

Saimaa University of Applied Sciences – Bachelor of Hospitality Management 210 cr Degree Programme in Tourism and Hospitality Management 2016

Leadership Skills, Economic Expertise, International Competence, Service Business Know-How

DEVELOPING PROFESSIONAL EXPERTISE

4. year

Thesis 15 cr
Elective Studies 15 cr
Placement 30 cr: Basic Placement1 3 cr, Basic Placement2 12 cr and Professional Placement 15 cr

BUSINESS MANAGEMENT AND MARKETING IN TOURISM AND HOSPITALITY

3. year

Hotel Business 4 cr	Marketing 9 cr
Restaurant Business 4 cr	Communication Skills 7 cr/7 cr
Tourism Business 6 cr	Management Accounting 3 cr
Management and Organisations 6 cr	eBusiness 3 cr

INTERNATIONAL AND PROFITABLE TOURISM AND HOSPITALITY BUSINESS

2. year

Hotel Business 3 cr	Marketing 8 cr
Restaurant Business 4 cr	Communication Skills 5,5 cr/9 cr
Tourism Business 6 cr	Management Accounting 7 cr
Managing People and Organisations 6 cr	
eBusiness 6 cr	

INTRODUCTION TO TOURISM AND HOSPITALITY BUSINESS

1. year

Basics of Hotel, Restaurant and Tourism Services 18 cr	Marketing 8 cr
Hotel Business 3 cr	Communication Skills 16,5 cr/13 cr
Restaurant Business 4 cr	Operational Tools 13 cr

Bachelor of Hospitality Management, 210 cr

<p>4. year <i>Developing Professional Expertise</i></p>	<ul style="list-style-type: none">• To be able to apply the latest theory and to have skills for creative problem solving in Bachelor's thesis.• To be able to apply needed research methods in the acquisition and adoption of in-depth knowledge in tourism and hospitality.
<p>3. year <i>Business Management and Marketing in Tourism and Hospitality</i></p>	<ul style="list-style-type: none">• To have sufficient skills in qualitative and quantitative research methods applied in the industry.• To be familiar with the company's strategic management and to be able to develop customer-oriented and profitable business operations.• To be able to develop company's business processes and to apply effective and profitable sales and marketing strategies.
<p>2. year <i>International and Profitable Tourism and Hospitality Business</i></p>	<ul style="list-style-type: none">• To be familiar with the effects and opportunities of internationalization, as well as the meaning of multicultural co-operation in the development of the field.• To learn to practice leadership skills and principles of profitable business.• To be able to create comprehensive services and experiences based on customers' needs and wishes.• To be able to apply outcomes of learning in placement and work life projects.
<p>1. year <i>Introduction to Tourism and Hospitality Business</i></p>	<ul style="list-style-type: none">• To learn the key processes of Hotel-, Restaurant and Tourism Management.• To understand the impact of different functions to each other and to know the importance of the service sector in business.• To understand the impact of an individual on work community and how to work effectively as an individual and a team.