

DEGREE REQUIREMENTS AND CURRICULUM FOR ACADEMIC YEAR

**DEGREE PROGRAMME IN TOURISM**

Unit of Tourism/Imatra, valid for the students enrolled in 2007

STUDY MODULE			30cr	27 cr	34 cr	29,5	24 cr	17,5	0 cr
Code	Lessons Credits / Semester	Study Modules / Semester	1	2	3	4	5	6	7
472804	INTERACTION AND SOCIAL COMPETENCE	18 cr							
KMR0406	Orientation and Project Skills		3	-	-	-	-	-	-
KSU0039	Finnish Culture and Language I <sup>1)</sup>		3	-	-	-	-	-	-
KRU0049	Swedish Communication at Work <sup>2)</sup>		3	-	-	-	-	-	-
KSU0040	Finnish Culture and Language II <sup>1)</sup>		-	3	-	-	-	-	-
KRU0050	Swedish for Catering and Tourism <sup>2)</sup>		-	3	-	-	-	-	-
KSU0042	Finnish Culture and Language III <sup>1)</sup>		-	-	3	-	-	-	-
KEN0089	Writing Skills <sup>2)</sup>		-	-	3	-	-	-	-
KMR0407	Research Methods		-	-	-	3	-	-	-
KMR0411	Processing Thesis and Word Processing		-	-	-	-	-	3	-
	1) Foreign Students 2) Finnish Students								
472805	TOURISM INDUSTRY COMPETENCE	45 cr							
KMR0412	Basics of Tourism		6	-	-	-	-	-	-
KMR0457	Distribution Routes		3	-	-	-	-	-	-
KMR0466	Basics of Business		3	-	-	-	-	-	-
KMR0115	Hotel Operations		-	3	-	-	-	-	-
KMR0408	Reservation Systems in Tourism Business		-	3	-	-	-	-	-
KMR0415	Networking in Tourism		-	3	-	-	-	-	-
KMR0414	Visions of the Future and Global Travelling		-	-	6	-	-	-	-
KMR0416	Tourism and Society		-	-	-	3	-	-	-
KMR0418	Event Management		-	-	-	3	-	-	-
KMR0417	Tourism Destination Management		-	-	-	-	3	-	-
KMR0419	International Dimensions		-	-	-	-	3	-	-
KMR0409	Research and Development in Tourism Industry		-	-	-	-	3	-	-
KMR0410	Revenue Management		-	-	-	-	-	3	-
472806	LANGUAGE SKILLS AND CROSS CULTURAL COMPETENCE	30 cr							
KEN0076	English Communications at Work		3	-	-	-	-	-	-
KEN0071	English in Hotel and Tourism Business		-	3	-	-	-	-	-
KEN0077	Tourism English		-	-	3	-	-	-	-
KVE0075	Russian Language and Culture I <sup>1)</sup>		-	3	-	-	-	-	-
KSA0063	German Language and Culture I <sup>2)</sup>		-	3	-	-	-	-	-
KVE0076	Russian Language and Culture II <sup>1)</sup>		-	-	3	-	-	-	-
KLI0915	Cross Cultural Communications		-	3	-	-	-	-	-
KMR0299	Cross Cultural Management		-	-	3	-	-	-	-
KSA0064	German Language and Culture II <sup>2)</sup>		-	-	-	3	-	-	-
KVE0077	Russian Language and Culture III		-	-	-	3	-	-	-
	1) All students except 2) Russian students								

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472807	MARKETING AND MANAGEMENT COMPETENCE							
		48 cr						
KMR0421	Basics of Tourism and Hospitality Marketing	-	3	-	-	-	-	-
KMR0420	Cost and Profitability Accounting	-	-	4	-	-	-	-
KMR0422	Budgeting and Capital Investment Appraisal	-	-	3	-	-	-	-
KLI0912	Marketing Communications	-	-	3	-	-	-	-
KMR0423	Marketing Research and Planning Marketing	-	-	-	6	-	-	-
KMR0424	Management part A	-	-	-	5,5	-	-	-
KTE0935	Project Management	-	-	-	-	3	-	-
KLI0550	International Business	-	-	-	-	3	-	-
KLI0591	Business-to-Business Marketing	-	-	-	-	3	-	-
KMR0426	Analysis of Financial Statement	-	-	-	-	3	-	-
KLI0486	Customer Relationship Management	-	-	-	-	-	3	-
KMR0427	Logistics and Supply Chain Management	-	-	-	-	-	3	-
KMR0425	Management part B	-	-	-	-	-	5,5	-
472808	MATHEMATICS AND IT COMPETENCE							
		15 cr						
KMA0096	Mathematics	3	-	-	-	-	-	-
KMR0428	IT Competence I	3	-	-	-	-	-	-
KMR0429	IT Competence II	-	-	3	-	-	-	-
KTE1385	WWW-Programming	-	-	-	3	-	-	-
KMR0430	SAP	-	-	-	-	3	-	-
<b>ELECTIVE STUDY MODULES</b>		<b>15 cr</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>
<b>PLACEMENT</b>		<b>30 cr</b>	<b>-</b>	<b>15</b>	<b>-</b>	<b>15</b>	<b>-</b>	<b>-</b>
<b>BACHELOR'S THESIS</b>		<b>15 cr</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>15</b>	<b>-</b>
<b>TOTAL</b>		<b>210 cr</b>						