

Managing Customer Relationship	3
In total	96 credit points

Spring semester:

Russian Language and Culture 1	3
Russian Language and Culture 2	3
German Language and Culture I	3
German Language and Culture 4	3
Finnish Culture and Language 2	3
English in Hotel and Tourism Business	3
Intercultural Communication	3
Cross Cultural Management	3
Basics of Marketing	3
Planning Marketing	3
Marketing Research	3
Interactive Marketing and Marketing Research	3
Planning Marketing and Marketing Communications	3
Business-to-Business Marketing	3
Destination Finland	3
Basics of Hotel Operations	6
International Dimensions	3
Networking in Tourism	3
Social Capital – Contributor for Tourism	3
Product Planning and Product Development	3
eBusiness Management	3
Culinary Tour	3
Event Tourism	3
Chaining and Brand Management	4
Value Chain Management	3
Customer Relationship Management	3
Basics of Accountancy	3
Budgeting and Capital Investment Appraisal	3
Revenue Management	3
Analysis of Financial Statement	3
In total	94 credit points

Course descriptions can be found at:

www.saimia.fi/opsnet/disp/en/welcome/nop?menuid=0
(<http://student.saimia.fi> - SoleOPS in English)