

DEGREE REQUIREMENTS AND CURRICULUM FOR ACADEMIC YEAR

DEGREE PROGRAMME IN TOURISM

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

STUDY MODULE		Academic year/Scope, cr.			
Code	Study Course	1	2	3	4
BASIC STUDIES		100 cr			
000059	CORE STUDIES OF POLYTECHNIC	15 cr			
KSU0039	Finnish Culture and Language I ¹⁾	3	-	-	-
KRU0049	Swedish Communication at Work ²⁾	3	-	-	-
KEN0076	English Communications at Work	3	-	-	-
KMR0406	Orientation and Project Skills	3	-	-	-
KMA0096	Mathematics	3	-	-	-
	1) Foreign Students 2) Finnish Students				
000080	DEGREE PROGRAMME-SPECIFIC LANGUAGE STUDIES	27 cr			
KSU0040	Finnish Culture and Language II ¹⁾	3	-	-	-
KRU0050	Swedish for Catering and Tourism ²⁾	3	-	-	-
KSU0042	Finnish Culture and Language III ¹⁾	-	3	-	-
KSU0045	Finnish Language and Communication Skills 2)	-	3	-	-
KEN0071	English in Hotel and Turism Business	3	-	-	-
KVE0075	Russian Language and Culture I 3)	3	-	-	-
KVE0076	Russian Language and Culture II 3)	-	3	-	-
KVE0077	Russian Language and Culture III 5)	-	3	-	-
KVE0081	Russian Language and Culture IV 5)	-	-	3	-
KSA0063	German Language and Culture I 4)	3	-	-	-
KSA0064	German Language and Culture II 4)	3	-	-	-
KSA0066	German Language and Culture III 5)	-	3	-	-
KSA0067	German Language and Culture IV 5)	-	3	-	-
	1) Foreign Students 2) Finnish Students				
	3)All students except 4) Russian students				
	5) six credits to be elected from either one of the languages				
472811	BUSINESS OPERATION	12 cr			
KMR0497	Basics of Tourism	3	-	-	-
KMR0466	Basics of Business	3	-	-	-
KMR0457	Distribution Routes	3	-	-	-
KMR0416	Tourism and Society	-	3	-	-

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472812	MANAGERIAL EXPERTISE	46 cr			
KMR0181	Basics of Tourism and Hospitality Marketing	3	-	-	-
KLI0912	Marketing Communications	-	3	-	-
KMR0423	Marketing Research and Planning Marketing	-	6	-	-
KLI0591	Business-to-Business Marketing	-	-	3	-
KMR0420	Cost and Profitability Accounting	-	4	-	-
KMR0422	Budgeting and Capital Investment Appraisal	-	3	-	-
KMR0426	Analysis of Financial Statement	-	-	3	-
KMR0495	Management part A	-	4	-	-
KMR0496	Management part B	-	-	5	-
KLI0915	Cross-Cultural Communications	3	-	-	-
KMR0428	IT Competence I	3	-	-	-
KMR0429	IT Competence II	-	3	-	-
KMR0489	eTourism	-	3	-	-
PROFESSIONAL STUDIES		50 cr			
KMR0115	Hotel Operations	3	-	-	-
KMR0408	Reservation Systems in Tourism Business	3	-	-	-
KMR0415	Networking in Tourism	3	-	-	-
KMR0493	Visions of the Future and Global Travelling	-	5	-	-
KMR0418	Event Management	-	3	-	-
KMR0417	Tourism Destination Management	-	-	3	-
KMR0419	International Dimensions	-	-	3	-
KMR0492	eBusiness Management	-	-	3	-
KMR0410	Revenue Management	-	-	3	-
KLI0550	International Business	-	-	3	-
KLI0603	Customer Relationship Management	-	-	3	-
KMR0427	Logistics and Supply Chain Management	-	-	3	-
KTE0935	Project Management	-	-	3	-
KMR0407	Research Methods	-	3	-	-
KMR0409	Research and Development in Tourism Industry	-	-	3	-
KEN0093	Academic English	-	-	3	-
ELECTIVE STUDY MODULES		15 cr			
PRACTICAL TRAINING		30 cr			
BACHELOR'S THESIS		15 cr			
TOTAL		210 cr			