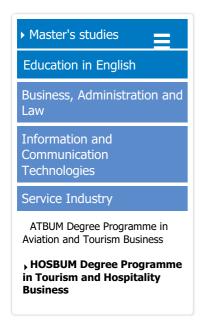
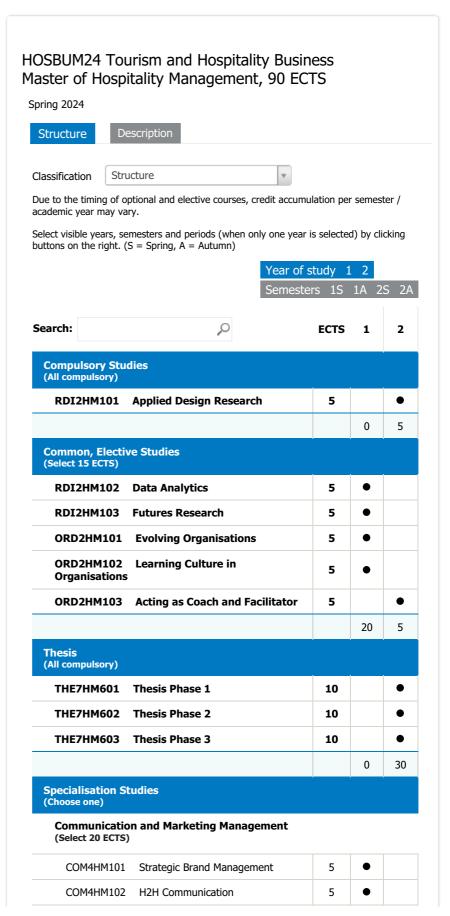


CURRICULA ARCHIVE ?SEARCH FOR COURSES

IN FINNISH

HOME > MASTER'S STUDIES > HOSBUM DEGREE PROGRAMME IN TOURISM AND HOSPITALITY BUSINESS > TOURISM AND HOSPITALITY BUSINESS





rch:	P	ECTS	1	:
COM4HM103	Digital Marketing Technologies	5	•	
COM4HM106 Production	Leading Creative Planning and	5	•	
COM4HM107 Management	Crisis Communication and Reputation	5	•	
COM4HM108	Marketing and Sales in Metaversums	5		•
Digital Busines (Select 20 ECTS)	ss Opportunities			
DIG4HM101	Digital Service Design	5	•	
DIG4HM102	Business Analytics	5	•	
DIG4HM103	Robotic Automation	5	•	
DIG4HM104	Emerging Technology Opportunities	5	•	(
DIG4HM106 Business	Artificial Intelligence in Modern	5	•	
DIG4HM108	Digital Ethics	5		
DIG4HM109 Ecosystems	Digital Business Platforms and	5		
Experience Ec (Select 20 ECTS)	onomy and Designing Services			
EXP4HM101	Service Design	10	•	
EXP4HM102 Transformation	From Services to Experiences and ons	5	•	
EXP4HM103	Brand Experience Development	5	•	
EXP4HM104 Networks	Design Service Systems and Value	5		
Leadership an (Select 20 ECTS)	d Human Resource Management			
LEA4HM101 Management	Strategic Human Resources	5	•	
LEA4HM102	Leadership Clinic	5	•	
LEA4HM103	Reflective Leadership	5	•	
LEA4HM104 Brand	Employee Experience and Employer	5	•	
LEA4HM105	Conscious Leader	5		(
LEA4HM110	Individuals in Organisation	5	•	
Leading Sales (Select 20 ECTS)	and Customer Experience			
SAL4HM101 of Sales	Processes and Strategic Development	5	•	
SAL4HM102 Organisation	Developing Sales Oriented	5	•	
SAL4HM103 and Leading (	Development of Customer Journey Customer Experience	5		•
SAL4HM104	Online Store as Sales Channel	5	•	
Strategic Thin (Select 20 ECTS)	king and Management			
STR4HM101 Strategies	Strategic Thinking and Growth	5	•	

Search:	٥	ECTS	1	2
STR4HM102	Strategy in Practice	5	•	
STR4HM103	Experimental and Engaging Strategy	5	•	
STR4HM104 Economy	Responsible Business and Sharing	5		•
STR4HM105	Strategic Financial Management	5		•
			122.5	42.5
Free-Choice Stu (Select 20 ECTS) Other Studies (Select 0 ECTS)	dies			
			0	0