

DEGREE REQUIREMENTS AND CURRICULUM FOR ACADEMIC YEAR

DEGREE PROGRAMME IN TOURISM AND HOSPITALITY

Unit of Tourism/Imatra, valid for the students enrolled in 2008

STUDY MODULE		Academic year/Scope, cr.				*) FI/EN
		1.	2.	3.	4.	
BASIC STUDIES						95 cr
000078	CORE STUDIES OF POLYTECHNIC					11 cr
	KSU0036 Finnish Communication at Work	3	-	-	-	FI
	KRU0042 Swedish Communication at Work	-	3	-	-	FI
	KEN0076 English Communication at Work	3	-	-	-	EN
	KPE0042 Orientation Studies	2	-	-	-	FI
000079	DEGREE PROGRAMME-SPECIFIC LANGUAGE STUDIES					21 cr
	KSU0038 Oral Communication in Tourism	-	3	-	-	FI
	KRU0045 Swedish for Catering and Tourism	-	-	3	-	FI
	KEN0071 English in Hotel and Tourism Business	-	3	-	-	EN
	KVE0027 Russian Language and Culture I	3	-	-	-	RU
	KVE0013 Russian Language and Culture II	-	3	-	-	RU
	KRA0019 French Language and Culture I *	-	3	-	-	FI
	KRA0020 French Language and Culture II *	-	-	3	-	FI
	KSA0019 German Language and Culture I *	-	3	-	-	FI
	KSA0020 German Language and Culture II *	-	-	3	-	FI
	* to be chosen either French or German language, total 6 cr					
000081	BASIC STUDIES OF DEGREE PROGRAMME					63 cr
	KMR0498 Basic Studies of Tourism and Hospitality	9	-	-	-	FI
	<i>KMR049801 Basics of Tourism, 3 cr</i>					FI
	<i>KMR049802 Basics of Accommodation and Hospitality, 1,5 cr</i>					FI
	<i>KMR049803 Introduction to Business Operations and Economics, 3 cr</i>					FI
	<i>KMR049804 Labour Law, 1,5 cr</i>					FI
	KMR0181 Basics of Tourism and Hospitality Marketing	-	3	-	-	EN
	KMR0441 Interactive Marketing and Marketing Research	-	-	3	-	EN
	KMR0358 Planning Marketing and Promotion	-	-	3	-	EN
	KMR0442 Basics of Financial Accounting	3	-	-	-	FI
	KMR0443 Costs Management and Profitability	-	4	-	-	FI
	KMR0444 Budgeting and Capital Investment Appraisal	-	3	-	-	FI
	KMR0484 Managerial Duties and Management 1	-	-	4	-	FI
	KMR0485 Managerial Duties and Management 2	-	-	5	-	FI
	KMR0447 Management Accounting in Managerial Duties	-	2	3	-	FI
	KMR0448 Corporate Taxation and Finance	-	-	3	-	FI
	KMR0449 Drafting of Business Plan	-	-	3	-	FI
	KMR0450 Cross Cultural Management	-	-	3	-	EN
	KMR0482 Basics of Information Technology	3	-	-	-	FI
	KMR0483 Office Tools	-	3	-	-	FI
	KMR0489 eTourism	-	-	3	-	FI
	KMA0058 Mathematics	3	-	-	-	FI

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			1.	2.	3.	4.	
PROFESSIONAL STUDIES		55 cr					
472810	PROFESSIONAL STUDIES IN TOURISM	55 cr					
	KMR0490 Gastronomy in Tourism		9	-	-	-	FI
	KMR0491 Business in Travel Agencies		3	-	-	-	FI
	KMR0115 Hotel Operations		3	-	-	-	EN
	KMR0257 Reservation Systems		3	-	-	-	FI
	KMR0258 Finland in the World of Tourism		3	-	-	-	EN
	KMR0457 Distribution Routes		3	-	-	-	EN
	KMR0458 Social Capital an a Resource of Tourism		-	3	-	-	FI
	KMR0459 Interpretation of Cultural Heritage		-	3	-	-	EN
	KMR0437 Event Tourism		-	3	-	-	EN
	KMR0460 Networking		-	3	-	-	EN
	KMR0461 Guiding and Tour Operating		-	3	-	-	EN
	KEN0077 Tourism English		-	3	-	-	EN
	KMR0462 Nature Tourism		-	-	4	-	EN
	KMR0463 Tourism in Neighbouring Regions		-	3	-	-	EN
	KMR0402 Tourism as a regional phenomenon		-	3	-	-	FI
	KMR0492 eBusiness Management		-	-	3	-	FI
ELECTIVE STUDIES		15 cr					
PLACEMENT		30 cr					
BACHELOR'S THESIS		15 cr					
TOTAL		210 cr					

*) FI = in Finnish, EN = in English, RU = in Russian