multi-cultural team work. He/she is able to conduct appointed tasks in a project under guidance.

Assessment criteria - grade 3

The student can analyse group dynamics and is able to apply project management tools in their own tasks. S/he participates actively in multi-cultural team work with taking responsibility for reaching the goals in the project realisation. S/he is able to give and receive both team and peer feedback as well to conduct self-assessment. S/he is able to set objectives and work in a team as agreed.

Assessment criteria - grade 5

The student can plan, execute and evaluate team work and projects and set development objectives both personally and for a team. S/he can take advantage of multi-cultural teams and is able to analyse the team effectiveness and performance. The student is able to use feedback for reflecting and analysing both a team's work and their own actions.

Teaching methods and instruction

ONLINE zoom link: https://haaga-helia.zoom.us/j/64907721703

Teachers

Pauliina Mansikkamäki, Wallace Reynolds, Surabhi Bhuskute, Toni von Martens

Campus

Pasila Campus

Exam dates and re-exam possibilities

No exam

Teaching language

English

Timing

04.09.2023 - 01.12.2023

Learning assignments

Learning assignment 1: Personal teamrole test (, individual work, 40%)

Learning assignment 2: Project plan (team work, 40%)

Learning assignment 3: Self-evaluation (individual work, 20%)

Enrollment

01.01.2023 - 01.01.2023

Groups
- FH23S
- VIRTUAL
- NONSTOP

Seats

30 - 100

Further information

Assessment criteria - grade 1
The student can describe group dynamics and the basics of project management. He/she understands the challenges related to multi-cultural team work. He/she is able to conduct appointed tasks in a project under guidance.

Assessment criteria - grade 3
The student can analyse group dynamics and is able to apply project management tools in their own tasks. S/he participates actively in multi-cultural team work with taking responsibility for reaching the goals in the project realisation. S/he is able to give and receive both team and peer feedback as well to conduct self-assessment. S/he is able to set objectives and work in a team as agreed.

Assessment criteria - grade 5
The student can plan, execute and evaluate team work and projects and set development objectives both personally and for a team. S/he can take advantage of multi-cultural teams and is able to analyse the team effectiveness and performance. The student is able to use feedback for reflecting and analysing both a team's work and their own actions.

Degree Programme

EXPER Hospitality and Tourism Experience Management, ITBBA Business Information Technology, STEM Sustainable Tourism and Event Management, INTBBA International Business

Virtual proportion

5 cr

Evaluation scale

H-5

Credits
  o 5 cr
Unit

Bachelor of Business Administration (IT)

- Technology Enhanced Experiences in Hospitality Business HOS019AS2AE-3001 15.01.2024-15.03.2024 5 cr (RE4HA3, ...) +
Learning objectives
*Is able to identify realistic opportunities for applying different extended reality solutions in hospitality business
*Is able to critically assess the impacts of extended reality solutions on customer experience
*Is able to build a realistic business case for leveraging extended reality technology in hospitality settings
Contents
*Introduction to augmented reality (AR), virtual reality (VR), mixed reality (MR), extended reality (XR)
*Extended reality solutions in hospitality business
*Extended reality as part of the customer experience
*Building a business case for leveraging extended reality technology in hospitality business
Assessment criteria
Assessment criteria - grade 1
The student recognises different approaches to creating technology enhanced experiences in hospitality business. The student understands how immersive technologies impact customer experience and business. The student is able to build a basic business case for leveraging immersive technologies in hospitality.
Assessment criteria - grade 3
The student is able to analytically describe different approaches to creating technology enhanced experiences in hospitality business. The student is able to analyse how immersive technologies impact customer experience and business. The student is able to build a compelling business case for leveraging immersive technologies in hospitality.
Assessment criteria - grade 5
The student is able to analyse the overall developments and use cases of immersive technology in general and in relation to hospitality business. The student is able to critically analyse how immersive technologies impact customer experience and business. The student is able to build a strong and realistic business case for leveraging immersive technologies in hospitality in the short- and long-term future.

Teachers

Jouko Loijas, Aarni Tuomi

Campus

Haaga Campus

Teaching language

English

Timing

15.01.2024 - 15.03.2024

Groups
- RE4HA3
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Thesis Phase 1 THE7HH801-3025 01.08.2023-31.12.2023 5 cr   +

Learning objectives
Upon completion of the module, the student is able to

• Know different stages of the thesis process
• Know the aim of her/his thesis
• Search for information in a variety of reliable sources.
• Define the key concepts of her/his thesis.
• Create a realistic schedule for her/his thesis
• Know requirements and the basic structure of the thesis.
• plan a research-based development project outline.

Starting level and linkage with other courses
Studies specified by the degree.

Contents
• Thesis at Haaga-Helia
• Thesis process and progress in Wihi
• Student's role and responsibilities during the thesis process
• Confidentiality in theses
• Content and extent of the thesis
• Content and extent of a research-based development project
• Source information search, reliable information and critical evaluation of them.
• Formal referencing
• Selection criteria for research and innovation methods
• Thesis reporting according to Haaga-Helia reporting guidelines
• Self management during the thesis process.

Assessment criteria
Assessment criteria - grade 1
See thesis assessment criteria in haaga-helia.fi
Assessment criteria - grade 3
See thesis assessment criteria in haaga-helia.fi
Assessment criteria - grade 5
See thesis assessment criteria in haaga-helia.fi

Learning material and recommended literature

- Thesis page on haaga-helia.fi
-Handouts in Moodle

Teachers

Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

01.08.2023 - 31.12.2023

Enrollment

16.08.2023 - 16.08.2023

Seats

0 - 100

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Thesis Phase 1 THE7HH801-3026 01.01.2024-31.05.2024 5 cr   +

Learning objectives
Upon completion of the module, the student is able to

• Know different stages of the thesis process
• Know the aim of her/his thesis
• Search for information in a variety of reliable sources.
• Define the key concepts of her/his thesis.
• Create a realistic schedule for her/his thesis
• Know requirements and the basic structure of the thesis.
• plan a research-based development project outline.
Starting level and linkage with other courses
Studies specified by the degree.
Contents
• Thesis at Haaga-Helia
• Thesis process and progress in Wihi
• Student's role and responsibilities during the thesis process
• Confidentiality in theses
• Content and extent of the thesis
• Content and extent of a research-based development project
• Source information search, reliable information and critical evaluation of them.
• Formal referencing
• Selection criteria for research and innovation methods
• Thesis reporting according to Haaga-Helia reporting guidelines
• Self management during the thesis process.
Assessment criteria
Assessment criteria - grade 1
See thesis assessment criteria in haaga-helia.fi
Assessment criteria - grade 3
See thesis assessment criteria in haaga-helia.fi
Assessment criteria - grade 5
See thesis assessment criteria in haaga-helia.fi

Learning material and recommended literature

- Thesis page on haaga-helia.fi
-Handouts in Moodle

Teachers

Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

01.01.2024 - 31.05.2024

Enrollment

16.08.2023 - 16.08.2023

Seats

1 - 100

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Travel and Transportation Business TOU014AS2AE-3001 15.01.2024-15.03.2024 5 cr (RE4HA1, ...)   +

Learning objectives

Upon completion after this study-module, the student is: familiar with travel and transportation industry, its sub-sectors and business environment. The student understands the development of these industries and factors influencing them. He/She knows main companies, customer groups, products and services in the industry. The student is able to recognize travel and tourism trends and their impact on travel and transportation business and he/she is able to understand the big picture of travel and transportation industry.

Contents

Main business sectors (air, rail, road & water) and environment, Development of travel and transportation industry, Companies and products, Megatrends and Travel trends, Global travel facts and figures

Assessment criteria

Assessment criteria - grade 1

The student names the operators of travel and transportation businesses and describes their business environment. She/he lists the products and services of the service providers. The student recognizes main customer groups and companies. The student is able to name some megatrends and describe the big picture of the industry.

Assessment criteria - grade 3

The student categorizes the operators, products and services of travel and transportation companies. She/he is able to elaborate their business environment and networks. The student identifies and analyzes the global travel facts and figures. She/he is able to define customer experience.

Assessment criteria - grade 5

The student is able to assess the business environment of transportation companies and travel agencies. The student differentiates customer encounters and analyzes them. The student understands the meaning of customer experience in travel business. The student is able to analyze the megatrends and trends in travel and transportation industry and understands their impact on the business.

Teachers

Sonja Etelävuori, Salla Ursin

Campus

Haaga Campus

Teaching language

English

Timing

15.01.2024 - 15.03.2024

Groups
- RE4HA1
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Trends and Innovations in Travel and Transportation - Business Case TOU016AS2AE-3001 15.01.2024-15.03.2024 5 cr
  (RE4HA1, ...)   +

Learning objectives
Upon completion of this studymodule the student is able to apply travel trends in the context of travel and transportation business
project. The student is able to apply appropriate business project tools, and he is able to use his/her travel and transportation
expertiese in a project or business case. The student is able to use his/her project management skills in a travel and transportation
project. The student is able to evaluate the meaning and the outcome of the project for the company and its stakeholders.

Contents
Prevailing trends in travel and transportation, Project tools, Cooperation within travel and tourism cluster, Project management
skills and teamwork, Goals, metrics and evaluation of the project in travel and tourism industry.

Assessment criteria
Assessment criteria - grade 1
The student is able to name different project tools and methods. S/he is participating in the project team work. S/he is able to name
some trends and apply those in the project or a business case.

Assessment criteria - grade 3
The student is able to work as a responsible team member. S/he is able to use his/her travel and transportation knowledge in the
implementation of a business development project or a business case. The student is able to analyse the results of the project.

Assessment criteria - grade 5
The student shows project management and team leadership skills. S/he is able to combine his/her travel and transportation
expertise to each phase of the business development project and produce innovative business solutions. S/He is able to analyze
trends and applies those into the project. The student is able to formulate an assessment criteria for implementation and results as
well as to evaluate the significance of the outcome for the company and its stakeholders.

Teachers

Salla Ursin

Campus

Haaga Campus

Teaching language

English

Timing

15.01.2024 - 15.03.2024

Groups
- RE4HA1
- CONTACT
- EXCH

Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr

Unit

Bachelor of Hospitality Management

- Working within the Experience Economy HOS002RE1AE-3004 21.08.2023-13.10.2023 5 cr (CONTACT, ...)   +
Learning objectives
After having completed this course or attained an equivalent competence level, the student:
Recognizes industry networks and change agents
Knows the basics of tourism, hospitality and service competences
Understands the ecosystems of both international and Finnish experience economy
Is able to identify and follow experience economy operators, trends and changes
Is able to outline service concepts, cross industry operations and sales
Is able to apply the acquired information in starting one's own career planning process
Contents
Definition of the experience economy as a business sector

Teachers

Terhi Oksanen-Alén, Violeta Salonen

Campus

Haaga Campus

Teaching language

English

Timing

21.08.2023 - 13.10.2023

Enrollment

12.06.2023 - 18.08.2023

Groups
- CONTACT
- REE1HA1
- REE2HA1
- EXCH
Seats

15 - 40

Degree Programme

EXPER Hospitality and Tourism Experience Management

Evaluation scale

H-5

Credits
- 5 cr
Unit

Bachelor of Hospitality Management

Academic year 2024 - 2025

There is no implementations attached to this degree programme.

Name and level of education

Bachelor of Hospitality Management and the Finnish title of restonomi (AMK)

Admission requirements and applications

Act of Polytechnics 932/2014, Section 25 §
Before applying see the admission criteria at Studyinfo

Scope and duration

210 ECTS, 3,5 years

Recognition of learning

Read more about the principles of recognition of learning at Haaga-Helia. [Recognition of learning](#)

Mode of study

Daytime learning

Language of tuition

English

Requirements and decrees

Completion of the courses specified in the curriculum, compulsory work placement, a thesis and maturity test.

Haaga-Helia's operations are governed by [The Government Decree on Universities of Applied Sciences (1129/2014)](#) (only in Finnish) and [the degree regulations](#).

Targets and structure

Do you want to be part of the world's most dynamic and leading socio-economic sector?

The degree programme in Hospitality and Tourism Experience Management provides students with multiple competencies. Students will accomplish their major in:

Experience Management (30 ECTS)

In addition, students may choose one or several minor packages (15 ECTS) in the field of Hospitality, Tourism, and/or Experience or other business studies.

Studies improve students' skills in project management, team working, and presentation. Bachelor of Hospitality Management graduate, is an expert in the service sector.

Structure of the programme:

Key Competencies 75 ECTS
Professional Competencies 90 ECTS
Work Placement 30 ECTS
Bachelor´s thesis 15 ECTS

Internationalisation

A culturally diverse student body will impact the internationalisation of the student experience and facilitate the development of an appreciation of cultural differences and intercultural sensibility.

Learning outcomes are facilitated by the European and global business environments through international case studies and learning materials. Some of the modules are jointly designed and taught with partner schools abroad.

Work placement and cooperation with the business community

International and national alliances with hospitality companies (e.g. hotel chains, holiday resorts and airlines) and educational partnerships provide the opportunity to increase the international knowledge and experiences for the students. This is feasible in provision of internship or study project work across borders.

Postgraduate studies

[Master's Degree studies](#)
[Non-Degree studies in Haaga-Helia](#)
University studies

Alumni activities

[Read more about the Haaga-Helia´s alumni and join the international network.](#)

Contact information

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FI-00320 Helsinki

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