

► Bachelor studies, daytime learning, before August 2022

Education in English

Business, Administration and Law

Information and Communication Technologies

Service Industry

HOTEM Degree Programme in Hospitality, Tourism and Experience Management

SPOCMA Degree Programme in Sports Coaching and Management

**TEMPO Degree Programme in Tourism Event and Management**

## TEMPO Degree Programme in Tourism Event and Management

### Bachelor of Hospitality Management, 210 ECTS

Bachelor of Hospitality Management

Programme

Curricula

Implementations

#### Name and level of education

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

#### Admission requirements and applications

Universities of Applied Sciences Act 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.](#)

#### Mode of study

Full-time day programme

#### Language of tuition

The degree programme is conducted in English.

International students can enjoy Finnish Areal Studies, and a choice of other areal studies. Finnish students are offered compulsory Swedish language studies as part of the Nordic Areal Studies, and a choice of other areal studies.

Areal studies combine the studies of a language of a chosen area with the study of the business operational environment and culture. The aim is to enable students to develop an understanding of the area in holistic and practical terms, necessary for professional relations with the stakeholders who represent the respective area.

#### 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 Act on Studies in Universities of Applied Sciences (932/2014) (in Finnish) and Decree (1129/2014) (in Finnish).

#### Study attainments and assessment

[Find out more about the degree regulations and assessment process of Haaga-Helia](#)

#### Targets and structure

As a student of Tourism and Event Management (TEMPO) on Haaga-Helia Porvoo Campus you will get a solid education on tourism industry and planning, promoting and organizing events. Your studies will take place in a truly multicultural atmosphere mainly through real life projects with national and international companies and organizations.

After first-year common studies, you can choose between two alternative specialisations:

- Event Design and Management
- Selling and Developing Tourism Services and Products

#### Event Design and Management

This specialisation introduces the event planning and production process from ideating, concept creation to the actual implementation. The learning happens in real life event productions as part of an event planning team consisting of students and supervised by teachers. The event courses cover not only the operational level of event organising, but two advanced level courses that ensure a more strategic and conceptual approach to event management. Event-related courses combined with internship and thesis project gives graduates the skills, attitude and networks required to enter the event industry.

#### Selling and Developing Tourism Services and Products

In the specialisation, students will learn how to sell and market products and services through multiple channels in profitable ways and how to develop sustainable and versatile products and services focusing on customer experience. The competences are implemented in learning activities jointly with the travel industry through working life projects, company visits and lecturers from the industry. Students also learn efficient sales and presentation skills and how to use different approaches for applied research. Studies of this specialisation combined with internship(s) and thesis project give graduates the skills, attitude and networks required to enter the tourism industry.

#### Programme contents:

Core studies 60 ECTS

Professional studies 60 ECTS

Specialization studies 30 ECTS

Free-choice studies 15 ECTS

Work placement 30 ECTS

Bachelor's thesis 15 ECTS

### Internationalisation

Most of the learning takes place in real-life projects for tourism businesses operating internationally. This opens doors for the students and helps them develop their networks already during the studies. This makes it easier for graduates to find jobs both in Finland and abroad.

Students with Finnish educational background are expected to do a study period abroad. It can be exchange, work placement, project or thesis work. The programme itself offers a multicultural laboratory in daily work as the student body represents 35 different nationalities, and the staff is also multinational.

### Career opportunities

The daily work of the students is all about operating in multicultural teams. They are supervised by staff representing several nationalities. The commissions they get from companies familiarise the students with topical issues in tourism and different ways of doing business. Students can also go on exchange, do work placement abroad and participate in international development projects. Employment possibilities are extensive because the students get a solid basis in business studies, and specialise on tourism business with transferrable skills that help them find employment in all parts of the world. Jobs in the service industries are increasing, so good sales and service skills are valued globally.

Graduates from the Degree Programme in Tourism and Event Management acquire skills that prepare them for versatile employment possibilities anywhere where people skills, sales and service development and a professional understanding of the tourism industry are appreciated. Possible job titles include e.g.

Key Account Manager

Team Leader

Sales Negotiator

Service Developer

Event Coordinator

Event Producer

HR Assistant

Marketing Assistant

Social Media Manager

### 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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